

Best Practices In Setting Up A Successful Google AdWords Account

Introduction

Search engine marketing is one of the most effective forms of marketing today. Companies can see a high return on investment with a well-structured Paid Search account. It is essential that businesses become familiar with the best practices of Paid Search in order to achieve greater success. This white paper will explain how to set up a Paid Search account on Google Adwords and the best practices for doing so.

Campaign Settings

There are two types of search engine marketing Campaigns: [Search](#) and [Display](#). Ads running on the Search Network will show on search results pages in Google or other network sites such as Google Maps. Ads running on the Display Network will show across sites that have partnered with Google, YouTube, and other sites.

For the purpose of this guide, we'll focus on how to set up a Campaign to run only on the Search Network.

You can choose several settings at the Campaign level:

- [Locations & Languages](#) – This is where you where select where you want your ads to show and the language you will target. *(Tip: it is best to have unique Campaigns for each country you target)*
- [Networks and Devices](#) – This is where you select the Search or Display Network *(Tip: Should you choose to test Display Campaigns, they should be kept separate from Search Campaigns)* and where you select devices to show your ads. You should select 'Desktop and laptop computers.' *(Tip: Should you choose to test Mobile Device Campaigns, they should be kept separate from Desktop and laptop computers).*
- [Bidding and Budgets](#) – This is where you set your daily budgeting and bidding options *(Tip: default of 'Focus on clicks, manual maximum CPC bidding is ideal)*. Under '[Delivery Method](#)', 'Standard' is generally recommended.
- **Advanced Settings** – This is where you select start and end dates for your Campaigns, [ad scheduling](#) and [ad delivery](#). *(Tip: If you run strategic ad testing, you will want to select 'Rotate' under ad delivery)*

Keyword Research

To begin a Google Adwords Campaign, you must first determine what keywords related to your product or business you would like to have ads show up for. Brainstorm a list of keywords that describe your product. Try to think how your target customers think: What terms would they likely type into

Google's search engine to find your brand or what you offer? After creating an initial list of keywords, use some keyword tools to help figure out more search terms.

For example, Keyword Suggestion Tools such as [Google AdWords Keyword Tool](#), help by providing a list of terms with traffic estimates so you can see what search terms people use that might relate to your business.

Your competition can also give you insight into what keywords relate to your business. [SpyFu](#) & [Keyword Spy](#) are tools that offer information on what search engine marketing strategies the competition is using.

You'll also want to specify the [match type](#) of your keywords and include [Negative keywords](#):

- **Broad Match** is Google's default match type. This means that your ad will show for any order of your keywords and possibly synonyms or other variations. This match type reaches the most amounts of searchers but can also be costly.
 - Ex: 'Accounting software' on Broad Match will show your ad if searchers type in 'free accounting software', 'accounting office software', etc.
- **Phrase Match** refines your match type so that your ad will only show if your keyword is searched on in the order that the words are in.
 - Ex: 'Accounting software' will show for 'free accounting software' but not for 'accounting office software'
 - *Tip: Phrase Match terms are identified as terms with quotes "" around them.*
- **Exact Match** is the most limited match type offered by Google. Your ad will only show if your keyword is typed in exactly as you have it.
 - Ex: [accounting software] will NOT show your ad if 'free accounting software' or 'accounting office software,' or any other variation is searched for.
 - *Tip: Exact Match terms are identified as terms with brackets [] around them.*
- **Negative Match** will help eliminate any irrelevant traffic. These are keyword that you do not wish to have your ads appear for and can be determined using the Google AdWords Keyword Tool as well. Negatives are especially important to use if you have a large amount of Broad matched keywords in your account.
 - Ex: If you do not offer 'free accounting software', you can put 'free' as a negative in your Campaign, and your ad will not show for any searches that contain the word 'free.'

Campaign & Ad Groups

After you select the optimal keywords for your Campaigns, you will begin creating the Campaigns and Ad Groups. Campaigns are the high level 'groups' with the Ad Groups being the more granular 'groups' under each Campaign. The more targeted the groups, the better. It is recommended that you construct your Campaigns so that each has a theme similar to your website. Try breaking out your Campaigns by what services or products your website is segmented into. Name each Campaign so that it is easy to find. This will help keep tracking organized and make implementations easier.

For example, if one of the products you sell is 'accounting software', you may have a Campaign for 'accounting software', with more specific keywords and Ad Groups such as:

- Ad Group: Payroll Software
 - Keywords: "payroll accounting software", " payroll software programs", " hr payroll software"
- Ad Group: Expense Software
 - Keywords: "expense report software", "expense tracking software", " travel expense report"
- Ad Group: Billing Software
 - Keywords: "invoice billing software", " accounting billing software", " office billing software"

(Note: You can have more than just three Ad Groups and Keywords. These are listed simply for example purposes.)

Ad Copy and Landing Pages

The relevance of a your keywords, Ad Groups , Ad Copy and Landing Pages is very important to Google and Quality Score (discussed in more depth later in this guide) and how it determines whether or not to show your ad. Make sure the Ad Copy of each Ad Group and Landing Pages mirrors what the keywords are in the group (i.e. "payroll software" leads to a 'payroll software' page).

For this example Campaign we'll be focusing on [text ads](#), which consist of:

- Headline - 25 character limit
- Description Line 1 – 35 character limit
- Description Line 2- 35 Character limit
- Display URL - 35 characters
- [Destination URL](#) – the page within your site you will direct traffic to (your Landing Page)

The Display URL is to help give searchers an idea of what website they will be visiting. For example, your website might be www.AccountingSoftware.com, but you want to take searchers to your Landing Page about 'payroll software'. You could use www.AccountingSoftware.com as your display URL and then the link to the payroll software page as your destination URL (such as www.AccountingSoftware.com/payroll_software). If you wish to take people to your homepage, then both the display and the destination URLs can be the same. *(Tip: The display URL should have the same domain as your destination url (Landing Page)).*

As there is little room to sell your product/service it is important to be sure you have a strong call to action and highlight the benefits of your product or service. Make sure your ad clearly tells the searcher what he or she will find when he or she gets to the Landing Page. Include any competitive prices or promotions such as "\$10 Off First Trial" or "Get Free Demo". Be sure to include keywords from

the Ad Group in the headline of the ads. Below are examples of Text ads currently appearing for 'payroll software':

[Free Accounting - Payroll](#)

Try Free! Easy Online Financial
Software. No Download Required.
www.QuickBooksOnline.com

[Paychex Payroll Software](#)

Free quote. Sign Up Now and Get One
Month Of **Payroll** Processing Free.
www.Paychex.com/Philadelphia
Philadelphia, PA

[Payroll Software](#)

Easy **payroll** online for accountants
Paychecks, direct deposit & taxes.
PayCycle.com

[Easy Payroll Software](#)

Run **Payroll** in 2 minutes or Less. No
Software Upgrades needed, Ever!
SurePayroll.com/PayrollSoftware

[Payroll Software](#)

Payroll software for companies with
100-5,000 employees. Free demo
www.Optimum-Solutions.com

[Payroll software](#)

Run Accurate Payrolls Every Time W/
Sage-Free **Software** Buying Guide!
www.SageAbra.com

Make sure that the Landing Page is optimized in order to lead searchers into a conversion (i.e. watch a demo, fill out a form, buy a product). Test different graphics, fonts, call to action messaging, etc. Keep the overall content easy to understand and not too distracting. (Tip: [Video on Optimizing Ads](#))

Setting Budgets & Bids

When launching new Campaigns you may not know what daily budget to set. Use the [Google AdWords Traffic Estimator Tool](#) . The Traffic Estimator is designed to give you keyword search traffic and cost estimates at a glance. This tool will [provide estimations of the following](#):

- Local Monthly Searches
- Estimated Avg. CPC
- Estimated Ad Positions

- Estimated Clicks/Day
- Estimated Cost/Day
- Global Monthly Searches
- Competition
- Local Search Trends

(Tip: Run estimates for each Campaign separately so that you can get an idea of budgets by Campaign)

Tracking

It is critical to have tracking in place to monitor the performance of your Campaigns. This will enable you to optimize towards a higher ROI, CPA or other designated goal. There are many tools that will help you track your Campaigns. Google offers [Conversion Tracking](#), which allows you to install a code on your site that helps to measure conversions. The code will track searchers and gather data to determine how effective your Campaigns are.

Using the Conversion Tracking along with the account statistics (impressions, clicks, cpc, position, cost, etc) in the Google AdWords account interface will help you identify where optimizations need to be made in order to improve performance.

(Tip: It is important to familiarize yourself with the different [conversion types](#))

Quality Score

Google calculates a [Quality Score](#) every time your keyword matches a search query – that is, every time your keyword has the potential to trigger an ad. Quality Score is used in several different ways, including:

- Influencing your cpcs
- Estimating first page bids
- Determining if your keyword is eligible to enter the auction
- Affecting where your ad will be ranked

There are many [factors that influence Quality Score](#). While Google does not share each and every factor, the following are the core components for Search Campaigns:

- Historical CTR of your keywords
- Account history
- Historical CTR of your Display URLs
- Quality of your Landing Pages
- Relevance of keywords to the ads in the Ad Group
- Relevance of the keyword and the matched ad to the search query
- Account performance in the geographical region where the ad will be shown

Additional Optimization Tips

- If possible, link your Google AdWords account to an analytics tool, such as [Google Analytics](#) to help make more informed and data-driven decisions (*Tip: you will want to ensure 'auto tagging' is enabled in your Adwords account if you choose to link to Google Analytics*)
- Pull [Search Query Reports](#) from the Google AdWords interface to see what keywords people are searching on that are triggering your ads. This is also helpful in finding negatives. Do this on a regular basis because new terms appear all the time. Additional negatives will help you to avoid spending money on keywords that do not convert.
- Always test different Ad Copy, use new keywords, mix up the messaging, etc. Conduct A/B tests to determine “winning” ads that have higher conversion rates.
- Download [AdWords Editor](#) so you can make changes easily on your desktop and upload them into the interface.
- Utilize the Adwords [Help Center](#) and [Help Forum](#) for additional [optimization tips](#) and answering any questions you may have.

Conclusion

Search engine marketing can be an extremely profitable but on-going process. This whitepaper has outlined the steps of setting up a Google AdWords Campaign (search only) and the best practices to use in doing so. By following this guide, you will be well on your way to having your own successful search engine marketing Campaigns.