

Pay Per Click Advertising

Getting the most out of your Google AdWords budget

Anicca Digital Solutions

- Anicca Digital Solutions was formed as a web development company in 2004 and became a full digital agency in 2006
- We are an East Midlands accredited supplier and carryout work on behalf of Business Link
- In addition to working directly with clients; we have collaborative partnerships with other agencies and technology companies and carryout work for them on a sub-contract basis
- We have a number of sub-brands including Online Marketing School and Reflex Website Content Management System.
- The directors includes;
 - Ann Stanley (MD) is responsible for providing online marketing consultancy and training to clients. Ann is a chartered marketer and a Google AdWords Professional
 - Alex Fowler (Technical Director) is responsible for building clients websites and developing and maintaining our own stable of websites



Google - Search Results

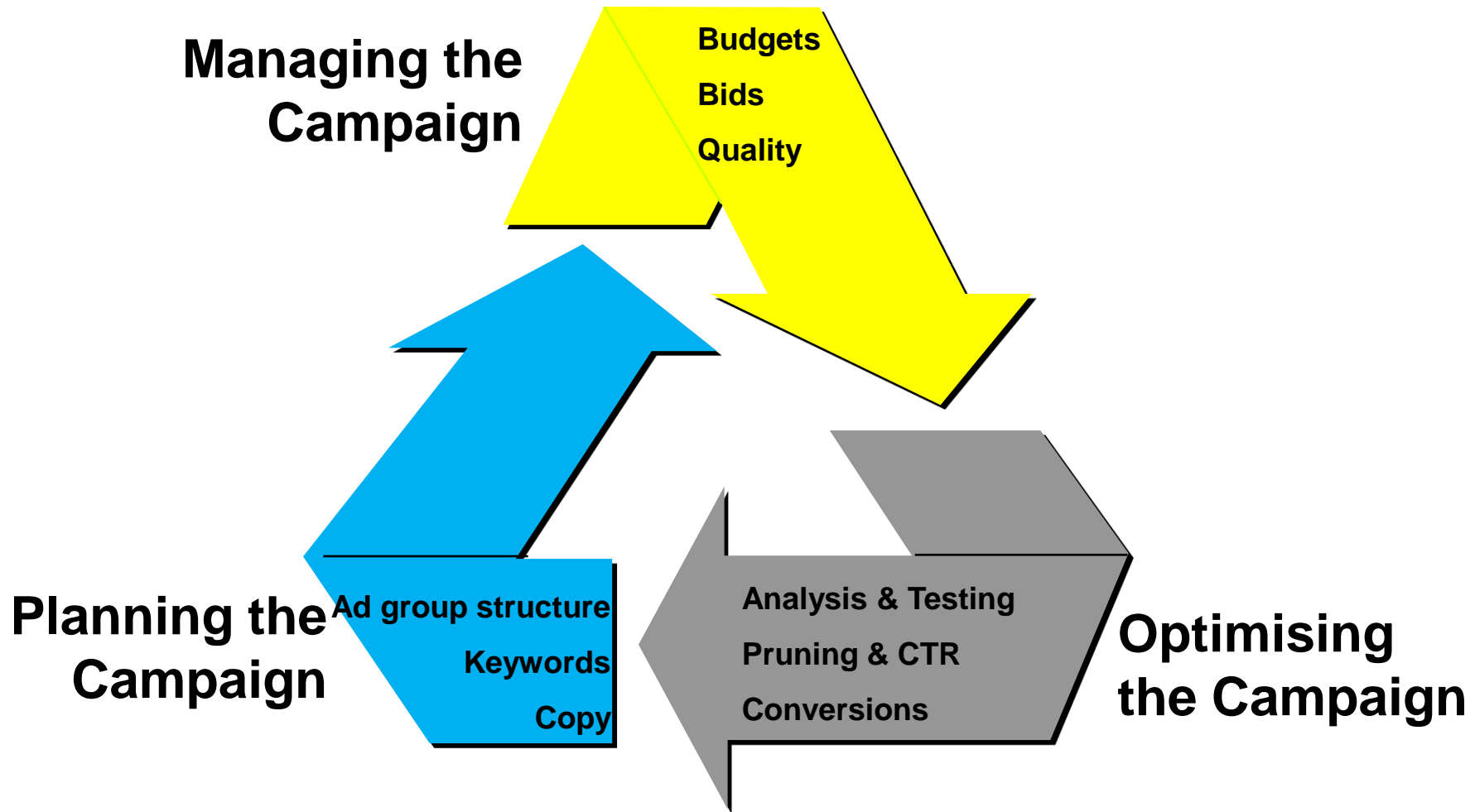
The screenshot shows a Google search for "hotel rooms derbyshire". The search bar is highlighted with a red box, and the text "Search using Keyphrase" is written in red next to it. The search results are divided into two main sections: "Sponsored Links" on the right and "Natural/Organic Search" on the left. The "Sponsored Links" section includes results from Expedia, RatesToGo, Accomodation Derbyshire, Hotel Nottingham, Hotel Rooms, Derbyshire Hotels & B&Bs, Premier Inn, and Hotels In Derbyshire. The "Natural/Organic Search" section includes results from The Lion Hotel and Morley Hayes. The text "Sponsored links or Pay per click" is written in blue on the right side of the image. The text "Natural/Organic Search" is written in green in the center of the image.

Search using Keyphrase

Sponsored links or Pay per click

Natural/Organic Search

The Pay Per Click Process



Part 1: Essential background knowledge

PPC hierarchy

- The differences and features between campaigns, ad groups and keywords

Keyword “match types”

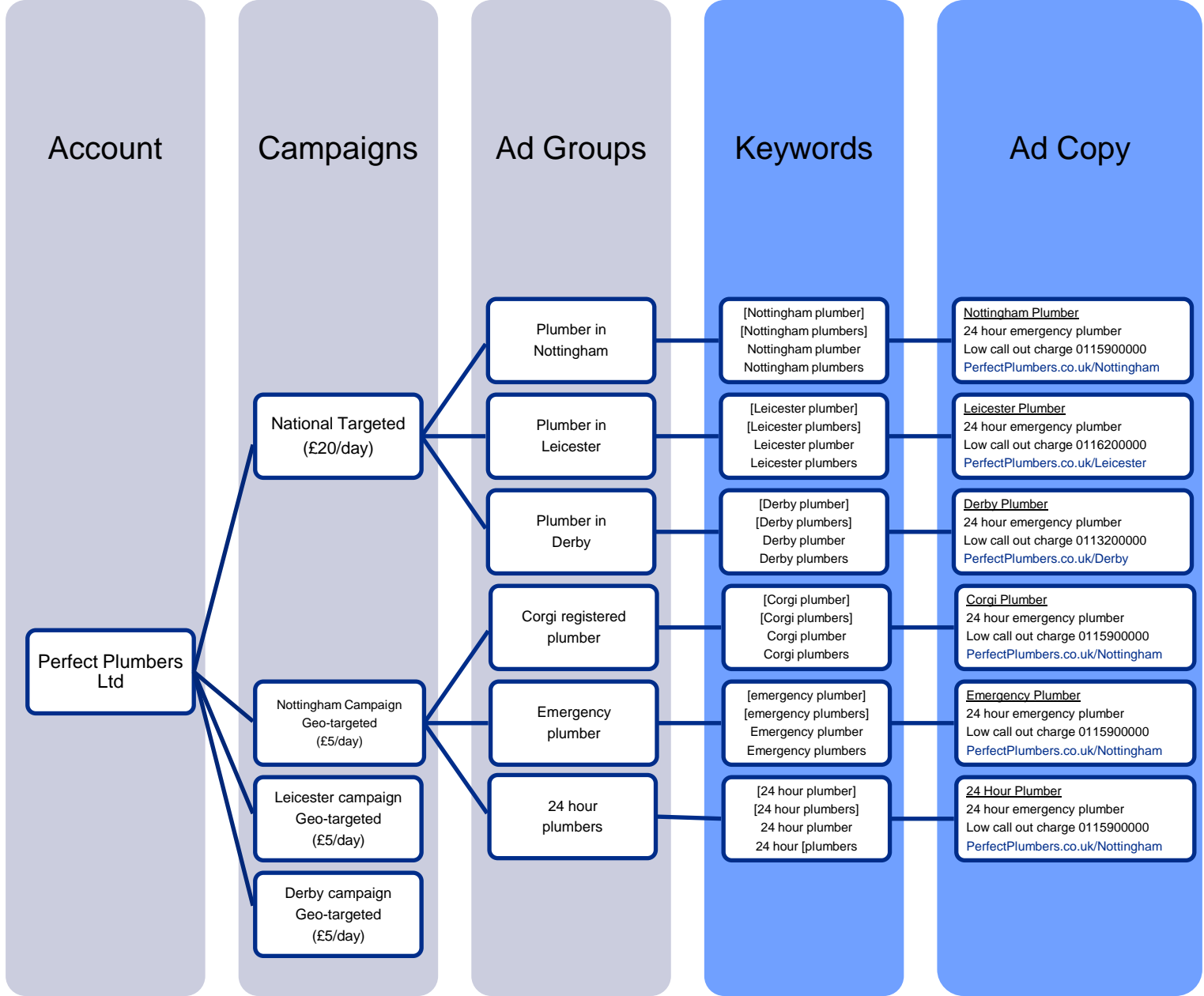
- Generate generic or targeted traffic

Click through rate (CTR) and “quality score”

- Improve to get top positions in search engines and pay less

Campaign types and networks

- Where and how your ad will be displayed



Keyphrases Match Type

[Exact match]

- Ads displayed when the exact words are typed in

Broad match

- Ads are displayed when the words are typed in any combination (and with other words either side)
- Can also be found for synonyms and plurals

“Phrase match”

- Ads are displayed for the exact search term in the quotes but with other words either (a hybrid of exact and broad match)

Negative match

- Ads will not appear if this word is typed in (used in combination with broad or phrase match)

Actual terms used with broad/phrase match

Campaigns													Ad Groups		Settings		Ads		Keywords		Networks	
+ Add keywords													Edit		Change status...		See search terms...		More actions...		Search	
<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Campaign	Ad group	Match type	Eligible	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)					
Total - all keywords																						
-- 14,631 2,598,464 0.56% £0.75 £11,007.58 4 1,050 £10.48 7.18%																						
<input type="checkbox"/>	<input checked="" type="radio"/>	dating	(2010 - 1.1 London Geo-targeted - dating & singles)	(Dating)	Eligible	£2.61	5/10	1,388	100,224	1.38%	£1.48	£2,060.34	3.6	125	£16.48	9.01%						
<input type="checkbox"/>	<input checked="" type="radio"/>	friends dating	(2010 - 1.1 London Geo-targeted - dating & singles)	Friends - dating	Eligible	£1.11	3/10	1,948	63,881	3.05%	£0.71	£1,375.03	1.8	119	£11.55	6.11%						
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	free online dating	(2010 - 5.2 Singapore Geo-targeted - dating & singles)	Free - online dating	Eligible	£0.31	6/10	60	37,649	0.16%	£0.24	£14.65	5.2	4	£3.66	6.67%						

Campaigns													Ad Groups		Settings		Ads		Keywords		Networks	
<< Back to Keywords																						
Your ads appeared when people searched on the terms below. These search terms were matched to your ads based on the keywords in your ad groups. ⓘ																						
Note: Reports exclude keywords with no clicks. To ensure your report has data, first select a date range in which at least some of your keywords have clicks. Next, sort by clicks on the Keywords tab and select keywords that have received at least one click, or run this report for "All keywords".																						
Add as keyword Add as negative keyword Download																						
<input type="checkbox"/>	Search term	Match type	Campaign	Ad group	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?	View-through Conv. ?								
<input checked="" type="checkbox"/>	anime free online dating games	Phrase match	(2010 - 5.2 Singapore Geo-targeted - dating & singles)	Free - online dating	1	1	100.00%	£0.18	£0.18	2	0	£0.00	0.00%	0								
<input type="checkbox"/>	date	Broad match	(2010 - 5.2 Singapore Geo-targeted - dating & singles)	Free - online dating	1	19	5.26%	£0.20	£0.20	3.1	0	£0.00	0.00%	0								
<input type="checkbox"/>	dating	Broad match	(2010 - 5.2 Singapore Geo-targeted - dating & singles)	Free - online dating	15	9,119	0.16%	£0.25	£3.69	5.3	1	£3.69	6.67%	0								

Trying to achieve the most clicks at the lowest price

- Google rewards advertisers who have the most relevant ads by giving them a better position and by paying less – we use this to drive down costs!
- Quality score is used to measure relevancy - we aim for a quality score of greater than 7/10
- Your position in the search engine results is dependent on the max price per click you are prepared to pay (Max CPC or bid) multiplied by your quality score

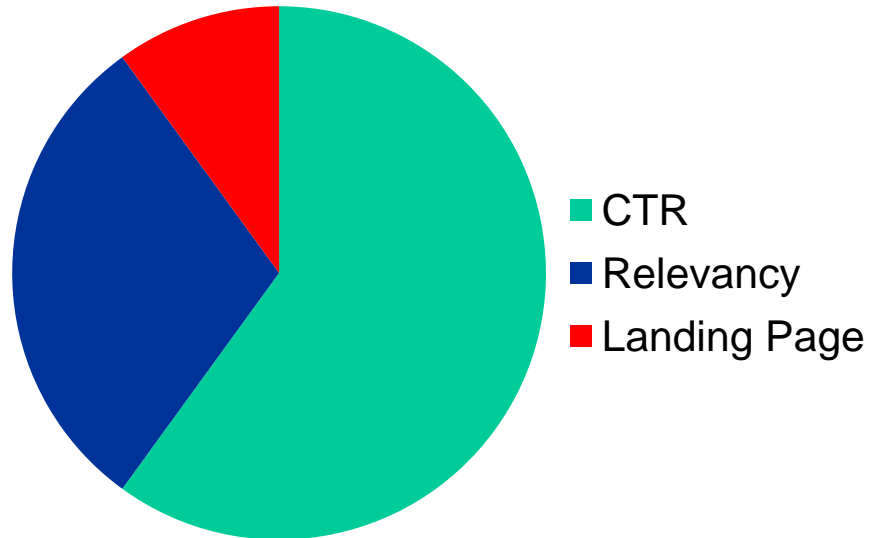
Advertiser	Maximum bid (cost per click)	Quality score (out of 10)	Ad rank (CPC x QS)	Position achieved
A	£2.00	1	2	5
B	£1.50	3	4.5	2
C	£1.00	6	6	1
D	£0.50	6	3	4
E	£0.50	8	4	3

Advertiser E is only bidding 50p but because of the high quality score (8/10) achieves position 3

Google Quality score

Influenced by:

- Keyword and Ad text relevance (do they “match”?)
- Landing page relevance and loading speed
- Keyword's Click through rate (CTR)
- Historical click through rate (CTR) of whole account



Use customise columns to reveal quality score and number out of 10

Keyword	Ad group	Status	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	
Total - all keywords					--	968	69,152	1.40%	£1.05	£1,011.93	4.2	66	£15.33	6.82%
london free dating sites	Free - websites	Eligible	£2.51	6/10	17	1,243	1.37%	£2.26	£38.42	7.1	6	£6.40	35.29%	
london free dating websites	Free - websites	Eligible	£2.41	6/10	3	161	1.86%	£2.19	£6.56	7.4	0	£0.00	0.00%	
[dating in london]	(Dating)	Paused	£2.11	7/10	2	89	2.25%	£1.97	£3.94	3.3	0	£0.00	0.00%	
london date	(Dating)	Paused	£2.81	6/10	42	7,421	0.57%	£1.93	£80.99	2.8	1	£80.99	2.38%	
internet dating london	Internet	Eligible	£2.11	7/10	6	1,472	0.41%	£1.92	£11.49	6.3	1	£11.49	16.67%	
london singles dating sites	Sites - single	Eligible	£1.91	7/10	2	13	15.38%	£1.80	£3.61	7.2	0	£0.00	0.00%	
london dating websites	Website	Eligible	£2.01	7/10	1	172	0.58%	£1.78	£1.78	5.9	0	£0.00	0.00%	
london find singles	Find	Eligible	£1.81	7/10	1	25	4.00%	£1.78	£1.78	4.6	0	£0.00	0.00%	
london free sites for dating	Free - websites	Eligible	£2.21	7/10	1	87	1.15%	£1.74	£1.74	5	0	£0.00	0.00%	
london single dating	Singles	Eligible	£1.81	5/10	1	313	0.32%	£1.70	£1.70	6.3	0	£0.00	0.00%	
dating sites for london	Sites	Eligible	£1.81	7/10	2	100	2.00%	£1.69	£3.38	6.3	0	£0.00	0.00%	
london dating agencies	Agencies	Below first page bid First page bid estimate: £2.75	£1.81	3/10	1	97	1.03%	£1.67	£1.67	7	0	£0.00	0.00%	
dating site for london	Sites	Eligible	£1.81	7/10	3	81	3.70%	£1.64	£4.91	5.4	0	£0.00	0.00%	
singles dating in london	Singles	Eligible	£1.81	7/10	4	74	5.41%	£1.55	£6.21	4.4	0	£0.00	0.00%	
dating sites london	Sites	Eligible	£1.81	7/10	4	896	0.45%	£1.55	£6.19	7.4	0	£0.00	0.00%	

Keyword: london dating agencies

Displaying ads right now?

No

This particular search term is already associated with an ad from one of your other campaigns or ad groups. Only one ad per advertiser may appear on a given page per search term. When two or more of your ads are eligible for a single search term, we display the one with the highest ranking at the moment.

Quality score [Learn more](#)

3/10

Keyword relevance: **Poor**
Landing page quality: **No problems**
Landing page load time: **No problems**

[Ads diagnostic tool](#)

Note: The keyphrase with the 3/10 quality score requires a bid of £2.75 to achieve an Ad Rank high enough for a page 1 position

Selecting the right network, campaign type and device platform

Networks

- Google search only
- Google Search + Search network
- Content network – automatic or managed (always in a separate campaign)

Campaigns type

- Keyword targeted - Google, Search network or automated Content network
- Site targeted - Managed Placement on Content network

Device platform

- Desktops & laptops
- iPhones & PDA's

Check the CTR for Google and Search network – use this to set CTR limits

Campaigns														
Ad Groups														
Settings														
Ads														
Keywords														
Networks														
Filter and views														
+ New campaign														
Change status... More actions... Search														
Display: All All enabled All but deleted														
<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	(2010 - 1.1 London Geo-targeted - dating & singles)	£550.00/day	Eligible	6,161	376,059	1.64%	£1.07	£6,565.49	3.6	440	£14.92	7.14%	0
		Google Search			2,012	177,979	1.13%	£1.18	£2,371.36	4.8	149	£15.91	7.41%	0
		Search partners			4,149	198,080	2.09%	£1.01	£4,194.13	2.6	291	£14.41	7.01%	0
		Content Network			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	(2010 - 1.2 UK Search - London Dating & singles)	£250.00/day	Eligible	2,965	257,969	1.15%	£1.04	£3,078.43	3.8	218	£14.12	7.35%	0
		Google Search			2,105	125,331	1.68%	£1.05	£2,218.34	4.6	173	£12.82	8.22%	0
		Search partners			860	132,638	0.65%	£1.00	£860.09	3	45	£19.11	5.23%	0
		Content Network			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	(2010 - 1.1 UK Search - London Brand)	£100.00/day	Eligible	731	4,295	17.02%	£0.03	£21.00	1.2	74	£0.28	10.12%	0
		Google Search			689	2,938	23.45%	£0.03	£20.23	1.1	73	£0.28	10.60%	0
		Search partners			42	1,357	3.10%	£0.02	£0.77	1.2	1	£0.77	2.38%	0
		Content Network			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	(2010 - 5.2 Singapore Geo-targeted - dating & singles)	£20.00/day	Eligible	696	167,155	0.42%	£0.25	£172.14	4.8	46	£3.74	6.61%	0
		Google Search			154	10,793	1.43%	£0.23	£36.13	5.1	18	£2.01	11.69%	0
		Search partners			542	156,362	0.35%	£0.25	£136.01	4.8	28	£4.86	5.17%	0
		Content Network			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	(2010 - 5.1 Singapore Search - Dating & singles)	£20.00/day	Eligible	655	124,279	0.53%	£0.19	£126.05	3.9	45	£2.80	6.87%	0
		Google Search			340	19,808	1.72%	£0.17	£58.50	4.7	30	£1.95	8.82%	0
		Search partners			315	104,473	0.30%	£0.21	£67.55	3.8	15	£4.50	4.76%	0

Part 2: PPC Strategies

- Campaign settings
- Setting your budget
- Bidding
- Keyphrases
- Ad copy
- Landing page
- Management and use of the free tools

Campaign settings

Campaign structure

- Separate phrases into logical ad groups and campaign hierarchy – use campaigns for targeting and budgeting

Geo-targeting

- Campaigns can be targeted to different locations
- Countries, regions, counties, cities or map area
- Languages – only one per campaign, keyphrases and ads need to be in the same language

Choice of network

- Separate campaign for content network and delete when it uses too much of your budget or does not convert

Edit Campaign Settings

Campaign: UK - city phrases

● Enabled Budget: £20.00/day Targeting: Search All devices English United Kingdom

Ad Groups Settings Ads Keywords Networks

Campaign settings

General

Campaign name **UK - city phrases** [Edit](#)

Locations, Languages and Demographics

Locations ⓘ In what geographical locations do you want your ads to be displayed?
• Country: **United Kingdom**
[Edit](#)

Show relevant addresses with your ads (advanced) ⓘ

Languages ⓘ **English** [Edit](#)

Demographic (advanced)

Networks, devices and extensions

Networks ⓘ **Search** [Edit](#)

Devices ⓘ **All** [Edit](#)

Bidding and budget

Bidding option ⓘ **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget ⓘ **£20.00/day** [Edit](#)

Position preference, delivery method (advanced)

Advanced settings

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Geo-targeting - Specific Area

Select a Location

Bundles Browse Search Custom

Map point | Custom shape | Bulk | Disable map

Target a custom area

1. Click and drag the map to show the area that you want to target. Click + and - to zoom in or out.
2. Outline your target area by clicking 3 or more points on the map.
3. Lines may not cross and the last click

Enter or edit coordinates

53.005529, -1.587524
53.091395, -1.115112
52.650396, -0.115356
52.13079, -0.780029

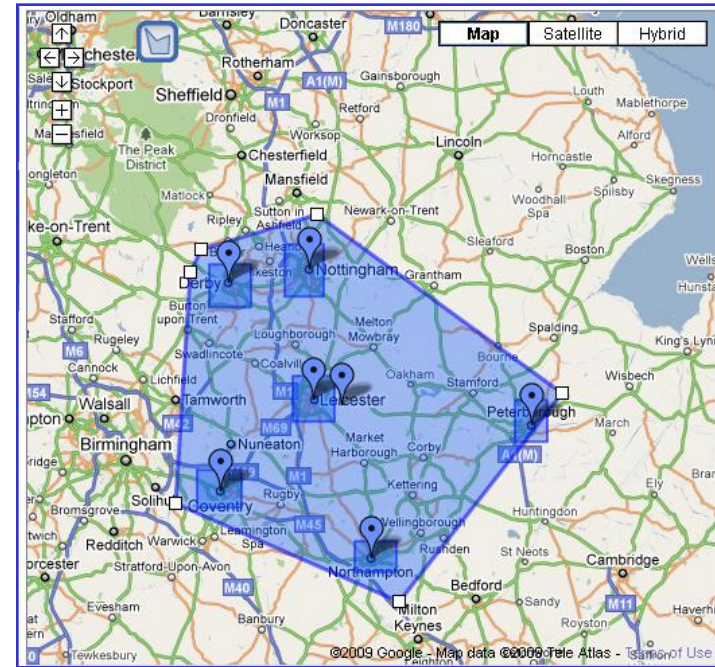
Reset View on map Add

Selected locations [remove all](#) | [view all on map](#)

- Northampton, ENG, GB (Town/City)
- Nottingham, ENG, GB (Town/City)
- Peterborough, ENG, GB (Town/City)
- Leicester, ENG, GB (Town/City)
- Derby, ENG, GB (Town/City)
- Coventry, ENG, GB (Town/City)

[Exclude areas within selected locations](#)

Save Cancel



Setting your budget

Set a realistic budget

- Use the traffic estimator and keyword tools

If you have a “Limited budget”

- Only bid on specific keyphrases
- Do not use the content network or search network if they do not convert

Do not “starve the budget”

- Ads will be shown intermittently throughout the day or you will run out of budget in the afternoon

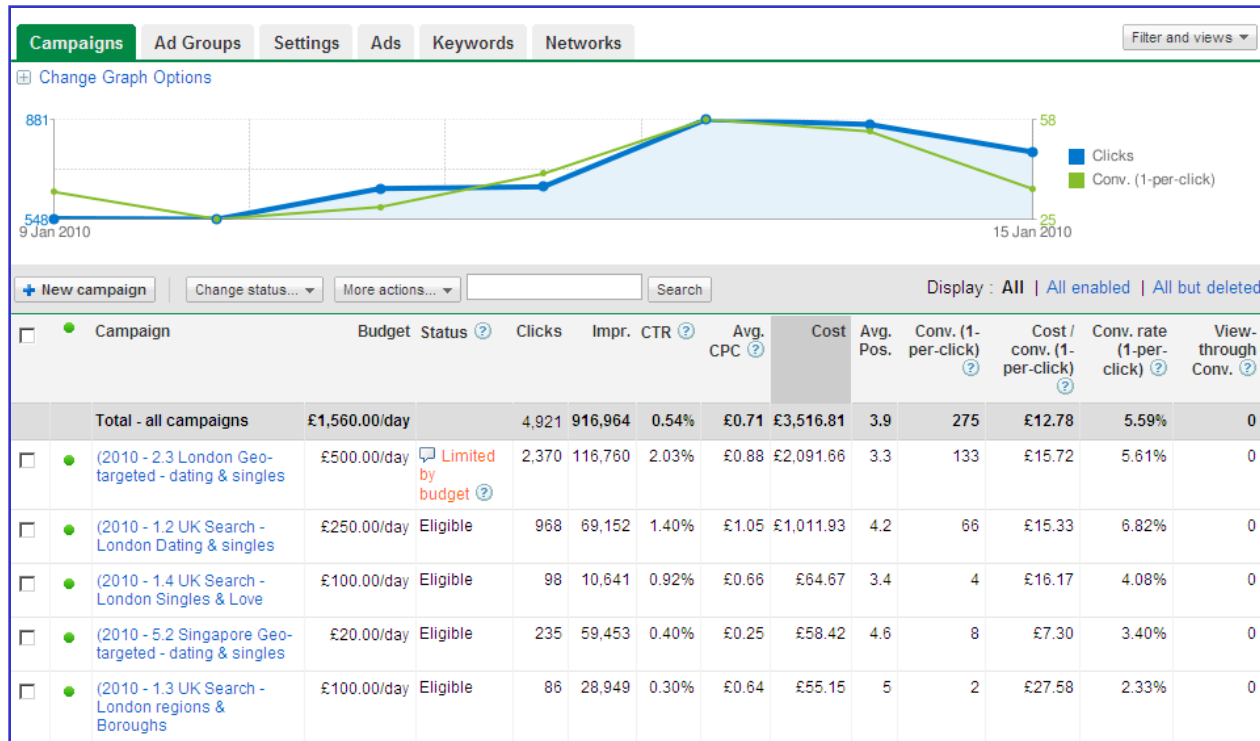
Allocate your campaign budgets

- According to the predicted spend, this will help to maximize your traffic

Generic and specific terms

- Separate into different campaigns ie generic phrases vs performing phrases

Modifying Your Budget



Limited by budget (2010 - 2.3 London Geo-targeted - dating & singles)

Your ads are being shown, but due to your budget, you're missing 67% of the ad views available.

Receive 166% more clicks per month with a budget of **£621.47/day**.

Increasing your budget can maximise your ad exposure and help your ads receive more clicks.

Prediction based on this campaign's performance over the last 15 days assuming you used your current budget of £500.00/day

Bidding strategies

Bidding for positions 4-6 (“goldilocks zone”)

- Still get good click through rate (CTR) and less expensive

Do not bid too low

- Result in very poor positions and low click through

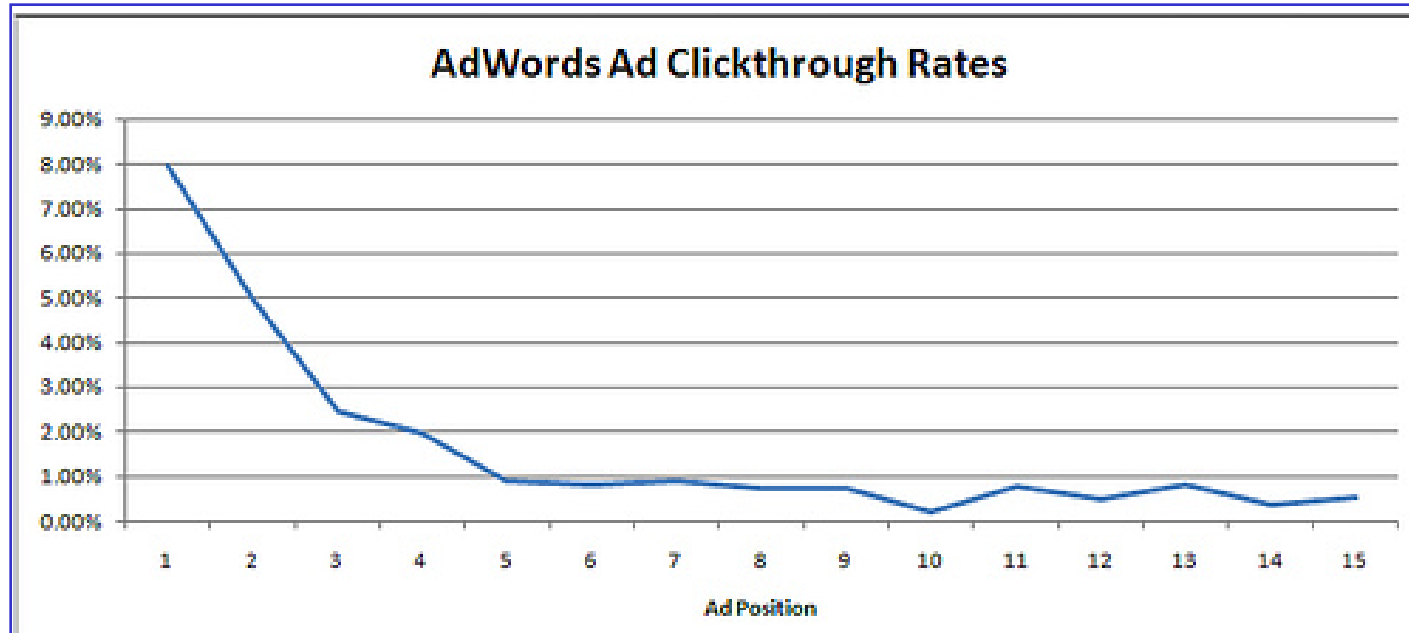
What is your Cost per acquisition (CPA)?

- Maximum you can afford to spend to gain a sale?

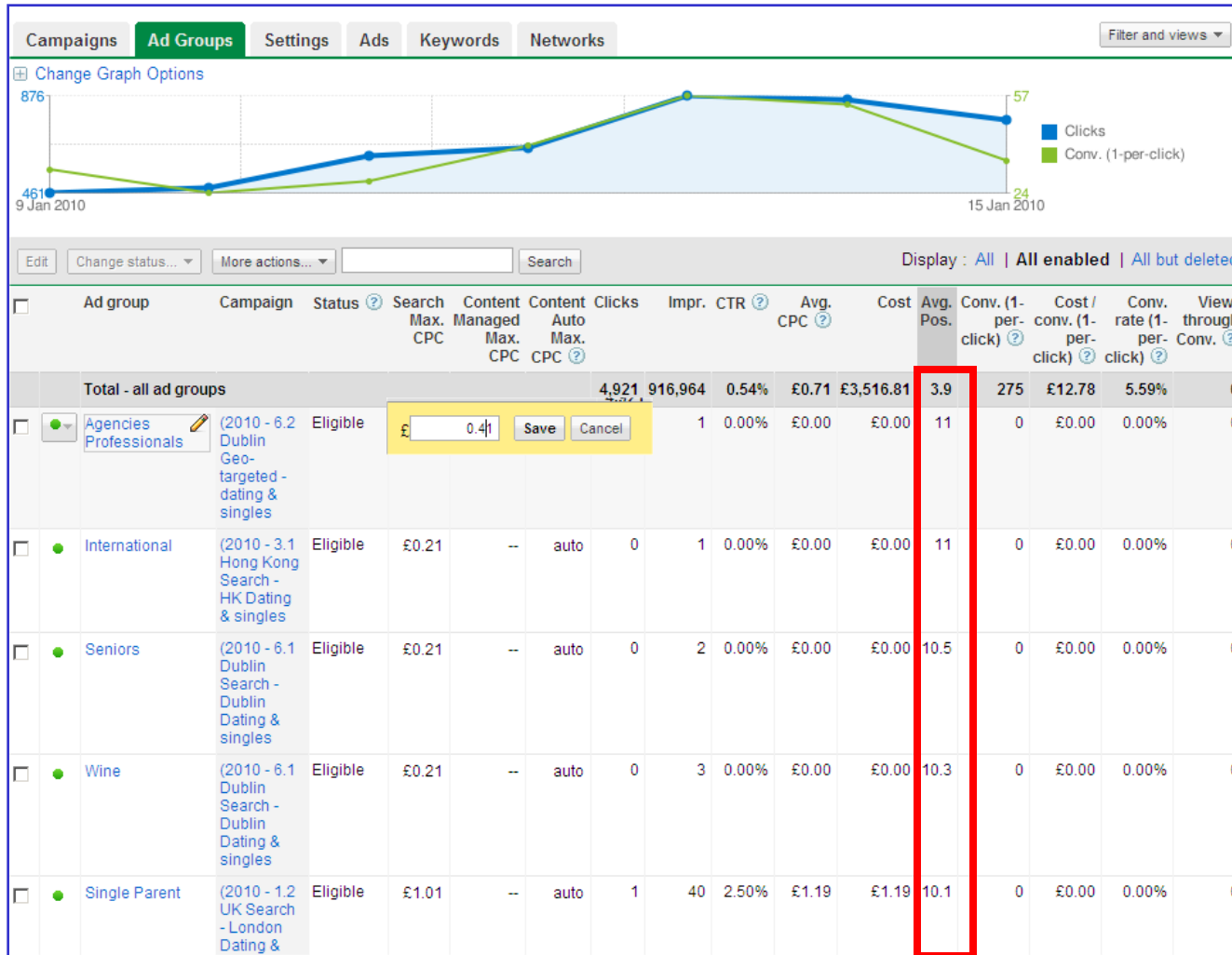
Maximum cost per click (CPC)?

- Most sites convert around 1% of clicks into leads/sales
- Divide CPA by 100 to get an estimate of the maximum CPC you can afford
- If you cannot achieve position 4-7 with this bid, then look for less competitive phrases at a lower cost, or improve your conversion rate!

Click through rate and ad position



Setting a Bid for a Whole Ad Group – sort by average positions and edit bid



Display keywords in order of Average positions - select keyphrases that need the same bid

Keyword	Campaign	Ad group	Status	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost/conv. (1-click)	Conv. rate (1-per-click)
Total - all keywords														
london single woman seeking man	(2010 - 1.2 UK Search - London Dating & singles)	Man Seeking Woman	Low search volume	£0.71	6/10	0	1	0.00%	£0.00	£0.00	31	0	£0.00	0.00%
[dating sites]	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Sites - dating	Below first page bid First page bid estimate: £0.45	£0.21	6/10	0								
dating pinner	(2010 - 1.3 UK Search - London regions & Boroughs)	Pinner	Below first page bid First page bid estimate: £0.55	£0.31	7/10	0								
london asian dating agency	(2010 - 1.2 UK Search - London Dating & singles)	Asian	Below first page bid First page bid estimate: £1.25	£0.91	7/10	0								
[single online dating]	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Singles - dating	Below first page bid First page bid estimate: £0.45	£0.31	6/10	0								
[adult personals]	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Adult - singles & others	Below first page bid First page bid estimate: £0.45	£0.21	4/10	0								
single parent dating	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Parent	Below first page bid First page bid estimate: £0.40	£0.11	6/10	0								

Edit one keyphrase and use the arrows to change all the other selected phrases

Keyword	Campaign	Ad group	Status	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Av. Pos.
Total - all keywords											
[dating sites]	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Sites - dating	Below first page bid First page bid estimate: £0.45	£0.21	6/10	0	1	0.00%	£0.00	£0.00	31
dating pinner	(2010 - 1.3 UK Search - London regions & Boroughs)	Pinner	Below first page bid First page bid estimate: £0.55	£0.31	7/10	0	4	0.00%	£0.00	£0.00	16
london asian dating agency	(2010 - 1.2 UK Search - London Dating & singles)	Asian	Below first page bid First page bid estimate: £1.25	£0.91	7/10	0	1	0.00%	£0.00	£0.00	1
[single online dating]	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Singles - dating	Below first page bid First page bid estimate: £0.45	£0.31	6/10	0	7	0.00%	£0.00	£0.00	12
[adult personals]	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Adult - singles & others	Below first page bid First page bid estimate: £0.45	£0.21	4/10	0	4	0.00%	£0.00	£0.00	12
single parent dating	(2010 - 6.2 Dublin Geo-targeted - dating & singles)	Parent	Below first page bid First page bid estimate: £0.40	£0.11	6/10	0	2	0.00%	£0.00	£0.00	0

Keyphrases strategies

Keyword tool

- To identify all the [exact match] phrases; targeted, cheaper and more likely to convert

Keyphrase match types

- Use all the different types (clone exact phrases)

Improve your “Quality score” & CTR

- Do not bid on very generic phrases – these will result in a low CTR and poor quality score
- Pause keyphrases with a low CTR – these will reduce the quality score of phrases in the whole account
- Better quality scores mean you get better positions and pay less per click

Google Search-Based Keyword Tool

perfectplumbersppc@gmail.com | [Help](#) | [Sign out](#)
Customer ID: 148-200-0623

Home Campaigns Opportunities Reporting Billing My Account

Tools > Keyword Tool [Previous Interface](#)

Find keywords
Based on one or both of the following:

Word or phrase (one per line) Website

emergency plumber
24 hour plumbers
emergency plumber

[Advanced options](#) Languages: English

Categories
All categories
 Apparel
 Beauty & Personal Care
 Computers
 Consumer Electronics
 Family & Community
 Finance
 Food
 Gifts & Occasions
 Health
 Hobbies & Leisure
 Home & Garden
 Law & Government Products

Contains
Sort: [Alphabetical](#) | [Highest count](#)
 All
 24 7 (8)
 24 hour (31)

Keyword ideas [About this data](#)

[+ Add keywords](#) [Download](#) Sorted by: [Local Monthly Searches](#) [Views](#)

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	plumbing heating		368,000	368,000	
<input type="checkbox"/>	home plumbing		368,000	368,000	
<input type="checkbox"/>	plumber jobs		201,000	201,000	
<input type="checkbox"/>	plumbing and heating		165,000	165,000	
<input type="checkbox"/>	garden plumbing		135,000	135,000	
<input type="checkbox"/>	heating & plumbing		110,000	110,000	
<input type="checkbox"/>	plumbing & heating		110,000	110,000	
<input type="checkbox"/>	emergency clinic		90,500	90,500	
<input type="checkbox"/>	emergency center		90,500	90,500	
<input type="checkbox"/>	heating repair		90,500	90,500	
<input type="checkbox"/>	plumbing contractors		74,000	74,000	

Enter
keyphrases or
web url

Used old
keyword
tool

Original Google Keyword Research Tool

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)

Existing keyword

Enter one keyword or phrase per line:

emergency plumber
emergency plumbers

Use synonyms

[Filter mv results](#)

Get keyword ideas

Selected Keywords:

Click 'Save to Ad Group' when you have finished building your keyword list.

[emergency plumber service] [Remove](#)

[local emergency plumber] [Remove](#)

[emergency plumbers in] [Remove](#)

[Remove All](#)

[+ Add your own keywords](#)

Get more related keywords [?](#)

Download these keywords:
[text](#), [.csv](#) (for excel), [.csv](#)

[Save to a different Ad Group](#)

Estimate Search Traffic

Save to Ad Group

Calculate estimates using a different maximum CPC bid:
British Pounds Sterling (GBP £) [Re-calculate](#) [?](#)

Choose columns to be displayed: [?](#)

Show/hide columns

Keywords	Estimated Ad Position ?	Estimated Avg. CPC ?	Advertiser Competition ?	Local Search Volume: December ?	Global Monthly Search Volume ?	Search Volume Trends (Jan - Dec 2009) ?	Highest Volume Occurred In	
Keywords related to term(s) entered - sorted by relevance ?								
[emergency plumbers]	not shown	-	<div style="width: 100%; height: 10px; background-color: green;"></div>	1,300	1,300		Dec	In
[emergency plumber]	not shown	-	<div style="width: 100%; height: 10px; background-color: green;"></div>	2,400	2,400		Jul	In
[emergency plumber service]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	5	No data	No data	Remove ?
[local emergency plumber]	1 - 3	£0.04	<div style="width: 50%; height: 10px; background-color: green;"></div>	Not enough data	Not enough data	No data	No data	Remove ?
[emergency plumbers in]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	Not enough data	No data	No data	Remove ?
[emergency plumber in]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	Not enough data	No data	No data	Add Exact ?
[24 hr emergency plumbers]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	12	No data	No data	Add Exact ?
[24 hr emergency plumber]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	48	No data	No data	Add Exact ?
[emergency plumber services]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	16	No data	No data	Add Exact ?
[24 7 emergency plumbers]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	Not enough data	No data	No data	Add Exact ?
[emergency plumber uk]	1 - 3	£0.04	<div style="width: 75%; height: 10px; background-color: green;"></div>	170	260		May	Add Exact ?
[emergency london plumber]	not shown	-	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	73	No data	No data	Add Exact ?
[emergency london plumbers]	not shown	-	<div style="width: 75%; height: 10px; background-color: green;"></div>	Not enough data	210	No data	No data	Add Exact ?

Exact [?](#)

Broad

Phrase

Exact

Negative

Using filters to pause keyphrases with a low CTR

Campaigns Ad Groups Settings Ads **Keywords** Networks Filter and views ▾

Filter Load saved filter ▾

Saved: CTR < 1.00%, Status: Eligible, Conversions (1-per-click) <= 0, Impressions >= 100 [Close](#)

+ Add keywords Edit Change status... See search terms... More actions... Search

<input type="checkbox"/>	Keyword	Campaign	Ad group	Status	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	
Total - all keywords							--	14,616	2,595,293	0.56%	£0.75	£10,992.46	4	1,048	£10.49	7.17%
<input type="checkbox"/>	london friendship sites	(2010 - 1.2 UK Search - London Dating & singles)	Friends	Eligible	£0.51	6/10	3	7,676	0.04%	£0.41	£1.22	4.5	0	£0.00	0.00%	
<input type="checkbox"/>	[Singapore personals]	(2010 - 5.1 Singapore Search - Dating & singles)	Personals	Eligible	£0.21	4/10	7	6,549	0.11%	£0.15	£1.07	3.6	0	£0.00	0.00%	
<input type="checkbox"/>	dating sites	(2010 - 5.2 Singapore Geo-targeted - dating & singles)	Sites - dating	Eligible	£0.31	7/10	2	6,203	0.03%	£0.28	£0.55	6.2	0	£0.00	0.00%	
<input type="checkbox"/>	london muslim single	(2010 - 1.4 UK Search - London Singles & Love)	London - Single Muslim	Eligible	£0.61	4/10	36	5,919	0.61%	£0.53	£19.10	2.1	0	£0.00	0.00%	
<input type="checkbox"/>	dating Westminster	(2010 - 1.3 UK Search - London regions & Boroughs)	Westminster	Eligible	£0.91	7/10	0	5,725	0.00%	£0.00	£0.00	5.9	0	£0.00	0.00%	
<input type="checkbox"/>	friends dating london	(2010 - 1.2 UK Search - London Dating & singles)	Friends	Eligible	£0.71	5/10	9	4,373	0.21%	£0.61	£5.50	4.2	0	£0.00	0.00%	
<input type="checkbox"/>	dating Singapore	(2010 - 5.1 Singapore Search - Dating & singles)	(Dating)	Eligible	£0.21	7/10	15	4,359	0.34%	£0.15	£2.18	6.3	0	£0.00	0.00%	

Ad copy strategies

- **Create small ad groups**
 - With 1-20 similar or related phrases; write ad copy that includes these phrases
- **Improve the quality score and CTR**
 - Test different ad copy for each ad group
 - Delete poor performing ads
- **Dynamic keyword insertion**
 - Add the keyword directly into title of your ad

Creating Great Ads



french translation service [Advanced Options](#)
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Web Search: french translation service

Web Results

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Sponsored result

Check CTR of ads as well as keyphrases

Settings Ads Keywords Networks Filter and views ▾											
New ad ▾ Change status... ▾ More actions... ▾ <input type="text"/> Search											
<input type="checkbox"/>	Ad	Status [?]	% Served	Clicks	Impr	CTR [?]	Cost	Conv. (1-per-click) [?]	Cost / conv. (1-per-click) [?]	Conv. rate (1-per-click) [?]	View-through Conv. [?]
<input type="checkbox"/>	{Keyword:Single In London?} Dating in London Just Got Easier Search For Singles Nearby To You LoveStruck.com/London	Approved	97.88%	1,927	63,822	3.02%	£1,360.56	117	£11.63	6.07%	0
<input type="checkbox"/>	{Keyword:Single In London?} We Help Make Dating Easy, See Your New Years Resolution Through LoveStruck.com/London	Approved	2.01%	26	1,311	1.98%	£17.96	2	£8.98	7.69%	0
<input type="checkbox"/>	{Keyword:Friends Dating in London} Dating in London Just Got Easier Search For Singles Nearby To You LoveStruck.com/London	Paused	0.11%	0	71	0.00%	£0.00	0	£0.00	0.00%	0
Total - search [?]			100.00%	1,953	65,204	3.00%	£1,378.52	119	£11.58	6.09%	0
Total - content [?]			0.00%	0	0	0.00%	£0.00	0	£0.00	0.00%	0
Total - all ads			100.00%	1,953	65,204	3.00%	£1,378.52	119	£11.58	6.09%	0

Landing pages & conversion tracking

Deep Link

- Most relevant page - not the home page

“Calls for action”

- Add to landing pages eg registration forms/ability to buy


Conversion tracking

- Add tracking code to the “thank you” page

Lots of clicks - no conversions

- Delete phrases/ad copy as they don't generate sales

PPC landing page





lxdirect.com
PART OF THE LITTLEWOODS SHOP DIRECT GROUP


- MY ACCOUNT
- TRACK ORDER
- HOME
- VIEW BASKET
- LOG ON
- MONEY ZONE
- HELP

[Women](#) [Men](#) [Kids](#) [Sports](#) [Your Home](#) [Appliances](#) [Electronics](#) [Toys & Gifts](#) [Real Deals](#) [Xmas](#)


→ Home / ANDREW COLLINGE straighteners / ANDREW COLLINGE - digital ceramic straightener



digital ceramic straightener
Catalogue price
£49.99
online price
£24.99

 enlarge image

Save 50%
Extend your warranty 2 yr. extra cover £12.00
Model: "11904-10".
Ready to use in 30 seconds. Top temp 200°. LED indicator LCD display. Digital heat and time settings. Ready to use sound timer. 1 hour auto shut off safety feature. Salon length cable. Includes stand.
cat no : PK3314

BUSY LIFESTYLE ?
Choose your own delivery day - FOR NO EXTRA COST 

[MORE INFO](#)

Delivery within 7 Day(s)

1 @ £24.99

[ADD TO BASKET](#)

Improving Your PPC Conversion Rate

High Number of Clicks but no Conversions

- Pause Ad Groups or phrases with low conversion rates
- Pause the Content Network if poorly performing
- Prominent Call to Action on your landing page

High Bounce Rate

- Test new Landing Pages (A:B test ie ads with the same ad copy but different urls)
- Review your keyphrases
- Review your ad copy

Use filter to select poorer converting keywords, then pause selected keyphrases

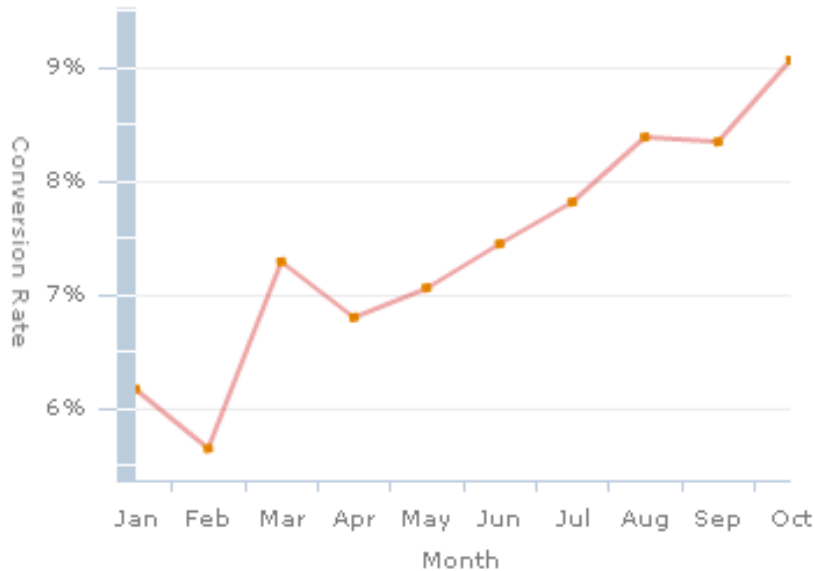
Filter Load saved filter ▾
 Clicks >= 100, Conv. rate (1-per-click) < 5.00% [Close](#)

Add keywords

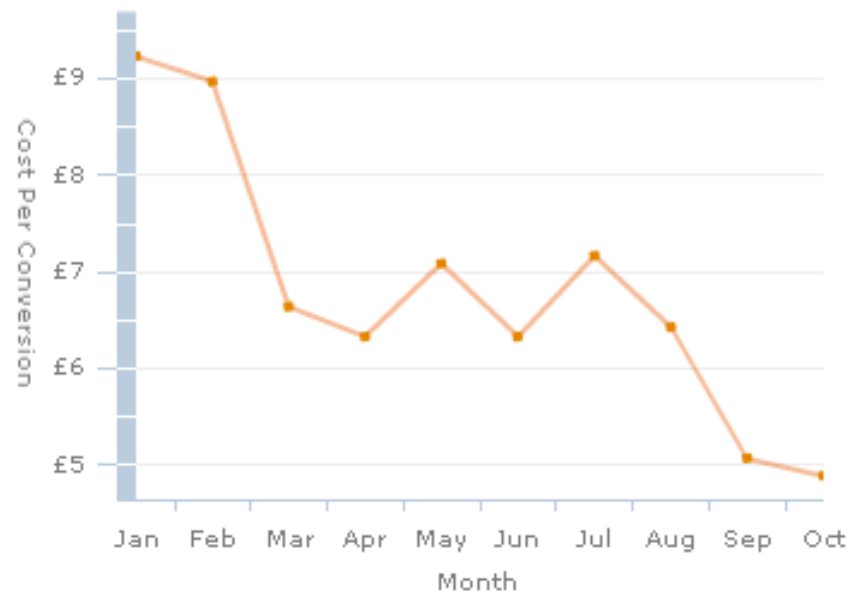
<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Campaign	Ad group	Status	Max. Pos. CPC	Qual. Pref. Score	Clicks	Impr.	CTR [?]	Avg. CPC [?]	Cost	Avg. Pos.	Conv. (1-per-click) [?]	Cost / conv. (1-per-click) [?]	Conv. rate (1-per-click) [?]	
<input type="checkbox"/>	<input type="checkbox"/>	london date	(2010 - 1.2 UK Search - London Dating & singles	(Dating)	Paused	£2.81	--	6/10	170	34,874	0.49%	£1.80	£306.70	2.5	7	£43.81	4.12%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	[benaughty login]	(2010 - 2.2 London Geo - Competitors	2 benaughty.com	Ad group paused	£0.11	--	6/10	199	5,899	3.37%	£0.09	£17.95	2	0	£0.00	0.00%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Hong Kong asian online dating	(2010 - 3.1 Hong Kong Search - HK Dating & singles	Asian	Eligible	£0.41	--	7/10	236	2,768	8.53%	£0.34	£80.17	2.7	7	£11.45	2.97%
Total - all filtered keywords								--	605	43,541	1.39%	£0.67	£404.82	2.5	14	£28.92	2.31%
Total - search [?]								--	14,456	1,222,757	1.18%	£0.76	£10,919.59	4	1,044	£10.46	7.22%
Total - content [?]								--	225	1,383,410	0.02%	£0.59	£132.84	3.9	16	£8.30	7.11%
Total - all keywords								--	14,681	2,606,167	0.56%	£0.75	£11,052.43	4	1,060	£10.43	7.22%

Case study – Lovestruck.com

Conversion Rate



Cost Per Conversion



Management and using the available tools

- **Monitor your campaign**
 - Daily during the first few weeks
- **Collect sufficient data**
 - Before making changes, eg altering/deleting keyphrases/ad copy
- **Free Tools**
 - Optimising tools
 - Google Editor
 - Google Analytics

SUMMARY

Top Tips for Improving Campaigns

Campaign set-up

Create separate campaigns for:

- Products or services
- Search and content networks
- Geo-targeting
- Generic vs specific phrases

Create Ad Groups

- Small number (5-30) of similar keyphrases
- Ad copy containing the keywords
- Relevant landing page with calls for action

Bidding

Bid on specific terms

- Use [exact match] rather than broad match

Negative keywords

- To exclude things you don't want to be found for

Do not starve the budget

- Put popular Ad Groups in different campaigns

Do not aim for position 1

- Aim for position 4-7 (ad is seen on first page)

Test and make changes manually

Improving your CTR and Quality Score

Quality score is “poor” or the CTR is <1%:

- Restructure ad groups - smaller number of similar keyphrases with matching ad copy
- Amend title & description (test several to review which ad works the best!)
- Pause keyphrases with a CTR of <1% - too generic and will effect quality score of other keyphrases in the whole account

Improve sales conversion rate

Conversion tracking

- Aim for >1% conversion rate

Content network & search networks

- Pause if converts at lower rate than the search network

High clicks no conversions

- Pause any Ad Groups/keyphrases with large amount of clicks but lower than average conversion

Landing pages

- Deep link to most relevant page
- Add calls for action
- Test different landing pages to maximise conversions

**Probably the most important way
to maximise your PPC budget
is to ensure that your website
looks professional
and is easy to use!**

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