

# **Pay Per Click Advertising**

## **Getting the most out of your Google Adwords budget**

**by**  
**Ann Stanley**



# 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



# Anicca Digital Solution Current Clients



WORLDWIDE-PROPERTY.COM  
"Property investment specialists"



# Google - Search Results

The screenshot shows a Google search for "hotel rooms derbyshire". The search bar is highlighted with a red box, and the search button is also highlighted. The search results are displayed in a grid format. The top row contains two sponsored links: "Hotel" from Expedia and "Accommodation Derbyshire" from Stanshope.net. The second row contains two organic search results: "The Lion Hotel" and "Morley Hayes: Hotel Derbyshire, Hotel in Derbyshire, Luxury hotel ...". The third row contains two more sponsored links: "Hotel Nottingham" from Hotels.com and "Hotel Rooms" from Travelsupermarket.com. The fourth row contains two more sponsored links: "Derbyshire Hotels & B&Bs" from ActiveHotels.com and "Premier Inn". The fifth row contains one sponsored link: "Hotels In Derbyshire" from ActiveHotels.com. The text "Search using Keyphrase" is written in red above the search bar. The text "Natural/Organic Search" is written in green in the center of the page. The text "Pay Per Click Advertising" is written in black on the right side of the page.

Sign in

Web Images News Maps <sup>New!</sup> Products Groups Scholar **more »** **Search using Keyphrase**

hotel rooms derbyshire Search [Advanced Search](#) [Preferences](#)

Search:  the web  pages from the UK

**Web** Results 1 - 10 of about 710,000 for [hotel rooms derbyshire](#). (0.31 seconds)

**Hotel** Sponsored Links  
[www.expedia.co.uk](#) Find your perfect **Hotel**. Tailor-make your trip & save money.  
**Derbyshire Hotel Deals**  
[www.RatesToGo.com/Specials](#) Special last minute internet rates. Instant confirmation. Easy & secure

**Accommodation Derbyshire** Sponsored Links  
Which recommended Bed & Breakfasts in beautiful Peak District Park  
[www.stanshope.net](#)

**Hotel Nottingham**  
The most popular Hotels website for Hotels in Nottingham  
[www.Hotels.com](#)

**Hotel Rooms**  
The cheapest **Hotel Rooms** from the UK's leading comparison site.  
[www.travelsupermarket.com/hotels](#)

**Derbyshire Hotels & B&Bs**  
Find your ideal **hotel** & book online  
Read guest reviews & save up to 70%  
[www.ActiveHotels.com](#)

**Premier Inn**  
Premier Inn - new name, same great night's stay! **Rooms** from just £48.  
[PremierInn.com](#)

**Hotels In Derbyshire**  
Wide Choice Of **Derbyshire Hotels**, Short Breaks And Special Offers

**The Lion Hotel : Rooms : Food : Weddings : Conferences : Belper ...**  
The Lion **Hotel** in Belper has many comfortable **rooms** and a great bar and restaurant and also hosts weddings and special occasions.  
[www.lionhotel.uk.com/](#) - 5k - [Cached](#) - [Similar pages](#)

**The Lion Hotel : Rooms : Food : Weddings : Conferences : Belper ...**  
The Lion **Hotel** in Belper has many comfortable **rooms** and a great bar and restaurant and ...  
The Lion **Hotel** - Bridge Street - Belper - **Derbyshire** - DE56 1AX ...  
[www.lionhotel.uk.com/enquiries.htm](#) - 9k - [Cached](#) - [Similar pages](#)  
[ [More results from www.lionhotel.uk.com](#) ]

**Morley Hayes: Hotel Derbyshire, Hotel in Derbyshire, Luxury hotel ...**  
Whether you are looking for a **hotel** in **Derbyshire**, luxury **hotel** ... We have varying sized **rooms** fully equipped and available for 1 to 90 delegates with full ...  
[www.morleyhayes.com/](#) - 16k - [Cached](#) - [Similar pages](#)

**Morley Hayes: Hotel in Derbyshire, Luxury hotel Derbyshire, Hotel ...**  
The Morley Hayes **Hotel**. Wake up to a dream view at the AA 4 star Morley Hayes **Hotel** in **Derbyshire**. Click here for a virtual tour of the breakfast **room**. ...  
[www.morleyhayes.com/hotel.asp](#) - 16k - [Cached](#) - [Similar pages](#)

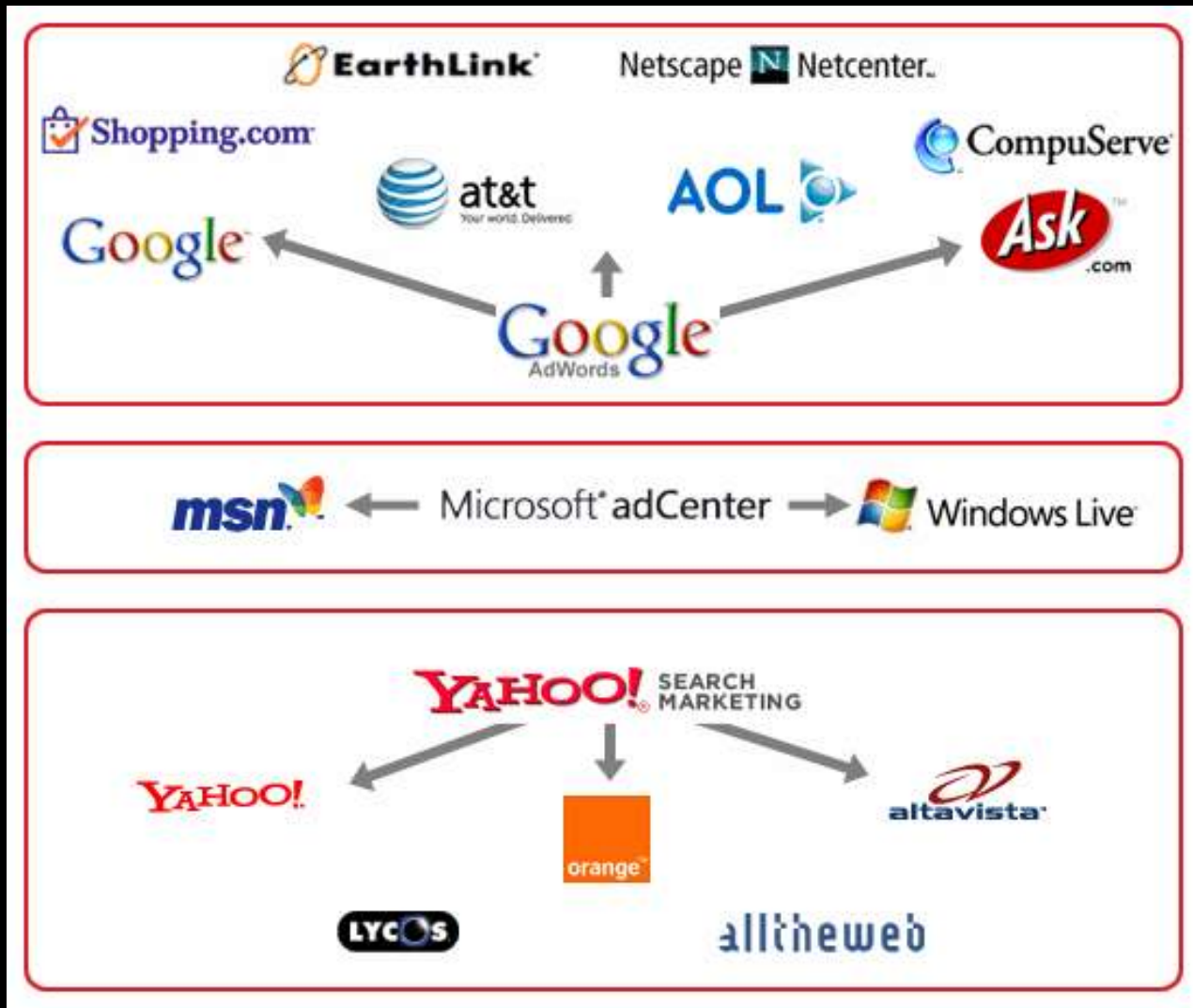
**Civil Weddings in Derbyshire**  
Also book **Derbyshire hotel** accommodation for your wedding guests at **Derbyshire**

Pay Per Click Advertising

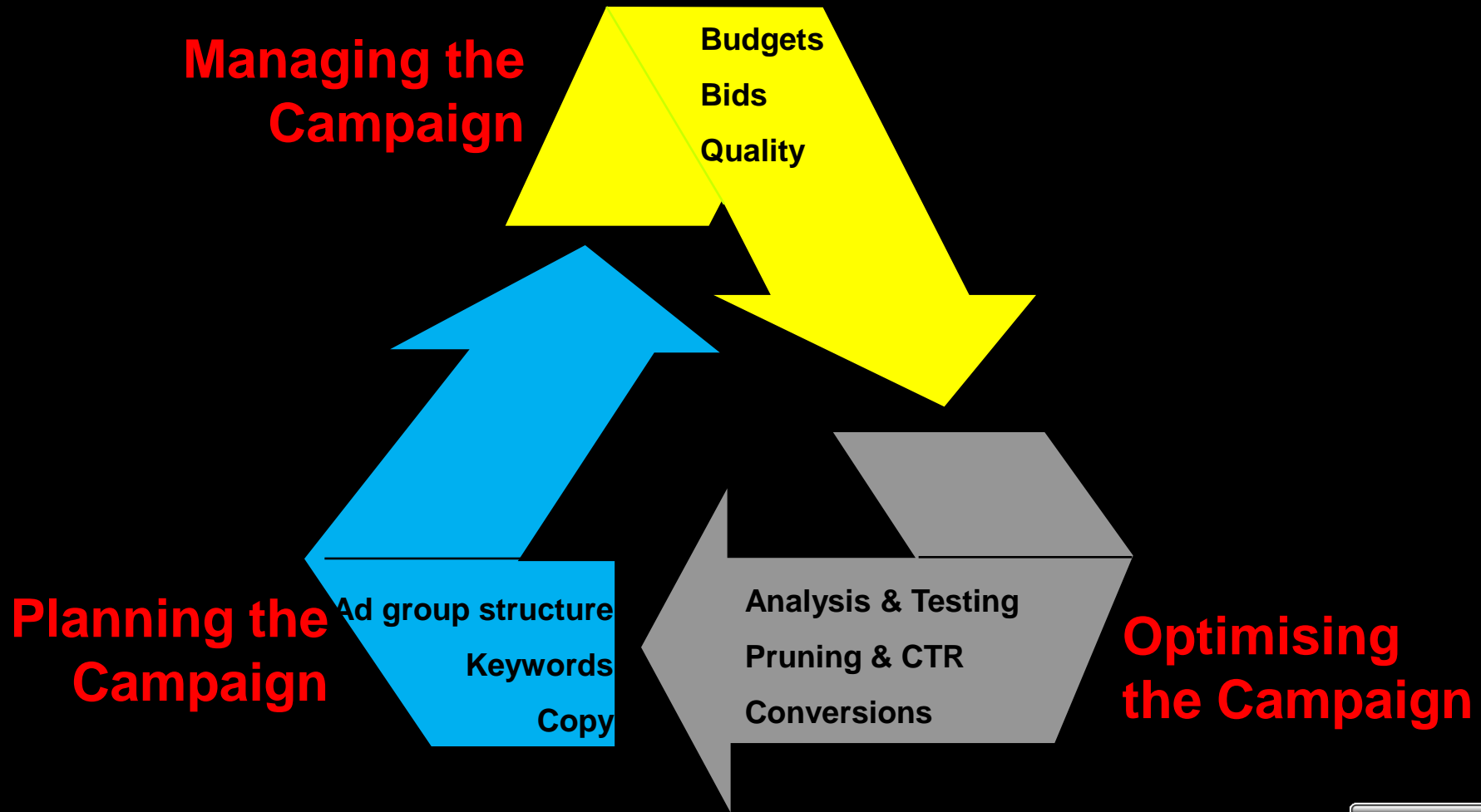
Natural/Organic Search



# The Main PPC Engines



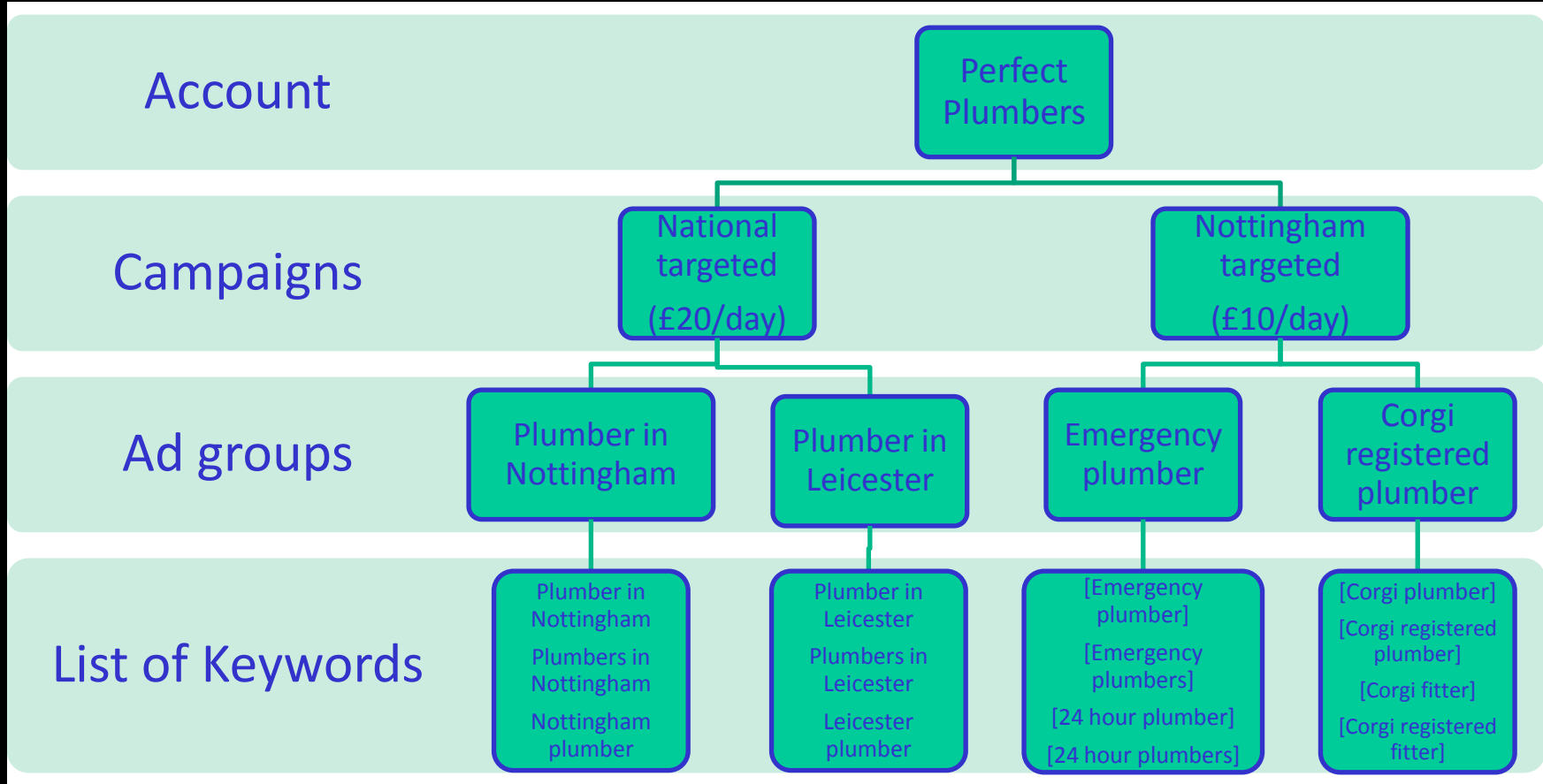
# The Pay Per Click Process



# 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
- **Campaign types and networks**
  - Where and how your ad will be displayed

# PPC Hierarchy for Perfect Plumbers Ltd



# 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)

# Increasing keyword relevancy will result in higher positions and a lower CPC

## Google

- Based on the max bid price and relevancy (quality score)

## MSN

- Based on the max bid price and relevancy (click through rate and relevancy)

## Yahoo

- Combines max bid price and quality (click through rate)

# 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

# Quality score

## Diabetes Type 2 Studies

Type two Diabetes Volunteer wanted for clinical trials- PAREXEL London  
[www.DrugTrial.co.uk/Type2-Diabetes](http://www.DrugTrial.co.uk/Type2-Diabetes)

[diabetes trials]	Active	Great	£1.01	<a href="#">Settings</a>	2	25	8.00%	£0.41					
[information on type 2 diabetes]	Active	OK	£1.01	<a href="#">Settings</a>	1	23	4.35%	£0.77					
[type 2 diabetics]	Active	OK	£1.01	<a href="#">Settings</a>	2	23	8.70%	£0.61	£1.21	1.1	0.00%	£0.00	0
factors type 2 diabetes	Active	OK	£1.01	<a href="#">Settings</a>	1	22	4.55%	£0.77					
vs type 2 diabetes	Active	OK	£1.01	<a href="#">Settings</a>	1	21	4.76%	£0.61					
type 2 diabetes prevention	Active	Poor	£1.01	<a href="#">Settings</a>	0	18	0.00%	-					
[research in diabetes]	Active	OK	£1.01	<a href="#">Settings</a>	0	18	0.00%	-	-	1.7	0.00%	£0.00	0
controlling type 2 diabetes	Active	OK	£1.01	<a href="#">Settings</a>	0	17	0.00%	-					
prevent type 2 diabetes	Active	OK	£1.01	<a href="#">Settings</a>	0	17	0.00%	-					
[type 2 diabetes diagnosis]	Active	Poor	£1.01	<a href="#">Settings</a>	0	17	0.00%	-					

### Keyword Analysis: diabetes trials

Ad showing? **Yes**  
 For details on specific criteria for this test, click the following link.  
[Details and recommendations >](#)

Quality Score: **Great (9/10)**  
[Details and recommendations >](#)

### Keyword Analysis: factors type 2 diabetes

Ad showing? **Yes**  
 For details on specific criteria for this test, click the following link.  
[Details and recommendations >](#)

Quality Score: **OK (7/10)**  
[Details and recommendations >](#)

### Keyword Analysis: type 2 diabetes diagnosis

Ad showing? **Yes**  
 For details on specific criteria for this test, click the following link.  
[Details and recommendations >](#)

Quality Score: **Poor (3/10)**  
[Details and recommendations >](#)

# Selecting the right network and campaign type in Google

## Networks

- Google Search + Search network
- Content network (always in a separate campaign)

## Campaigns

- Keyword targeted
- Placement targeted (formerly site targeted)

## Device platform

- Desktops & laptops
- iPhones & PDA's

# Part 2: PPC Strategies

- Campaign settings
- Setting your budget
- Bidding
- Keyphrase
- 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

## Edit Campaign Settings: 1.1 UK Search - London Brand

### Basic settings

Campaign name:

Start date: 12 Dec 2008

Will run until:  No end date  
 17 Jan 2010

### Budget options

Budget: £  / day [?](#)  
[View Recommended Budget](#) | [How will my budget affect my ad performance?](#)

Delivery method: [?](#)  Standard: Show ads evenly over time  
 Accelerated: Show ads as quickly as possible

### Networks and bidding

All network types:  Maximum CPC bidding [Change bidding strategy](#)

	Show my ads on:	Options: Maximum CPC bidding
Search:	<input checked="" type="checkbox"/> Google Search <a href="#">?</a> <input checked="" type="checkbox"/> Search partners <a href="#">?</a> <small>Requires Google search</small>	<input type="checkbox"/> Position preferences <a href="#">?</a>
Content:	<input type="checkbox"/> The content network <a href="#">?</a> <input type="radio"/> Relevant pages across the entire network <a href="#">?</a> <input type="radio"/> Relevant pages only on the placements I target <a href="#">?</a>	Demographics: Only available on the content network
Device Platform:	<input checked="" type="checkbox"/> Desktop and laptop computers <a href="#">?</a> <input type="checkbox"/> iPhones and other mobile devices with full Internet browsers <a href="#">?</a> <a href="#">Send feedback</a>	These settings do not apply to mobile format ads. Ads in the mobile ad format always displayed on traditional mobile devices only, regardless of what choice you make here. <a href="#">Learn more</a>

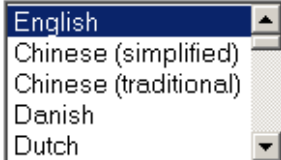
# Scheduling and geo-targeting

## Scheduling and serving

Ad scheduling:  Run at select times only. Running time: 71% of week [?](#)  
[Edit times and bids](#)

Ad serving: [?](#)  Optimise: Show better-performing ads more often (Recommended)  
 Rotate: Show ads more evenly

## Target audience

Languages:  Hold down the *control* or *command* key to select multiple items. Ads should be written in the above language(s).

The dropdown menu shows the following options: English, Chinese (simplified), Chinese (traditional), Danish, and Dutch.

Locations: **Currently targeting:** [Edit](#)  
• United Kingdom (Country)  
[How will my location choices affect my ad performance?](#)

Save Changes

Cancel

<input type="checkbox"/>	Campaign Name	Current Status ▲	Current Budget ?	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.	Conversions
	Google	On	-	1,497	43,409	3.45%	£0.37	£550.14	0.33%	£110.10	5
	Search partners	On	-	437	53,548	0.82%	£0.33	£142.65	1.37%	£23.78	6
	Content ?	Off	-	0	0	-	-	£0.00	0.00%	£0.00	0
	[REDACTED]	Active	£8.00 / day	1,296	144,782	0.90% ?	£0.47	£604.59	0.23%	£201.53	3
	Google	On	-	993	55,851	1.78%	£0.48	£478.86	0.30%	£159.62	3
	Search partners	Off	-	303	88,931	0.34%	£0.41	£125.73	0.00%	£0.00	0
	Content ?	Off	-	0	0	-	-	£0.00	0.00%	£0.00	0
<input type="checkbox"/>	[REDACTED]	Active	£10.00 / day	1,622	94,612	1.71% ?	£0.36	£582.29	0.18%	£194.10	3
	Google	On	-	1,249	52,573	2.38%	£0.37	£461.81	0.08%	£461.81	1
	Search partners	On	-	373	42,039	0.89%	£0.32	£120.48	0.54%	£60.24	2
	Content ?	Off	-	0	0	-	-	£0.00	0.00%	£0.00	0
<input type="checkbox"/>	[REDACTED]	Active	£8.00 / day	934	21,808	4.28% ?	£0.36	£333.22	0.96%	£37.02	9
	Google	On	-	819	15,989	5.12%	£0.36	£296.22	0.98%	£37.03	8
	Search partners	On	-	115	5,819	1.98%	£0.32	£37.00	0.87%	£37.00	1
	Content ?	Off	-	0	0	-	-	£0.00	0.00%	£0.00	0
<input type="checkbox"/>	[REDACTED]	Active	£13.00 / day	801	41,901	1.91% ?	£0.34	£269.32	2.12%	£15.84	17
	Google	On	-	674	17,170	3.93%	£0.34	£227.15	2.37%	£14.20	16
	Search partners	On	-	127	24,731	0.51%	£0.33	£42.17	0.79%	£42.17	1
	Content ?	Off	-	0	0	-	-	£0.00	0.00%	£0.00	0
<input type="checkbox"/>	[REDACTED]	Active	£16.00 / day	720	33,808	2.13% ?	£0.36	£261.35	0.28%	£130.68	2
	Google	On	-	553	14,347	3.85%	£0.38	£207.39	0.18%	£207.39	1
	Search partners	On	-	167	19,461	0.86%	£0.32	£53.96	0.60%	£53.96	1
	Content ?	Off	-	0	0	-	-	£0.00	0.00%	£0.00	0

Each campaign has varying results for the search network

# Setting your budget

## Set a realistic budget

- Use the traffic estimator and keyword tools

## 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

# Bidding strategies

## Bidding for positions 4-7 (“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!

# 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 keyword tools

**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:

lock smiths  
locksmith  
locked out of house

Use synonyms

[Filter my results](#)

Get keyword ideas

**Selected Keywords:**

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

- locksmiths [Remove](#)
- locksmith [Remove](#)
- locksmith in [Remove](#)
- a locksmith [Remove](#)
- lock smith [Remove](#)

[Remove All](#)

[+ Add your own keywords](#)

Get more related keywords [?](#)

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

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: [?](#)

Keywords	Estimated Ad Position <a href="#">?</a>	Estimated Avg. CPC <a href="#">?</a>	Advertiser Competition <a href="#">?</a>	Approx Avg Search Volume <a href="#">?</a>	Search Volume Trends (May 2007 - Apr 2008) <a href="#">?</a>	Highest Volume Occurred In	Match Type: <a href="#">?</a>
<b>Keywords related to term(s) entered - <a href="#">sort by relevance</a> <a href="#">?</a></b>							
locksmiths	1 - 3	£0.74	<div style="width: 100%; height: 10px; background-color: green;"></div>	201,000	No data	No data	Broad <a href="#">Remove</a>
locksmith	1 - 3	£0.76	<div style="width: 100%; height: 10px; background-color: green;"></div>	110,000		Jan	Exact <a href="#">Remove</a>
locksmith in	4 - 6	£0.80	<div style="width: 75%; height: 10px; background-color: green;"></div>	49,500	No data	No data	Negative <a href="#">Remove</a>
locksmith london	4 - 6	£0.84	<div style="width: 75%; height: 10px; background-color: green;"></div>	8,100	No data	No data	<a href="#">Add</a> <a href="#">Remove</a>
a locksmith	1 - 3	£0.74	<div style="width: 50%; height: 10px; background-color: green;"></div>	6,600	No data	No data	<a href="#">Remove</a>
locksmith jobs	1 - 3	£0.79	<div style="width: 75%; height: 10px; background-color: green;"></div>	6,600	No data	No data	<a href="#">Add</a> <a href="#">Remove</a>
locksmith tools	1 - 3	£0.71	<div style="width: 75%; height: 10px; background-color: green;"></div>	6,600		Nov	<a href="#">Add</a> <a href="#">Remove</a>
lock smith	1 - 3	£0.71	<div style="width: 75%; height: 10px; background-color: green;"></div>	4,400		Jan	<a href="#">Remove</a>
locksmith service	1 - 3	£0.69	<div style="width: 75%; height: 10px; background-color: green;"></div>	4,400	No data	No data	<a href="#">Add</a> <a href="#">Remove</a>
locksmith training	1 - 3	£0.79	<div style="width: 75%; height: 10px; background-color: green;"></div>	4,400		Mar	<a href="#">Add</a> <a href="#">Remove</a>
locksmith com	1 - 3	£0.87	<div style="width: 75%; height: 10px; background-color: green;"></div>	3,600	No data	No data	<a href="#">Add</a> <a href="#">Remove</a>
auto locksmith	1 - 3	£0.81	<div style="width: 75%; height: 10px; background-color: green;"></div>	2,900		Mar	<a href="#">Add</a> <a href="#">Remove</a>
mobile locksmith	1 - 3	£0.75	<div style="width: 75%; height: 10px; background-color: green;"></div>	2,900	No data	No data	<a href="#">Add</a> <a href="#">Remove</a>

# Traffic estimates for the UK

Keywords	Max CPC	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Potential Clicks / Day	Potential Cost / Day
<b>Search Network Total</b>			<b>£0.54 - £0.81</b> was £0.54 - £0.80	<b>1 - 3</b>	<b>398 - 547</b>	<b>£220 - £440</b> was £210 - £440
locks	£1.00		£0.51 - £0.77 was £0.51 - £0.76	1 - 3 <a href="#">delete</a>	124 - 160	£70 - £130
locksmith	£1.00		£0.62 - £0.92 was £0.61 - £0.92	1 - 3 <a href="#">delete</a>	23 - 32	£20 - £30
door lock	£1.00		£0.50 - £0.75 was £0.50 - £0.74	1 - 3 <a href="#">delete</a>	23 - 30	£20 - £30
home security	£1.00		£0.63 - £0.94	4 - 6 <a href="#">delete</a>	13 - 20	£9 - £20
locksmiths	£1.00		£0.60 - £0.89 was £0.59 - £0.89	1 - 3 <a href="#">delete</a>	12 - 16	£8 - £20
door hinges	£1.00		£0.57 - £0.85 was £0.56 - £0.85	1 - 3 <a href="#">delete</a>	11 - 14	£7 - £20
security door	£1.00		£0.61 - £0.92 was £0.61 - £0.91	1 - 3 <a href="#">delete</a>	9 - 13	£6 - £20
lock pick	£1.00		£0.42 - £0.63 was £0.42 - £0.62	1 - 3 <a href="#">delete</a>	9 - 11	£4 - £8
padlocks	£1.00		£0.58 - £0.86 was £0.57 - £0.85	1 - 3 <a href="#">delete</a>	9 - 11	£5 - £10
home automation	£1.00		£0.55 - £0.82	1 - 3 <a href="#">delete</a>	8 - 9	£5 - £8
door knocker	£1.00		£0.47 - £0.64	1 - 3 <a href="#">delete</a>	7 - 8	£4 - £6
door knockers	£1.00		£0.47 - £0.63 was £0.46 - £0.63	1 - 3 <a href="#">delete</a>	6 - 8	£3 - £5
key lock	£1.00		£0.41 - £0.62 was £0.41 - £0.61	1 - 3 <a href="#">delete</a>	5 - 10	£3 - £6 was £2 - £6
security lock	£1.00		£0.58 - £0.87 was £0.58 - £0.86	1 - 3 <a href="#">delete</a>	5 - 8	£3 - £7

# 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



french translation service

Search

[Advanced Options](#)

Search:  Web  UK  Pictures  News  Products [More »](#)

Web Search: french translation service

Web Results

[UK Translation Company](#)

Quality translation services All languages serviced efficiently  
[www.lingo24.com](http://www.lingo24.com)



Sponsored result

[french translation](#)

0207 580 4441 - Free Trial all languages - all industries  
[www.bilinguagroup.com](http://www.bilinguagroup.com)

Sponsored result

[French Translation](#)

Quality French translation & DTP from leading European specialists  
[www.push-international.com/](http://www.push-international.com/)

Sponsored result

[French Translation UK](#)

Credential native translators Free instant quote. T:020 7435 3624  
[www.world-translations.co.uk](http://www.world-translations.co.uk)

Sponsored result

[Need a Translation?](#)

All Fields. 135 Languages. Quality. Benefit from US rates - Free Quote  
[www.clarktranslations.com](http://www.clarktranslations.com)



Sponsored result



# Ad copy view showing different CTR's

## 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

[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](#)

# 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





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PART OF THE LITTLEWOODS SHOP DIRECT GROUP

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


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# 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 3-8 (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%:**

1. Restructure ad groups - smaller number of similar keyphrases with matching ad copy
2. Amend title & description (test several to review which ad works the best!)
3. 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

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to maximise your PPC budget  
is to ensure that your website  
looks professional  
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