

Getting the most out of
AdWords –
Weekly Optimization Checklist

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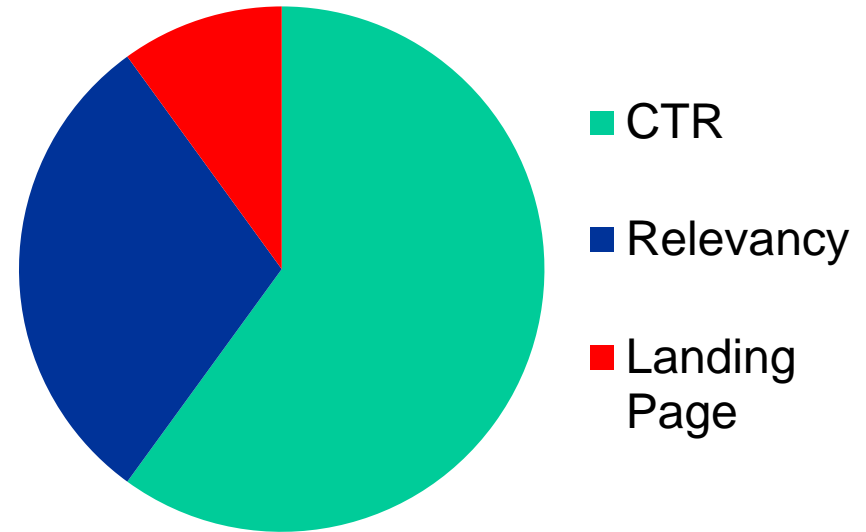
Understanding Quality Score

What is Quality Score?

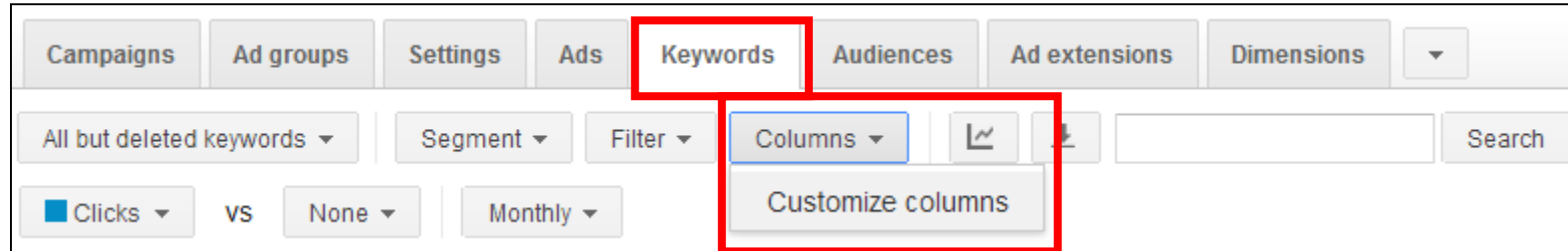
- > Google's measure of "relevancy"
 - > Affects how high your ad will be ranked
 - > Influences your actual Cost Per Click (CPC) you have to pay
 - > Used to estimate the "first page bids" in your account
 - > Determines whether your keyword is eligible to enter auction
-
- > In general, the higher Quality Scores result in lower costs and a higher ad position

AdWords Quality Score Factors

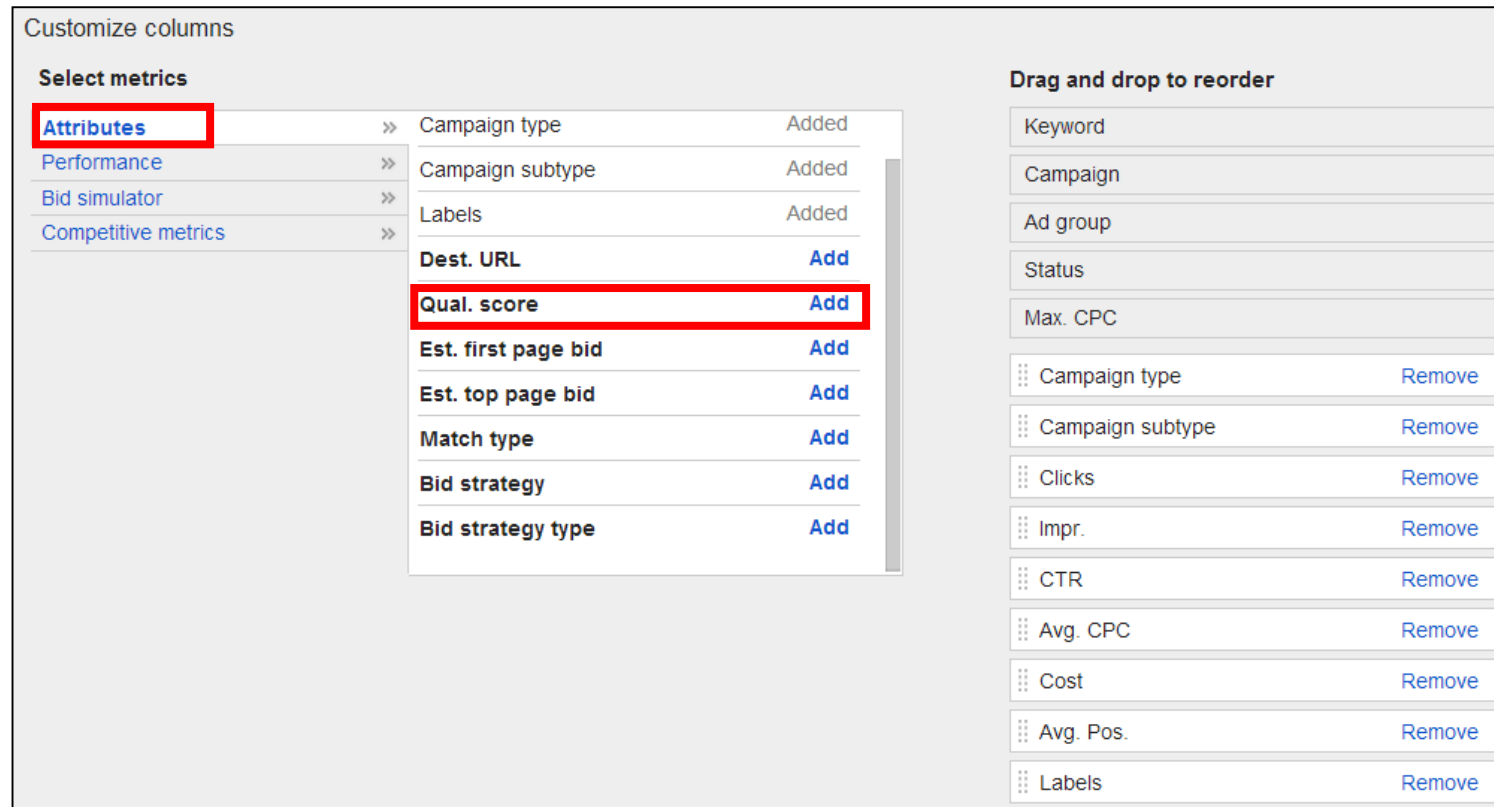
- > Keyword relevance/Ad text relevance
- > Landing page relevance/loading speed
- > Keyword's Click through rate (CTR)
- > Account historical performance (CTR)
- > Other factors



Displaying Quality Score



The screenshot shows the Google Ads interface with the 'Keywords' tab selected. The 'Columns' dropdown menu is open, and the 'Customize columns' option is highlighted. The interface includes navigation tabs for Campaigns, Ad groups, Settings, Ads, Keywords, Audiences, Ad extensions, and Dimensions. Below the tabs, there are filters for 'All but deleted keywords', 'Segment', 'Filter', and a search bar. The 'Columns' dropdown is currently set to 'Clicks', and the 'Customize columns' button is visible.



The 'Customize columns' dialog box is shown, allowing users to select and reorder metrics. The 'Attributes' category is selected, and the 'Qual. score' metric is highlighted. The dialog is divided into two sections: 'Select metrics' and 'Drag and drop to reorder'.

Select metrics	
Attributes	» Campaign type Added
Performance	» Campaign subtype Added
Bid simulator	» Labels Added
Competitive metrics	»
	Dest. URL Add
	Qual. score Add
	Est. first page bid Add
	Est. top page bid Add
	Match type Add
	Bid strategy Add
	Bid strategy type Add

Drag and drop to reorder	
Keyword	
Campaign	
Ad group	
Status	
Max. CPC	
⋮ Campaign type	Remove
⋮ Campaign subtype	Remove
⋮ Clicks	Remove
⋮ Impr.	Remove
⋮ CTR	Remove
⋮ Avg. CPC	Remove
⋮ Cost	Remove
⋮ Avg. Pos.	Remove
⋮ Labels	Remove

Reveal Quality Score and number out of 10

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					--	5,819	2,619,229	0.22%	£1.35	£7,848.00	1.7	289	£27.15	4.97%
vocational courses	0. Trade / Skills	Training	Eligible	£0.61	5/10	58	4,209	1.38%	£0.50	£29.20	2.9	2	£14.60	3.45%
courses electrician	0.3 Electrician (RFTraining.co.uk)	Courses electrician	Eligible	£2.50	6/10	57	3,614	1.58%	£2.15	£122.51	5.3	3	£40.84	5.26%
plumber certification	0.1 Plumbing - Click to Call (RFTraining.co.uk)	Certificate Plumber	Eligible	£1.91	10/10	57	450	12.67%	£1.06	£60.65	1.2	3	£20.22	5.26%
courses in plumbing	0.1 Plumbing (RFTraining.co.uk)	Courses Plumbing	Eligible	£2.76	6/10	57	674	8.46%	£2.30	£130.96	2.3	5	£26.19	8.77%
plumber courses	0.1 Plumbing (RFTraining.co.uk)	Courses Plumber	Eligible	£1.90	7/10	55	820	6.71%	£1.57	£86.25	2.5	3	£28.75	5.45%
gas engineer school	0.2 Gas (RFTraining.co.uk)	Schools gas engineer	Eligible	£3.23	7/10	47	544	8.64%	£2.32	£109.03	1.9	4	£27.26	8.51%
"plumbing course"	0.1 Plumbing (RFTraining.co.uk)	Courses Plumbing	Eligible	£2.28	7/10	45	559	8.05%	£1.85	£83.11	2.3	1	£83.11	2.22%
+course +plumber	0.1 Plumbing (RFTraining.co.uk)	Courses Plumber	Eligible	£2.35	7/10	43	574	7.49%	£1.87	£80.39	2.4	4	£20.10	9.30%
trade 4 skills	0. Trade / Skills	Competitors	Eligible	£0.61	4/10	42	679	6.19%	£0.22	£9.21	2.6	0	£0.00	0.00%
trade courses	0. Trade / Skills	Training	Eligible	£0.61	7/10	42	913	4.60%	£0.48	£20.11	3.5	2	£10.06	4.76%
online electrician courses	0.3 Electrician (RFTraining.co.uk)	Courses electrician	Eligible	£2.25	10/10	40	437	9.15%	£1.73	£69.16	3.2	2	£34.58	5.00%
college plumbing	0.1 Plumbing (RFTraining.co.uk)	College Plumbing	Eligible	£2.10	6/10	37	2,048	1.81%	£1.62	£60.10	2.7	2	£30.05	5.41%
electrician course	0.3 Electrician (RFTraining.co.uk)	Courses electrician	Eligible	£2.50	7/10	34	3,262	1.04%	£2.23	£75.87	5.3	5	£15.17	14.71%
course in electrician	0.3 Electrician (RFTraining.co.uk)	Courses electrician	Eligible	£2.50	7/10	33	622	5.31%	£2.15	£70.81	3.6	3	£23.60	9.09%
part time +plumbing	0.1 Plumbing (RFTraining.co.uk)	Part Time	Eligible	£1.82	7/10	30	169	17.75%	£1.51	£45.18	1.8	4	£11.30	13.33%

Revealing Quality Score (out of 10)

Keyword: **Ethical Fundraising**

Displaying-ads right now?

No

- Your keyword isn't triggering ads to appear on Google right now due to a low Ad Rank. Ads are ranked based on your bid and Quality Score. [What can I do?](#)
- Your keyword isn't triggering ads to appear on Google right now due to a low Ad Rank. Ads are ranked based on your bid and Quality Score. [What can I do?](#)

Quality score [Learn more](#)

3/10 Expected click-through rate: **Below average**
Ad relevance: **Below average**
Landing page experience: **Average**

[Ad Preview and Diagnosis](#)

Keyword: **hotel vouchers uk**

Displaying-ads right now?

Yes

Quality score [Learn more](#)

10/10 Expected click-through rate: **Above average**
Ad relevance: **Above average**
Landing page experience: **Above average**

[Ad Preview and Diagnosis](#)

How much Quality Score
influences Ad Rank
and you actually pay

How Quality Score your position (Ad Rank)

- > 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 – so if you have a Quality Score of 8/10 you will pay approximately half as much for the same position as your competitor who has 4/10

Advertiser	Maximum bid (cost per click)	Quality Score (out of 10)	Ad rank* (CPC x Quality Score)	Position achieved
A	£2.00	2	4	4
B	£1.50	3	4.5	3
C	£1.00	6	6	1
D	£0.50	6	3	5
E	£0.60	8	4.8	2

**Your position in the search engine results is dependent on your Ad Rank, this is the max price per click you are prepared to pay (Max CPC or bid) multiplied by your Quality Score*

What is Ad Rank

- > 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 – this is called your Ad Rank
- > Recently Google has said that the presence of ad extension will increase your Ad Rank

Our [system for ordering ads](#) on search results pages uses a calculation called [Ad Rank](#). Previously, Ad Rank was calculated using your max CPC bid and your [Quality Score](#).

With this update, Ad Rank will also take into account a third component: the expected impact from your [ad extensions and formats](#).

In addition, we've increased the importance of Ad Rank in determining whether your ad is eligible to be displayed with extensions and formats.

Determining Your Price Per Click

Bid	Quality Score	Ad Rank	Cost per click
£4	8	32	$24 \div 8 = \text{£}3.00$
£4	6	24	$16 \div 6 = \text{£}2.66$
£4	4	16	$12 \div 4 = \text{£}3.00$
£3	4	12	$9 \div 4 = \text{£}2.25$
£3	3	9	Min bid

The lowest Ad Rank bidder starts the pricing auction, and will pay the minimum bid.

Bidder no. 2 is paying less than bidder no. 3 for a higher position.

Impact, Higher Quality Score: Lower Price

Bid	Quality Score	Ad Rank	Cost per click
£4	10	40	$24 \div 10 = \text{£}2.40$
£4	6	24	$16 \div 6 = \text{£}2.66$
£4	4	16	$12 \div 4 = \text{£}3.00$
£3	4	12	$9 \div 4 = \text{£}2.25$
£3	3	9	Min bid

By improving the Quality Score from 8 to 10, the actual cost per click was reduced from £3.00 to £2.40.

Practical

- > With your new knowledge about Quality Score and ad rank, list 10 ways you can reduce the CPC you pay whilst maintaining the same position:
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
 - 8.
 - 9.
 - 10.

Optimisation and management of your account

Managing your campaigns

- > You need to monitor your campaign daily during the first few weeks
- > Use the different tabs and graph options to visualise your data, so you have a good understanding of what is happening
- > Monitor your positions, click through rates, Quality Score, and conversion rates
- > Collect sufficient data before making too many changes, e.g. altering or pausing keyphrases and ad copy
- > Use Google Analytics to understand what happens on your website

PPC Goals

- > To maximise the traffic (number of clicks)
- > To reduce the Cost Per Click
- > To obtain the best possible ad position
- > To increase the Quality Score
- > To increase the Click Through Rate (CTR)
- > To maximise conversions
- > To reduce the cost per conversion or CPA
- > To make the best use of your budget
- > Maximise revenue and ROI

Managing PPC – what's important

- > Quality Score – Google's measure of relevancy – it affects your position and how much you pay (e.g. QS of 8/10 you pay half as compared with 4/10)
- > Click through rate – pause phrases and ads with a CTR below <1%, otherwise this drags down your QS
- > Position and bidding – you may have to bid lower (cost per click) and settle for position 3-6 to avoid the bidding war of position 1-3, where the CPC will be too high!
- > Cost per acquisition (CPA) – most sites have a typical conversion rate of 1%. Your cost per sale or lead will be 100 x your cost per click – can you afford this?
- > ROI – how much revenue is generated compared with the cost

Optimising your campaigns

- > Getting the maximum number of relevant clicks from your budget
- > Bidding and budgets
- > Getting the maximum number of conversions from your clicks

Improving keyphrase
and ad relevance

Improving your relevancy

- > Organise your campaigns by topic
- > Create highly specific ad groups
- > Bidding on many thousands of specific phrases [exact match] rather than a few generic or broad match phrases (that appear in combination with other phrases)
- > Choose specific keywords
- > Use keyword matching options: exact, phrase, broad, modified broad match & negative
- > Having relevant ads that match the keyphrases
- > Keywords in your ad text or “Dynamic Keyword Insertion”
- > Geo-targeting will ensure that only customers in the target area will see the ad

Improving click
through rates (CTR)

Keyphrases and ads

- > Use of all 4 keyphrase match types and negative match
- > Use Dynamic Keyword Insertion
- > Try to get as many people to click on your ads as possible, e.g. using offers, calls for action or product specific phrases
- > User intention: Do not bid on very generic keyphrases
- > Set your ad serving to “optimise for clicks”
- > Test variations of ad copy
- > Pause keyphrases and ads with <1% CTR

Check the Click Through Rates by network

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.
(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
(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
(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
(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
(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	6.67%	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

Using filters with keyphrases

The screenshot displays the Google AdWords interface. At the top, there are navigation tabs for Campaigns, Ad groups, Settings, Ads, Keywords, Audiences, Ad extensions, Auto targets, Dimensions, and Display Network. Below these are filters for 'All enabled keywords', 'Segment', 'Filter', and 'Columns'. A red box highlights the 'Filter' section, which contains two active filters: 'CTR < 1%' and 'Impressions >= 100'. Below the filters is a '+ Add another' button and an 'Apply' button. A 'Save filter' checkbox is also present with an input field for a filter name.

Below the filter section is a line chart showing 'Clicks' (blue line) and 'Converted clicks' (orange line) over time from April 2010 to July 2014. The chart shows a significant spike in both metrics around late 2013/early 2014.

Below the chart is a table of keywords. A red box highlights the 'CTR' column in the table. The table has the following columns: Keyword, Campaign, Ad group, Status, Max. CPC, Campaign type, Campaign subtype, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Converted clicks, Cost / converted click, Click conversion rate, View-through conv., and Labels.

Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	View-through conv.	Labels
Total - all account							31,186	1,918,23	1.63%	£0.76	£23,576.18	2.4	267	£88.28	0.86%	0	
photography aerial	1. Aerial Photography - General	A.1: Photography Aerial	Below first page bid First page bid estimate: £1.71	£0.79	Search Network only	All features	327	56,48	0.58%	£0.94	£308.84	3.0	0	£0.00	0.00%	0	Low QS
[mast photography]	1. Aerial Photography - Masts	SQ - Mast Photography	Eligible	£0.69	Search Network only	All features	56	5,61	1.00%	£0.65	£36.41	1.6	1	£36.41	1.79%	0	-10%
"ariel photography"	1. Aerial Photography - General	SQ - Ariel Photography	Below first page bid First page bid estimate: £1.28	£0.83	Search Network only	All features	25	3,01	0.83%	£0.95	£23.85	2.3	0	£0.00	0.00%	0	--
infrared survey	2. Thermal / Infra Red Photography	infrared survey	Eligible	£2.50	Search Network only	All features	13	1,94	0.67%	£0.74	£9.60	4.4	0	£0.00	0.00%	0	Low QS
hd aerial filming	3. Videography	E: Aerial Filming - HD	Eligible	£1.16	Search Network only	All features	13	2,32	0.56%	£0.82	£10.71	2.3	0	£0.00	0.00%	0	--
"ariel photographs"	1. Aerial Photography - General	SQ - Ariel Photographs	Eligible	£0.83	Search Network only	All features	12	1,45	0.83%	£0.89	£10.73	2.3	0	£0.00	0.00%	0	--

Adding Negatives

- > Negatives are needed when using phrase and broad match terms, so you are not seen for unrelated phrases
- > Use tools to find negatives
 - > Keyword Planner (when you initially set-up the account)
 - > “See Search Terms” on Keyword tab
- > Add negatives at ad group or campaign level, this procedure should be repeated every week
- > Negatives should improve your click through rate (CTR) and your Quality Score as your ads will be more relevant

Keyphrase details (Search Terms)

[Campaigns](#)
[Ad groups](#)
[Settings](#)
[Ads](#)
[Keywords](#)
[Audiences](#)
[Ad extensions](#)
[Dimensions](#)

All but deleted keywords Segment Filter Columns Search

Clicks VS None Daily

Wednesday, June 18, 2014 Thursday, July 1

KEYWORDS Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	SEARCH TERMS	Campaign	Ad group	Status ?	Max. CPC ?
		Total - all accounts	Selected All				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"business grants"	Selected All	Web development Leicester	Web development grants	Campaign paused	£2.01
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"small business grants"	Selected All	Web development Leicester	Web development grants	Campaign paused	£2.01

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [?](#)

To make sure you can see data in this report, choose a date range that includes clicks on your keywords.

Add as keyword Add as negative keyword Download

<input type="checkbox"/>	Search term	Match type ?	Added / Excluded ?	Campaign	Ad group	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
						73	4,580	1.59%	£2.38	£173.97	3.5
<input type="checkbox"/>	web design	Exact match	Added	Web development Leicester	Design - design a website	6	42	14.29%	£3.33	£19.99	1.9
<input type="checkbox"/>	web designers leicester	Broad match	None	Web development Leicester	Develop - Website development	3	9	33.33%	£3.73	£11.19	3.4
<input type="checkbox"/>	web design leicester	Broad match	None	Web development Leicester	Develop - Website development	3	196	1.53%	£2.76	£8.27	1.9
<input type="checkbox"/>	leicester web design	Broad match	None	Web development Leicester	Develop - Website development	2	29	6.90%	£3.06	£6.11	2.1
<input type="checkbox"/>	leicester web designers	Broad match	None	Web development Leicester	Develop - Leicester	2	2	100.00%	£2.22	£4.44	3.0
<input type="checkbox"/>	web design courses in leicester	Broad match	None	Web development Leicester	Develop - Website development	1	1	100.00%	£4.00	£4.00	9.0
<input type="checkbox"/>	creative offshore web designer	Broad match	None	Web development Leicester	Develop - Website development	1	1	100.00%	£3.99	£3.99	3.0
<input type="checkbox"/>	cheap web design in leicester	Broad match	None	Web development Leicester	Develop - Website development	1	4	25.00%	£3.97	£3.97	2.0
<input type="checkbox"/>	internet webdesign in leicester	Broad match	None	Web development Leicester	Develop - Website development	1	1	100.00%	£3.97	£3.97	3.0

See Search Terms

Ad Groups Settings Ads **Keywords** Networks Audiences Ad extensions Dimensions Topics

Filter Columns

[« Back to Keywords](#)

Learn how customers are finding your ad! Here, you'll see the actual searches that triggered your ad and led to a click. These terms were matched to your ads based on the keywords you chose. ?

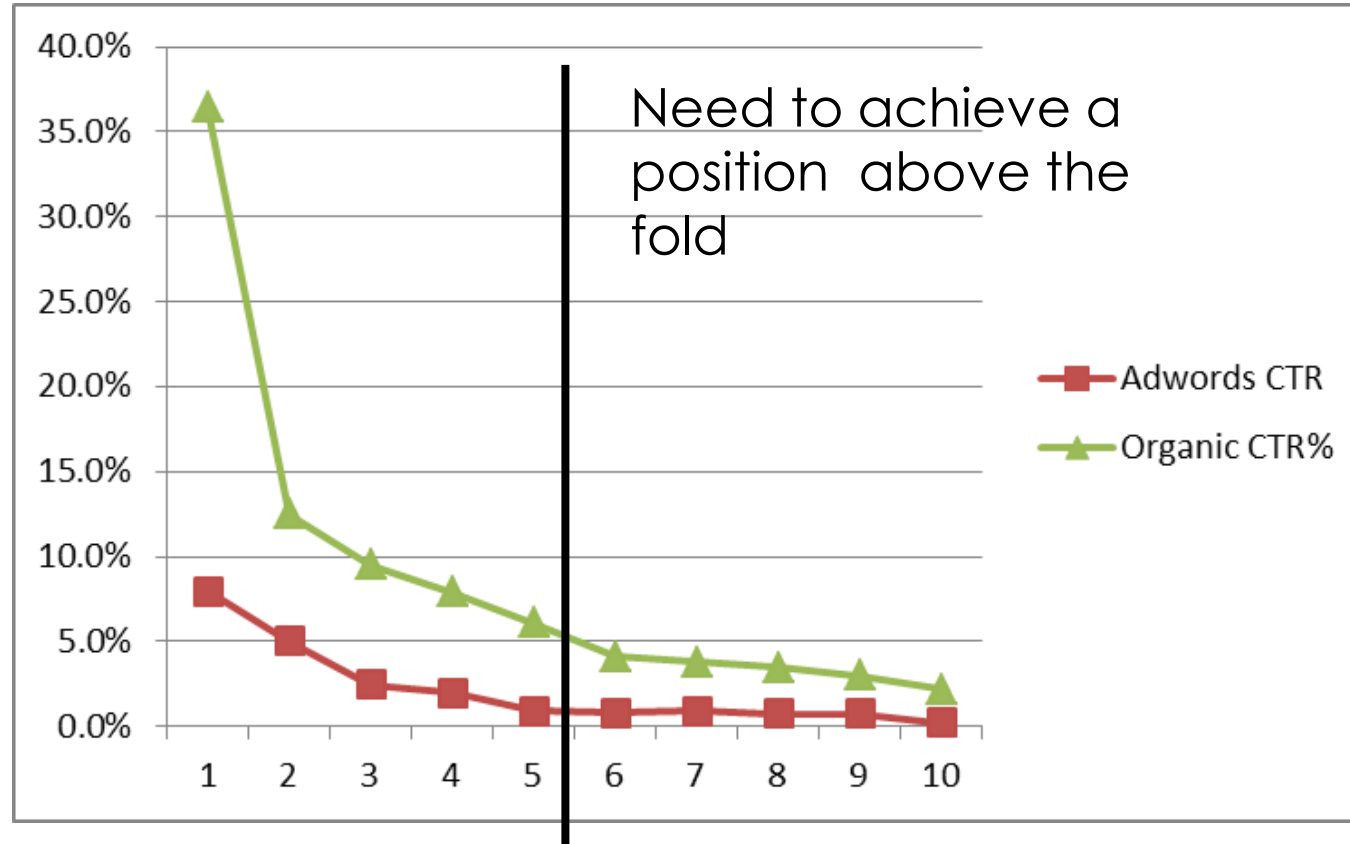
To make sure you can see data in this report, choose a date range that includes clicks on your keywords.

<input type="checkbox"/>	Search term	Match type	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. ?
Total				1,290	51,707	2.49%	£0.50	£647.67	2.8	39	£16.61	3.02%	0
<input type="checkbox"/>	trades & labour training Added	Exact match	Training	45	1,882	2.39%	£0.38	£16.91	2.1	2	£8.46	4.44%	0
<input type="checkbox"/>	vocational training Added	Broad match	Training	20	880	2.27%	£0.52	£10.47	2.2	1	£10.47	5.00%	0
<input type="checkbox"/>	train 4 trade skills Added	Broad match	Training	9	856	1.05%	£0.32	£2.84	3	1	£2.84	11.11%	0
<input type="checkbox"/>	train for trade skills Added	Exact match	Training	7	744	0.94%	£0.24	£1.71	3.6	0	£0.00	0.00%	0
<input type="checkbox"/>	vocational courses Added	Exact match	Training	48	724	6.63%	£0.42	£20.20	2	1	£20.20	2.08%	0
<input type="checkbox"/>	occupational therapy courses	Broad match	Training	2	613	0.33%	£0.52	£1.04	4.2	0	£0.00	0.00%	0
<input type="checkbox"/>	trade skills 4 u	Broad match	Competitors	2	364	0.55%	£0.34	£0.68	3.7	0	£0.00	0.00%	0
<input type="checkbox"/>	vt training	Broad match	Training	3	331	0.91%	£0.48	£1.43	1.9	0	£0.00	0.00%	0
<input type="checkbox"/>	how to become a trader	Broad match	Training	13	268	4.85%	£0.86	£11.17	1.3	0	£0.00	0.00%	0
<input type="checkbox"/>	learn a trade Added	Exact match	Learn	19	257	7.39%	£0.46	£8.79	3.2	1	£8.79	5.26%	0
<input type="checkbox"/>	vocational qualifications	Broad match	Training	3	256	1.17%	£0.46	£1.39	1.5	0	£0.00	0.00%	0
<input type="checkbox"/>	train4trade	Broad match	Training	7	241	2.90%	£0.24	£1.70	1.9	1	£1.70	14.29%	0
<input type="checkbox"/>	courses construction trades	Broad match	Training	0	221	0.00%	£0.00	£0.00	1.1	0	£0.00	0.00%	0
<input type="checkbox"/>	trade 4 skills Added	Exact match	Competitors	5	189	2.65%	£0.21	£1.03	3	0	£0.00	0.00%	0
<input type="checkbox"/>	trade4skills	Broad match	Competitors	57	152	37.50%	£0.17	£9.63	1	3	£3.21	5.26%	0

Influence of position (CTR & Quality Score)

- > A higher ad position usually increases the CTR
- > “Above the fold” positions have a higher CTR
- > “Below the fold” ads have a lower CTR
- > Ads appearing after page 1 have a lower CTR (and lower impressions)
- > Find the happy medium of paying enough to be on the first page (above the fold) without entering a bidding war
- > Do you need to be in the top 3?
- > The effect of Sitelinks, shopping ads and the map?

Position vs. click through rates



Sources:

Organic – Optify April 2011

AdWords – Accuracast Oct 2009

Adjusting your positions

- > For most phrases we aim for positions 4-6 (the “Goldilocks zone”)
- > This will get us a reasonable click through rate (CTR), but without entering a bidding war to achieve position 1-3
- > Most companies have a limited budget (and/or a restriction on their CPA);
 - > Aiming for lower position by bidding lower, will usually mean your budget will go further (more clicks for the same daily spend)
 - > The CPA will be affordable as the CPC is lower and the conversion rate will not be effected by the position
- > You may have to bid higher for local phrases (to be above the map) or when you want to display Sitelinks
- > The effect of CTR on your Quality Score is “normalised” as compared to your position; this means a CTR of 3% would be considered low for position 1 or 2, but high for position 5

Improving your landing page

Improving your landing page

- > Relevant, keyword rich content
- > Original content
- > Transparency as to the nature of your business
- > Easy to navigate: 3 click rule
- > Avoid pop ups, browser window resizing
- > Speed to load

Poor quality landing page

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)	Conv. (many-per-click)	Cost per-cl.
Total - all keywords																
						20	1,965	1.02%	£0.35	£7.05	2.5	0	£0.00	0.00%	0	
a4 posters	3.0 Poster	A4	Below first page bid Rarely shown due to low quality score	£0.51	1/10	1	110	0.91%	£0.26	£0.26	1.9	0	£0.00	0.00%	0	
vistaprint	0 Brand and Competitors	(Estimates)	Ad group paused	£0.51								0	£0.00	0.00%	0	
leaflets	4.0 Leaflets	Leaflets	Below first page bid Rarely shown due to low quality score	£0.51	1/10	0	31	0.00%	£0.00	£0.00	5	0	£0.00	0.00%	0	
a3 print	3.0 Poster	A3	Below first page bid Rarely shown due to low quality score	£0.51	1/10	0	28	0.00%	£0.00	£0.00	2.7	0	£0.00	0.00%	0	
"leaflets"	4.0 Leaflets	Leaflets	Below first page bid Rarely shown due to low quality score	£0.51	1/10	0	31	0.00%	£0.00	£0.00	5	0	£0.00	0.00%	0	
printing.com	0 Brand and Competitors	(Estimates)	Ad group paused	£0.51	1/10	0	28	0.00%	£0.00	£0.00	2.7	0	£0.00	0.00%	0	
sample leaflets	4.0 Leaflets	Leaflets	Below first page bid	£0.51	1/10	1	20	5.00%	£0.45	£0.45	5	0	£0.00	0.00%	0	

Keyword: leaflets

Displaying ads right now?

No • Your keyword isn't triggering ads to appear because your bid is probably below the first page bid estimate. The first page bid estimate approximates the cost-per-click (CPC) bid needed for your ad to reach the first page of Google search results, based on your keyword's Quality Score and recent advertiser competition.

Quality score [Learn more](#)

1/10 Keyword relevance: **No problems**
Landing page quality: **Poor**
Landing page load time: **No problems**

[Ads diagnostic tool](#)

Testing different landing pages

Ad	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	View-through conv.
{Keyword:Hi Res Aerial Photography} Up to £369 With Price Match Promise Country Coverage. Enquire today commissionair.co.uk/photography	Paused	--	31.96%	Search Network only	All features	314	12,782	2.46%	£0.86	£271.09	2.2	1	£271.09	0.32%	0
{Keyword:Hi Res Aerial Photography} Price Match Promise Country Coverage. Enquire today www.commissionair.co.uk	Approved	--	67.97%	Search Network only	All features	486	27,182	1.79%	£0.84	£406.27	2.4	6	£67.71	1.23%	0
Photography From The Sky High Resolution Aerial Photography Country Wide Cover. Enquire today! www.commissionair.co.uk	Approved	New Ad 1	0.07%	Search Network only	All features	0	29	0.00%	£0.00	£0.00	2.3	0	£0.00	0.00%	0

- > Lower CTR on Champion Ad, however conversion rate and CPA is much better.
- > Underperforming ad paused, new Challenger ad introduced (to hopefully have a better CTR & Conv. Rate/CPA).

Optimising your campaign
to maximise conversions per click

Conversion strategy

- > What can you afford to spend on a conversion - cost per acquisition or CPA
- > Different types of conversions, sign-ups, brochure requests, sales
- > Using PPC conversion tracking
- > Optimising your account -
 - > How to maximise the number of conversions
 - > How to minimise the cost per conversion

Understanding Conversion Rates

- > PPC Impressions
 - > Clicks
 - > Click Through Rate
 - > Cost Per Click
 - > PPC Costs
 - > PPC Sales
 - > Conversion Rate
 - > Cost Per Acquisition
- > 20,000 impressions
 - > 400 clicks
 - > 2% CTR
 - > @ 25 pence CPC
 - > 25 pence x 400 clicks = £100
 - > 4 sales @ £99 each
 - > 1% conversion
 - > **CPA of £25 each**

If you want 10 sales per week then you need to allocate a weekly budget of £250 to PPC.

The Importance of Increasing Conversions

- > Don't just buy visitors, aim to buy customers
- > More earned revenue for the same spend
- > Ability to afford to buy even more traffic
- > Per-visitor value increases

Conversions from PPC

- > How relevant are the keywords you are bidding for?
- > How relevant is your ad copy?
- > How trustworthy is your website?
- > Do you have a clear Call to Action?
- > How easy is it for me to use your website?
- > How good is your offer?
- > How easy is it for me to buy or enquire?

Improving Your PPC Conversion Rate

- > High Number of clicks but no conversions
 - > Pause ad groups or phrases with low conversion rates
 - > Pause the Display Network if poorly performing
 - > Test new Landing Pages (A:B test i.e. ads with the same ad copy but different urls)
 - > Prominent Call to Action on your landing page
- > High Bounce Rate (using Analytics data)
 - > Review your keyphrases
 - > Review your ad copy

Use of filters

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

All but deleted keywords Segment Filter Columns Search

Filter

Conv. rate < 1 %

Cost > £ 15

+ Add another

Apply Clear Save filter Enter filter name

Clicks vs Converted clicks Daily View Change History

Wednesday, February 5, 2014 Friday, July 18, 2014

+ KEYWORDS Edit Details Bid strategy Automate Labels

Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	View-through conv.	Labels
+graduate +jobs +manchester	Graduate Jobs Manchester	Below first page bid First page bid estimate: £0.25	£0.17	57	592	9.63%	£0.55	£31.54	2.1	0	£0.00	0.00%	0	--
Total - all filtered keywords				57	592	9.63%	£0.55	£31.54	2.1	0	£0.00	0.00%	0	
Total - Search				3,143	34,451	9.12%	£0.50	£1,563.82	1.7	72	£21.72	2.29%	0	
Total - Display Network				0	0	0.00%	£0.00	£0.00	0.0	0	£0.00	0.00%	0	
Total - all campaign				3,143	34,451	9.12%	£0.50	£1,563.82	1.7	72	£21.72	2.29%	0	

Optimise for Revenue and ROAS

- > Use dynamic conversion tracking code so that the value of a sale can be imported back into AdWords
- > Alternatively import transactions values from Analytics – although there may be a 2 day delay
- > Use columns and graphs to see:
 - > the revenue (Conversion value)
 - > the Conversion value divided by costs (equivalent to ROAS)
 - > Conversion value divided by converted clicks (equivalent to average order value or AOV)
- > Use this data to optimise keyphrases and ads for revenue and ROAS – you need to target at least 5:1 but for products with a low margin or AOV you may need to achieve 10:1

Weekly Checklist

Notes

- > Specific targets may need to be amended for each account and/or campaigns. This should be based on the project objectives and KPI
- > Optimisation should take on average 2 hours per week for a typical account with 5-10 campaigns.
- > Depending on the size of the account the frequency of these checks may need to be increased
- > These manual checks should be supplemented with automated alerts and scripts

Keyphrase CTR <1%

Instructions	Frequency
<ol style="list-style-type: none">1. View keyphrases for whole account with at least 1 month of data, repeat with longer date ranges2. Create filter with >100 impressions and CTR <1%3. Review keyphrases individually – do they have conversions, segment by network and see if low CTR is due to search partners4. Review the search queries for these keywords – is the keyword matching to a query which is not relevant hence the low CTR? If so negative these queries out.5. Pause all keyphrases with CTR <1% (in Google) without conversions	Weekly

Adjusting Keyphrase bids to achieve target CPA

Instructions	Frequency
<ol style="list-style-type: none">1. View keyphrases for whole account with 1 to 4 weeks of data2. Order keyphrases by cost per conversion with highest CPA at the top.3. Pause any keyphrases that have more than twice the target keyphrase (unless you think you can halve the cost per click4. Work down the list decreasing the bid, so that for each keyphrase you will achieve the target CPA based on the current conversion rate. (You might find it easier to order the keyphrases according to conversion rate if you are not used to doing this task.)5. Once you get to keyphrases within 10% above or below your target CPA - leave the bid alone6. Once you reach keyphrases with a CPA >10% below the target you can start increasing the bid if they have a position lower than 2.7. Increase the bid by approximately 10% each time you do this. As this should gradually increase the bid without putting up costs too quickly	Weekly

Keyphrases that have spent more than the target CPA but have no conversions

Instructions	Frequency
<ol style="list-style-type: none">1. View keyphrases for whole account with at least 1 month of data, repeat with longer date range2. Create a filter with conversions = 03. Order keyphrases in order of ad spend with highest at the top4. Review the search queries for these keywords – are any of the keywords matching to queries which are not relevant hence the high cost but no conversions? If so negative these queries out.5. Pause any keyphrases that have already spent 50% more than the target CPA but have not converted (unless you think you can halve the CPC)6. The next keyphrases will have spent between 75% and 150% of the target CPA, you need to drastically reduce the bid, by as much as half to decrease the CPC7. Keyphrases that have spent less than 50% of the target CPA can be left until the next cycle	Weekly

Keyphrase positions and bids – general bid management aiming for position 3-6

Instructions	Frequency
<ol style="list-style-type: none"><li data-bbox="234 411 1964 539">1. View keyphrases for whole account with yesterdays or a max of a week's data<li data-bbox="234 554 1964 825">2. Order keyphrase by positions, increase bids by ~10% if they have a position of more than 8. I prefer to do this using 5 or 10p increments, e.g. if the bid is £0.51 increase by 5p, if it is £1.01 increase by 10p<li data-bbox="234 839 1964 1053">3. Create a filter for keyphrases with >1 impression and average position is better than 3, decrease bids by approximately 10% using 5p or 10p increments as described above <p data-bbox="234 1139 1964 1268">Note: this technique can conflict with the bid adjustments above, so you could just carry this out on keyphrases with no conversions)</p>	Weekly

Ad optimisation to identify an initial Champion

Instructions	Frequency
<ol style="list-style-type: none">1. Go to the ad group tab and order the ad groups according to conversions or clicks2. Click onto the first ad group and go to the ad tab3. Order the ads by conversion rates, or if the account is new CTR4. Generally we will choose the ad with the highest conversion rate5. If there are no conversions and the CTR is more than twice the other ad then pause the ad with the lowest CTR6. You should also check the Bounce Rate – they may be clicking but then bouncing away because the ad was misleading/irrelevant or unclear.7. If you have an ad with a high CTR but low conversion rate and the other one is the opposite way round then you need to look at both ads and check if they are below your target CPA. If one is above then pause that one.	Weekly

Ad optimisation to identify an initial Champion

Instructions	Frequency
<p>8. If both are below your target CPA then you can calculate which one will give you the most conversions using this trick. Multiply the CTR rate by 10,000 to give you the number of clicks, then multiply by the conversion rate to give you the number of conversions. Do this for both ads to see which one will give you the most conversions (conversion per impression)</p> <p>9. In some cases you may be able to tell which ad is the best after as little as 100 impressions, if there is an obvious winner pause the poorer one, only run it for an additional week if they are very close. You can always revert back to the other ad if the results change</p> <p>10. Ad testing is carried out separately with a strict set-of criteria and is separate from this general ad optimisation methodology described above</p>	Weekly

See search terms – add new converting phrases

Instructions	Frequency
<ol style="list-style-type: none">1. Run your see search term report for all keyphrases within one campaign. You can choose the date range of 2-3 weeks or slightly longer than when you last did the report2. Export to Excel and identify keyphrases that converted that are not already added in the campaign3. Create an ad group for each search query (SQ) keyphrases in Editor and add them in to this ad group in all 3 match types – however in some cases the broad match may be modified4. De-duplicate this against the rest of the ad groups in the campaign, deleting the new ones and retaining the old ones in their original ad group5. Use Excel to split out into new ad groups, annotate the ad group name by starting with SQ6. Immediately optimise any new ad groups, following this checklist on a daily basis for the first week	Fortnightly

See search terms add new negatives

Instructions	Frequency
<ol style="list-style-type: none">1. Run your see search term report for all keyphrases within one campaign. You can choose the date range of 2-3 weeks or slightly longer than when you last did the report2. Export to Excel and identify keyphrases that you want to add as negatives.3. You need to use Excel to change the match type so they are added back as broad, exact or phrase match negatives.4. You can then use Editor to either add them in at campaign or ad group level.	Fortnightly

Settings/segments that need regular checking

Instructions	Frequency
<ul style="list-style-type: none">• Mobile – use bid modifier to increase or decrease bid, if necessary to pause• Search network – switch on and off• Display network – add negatives sites, keyphrases to improve targeting• PLA/shopping ads – add negatives• Schedules – days and times where you get good or poor conversions, can pause or use bid modifiers• Locations – use bid modifier within region	Fortnightly