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Mastering Google AdWords

- ✓ AdWords is one of the most valuable skills to learn

- ✓ Can build a huge business with just this part of course

- ✓ However... AdWords is very <u>COMPLICATED</u>. Most marketers get <u>OVERWHELMED</u> and quit.

- ✓ I'm going to give you shortcuts to maximize profit!

- ✓ <u>NOT</u> in Google's best interest to help you max profits

- ✓ AdWords is driven by keywords. Rewatch the "Keyword Science" module if you need to.

Mastering Google AdWords

- If you want to learn every single little option and feature of Google AdWords watch Google's tutorials and read their help guides.

- I will do my best in this module to keep most lessons short so you can quickly use them for reference later.

- **BUT... you need to watch every lesson at least once. Don't skip a lesson because you think you already know it. AND... be very careful with SPENDING!**

The Data Decides!

AdWords, and all of Digital Marketing, is a DATA-DRIVEN environment. Ultimately, only the data matters.

Don't fall in love with an ad you've written, or a certain keyword phrase, or a landing page headline you wrote, or an opt-in offer or sales offer. **NONE OF IT MATTERS UNLESS THE DATA SAYS SO.**

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The Data Decides!

Little unknown fact...

Only about 10-12% of all keywords actually produce conversions.

And out of all the traffic you get even from keywords that produce conversions, only a small percentage will convert FOR YOU.

Relevance Makes All The Money

BOLD GUARANTEE: This is the most important lesson you will will ever learn when it comes to profiting from Google AdWords.

How Many Keywords Should You Have Per Ad Group?

- Max of 250?

- 10?

- 50?

- 30?

- 100?

Inevitability Thinking

What Does That Mean?

Conditions that need to occur in order to guarantee us of the outcome that we desire.

What Do We Ultimately Desire?

- ✓ Maximum Profitable Traffic from AdWords
- ✓ Lowest Average Cost Per Click
- ✓ Highest Possible Converting Traffic

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How Would That Happen?

Maximum relevancy with our AdWords campaigns - from keywords to audience targeting to ad copy & click-rate to landing page conversion.

Broad -› Narrow -› Singular

But Isn't Singular A Lot Of Work?

YES, it can be. But we only go "singular" on keywords that generate enough of a return to make it worth it.

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Money Management Principles

- ✓ You must "sacrifice early profits" to build machine
- ✓ Goal: To buy all the profitable traffic we can!
- ✓ Cheapest traffic does NOT equal maximum profit!
- ✓ Conversion Hunting will help our SEO efforts
- ✓ We will prioritize efforts by proximity to B/E
- ✓ Target most valuable keywords first
- ✓ Budget management & Reinvesting is critical

Ad Rank & Quality Score

How Does Ad Rank Work?

"Ad Rank" is a formula that Google uses to determine which ads to display (and in what order) when someone searches for a keyword.

This formula is made up of several factors; including some that are a <u>mystery</u>.

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Ad Rank Factors

- ✓ CPC Bid (per keyword)

- ✓ "Quality Score" (per keyword)

- ✓ Ad Extensions & Formatting

How Does Quality Score Work?

"Quality Score" is a sub-formula calculated for each keyword in your account that Google uses as a part of the "Ad Rank" formula to determine which ads are displayed and what the click cost will be.

This formula is made up of several factors; including some that are a <u>mystery</u>.

Quality Score Factors

- ✅ Ad's Expected CTR
- ✅ Display URL's past CTR
- ✅ Quality of Landing Page
- ✅ Ad Relevance (keyword in ad?)
- ✅ Geographic Performance
- ✅ Target Device Performance

Relevance Makes All The Money

BOLD GUARANTEE: This is the most important lesson you will will ever learn when it comes to profiting from Google AdWords.

Does AdWords Affect SEO?

The "official" word is NO. And most experts agree that it doesn't.

HOWEVER... I predict that if it doesn't today, it will eventually.

But... Your Landing Pages DO!

Your landing pages will get indexed and Google will rank them or rank your other pages based on them.

This is a BAD THING because they can contain duplicate content.

NOINDEX Your Landing Pages

I suggest you add the "noindex" meta tag to the HTML of your Landing Pages.

This is so Google will not crawl & add these pages to their search engine results — and so these pages won't penalize your other page rankings.

Ad Position Value

Position #1: Gets the most traffic and the highest CTR.

Position #1: Gets a lower conversion rate than #2 and #3.

Position #2: Gets about 40% of the traffic that Position #1 gets.

Position #3: Gets about 30% of the traffic that Position #1 gets.

Landing Page Secrets

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Two Core Objectives

① Maximize Our Conversion

② Get High Quality Score

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1. Relevant, Useful, Original Content

- ✓ Make sure your landing page is directly relevant to your ad text and keyword.
- ✓ Provide useful information on your landing page about whatever you're advertising.
- ✓ Try to offer useful features or content that are unique to your site.

2. Transparency And Trustworthiness

- ✅ Make it easy for visitors to find your contact information.
- ✅ If you request personal information from customers, make it clear why you're asking for it and what you'll do with it.
- ✅ Distinguish sponsored links, like ads, from the rest of your site content.
- ✅ Openly share information about your business and clearly state what your business does.

3. Ease Of Navigation

- Don't make people hunt around for the information they might need.
- Make it quick and easy for people to order the product mentioned in your ad.
- Don't annoy customers with pop-ups or other features that interfere with their navigation on your site.
- Make sure people can easily find information to learn more about the advertised product.

4. Landing Page Load Time

- ✅ Make sure your landing page loads quickly once someone clicks on your ad, whether on a desktop or mobile device.
- ✅ Help customers quickly find what they're looking for by prioritizing the content that's visible above-the-fold.

Quick Tips For Success

- Keyword doesn't need to be on the LP

- Navigation Links at the top not required

- **ADD**: About Us, Privacy Policy, Contact Us navigation links in the footer. (Opt: Terms)

- **ADD**: Brand Logo at the top of the page

- Make your Brand Logo clickable to your HP

- **ADD**: Visual representation of what happens after they take CTA

Quick Tips For Success

- **ADD**: Description of what happens if they give you their info. I.E. You'll also be subscribed to our newsletter, etc.

- **DON'T**: Use unsubstantiated claims or overly hyped copy or promises.

- If collecting info, make sure Privacy Policy link is nearby.

AdWords Account Structure
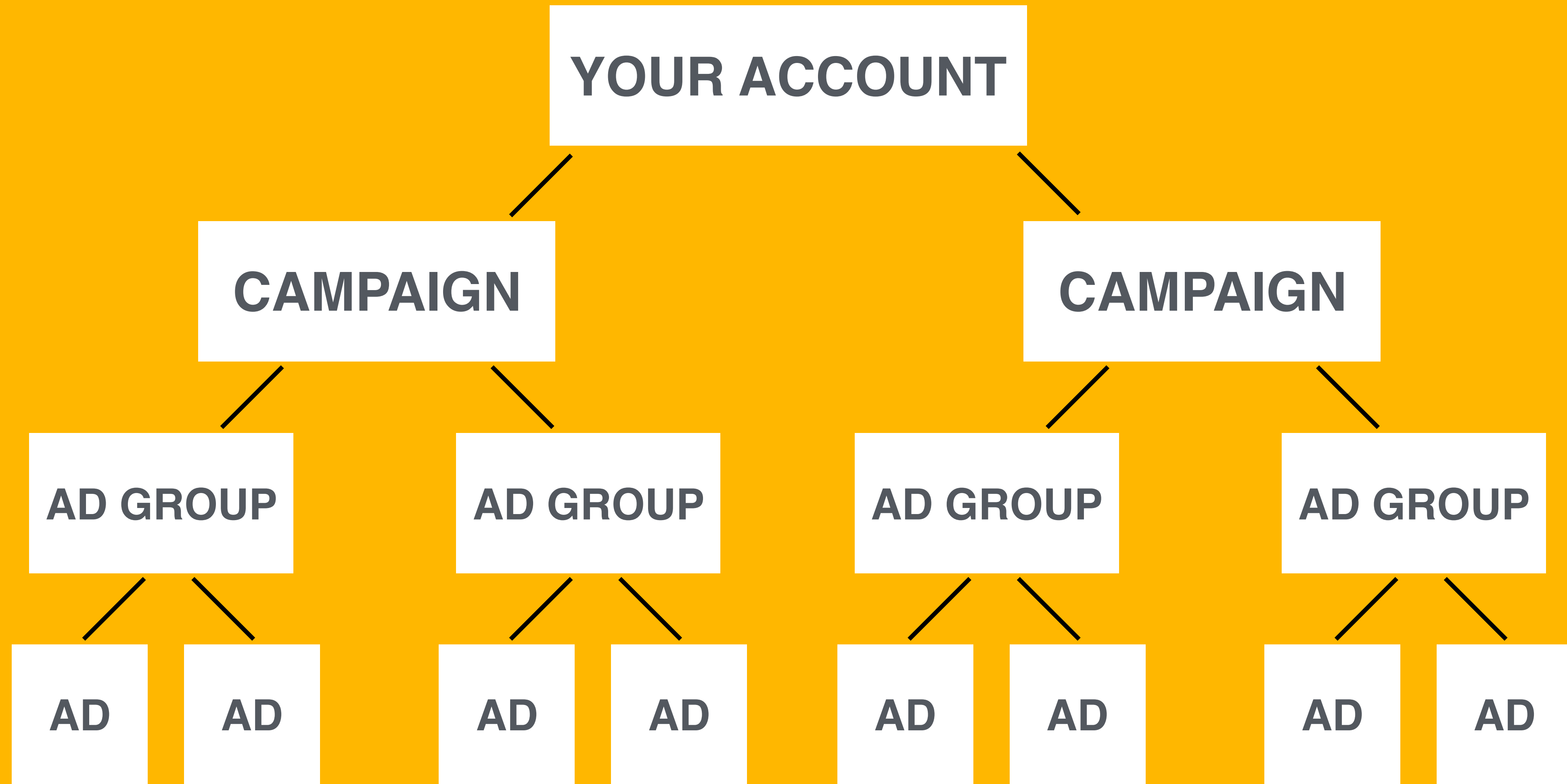
Account Limits

Campaigns Per Account = 10,000

Ad Groups Per Campaign = 20,000

Text Ads Per Group = 50

Other Limitations

Only one Adwords account per business.

Only "Campaigns" have budget settings.

"Ad Groups" are limited to only ONE domain name - for Destination URLs and Display URLs.

Organizing Your Account

Account			
Account			
Furniture store			

Campaign		Campaign	
Campaign		**Campaign**	
Tables		Beds	

Ad group	Ad group	Ad group	Ad group
Coffee tables	Dining tables	Sofa beds	King size beds
Ads Ad 1 Ad 2	**Ads** Ad 1 Ad 2	**Ads** Ad 1 Ad 2	**Ads** Ad 1 Ad 2

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Why Use More Campaigns?

- ✓ Campaigns have a **DAILY BUDGET** control
- ✓ Campaigns can do **DAYPARTING**
- ✓ Campaigns have **UNIQUE REPORTING** data
- ✓ Campaigns create **SMARTER MANAGEMENT**
- ✓ **AND MUCH MORE!**

Naming Your Campaigns

(Terrible) CAMPAIGN #1

(Slightly Less Terrible) SHOES

(Much More Effective)
US - SEARCH - ENGLISH - SPORTING GOODS

1-WLMEM-OPT-VID3-GS-US-EN-DT

Priority - Project - Goal - Mechanism - Traffic Source - Location - Language - Device

Naming Your Ad Groups

keyword_phrase_EM/PM/BMM

grow_tomatoes_EM

gardening_tips_PM

Keyword Match Types

- Exact Match (EM)
- Phrase Match (PM)
- Broad Match (BM)
- Broad Match Modifier (BMM)

EXACT MATCH (EM)

An exact match to a keyword or keyword phrase. Denoted in AdWords with [ ]

[grow tomatoes]

grow tomatoes

PHRASE MATCH (PM)

A match to a keyword that contains the phrase. Denoted in AdWords with " "

"grow tomatoes"

grow tomatoes, how to grow tomatoes, fast way to grow tomatoes, grow tomatoes and carrots.

BROAD MATCH (BM)

A keyword that is a relevant variation. Denoted in AdWords with no symbols.

grow tomatoes

plant tomatoes, grow carrots, tomatoes in your garden, build a garden

NOTE: We NEVER want to use BM keywords!

BROAD MATCH MODIFIER (BMM)

Contains the same keyword or close variation. Denoted in AdWords +

+grow +tomatoes
grow big tomatoes, growing tomatoes, will tomatoes grow fast?

Short Tail VS. Long Tail

You initially want to setup Ad Groups with short tail keywords - typically 2 to 4 words.

grow tomatoes, build a garden, hydroponic garden, start your own garden

Start by compiling what you believe are the best 2-4 word phrases for your business. **FIND THE BASE.**

Brand Name Keywords

You should definitely bid on your own brand keywords – your name, your company name, your product names. **HIGH CTR!**

I don't recommend you bid on competitors' brand names – low CTR and makes you look negative in your market.

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Ad CTR Is King Of AdWords!

If you haven't figured it out yet, **HIGH CTR** on your ads is the most important thing!

If you want Google to show your ads more often, and for you to pay the lowest click rate possible, you have to have a HIGH CTR on each keyword ad you run.

CTR & Conversion Balance

An increase in Ad CTR can sometimes lower Landing Page conversion.

It's critical to keep an eye on your ROI per Ad Group. Sometimes a slightly lowered conversion nets more profit with more traffic & lower CPC.

Adding A Keyword To Our Account

We're going to start by creating TWO new Ad Groups:

1st Ad Group: [grow tomatoes]

2nd Ad Group: "grow tomatoes"
+grow +tomatoes
-[grow tomatoes]

Next Step: Extrapolation

We look for next 'subset' of keywords based on the highest activity additional word added to our primary keyword.

Example: grow cherry tomatoes
'cherry' is the target word.

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Step 1 of EXT: Create Two New Ad Groups

3rd Ad Group: [grow cherry tomatoes]

4th Ad Group: "grow cherry tomatoes"
+grow +cherry +tomatoes
-[grow cherry tomatoes]

Step 2 of EXT: Add Negative To 2nd Group

2nd Ad Group: "grow tomatoes"
+grow +tomatoes
-[grow tomatoes]
-cherry

Adding Negative Impact Keywords

We will add negative impact keywords to a negative keywords list at the CAMPAIGN LEVEL.

If we move an Ad Group to a new Campaign, we'll copy over the Negative Impact Keyword list.

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Highest Activity & Value

① Highest Click Volume

② Highest Conversion Volume

③ Highest Profit Total

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<u>Ad Guidelines & Rules</u>

- ✓ See Google's site for info on restricted content
- ✓ No malicious ads, sites, apps
- ✓ No trying to bypass review processes
- ✓ No cloaking or hiding true destination after click
- ✓ Don't use a non-SSL page for sensitive user data
- ✓ Must be clear about what data is collected & why
- ✓ No misrepresented or misleading ads
- ✓ No 'blind' offers or opt-ins
- ✓ No misleading or unrealistic claims

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AdWords Ad Limits

- ✔ Headline = Up to 25 characters
- ✔ Description Line 1 = Up to 35 characters
- ✔ Description Line 2 = Up to 35 characters
- ✔ Display URL = Up to 35 characters

Easy Help Desk Software - Get Productivity at the Least Cost

Ad www.zoho.com/Zoho-**HelpDesk-Software** ▾

Zoho® Support, Try for Free Now!

Cost Effective · Pricing Starts From 0$ · Reply to Tweets/FB posts · 15-Days Free Trial

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<u>Changes On The Way!</u>

- ✔ Headline = Two 30-character headlines
- ✔ Description= Instead of two 35-character lines, one long 80-character description.
- ✔ Display URL = SAME (although auto root)

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How To Write High CTR Ads

- ✔ Look at competitor ads on 1st page
- ✔ Are they using keyword in headline?
- ✔ If NO, run split-test 1 with, 1 without
- ✔ Headline must relate to their intention
- ✔ Benefit/Feature - Object/CTA
- ✔ CAP First Letter Of Each Word Like This
- ✔ Try Question marks & Quotation marks
- ✔ Use specific NUMBERS and references
- ✔ Use Proof/Credibility where possible

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<u>Using Pre-Qualifiers</u>

- ✓ Use a PRICE in the ad itself i.e. $299
- ✓ Use a REQUIREMENT; i.e. $10K inv.,620+ CS
- ✓ Use a SKILL; i.e. must know PHP.
- ✓ Use a SKILL LEVEL; i.e. intermediate+
- ✓ Use a SIZE; i.e. 10-12 shoe. <size 16 dress.
- ✓ Use a COMMITMENT; i.e. mo. fee, 6 weeks
- ✓ Use a MUST-HAVE; i.e. iPad needed.
- ✓ Use an INTEREST; i.e. must like painting.
- ✓ Use a STATUS; i.e. single, fit, graduate.

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Domains & Display URL Tricks

- **ALWAYS** use the full Display URL space!
- Always test **/How-To-Grow-Tomatoes** (KW)
- Try Testing **/Download-Free-Report** (CTA)
- Try Testing **/23-Weight-Loss-Secrets** (Title)
- Try Testing **/Amazing-Boots** (Prod + Adj)
- Try Testing **/7-Days-Left** (Deadline)
- Try Testing **/50-Percent-Off** (Offer)
- Try Testing **/12-Photo-Tour** (Format)
- Try Testing **DIFFERENT DOMAIN** (Put Into Separate AdGroup or Campaign)

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When To Use Different Campaigns

- ✓ When promoting different products
- ✓ When promoting different goals
- ✓ When promoting different web sites
- ✓ When targeting different geographic areas
- ✓ When targeting different languages
- ✓ To separate devices; i.e. desktop/mobile/tablet
- ✓ To isolate your most valuable keywords
- ✓ When targeting a major theme difference
- ✓ When targeting a different type of prospect
- ✓ "When in doubt, use a separate campaign."

Bid Strategies

- Initially let Google set the bid to "maximize clicks"
- It's better to "Start High, Move Lower" than to "Start Low, Move Higher"
- "Sacrifice Early Profits" is critical with AdWords for long-term bidding purposes
- "Sacrifice Early Profits" is also critical to find converting keywords that aren't profitable
- Google offers many automated & optional ways to control your bids, but get solid data FIRST.

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Prioritize, Optimize, Expand!

- Prioritize your activity by Clicks, Conversions, Profit
- Prioritize by B/E points... 70%+, 50%-70%, 25%-50%
- Optimize Ads to increase CTR
- Optimize to increase Landing Page Conversion
- Optimize Bids to maximize Profit-Per-Keyword
- **Expand your efforts by adding more keywords!**