

Lesson no. 24: Google Adwords- PPC Advertising

HOW TO DECREASE CPC



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i. Lower Bids

Lowering your bids is the most basic way to lower your AdWords campaign average CPC. By lowering your bids you give Google a lower Max CPC to charge for every click your campaign receives.

ii. Research and Find Additional Keyword Variations

Let's assume you're running a new campaign for a flower shop, but are facing tough competition, and since you're a small startup business, you cannot afford a huge AdWords budget. Here you could definitely benefit from performing additional keyword research. A good tool to help you out in this quest to find alternative lower cost keywords is the Keyword Planner.

Here you could use a couple of approaches to find new keyword variations.

As you can see on the screenshot below you could run your main keyword to get additional ideas. Once you do that, then you could filter out the results by competition to find lower competition keywords.

Usually these keywords have lower search volumes, but they also have much lower avg. CPC due to lower competition on Google’s keyword auctions.

By performing this filter, you could find a couple of keywords that are in that “sweet spot” where they have low competition and high search volumes.

In this case, the keyword ‘**Flowers & Gifts**’ would represent a good option with high avg. monthly searches and low competition.

The screenshot shows the Google Adwords Keyword Planner interface. The search term is 'flower delivery service'. The results table is as follows:

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr.
flower delivery service	1,300	High	\$6.46	
flowers order delivery	10	Low		
valentine's day flowers				
flowers for valentine day	50	Low		
flower delivery valentines	20	Low		
flowers & gifts	12,100	Low	\$3.61	
bouquet	40,500	Low	\$2.00	
roses	246,000	Low	\$1.67	
affordable flower's delivery	30	Low	\$2.42	

Include Long Tail Keywords

If you’re advertising on a highly competitive industry, chances are that the avg. CPC for your campaign could be very expensive.

In this case, to avoid using high-cost keywords, you could do some research and try to find out long tail keyword alternatives.

Long tail keywords tend to have higher Quality Scores, and having a better Quality Score is the most effective way of lowering avg. CPC while maintaining a good avg. position.

iii. Use Different Match Types

Depending on your campaign structure and the industry you're competing on, there might be a slight to a significant avg. CPC variation for the same keywords in different match types.

You could set up your campaign with different ad groups to test out the same keywords in different match types, or you could even create separate campaigns to run on the different keyword match type you want to test out.

If you're concerned as to how expensive some of those keywords could be, you could upload them to AdWords with the campaign paused, and then view the first page and top page bid estimates recommended by Google to get an idea of the avg. CPC for those particular keywords.

iv. Change the Ads to Make Them More Relevant

Your campaign ad's relevance is part of the formula use by Google to determine the Quality Score for your keywords.

To find out the relevance of your ads, you could go to your keywords tab and then hover over the speech bubble of each keyword to find out the ad relevancy level.

As you can see on the image below, if your ads are not highly relevant to your keywords, you would see them labeled as **"Below Average"**.



In this case, you should either edit the ads labeled as below average or create new ones to improve their relevancy to your keywords.

v. Try Using Different Landing Pages

Now, if we assume that you create really good and highly relevant ads and have managed to get them labeled as “above average” by Google, you could probably still improve on your ad’s relevancy.

As you can see on the image below, the landing page experience is also taken into consideration by Google as a factor to calculate the Quality Score for your keywords.

Let’s say you have a great and relevant ad and it’s labeled as an above avg. ad, but the landing page experience is below average.

Here the best thing to do is to test out different landing pages to find the one that is more relevant to both your keywords and your ads. Try to find a page that includes some of the keywords on your ad group, or that includes some of the features you’ve highlighted on the ad.

By changing your ads to a better landing page, you will be able to increase relevancy and therefore improve the Quality Score for the keywords in the ad group, thus lowering average CPC.

Keyword: **pallet stacker**

Showing ads right now?

Yes

Quality score [Learn more](#)

5/10

Expected clickthrough rate: **Average**

Ad relevance: **Above average**

Landing page experience: **Below average**

[Ad Preview and Diagnosis](#)

vi. Create Tightly Themed Ad Groups

Google is all about relevancy, therefore creating tightly themed lists of keywords and ad groups is usually one of the best practices recommended to set up a campaign and achieve a good Quality Score.

Based on your business and your webpage setup, you should structure your keywords and ad groups by different categories of products and services you provide and want to promote online.



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