



Thirty Day Challenge 2009 – Training – Day 20

2009TDC20c: Adding Keywords

Running Time: 5mins



Intro

OK, so in this video what we want to do is **increase our Google Adwords account with more Keywords.**

What we want to do is **add a few more Ad Groups** in here and throw in the **extra Keywords** that we want to target. Now these are the **Category level keywords** that we selected very early on in our process of setting up our WordpressDirect blog.



Adding a New Ad Group

[Starts at 00:00:23]



To go through this process - it's a very simple process - we simply hit **Campaign** from the top menu, wait for the page to load and then **select our campaign** from the left hand side.

Now you'll be able to see here that we've **already got our one Ad Group** that we set up the other day, which is in this instance focussing on **Childrens Sleeping Bags**. So rather than throwing in additional keywords into this Ad Group, **what we want to do is set up different Ad Groups that can be very, very targeted**. It all comes back down to this **Quality Score** element that we spoke of in the first video, yesterday. [We want to keep the ads in each Ad group targeted to the **same Keywords**, so that the Ad Group gets a good Quality Score – so If we want to try new Keywords, we set up a new Ad group for those Keywords]

So I'm going to target a few extra keywords, I'm going to **create a new Ad Group** and then **create an Ad that really tightly matches those keywords**. That way we can ensure we get the **best relevance** as possible, which will equate to that higher Click Thru Rate.

So we simply **click the New Ad Group** button there and follow the exact same process we did to set up the very first Ad Group. Now it's a nice easy process - what I'll do, I'll just cut and paste all the ads and Ad Group data in here as well and then we'll walk through and I'll explain what I've done.



Ad Group Settings

[Starts at 00:01:30]

The screenshot shows the Google AdWords 'Ad Group Settings' page. The title bar indicates the video file '2009TDCHD20c_Adding_Keywords.mov'. The 'Name this ad group' section has a text box containing 'Kids Sleeping Bags'. The 'Create an ad' section includes a headline field with the dynamic keyword '{Keyword: Kids Sleeping Bags}', description lines 1 and 2 with the text 'We Offer Free Advice To Help Choose The Right Kids Sleeping Bags', a display URL of 'Childrens-SleepingBags.com', and a destination URL of 'http:// Childrens-SleepingBags.com'. An 'Ad preview' box shows the resulting ad text. The 'Keywords' section has a 'Select keywords' button and a text input field with a watermark 'WWW.THIRTYDAYCHALLENGE.COM' overlaid. A video player interface is visible at the bottom of the screenshot, showing a progress bar at 00:01:39 and playback controls.

OK, so through the magic of editing - here we are!

The keyword I'm going to target in this particular Ad Group is **Kids Sleeping Bags**. It's a keyword that I'm going to try and get my blog to rank for as well, from an SEO perspective. It's a **Category Level Keyword** and obviously, very tightly relates to what I'm trying to actually speak about and sell through my WordpressDirect blog.

The Ad Group's **name** is simply **Kids Sleeping Bags**. The Headline I've gone for is simply **Kids Sleeping Bags** again, by using the **dynamic keyword headline** trick from before.

Now, **Description: We Offer Free Advice To Help Choose The Right Kids Sleeping Bags** - that's what we're going to test as our first ad.

In terms of the **Keywords**, we'll do the same thing as we did the other day: **kids sleeping bags** [Broad Match] We also want the **phrase match** of that "kids sleeping bags" and we want the **exact match** as well [kids sleeping bags]..

Again, for the **maximum cost per click** I'm going to again select **A\$0.65** to start with.



All I need to do is hit **Save Ad Group** and this will create this new Ad Group for me and it will throw me straight into the **keyword list**.

So there's the keywords we've got and we're trying to target here - the three variations of the phrase kids sleeping bags.

Adding an Alternative Advert

[Starts at 00:02:52]

2009TDCHD20c_Adding_Keywords.mov

Aug 10, 2009

New text ad

Headline: (Keyword: Kids Sleeping Bags)

Description line 1: Kids Sleeping Bags Reviewed &

Description line 2: Rated To Help You Choose Correctly

Display URL: Childrens-SleepingBags.com

Destination URL: http:// Childrens-SleepingBags.com

Ad preview: {Keyword: Kids Sleeping Bags} Kids Sleeping Bags Reviewed & Rated To Help You Choose Correctly Childrens-SleepingBags.com

Save Cancel

Ad	Status
{Keyword: Kids Sleeping Bags} We Offer Free Advice To Help Choose The Right Kids Sleeping Bags Childrens-SleepingBags.com	Pending review

Total - search
Total - content

WWW.THIRTYDAYCHALLENGE.COM

00:03:57

Now I'm just going to click on the Ads tab here and add in a new ad, because we always want to be split-testing our ads. So I'm going to add in a new text ad and it will bring us up with the same screen as we had in the first video today, to add in additional headlines and descriptions.

So we're going to see if I can fit in - I can't fit in my **Looking For** style headline, so let's keep it as **Kids Sleeping Bags** again. This way we'll ensure we get that bold listing, as well.

I'm just going to jump over to my text editor and grab the second copy that I wrote earlier for the ad description - so let me put this in here: Kids Sleeping Bags Reviewed & Rated To Help You Choose Correctly. Again, this is going to be another one of the ads that I played around with and showed you in the first video today. I'm going to throw that in here for a split test.

So I've put that in, I hit **Save** and then both my ads are in there along with those keywords.



Wrap Up

[Starts at 00:04:04]

That's as easy and as simple and as enjoyable, if you like this stuff, as it is to get your additional keywords in there.

I'm going to go in and throw in a couple more groups as well. I don't want to go too crazy and throw in hundreds and hundreds of keywords to start. You're **best off to grow the account slowly** and be able to manage it as you do grow and continue to **keep your eye on it**.

Tomorrow we'll go through some more in depth stuff about how to continue to **make sure you're split testing the right ads, what to do when your ads are performing well, what to do when your ads are performing poorly**. So go through today, just dump in some more Ad Groups - maybe three or 4 extra groups around your Category Level Keywords. Make sure the ads target and relate to the keyword you're targeting, in that particular Ad Group and we'll be good to go.

I hope you're enjoying the Adwords stuff. A couple more days to go and I'm looking forward to going through it with you.

Summary:

About Ad Groups

- Use Ad Groups for **different sets of Keywords**
- Keeps the related Ads relevant
- Keeps your Quality Score high

Adding a New Ad Group

- Click **Campaigns** Tab
- Select your Campaign
- Click **New Ad Group**
- Fill out the general Ad Group info
- Fill out data for your first Advert

Adding an Advert

- Click **New Ad**
- Select **Text Ad**
- Fill out Advert Details

Links:

Google Adwords - <http://adwords.google.com/>
Click here to create your Google Adwords account.