

# Optimising a Google Ad Words pay per click (PPC) account

Part C -

## How to use Google to optimise your account

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# Step C:1

Pruning keyphrases with low CTR

# Step 1:1 – Display campaigns with sufficient data and ordered by impressions

Ensure enough data has been accumulated by adjusting timeframe and order campaigns by impressions

## Campaign Summary

This month (1 Jan 2009 to 23 Jan 2009)

This month  
 1 Jan 2009 - 23 Jan 2009

Online Campaigns [+ New online campaign](#)

Statistics: Summary

[Customise columns](#) show: [all](#) | [all active](#) | [all but deleted](#)

<input type="checkbox"/>	<a href="#">Campaign Name</a>	<a href="#">Current Status</a>	<a href="#">Current Budget</a>	<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Conv. Rate</a>	<a href="#">Cost/Conv.</a>	<a href="#">Conversions</a>
<input type="checkbox"/>	<a href="#">▶ 1.2 Uk Search - London Dating &amp; singles</a>	Active <input type="radio"/> 5 Ad Groups Paused	£75.00 / day	1,238	68,709	1.80%	£1.02	£1,262.73	8.56%	£11.91	106
<input type="checkbox"/>	<a href="#">▶ 2.3 London geo-targeted - dating &amp; singles</a>	Active <input type="radio"/> 12 Ad Groups Paused	£30.00 / day	498	30,879	1.61%	£1.05	£521.57	5.02%	£20.86	25
<input type="checkbox"/>	<a href="#">▶ 1.1 UK Search - London Brand &amp; Competitors</a>	Active <input type="radio"/>	£2.00 / day	785	5,634	13.05%	£0.04	£27.33	4.08%	£0.91	30
<input type="checkbox"/>	<a href="#">▶ 2.2 London geo-competitors</a>	Active <input type="radio"/> 1 Ad Groups Paused	£20.00 / day	17	3,146	0.54%	£0.40	£6.81	0.00%	£0.00	0

# Step 1:2 – Order ad groups according to impression and click into top ad group

**Campaign: 1.2 Uk Search - London Dating & singles - Active** | [Pause campaign](#) | [Delete campaign](#)  
 Budget: £75.00 / day | [Edit campaign settings](#) | [Opportunities for improvement](#)  
 Targeting: 1 language [Edit](#) | 1 location [Edit](#)  
 No campaign negative keywords : [Add](#) | No site or category exclusions : [Add](#)

1 - 97 of 97 Ad Groups.

This month  
 1 Jan 2009 - 23 Jan 2009

[+ New ad group](#) | [View all ad groups](#)

Statistics: [?](#)

[Customise columns](#)

Ad Group Name	Status	Current Bids - Max CPC		Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
		Default	Content									
▶ <a href="#">(Dating)</a>	Active	£1.41	-	170	15,235	1.12%	£1.37	£232.12	6.7	8.82%	£15.47	15
▶ <a href="#">Singles</a>	Active	£1.21	-	79	5,588	1.41%	£1.04	£82.32	5.4	8.86%	£11.76	7
▶ <a href="#">Love</a>	Active	£0.91	-	129	4,415	2.92%	£0.64	£82.35	2.8	4.65%	£13.73	6
▶ <a href="#">speed</a>	Active	£0.71	-	47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
▶ <a href="#">Online</a>	Active	£1.61	-	33	3,141	1.05%	£1.27	£42.03	8.3	21.21%	£6.00	7
▶ <a href="#">Friends</a>	Active	£0.71	-	53	3,040	1.74%	£0.44	£23.43	3.2	7.55%	£5.86	4
▶ <a href="#">Free - websites</a>	Active	£1.71	-	26	2,971	0.88%	£1.59	£41.35	7.5	30.77%	£5.17	8
▶ <a href="#">Black</a>	Active	£1.51	-	158	2,201	7.18%	£1.19	£187.58	3.5	8.86%	£13.40	14
▶ <a href="#">free</a>	Active	£1.01	-	20	1,802	1.11%	£0.86	£17.25	5.2	25.00%	£3.45	5



# Step 1:3 – select the keyword tab to view the phrases

1 Jan 2009 to 23 Jan 2009 [Change range](#)

This month  1 Jan 2009 - 23 Jan 2009

Include deleted items

In this ad group, your keywords trigger ads on search only. The content network is turned off in your campaign settings. [Learn more](#)

**Keywords** | Summary | Placements ? | Ad Variations <sup>New!</sup>

+ Add keywords: [Quick add](#) | [Keyword tool](#) | [Edit keywords](#) | [Search this list](#) | [Customise columns](#)

1 - 402 of 402 keywords.

<input type="checkbox"/> <a href="#">Keyword</a>	<a href="#">Status</a> ?	<a href="#">Quality Score</a> ?	<a href="#">Current Bid</a> Max CPC	<a href="#">Hide Settings</a> Sort by: <a href="#">Bid</a>   <a href="#">URL</a>	<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Avg. Pos</a>	<a href="#">Conv. Rate</a>	<a href="#">Cost/Conv.</a>	<a href="#">Conversions</a>
Content network total ?	Off		Content Auto ? <a href="#">[Edit]</a>		0	0	-	-	-	n/a	0.00%	£0.00	0
Search Total	On		Default: £0.71 <a href="#">[Edit]</a>		47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
<b>Total</b>					47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
<input type="checkbox"/> london speed dating	Active Bid is below first page bid estimate of £1.00	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC <a href="#">[Edit]</a>	14	2,002	0.70%	£0.65	£9.13	8.5	7.14%	£9.13	1
<input type="checkbox"/> london speed dating in	Active Bid is below first page bid estimate of £1.00	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC <a href="#">[Edit]</a>	10	613	1.63%	£0.61	£6.13	7.4	20.00%	£3.07	2
<input type="checkbox"/> london speeddating	Active	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC <a href="#">[Edit]</a>	9	224	4.02%	£0.61	£5.49	5.8	11.11%	£5.49	1
<input type="checkbox"/> london speeddate	Active	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC <a href="#">[Edit]</a>	5	150	3.33%	£0.53	£2.67	2.3	20.00%	£2.67	1

# Step 1:4 – sort keywords by CTR pause phrases with <1% CTR and no conversions

+ Add keywords: [Quick add](#) | [Keyword tool](#)    [Edit keywords](#) | [Search this list](#)    [Customise columns](#)

Pause   Unpause   Delete   Edit Keyword Settings    1 - 402 of 402 keywords.

Keyword	Status	Quality Score	Current Bid Max CPC	Hide Settings Sort by: Bid   URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
Content network total	Off		Content Auto		0	0	-	-	-	n/a	0.00%	£0.00	0
Search Total	On		Default £0.71		47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
<b>Total</b>					47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
london speed dating night	Active	OK	£0.71	Settings Default Max CPC [ Edit ]	1	3	33.33%	£0.67	£0.67	4.0	0.00%	£0.00	0
london speeddate	Active	OK	£0.71	Settings Default Max CPC [ Edit ]	5	150	3.33%	£0.53	£2.67	2.3	20.00%	£2.67	1
london speedating	Active	OK	£0.71	Settings Default Max CPC [ Edit ]	2	84	2.38%	£0.69	£1.37	4.6	0.00%	£0.00	0
london speed dating in	Active Bid is below first page bid estimate of £1.00	OK	£0.71	Settings Default Max CPC [ Edit ]	10	613	1.63%	£0.61	£6.13	7.4	20.00%	£3.07	2
london speeddater	Active	OK	£0.71	Settings Default Max CPC [ Edit ]	1	121	0.83%	£0.63	£0.63	2.4	0.00%	£0.00	0
london speed dating	Active Bid is below first page bid estimate of £1.00	OK	£0.71	Settings Default Max CPC [ Edit ]	14	2,002	0.70%	£0.65	£9.13	8.5	7.14%	£9.13	1

- Sort keywords by Click-Through-Rate
- Pause keywords < 1% CTR and with no conversions

# Step C:2

## Optimising for position 4-8

# Step 2:1 – sort by average position

+ Add keywords: [Quick add](#) | [Keyword tool](#)      [Edit keywords](#) | [Search this list](#)    [Customise columns](#)      1 - 402 of 402 keywords.

Pause   Unpause   Delete   Edit Keyword Settings

<input type="checkbox"/> Keyword	Status <sup>?</sup>	Quality Score <sup>?</sup>	Current Bid Max CPC	Hide Settings Sort by: <a href="#">Bid</a>   <a href="#">URL</a>	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
Content network total <sup>?</sup>	Off		Content Auto <sup>?</sup> <a href="#">[Edit]</a>		0	0	-	-	-	n/a	0.00%	£0.00	0
Search Total	On		Default £0.71 <a href="#">[Edit]</a>		47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
<b>Total</b>					47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
<input type="checkbox"/> london minute dating	Active	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC <a href="#">[Edit]</a>	0	5	0.00%	-	-	1.0	0.00%	£0.00	0
<input type="checkbox"/> london speed dating advice	Active	OK	£0.51	▼ <a href="#">Settings</a> £0.51 Max CPC <a href="#">[Edit]</a>	0	1	0.00%	-	-	1.0	0.00%	£0.00	0
<input type="checkbox"/> london speedater	Active	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC <a href="#">[Edit]</a>	0	2	0.00%	-	-	1.5	0.00%	£0.00	0
<input type="checkbox"/> [london speedating]	Active	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC <a href="#">[Edit]</a>	0	8	0.00%	-	-	1.6	0.00%	£0.00	0

# Step 2:2 – Select all phrases with positions 1-3

- Select all keywords in positions 1 -3 and decrease bid by 10-30p (~10% of current bid).
- Ensure you start with the lowest CPC keywords. The click 'Edit Keyword Settings'. See below:

+ Add keywords: [Quick add](#) [Keyword tool](#) [Edit keywords](#) | [Search this list](#) [Customise columns](#)

1 - 402 of 402 keywords.

<input type="checkbox"/>	Keyword	Status	Quality Score	Current Bid Max CPC	Hide Settings Sort by: Bid   URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
Content network total		Off		Content Auto	[Edit]	0	0	-	-	-	n/a	0.00%	£0.00	0
Search Total		On		Default	£0.71 [Edit]	47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
<b>Total</b>						47	3,945	1.19%	£0.63	£29.44	7.3	10.64%	£5.89	5
<input type="checkbox"/>	london minute dating	Active	OK	£0.71	Settings Default Max CPC [Edit]	0	5	0.00%	-	-	1.0	0.00%	£0.00	0
<input checked="" type="checkbox"/>	london speed dating advice	Active	OK	£0.51	Settings £0.51 Max CPC [Edit]	0	1	0.00%	-	-	1.0	0.00%	£0.00	0
<input type="checkbox"/>	london speedater	Active	OK	£0.71	Settings Default Max CPC [Edit]	0	2	0.00%	-	-	1.5	0.00%	£0.00	0
<input type="checkbox"/>	[london speedating]	Active	OK	£0.71	Settings Default Max CPC [Edit]	0	8	0.00%	-	-	1.6	0.00%	£0.00	0
<input checked="" type="checkbox"/>	london speed event	Active	OK	£0.51	Settings £0.51 Max CPC [Edit]	0	3	0.00%	-	-	1.7	0.00%	£0.00	0
<input type="checkbox"/>	london speedating events	Active	OK	£0.71	Settings Default Max CPC [Edit]	0	11	0.00%	-	-	1.9	0.00%	£0.00	0

# Step 2:3 – use “Edit keyword settings” to reduce bid

## Edit Keyword Settings

This optional feature helps you track individual keywords and their costs. You may enter individual CPC bids or destination URLs for any keyword. (These bids will apply only to search clicks and not to the content network.) Fields left blank will take the default ad group CPC or URL. To enter an entire list of keywords, URLs and bids all at once, try the [Edit Keywords and CPC](#) page.

Default bid: GBP £  Max CPC

▶ [Content bid](#) - (Optional)

Keyword	Status	Search Bid Max CPC	Destination URL	Clicks	Impr.	CTR	Avg. Cost CPC	Cost	Avg. Pos	Conv. Rate
london speed dating advice	Active	£ 0.41	http://	0	1	0.00%	-	-	1.0	0.00%
london speed event	Active	£ 0.41	http://	0	3	0.00%	-	-	1.7	0.00%
london fast date	Active	£ 0.41	http://	0	12	0.00%	-	-	2.8	0.00%

# Step 2:4 – increase bid for phrases with positions >8

- Increase CPC for all keywords in position 8 and over (by 10% of current CPC value) and repeat step 2:3 but this time increase the CPC bid accordingly

<input type="checkbox"/>	london young speed dating	Active Bid is below first page bid estimate of £1.25	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC [ <a href="#">Edit</a> ]	0	4	0.00%	-	-	8.0	0.00%	£0.00	0
<input checked="" type="checkbox"/>	london speed dating com	Active	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC [ <a href="#">Edit</a> ]	0	8	0.00%	-	-	8.5	0.00%	£0.00	0
<input checked="" type="checkbox"/>	london speed dating nights	Active Bid is below first page bid estimate of £0.75	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC [ <a href="#">Edit</a> ]	0	8	0.00%	-	-	8.5	0.00%	£0.00	0
<input checked="" type="checkbox"/>	london speed dating site	Active Bid is below first page bid estimate of £1.00	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC [ <a href="#">Edit</a> ]	0	2	0.00%	-	-	8.5	0.00%	£0.00	0
<input checked="" type="checkbox"/>	london speed dating	Active Bid is below first page bid estimate of £1.00	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC [ <a href="#">Edit</a> ]	14	2,005	0.70%	£0.65	£9.13	8.5	7.14%	£9.13	1
<input type="checkbox"/>	[london speed dating]	Paused Bid is below first page bid estimate of £1.00	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC [ <a href="#">Edit</a> ]	1	203	0.49%	£0.60	£0.60	8.9	0.00%	£0.00	0
<input checked="" type="checkbox"/>	[london speed dating events]	Active Bid is below first page bid estimate of £1.25	OK	£0.71	▼ <a href="#">Settings</a> Default Max CPC [ <a href="#">Edit</a> ]	0	2	0.00%	-	-	9.0	0.00%	£0.00	0

# Step C:3

## Prune ads with low CTR

# Step 3:1 – review ads and pause poor performing ads

## Ad Group: Quarto

{Keyword:Quality Quarto Diaries}  
Free Personalisation On All Diaries  
Huge Range Available Online Now!  
[www.GiltEdged.co.uk/Shop](http://www.GiltEdged.co.uk/Shop)

Active — [Pause ad group](#) | [Delete ad group](#)

1 of 2 - [View All](#)

Summary

Keywords

Placements ?

Ad Variations <sup>New!</sup>

19 Sep 2008 to 17 Jan 2009 [Change range](#)

All time

19 Sep 2008 - 17 Jan 2009

Include deleted items

+ Create new ad: [Text ad](#) | [Image ad](#) | [Display ad builder](#) <sup>New!</sup> | [Local business ad](#) | [Mobile ad](#) | [Click-to-play video ad](#)

[Customise columns](#)

1 - 3 of 3 ads.

<input type="checkbox"/>	Variations	Actions	Status	Clicks	Impr.	CTR ▲	Cost	Conv. Rate	Cost/Conv.	Conversions
<input type="checkbox"/>	{Keyword:Quality Quarto Diaries} Beautiful range of 2009 Diaries Ideal Gifts, Free Personalisation <a href="http://www.GiltEdged.co.uk/Shop">www.GiltEdged.co.uk/Shop</a>	<a href="#">Edit</a>	Active	78	1,317	5.92%	£22.01	3.8%	£7.34	3
<input type="checkbox"/>	{Keyword:Quality Quarto Diaries} Free Personalisation On All Diaries Huge Range Available Online Now! <a href="http://www.GiltEdged.co.uk/Shop">www.GiltEdged.co.uk/Shop</a>	<a href="#">Edit</a>	Active	63	1,055	5.97%	£19.11	1.6%	£19.11	1
<input type="checkbox"/>	{Keyword:Quality Quarto Diaries} Buy Your Personalised Diary or Gift Extensive Range Available Online! <a href="http://www.GiltEdged.co.uk/Shop">www.GiltEdged.co.uk/Shop</a>	<a href="#">Edit</a>	Paused	2	31	6.45%	£0.64	0.0%	£0.00	-
Total: Text ads on content network				0	0	-	£0.00	0.00%	£0.00	0
Total: Text ads on search				143	2,403	5.95%	£41.76	2.80%	£10.44	4

Pause this ad

[Create an ad variation](#) to test different messages, at no extra cost.




We will rotate them and automatically pick the best one to be shown most often. ?

[View all tabs at once](#)

## Step C:4

Prune phrases with high clicks  
and no conversions

# Pruning keyphrases with poor conversions

<a href="#">Keyword</a>	<a href="#">Status</a> <small>?</small>	<a href="#">Quality Score</a> <small>?</small>	<a href="#">Current Bid</a> <small>Max CPC</small>	<a href="#">Show Settings</a>	<a href="#">Clicks</a> ▼	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Avg. Pos</a>	<a href="#">Conv. Rate</a>	<a href="#">Cost/Conv.</a>	<a href="#">Conversions</a>
"welding equipment" 	Active	Great <small>Minimum bid: £0.03</small>	£0.51	► <a href="#">Settings</a>	113	3,764	3.00%	£0.41	£45.93	3.1	0.00%	£0.00	0
[welding equipment] 	Active	Great <small>Minimum bid: £0.03</small>	£0.51	► <a href="#">Settings</a>	108	4,126	2.61%	£0.40	£43.44	3.7	1.85%	£21.72	2
[welding equipment for sale] 	Active	Great <small>Minimum bid: £0.02</small>	£0.31	► <a href="#">Settings</a>	3	17	17.64%	£0.27	£0.82	2.4	0.00%	£0.00	0

Step C:5

Conversions always take priority  
over CTR

Based on CTR the phrase in both boxes should be paused, but the one in green has a conversion so it is kept

Keyword	Status ?	Quality Score ?	Current Bid Max CPC	Show Settings	Clicks	Impr. ▼	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
Content network total ?	Off		Content Auto ? <a href="#">[Edit]</a>		0	0	-	-	-	n/a	0.00%	£0.00	0
Search Total	On		Default £0.71 <a href="#">[Edit]</a>		40	3,017	1.33%	£0.51	£20.27	4.7	5.00%	£10.14	2
<b>Total</b>					40	3,017	1.33%	£0.51	£20.27	4.7	5.00%	£10.14	2
[love match] ?	Paused	OK	£0.71	<a href="#">▶ Settings</a>	6	865	0.69%	£0.53	£3.20	4.8	0.00%	£0.00	0
"looking for love" ?	Active	OK	£0.91	<a href="#">▶ Settings</a>	6	784	0.77%	£0.74	£4.45	4.6	16.67%	£4.45	1
[looking for love] ?	Active	OK	£0.71	<a href="#">▶ Settings</a>	5	482	1.04%	£0.66	£3.30	7.3	0.00%	£0.00	0
[free love] ?	Active	OK	£0.51	<a href="#">▶ Settings</a>	9	408	2.21%	£0.34	£3.05	1.2	11.11%	£3.05	1
	Active												

Any questions?

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