



Barry's

AdWords Cheatsheet (1)



PPC Specialists
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MARKETING

Key things to remember

- PPC is a constant battle to both get clicks and avoid clicks.
- Take a "don't waste a penny" attitude.
- Relevance is key Keyword/Ad Text/Landing Page
- Keep ad groups tightly themed.
- Think of the people searching as "browsers", "shoppers", and "buyers". Target the "buyers."
- Campaigns should be directed at searches with commercial intent.
- A higher CTR could be a good or bad thing depending on who's clicking and why.
- In the end, the most important metric is profit.
- Display advertising is completely different than search. Display ads appear next to content around the web in order to attract and entice the viewer.
- When to create a new campaign instead of ad group? When one of these things needs to be different or independent: location targeting, budget, language, search vs. display targeting.

Mobile optimization

- Mobile ads (with call extensions) show with a click-to-call button.
- Click the "mobile preferred" checkbox when creating an ad for mobile devices.
- Rank is very important because fewer ads show on a mobile device.
- Mobile ads can have normal headline or phone number in headline position.
- Set call extensions with a Google forwarding number to create a conversion action based on call duration.
- It's best to have a mobile version of a website with a clickable call button.
- People use shorter keyword searches on mobile devices.
- Use mobile bid adjustments, e.g., a -100% bid adjustments means your ad won't show on mobile, while +100% bid adjustment means bid doubles for mobile device searches.

Key things to watch

(When applicable, watch by: campaign, ad group, & keyword)

- Spending
- CTR
- Cost-per-click
- Conversion rate
- Cost-per-conversion
- Quality score
- Average position
- Bounce rate
- Impression share
- Search terms report
- Segments/device
- Segments/click type
- Segments/top vs. other

Top ad writing tips

- Ads should have: relevance, value & call-to-action.
- Promote benefits more than features (how will it help them?)
- Try to have the keyword in the headline.
- Test different CTAs (calls-to-action).
- Tag the display URL (you can stuff a keyword like this: www.site.com/Keyword).
- Medium tone is usually best—not too loud, not too quiet.
- Appeal to emotions.
- Emotional question: "Do you love gardening too?"
- Create urgency—"Act now".
- Use scarcity—"Limited supply"
- Look at competitors' ads. Stand out.
- You can only use one exclamation point, and it can't be in the headline.
- Try negative angle—"Don't buy __ without seeing__."



Barry's AdWords Cheatsheet (2)

Match types

Broad	(no formatting) Will often trigger your ad for irrelevant searches. Perhaps use it to get some quick, initial data.
Modified Broad	+formatted like + this " + " sign indicates that a word must be part of the search.
Phrase	"Formatted with quotes" Only triggers ad if the phrase appears in the search
Exact	[Formatted with brackets] Words must appear in the search, in order, and without any other words before or after.
Negative	- Negative Prevents ad from being triggered

NOTE: Google now applies "close variants" to all match types, meaning it will consider your keywords flexible for plurals, misspellings, & some synonyms.

Top landing page tips

- Think of the LP as an extension of the ad itself.
- First job of LP: Make them feel they are in the right place.
- Spell out the value/benefit. Don't expect anyone to scroll to find it.
- Many consider the area on the upper left of the page to be the "golden triangle," where people tend to look first. Consider how this space is used.
- Use bulleted lists and stories.
- Add "social proof," like pictures of happy customers, & testimonials.
- Fast loading page! Go easy on number + size of images.
- Consider what action you would like them to take, then set up conversion tracking on the "thank you" page.
- Use embedded videos to demonstrate the value of your products/services.
- Use images with human faces showing emotion.
- Keep forms as simple as possible.

Ad extension tips

- Maximizing your potential for ad extension exposure can greatly enhance your AdWords success.
- Be sure to set up these extensions (if applicable for your type of business):
 - Call extensions
 - Location extensions (requires "manager" access to Google Plus page on same Google account)
 - Sitelinks
 - Callout extensions (good for short phrases like "get 25% off today")
- Compare performance in the "this extension versus other" option in the segment drop-down menu.
- Remember that not using extensions can hurt your Quality Score.
- Beyond enabling them (and possibly scheduling them), you don't have control over appearance.
- Google decides when and how to display them.

Call-to-action ideas

- Be specific. Not "watch the video," but "see our ___ in action"
- Put benefit in CTA -- "Start saving now!"
- "See how you can ___"
- "See huge selection"
- "Act right now"
- "Get a free quote now"
- "Reserve today"
- "See/try a sample"
- "Try for free"
- "Act right now! "
- "Get a free quote now!"
- "Impress your friends"