

Book 2

AdWords at a Glance



Google™ AdWords

Building powerful campaigns means starting with the right tools

AdWords is just like any other workplace tool – once you understand its features, using them becomes second nature. You don't think about how to write a sentence; you just pick up a pen and do it.

The same goes for AdWords – it may seem complex at first, but once you've learned the ins and outs, you'll find yourself racing around its pages and managing your campaigns like a master.

Our first guide helped you make your campaign more effective, better targeted and easier to measure. Here in book 2, we'll complete your knowledge of the major AdWords features.



Search Terms Report

“I’d love to better understand how my customers think.

Apparently the terms they use in searches change all the time. Can I update my keywords regularly to keep up? And how about visitors who find me by chance? What terms did they search? Is there some way I can filter out off-target traffic?”



Stay relevant
– *search terms report*

It’s easy to forget that the words people use in their Google searches change and evolve all the time. So, keywords which worked six months ago might be less effective today.

You need to move with them to stay relevant, and the search terms report helps do this by suggesting new keywords.

Also, some visitors reach your site by chance – but still make an enquiry or a purchase.

The search terms report shows you what words they searched that ultimately led them to you. By adding terms, you can attract more customers, not just clicks.



How often? Review once a month.

Visit: google.co.uk/ads/searchterms

Comparative Testing

“We’re writing our ad and deciding about language. *[free delivery]* is my preferred phrase. My team like *[unbeatable prices]*. Is there any way to learn for sure who is right, and which phrases will be most attractive to our customers?”

Contrast and compare
– *comparative testing*

Unlike most other forms of advertising, AdWords ads are easily tested. Simply run two ads with different content over the same time period and ‘track conversions.’ Customers vote with their clicks; you’ll quickly learn which ads, phrases, products or services are most compelling for your target audience.



Here are some other tips for writing great ads:

• Unique Selling Point

What’s your unique selling point that makes your product or offer truly different? Turn it into a quick phrase and test it to see if it works.

• Keyword Inclusion

When someone searches on a word that appears in your ad, it will be highlighted in a bold font. So add that keyword into your copy to boost your clickthrough rate.

• Call To Action

Tell your prospect what you’d like him or her to do. Call now? Order while stocks last? It sounds obvious, but some ad writers forget to close the deal.

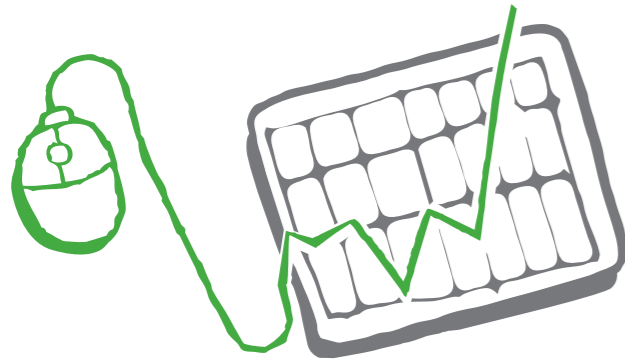


How often? Review once a month.

Visit: google.co.uk/ads/adtips

Quality Score

“What exactly is my Quality Score? And why is it so important?”



Focus on your rating – *Quality Score*

Your Quality Score is Google’s way of rating how well your landing page matches the ad and keywords that deliver visitors to it. People want a smooth, seamless journey to the relevant section of your website. To boost your Quality Score use the most helpful keywords, and add destination URLs that deliver interested users straight to the right section.

This matters because a good score is rewarded with a higher page position and lower advertising costs.



How often? Apply once, review monthly.

Visit: google.co.uk/ads/qualityscore

3 tips to boost your Quality Score

1. Think about creating ad groups – small bundles of similar keywords, linked to closely matching ads, that lead to relevant pages on your site.
2. Make sure your landing pages are always matched to specific relevant keywords.
3. Allow seamless navigation to the relevant section of your site.

Want to learn more?

Learn more about AdWords features online, watch a video tutorial or download this booklet. Just visit google.co.uk/ads/adwordsatglance



Success Story

Buyagift achieves 31% increase in return on investment using Google AdWords

Buyagift, founded in 1999, has become the largest gift experience provider of its kind online. With over 1000 gift ideas to choose from, Buyagift has proved popular with international corporations and with individuals looking for gift ideas with a difference.

Given the range of gifts on offer, Buyagift appeals to all demographics. While there are elements of seasonality in their business, they also need year-round exposure.

Marketing executive Jon Moorfoot says; *'The main goal I've always had is to improve traffic levels, and maintain or increase ROI at the same time, we concentrate on the traffic that is converting and make the most of it.'* In terms of their AdWords advertising, Moorfoot places a lot of emphasis on his keyword strategy. He adds that *'a lot of the time it's a case of making the keywords more specific and constantly refining and trying to find the point where you're getting the traffic that's bringing through the best return.'*



One product that Moorfoot uses for his keyword management is AdWords Editor. With an account that covers hundreds of different gifts and thousands of live keywords, this free application allows Moorfoot to make changes with unprecedented ease. He says that if you're doing bulk changes, checking campaigns or simply trying to make changes to your keywords, it's a lot easier because you don't have to worry about the lag-time. Moorfoot notes that, with innovations like AdWords Editor and the consistent support that is offered by Google, *'AdWords is always trying to make things better for marketers.'*

www.buyagift.co.uk



Next Steps Checklist

✓ Step One

Check your [search terms report](#)

Take a look at your search terms report to keep your keywords list fresh and relevant and filter out less productive visitors.



How often? Review once a month.

Visit: google.co.uk/ads/searchterms

✓ Step Two

Test your ads against each other

Create two or more ads and let them each run for two weeks.

Your winning ad is the version which gets the highest conversion rates.



How often? Review once a month.

Visit: google.co.uk/ads/adtips

✓ Step Three

Keep an eye on your [Quality Score](#)

Google rates how well your keywords match to your ads, your landing page and user's search query. To boost your Quality Score use the most relevant keywords to deliver interested users straight to the right section of your site.



How often? Apply once, review monthly.

Visit: google.co.uk/ads/qualityscore



Want to download this brochure?

Visit: google.co.uk/ads/adwordsatglance



