



# The Dos and Don'ts of Google AdWords

## What is Google AdWords and how does it work?

When you hear terms like Pay Per Click (or PPC), AdWords, Sponsored Links, or Search Engine Marketing (or SEM), they all refer to paid advertising on Google.

The way in which Google AdWords works is as follows:

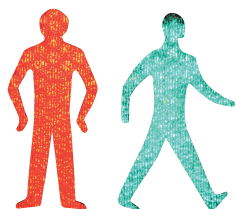
- You choose which keywords you wish to display in your ad and a budget you wish to spend
- Your ad gets displayed based on someone searching for your chosen keywords
- When someone clicks on your ad, Google deducts funds from your allocated budget.

## 6 Dos to using Google AdWords

### 1. Set some clear goals you wish to achieve

Establishing clear goals for your Google AdWords campaign is an essential first step if you wish to have success. Focus on whether you wish to generate awareness from your ads, produce a sale from a click, or if you want to drive traffic to your website. Having your goals set and defined will help your campaign have direction, which will help to avoid spending money unnecessarily.

**Try this** - *If you are operating an e-commerce website, you can set a goal of aiming to increase the sales of a certain product. Set a sales target you would like to achieve, and then tailor your advertisements to include this product. You will be able to see real-time results of how many people are seeing your ad, how many people have clicked on your ad, and you will be able to track how many sales have been made.*



# The Dos and Don'ts of Google AdWords

## 2. Set a Budget

Choose the amount of money you wish to spend either on a day, week or month. Once your budget has been spent, then stop your advert and evaluate the campaigns success.

**Try this** - think about when your customers might be searching for your business, and allocate more of your budget to that time. For example, you might find that the majority of your visitors are viewing your website between 5pm and 7pm during the week (see your site statistics for this information). You can then allocate more money during this busy period.

## 3. Broaden your keywords and phrases

Consider what you are selling or what is being displayed on your website.

**Try this** - create a wide selection of keywords and phrases to include all of the different search results consumers might type in a search engine to find your website.

**Remember – you will need to strike a fine balance between keywords which will give you qualified traffic and keywords which may give you more volume but are less qualified.**

## 4. Create ads that will suit different products, services or content

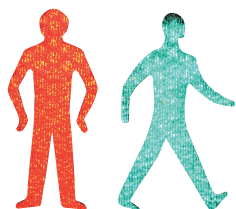
Being specific in what you say in your Google AdWords will go a long way in keeping visitors on your website. If a visitor is directed to your site from a specific advert to a specific page, there is a better chance of converting this visitor to a lead or even a sale. Also, there is a better chance your advert will be ranked higher if the advert keywords match what the user has typed in.

**Try this** – pick the top 3 keyword phrases you believe will give you the most traffic and develop your ads around them.

## 5. Build specific pages for specific adverts

Ensure that every Google AdWords ad goes directly to a landing page that is relevant to the product or information people are searching for. This may assist in converting a visitor into a lead or sale, whilst also increasing the chance of that visitor viewing other pages on your website.

**Try this** – create a specific 'call to action' offer for the page your website visitors will be landing on. For example, if you are promoting a new product or service, offer a free trial or sample.



## The Dos and Don'ts of Google AdWords

### 6. Track results and keep your campaign updated

Unlike traditional media, pay per click (PPC) gives you instant and accurate indications of how your AdWords campaign is performing in real time. So you can look to make changes and alterations quickly, depending on the performance. Ensure you monitor these results closely, as you may haemorrhage money if you are paying for the wrong keywords.

**Remember – your results will also be impacted by what it is your website visitors see when landing on your website.**

## 4 Don'ts to using Google AdWords

### 1. Running a campaign on default settings

Your business is not the same as every other business in the market, therefore, why should your AdWords campaign be the same? Look to treat your campaign like your dress sense, some individuality is a good thing!

### 2. Fighting for the Number One spot

Battling it out for the number one spot can sometimes be an expensive, unfruitful exercise. Don't let yourself get in a bidding war, be smart and fight the battles which do not cost you lots of money. Holding a 2nd, 3rd or 4th position may still yield positive results.

### 3. Lack of landing page relevance

Having an advert that says one thing and a corresponding landing page that says another, is a sure way of losing visitors and compromising your return on investment. If the landing pages are relevant this can mean a reduction in unnecessary budget expenditure, as well as a possible increase in Ad position and conversion rate.

### 4. Turning a blind eye to a visitor's location

Just because your business might operate from one location, it doesn't mean that all of your customers are going to be from that area too. Tailor your adverts to include the areas that your customers are located in and which you operate your business in. For example, change a keyword phrase 'Plumbing Supplies' to 'Bondi Plumbing Supplies', if you supply the Bondi area.



## The Dos and Don'ts of Google AdWords



### We can help if you need it:

If you are not sure you have the time to run a Google AdWords campaign or your current campaign needs some attention, then our experienced Google Adwords specialists can help!

### Special Offer

To obtain a professionally managed Google AdWords campaign for just \$99 per month plus your ad spend (you choose your ad spend)

**call 1300 307 422**

*This eBook is designed for use as a guide only, and should not be relied upon as a sole means to determining success in your Google AdWords campaign.*