



Thirty Day Challenge 2009 – Training – Day 21

2009TDC21b: Adwords Management

Running Time: 10mins



Intro

G'day folks, Pete Williams here and back again for Day 21 of this year's Thirty Day Challenge.

Now I hope you guys are enjoying this Adwords series as much as I am putting it together for you.

In today's session, what I want to cover is **Management**. How to manage your Google Adwords account to **ensure you're getting every last penny and every last click out of this account**.

In this first video, I want to cover a couple of things from a **theory** basis. Just some of the **fundamentals** again, some of the **principals** and **a way to think** when you're doing your Adwords management. So let's jump in quickly and go through a quick slideshow.

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30DC Forums

[Starts at 00:00:38]



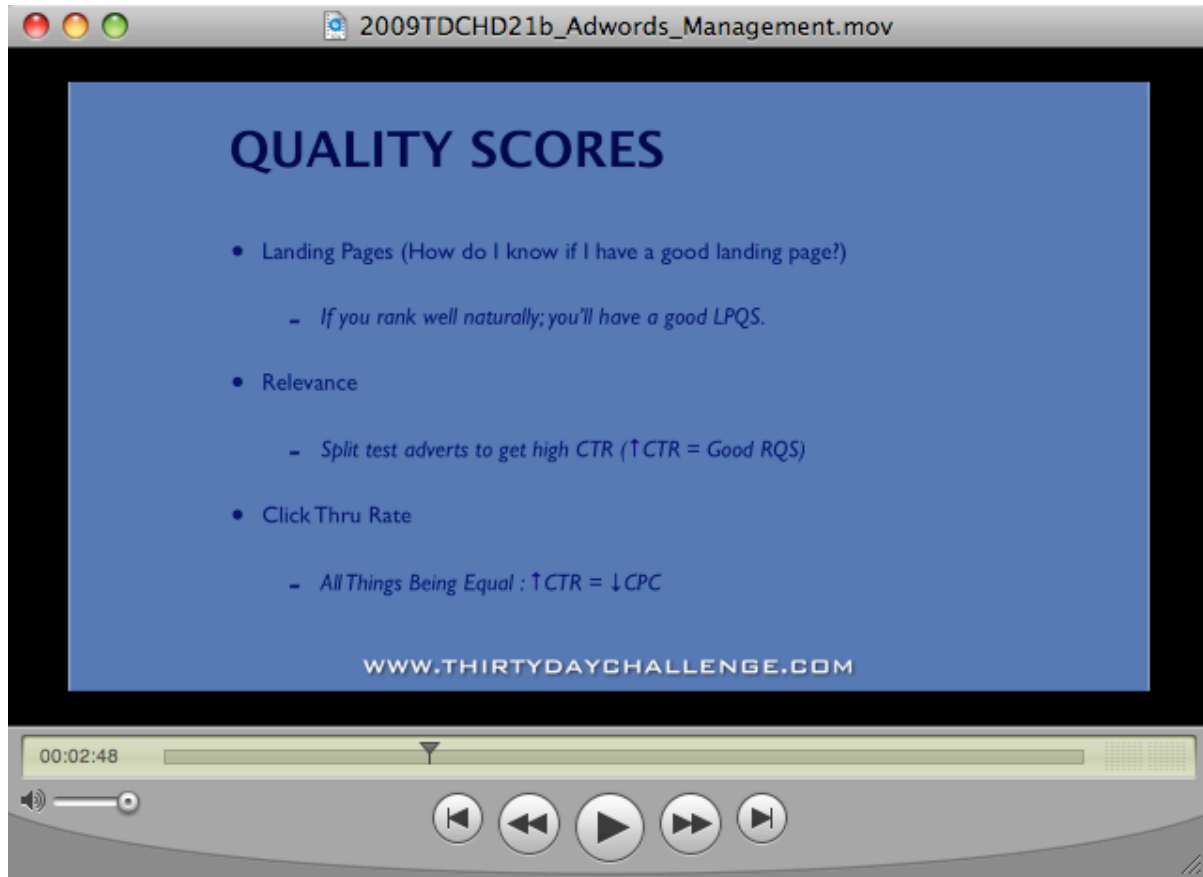
There have been a lot of questions on the **forum** over the last couple of days.

For those of you who aren't actively in the Thirty Day Challenge forum, we have an amazing community of moderators, veterans and people who are first-timers at the Thirty Day Challenge, so I really encourage you to get the most out of the community with an active participation in the forums, as well as active participation with **meet-ups**, as I mentioned in the pre-season videos.



Quality Scores

[Starts at 00:01:04]



So what I want to cover is to **answer a couple of questions** that have popped up over the past day or so around Quality Scores and the first video I put together in this entire Adwords series, back on Day 19.

So when it comes to Landing Pages, the question I've seen a couple of times is, **How do I know if I have a good landing page from a Quality Score perspective?** Well, it's a pretty simple answer. **If your site is already ranking well, naturally** for a search term, such as Childrens Sleeping Bags, then when you actually do Adwords for the term Childrens Sleeping Bags **you're going to have a good landing page Quality Score**, because **the algorithm** Google uses **to rank your site** for a particular search phrase **is a very similar algorithm** to how they determine **landing page quality**. It's all about giving the user the best experience, so they want to give their user, whether they click on Adwords or natural rankings a good experience. So the algorithm is the same or very, very similar, at least.

The second element of the Quality Score was **relevance**. So with relevance you want to **ensure you are giving the user the best experience**, again. And by **testing** your adverts and **getting a high Click Thru Rate**, what that shows Google is a high Click Thru Rate means a good relevance quality score, because if you're advert is relevant to the user, they're going to click on the ad, which is obviously what Google wants - it gives them revenue and gives the users a good experience.

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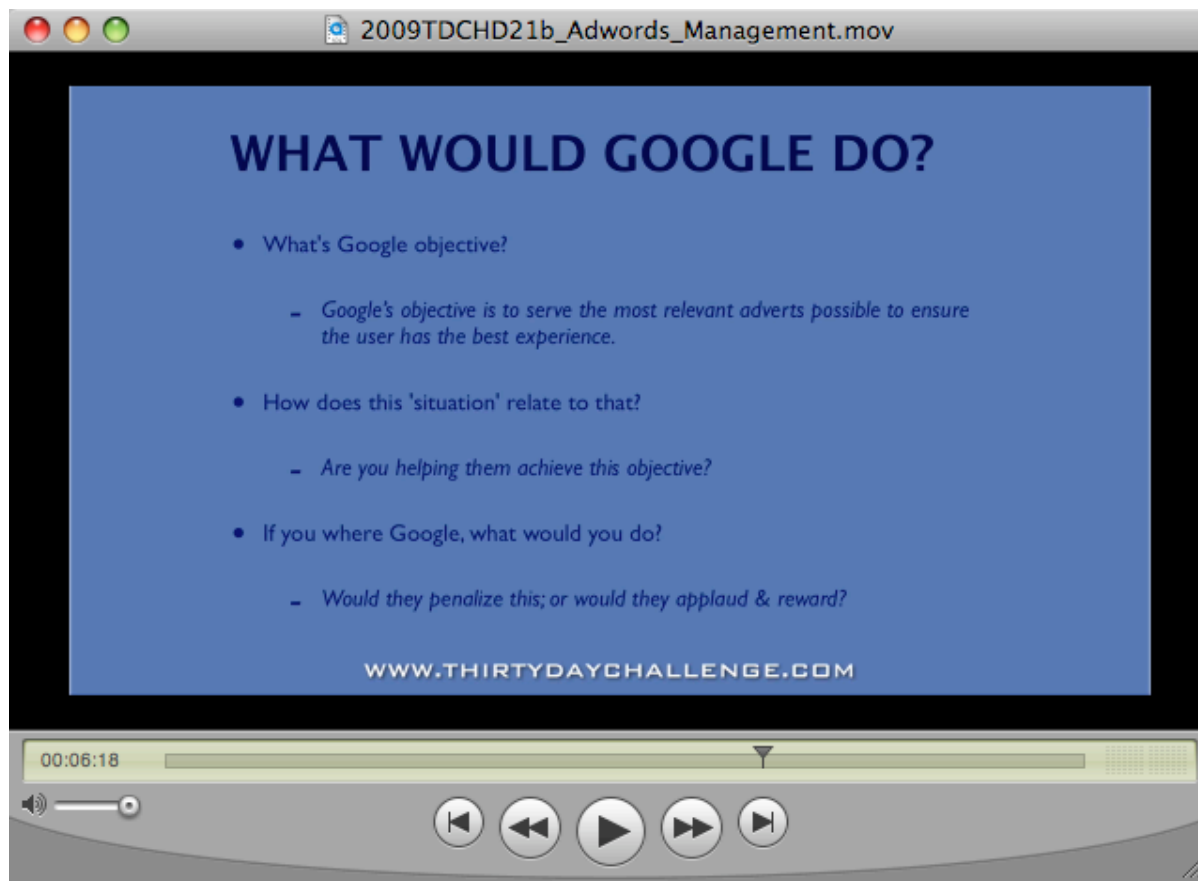
And thirdly, the **Click Thru Rate** - how does that factor in? Now, with all things being equal, if there are only 2 people bidding in Adwords on any given search term and the landing page quality is the same, the general relevance is the same and they're actually bidding the same: If the two are both bidding at \$0.50 per click for the Click Thru - that's the maximum cost per click they're willing to pay. So if all those things are being equal, but one player has a Click Thru Rate of 8% and the other player has a Click Thru Rate of 3.5%, the first player, with **the highest Click Thru Rate is going to have the lowest cost per click**, because obviously the ads they're showing are much more relevant, which is what Google wants to do, so they're going to reward you with a lower cost per click.

I hope those three points just re-iterated in a slightly different way, cleared up any confusion some of you may have.



What Would Google Do?

[Starts at 00:03:45]



So how does one come to these principals or theories or decisions when they're actually playing with a Google Adwords account? There's going to be a lot of times as you move on and grow your Adwords campaign, you'll come to a fork in the road and think "How do I do this? How should I do this?". Now unfortunately, although Google's Help Section is very, very helpful (as a help section should be), **they don't give a lot away** about how their algorithm works and how the bid process works, so **a lot of it is derived by testing and logic**.

There are **three questions** that I always try to answer myself when I'm going through a dilemma of what to do inside my Adwords account. I want to run through this thought process with you, so you can actually apply that yourself, moving forward.

If I have a dilemma the first question I always bring myself back to is: **What is Google's objective here?** What are they trying to achieve with their Adwords program? And as I mentioned already about five or 6 times in this video, **Google's objective is to serve the most relevant adverts possible, to ensure the user of their service** - the person who is actually searching on Google - **has the best experience** and can find what they want. So if we keep that in mind and use that as our foundation whenever we make a decision you're gonna be in good stead.

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The next question I ask myself is: **How does this situation relate to that objective?** So let's take a situation for example. Let's say you want to grow your Adwords campaign by adding a lot more keywords - so you have a lot more impressions and hopefully get more traffic. Are you helping them achieve the objective by throwing in all these extra keywords into an existing ad group?

You're just going to dump all these extra keywords into an already existing ad group. When it comes to the relevance side of things **you're not really going to be helping Google achieve their objective**, because what they want to show is relevant ads to relevant keywords. So if you have 100 different keywords in one ad group for only a very tightly written ad, the chances are you're not going to have relevance to every one of those keywords you're just throwing in there, so you're not helping Google achieve their objective. **That's why, in the video yesterday, we went through about creating more Ad Groups, but still keeping them very, very tightly focussed because that's going to help reach Google's objective.**

Finally, what you want to say is: OK, given the situation and how that relates to Google's objective, what would they do? **Are they going to penalise me for what I'm doing? Or are they going to applaud me and reward me?** Is what I'm going helping them reach their objective, or not? And that's exactly how I think: What would Google do and how are they actually going to react? Are they going to penalise me or reward me?

That's the thought process I use and hopefully it will give you a bit more clarity about what we're doing and why we're doing what we're doing inside Google's Adwords program.



It's Just a Test

[Starts at 00:06:40]



Finally, in this introduction video for today I want to reiterate a couple of things.

Adwords, at this stage, is just a test. Moving on beyond the test and beyond the Thirty Day Challenge, as you grow your new Internet-based business I hope a lot of you will continue to use Adwords because it's a great way to control traffic levels and ensure you are getting traffic to your site.

So **at this stage**, as I've mentioned and we've all mentioned quite a few times, **we're still testing**. **All we're trying to do right now is to get the 200 visitors to your website**, so we can see if this niche is commercially viable. So the question we come back to is: How much should I spend? Do I need to spend this in Adwords? and all that sort of stuff.

I want to take a step back for a second and answer and discuss the question first. Because all we're doing is testing the commercial viability of this niche, so let's take it back before the Internet and before the Thirty Day Challenge - what would it have cost somebody to test a niche or business' commercial viability offline in the real world with a retail store? Well the costs are going to be signing a three month lease (minimum), getting signage for that store, doing the fit-out, having all the stock and months and months of time negotiating putting all of this together.



That's a hell of a lot of money you have to spend before a single person walks into your store to see what you have to offer, whereas with the Thirty Day Challenge and the Internet what is the cost to test the niche's commercial viability online?

In typical Pete Williams fashion and Internet Marketing fashion, I've got a mis-spell here - that last word should be **online** in this last example!

The **cost** here is simply a **domain name**, a **hosting account** - which is a few dollars; **possibly \$100 in Adwords traffic**, which we have discussed; And then just thirty days of following the Thirty Day Challenge process. That's it! **Not a whole load of money spent** and not a whole load of time spent either to test the commercial viability of this niche.

So this is what we're trying to do right now in this particular section of the Thirty Day Challenge, and in the entire Thirty Day Challenge.

Wrap Up

[Starts at 00:08:52]

Hopefully this has given you a bit more clarity - a bit more of a foundation.

Moving forward we're going to go into our Adwords campaign right now and do some management: Look at ways we can ensure we get high Quality Scores with negative keywords; managing our Bids and our Cost Per Clicks; doing what is referred to as a **Peel and Stick**; and just give you some basic management concepts as well.

So make sure you **review the videos**, please rate the videos as well - leave your positive comments below if you enjoy what we've covered here and **make sure you participate on the Thirty Day Challenge forums** with any questions you have, because that's where myself, Caro and other moderators and even the other veterans will be to give you support and answer all your questions.

So let's continue with the journey.

Thanks a lot for sticking with us so far. Congratulations and let's jump into the next video.



Summary:

30DC Forums

- Ask questions
- Find Help
- Arrange Meetups

Quality Scores

- Landing Page Quality
 - o If you are ranking well naturally in searches, you will have a good quality score
- Relevance
 - o Split Test for highest ClickThru Rate (CTR)
 - o High CTR = High Relevance Quality Score
 - o Click Thru rate
- All things being equal, High CTR = Low Cost Per Click (CPC)

What Would Google Do?

- What is Google's Objective?
 - o To serve the most relevant adverts possible,
 - o To ensure the user has the best experience and can find what they want
- Are you helping them achieve the objective by doing what you are doing?
 - o e.g. one Ad group with lots of keywords (bad) vs. lots of focused Ad groups (good)
- Are they going to penalise me for what I'm doing?
 - o e.g. Higher cost per click for lack of Landing Page Quality or Lack of Relevance

It's Just a Test

- At this stage, we are still testing
 - o We just want to get 200 visitors to our site, TOTAL
- Cost to test a niche's commercial viability OFFLINE?
 - o Lease + Signage + Stock + Months + Months +
- Cost to test a niche's commercial viability ONLINE?
 - o Domain + Hosting + Adwords + 30 Days

Links:

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

Click here to create your Google Adwords account.