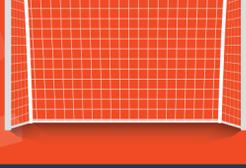


How to Use GOOGLE ADWORDS

Get to the top of the class with this proven path to AdWords success.



STEP #1 Establish Account Goals

What exactly are you using AdWords for? Lead generation? E-commerce? Brand building? Your objectives and goals will effect the structure of your account and the features you take advantage of!



STEP #2 Determine Audience

Ask yourself; What do your ideal customers do? Where do they do it? When are they actively searching? On what device?



STEP #3 Conduct Keyword Research

Keyword tools can help you discover cost, competition, and volume for search terms. A really good tool to use is SEM Rush! You can bid on relevant keywords and place your ads in the search results when people are searching for what you offer.



STEP #4 Set Budget & Bids

Make sure you spend most of your AdWords budget on keywords that convert at a high rate! But make room for testing and brand-building too. The CPC will vary as time goes on and refinement will come from data analysis once your campaign gets started!



STEP #5 Structure Your Account

Your account should consist of campaigns, each with specific goals. Within each campaign you can develop and deploy tight knit ad groups with just a handful of keywords and hyper-relevant ads.



STEP #6 Quality Score is King

Quality Score is Google's way of classifying your keywords and ads depending on relevancy for users. Highly clickable ads and small ad groups raise your Quality Score thus lowering your pay per click cost.



STEP #7 Write Killer Ads

Ensure your text ad has a compelling headline, a call to action, and includes the keyword you're bidding on. Extensions make your ads bigger and more informative. Good tip: Ads with Emotion get more clicks. Check out WordStream - a tool guaranteed to help for writing online ad's.



STEP #8 Design Great Landing Pages

This is where lead conversion happens! Ensure you have high-performing landing pages by: Minimising form fields; Focus on benefits AND features; Use multiple, high-quality product images; Make your call-to-action very clear, and optimise you landing pages for mobile!



STEP #9 Implement Conversion Tracking

Add campaign tracking codes and then use AdWords or Google Analytics to create conversion goals. This is extremely important in reviewing ad performance.



STEP #10 Grow Remarketing Lists

Start building your remarketing lists early on as this will allow you to keep your product or service in front of potential customers even if they don't convert on their first click!



STEP #11 Routine Optimisation

Test everything! A/B test your landing pages and ad copy. Regulate bids based on the performance of keywords. Add negative keywords to eliminate unqualified search queries and get better ROI.



STEP #12 Profit!

You did it! Between basking in your increased sales numbers, keep your PPC strategy on-track by following our locally based team of AdWords specialists for more tips and tricks that you can use to boost your success.

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