



THE EXPERTS GUIDE
TO

PAY-PER-CLICK

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Keywords are the behind-the-scenes basis for a good PPC campaign. Choosing the right keywords and grouping them together in the right way can go a long way in improving clickthrough rate, overall quality score, and conversion rates. Although it may seem like a matter of choosing relevant keywords and placing them in an ad group with similar variations, determining which keywords are actually relevant requires knowing your target customer, anticipating the search terms they'll use when searching for your product, and auditing keywords already being used (whether in PPC or organically). It's fairly easy to get someone to click on an ad, but more difficult to know that the person clicking is going to be someone who will convert, and the right keywords will improve that likelihood.

DETERMINING PERSONAS AND SEARCH INTENT

The right customer persona needs to be created before adding in keywords because finding relevant keywords for an unknown customer is going to lead to very irrelevant traffic. The difference needs to be made between visitors to your site who are there because they need your service or product and are willing to make the purchase, and visitors who are there because they're interested in your vertical, but may not be ready to purchase at that point. When performing SEO optimization, both visitors are great – they'll both be looking at your website content and may reference you when posting on their own blogs (great for natural link building) and to their colleagues offline (for word-of-mouth). In PPC and other SEM, however, the former group is by far the most important. When you pay for each click, those clicks need to matter as much as possible, and customers who are “just wondering” or “just learning” aren't good enough to cost you money.

[Lead Generation | Eloqua Best Practices](http://www.eloqua.com/resources/best-practices/lead-generation.html)
www.eloqua.com/resources/best-practices/lead-generation.html ▾
 Create, nurture, and discover interest among your prospects so that your sales team can engage them proactively in conversation.

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[Capture user interest with the Lead Generation Card | Twitter Blogs](https://blog.twitter.com/.../capture-user-interest-with-the-lead-generation-...)
<https://blog.twitter.com/.../capture-user-interest-with-the-lead-generation-...> ▾
 Marketers regularly talk to us about their goals, and for many it boils down to one major theme: **generating leads**, and ultimately driving purchases. With those ...

[Lead Generation Guide 2012 - BtoB Magazine](http://www.btoonline.com/section/lead_generation_guide)
www.btoonline.com/section/lead_generation_guide ▾
 BtoB Magazine's B2B Lead Generation Guide is full of the latest and most innovative digital marketing ideas, tips, best practices and strategies. It's a must have.

[Build your own lead base](http://www.google.com/ads/MoreLeads)
www.google.com/ads/MoreLeads ▾
 1 (855) 327 5360
 Introducing Google AdWords Express
 Try it now & win new leads today

[Online Lead Generation](http://www.directagents.com/)
www.directagents.com/ ▾
 Custom ROI Driven Strategies.
 Lead Generation Based On Your Goals

[Lead Generation](http://www.five9.com/LeadGeneration)
www.five9.com/LeadGeneration ▾
 Increase Leads & Sales by 300%.
 Cloud Software - Free Online Demo!

[See your ad here »](#)

Let the “what is” demographic stick to the organic results.

Choosing a persona is more than just picking a demographic. This is your prime customer – the one person who, if you had 100 of them in a room, all 100 would say yes to purchasing your product or service. What are their interests? Where does this person work? After you’ve developed a detailed model of this person, think of how they would perform a search if they were looking for your product.

Ask yourself a few questions about this person:

- What would they type in to find your product?
- Would they be more likely to use a smartphone to search or a computer?
- Are they making this search for themselves or for a friend or family member?
- Are they more likely to call or fill out a form to communicate with sales?

If you can’t answer these questions, go back and develop the persona further. Keep these answers in mind throughout this guide – they will help you find the right keywords, develop the ads, and create the right landing pages for your PPC campaigns.

Your product or service

used cars Get ideas Modify search

Ad group ideas Keyword ideas Download Add all (38)

Ad group (by relevance)	Keywords		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
Keywords like: Used Cars By Owner (9)	kbb used cars, used regina cars, used c...	✔	549,490	High	\$1.77	0%	»
Buy Used Cars (29)	buy used car, buy used cars, buy a used ...	✔	84,600	High	\$2.26	0%	»
Cheap Used Cars (13)	cheap used cars, cheap used cars for sa...	✔	34,270	High	\$1.99	0%	»
Price Used (28)	used car prices, used car price, used car...	✔	70,250	High	\$1.12	0%	»
Used Car Search (7)	used car search, search used cars, sear...	✔	11,730	High	\$1.72	0%	»

All these are relevant to used cars, but are they what your customer is searching for?

The right persona is going to help you determine your customer’s search intent. Search intent goes back to the difference between the customer who is there to purchase and one that’s there to look, and usually, it is easy to tell the difference through what search terms they type into Google or another search engine. Search terms that include “what is”, and “info” may be good for those businesses looking to drive traffic, but these terms denote that the person is not ready to purchase, or may not even intend to purchase at all. Again, these customers are best for your SEO efforts, but the intent behind your PPC traffic needs to be a purchasing intent.



AUDITING YOUR KEYWORDS

When choosing keywords, an audit should be performed in order to determine which keywords are relevant, and of those, which ones are going to give you the traffic you actually want. When you perform the audit, you will want to keep in mind both potential targeted keywords and negative keywords that should be added. Finding as many negative keywords as possible during the audit will help to prevent any irrelevant traffic from clicking on your ads. It will also ease the need to run search query reports to find and add them after the visitor has already clicked (whether by curiosity or the belief that your ad was actually relevant to them).

There are a few sources that you should consider when auditing keywords:

- 1. AdWords Keyword Tool:** This is by far a good place to search for additional variations of not only regular keywords, but negative keywords. The Keyword Tool doesn't take into account search intent, so it will show synonyms and homonyms – terms that may use your keywords, but have nothing to do with your business. The whole list is important, not just the relevant keywords.

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
best used cars	22,200	High	\$1.60	0%	»
buy used car	3,600	High	\$2.24	0%	»
kbb used cars	18,100	Low	\$0.38	0%	»
cheap used cars	18,100	High	\$2.10	0%	»
used cars for sale by owner	27,100	High	\$1.22	0%	»
buy used cars	18,100	High	\$2.61	0%	»
cheap used cars for sale	3,600	High	\$2.04	0%	»

Take that Average CPC with a grain of salt – it's not always accurate.

- 2. Previous AdWords or other PPC search queries:** If you've run or are currently running AdWords for this business, your past data will be needed for the audit. Consider any mitigating factors that could have affected the performance of your keywords – average position, ad text, budget, conversion rates, etc. – or else you may end up running the same type of campaign over again.
- 3. Google Analytics:** If you have previous traffic on your website, Google Analytics can show you what kind of search terms are leading people there. What can be especially telling in Analytics is the absence of keywords that you would consider very worthwhile showing up for – if you're having trouble ranking well for that term right away, PPC is a great way to get good traffic from it in the meantime.



	Visits ? ↑	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?
	309 % of Total: 11.73% (2,635)	75.40% Site Avg: 67.40% (11.88%)	233 % of Total: 13.12% (1,776)	66.02% Site Avg: 66.38% (-0.54%)	2.28 Site Avg: 2.05 (11.31%)
1. "addiction marketing"	1	100.00%	1	0.00%	2.00
2. addiction software	1	100.00%	1	100.00%	1.00
3. aim crm clients	1	100.00%	1	100.00%	1.00
4. best sfa campaign builder	1	100.00%	1	0.00%	4.00
5. crm insurance	1	100.00%	1	0.00%	5.00
6. crm lead generation	1	100.00%	1	0.00%	3.00
7. crm programs	1	100.00%	1	0.00%	3.00

What keywords are good for PPC, and what would be best left for organic?

4. Google Search Suggestions: Type one of your prime keywords into the Google search box, and see what else it suggests. Like the keyword tool, this can be a great way to quickly see what else your visitors might be interested in. These will be current popular terms that should be factored in either as a keyword or a negative keyword.

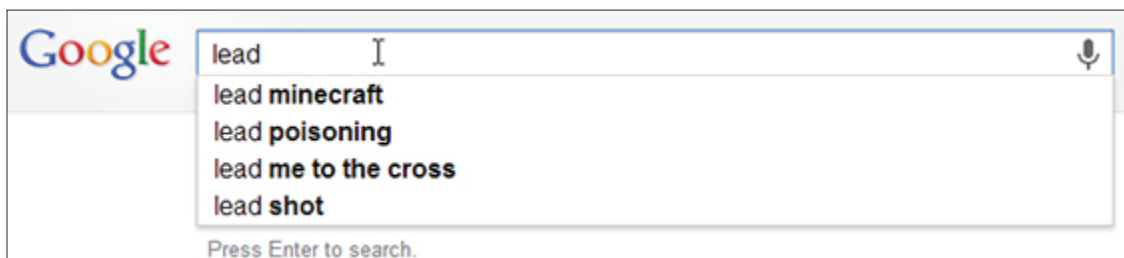


Some are also found at the bottom of the page.

Pulling all of this data together will give you an idea of current traffic, potential relevant traffic, and potential irrelevant traffic. Keep in mind the search intent mentioned previously when sorting out irrelevant keywords – if you sell shoes, for example, someone asking “how to repair shoes” should be considered irrelevant traffic, even if you do have an informational page on your site about such a thing. If you offered a shoe repair service, this may be a worthwhile search term, but otherwise, the person is not intending to buy shoes even if their search term is very much shoe-related.

Once the keywords are sorted into groups of relevant and irrelevant keywords, both groups need to be further added to and potentially bulked to expand ad reach or prevent further irrelevant traffic. **For irrelevant keywords, follow these steps:**

- 1. Group the keywords into similar themes, and find synonyms:** For regular keywords, AdWords will automatically find synonyms (in broad match) and misspellings (in all match types), but does not do this for negative keywords. If a particular negative keyword you chosen can show up in different ways (including plural), make sure all of these are included in your negative keyword list.
- 2. Determine what match type the irrelevant keywords should be in:** A keyword that will likely be bad in all situations (like “free”) can be added as broad match, but some may need to be added in phrase or exact match – this generally would be needed if you’re attempting to sell a very specific product.



Sometimes typing in just one word (like “lead” in “lead generation”) will help determine irrelevant keywords.

- 3. Create a master list of negative keywords with each in an appropriate match type:** This can be pulled in order to add more negative keywords, but this should cut down on the work.

For your relevant keywords, the following steps should be taken. **It’s a similar process to negative keywords:**

- 1. Group the keywords into brand-level keywords and category-level keywords:** Including branded keywords is a good idea even when you rank well for your own branded terms – showing up twice can reinforce your brand presence and prevent competitors from gaining the top spot in that ad space. The rest are considered category level – people who are searching, but don’t necessarily know about your business, and these terms will require more aggression in order to be successful.

Brand-Level Keywords	Category Level Keywords
active internet marketing	internet marketing company
www.activeinternetmarketing.com	internet advertising company
activeinternetmarketing.com	internet marketing services
www.tcaim.com	internet advertising services
tcaim.com	seo services
active internet advertising	seo company
active seo marketing	sem services

People still do type the web address into the search bar..



2. Group the keywords into similar themes, and find additional variations and synonyms for those themes: These themes are going to be your ad groups, and you will want to group by words, not necessary categories. Although “sneakers” and “tennis shoes” are technically the same thing, they should be in different ad group, as you wouldn’t want to try and force both words into your ad text for relevancy. Also, if a particular keyword has a misspelling that is actually another word entirely (such as “knut” and “nut”) you should add these as additional negative keywords.

3. Determine the match type for the keywords: The broader you make your keywords, the more you will need to work with negative keywords, especially if a keyword has several synonyms and homonyms that are irrelevant to your business. I often recommend using modified broad match, and adding a “+” in front of keywords that have many synonyms. This allows the freedom of broad match without the broadness of what Google considers synonyms.

Having the right keywords is the basis of your campaigns – the technical aspect of PPC. Your ad text and landing pages are going to be the factors that set you apart from your competition, but it is your keywords that make sure you’re actually competing with the right people! Keyword management can seem like an art more than a science sometimes, but the best campaigns will keep the emotion and the “what ifs” away and hold onto only the keywords that will result in a positive ROI.

SOME INTRICACIES OF QUALITY SCORE

Quality score is an intricate, complex computation, and often, the basis of the three big factors (clickthrough rate, relevancy, and landing pages) come from how the little factors come together. For an advertiser just starting out, knowing the basics of these three will be enough, as they make up 80% of what determines their quality score. For those trying to eke out as much worth as possible out of their quality score, however, knowing the intricacies of how they work (and acting on them) is necessary.

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Ad group	Status [?]	Qual. score [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]
		Total - all campaign [?]			--	9,423	987,194	0.95%	\$32.74
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+florida +drug +rehab	Florida Drug Rehab	<input type="checkbox"/> Eligible	8/10	15	496	3.02%	\$45.93
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+florida +rehab +centers	Florida Drug Rehab	<input type="checkbox"/> Eligible	8/10	52	10,678	0.49%	\$37.15
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+drug +rehab in +florida	Florida Drug Rehab	<input type="checkbox"/> Eligible	8/10	66	1,524	4.33%	\$56.81
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+drug +rehab centers in +florida	Florida Drug Rehab	<input type="checkbox"/> Eligible	8/10	29	1,586	1.83%	\$47.07
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+drug +rehab in south +florida	Florida Drug Rehab	<input type="checkbox"/> Eligible	8/10	12	138	8.70%	\$46.74

Good idea: Adding the quality score column to quickly note which keywords are doing well



Clickthrough rate seems like the simplest factor to determine, but there are a few factors to keep in mind when analyzing the performance of a particular keyword:

1. A “good” clickthrough rate is relative to the average position of the ad for that keyword. The most significant difference comes between the ads that show at the top of the page and those that show to the side.
2. The clickthrough rate is determined through the exact match version of that keyword ONLY, even if the keyword is in broad match. Therefore, if “shoes” is your keyword and it’s in broad match, someone who typed in “red shoes” and clicked on your ad would not be considered in the quality score of “shoes”, even though it is considered in the keyword’s overall clickthrough rate. To see the true clickthrough rate for a keyword, check the search query report for the exact match of that keyword.

<input type="checkbox"/>	Search term	Match type [?]	Added/Excluded [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]
				57	1,764	3.23%	\$4.17	\$237.61	2.2
<input type="checkbox"/>	lead aggregator	Exact match	Added	7	74	9.46%	\$4.19	\$29.32	1.9
<input type="checkbox"/>	leads auto shipping aggregation	Broad match	None	2	2	100.00%	\$6.64	\$13.27	1.0
<input type="checkbox"/>	aggregator leads	Broad match	None	1	1	100.00%	\$7.23	\$7.23	1.0
<input type="checkbox"/>	lead aggregator companies	Phrase match	None	1	2	50.00%	\$4.61	\$4.61	2.5
<input type="checkbox"/>	how to become a lead aggregator	Phrase match	None	1	1	100.00%	\$6.44	\$6.44	1.0

The “Added” in the Search Terms reports contain the CTRs that matter most.

3. The Display Network’s clickthrough rate is also not factored in when determining quality score for the search network. The Display Network has its own quality score factors, and even if Search and Display are running together, neither will affect the other’s quality score.

The landing page load time is a big part of the landing page experience, and is determined by meet/miss, so even if your site is just a little too slow, it’s going to mean the same to your quality score as an extremely slow site. It’s a regional calculation of + or – three seconds, so your overall quality score can improve depending on the overall speeds of the regions you’re advertising to.

Just as page relevancy has become more important with Google’s organic rankings, it has as well with AdWords’ quality score. In fact, Google’s Webmaster Guidelines is probably the easiest guide to follow in order to have a site which meets Google’s requirements a good landing page quality score. They’re looking for the three big: relevant and original content, transparency, and navigability. While most sites have this calculated through algorithms, many are audited by human eyes looking for scams, so manipulating the landing page for a better score may not work out in the end.



YourCouponHub.com

Home Restaurant Coupons Grocery Coupons Other Coupons

Free Macys Coupons
Download & Print Coupons - 100% Free.

Coupons Valid in: **Florida**
Last Day To Get Coupons Free: **June 7, 2012**

Get Macys Coupons by entering your email and cell phone.
A pin # will be sent to your cell phone to activate coupons.

Email:

Cell Phone: - -

Get Free Coupons!

Macys

Macy's is a chain of mid-range to high-range department stores. Along with an e-commerce website, Macy's offers distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. They sell numerous prominent brands, such as COACH, Tommy Hilfiger, The North Face, Lacoste and Dior. Macy's also has a large portfolio of private brands that it produces for exclusive sale within its stores, which include American Rag, Hotel Collection, Style & Co. and Charter Club. There is also a broad selection of electronics and gadgets, from digital

This probably won't win any privacy rewards.

The relevancy of your ads is one of the simpler factors to meet, and is largely completed by performing a good keyword audit. Dynamic keyword insertion will not improve this factor, although it may improve clickthrough rate (which is by far the bigger factor in quality score). The ad should be relevant to the keywords contained in the ad group and the landing page itself – this is much easier to do when the keywords are sorted properly into ad groups.

Ad Group-Level, Campaign Level, and Account Level quality scores must also be taken into account.

Just because a keyword is deleted, does not mean that the data associated with that keyword has gone away. At least, not right away. Like an old scar, a poor-performing keyword will become less significant over the life of the account, but it will always be considered a part of determining the quality score of a group of keywords or the whole account. Other factors will play a much bigger role in your quality score, but if another company has a similar makeup, your overall quality score can make a big difference. This is why the audit is so important at the beginning – wayward testing may indeed harm the life of your AdWords account.

Your ads are the connection between the visitor and your brand, and need to be more than an “attention-grabber” if you want to increase your conversion rate and improve your ROI. The content of your ad is an extension of the content on your page, but in a very, very condensed format. Creating an effective ad is a matter of pitching your visitor before they’ve ever visited the page. It becomes even more complicated because your competitors are sharing the same space with you, and since there are only a few things you can do to stand out from them, which includes your unique selling point, your headline, and your call-to-action, each thing matters.

KNOWING YOUR BRAND IMAGE AND USP (UNIQUE SELLING POINT)

Even in the very limited format for ads that AdWords and other PPC advertising often provides, you need to be able to convey either your brand image or your unique selling point (or both) to differentiate you from your competitors. Although the average position of your ad makes a difference, **having one of those coveted top spots will not be effective if your ad does not sell what you’re actually selling.** This can result in a potential customer skipping your ad, or worse, clicking and then bouncing immediately.

If you’re looking to drive traffic, focus more on your brand image. What do people associate your brand with? Why is advertising on this particular keyword worth it to your brand image? It may be your brand name – **getting a spot in the ads for your name means that someone else won’t have it.** For a business focused on ROI, this is the only time I recommend having a brand-focused ad rather than a product-focused ad, unless your brand already has a very strong presence in your vertical.

groupon

groupon

groupon **traverse city**

groupon **getaways**

groupon **login**

Ad related to groupon ⓘ

[Groupon.com - Groupon USA](#)
www.groupon.com/USA ▾

Get Exclusive Daily Deals & Save Money On Shopping, Travel & More
Groupon has 6,225 followers on Google+

Food and Drink	For the Home
Spa and Massage	Designer & Sport Watches
Health and Fitness	Headphones for You

[Groupon: Deals on Restaurants, Fitness, Travel, Shopping, Beauty ...](#)
www.groupon.com/ ▾

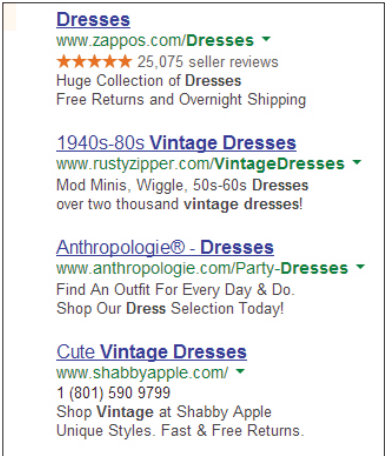
Offering daily deals at restaurants, retailers and service providers.

The Mackinaw Brewing Co The Mackinaw Brewing Co 161 E Front St, Frnt ST Traverse City MI ...	Great Wolf Lodge Traverse ... One- or Two-Night Stay with Water- Park Passes at Great Wolf ...
Traverse City for One Admission to the Wuerfel Park Microbrew & Wine ...	Chicago Chicago - Chicago Things To Do - Chicago Restaurants - ...
Zonifi Drawing on the latest work in sports psychology, the coaches ...	Cities Cities: Alabama · Montgomery · Birmingham · Huntsville ...

Groupon is advertising for Groupon to get double the listings.

With a clearly-defined brand, developing a brand-based ad should not be difficult even with the character limitations. Describe your brand in just a phrase – if that’s too hard, work on developing one. It will make the entire advertising process easier, not just the PPC.

For a product/service based ad, determine your unique selling point (USP), and fit that into your ad. Having different wording from a competitor is not enough to make it distinct. Are your cable ties the most affordable on the market? Is your law firm the largest and most respected in your area? Think about how to describe your USP in just one or two words – chances are, putting it in an actual ad will expand it somewhat, and since there’s not much room to work with, you need to start small. Developing your ad around your USP will make it distinct without the need for awkward, purely attention-grabbing headlines and text.



Dresses
www.zappos.com/Dresses ▾
★★★★★ 25,075 seller reviews
Huge Collection of Dresses
Free Returns and Overnight Shipping

1940s-80s Vintage Dresses
www.rustyzipper.com/VintageDresses ▾
Mod Minis, Wiggle, 50s-60s Dresses
over two thousand vintage dresses!

Anthropologie® - Dresses
www.anthropologie.com/Party-Dresses ▾
Find An Outfit For Every Day & Do.
Shop Our Dress Selection Today!

Cute Vintage Dresses
www.shabbyapple.com/ ▾
1 (801) 590 9799
Shop Vintage at Shabby Apple
Unique Styles. Fast & Free Returns.

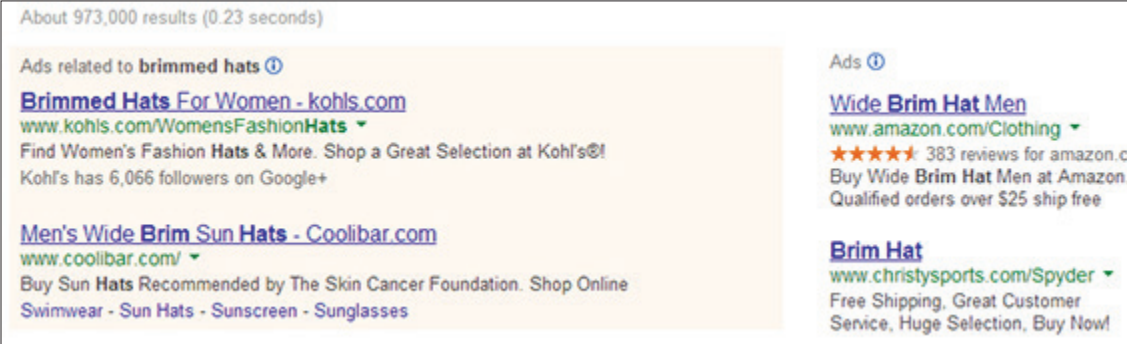
Cool, edgy vintage dresses, with free shipping as a great USP

DEVELOPING THE RIGHT ADS

Create your ads with your persona in mind, and don’t be afraid to experiment and...borrow ideas from other successful ads. When developing a unique ad, consider the four major sections of a normal PPC ad (and all are important for an effective ad!):

- 1. **The Headline:** Remember dividing your keywords up into appropriate ad groups? This makes the headline creation easy. You want to describe your product or service – in this case, your keyword – in your headline. Don’t go for an “attention grabbing” headline; if a user doesn’t think it relates to what they’re looking for right away, they will skip over your ad.

An easy way to insert keywords is to use dynamic headlines. Insert {KeyWord: Placeholder} into your headline and replace the placeholder with a default headline for that ad group. The headline will then dynamically generate depending on the keyword your potential customer matched to (not their actual search term). If you have long-tail keywords that are longer than the 25-character limit, your default headline will be used instead.



About 973,000 results (0.23 seconds)

Ads related to **brimmed hats** ⓘ

Brimmed Hats For Women - kohls.com
www.kohls.com/WomensFashionHats ▾
Find Women's Fashion Hats & More. Shop a Great Selection at Kohl's®!
Kohl's has 6,066 followers on Google+

Men's Wide Brim Sun Hats - Coolibar.com
www.coolibar.com/ ▾
Buy Sun Hats Recommended by The Skin Cancer Foundation. Shop Online
Swimwear - Sun Hats - Sunscreen - Sunglasses

Ads ⓘ

Wide Brim Hat Men
www.amazon.com/Clothing ▾
★★★★★ 383 reviews for amazon.c
Buy Wide Brim Hat Men at Amazon
Qualified orders over \$25 ship free

Brim Hat
www.christysports.com/Spyder ▾
Free Shipping, Great Customer
Service, Huge Selection, Buy Now!

Kohl's is likely using keyword insertion because of a massive stock



2. The Description: Dedicate the 70 characters you get for your description on your unique selling point. Most often, I consider the USP more important than the call-to-action. Reiterate the product or service you're selling (especially if you use a dynamic headline!), but dedicate the rest into making yourself distinct from other advertisers. Treat it like the 30 second elevator pitch – what can you say in just a sentence or two that would make even the pickiest customer choose you over others?

If you have room, make your call-to-action specific and enticing – “Find Your Calling Today” is more personable than “Sign Up Today”, and it's better to avoid the very common “Learn More” or “Buy Now”. You could even work your unique selling point into your call-to-action – for example “Discover The Most Affordable Way To Plant Your Dream Garden.”

3. The Display URL: While the Display url must contain your domain, you can use a vanity subdomain or page url to further reiterate your product or emphasize your unique selling point. If your url is too long (35 characters) it will truncate the url in the actual ad, so this is only useful if your domain name is not overly long.

4. The Destination URL: The destination url is important not just for conversions but for knowing how well your ads are actually performing. This url should lead to the landing page most relevant to your product – and it should work! Details about landing pages will be covered in the next chapter.

There is a wealth of information that can be found through the destination url. In addition to auto-tagging in AdWords, considering value tracking to better understand how your conversions are traveling through your site, and what medium they're using to get there.

Ads ⓘ

Fruit Baskets
www.thefruitcompany.com/FruitBaskets ▾
 Order a Delicious Fruit Basket
 Filled with Fresh Seasonal Fruit!

Fruit Baskets - 20% off
www.cherrymoonfarms.com/ ▾
 ★★★★★ 1,312 seller reviews
 Get \$19.99 Gifts & Fruit Baskets.
 Guaranteed On-Time Delivery!

Fruit Baskets and Gifts
www.1800baskets.com/FruitBaskets ▾
 Save 20% on Select Fruit Baskets.
 Use Promo Code SAVE20FRUIT Today!

Premium Fruit Baskets
www.goldenstatefruit.com/ ▾
 Gourmet gifts and fruit clubs.
 Birthday, sympathy or any occasion.

Fruit Basket
www.hsn.com/ ▾
 Find Top Brands, Great Prices on
 Tableware, Cutlery, Cookware & More

Pottery Barn® Fruit Basket
www.potterybarn.com/ ▾
 Organize Your Home with Baskets,
 Totes, and Boxes from Pottery Barn®

Fresh Fruit Gift Baskets
www.winecountrygiftbaskets.com/Fruit ▾
 Fresh Fruit Gift Baskets Handpacked
 Today & Guaranteed to Arrive Fresh!

[See your ad here >](#)

Many fruit baskets – the first company's entire ad is their call to action.

Dynamic Search Ads (another new feature with enhanced campaigns) allow ads to dynamically change both the headline AND the landing page depending on the keyword. It's a more extreme form of the dynamic headline mentioned above, and is extremely effective for businesses that have hundreds of landing pages due to a large amount of products.

If you're stuck on good wording for an ad, it doesn't hurt to check out the competition. This can be done by looking at current ads with a Google Search for one of your keywords, but can also be done using whatrunswere.com. This site will allow you to look at competitors' past ads, and the ads are ranked based on their past performance. This will give you a base to work off of without directly copying an ad that a competitor is still running.

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No need to see only the current ads – see the past ones too



SERVING YOUR ADS

Where you show up in the auction will largely be determined by two things: Your ROI strategy and your competition. Wanting to drive the most traffic possible? You'll want to aim for the top three positions on the page. They garner much higher clickthrough rates than the side ads. However, because of this, they are also the most competitive positions, and you may need a very high cost-per-click and quality score to have your ads show up there consistently.

Because of this, those who are focused on a positive ROI, especially starting out, will want to focus on conversion rates and cost-per-conversion rather than average position. **In my personal experience, the top spot on the side ads (i.e. the fourth spot) is an effective spot for conversions at a lower price point.** For less competitive keywords, the bottom of the top (the third spot) is also very effective, and will open up more options for ad extensions, which are discussed in Chapter 4.

When serving ads, it's best to have multiple variations running at once, but make sure that you know what is different about the two or more ads that you're serving. **If the ad variations are too similar or too wildly different, it will be difficult to determine what exactly was effective about that particular ad.** Was it the call-to-action? The headline? When you change ads (I recommend monthly), you will know what to change and what to keep the same in order to create the best ad. If the ads are too different, you may end up running an ad that performs worse for the same reason as its predecessor.

<input type="checkbox"/>	●	Ad	Campaign type ?	Campaign subtype
Total - all campaign ?				
<input type="checkbox"/>	●	<u>{Keyword:Lead Distribution}</u> Expert Lead Distribution Software For Marketing Leaders. Sign Up Now. MarketingOptimizer.com/Expert	Search Network only	All features
<input type="checkbox"/>	●	<u>{Keyword:Lead Distribution}</u> Lead Distribution & Optimization Software For The Marketing Expert. MarketingOptimizer.com/Expert	Search Network only	All features

The only major difference? A call-to-action. Otherwise, fairly similar.

It's now possible with enhanced campaigns to develop normal text ads that will serve only on mobile devices that have full browsers (i.e. your average smartphone). Consider doing this if you have a dedicated mobile landing page. With it, you can appeal directly to mobile users with mobile-specific selling points like an app.

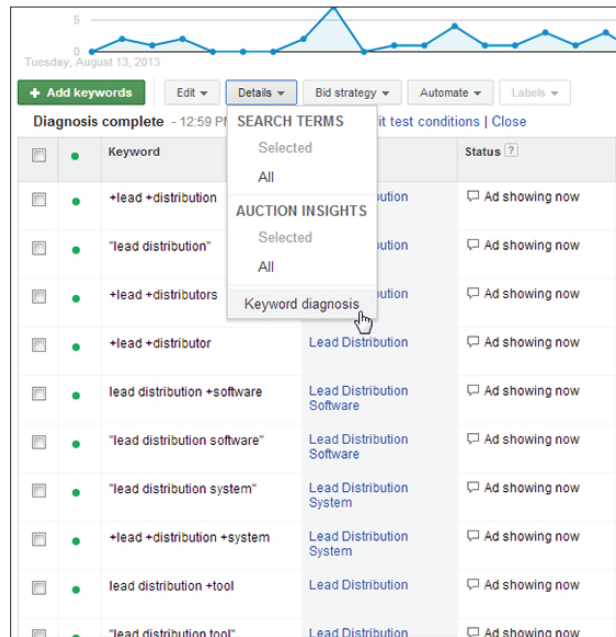


A few great tools for serving your ads properly are the competition analysis tool, the ad preview tool, and the ad diagnosis tool. These are tools that can be used early on, with no previous data, to review how your ads are running (if they're running at all):

1. Ad Preview Tool: With this (Under Tools and Analysis), you can check to make sure the ad is serving, where it's showing up, and why it might not be showing. This is also a great way to check for mobile-specific ads without having to switch devices.

It's also a clean environment – there are so many factors that go into where your ad shows up, and a few of them depend on where you are and how much you've been searching on your own keywords. Because you don't click on your own ads, this can cause your ad to drop in position when you search for it over and over again. The Ad Preview tool is there to prevent this from happening and causing unnecessary stress.

2. Keyword Diagnosis: This tool is similar to ad preview (found under "details" in the Keyword tab) but allows you to diagnose the status of multiple keywords at once instead of one at a time. It will check to see if your ads are serving for the exact-match variation of that keyword, and will give a reason if it is not serving at that point.



*The only major difference? A call-to-action.
Otherwise, fairly similar.*

Both of these tools are important when you want to make sure your ads are showing before data actually shows. It takes up to six hours for data to show up, and if something's gone wrong, you'll want to know before then.



DETERMINING THE BEST BID STRATEGY

Even in “set-it-and-go” bid settings, the bids in PPC require monitoring and adjustment based on the past performance of your ads. The strategies for bidding will vary depending on if you’re looking to drive traffic or attain a positive ROI. When choosing one of the following bid options, keep in mind the amount of time you will need to dedicate to bid changes, especially if you have third-party software to help you:

- 1. Automatic Bidding:** This is the most automated that the bidding can become, but is generally only effective when you’re looking to drive traffic, and it will likely not result in a positive ROI. Generally, the automatic bidder will place your ads at approximately fourth or fifth position (assuming your bid limit is not too low) and will try to drive as many clicks as possible, no matter how those ads are converting.
- 2. CPC Bidding:** This is the very opposite of automatic bidding – since all bids are controlled by you, it can be very time-consuming to adjust bids up and down to keep up with competition and performance. However, if you do have time to dedicate (or use third-party software to help automate some of the work) this will be an effective way to bid because you can make instant decisions based on your ads’ performance.
- 3. CPC Bidding (Enhanced):** Enhanced bidding can be helpful if you have some conversion data, but not enough to use CPA bidding (explained below). AdWords will attempt to adjust your bids up or down by 20% depending on whether it thinks a particular auction will result in a conversion. There’s no way to control it other than adjusting your original bid. Because it’s working off of very little data, I would only recommend this if you feel you don’t have enough time to dedicate to purely CPC bidding.
- 4. CPA (Cost-per-acquisition) Bidding:** When you’re working with a lot of keywords, CPA bidding can be a great assistance in making everyday bid changes while still allowing you control over bid amounts. CPA bidding requires 15 conversions to be made in 30 days before it can be turned on. However, the more data you have, the more effective it will be. There are two ways to set the bids for CPA:
 - a. Target CPA:** This is how much you want to pay for a sale to create a positive ROI. AdWords will attempt to bid in order to meet this target. If the target is too strict, however, you may force your campaigns down to a small trickle (because it can’t find anywhere to bid that meets your target).
 - b. Maximum CPA:** If AdWords is having trouble meeting your target CPA at first, or you only care that you do not exceed a certain amount, you can set a maximum CPA. This should not exceed the cost + overhead of your product or service.



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With enhanced campaigns, the option is now available to set a separate mobile bid without separating campaigns. The default setting is -20% of your original bid, but I recommend turning this up or down depending on the popular mediums for your site, and whether your site has a mobile-optimized landing page. If a large amount of your traffic comes to your website on a mobile device, it's effective to change the bid modifier to -10% or more – many advertisers will leave it at the default setting, and you can use this to your advantage.

A higher average position is preferred for mobile ads because there are less spots available – because there are no side ads, three ads will serve at the top, and two ads at the bottom the search results on any mobile device. Generally, you don't need to bother with WAP mobile ads nowadays unless your vertical deals specifically with users who do not have full browsers, like blackberry phones.

Keep in mind any bid modifications you may have, especially since all campaigns are now enhanced

Creating the landing pages for PPC is a slightly different process from developing a landing page for organic traffic. Because the search intent tends to be more focused towards the end of the sales pipeline, the layout and the amount of information you provide to the customer will be much more specific. Because each of these clicks is being paid for, there should be little to entice the customer to not take the action you want them to take.

Because of this, having an actionable goal in mind for the customer when they arrive is key. Make sure to connect this to your ad – there shouldn't be a difference between what you want the customer to do and what the customer thinks they will do when they click on the ad. For many, it's getting the customer to buy a product or contact sales. If you provide any obstacles to this through a confusing layout, too much information, or omitting important details, the visitor is far more likely to bounce and "shop around" with another ad.

DEVELOPING THE LANDING PAGE

The initial development of your landing page will generally contain several key factors. While it can be effective to experiment with layouts and the positioning of key components, leaving out one of these factors completely is a big risk to take, and should be left for a variation of your landing page, and not the initial development. **Consider the following factors when developing the initial layout of your landing page:**



The common components of a landing page

- 1. Headline:** Your headline will let the visitor know they've arrived at the right place. This will likely be one of the largest aspects of your page and the first text that your visitors will focus on and will be the central part of keeping your visitor from bouncing. The other aspects of the page are often there to supplement or follow the headline – it's what gives the rest of the page its context.

2. Pictures: Although pictures are often a large feature of the page, make sure they supplement the rest of your content rather than pull your visitors' eyes away from it. It can be very easy to pick a picture that's loud and eye-catching, but remember – you've already got them on the page, and your ad was the eye-catching part. Often, the picture will sit near the natural center – about 1/3 in from the left and top of a page, and is a great way to “point” the visitor towards the content.

3. Heat Maps: Heat maps are excellent ways to determine exactly how people are navigating your pages. They determine what the eyes (or mouse) are doing the most on a particular page. Think of the layout of the page in a way that you would think of a layout for a traditional print ad – in what ways do the eyes travel naturally down the page? Remember that the natural center is not the top of the page, but a little bit further down. This can help you format your content so that the hottest parts of the page don't belong to outside navigation or related products, and instead go to your headlines and calls-to-action.

4. Buttons: People don't like to click that often to find what they need. The only button that should be the focal point is the one that gives them exactly what you advertised, and this button should follow naturally from the headline. Don't provide too many steps or options that could distract from the product you're selling. It can be tempting to entice the customer with other options and products, but if you do add this in, make sure it supplements your page and doesn't distract from it.



Everything is centered except the button – it feels awkward

5. Navigation: Keep the page clean and easy to read and navigate. This also follows along with the buttons – don't provide too many ways for the visitor to leave the page before they've taken the appropriate action, even if it's an internal link. Adding your normal website navigation to the top of your page is not necessary, and can sometimes distract from the message of your landing page if it's a particularly extensive menu.

Your vertical can have an effect on how you layout your landing page, especially when it comes to how much actual content you should provide on the page. Have a more complex product? Likely, more text is going to be required – but not just to describe the product. Because complex products and services are often bigger purchases, an emotional appeal is needed (and described in detail below) and this will often require more room for content.

CREATING THE RIGHT CONTENT

Knowing what kind of information to provide on a landing page and in what amount will depend largely on not just your product, but your overall vertical and target market. Because the visitor who clicked on the ad generally knows they're clicking on an ad, they will expect to be provided with enough information to know they're taking the right action, a way to take that action, and little else.

- 1. Your Ad Group:** The content of your landing page should reflect your ad, or at the very least, your ad group. Selling a particular product? Reference it in the landing page – try not to use too many generic landing pages that could apply to many different ad groups (although combining similar groups is a good-time saver). The person clicking on the ad wants to see what they clicked on – the best visitors are already too far down the sales pipeline to worry about anything else.
- 2. Headline:** The headline can be a descriptive headline for a product, especially if that exact model is required. For many products and services, the headline should pitch a benefit that your product offers, especially if it works concurrently with your unique selling point. This is your second attempt to win them over (the first being your ad) and you certainly don't want to lose them here because you've already paid for that click.
- 3. Pictures:** When using humans, animals, or other anthropomorphic mascots, make sure that they're not directing their eyes and bodies away from the rest of your content, especially your headline. People tend to look where others are looking, and that includes images of others. Sometimes it's just a matter of flipping the image to direct their "gaze" towards your headline and call to action.

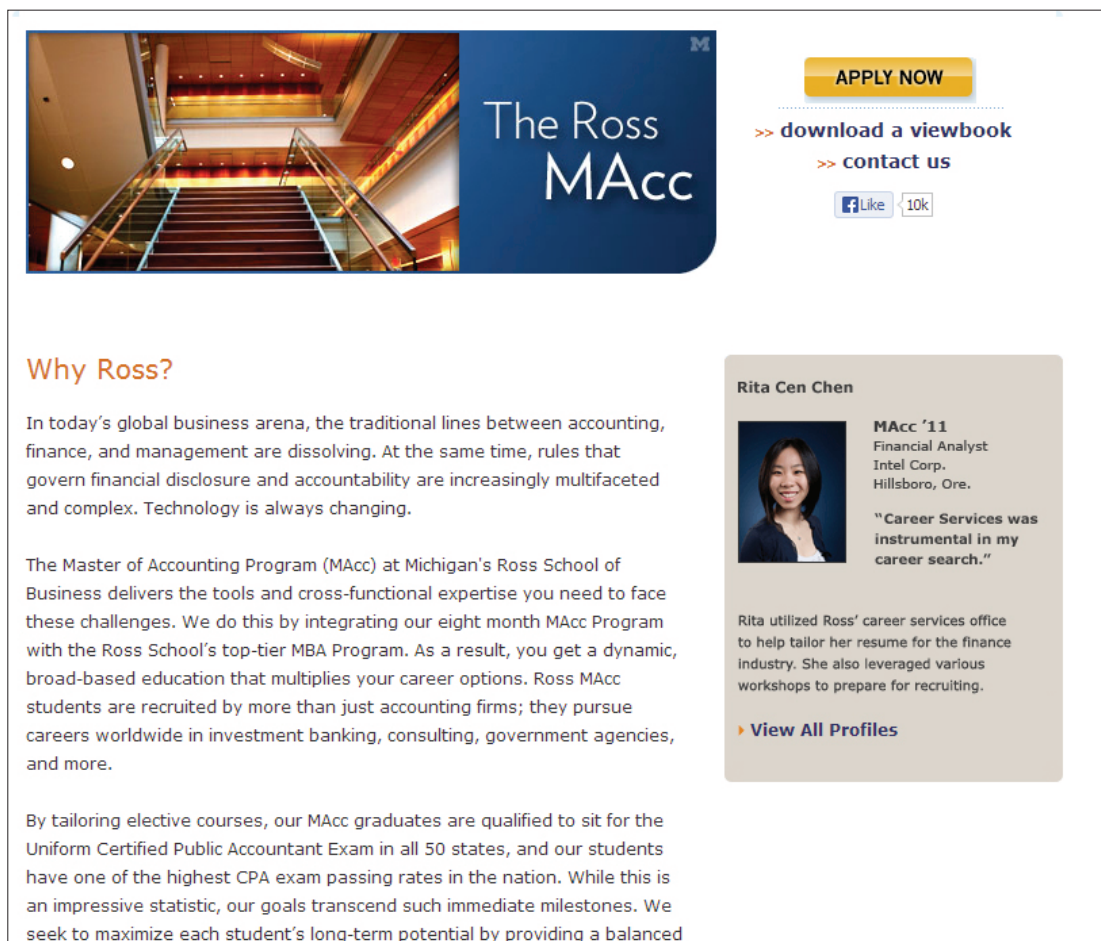


Everything is centered except the button – it feels awkward

4. Call to action: You've managed to keep your visitor from bouncing with a good headline and great content. Make sure they still know what to do. This call-to-action should match your ad, and the medium you give them for performing that action (clicking the button, calling) should be nearby the call to action. Don't make them hunt.

5. Contact Forms: What information are you asking in your contact form? If it's the primary form of reaching your leads, asking for more information is a good idea – this will not only make sure you'll be able to make contact with the person that filled it out, as people will often leave information off if you let them. Additionally, this can weed out wasting time on potential leads that aren't really interested enough in your product to provide information to you.

6. Body: How much body you need to describe your product or service is largely determined by your vertical. Does it need additional specs that didn't fit in the ad, like a computer? Does the visitor need assurance that their decision to call is worthwhile, like a drug rehab? Err on the side of less – it's much easier for a visitor to get distracted by a cluttered page rather than confused by a minimalist page, especially since these visitors are clicking from an ad, and therefore are more likely to already be knowledgeable about the product.



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By tailoring elective courses, our MAcc graduates are qualified to sit for the Uniform Certified Public Accountant Exam in all 50 states, and our students have one of the highest CPA exam passing rates in the nation. While this is an impressive statistic, our goals transcend such immediate milestones. We seek to maximize each student's long-term potential by providing a balanced

Rita Cen Chen



MAcc '11
Financial Analyst
Intel Corp.
Hillsboro, Ore.

"Career Services was instrumental in my career search."

Rita utilized Ross' career services office to help tailor her resume for the finance industry. She also leveraged various workshops to prepare for recruiting.

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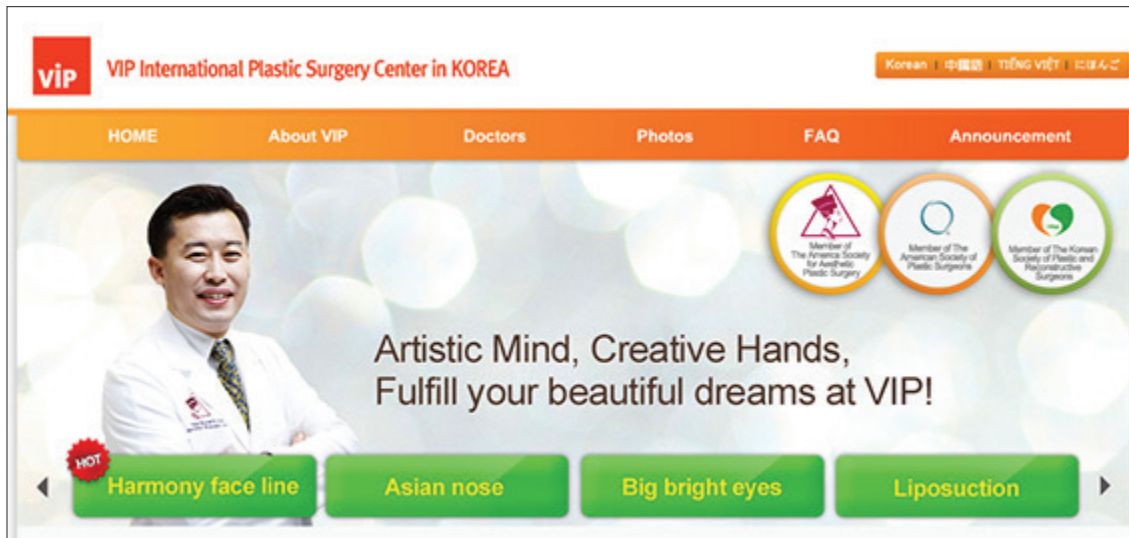
Some verticals, like education, may need more content.

ADDING TRUST INDICATORS

While they are often overlooked, trust indicators are an easy and excellent way to entice your customers to take the next step and provide you with needed information. In a society where identity theft is rampant, visitors are very cautious about what information they give away, and they'll look elsewhere if they don't trust the site they're on to keep their information safe.

The types of trust indicators you can use can be directly related to the security of the site or lend to the legitimacy of your business. Both are extremely helpful, especially if you are competing against large companies that have their brand presence as a big trust indicator, like Amazon or Zappos. There are several different types of indicators you can use, and they apply in different ways depending on your vertical:

- 1. Accreditations:** These are important for health, finance, and similar institutions where a lot of personal information is required. If you're not a part of any, research organizations and groups that provide accreditation for your vertical. Most provide badges that you can use throughout your website.



Accredited in Korea and America.

- 2. Cards Accepted:** If you need a credit card number, let users know which cards you accept – it implies you're not there just to grab cards, especially if you don't actually accept a certain brand.
- 3. Privacy Policy:** This doesn't have to be a focal point, but should be easily accessible from your landing page, and let the visitor know exactly what you're going to do with the information they give you.
- 4. Lock or other indication of https:** Sometimes the simple things can help – if you use a form, use a lock or another indication that the information they're provided is secured. Not everybody looks for the https: in the url, but they want to know their information is secure.

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5. Logo: Not only does this help provide a sense of trust by connecting a company with the landing page, but it also helps with branding your company. Again, it doesn't need to be a focal point, but a logo in a top corner that links to the front page can help a customer feel more comfortable with a purchase. Those who are unsure can quickly check you out without having to do any additional searching on your product.

6. Social Media: Having active social media pages will instill a sense of trust because visitors can see how real customers have reacted to your company or product. Invite them to share the page and write their own opinion, as there's nothing secret about your product or company.

TESTING MULTIPLE VARIATIONS

You've got the right landing page set up and ready to go – now it's time to change the page up. No page will ever be a completely perfect fit for your visitors, and even if it was, tastes and trends change, making the need for testing variations impertinent. With the right process for testing, your pages can continually improve, improving your ROI without the need to increase your cost-per-click.

Like with ads, make sure you know what's getting changed on the page before making the variation. It can be great to know that one page is working better than another, but knowing why that page is working better will lead to even better landing pages in the future. It would be unfortunate to change a good part about a page in a subsequent test because the two variations were just too different from each other to determine exactly what was working and what wasn't.



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Search

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*See Special Offers page for details.

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FIND YOUR EDIBLE ARRANGEMENTS

Could this landing page be more delicious in the conversion department?

Keep the control at a higher percentage of views than the control – if you drove half of your traffic to the new page and it wasn't as successful, it's going to be a lot worse than if only 10% were going to an unsuccessful page. Successful pages will become the new control, and get 90% of the traffic at that point.

Be sure there's enough data to make a confident decision. Our Marketing Optimizer Wordpress plugin can help with determining confidence levels automatically while the test is performing, and works with Wordpress-based websites.

Consider the most important parts of the page as factors for change – having a green or blue button can sometimes make a difference, but most of the time the difference is negligible. Instead, focus on different headline text, page layouts, and images that may help entice your visitors to take action.



The advanced settings of AdWords can really differentiate average AdWords campaigns from expert campaigns. Many of these features will be more prevalent from the visitor's point of view, and not just the PPC Manager's – the visitor doesn't really care about quality score, after all. Because of this, the extensions, scheduling, and other additional features of will have a direct effect on the visitor, and may cause an immediate change in the type or amount of visitors you get to your website.

With the advent of enhanced campaigns, it's now possible to be more intricate with these features because many that were once campaign-level only can now be set at the ad group level, and the need to separate mobile and computer-based campaigns is now gone.

THE NECESSITY OF CONVERSION TRACKING

Even when using a third-party lead tracker, conversion tracking is a very important part of pay-per-click because it provides another avenue for tracking and opens up new automation options. AdWords is developing many new ways to accurately track conversions within AdWords so you know exactly what kind of return you're getting on your investment in PPC. There are three things to consider when determining how closely your AdWords conversions related to your actual sales:

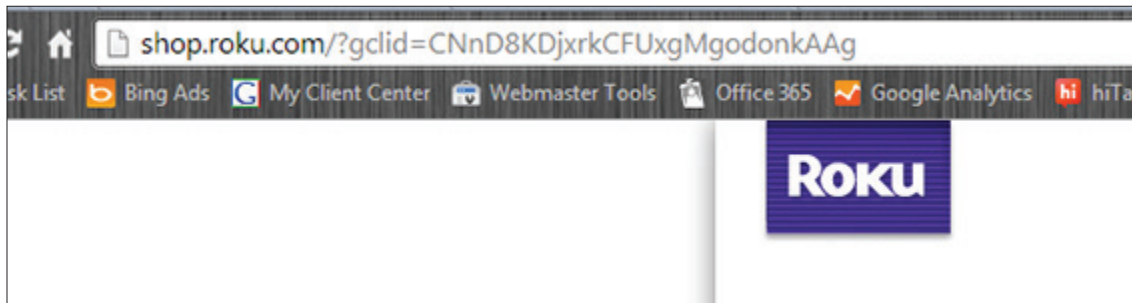
1. **Importing from Google Analytics:** Often, there's a bit of inconsistency between AdWords and Analytics because AdWords tracks only the end result of a sales funnel, whereas Analytics is able to track funnels and goal completions. To remove some of the differences, import your Analytics goals into AdWords (make sure the two are connected before doing so). This will remove some of the inconsistency between the two.

Action Name	Tracking Purpose	Profile Name	Type	Analytics Name	Last modified
<input type="checkbox"/> Free Trial (www.marketingoptimizer.com)	Select a tracking purpose	www.marketingoptimizer.com	Goal	Free Trial	September 9, 2013
<input type="checkbox"/> Contact Us (www.marketingoptimizer.com)	Select a tracking purpose	www.marketingoptimizer.com	Goal	Contact Us	February 23, 2012

Make sure your two accounts are connected, or nothing will show here.

2. Importing offline sales: A new development of AdWords is the ability to import offline sales data using Google's gclid (Google Click ID) tracking string. This is especially useful if conversions in AdWords and Analytics are leads and those converters have yet completed the sales funnel. Using this requires the ability to know the browsing path of the user that completed the sale so the gclid can be pulled, but many CRM's and other marketing software will that have visitor-level tracking will provide this.

The data to import must be placed in a correctly formatted spreadsheet (template is found here). Along with the gclid, the time of conversion, your time zone, and the action (which is always "add") should be added. The conversion name in the spreadsheet needs to match the conversion name in AdWords exactly, including capitalization.



This code is unique for each visitor and needs to be pulled from your logs for each conversion you want to import.

3. Tracking phone call conversions: When most of your sales come from phone calls, it can be difficult to know how to track these sales within AdWords so you know: 1.) That sale came from AdWords; and 2.) You can use automated conversion optimization within AdWords. Our current workaround is to redirect the user to a "thank you" page when they call a visitor-level tracking number. This page has the AdWords conversion tracking code on it and will trigger once the redirect completes.

Tracking conversions accurately is so important because it's nearly impossible to guess at how many conversions are coming from ads, and asking your visitors isn't worthwhile because many will say "Google" or "The Internet". Since you're investing a specific amount of money in AdWords, it's necessary to know that you're not spending more than you're getting back.

THE ASPECTS OF AD EXTENSIONS

Ad extensions have become almost a necessary part of AdWords, not just for the extra information they provide, but the extra space they take up when your ad shows up on Google. Most companies will be able to use at least a few of the extensions available, and allowing AdWords the option of choosing from multiple extensions may increase your chances of one showing up.

Having a good quality score is important when using these extensions because it will often take priority over your average position when AdWords decides whose ad extensions show and whose don't. While a higher average position (especially being in the top three) will usually allow more extensions to show, there is no guarantee that they will, even in the top position.

In other words, a person overbidding and getting the top position with a quality score of 3 may not receive an extension, whereas a person bidding low and in the fourth position with a quality score of 9 may, even if they're not in the top 3. Naturally, someone who has a very high quality score tends to have a higher average position, so most often, ads at the top get the most – and the most consistent – ad extensions.

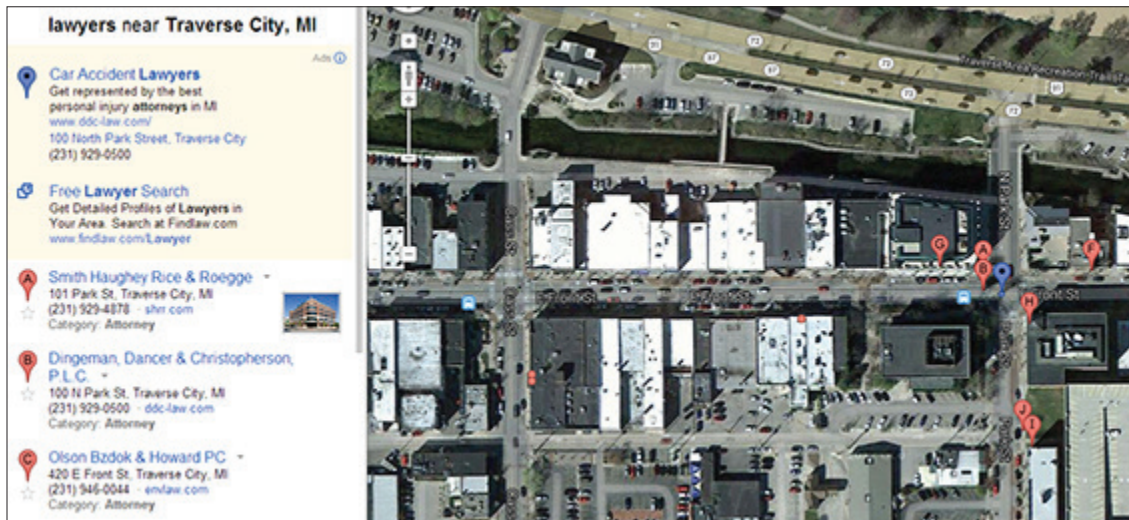
As of the writing of this guide, the following are the ad extensions that can be used:

1. Call Extensions: Call extensions are one of the easiest ways to expand the length of your ad and provide another way for potential leads to contact you. Phone numbers are no longer required to be a Google forwarding number in order to show up on computers, so you can use your own tracking number.

Phone numbers can now be scheduled as well, so if you only take calls during certain times, you can schedule the number to only run during that time. However, I advise keeping the number the whole time you run your ads, as chances are the person seeing your ad may write down the number anyway if it's not during normal business hours.

2. Location Extensions: Generally, I'll recommend placing your address as an extension unless you have a secure facility or work from your home. A physical address can be used as an additional trust indicator for visitors who are unfamiliar with your business.

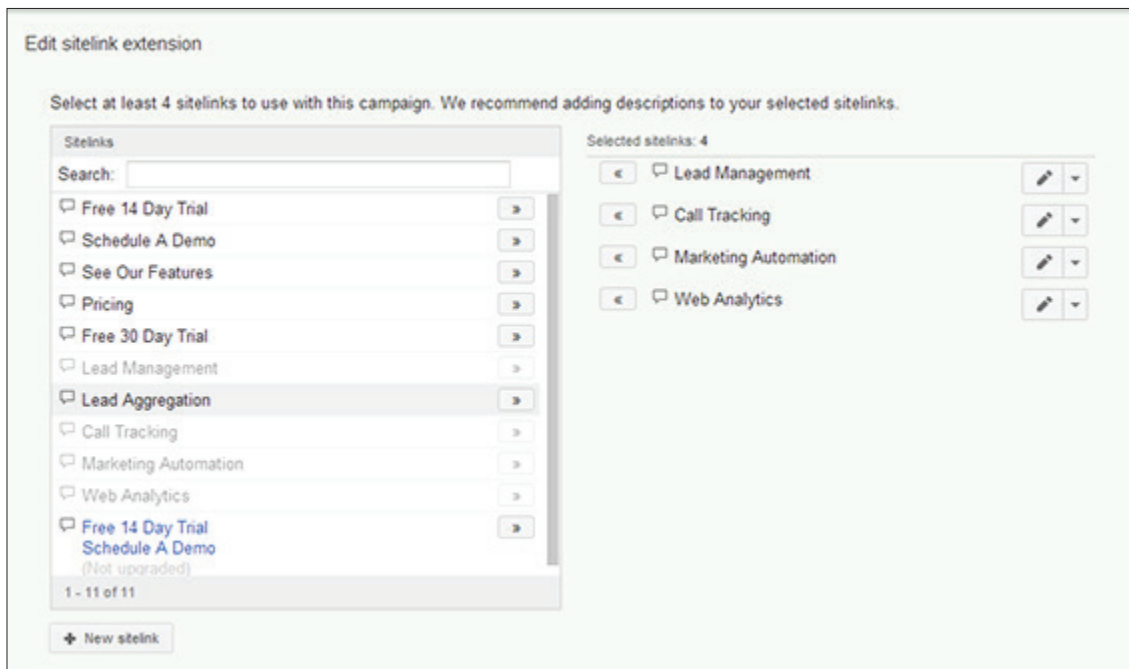
Your address will also show up as a blue icon on the Google maps pages. Because it's paid, it tends to show up more consistently than Google Places entries, which are organically ranked and difficult to rely on.



Lawyer corner. See the blue pin?

3. App Extensions: This extension has a narrower focus because the app extension will only show on the device it's for – most of the time, this is a good thing. However, if you do have an app or the capability to develop one, this can allow your company to stay in the minds of those who download the app, as it will appear in their app list, and not just when they're browsing for your terms.

4. Sitelinks Extensions: With enhanced campaigns, sitelinks can now be chosen at the ad group level, and this can be especially effective when you have related products for that ad group. Creating the right sitelinks is a matter of anticipating what your visitor may be looking for specifically; in other words, if they type in “men’s shoes” are they looking for men’s dress shoes or men’s sneakers? Knowing the search intent of your visitors will assist in choosing the right sitelinks for a particular ad group.



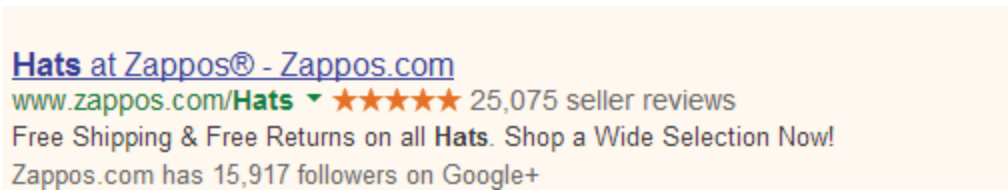
Sitelinks can now be cherry-picked, fortunatel

5. Social Extensions: To get social extensions, you need a verified Google+ account. This can be a great assistance to your Google+ page traffic, but make sure your page doesn't deviate too far away from your brand – if the content you post isn't meant to pull traffic back to your website, it may just be distracting your paid visitors, and that can get expensive.

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[Military Apartments](#) - [Corporate Apartments](#) - [Senior Apartments](#) - [Blog](#)

Since Apartment Guide is likely going for traffic, this can be good.

6. Offer Extensions: While somewhat limited in use, the offer extensions are extremely helpful for sellers who offer perks like free shipping or BOGO sales because now, you don't have to use up ad text space to make mention of them, and they can be scheduled to end when the sale ends.



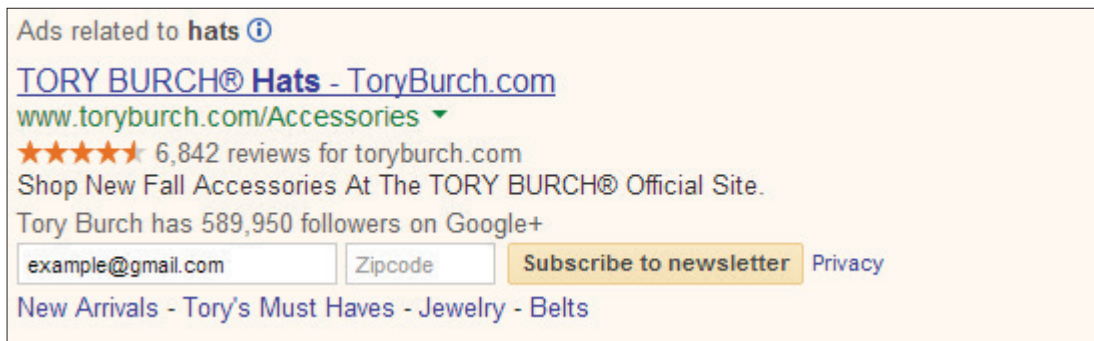
[Hats at Zappos® - Zappos.com](#)
[www.zappos.com/Hats](#) ▼ ★★★★★ 25,075 seller reviews
Free Shipping & Free Returns on all Hats. Shop a Wide Selection Now!
Zappos.com has 15,917 followers on Google+

Zappos has a good reputation, it seems.

7. Seller Ratings: Seller ratings show up automatically and organically, which can be problematic if you want them to show up and they don't, or if you don't want them to show, and they do. The algorithm behind it is based on whether it will be relevant to the visitor and whether there's enough data to actually make it worthwhile to show. Even then, it's not always consistent.

The following ad extensions are currently in beta, and are only available through their individual sign-up form, detailed below (if available):

1. Communication Ad Extensions: These will be kind of like an expansion to the call extension – it will allow users who see your ad to choose from multiple contact options (newsletter sign-up, form request, etc.) and contact you without clicking on the ad. Chances are, there will be some charge associated with it, but it's unknown if it will be a simple CPC or not. Contact Google (866-2-GOOGLE) to request to be part of the beta.



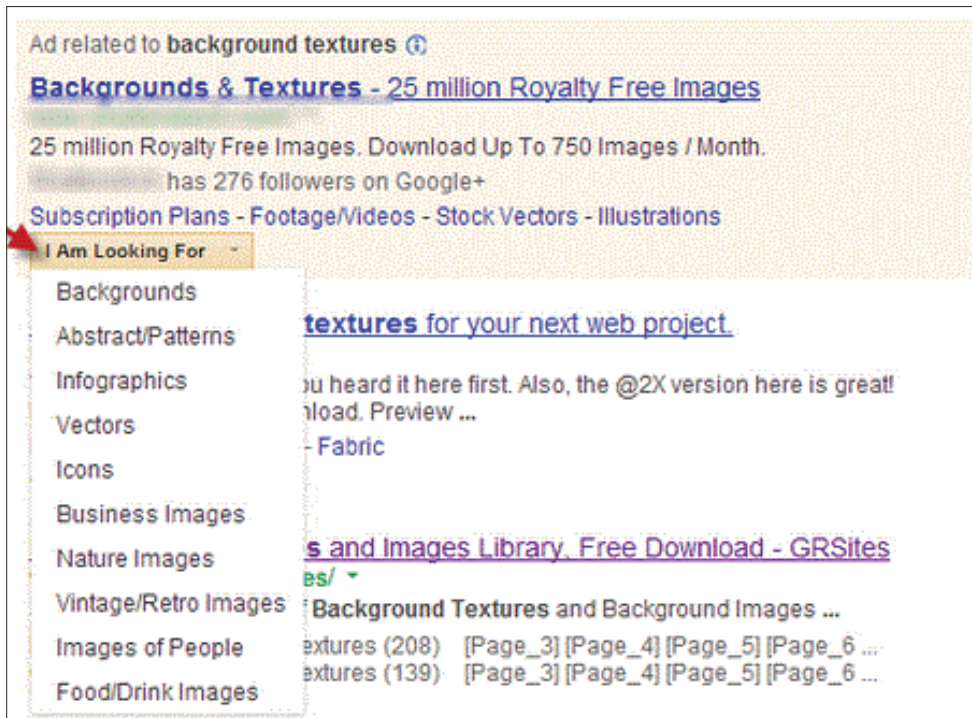
Ads related to hats ⓘ
[TORY BURCH® Hats - ToryBurch.com](#)
[www.toryburch.com/Accessories](#) ▼
★★★★★ 6,842 reviews for toryburch.com
Shop New Fall Accessories At The TORY BURCH® Official Site.
Tory Burch has 589,950 followers on Google+
example@gmail.com Zipcode [Subscribe to newsletter](#) Privacy
[New Arrivals - Tory's Must Haves - Jewelry - Belts](#)

It actually auto-populated my Google Accounts email address because I was logged in

2. Review Extensions: This looks like it will be similar to seller ratings, but will allow you to be more in control of the actual extension. Reviews from third-parties that Google deems reputable will show up beneath your ad, including testimonials (and not just star ratings like in seller ratings). Currently in a closed beta (or at least, they wouldn't let me sign up!)

3. Image Extensions: This is one of the more exciting extension is beta – you can have images of your choosing (and approved by Google) show up with your ad. Beta sign-up is here. This will likely be a partial replacement for the now-retired product extensions, which were phased out when product listing ads went to a paid model.

4. Drop-down Navigation Ad Extensions: This seems similar to sitelinks extensions, but in a drop-down menu format. There’s currently not a lot of information besides some screenshots, and Google is still testing it.



It would allow for a lot more options at once than normal sitelinks.

Because there are so many options available, it can seem like AdWords is choosing at random which ones to show. While the ads seem to expand further down the page each year, Google attempts to keep the organic search results at least above the fold, and that factor determines how many extensions will show up for the ads in general, especially the top three.

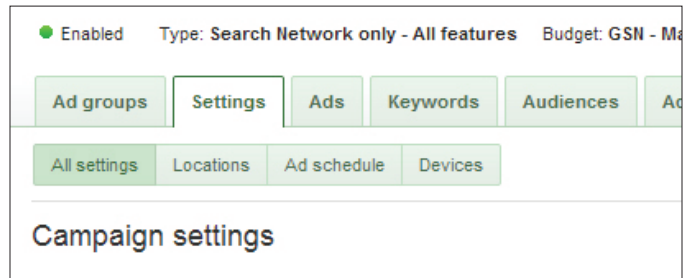
ADVANCED CAMPAIGN LEVEL SETTINGS

With enhanced campaigns, a new set of tabs has been added when you visit “Settings” for a particular campaign, and these tabs denote the features which can have specific bid modifiers placed on them:

1. Location-based bid modifier: I recommend bidding higher for locations that are either:

- 1.) Performing well
- 2.) More competitive

It's also possible to lower the up (up to -80%) in order to get less expensive clicks in less competitive areas. However, if an area is doing poorly, I recommend removing it from the targeting, and not just lowering the bid modifier. It's another way to prevent having to make a separate campaign just for a specific location.



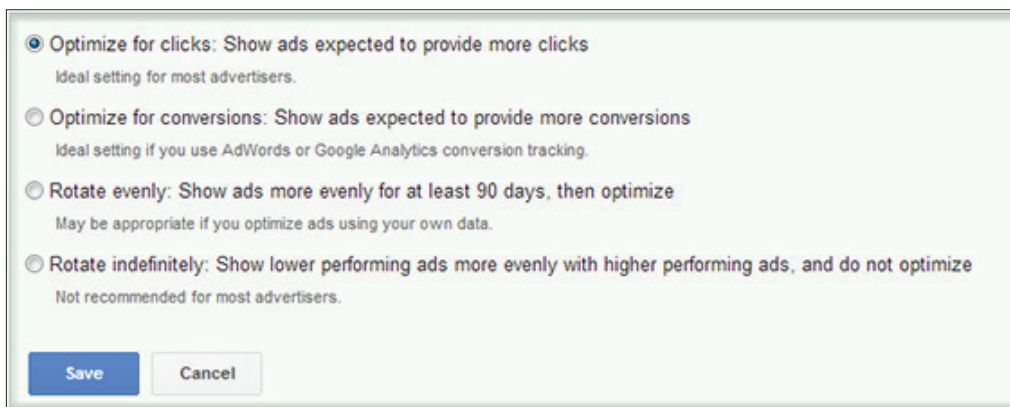
They may be easily overlooked

2. Mobile bid modifier: Mobile-only campaigns are no longer, and while the default bid is -20%, I recommend increasing the bid if your site is mobile optimized, and turning it way down (or off) if your site isn't. Since -20% is the default, chances are a lot of advertisers will be using that, and there will be no competitive edge from the modifier if it's not changed.

3. Ad Scheduling and bid modifier: While the hourly bid modifier is not new, it's now located in the same menu as the other bid modifiers. Here, it's necessary to show ads only when you can respond to them in a timely manner. "Timely" can mean different things depending on the vertical. While a software company can let ads run overnight because they can call leads in the morning, an emergency plumbing company will need to answer the phone immediately, and if they aren't open at 2am, ads shouldn't be running then, as the visitor will likely go elsewhere to get the help they need, and that will still cost you a click.

Other advanced settings to consider:

4. Ad Delivery: While AdWords implies that rotating ads evenly is for "expert" users, an 80/20 or 90/10 split is better for a/b testing. This is not available (currently) so I allow AdWords to optimize for clicks or conversions, depending on the goal of the campaign.



I don't recommend it either, Google

5. Keyword Matching: Misspellings and variations are usually a good thing – for misspellings that turn into words with different meanings (like lead and led) use a negative keyword. Otherwise, it will restrict your ads too much, especially if misspellings are common.

6. IP Exclusions: Use this wisely – sometimes it's possible to exclude a whole swath of people just to catch one bad area. It can be used to stop malicious traffic, but only if you're willing to sacrifice others who might share the same IP.

7. Tracking URL for Dynamic Links: Because the url for dynamic ads are new, you can add a tracking string here. It's only useful if you have dynamic ads – otherwise, place your tracking strings in your destination urls.



While AdWords is the dominant force in pay-per-click marketing, there are many other avenues for expanding your reach, and should not be missed, especially if AdWords has reached the point of diminishing returns. These alternative pay-per-click services, including Bing, 7Search, and LookSmart can also be a great avenue on a restricted budget, as they tend to offer much less competitive pricing. While they are not as sophisticated with the options they offer, with the right targeting and ads, these alternative PPC avenues can be an effective way to expand reach without needing to be aggressive with spend.

DIFFERENCES BETWEEN BING AND ADWORDS

Bing is by far the closest competitor to Google in terms of search engine traffic, and while they still have a lot of catching up to do, they still have a large user base and a pay-per-click interface that is similar to AdWords.

Lower Cost-Per-Click: Bing Ads, on average, has a much lower cost-per-click than AdWords, largely due to the lower market share.

Less Competition (Currently): It's possible to gain much more impression share on Bing Ads because fewer businesses are competing for the same keywords. As AdWords is considered the "default" option for PPC marketing, many smaller businesses are competing for spots alongside large businesses, but generally, don't have the budget to expand into Bing. Right now, the market share for Bing has stagnated, but this could change.

No Modified Broad Match: Google's option for in-between Broad Match and Phrase Match (the + sign keywords) doesn't exist in Bing. While this can be detrimental if you use a lot of modified broad-match, it can be helpful to note that broad-match keywords in Bing do not suffer from as many irrelevant clicks as Google broad-match keywords tend to have.

Negative Keyword Match Types: In Bing Ads, negative keywords are all essentially treated as Phrase Match negative keywords. Having a well-organized negative keyword list will make the transition from AdWords to Bing Ads easier, but make sure that any broad-match negative keywords are expanded upon, and any exact-match keywords aren't causing keyword conflicts.

Parameter matching: Bing Ads allows a more specific keyword insertion by using parameters. It allows you to insert specific keywords in any part of your ad when they appear in the user's search term. It works in a similar way to keyword insertion for Google AdWords, but offers more flexibility for what words you want to show up in your ad.

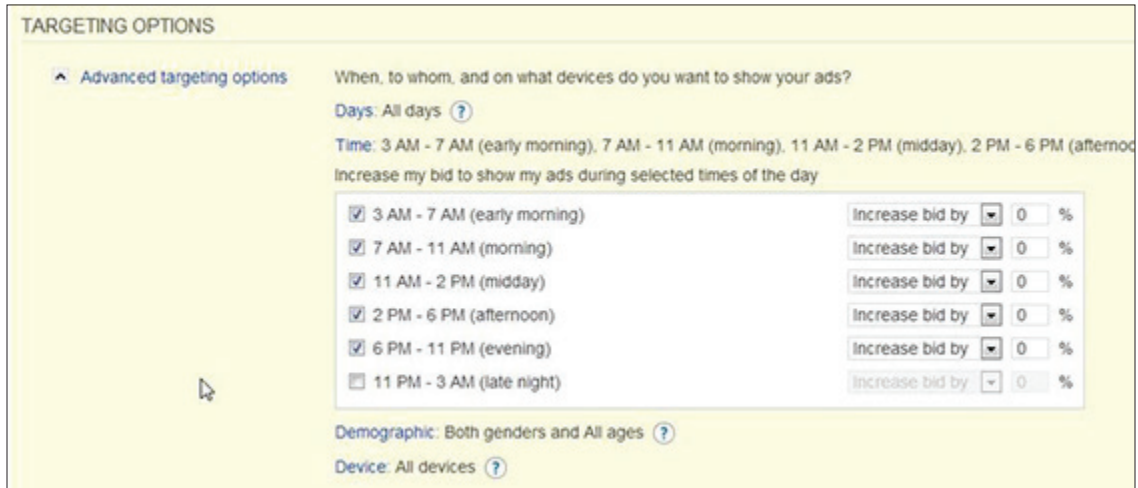
Keyword	Campaign	Ad group	Delivery	Status	Qual. score	Match type	Destination URL	Param1	Current bid	Spend	Clicks	Impr.	CTR (%)	Av pos
+b2b +lead +aggregation	BSN - Lead Aggregation	Lead Aggregation	Campaign paused	Active	-	Broad		Lead Aggregation						
+lead +aggregation	BSN - Lead Aggregation	Lead Aggregation	Campaign paused	Active	-	Broad			8.00	0.00	0	0	0.00	
+lead +aggregation +tool	BSN - Lead Aggregation	Lead Aggregation	Campaign paused	Active	-	Broad			8.00	0.00	0	0	0.00	
aggregation for leads	BSN - Lead Aggregation	Lead Aggregation	Campaign paused	Active	-	Phrase			8.00	0.00	0	0	0.00	
aggregator for leads	BSN - Lead Aggregation	Lead Aggregation	Campaign paused	Active	-	Phrase			8.00	0.00	0	0	0.00	
aggregators for leads	BSN - Lead Aggregation	Lead Aggregation	Campaign paused	Active	-	Phrase			8.00	0.00	0	0	0.00	

Keyword-specific ads instead of keyword-specific destination urls



Block Ad Scheduling: While AdWords allows hourly scheduling for ads, Bing Ads only allows it in blocks of four hours. In other words, there are six periods of time that you can choose to advertise (or not advertise) in: 3am to 7am; 7am to 11am, 11am to 2pm; 2pm to 6pm; 6pm to 11pm, and 11pm to 3am.

However, since Bing Ads considers the time of the IP Address doing the search and not your own time (like in Google AdWords), it's easier to work within these limitations, especially for a business with specific hours.

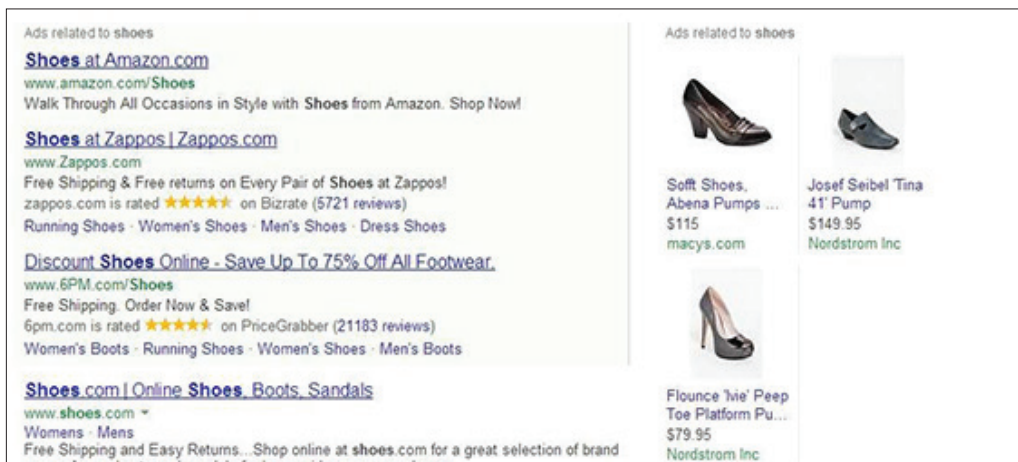


Sometimes scheduling can be awkward.

Selecting only search partners: Bing Ads offers the option to advertise only on their search partners (such as the Wall Street Journal). In Google AdWords, Google must be included if you wish to use Search Partners.

Calculating Quality Score: Quality Score is not calculated immediately in Bing – data must be accumulated first before it gives you a score. Quality score does NOT have a direct effect on ad position, however. It's merely a score to track your results, and doesn't factor into bidding.

The way quality score is calculated overall remains similar to Google AdWords – Keyword Relevance, Landing Page Experience, and Landing Page Relevance.



Bidding matters more for these ads.

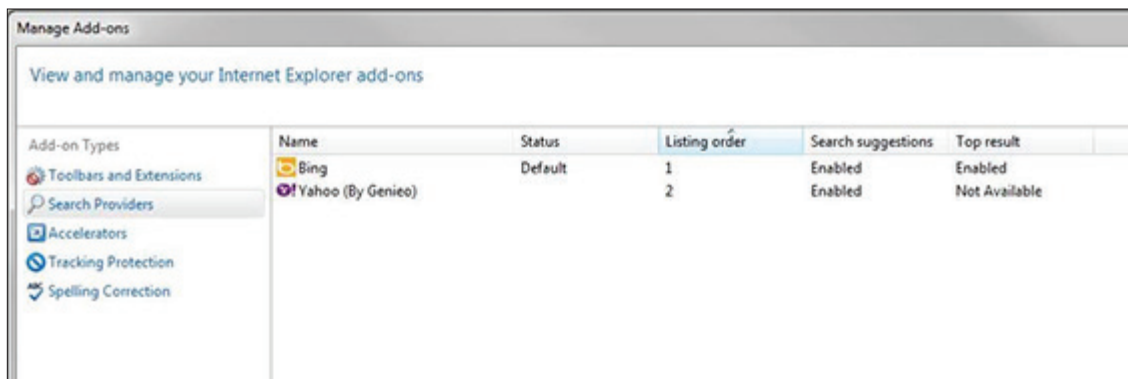


CPC Bidding only: Bing ads only offers CPC bidding for their search network. CPA bidding and CPC (Enhanced) bidding do not exist, so using conversion tracking will not have an effect on your bidding.

Targeting by IP Address only in Bing: Whereas AdWords considers factors like location-based search terms (such as “hotels in New York”) when determining the user’s location, Bing only uses IP Address. It would act the same as selecting “Users only in my location” under the AdWords advanced location targeting.

More Top-of-Page Ads: More ads are allowed at the top of the page in Bing, and will often show four at a time instead of three in AdWords before being moved to the side ads.

Demographics: Users on Bing tend to skew older – this may be due to Bing being the default search engine on Internet Explorer. As such, Bing users tend to be less tech savvy as well.



The default search listing for an untouched Internet Explorer.

Character Limits in Ads: Google AdWords allows two lines of 35 characters each for the ad body, and Bing Ads allows 71 characters on one line (which wraps). Why the extra character? It’s used for the extra space that appears between the first and second line when one is importing ads from AdWords (which is added automatically in AdWords).

While the Bing Ads format allows for more flexibility, it can sometimes lead to strange wrapping on the side ads when searching on Bing.

Ad title:	[Keyword:Lead Aggregation]	26
Ad text:	Web Based Lead Aggregation Tools & Software. Free Trial - Call Today.	69
Display URL:	www.MarketingOptimizer.com	26
Destination URL:	www.marketingoptimizer.com/reselling/lead-aggregation/?apcid=7965&keyword={keyword}&utm_source=BingAds&utm_medium=ppc&utm_term=Lead+Aggregation&utm_campaign=BSN+Lead+Aggregi	177
Status:	Active	

One line only in Bing Ads Editor. Do you think it works better?

Device Exclusions: With enhanced campaigns, AdWords no longer allows the ability to choose which mobile devices are allowed to show your ad, but Bing ads still allows the option to choose between: Android, BlackBerry, iOS, Windows, or Other. This can be especially important if you sell a product specific to one of these devices.

Some of these changes may benefit your business, or make it easier to manage Bing ads, while others may come as a detriment to your PPC efforts. Most can be worked around, but there may be deal-breakers (such as targeting properly for hotels) that can hurt your campaigns enough to not consider Bing Ads.

STRATEGIES FOR BING

Because Bing is a separate market and allows slightly different options for targeting, a separate strategy is needed in order to have a fully optimized campaign.

Importing from Google AdWords: Bing makes it fairly easy to import campaigns from Google AdWords into Bing, but expect some hiccups along the way. Any keywords or ads that were manually approved (through an exception) in AdWords will have to be approved again in Bing. Often, this can be a more tedious process because Bing does not have the option to request an exception through the Bing Ads interface, and must be done through writing or calling customer support.

It is recommended that you use Bing Ads Editor for the import, which will be discussed more in detail in Chapter 8.

Use More Targeted Keywords: Because Bing Ads does not use modified broad match, using more long-tail broad match keywords or phrase match is necessary for targeted campaigns. Fortunately, broad match keywords do not have the same reputation in Bing as they do in AdWords – the searches tend to stay much more relevant to the actual broad match keyword, and there are no session-based search terms to worry about.

Manually tag for Analytics: Bing does not offer auto-tagging (naturally, as they're not a Google property), so to properly track Bing data in Analytics, you must manually tag your data. The URL builder can streamline this process.

When you enter your URL, you need to escape special characters. For example, if your URL contains a string like `topic=1638563&rd=1`, you need to escape the ampersand, and enter that portion of the URL like this: `topic=1638563&rd=1`

Step 1: Enter the URL of your website.

Website URL *

(e.g. `http://www.urchin.com/download.html`)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

* Required field

Analytics has a first-party builder for tagging.



Using Phone Numbers In-Ad: Bing still allows in-ad phone numbers, so this can be an easy way to garner free calls, especially if your phone number is already a tracking number (and you have no need for the inconsistent nature of phone number extensions).

Separating Bing/Yahoo and Search Partners: Separating the two will allow for different bid strategies – generally, the search partners have lower bid thresholds, but the traffic is not as targeted because the search intent of the user is based around the search partner’s website, and that won’t necessarily be a neutral search engine.

Broadening Negative Keywords: Because negative keywords are treated as phrase match, your negative keywords will need to be broadened to include re-ordered keyword phrases (like “red shoes” and “shoes that are red”). Additionally, keywords that were exact match may need to be removed if they cause conflicts with currently running keywords.

7SEARCH’S BENEFITS AND LIMITATIONS

Although 7Search is a second-tier pay-per-click service and doesn’t offer near the amount of options or traffic that AdWords or Bing do, it can provide a very inexpensive boost to many marketing strategies.

Outlined below are some of the features in 7Search that differ significantly from AdWords or Bing:

Click Free Keywords: Click Free keywords is a unique feature of 7Search. Basically, if a user arrives on a publisher’s page and bounces, the user will instead be redirected to the auction winner’s landing page instead of the old search results (thus, the click free aspect – they never actually clicked on your ad). This feature works best with long-tail exact match keywords, as making Click Free keywords broad will result in a lot of traffic that will eat up your budget.

Outpatient Drug Rehab
 DelrayRecoveryCenter.com
 Professional Individualized Therapy.
 Insurance Accepted! (866) 286-6927

Outpatient Drug Rehab
 DelrayRecoveryCenter.com
 Quality, Affordable & Personalized Drug
 RehabCenter in Florida.

Inpatient Drug Rehab
 DelrayRecoveryCenter.com
 Professional Individualized Therapy.
 Insurance Accepted! (866) 833-3424

Inpatient Drug Rehab
 DelrayRecoveryCenter.com
 Quality, Affordable & Personalized Drug
 Rehab Center in Florida.

Drug Abuse Treatment
 DelrayRecoveryCenter.com/FL
 Professional Individualized Therapy.
 Insurance Accepted! (866) 451-2568

Drug Abuse Treatment
 DelrayRecoveryCenter.com/FL
 Drug Abuse Programs Customized For
 The Individual To Maximize Success.

No disapprovals here.

<input type="checkbox"/>	cf automated lead nurturing	TDU		Exact	0.30	\$0.31	Q
<input type="checkbox"/>	cf automated lead nurturing program	TDU		Exact	0.30	\$0.31	Q
<input type="checkbox"/>	cf automated lead nurturing software	TDU		Exact	0.30	\$0.31	Q
<input type="checkbox"/>	cf automated lead nurturing software for seo	TDU		Exact	0.30	\$0.31	Q
<input type="checkbox"/>	cf automated lead nurturing system	TDU		Exact	0.30	\$0.31	Q

Denoted by the “cf” before the keywords – keep these in exact match.

Limits on keywords and negative keywords: If a particular keyword hasn’t received enough search traffic in the last 3 months, 7Search won’t let you add it. Broadening your keywords will help. Additionally, only 500 negative keywords are allowed per ACCOUNT, so choose wisely.



Negative Keywords for All Campaigns (Account Level)

Select Campaign All Campaigns (Account Level) ▾

Enter Negative Keywords (one per line)

abuse shelter
 acne
 allergy
 anger management
 animal
 anonymous
 apnea
 article
 assisted living
 baby
 bald
 baldness
 bariatric
 blue cross
 blue shield

121 negative keywords entered, 379 remaining [\[clear all\]](#)

500 isn't that many if you work with the search query report a lot

Very low cost-per-click: The big advantage to 7Search is that it provides very low-cost traffic – the average CPC generally ranges from 10 cents to 50 cents for more competitive keywords.
Low search volume: Although 7Search does convert at a low CPA, it should be used more as supplementary rather than a main source of traffic, and there usually isn't enough volume to meet your sales needs.

MakeTop Bidding and No Smart Pricing: MakeTop Bidding is a form of automatic bidding in which you can allow 7Search to set your ads so they're always at the top. This can lead to pretty terrible bidding wars that artificially inflate the click price if more than one advertiser is using it on the same keyword. Smart pricing doesn't exist in 7Search, so the price you bid is the price you pay. More bid manipulation is needed in order to garner a good position without paying too much. Fortunately, 7Search does give you an idea of what the advertisers above you are bidding, and you can adjust accordingly.

Longer Ads: 7Search allows 40 characters for the headline and 200 characters for the body of an ad. This allows for a lot more freedom for pitching and describing your product in the ad itself. Be sure to focus strongly on benefits, as a longer ad will be skipped over more often if there's no difference between it and competing ads.

Default Ad Preview

Optimize Your Marketing Process
 Improve your lead generation, increase targeted traffic, maximize website conversion rates, and improve sales team performance using Marketing Optimizer. Check us out today.
<http://www.TestUrl.com>

Customize your ad using the `###KEYWORD###` variable. [Learn more](#)

Edit Campaign: Marketing Optimizer

ID: 14623502 (created 2013-05-16 :: Active)

Campaign Name: (ex: Campaign #1, SiteABC.com, etc.)

Default [?] Ad Title:
 31 chars entered, 9 chars remaining

Default Ad Description:
 173 chars entered, 17 chars remaining

Display URL:
 (the URL shown in the ad - http://www.yoursite.com/)

Default Destination URL: [\[test this URL\]](#)
 (the web page that customers go to when they click your ad)

Adult Oriented Website?

Website Category:

It's odd having the freedom of 200 characters after working with AdWords for so long

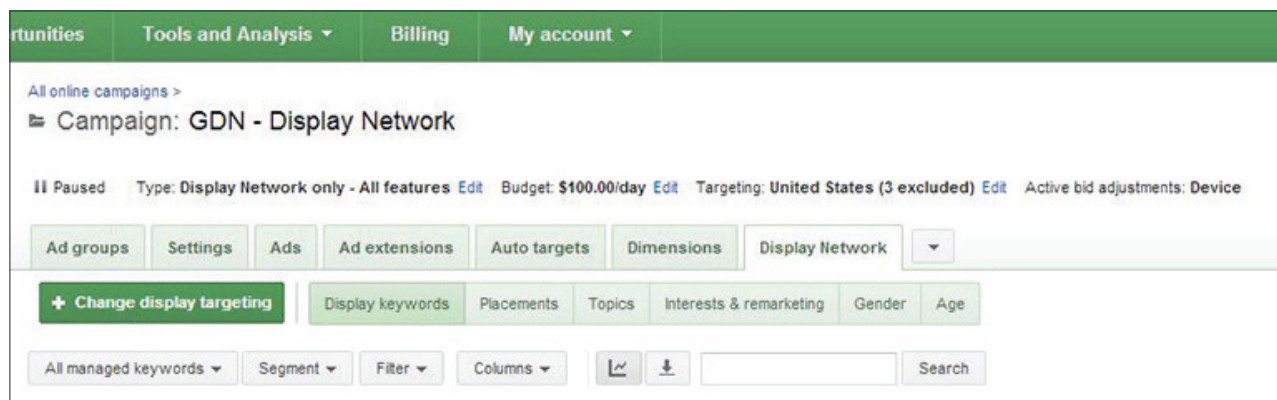
There are many other PPC services, including Looksmart and Ad.Net, which offer different types of traffic and features. Experimenting with these can lead to good supplemental conversions, but will likely never take up the bulk of your PPC budget like AdWords and Bing.

ARE THEY WORTH IT?

For the advertiser that's trying to reach every client because every client is a potential close, alternative PPC services are a great, low-cost avenue. They provide interfaces that are familiar but expand into different markets that are not often tapped into by other businesses. For many advertisers, the amount of traffic that AdWords alone provides is enough – they aren't meeting anywhere near 100% impression share due to the pervasiveness of Google as a search engine. For others, however, clients are few, but valuable, and every piece of impression share can make a difference between a poor performing month and an excellent performing one.

For those who aren't meeting the impression share due to the high cost of competition, Bing and other PPC search engines can offer a less costly environment with smaller, but still search-based traffic.





The Display Network offers many different options, each appealing to different types of goals

The Display Network is sometimes a throwaway targeting method for beginner marketers – they’re not sure how to use it in order to meet their goals, and are put off when it doesn’t work in the same way as Search. However, when used correctly, the Display Network can be an effective part of many marketing strategies, especially when visuals are an important part of your product.

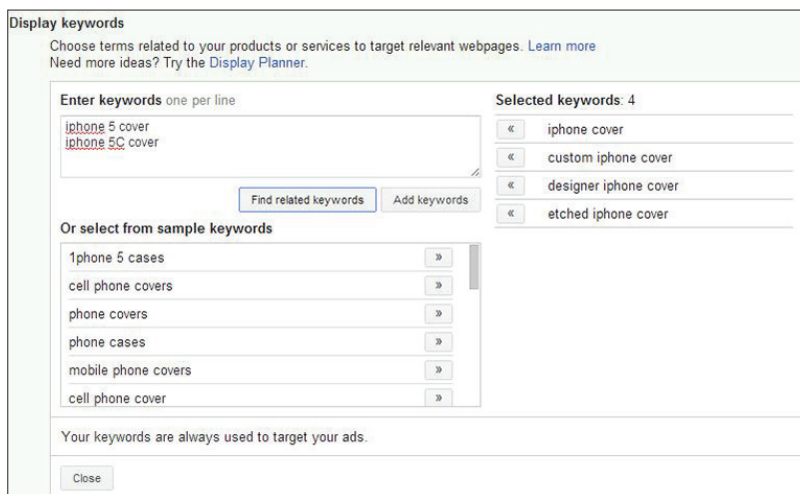
To get the most out of the Display Network, all of the strategies outlined below should be separate campaigns from Search – this is done both for better performance and organization within your account.

GROUP KEYWORDS BY MATCHING CATEGORIES, NOT WORDS

Keyword targeting is much more group-oriented than it is in search, and while AdWords has made improvements with how particular keywords are associated with particular sites, Display Network keywords still work differently from search.

When grouping keywords, keep in mind category themes rather than keyword-based themes. While “iPhone 5C case” and “iPhone 5C cover” would work better in different groups in Search (to better take advantage of the bolding that occurs with keyword matching), they are better grouped together in Display. Grouping in this way will place the focus on the iPhone 5C as the important part of your ad rather than the “case” part.

This is important to do **because all keywords are considered broad-match in the Display Network.** Exact-match and phrase-match keywords do work, but because the overall theme is more important when placements are selected, changing the match type makes little difference. Negative keywords perform the same, and your ads will



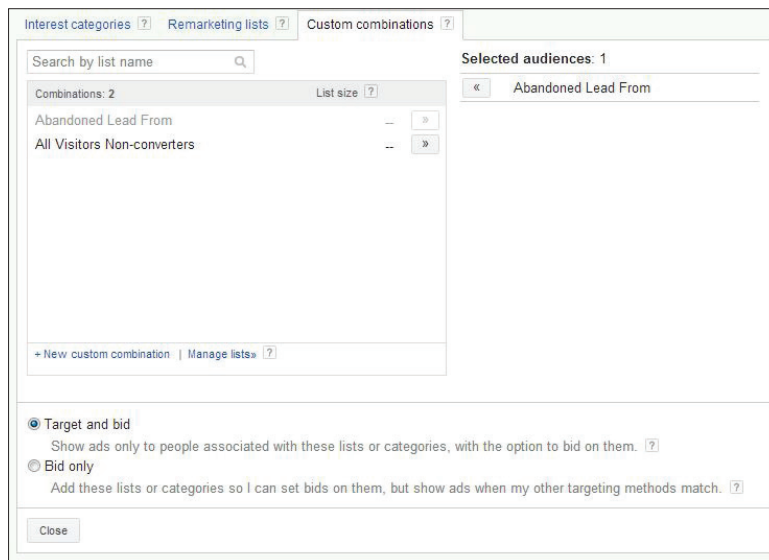
Think about the overall theme of the group as well as each unique keyword

REMARKETING – FOR BRANDERS AND DIRECT MARKETERS

Remarketing is a very effective tactic for both branding and direct marketing purposes, and depending on where you place your remarketing cookie, you can either increase frequency or decrease the amount of not-quite-converters.

For brand marketers, set up remarketing to all visitors and emphasize the message of your brand in your ads. Set the frequency of your ads (in campaign settings) to a maximum amount. This will prevent your ads from showing to just one person dozens of times, reducing the amount of users it could show to elsewhere. Since the effectiveness of ad frequency tend to wear off after 3 views, a maximum frequency of 3-8 for brand marketers is recommended.

For direct marketers, remarketing is best when you have visitors that have almost converted, but trickled off at some point. Remarketing can now be set to trigger after the visitor has taken a certain action or even visited a certain amount of pages. In other words, you can target all non-bounce traffic. By setting up a custom combination (done in the Shared Folder) you can choose what type of user to target without the need to set up a page just to trigger the remarketing code.

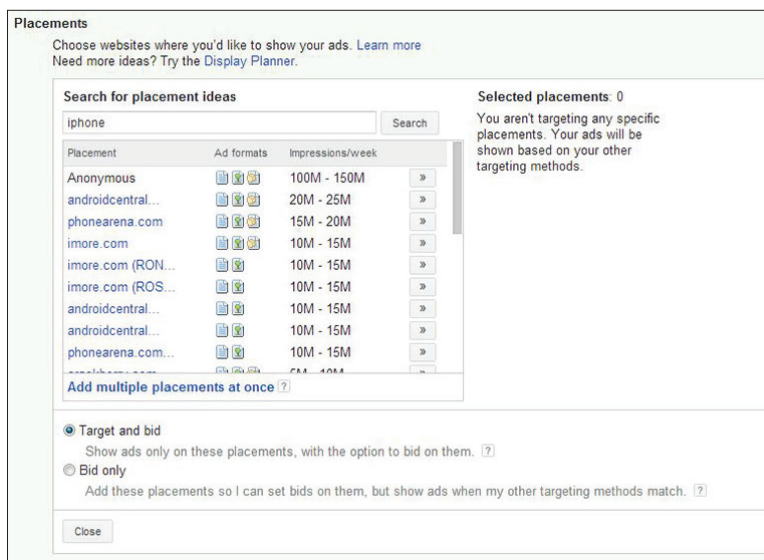


Using custom combinations is great if you want to target only certain visitors.

PLACEMENT TARGETING FOR ADDED CONTROL

Placement targeting is by far the easiest way to take full control of Display Network marketing, and its effectiveness is dependent on your research skills. **While the placement tool in AdWords does provide suggestions based on keywords you type in, they're not always the most useful, or even very relevant.**

Instead, it much more effective to develop a long list of websites that you want to target on, and see which of those use AdSense to display their advertising. This way, you've chosen sites based on their actual relevance and not based on "that's all I could find in the placement tool".



Take the suggestions for placements with a grain of salt.



Take advantage of targeting particular pages and not just domains. A large site like newyorktimes.com likely has only a category dedicated to your vertical and would likely be far less competitive than targeting the front page.

A note on “target and bid” vs. “bid only”: if you are only using placements as your targeting, “bid only” acts the same as “target and bid”. “Bid only” allows you to up or lower bids on certain placements if you happen to appear on them through the other targeting types (which are all automatic placement).

MAKING TOPIC TARGETING MORE TARGETED

Topic targeting can be very expansive and useful for branding, but for the direct marketer, it needs to work with other targeting methods to be used effectively.

The websites chosen when using topic targeting are based on either:

1. What the website owner decided; or
2. What AdWords determined their website was about based on its content.

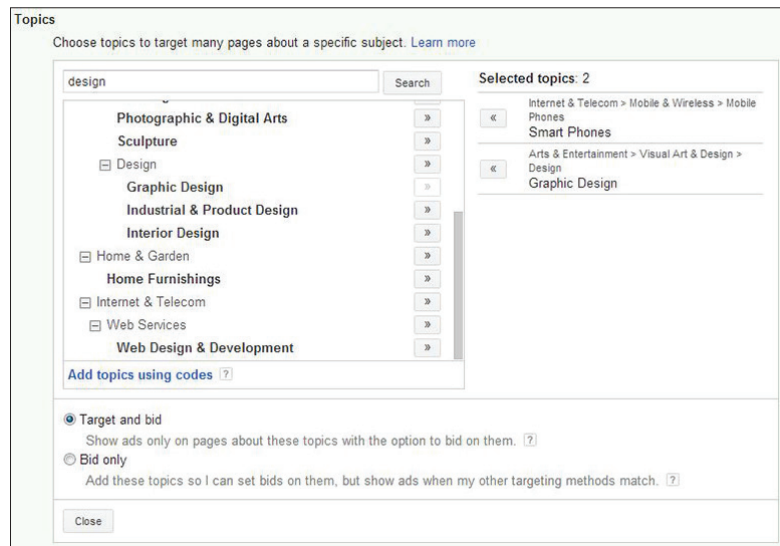
Both of these leave a lot open for interpretation. Because of this, **topic targeting is very impression heavy**, with some of the lowest clickthrough rates of all Display Network targeting. There are hundreds of topics, and some can get quite specific – if you choose only topic targeting, one of the sub-categories would be better suited for your needs, even as a brand marketer.

For direct marketers, topic targeting is best combined with other targeting methods, and can be done in a couple of ways.

COMBINING TARGETING METHODS

To get the most targeted traffic, consider combining the different types of targeting methods above – this is a great method for direct marketers. When more than one targeting options is chosen in an ad group, **AdWords will target the website that either matches all of the options (i.e. Target and Bid) or just one of the methods with bid adjustments when the other options match (i.e. Bid only).**

For direct marketers, this is the most effective method for the Display Network because only the most relevant websites will result in conversions. It can also make Placement targeting easier for those who want to target a particular category on a website, but are not sure of the pages (e.g.) Halloween articles on a crafting website).



The topics used can be quite broad, and is best used in combination with others.



Keep in mind that the more targeting options selected, the more limited the available pool of websites becomes. There should be a balance between the amount of traffic your ad group receives and the relevancy of the traffic, or else you won't appear on any websites.

DEMOGRAPHIC AND INTEREST TARGETING FOR BRANDING PURPOSES

Demographic targeting works like remarketing, but in a broader sense, and choosing which demographics to use requires knowledge of how AdWords determines what demographics these visitors are. To take a look at your own Google Ad Settings, check out this link (you must be logged in for it to show anything).


For Age and Gender targeting, visitors are targeted based on the information they provide on their Google profile OR the age and gender that's implied through their website browsing history. Interested in makeup and college? You may be an 18-24 year old female to Google, even if you're not. Keep this in mind if you decide to use

Potential reach per week on the Display Network

0.0 - 100K Impressions

You've limited your potential reach to a very small number of people. Your ad group might receive very few impressions and clicks.

Your potential reach may be lower than shown because certain information, like keywords or ad formats, isn't included in these estimates. [Learn more](#)



The shaded area indicates potential reach according to your targeting settings.

Selected targeting

- Display keywords
- Topics
- Interests & remarketing



Don't limit yourself too much, or nothing will happen

Interest categories are determined in a similar way, but there is the option to opt-out of these. While this could render interest category targeting less effective, generally, interest targeting is not very effective for direct marketers, and is a slightly better version of topic targeting for brand marketers.

Ads Settings

Settings for Google Ads

Ads enable free web services and content. These settings help control the types of ads you see.

<p>Ads on Google</p>  <p>Search Gmail YouTube</p>	<p>Google Ads Across the Web ?</p>  <p>Google Ads Across the Web</p>
<p>Gender</p> <p>Female Visit your Google Profile</p>	<p>Female</p> <p>Based on your Google profile ?</p>
<p>Age</p> <p>25-34 Visit your Google Profile</p>	<p>25-34</p> <p>Based on your Google profile ?</p>
<p>Languages</p> <p>N/A</p>	<p>Unknown Edit</p> <p>Based on the websites you've visited</p>
<p>Interests</p> <p>Banking, and 14 more. Edit</p> <p>From your previous searches</p>	<p>Computers & Electronics, and 1 more. Edit</p> <p>Based on the websites you've visited</p>
<p>Advertisers' campaigns you've blocked ?</p> <p>None</p> <p>From your blocking activity</p>	<p>N/A</p>
<p>Opt-out settings</p> <p>Opt out of interest-based ads on Google</p>	<p>Opt out of interest-based Google Ads Across the Web</p>

Ad Settings will give you an idea on how demographic targeting works

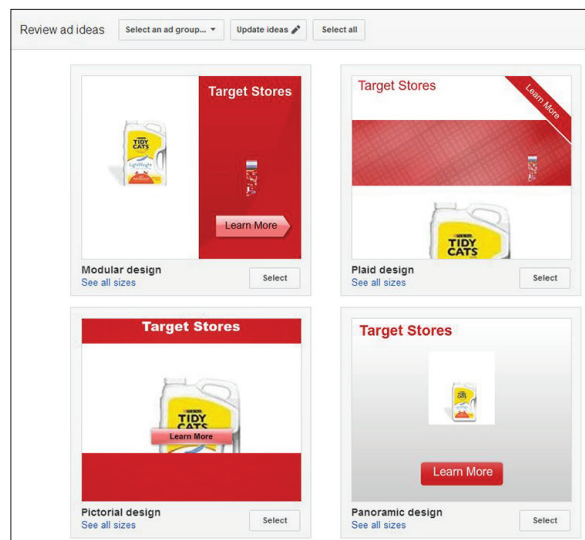


IMAGE AD FORMATS AND STRATEGIES

The biggest advantage of the Display Network is the ability to use more traditional banner ads, and without them, the effectiveness of the Display Network is lowered. Text ads are effective because there's a much larger variety of websites that accept that format, but should not be used in place of image ads when they are accepted.

For brand marketers, it's very important because your brand image is easily displayed, and an image is going to be far more memorable to a visitor than words. For a direct marketer, an image ads will generate more visits – it's hard to get someone to stop and read your text ad when they're looking at other content.

Additionally, some spots available on the Display Network are for image ads only, and you don't want to limit your ad serving based only on the format of your ads. **It's a worthwhile investment to have your ads designed by a professional** – while the image ad builder is available, there are limitations to the positioning of the images and text, and the amounts that you can have depend on the templates.

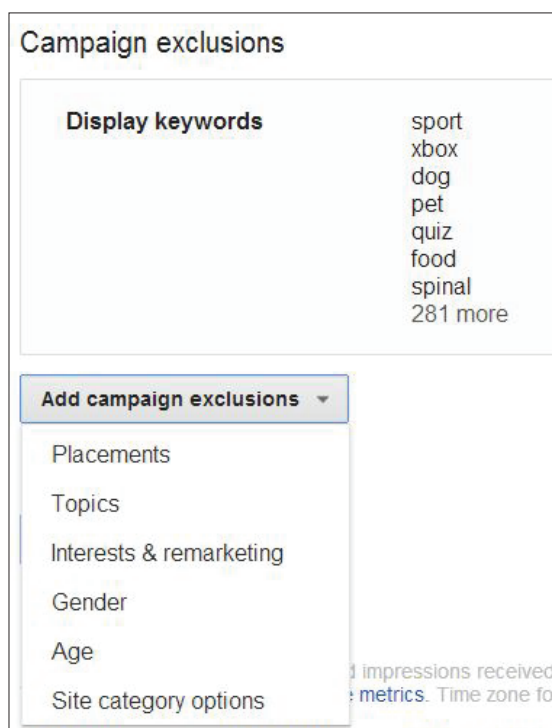


The image ad builder...is generally not recommended, to say the least.

ADSENSEFORMOBILEAPPS.COM AND OTHER EXCLUSIONS

While working as a salesman for Google AdWords, we had several small optimizations that we recommended for clients setting up a Display Network campaign. The most important one was adsenseformobileapps.com – this website tracked impressions and clicks for ads showing up on apps (think free iPhone apps). Unless your product is an app or directly related to mobile phones, this can lead to a lot of wasted clicks; people tend to tap them accidentally when they're just trying to get to their application or use it.

All targeting options can be used as exclusions, and this is often a good way to limit traffic without overdoing it like combining target options often can. **It's a good idea to check which websites you're appearing on (like a search terms report, but for Display)** and filter out ones that aren't relevant enough or are performing poorly. Sometimes, bad ad positioning can make a really relevant site not worthwhile to advertise on, especially if you're using CPM bidding.



Exclusions are available for all placement types



AdWords and its related properties provide a grandiose amount of granular data that you can analyze and use to better improve your PPC performance. Picking out the right data pieces and organizing it effectively can mean the difference between a useful report and an overwhelming amount of numbers.

By taking a closer look at AdWords' internal reports, Google Analytics, and additional third-party reports, you can improve the way you analyze the numbers and apply them to your marketing strategy.

CONNECTING WITH GOOGLE ANALYTICS: BEWARE OF DISCREPANCIES

Through connecting your Google AdWords account with Google Analytics, you can better make connections between your organic and paid data. Some of the reports normally available only in Analytics can be accessed in AdWords when the two are connecting, including:

- **Bounce rate:** Bounce rate will show up on a keyword basis now, and you can change bids to reflect the bounce rate instantly instead of having to switch back and forth.
- **Pages/visit:** This will help measure how engaged users are for a particular keyword or ad, the latter of which is not possible to parse out in Analytics.
- **Avg. visit duration (seconds):** Similar to pages/visit, it's easier to see which paid visitors spend more time on the website, and which ones get a lot of visitors, but few that stick around.
- **% new visits:** Most of the ads will be new visitors, but you will better be able to see which ads get returned to the most.

To connect AdWords and Analytics, you'll need to access "Google Analytics" under "Tools and Analysis" WITHIN AdWords. Sometimes it can seem natural to go directly to Google Analytics and connect that way, but Analytics won't recognize your AdWords account unless it's access from within AdWords.

However, keep in mind that there will likely be discrepancies between your Google AdWords and Analytics data.

There are a few reasons that this could happen:

- **URL and cookie differences:** Paid advertising is tracked through URL tagging, whereas some Analytics data is tracked through cookies. If the url is kept (through a bookmark or copy/paste) but the cookie is cleared (manually or through changing computers), a new organic user could be seen as a paid user.

Customize columns	
Select metrics	
Performance >>	Add all columns
Conversions >>	Bounce rate Add
Attributes >>	Pages / visit Add
Google Analytics >>	Avg. visit duration (seconds) Add
Search Funnels >>	% new visits Add
Competitive metrics >>	

You can add any of these as columns for keywords or ads.

- **IP Address ambiguity:** IP addresses, especially with the advent of smartphones, can vary and change. What AdWords considers a visitor in Detroit may be a Dearborn visitor in Analytics.
- **Trigger point:** If a goal is completed through a funnel, it may not trigger even if the end conversion triggered, but AdWords only counts the end conversion, which can create a difference between the number of goal completions and number of AdWords conversions.
- **Human error:** Sometimes, a tracking code is missed, or something was set up incorrectly, causing discrepancies. With auto-tagging in AdWords, this can be mediated slightly, but double check tags and codes to make sure they're correct and none are missing.

<input type="checkbox"/>	Keyword	Status ?	Max. CPC ?	Clicks ?	↓ Impr. ?
<input type="checkbox"/>	+sell +leads	Campaign paused	auto: \$75.39	120	3,641

<input type="checkbox"/>	Keyword	Visits ?	% New Visits ?
		189 % of Total: 3.93% (4,804)	79.89% Site Avg: 65.42% (22.12%)
<input type="checkbox"/>	1. +sell +leads	101	78.22%

120 clicks, 101 visits – many things could have caused the difference.

Despite the differences, comparing your Analytics and AdWords data is useful. For example, your analytics funnels will be especially important towards developing the right landing pages for AdWords (to learn more about PPC landing pages go to chapter 3).

IMPORTANT DATA SETS: CONVERSION RATES, CLICKTHROUGH RATES, AND GOAL FUNNELS

Sometimes it can be easy to get caught up in the little details of your data, but the biggest focus of your analysis should remain on how responsive your ads and keywords are. It's possible to nit-pick the exact-match impression share of a particular keyword, but if the main stat like conversion rate aren't holding up, focusing on that stat may be a waste of time.

Some important stats to note (ones that should be in your columns) include:

- **Clickthrough rate:** The simplest measure of performance, the clickthrough rate can help determine how relevant your ads and products are to your keywords.
- **Average position:** Sometimes, an ad may not be performing as well because it shows up too low, or not at all.
- **Conversion rate:** A cheap keyword may have gotten you a conversion, but it may not be worth it if it took thousands of impressions to get there – impressions that could go to better performing keywords.



- **Cost-per-conversion:** Some keywords may convert well, but if that keyword is so competitive that the cost is over your profit margin, you may consider a lower position or more specific, less competitive keywords.
- **Quality Score:** Improving the quality score can significantly increase the average position or decrease costs – see more on quality score see Chapter 1.
- **Search Funnels:** The keyword that converts was just the LAST keyword they typed in. Some keywords may not seem effective at first, but that’s because they were assisting the other keywords. Search Funnels will show these instances, and you can adjust ads to match this.

Select metrics	
Performance	»
Conversions	»
Attributes	»
Google Analytics	»
Search Funnels	»
Competitive metrics	»
Add all columns	
These statistics reflect activity only on Google Search and do not include search partner activity.	
Assist clicks	Add
Assist impr.	Add
Click assisted conv.	Add
Impr. assisted conv.	Add
Click assisted conv. value	Add
Impr. assisted conv. value	Add
Assist clicks / last clicks	Add

There are multiple search funnels to choose from; try different ones.

THE DIMENSIONS TAB: CHOOSE YOUR DATA SETS WISELY

The Dimensions tab provides some of the most detailed data for your campaigns outside of Google Analytics – if you know what you’re looking for when you select the tab, it can provide great information to help your performance.

- **Conversions:** This is the same conversion data that can be found under “conversions” under “Tools and Analysis”, and includes the following two reports:
 - Conversion tracking purpose
 - Conversion tracking name
- **Reach and Frequency:** You can see how many different people see your Display Network ads, and, of those, the average amount of times each person saw your ad for a given time frame. To learn more about the Display Network, see Chapter 6.
- **Labels:** If you’ve labeled particular ads, campaigns, ad groups, or keywords, you can create a report just for those labels here, without the need to filter them individually.
- **Time:** The time report in AdWords will give a much better idea of trends than a regular keyword or ad report will, which only allows a maximum of two date ranges. **The time ranges available include:**
 - Day
 - Week
 - Year
 - Day of the week
 - Month
 - Hour of day
 - Day
 - Quarter
- **Destination URL:** If you are using multiple destination url’s for testing, you can compare the two without having to remember which ad had which destination url.
- **Top movers:** Top movers is a campaign-level only comparison of the changes in clicks and cost in your account. If any campaign dropped quickly, it will be easy to see here – it would be more effective at an ad group or keyword level (not available), but can be useful for an overall look.
- **Geographic:** Here, you can see the geography of your users, in two different ways:
 - Physical location: The area your user actually was, generally based on IP Address.
 - Location of interest: If your user specified a location in their search (such as “hotels in Kansas City”), AdWords will treat them as if they’re in that location, and show ads accordingly. This is an especially useful report for businesses that cater to traveling customers (like hotels and car rentals).



Country/Territory	Region	Metro area	City	Most specific location [?]	Location type [?]
United States	Unspecified		Unspecified	United States	Location of interest
United States	Unspecified		Unspecified	United States	Physical location

The magic of “unspecified” – chances are the user was logged in to Google.

- **User locations:** Unlike the geographic report, user locations will only show where that user actually is. For example, if they’re in Grand Rapids and they type in “Hotels in Kansas City”, the geographic report will show them as Kansas City, and the user locations report will show the same user as Grand Rapids.
- **Search terms:** This is the same search terms report that can be found on the keywords tab – it’s easier to download, but you can’t add keywords or negative keywords straight from the report.
- **Paid & organic:** By linking AdWords to your webmaster tools account, you can see how your paid keywords stack up organically. See more about linking the two by [clicking here](#).
- **Automatic placements:** If you’re running on the display network (and are using any targeting type except managed placements), you can create a report to see the exact pages your ads showed on – this report is also available on the Display Network tab under “see details”.
- **Free clicks:** If you have an ad extension that requires a user to interact with the ad without actually visiting the page or making contact (such as expanding an image), you can see how many of those actions occurred here. This can be useful to see if that extension is interacted with often, or just ignored in favor of going to the website.
- **Call details:** If you have a call extension enabled (and especially if you use a Google forwarding number) you can see the details of those calls, and the separate cost associated with them.

As with other reports, data will be missing or unspecified. Some of this is unavoidable, and some is intentionally left out by Google. Keep this in mind if you’re comparing data from other analysis properties or software.

SEARCH TERMS REPORT: ADDING (AND REMOVING) MORE KEYWORDS

The search terms report provides (for the most part) the exact keywords that Google visitors typed in to trigger your ad, and is especially important to look at if you use forms of broad match or phrase match.

Keep in mind that the “match type” column of the search terms report has a different meaning than it does for regular keywords. Below are the match types and their meanings:

- **Broad Match:** This search term is a broad-match version of one of your keywords. In other words, it only appeared because the keyword that it triggered from is in broad match.
- **Phrase Match:** The same occurs with phrase match, but here, your keyword must be included in the search term, in the correct order.
- **Exact Match:** Exact match search terms happen when someone types in your keyword exactly (even if that keyword is in broad match).
- **Broad Match (Session-based):** These search terms take into account the past searches of that particular user – it’s attempting to show your ad as a suggestion for what the user may really mean when they type in multiple similar search terms (as if they know what they’re looking for, but don’t know the term for it). Because of this, session-based search terms are often not very relevant.



If you have “use misspellings and close variants” selected in Settings, these will show up as Exact Match and Phrase Match in the search terms report, even if they aren’t a perfect match.

The Added/Excluded column involves whether those keywords are already added as a regular or negative keyword:

- **Added:** As mentioned above, even if a keyword is in broad match, if a user types in that exact keyword, it will show up as “added”. If users who are converting the most are typing in the exact-match form of your keyword, it may be best to make that keyword exact match itself to avoid wasted clicks.
- **Excluded:** Keywords you’ve added as a negative keyword will show up as excluded so that you’ll still be able to see past data on it (if it was added reactively).

<input type="checkbox"/>	Search term	Match type [?]	Added/Excluded [?]	Clicks [?]
				153
<input type="checkbox"/>	sell solar panel leads	Broad match	None	1
<input type="checkbox"/>	where do agents sell their insurance leads	Broad match	None	1
<input type="checkbox"/>	pay per performance sale lead	Broad match	None	2
<input type="checkbox"/>	buy and sell leads	Phrase match	None	1
<input type="checkbox"/>	work from home selling leads	Phrase match (close variant)	None	1
<input type="checkbox"/>	companies that sale leads to plumbers	Phrase match (close variant)	None	0
<input type="checkbox"/>	sell leads	Exact match	Added	4

Potential keywords, or potential negative keywords?

The search terms report is an excellent place to look for negative keyword ideas, and they can be added directly from the report. They are added by default as exact match keywords (so only that exact search term will be blocked). Be sure to broaden negative keywords that show up multiple times to avoid having it show up again in a slightly different variation.

It can also be effective to add keywords that have great performance, and are variations of a broad-match or phrase-match keyword that you already have added. Even though your ad is already showing up for that keyword, including it in your regular keyword list will add its (likely good) quality score to your keyword list, improving the overall quality of your ad group.

Data missing from the search terms report can be exasperating – sometimes thousands of impressions are aggregated, and these could be potential negative keywords.

<input type="checkbox"/>	lead selling system	Exact match	Added	Lead Selling System	1	1	100.00%	\$10.08	\$10.08	1.0	0	\$0.00
	Other search terms [?]				4	9,091	0.04%	\$2.67	\$10.68	1.4	0	\$0.00
	Total				308	9,697	3.18%	\$14.57	\$4,487.43	1.4	12	\$373.60

Other search terms can really feel problematic sometimes.

To see more about keywords and quality score, see Chapter 1.



AUCTION INSIGHTS REPORT: ANALYZING YOUR COMPETITION

The Auction insights report is a fairly new tool that provides excellent information on how you stack up against your competitors without the need to perform Google searches that are often biased towards your search history.

Display url domain [?]	↓	Impression share [?]	Avg. position [?]	Overlap rate [?]
You		81.56%	3.6	--
google.com		67.34%	4.6	69.76%
salesforce.com		46.28%	4.1	47.41%
salesgenie.com		45.31%	2.7	43.96%
velocity.com		39.68%	3.1	39.24%
hoovers.com		36.28%	5.3	36.09%
onesource.com		29.76%	4.3	30.65%
insidesales.com		17.74%	7.1	20.40%
ask.com		17.70%	6.3	19.48%
postcardmania.com		13.52%	8.2	15.72%
five9.com		13.13%	4.6	11.29%

Our competition. Google tends to bid on everything.

Auction insights can be found under the keywords tab with the search terms report, and has the following unique sets of data:

- **Impression share:** Unless you have unlimited budget, there needs to be a balance between this and your average position. A low impression share requires you to get lucky with the right user instead of truly competing.
- **Avg. position:** If a particular competitor seems to show up at the top spot often, you can confirm it – it may just be your session that’s causing that, and they actually show up lower on average.
- **Overlap rate:** These are your direct competitors. The ones with the highest percentages show up with your own ad the most often, and they’re the ones that you should take into account the most.
- **Position above rate:** A high position above rate means that they show above you the most often – if your average position is decent, a high position above rate often means a very low impression share for the competitor. Most of the time, it will hover around 50% for your closest competitors.
- **Top of page rate:** Some competitors focus heavily on having the top spot for brand awareness, and having this rate as high as possible is a goal for their business. Take this into account, and don’t necessarily think that those with the top spot have the best ROI on their ads.

Like the search terms report, AdWords only provides a sample of data, but in this instance, it’s generally enough for the report to be useful.

Auction insights report

See how you’re performing compared to other advertisers. With the Auction insights report, you can see who are participating in the same auctions. Note: the information in this report is based on Google Search.

86% of available impressions (from 61 keywords) were used to generate this report. [Learn more](#)

Your percent of available impressions may vary, but it’s likely a random sampling.



It's important to take the overall performance of a competitor into account. Even though a particular competitor may show above you most of the time, if they're impression share is <10% and yours is 50%, it may not be that big of a deal that they're showing above you, as they're not showing up often.

Through this, you'll get an idea of which competitors are bidding high with low budgets, which are bidding low to improve impression share, and how often they actually compete with your own ads.

3RD PARTY LEAD SCORING: DID THOSE LEADS PAN OUT?

Although AdWords and Analytics provide a lot of useful data, it may be necessary to make use of outside reporting tools, especially if an AdWords conversion counts as a lead only, and not a sale. Did that conversion pan out how you wanted, or was someone who was only half-interested?

It's important to have this data organized and tracked properly. If a salesman were to ask a customer where they learned of your business from, some might say "Google", but it's impossible to know if that person clicked on an ad or found you through the organic listings.

10/01/2013 11:52AM	N/A	[Lost] Lost Interest	Perez, Estuardo	N/A	GA - GSN Lead Distribution - .
09/30/2013 4:09...	Negl...	[Open] Continuing Communication	Shanis, Jenna	Visitor Session-Level Trackin...	GA - GSN Lead Selling - Lead.
09/25/2013 3:26PM	Negl...	[Open] Not Contacted	Inman, Terrance	Visitor Session-Level Trackin...	GA - GSN Lead Selling - Lead.
09/25/2013 10:33...	N/A	[Non-Qual] Not Interested	No Name	Visitor Session-Level Trackin...	GA - GSN Lead Selling - Lead.

Some people just lose interest, but that was still a conversion in AdWords.

Using tracking phone numbers and campaign-level tracking (which will work in a similar way to how Analytics tracks your campaigns) are extremely effective in improving an AdWords campaign to not only convert well, but to improve your ROI.

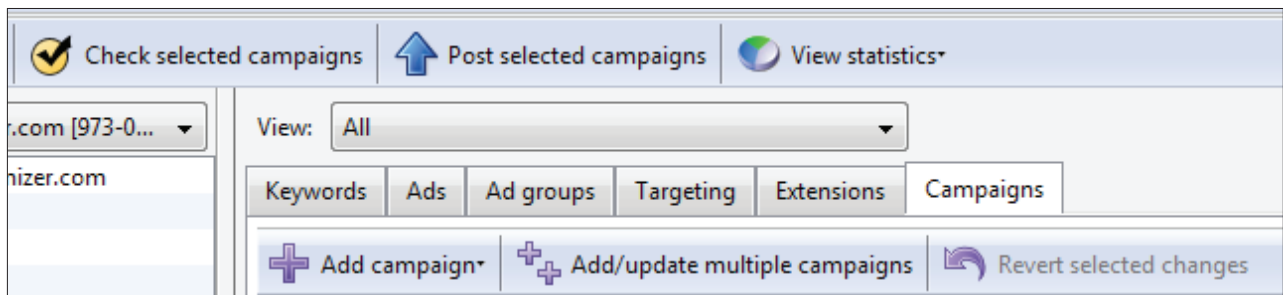
You may opt to use a complete CRM for your marketing and sale management needs, but if that proves to be too expensive or wasteful, try opting for a marketing automation or optimization software. They are simpler and focused on marketing, and will provide you and your salesman with the information and organization you need to make a fully-educated decision for your AdWords campaigns.



Many advertising managers handle multiple accounts, often with thousands of keywords, and making appropriate changes to those accounts in the online AdWords interface would be tedious.

Fortunately, AdWords offers a first-party offline bulk editor that makes it much easier to handle multiple accounts in a simpler, more consistent interface. Although some changes are still best performed online, the options available in AdWords editor are a free way to create manage medium and large campaign setups.

TOOLS AND UNIQUE FEATURES



AdWords Editor's unique features, including the tools menu, help to streamline the campaign creation and management process.

Tools Menu:

Find duplicate keywords...: The most helping part of finding duplicates is that AdWords Editor will find duplicates even if they're in a different match type, which is more difficult online because match types are differentiated with quotes and brackets.

Keyword Grouper: If you're having trouble deciding how to group particular keywords, this tool does a decent job; however, always double check the groups to avoid oddly placed keywords.

Keyword Opportunities: Keyword opportunities works in a similar way to the online opportunities tab, but makes it easier to add keywords to the right ad group through clicking and dragging.

Show ads with selected images: This tool makes it easier to find particular image ad sizes – the way image ads are displayed in AdWords Editor is a little awkward, so this tool can be useful if you can't get online.

Unique Features:

Click and drag: Clicking and dragging new ads and keywords to multiple groups streamlines the process so much that this alone makes AdWords Editor worth a download.

Revert selected changes: As long as the changes haven't been uploaded, any changes in Editor can be undone without the usual "deleted" clutter that comes with online changes.

Comments: Specific pieces, including individual keywords, can be marked with a comment, which can be especially useful if you want to remember why you made a certain change.

Check Changes: If you missed putting ads in an ad group or made a similar mistake, this will catch it before it goes up. It doesn't catch all ads and keywords that could be disapproved, but it does a decent job at catching common banned words like drug references.

Make Multiple Changes: Copying from a spreadsheet has never been easier with this feature, especially if you want to retain bids for certain keywords when adding them, but you don't want to import the whole account.

Switching accounts: For MCC users, switching between accounts can be a little tedious and more cluttered with AdWords Editor. However, if you have multiple tiers or accounts that aren't a part of the MCC, it can be more convenient to have all accounts listed together rather than at their respective level.

CAMPAIGNS TAB

Although AdWords Editor is useful for setting up the initial campaign, some campaign features should be adjusted once the campaign is uploaded.

Use this offline:

Mobile Bid Adjustment: This is far easier than finding it buried under campaign settings online.

Location Extensions: Here, you can enter your location immediately for the whole campaign instead of making sure it's applied to all ad groups.

Dynamic Search Ad Extension: Like the mobile bid adjustment, this option isn't as buried as it is in the online campaign settings.

Do this online:

Location Targeting: AdWords Editor doesn't provide the option to pick and choose locations very easily. If you have a spreadsheet with the information, use it, but otherwise, choosing your location online is much more intuitive and flexible.

Ad Scheduling: There is no option to choose ad scheduling in AdWords Editor, with or without bid modification. There's a notification that it exists in an already-created campaign, but no option to edit.

▼ Edit selected campaigns	
Search Network	
Google search only	
Display Network	
Disabled	
Enhanced campaign	Mobile bid adjustment
Enabled	-20 %
Devices: All Edit Paste	
Enhanced CPC	
Disabled	
▶ Comments	
▶ Location extensions	
▶ Dynamic search ad extension	



EXTENSIONS TAB

The extensions tab is probably one of the weakest parts of AdWords Editor – most extensions need to be set up online.

Use this offline:

Sitelinks and Sitelinks (Upgraded): The interface for sitelinks is much easier to handle offline, and more information is provided (such as destination url) in columns instead of being hidden behind a click.

+ Add sitelink*		△ Make multiple changes*		✕ Delete	
△	📌	🗨	Ad group	Status	Link text
			Campaign-level	Eligi...	Web Analytics
			Campaign-level	Eligi...	Marketing Automation
			Campaign-level	Eligi...	Call Tracking
			Campaign-level	Eligi...	Lead Management

Location Extensions: The option to add locations extensions here is identical to the one in the campaigns tab.

Do this online:

All other ad extensions: Google may have decided to forego adding most extensions offline because they're constantly adjusting, removing, and adding extensions. You'll miss out on useful extensions if you stick too closely to AdWords Editor for extensions.

TARGETING TAB

Due to the constant readjustments AdWords makes to the Display Network, it's usually easier to make changes to Display Network campaigns offline. AdWords editor retains a consistent interface for adding new targeting options, with one exception.

Use this offline:

Placements: If you have custom bids, copying from a spreadsheet you developed from online research is far easier than the online interface.

Audiences: Choosing audiences works in a similar way to online, but copying and pasting audiences makes the offline option more appealing.

Dynamic Ads: More information is displayed at once with AdWords Editor, making the ads easier to scan and change.

Locations: Like on the campaigns tab, location targeting is not as dynamic as it is online, especially if you wish to use radius targeting.

Do this online:

Remarketing: Currently, there's no option to set up remarketing in AdWords Editor – this is possibly because the tracking code is dynamically generated online.

Targeting	
Display keywords	inpatient drug rehab centers "inpatient drug rehab centers" "in patient drug rehab centers" "inpatient drug rehabs" "inpatient drug treatment centers" "inpatient drug rehab center" inpatient drug treatment facility 10 more
Placements Bid only	allpages.com ehow.com medicalnewstoday.com soberrecovery.com 12step.org cnn.com usdrugrehabcenters.com 328 more
Topics	Health Substance Abuse



AD GROUPS TAB

+ Add ad group	+ Add/update multiple ad groups		↶ Revert selected changes	
⚠️ 📌 🔄 🌱	Ad group	Status	Default max. CPC	
●	Lead Generation	Eligible	6.00	
●	Lead Generation Software	Eligible	6.00	
●	Lead Generation System	Eligible	4.00	
●	Lead Generation Program	Eligible	6.00	
●	Lead Generation Tool	Eligible	4.00	
●	Lead Generation Online	Eligible	4.00	
●	Lead Generation Solution	Eligible	7.00	

The ad groups tab benefits from the ability to select and change multiple bids at once. Although the online AdWords interface now has a bulk editor, it's not as efficient because you're still required to check boxes for each group you wish to change.

Use this offline:

Bid Changes: Because AdWords Editor has spreadsheet capabilities (like shift+click to select a whole list) bid changes are far easier offline.

Flexible Reach: If the ad group is part of the Display Network, you can change the reach of each target method (such as "target and bid" or "bid only") in one place instead of select each targeting method individually to change it.

Do this online:

Minor bid changes: Sometimes, the process of uploading small changes is more time-consuming than just making the change online (especially if you want recent data – downloading that can take a while).

Analysis: Like with minor bid changes, taking a quick glance at recent stats is difficult in AdWords Editor because of the time it takes to download all performance stats.

ADS TAB

Destination URL
<input type="text" value="http://marketingoptimizer.com/?apcid=4362&keyword={keyword}&matchtype={matcht"/>
Replace text Append text Change text capitalization Advanced URL changes
▶ Comments

Because A/B testing is such a big part of ads, having the ability to create and copy multiple ads at once is a definite bonus of AdWords Editor over the online interface.

Use this offline:

Appending and replacing text: If you're changing ad text just to reflect the ad group, replacing or adding text is very easy. A warning will appear if your text replacement makes your ad too long.

Text Capitalization: Forgot to inter-capitalize? Change it here automatically instead of going through the very tedious process of changing it manually.



Advanced URL changes: If you have unique tracking codes, make changes using this tool to avoid accidentally overwriting the unique tag.

Ad Creation: Since AdWords Editor doesn't auto-delete characters when you go over the limit, it makes ad experimentation and development less exasperating. Instead, it merely warns you that you're over the limit.

Do this online:

Requesting exceptions: Asking for an exception online allows you to provide a reason – if you have a borderline product (such as a drug rehab or alcohol bottle company), it's easier to get a faster exception when you can explain why your ad doesn't violate Google's policies.

Checking for errors: Although AdWords Editor tries to catch policy and other violations that could get your ads disapproved, it's not perfect. Check to make sure all your pages work online by test clicking different ads online (in the interface, not through Google Search).

KEYWORDS TAB

Keywords:
Type or paste keywords here, one per line. Separate each field with a tab or comma, and include column headings in English.
Required: Keyword
Optional: Type, Max. CPC, Dest. URL, Status
Example:

Keyword	Type	Max CPC	Destination URL	Keyword Status
example keyword	Broad	0.35	http://www.example.com	Paused

AdWords Editor provides the easiest keyword generator by far – although the online keyword tool is useful for ideas, having the ability to append and replace text is irreplaceable when you're dealing with very specific ad groups.

Use this offline:

Replace and append text: The easiest way to grow a keyword list with long-tail variations is through appending and replacing text in the keywords you already have.

Advanced bid changes: Like the ad group level bid changes, having the ability to use keyboard shortcuts makes bid changes far easier.

Advanced url changes: This tool is more useful in the ads tab – if you have a significant amount of keyword-level destination urls, dynamic ad insertion (seen under the campaigns tab) will be more useful.

Do this online:

Negative keywords: Unless you download your search terms report, adding directly from it is easier than trying to copy and paste into AdWords Editor.

Rules: Setting up rules is not possible in AdWords Editor, so if you have context-specific bid rules, set them up online.



IMPORTING AND EXPORTING

While changes in AdWords are final, AdWords provides the ability to make backups and revert to those as needed. Even though the undo is visible online (through deleted ads and keywords), the option to revert is a necessity when making bulk changes.

Exporting backups: Make a backup whenever you make significant changes in AdWords Editor – this will save you a lot of trouble with reverting when something goes wrong, especially since changes cannot be reverted once you upload them online.

Importing spreadsheets: When importing a spreadsheet, make sure your columns are labeled and are lining up correctly. This isn't a problem if you're importing an older backup, but if you're importing changes you made yourself in a spreadsheet, double check everything.

ACCOUNT LEVEL FILTERING

AdWords Editor's filtering contains additional information that you can use to remove inconsistencies and prevent disapprovals before your ads and keywords are uploaded. **Below are the filters that are the most beneficial:**

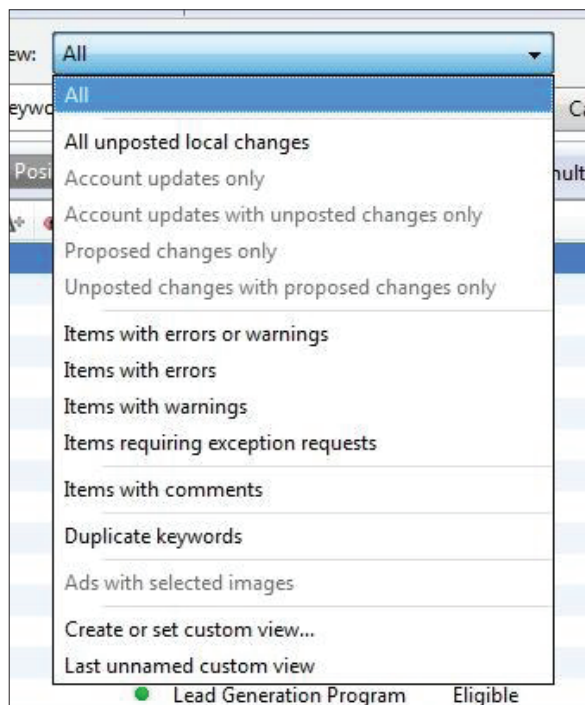
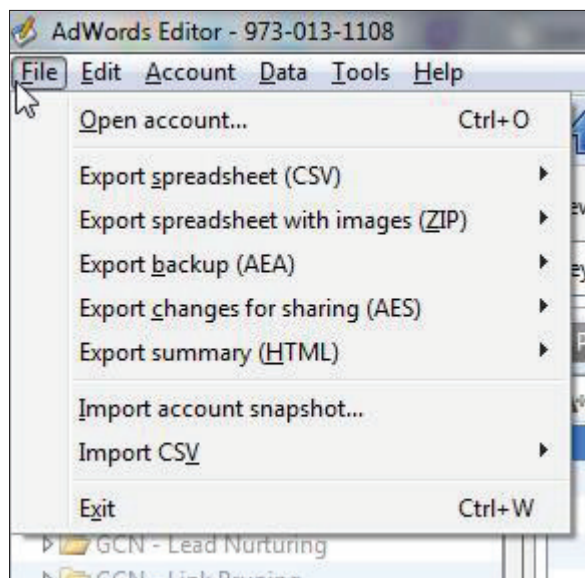
All unposted local changes: Make sure you didn't make changes where you didn't want to – campaigns will become bolded after you change something about them, but mistakes are easier to find with this filter.

Items with Errors: AdWords Editor will not upload any changes with errors, so they need to be corrected before you move them online. Most of the time, they'll be technical errors like a missing headline, but AdWords Editor will also catch some policy errors like drug references.

Items with Warnings: You can still upload changes with warnings, but your campaign or ad group may not function properly with the problem. Common warnings

include: Ad group has no keywords or ads, or there are duplicate keywords in different match types.

Custom View: This is by far one of the most beneficial filters and features of AdWords Editor – not only can you filter with as much detail as you can online, but you can easily save and name your filters.



BING ADS EDITOR: DIFFERENCES AND IMPORTING

If you use Bing Ads, there is a similar editor available, but if you're importing from Google AdWords, keep these differences in mind:

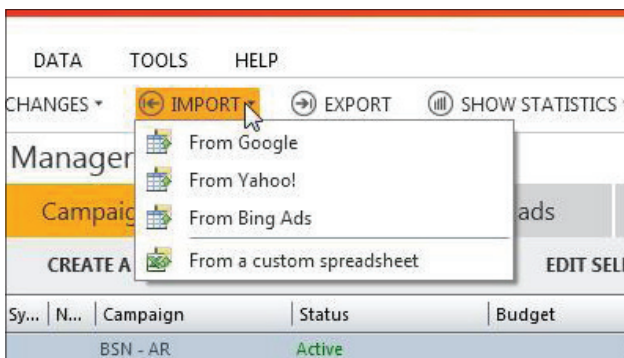
Importing with unique tracking: Value Track works in a similar way in Bing, but may require slightly different tagging. Adjust accordingly.

Adding Google Analytics tracking: If you use auto-tagging in AdWords, Bing will need tags for Google Analytics in order to track the same data.

Adjusting ad text: Because Bing uses one line with 71 characters instead of two lines of 35 characters, some ads could be adjusted to sound better or be reworded.

Adjusting keywords: Because Bing does not have modified broad match, you may have to run a "replace text" action and remove all of the "+" signs.

Adjusting ad scheduling: Bing Ads follows block scheduling (morning, evening, night) rather than hourly, so be sure to adjust your ad scheduling before running your campaigns.



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