



Thirty Day Challenge 2009 – Training – Day 19

2009TDC19d: Adwords Review

Running Time: 4mins



Intro

Hey Gang, I just wanted to do another really quick video for you today to cover a few things.

Firstly, I am well aware that I mis-spelled "independent" in the Adwords in the previous video. It has been fixed, so no need to write those emails or Forum Posts (it's a well known fact that if you're a poor speller, yo're going to be good at Internet Marketing. It's a fact - just ask Ed, he'll agree with me on that one).

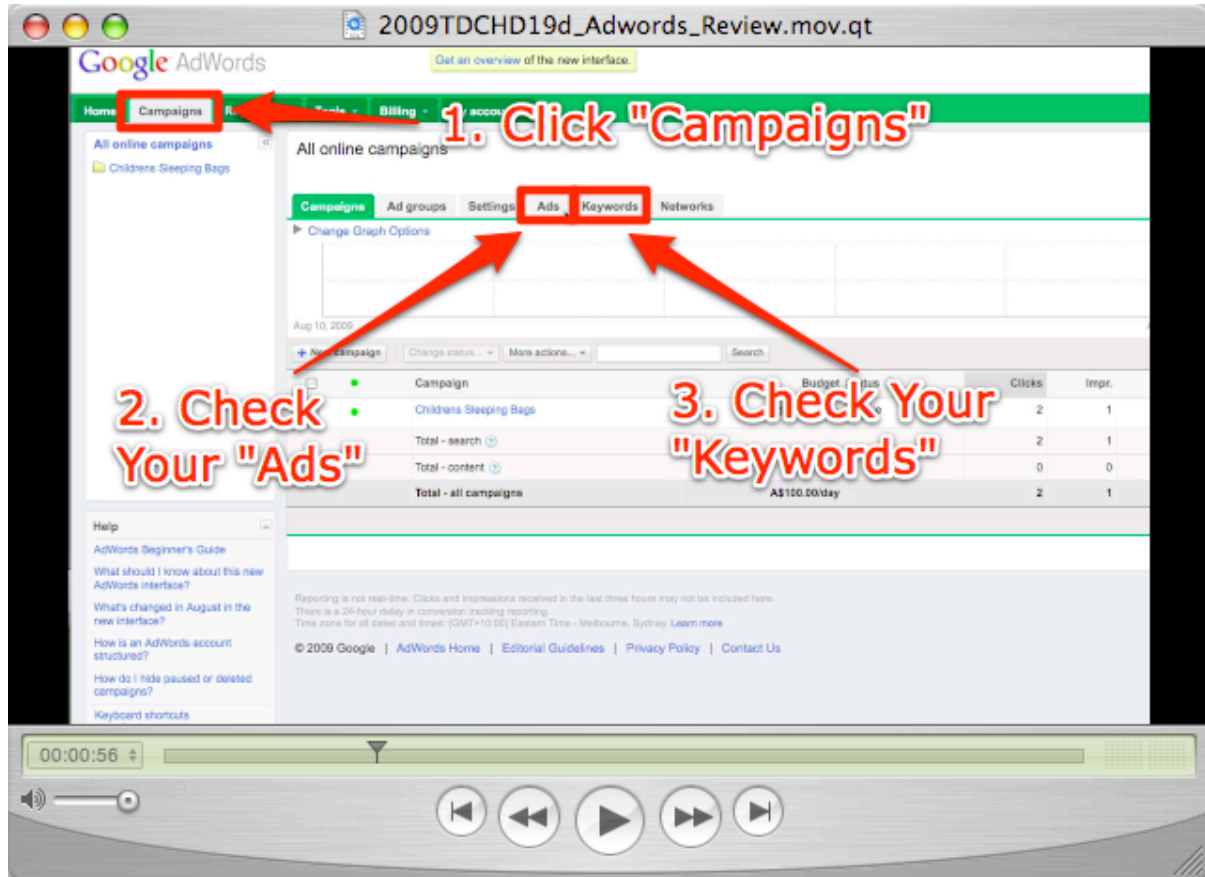
What I wanted to do was to show you how to do a really quick review of the account you set up, just to make sure nothing obscure has happened, and that it's all moving along smoothly and in then right direction.

This is a review you should do just 2- 2.5 hours after you set up the account; just to make sure it's not going in some bizarre direction. So, let's jump inside the account and do this quick review together.



Quick Adwords Account Review: Ads

[Starts at 00:00:50]



I want to go to the **Campaigns** section, and review the **Ads** and the **Keywords**.

First, I'm going to click the **Ads** tab, and look to ensure the Ad is **Approved** and **Running**.

Ad	Campaign	Ad group	Status
[Keyword:Childrens Sleeping Bags] Independent Reviews, Ratings + Tips On All Childrens Sleeping Bags Childrens-SleepingBags.com	Childrens Sleeping Bags	Childrens Sleeping Bags	Approved

Yes, **Status** is **Approved**, which is all you really need to check here.

Then, I'm going to click the **Keywords** tab, to see that they are all approved.



Quick Adwords Account Review: Keywords

[Starts at 00:00:50]

Keyword	Campaign	Ad group	Status ?
[childrens sleeping bags]	Childrens Sleeping Bags	Childrens Sleeping Bags	Below first page bid First page bid estimate: A\$0.40
childrens sleeping bags	Childrens Sleeping Bags	Childrens Sleeping Bags	Below first page bid First page bid estimate: A\$0.40
"childrens sleeping bags"	Childrens Sleeping Bags	Childrens Sleeping Bags	Below first page bid First page bid estimate: A\$0.40

Here are my Keywords, and something that I noticed - which is partly why I did this video – is the **Status** section. What it's saying is that the bid I placed (A\$0.35) is actually too low to have the ad displayed on the first page of the results.

That's obviously not what we want – we want to get our Ad as close to the top as possible to start with, because the Ads at the top of the list get more clicks, which will mean a higher click-through rate, which means a stronger quality score, which will eventually mean a lower cost-per-click.

So, I'm going to change these maximum bids to, say, A\$0.65 to start with. Hopefully that will make my Ad display a little bit higher on the first page and get the initial traffic I need to get my 200 visitors and test if this is a commercially viable niche [clicks on Max CPC values and alters each one].

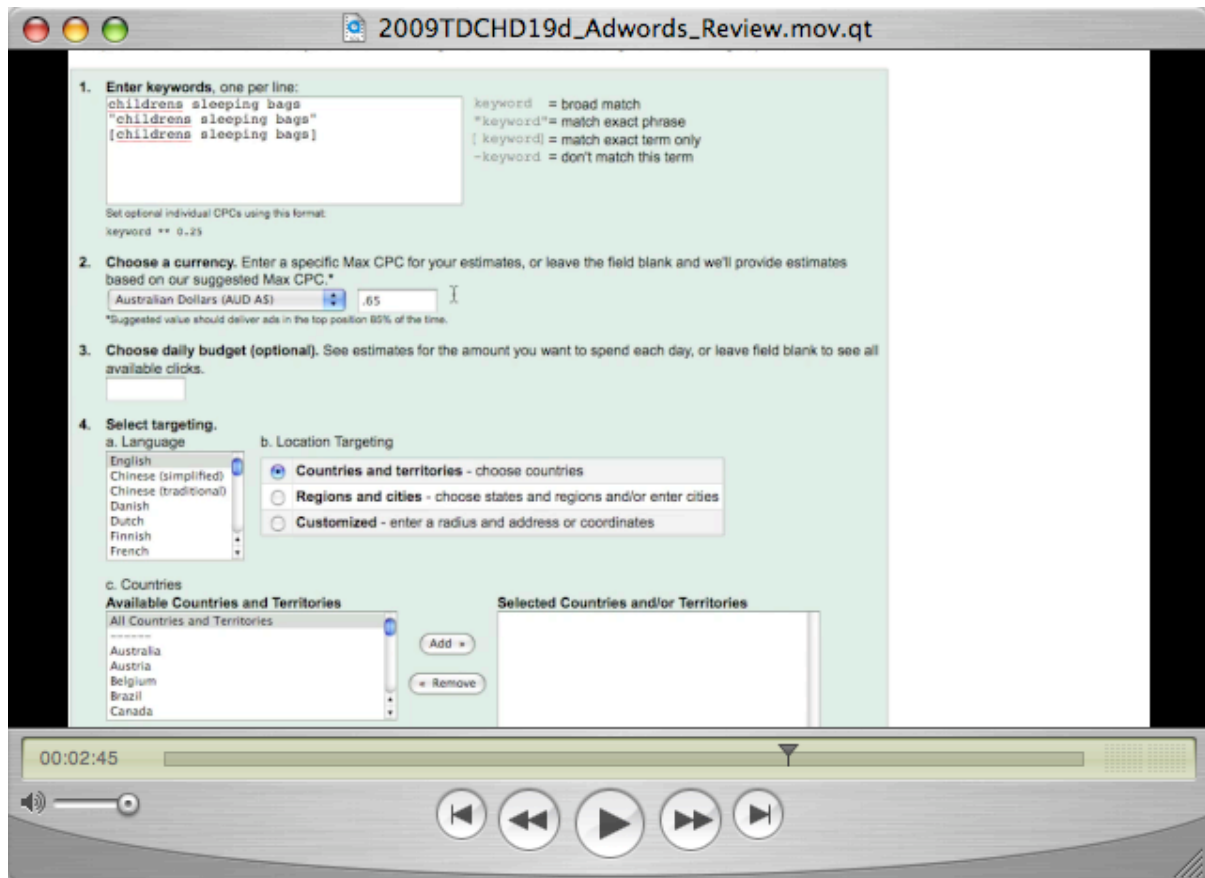


So, I've changed that **Cost Per Click** there, and the **Status** is now **Eligible** again, so we're good to go.

Google Traffic Estimator

[Starts at 00:02:08]

For those of you who want to play around a little bit more, there's a tool called the Google Traffic Estimator [click the **Tools** Tab, and select **More Tools**, then click **Traffic Estimator** link on the page that appears], and what this does, it gives you estimates of what it thinks the traffic volume might be based on the Keywords and maximum you are willing to pay.



So if I put in my Keywords [in the **1. Enter Keywords** box] in all three forms: Broad, Phrase and Exact:

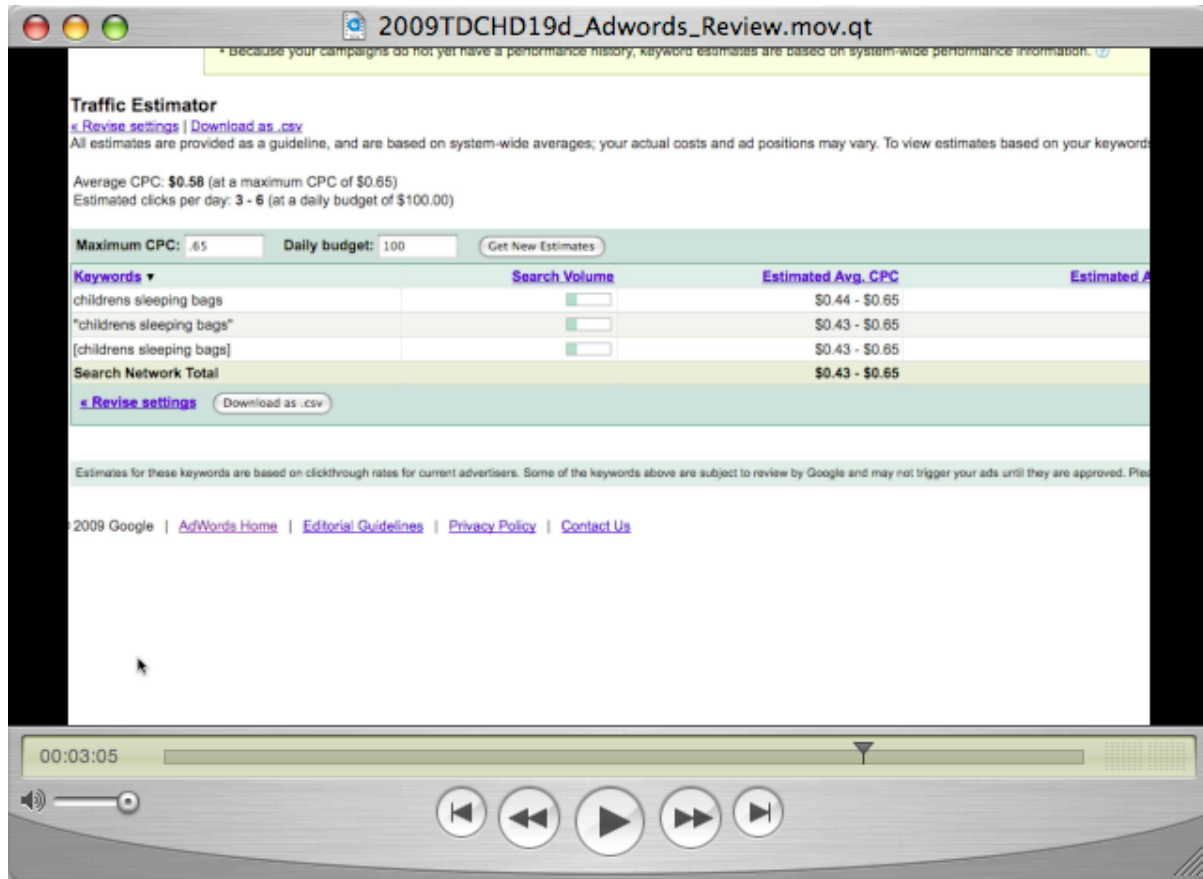
childrens sleeping bags
"childrens sleeping bags"
{childrens sleeping bags}

I want to spend a maximum of A\$0.65 per click [puts **0.65** in **2. Choose a Currency**], I'm going to spend A\$100 a day [puts 100 in **3. Choose Daily Budget**] and my targeted language [in **4. Select Targeting**] is English.



For ease of demonstration, I'm going to select all countries and territories [selects **all countries and territories** in **4c Countries**, then clicks **Add**] even though my Ads are restricted to Australia, USA and Canada [you would match your Ad territory for more accurate results]

Now I click Continue [at the bottom of the Page].



Now, I've always found the numbers that this tool gives me to be a little bit low.

Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
\$0.44 - \$0.65	4 - 6	1 - 2	\$1 - \$2
\$0.43 - \$0.65	4 - 6	1 - 2	\$1 - \$2
\$0.43 - \$0.65	4 - 6	1 - 2	\$1 - \$2
\$0.43 - \$0.65	4 - 6	3 - 6	\$2 - \$4

Here, it's telling me that it thinks it's going to send me about 3 to 6 clicks per day, and my Ad will be in position 4 to 6, therefore my estimated cost is going to be around A\$4 a day.

I've always found the figures to be quite low, and you will usually find that you'll get more traffic than this, but it's a really good tool just to make sure your niche won't send you bankrupt – in that if you start bidding on a term at A\$0.65 and you're going to start getting 1,000 visitors a day, you're going to hit your budget very quickly.



This isn't necessarily a bad thing, but it's also not necessarily a good thing to max out your budget on the first day.

Wrap Up

[Starts at 00:03:48]

So, jump into the Traffic Estimator Tool if you have time. It's definitely not necessary, but it's a cool tool to play around with and to get an idea of the sort of traffic it's possible to get through Google Adwords.

I'll see you tomorrow for some more Adwords stuff.

Summary:

These checks are carried out **within 2 to 2.5 hours** of signing up for your first campaign. **Sign In** to your Google Adwords account and click on the **Campaigns** Tab.

Check Your Ad Status

- Click **Ads** Tab
- Look for **Status = Approved**

Check Your Keywords Status

- Click **Ads** Tab
- Look for **Status = Eligible**
- If **Status = Below First Page Bid**
 - o Click on **Max CPC** value and raise slightly

Traffic Estimator Tool

- Projects potential traffic, based on:
 - o Keywords
 - o Max CPC
 - o Budget
 - o Territories
- Can give low estimates

Links:

Google Adwords - <http://adwords.google.com/>

Click here to create your Google Adwords account.

(Please note: If you live in the U.S or Canada and have a HostGator voucher, please see the 'Handy Tip' above to create your Google Adwords account.)