Lesson no. 21: Google Adwords- PPC Advertising

IMPORTANCE OF NEGATIVE KEYWORDS IN OPTIMIZATION

Negative keywords are an essential piece of any AdWords campaign to help get the right type of traffic based on the goals of a campaign. A negative keyword is a word or phrase that will prevent your ad from being triggered if used in the search term. Negative keywords follow the same rules as regular keywords in that you can use them as exact match, phrase match, modified broad match, and broad match. This allows you to get creative and trim out specific types of traffic that you do not want coming to a site.
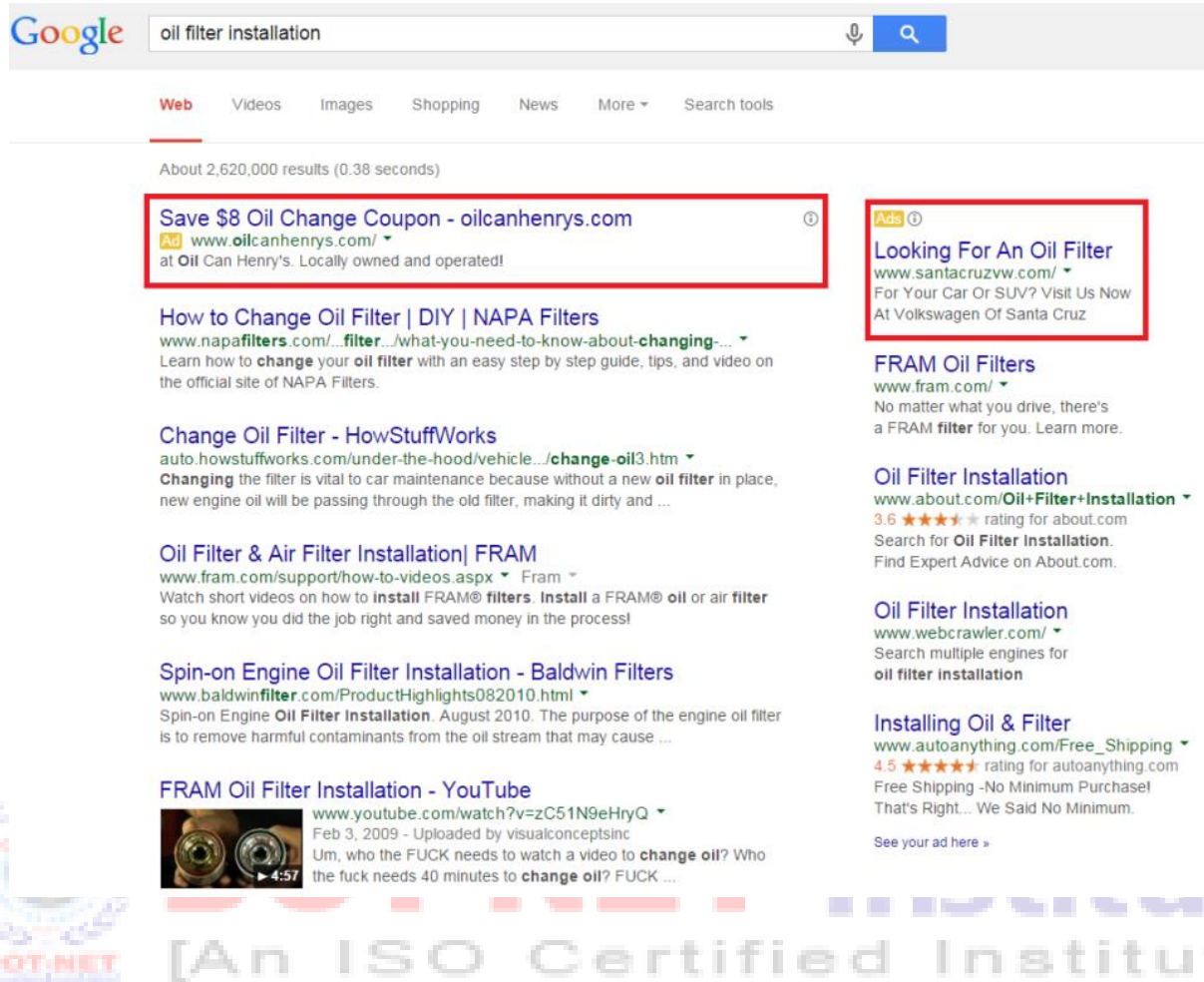
The best way to think about negative keywords would be if you have a tree that is growing out of control. While it is great that the tree is thriving, it needs to be trimmed in order for it to grow in a healthy and sensible way, especially in relation to everything else around it. The same goes for your AdWords campaigns. If you are getting lots of clicks and impressions that are eating up your budget, but have a low conversion rate it may be a good idea to trim out the bad traffic with negative keywords.

How and when to use negative keywords

This will vary from situation to situation depending on the type of site that you have.

For e-commerce sites, some common bad traffic issues we see come from educational traffic, discount traffic, and competitor brand traffic. As an e-commerce site, you only want to pay for purchasers who are ready to buy and not traffic looking for information because of their low conversion rate. By adding question and information words to your negative keyword list, it will help to bring in more effective traffic

In the example below we see oil filter and oil change ads popping up for the search **term "oil change installation"**. The keyword installation implies that they already have the product and are looking for a "how to", which means traffic coming from this keyword likely will not result in conversion.

EVALUATING CAMPAIGN STARTS

Evaluating the campaign should not start after the campaign but from the very beginning: it should always be a formative evaluation. This is one of the many tasks of the **campaign manager** or of the Secretary General of the party. To evaluate a campaign, you need to know **the goals that were defined at the beginning**. A _written strategy_ of the campaign is the basic document for its evaluation.

Formative evaluation is a process of ongoing feedback on performance. Already at certain milestones during the campaign (e.g. after choosing the candidates, after deciding on the programme, after the launch of the campaign) it is very useful to discuss among the campaign team which targets have been met and what has gone right and wrong so far.

The summative evaluation after the campaign tries to identify larger patterns and trends in performance – and to judge these against the targets that were set at the beginning. One of the best ways to do it is a facilitated half-day workshop. The participants (not more than 40-50) should include the main campaign staffers, certain members of the Board and from regional and local levels, some volunteers (from online and offline campaigning!), 1-2 sympathising journalists, somebody from the PR agencies involved (if trusted) – and a person to take notes!The summative evaluation workshop schedule could be like this:

9:00	Welcome
9:10	Quick start: everybody should write down the 5 best and the 5 worst things about the campaign
9:15	Buzz groups (à 3 people) discuss their findings, and each buzz group agrees on the 7 best and 7 worst things, writing them on cards in 2 different colours
9:25	Bigger groups (à 3 buzz groups = 9 people) agree on the 10 best and 10 worst things, writing them on cards in 2 different colours
9:40	Plenary: presentation of the results of the bigger groups, clustering the results. Patterns? What is missing?
10:05	Input/Reminder: our campaign strategy as we developed it at the beginning (goals, message, target groups, competitive position)
10:15	*Coffee break*
10:25	Prepared inputs and discussion. The input can be provided by several people. It should be well structured and give facts and figures not just opinions. Certain aspects should be mentioned, such as: • Our opposition research – and our opponents • Our performance online in the campaign • Our media relations • Our grassroots activities • Our big events or: decisive moments in our campaign • The last 72 hours before the election • Cooperation with volunteers • Our youth organisation (or other important parts of the party) in the campaign • Our campaign finances and fundraising • Cooperation with PR agencies • Our campaign team • Our candidates Do not forget to gather the inputs and to take notes of the discussion.
11:40	*Coffee break*
11:50	Conclusions (moderated discussion, visualisation on flip chart and pin board)
12:45	Feedback on the workshop
13:00	LUNCH (together!)

Maybe after the workshop if somebody want to sit down and write an article for the party members' journal in which she or he reflects on the campaign? In any case: write the minutes, distribute them among the participants and keep them for the next campaign. It will be a valuable document to start with!