



Paid Search Optimisation - Techniques That Work

Gurpreet Bassi

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About me



NETFLIX

Examples of the *brands we work with*



What We Will Cover

- ▶ What optimisation actually means
- ▶ Where to start – good to know
- ▶ Optimisation techniques & strategies

What, When and Why

What is optimisation?

- ▶ The process of **refining**, **testing** and **experimenting** within an account in the hope to improve the accounts performance
- ▶ This can be based on **data**, **research** or **general market knowledge**

When should optimisation be carried out?

- ▶ Often – its should be never ending
- ▶ When there is enough data to make decisions

Why is optimisation important?

- ▶ Improves performance
- ▶ Increases competitiveness

Good to Know..

- ▶ **Click Through Rates (CTR)** – As standard this should be 1% and higher, but in certain industries and accounts a 1% CTR is low so bare this in mind
- ▶ **Quality Score** – This is Google's measure of relevancy and affects your ad delivery and how much you pay – you should work to keep this at 6 and above
- ▶ **Conversion Rates** – As standard this should be 1% and higher, again in certain industries and for certain websites a 1% conversion rate is low. Check the overall website conversion rate to get an idea of what is good/bad
- ▶ **Bidding** – You can test different bids and bidding techniques to find out what is best for your account
- ▶ **Cost Per Acquisition (CPA)** – this will be directly impacted by your CPCs and conversion rate. A good or bad CPA is unique for each business
- ▶ **ROAS** – This is directly impacted by your cost (CPCs and traffic) and your revenue. If you have low value products you won't be able to afford to spend as much. Typically a 5:1 ROAS is good but it does vary per business depending on margins
- ▶ **Traffic and cost** – keep an eye on any sudden/unexpected changes in traffic/cost – this could indicate a change in competition or an increase/decrease in demand and have a direct impact on your return



Optimisation Techniques & Strategy

Check Your Search Terms

By viewing what keywords users are actually searching on you can **reduce irrelevant clicks** & **find new keywords**

- ▶ Add negatives to prevent your ads from triggering for searches that are not relevant to your business
- ▶ Add in any good performing searches that you don't already have in the account

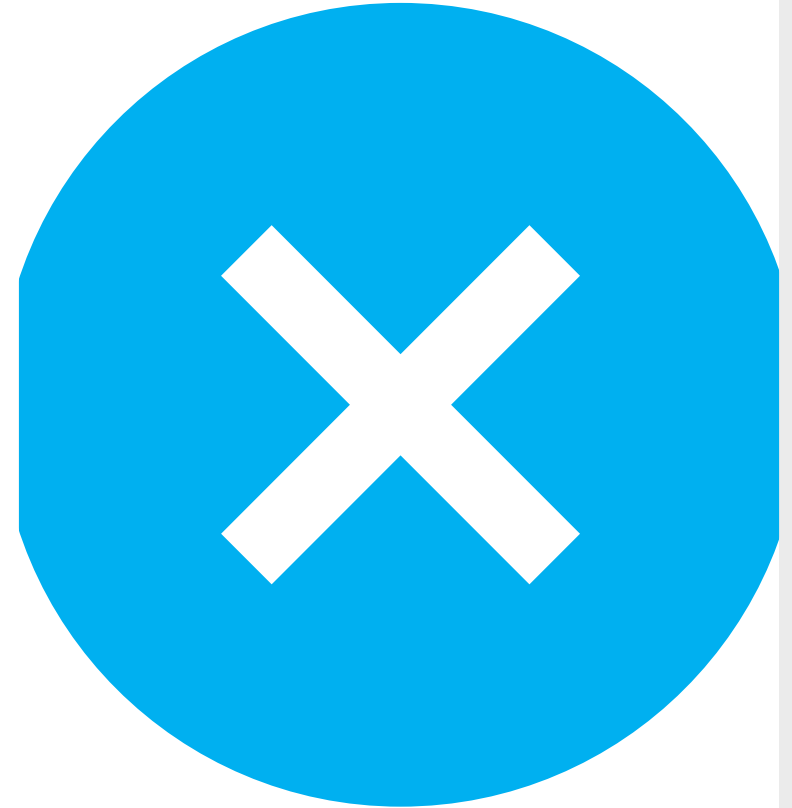
* **Going forward Google Ads will only show search terms “that were searched by a significant number of users”**



Negatives

Needed when using any match type

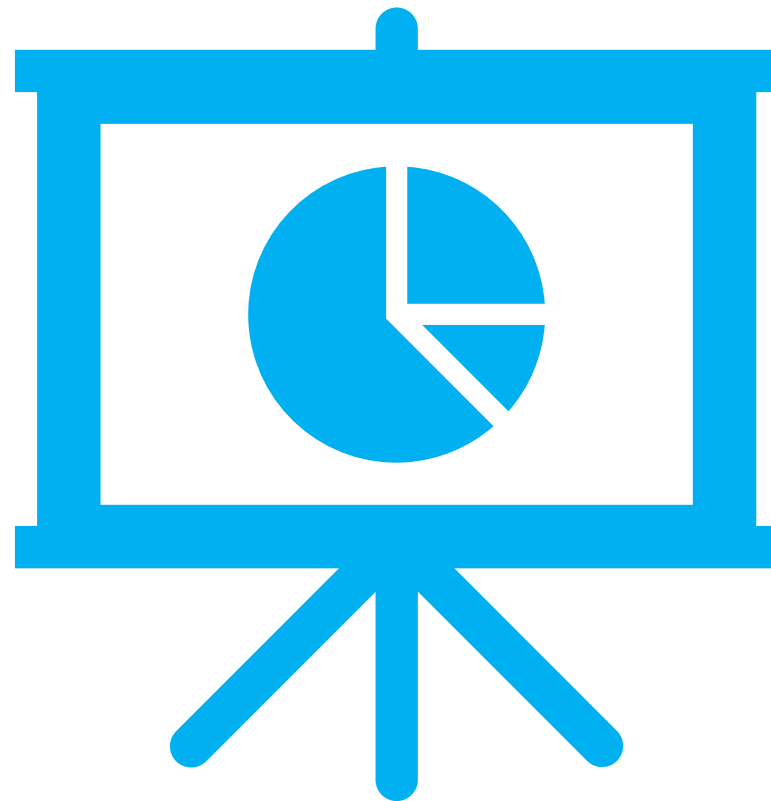
- ▶ Don't just wait for terms to come up in the search terms results – **apply from the offset**
- ▶ Can **improve** your CTR and your ad relevance
- ▶ You can create **negative keyword lists** in the shared library to apply to multiple campaigns



High Spend / Low Conversions

Ensure you check spend and conversion levels at keyword and ad level

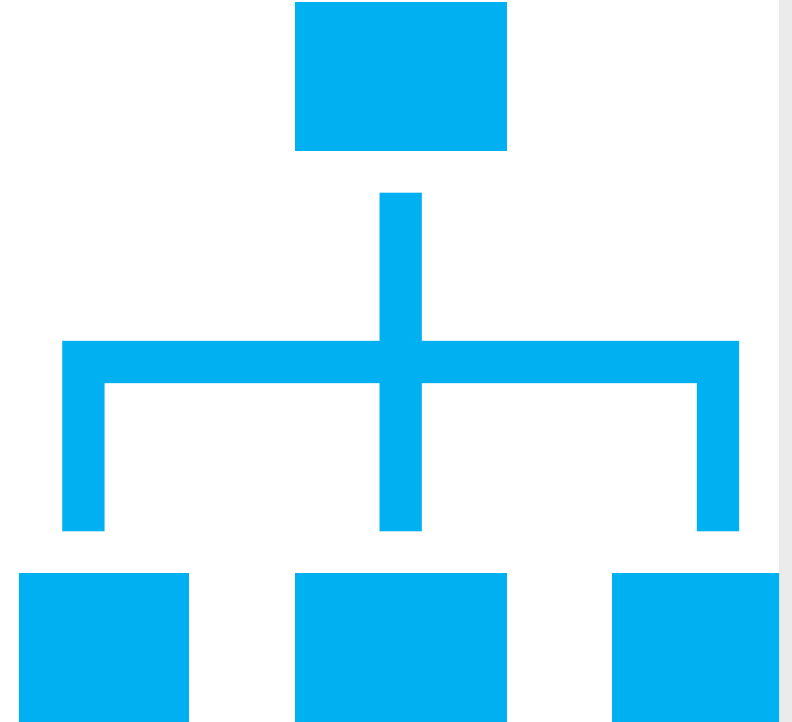
- ▶ Though keywords may be relevant they may not convert
- ▶ Check which **attribution model** you are using - are top of the funnel keywords receiving credit?
- ▶ Before pausing **make adjustments** – negatives/ad tests etc
- ▶ Use **filters** to find problem keywords



Check Structure

If you take over a pre-existing account make sure a **logical structure** is in place

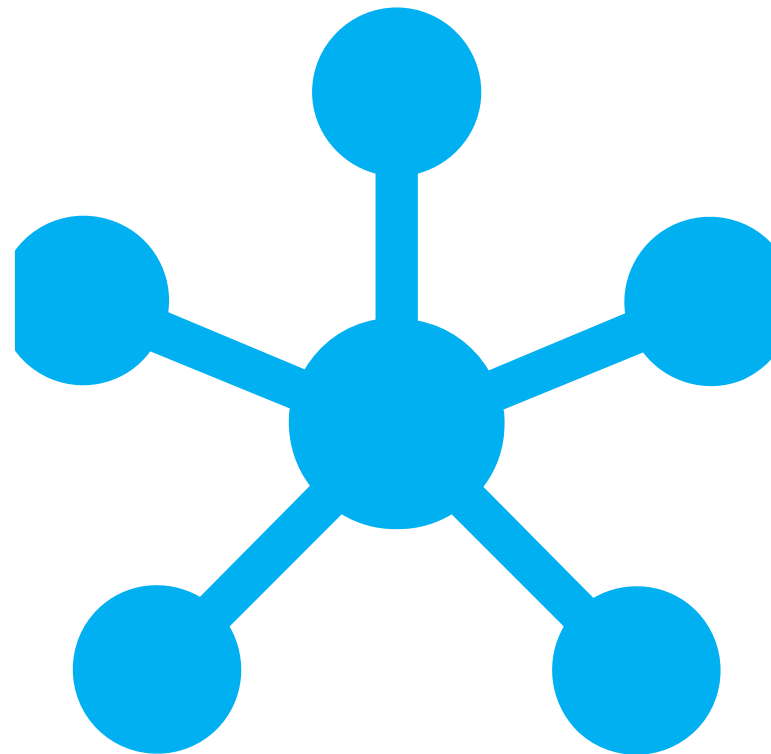
- ▶ Ensure campaigns are suitably broken out – different services / product categories etc. may need different **budgets and settings**
- ▶ Enables you to create highly relevant ad copy and direct to the most appropriate landing pages



Quality Score

Address poor quality score keywords

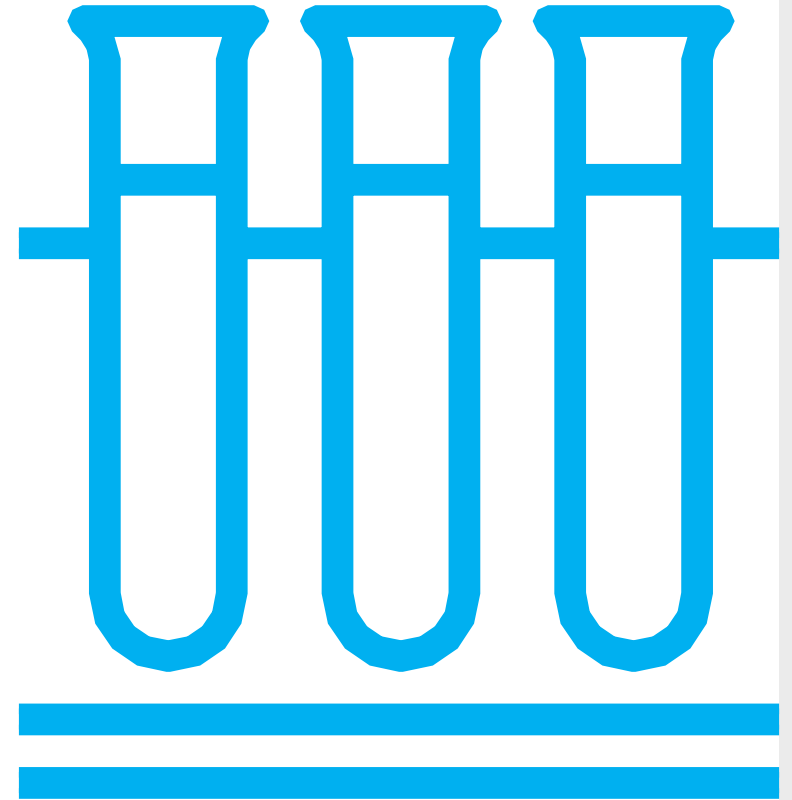
- ▶ **Apply the columns** to see if it is the ad, landing page or CTR contributing
- ▶ Does the ad **answer** what the user is searching for and does the landing page do the same?
- ▶ Is the CTA **the same** in the ad as on the page?
- ▶ Are you **bidding** to high?



Test Your Ads

Ads can become **saturated** and new **competitors** can come along

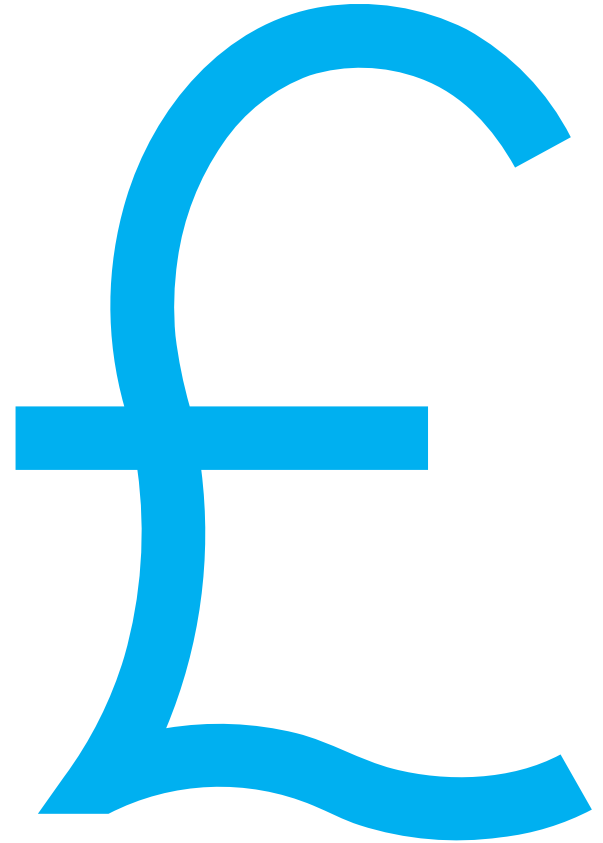
- ▶ Make sure you are continually **testing and refreshing** your ads
- ▶ Ensure all ads groups have at least **3 ads**
- ▶ Trial using responsive ads
- ▶ Test different landing pages



Budget Constraints

Remove any budget constraints where possible – particularly for profitable campaigns

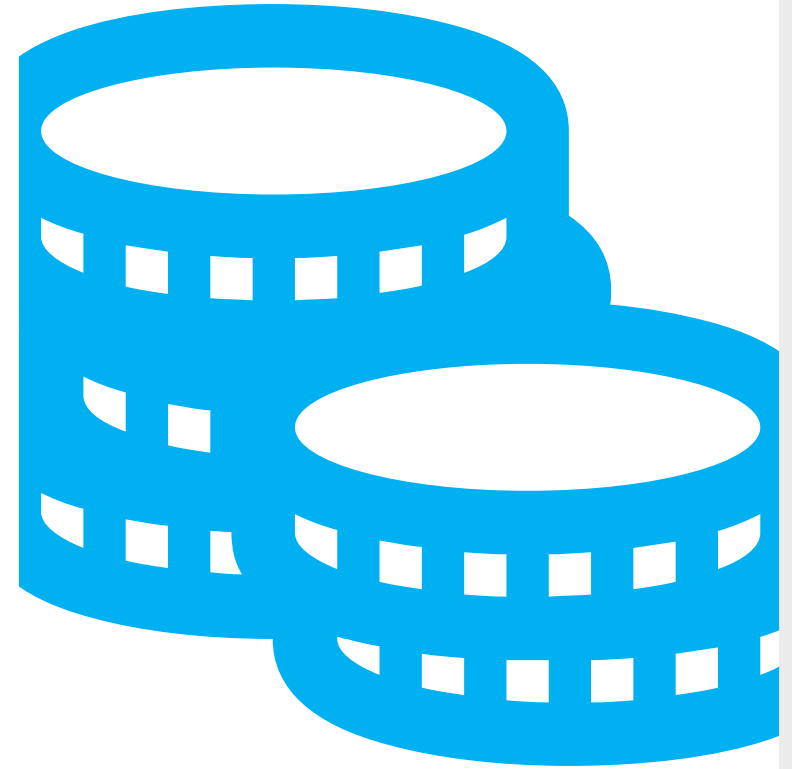
- ▶ You can check budget constraints looking at the **campaign status column**
- ▶ You can also check spend for the previous day – sometimes Google can **take time to flag** limited budgets



Budget Allocation

If budget is limited is it being spent in the most efficient campaigns?

- ▶ Are there **poor performing campaigns** that could be paused to allow other campaigns to take on more budget
- ▶ Is your budget **achieving your goals**



Bidding Strategies

Are you bidding efficiently and making the most of your budget?

- ▶ You can best optimise your spend using **automated** smart bidding strategies
- ▶ If you are using manual bidding do you have adjustments for **schedules, devices, audiences, locations and demographics**
- ▶ Are any keywords **below first page bid?**



Check Targeting

Are you finding the right users?

- ▶ Check which **locations** are working best
- ▶ Check which **audiences** are working best
- ▶ Assess the level of **irrelevant searches** – do you need to review your keywords



High Impression / Low Clicks

Ensure you are reviewing poor CTR keywords and ads – these can affect your relevance

- ▶ Low CTR indicates a **lack of relevance**
- ▶ Before pausing you should
 - ▶ Check if search partners is enabled
 - ▶ Run ad tests
 - ▶ Check search terms



Check Attribution

You can compare different attribution models within the account

- ▶ **Comparing models** will enable you to see if keywords/ads are playing more of a role than it first appears
- ▶ You can also use **Google Analytics** to check for assisted conversions and path lengths



Shopping Feeds

- ▶ **Product titles** are important
 - ▶ Ensure the most relevant product information is contained at the start of the product title
 - ▶ It is important to understand what your potential customers differentiating factors are e.g. brand, colour, size, model number etc.
 - ▶ Include top keywords that you most want your products to trigger for
- ▶ **Optimise your product images**
 - ▶ Ensure your images are high quality and accurately reflect the product
 - ▶ Ensure your product is visible within a thumbnail
 - ▶ Don't include any text, watermarks or logos on your image as this will cause disapproval's (they are okay if they are on the product itself)
- ▶ Provide as much **product detail** as possible
 - ▶ Just because a product attribute is optional it doesn't mean it is not important
 - ▶ The product attributes such as colour are used to help with product filters a user may add to their search
- ▶ Ensure **accuracy in your product data**
- ▶ Schedule your feed **fetch through the night**/ when your site updates




Would you be interested in learning about more advanced techniques?

Such as..

- ▶ Campaign experiments and ad variations
- ▶ Automation techniques & benefits
- ▶ Optimisation beyond the search account



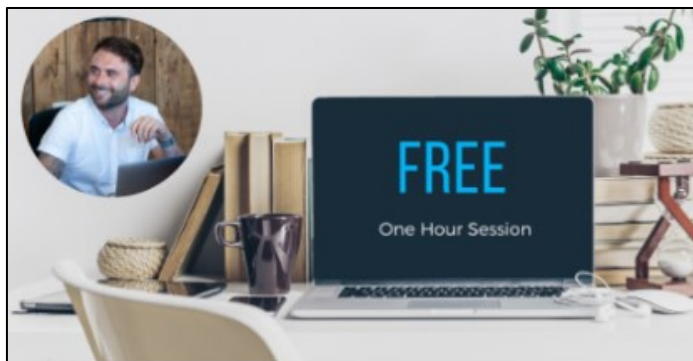
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The background of the slide features a close-up, shallow depth-of-field photograph of a silver microphone with a blue foam windscreen. In the blurred background, a crowd of people is visible, with one person's head and shoulders in focus on the right side. The overall lighting is bright and natural.

Thank you *Any Questions?*

Gurpreet Bassi

 /Gurpreet-Bassi

 gurpreet@anicca.co.uk