

Lesson no. 23: Google Adwords- PPC Advertising

OPTIMIZING PERFORMING KEYWORDS

i. Regular Review of your Negatives list

Negative keywords are one of the most powerful features of Adwords. When you setup an adwords campaign you define the keywords that will trigger your ads but this doesn't always work as originally planned. Adwords in an effort to get more views and clicks for your campaign may show your ads for search queries that have no business value for you.

Of course this is not done on purpose, it depends on how you have setup your keyword match types but still there are cases where your ads are triggered for keywords that you don't want.

A classic example is when you are selling a product and what to exclude people looking for 'reviews'. Even if you make use of broad match modifier to restrict as much as possible the queries you get, there will still be queries with the word 'reviews' in your search terms report.

Adding 'reviews' as a negative keyword eliminates this problem once and for all.

ii. Use exact match for high volume keywords

When doing your keyword research identify those keywords that are highly relevant to your campaign and are most popular in terms of search volume. These keywords are candidates to be used as 'exact match' keywords.

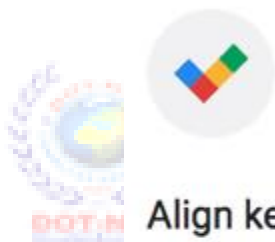
The exact match keyword type instructs adwords to show your ads for queries that are a close match to your specified keywords. By close match I mean that they are in the same order, misspellings, singular and plural forms, acronyms and abbreviations.

iii. Pause low performing keywords

This is a really easy one, when you view your keywords report in the status column you may see the message 'Low Search Volume'. This means that for the particular period the number of searches for that keyword were very low so adwords temporarily made those keywords inactive.

When and if there are more searches for them, adwords will re-activate them and put them back to the auction (the checks are made once per week).

The problem is that if you have a lot of 'low search' keywords in your account this affects the overall performance of your campaigns, having a negative impact on the other keywords and your quality score.




Keywords connect your ads with users and their searches. Effective keyword management helps you reach the right customers and grow your business.

Align keywords with your business goals

1. **Think holistically about the different ways that customers could reach you.** [Read more](#) 

Why: Your keywords should reflect all of the different types of user queries that could help someone find you when they're looking for something you offer.

2. **Align your keywords and their management with your overall business goals.** [Read more](#) 

Why: Different keywords have different purposes, and they should be held accountable to the goal that most aligns with their purpose.

3. **Delete your low search volume keywords.** [Read more](#) 

Why: Reduce clutter. If keywords aren't going to drive any traffic for you, there's no need to keep them around.

iv. Use Broad Match Identifier

The **broad match identifier** is one of the most powerful keyword match types, even more than exact match that can get your highly targeted traffic with less keyword management and trouble.

By adding the + in front of a keyword, you 'tell' adwords that the particular word has to be included in the search query in any order. The more good news is that you can add the + to one or more words in your keyword set.

v. Remove keywords not related to your landing page

A basic principle for high conversions is that your landing page should support both your ads and keywords. This means that the landing page should be highly relevant and offer people what promised in the ad and at the same time the content of the landing page to be highly relevant with the keywords in your campaigns.

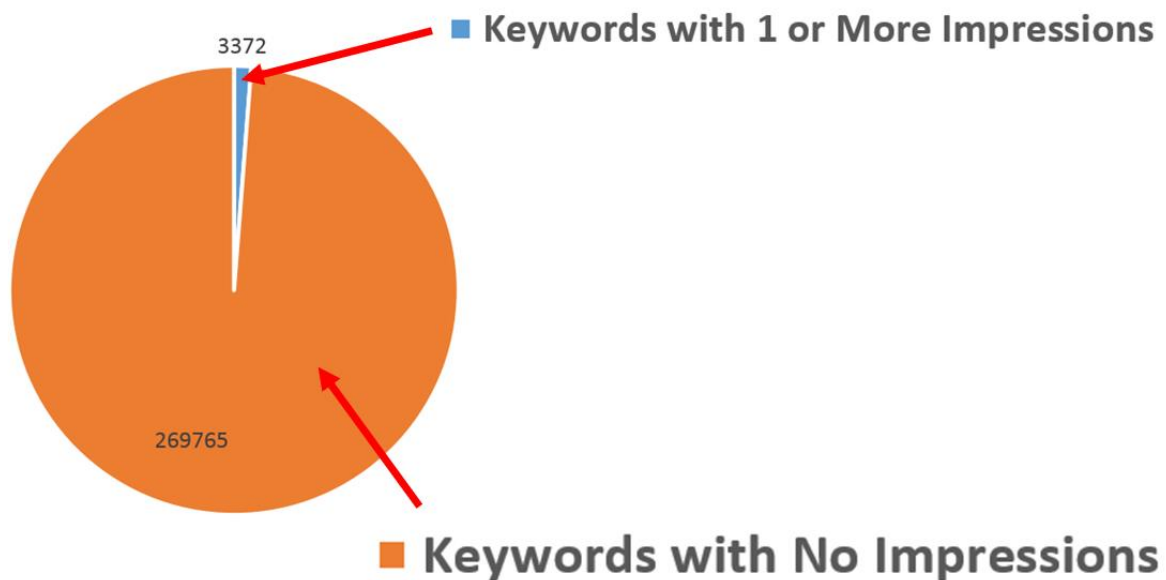
There are cases that during keyword research you come up with some nice keywords that seem a good match for your campaigns but these may not be fully supported by the landing page. You like the keywords and add them but as a result you negatively impact your quality score, ad rank and costs.

OPTIMIZING NON-PERFORMING KEYWORDS

i. Pause Low-Performing Keywords

I'd be willing to bet that the majority of keywords in your AdWords account are rotting away like the leftover pizza from three weeks ago that's still sitting in your fridge. Gross.

Take a look at the sample account below, where roughly 98% of the keywords have no impressions at all! Only 1.2% of keywords in this account are getting any visibility, and whether or not those keywords are bringing in clicks and conversions is another story.



I could go on and on as to why it's useful to get rid of the junk in your AdWords account – it spreads your budget across unprofitable keywords, it makes it harder to optimize, and it brings your account quality score down (yes, that does exist) to name a few.

If you have keywords that are rotting away in your account with no impressions for several weeks then pause or delete them. Your focus should be directed to the keywords that are actually generating awareness, clicks, and profit to work towards your ultimate goals.

ii. Use the Search Query Report (or QueryStream) to Identify Negatives and New Keyword Opportunities

Just because you're taking the trash out of your account doesn't mean you should close your mind off to new profitable keyword opportunities. The best way to ensure that you're staying up-to-date on what your audience is actually searching for is by checking the Search Query Report in AdWords. This report allows you to see what people are typing into Google to make your ads appear. This can help you find new opportunities to bid on profitable keywords that people are actually searching for.

The report can also inform you if the right people are seeing your ads.

iii. Increase Bids on Keywords with Low Positions

I know I just told you to pause keywords with 0 impressions, but not so fast! One column that you should always be looking at when evaluating your keyword lists in the **average position metric** to ensure that you're not appearing insanely low on the page. If you're in position 5 or below it's likely that you're not seeing impressions, clicks, or conversions coming in through that keyword because you're simply not being competitive enough.

Imp.	CTR	Avg. CPC	Avg. Pos. ▲
93	4.30%	\$1.96	4.9
97	1.03%	\$1.98	4.9
6	-	-	5.0
1	-	-	5.0
4	-	-	5.0
1	-	-	5.0



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If the keyword is relevant to your business, and you think there's potential to gain new visitors from it, then up the bid slightly to ensure you're being competitive enough. Take a look at the first page bid and top of page bid estimates, and set a price that's reasonable to get higher up on the page.