



Thirty Day Challenge 2009 – Training – Day 21

2009TDC21c: Adwords Management Part 2

Running Time: 11mins



Intro

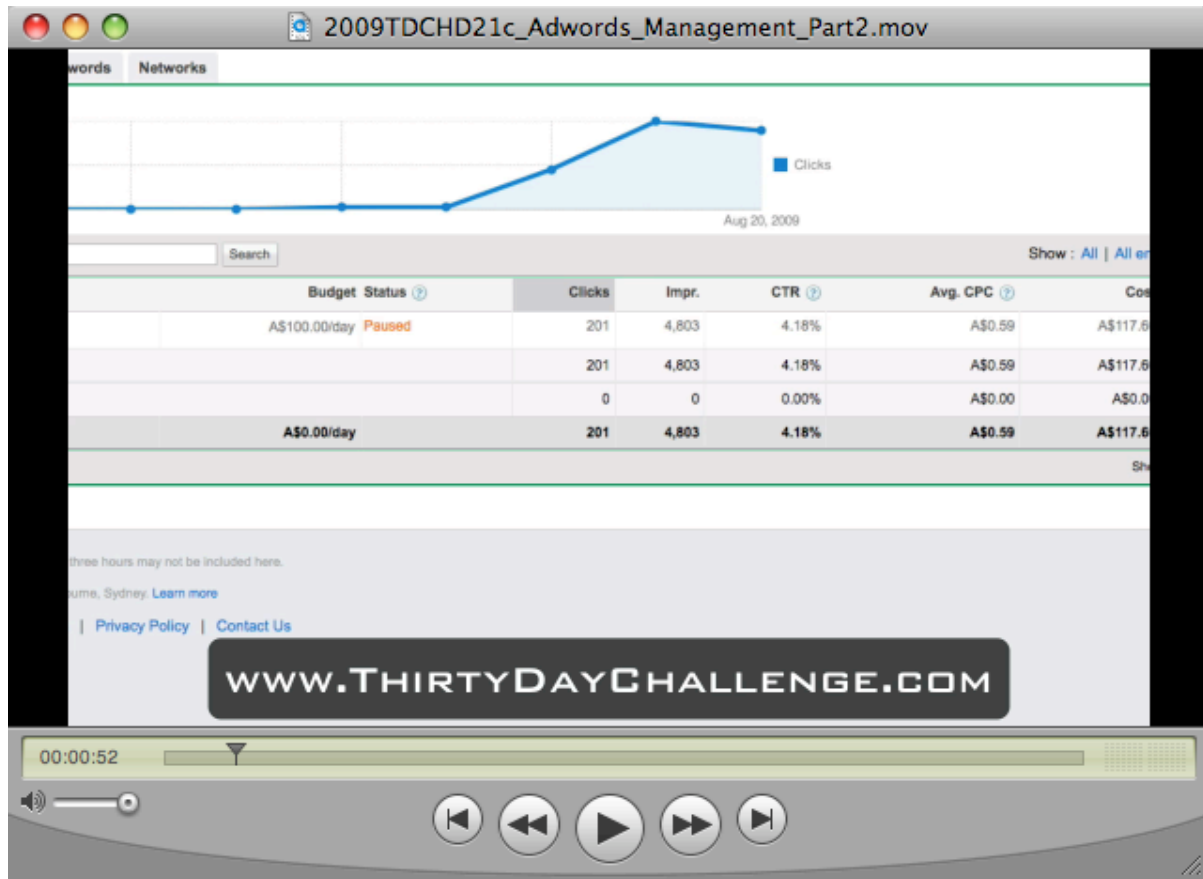
Alright folks, Pete Williams here again for the second session today, and what I want to go through now is jumping inside your Adwords account again and doing some management things: I want to talk about putting in **negative keywords**; I want to talk about **cost per click management**; a bit more about **split testing** and just **other things to think about when you're managing your campaign**, moving forward beyond the Thirty Day Challenge.

So let's jump inside the account and we'll have a play around.



About Pausing the Account

[Starts at 00:00:27]



The first thing you'll probably notice here is that the campaign is actually **paused**. I've done this for **two reasons**: Firstly, **I don't want the numbers to be diluted** by all you guys going and searching for Childrens Sleeping Bags, having my ad appear and either clicking on them and costing me money, or not clicking on the ad and diluting my Click Thru Rate; and secondly, you'll notice that **I've actually had 201 clicks**, so technically I've reached the buffer for the trial.

I wouldn't advise you guys to actually pause your adverts once you get to 200 clicks, because **the more data you have, the better decisions you can make**. So if you have the budget, let your ads run until Day 30 of the Thirty Day Challenge, where we start going through how to make decisions moving forward.

Let's jump in here a bit further and do some management of this campaign, as if it was live and active.



Pausing A Campaign

NOTE: To quickly pause a campaign, click the **Campaigns** Tab, and there is a button at the top of the Campaigns interface that should say **Enabled**. Click this and choose **Pause**.

● Enabled **Click here**

Budget: €100.00/day [Edit](#)

Last 7 days
Aug 15, 2009 - Aug 21, 2009

Targeting:
Google search; Computers [Edit](#)
English [Edit](#)
Spain [Edit](#)

Bids (Auto) [?](#)
Search €0.08 Content: automatic placements Off

works [Filter and views](#)

The display should now look like this:

|| Paused

Budget: €100.00/day [Edit](#)

Last 7 days
Aug 15, 2009 - Aug 21, 2009

Targeting:
Google search; Computers [Edit](#)
English [Edit](#)
Spain [Edit](#)

Bids (Auto) [?](#)
Search €0.08 Content: automatic placements Off

works [Filter and views](#)

To re-start the campaign, simply click the **Paused** button and choose **Enable**.

You can do this at the **Campaign, Ad Group**, or **Individual Ad Level**. Just select the appropriate level of display and look for the **Enabled/Paused** buttons.



Negative Keywords

[Starts at 00:01:18]

Quickly, as a review perspective, we've had **4,800** or so impressions, 201 clicks, which has resulted in a fantastic **Click Thru Rate** of **4.18%** - I'm actually wrapped with that sort of Click Thru Rate, and it's resulted in my **Cost Per Click** being **A\$0.59** per click.

So **how can I increase these numbers and reduce that cost per click?**

The first thing I want to do is go to the Keywords tab and enter what's referred to as **Negative Keywords** into the campaign.

Before I do that, I'm going to drill down a little bit further by clicking Ad Groups and just selecting the Childrens Sleeping Bag Ad Group and then look at those keywords, so I'm really looking at just the keywords inside that Ad Group. Where we were previously was at the Campaign level, so it showed me all the keywords across the whole campaign.

So what I want to do here is try and **reduce the number of impressions my ads are getting**. Now I know this sounds a little bit counter-intuitive, but the reason we want to try and reduce the impressions is to **reduce the wastage**.

30 Day Challenge

there is no charge for awesomeness



If we jump into Market Samurai really quickly, what we can do on our keyword research level is look around the other keywords that people are searching in, that **relate to** Childrens Sleeping Bags that we **DON'T** want our ads to appear for.

So things like, just for example Kids **Slumber** Bags, that my mouse happened to land on. You might also look at the word **Cheap**. The word **Slumber** - this is my opinion right now - I don't want my ads to appear when someone types in a search phrase that has the word **Slumber** or the word **Cheap** in it. I want people who are looking for **Sleeping Bags, not Slumber Bags** and I want people who are **willing to spend money on high cost, high quality sleeping bags**, so my **affiliate commission is quite strong**.

Now this is where you can make your own educated decision of what negative keywords you want to put in, but what this will do, when we jump back into our campaign and click **Add More Keywords** - just like you added in keywords at the start of the campaign, we can add in our negative keywords.

To make it negative, all you do is **put in a minus sign at the start of the word**. So I've put in the word **-slumber** and I've put in the word **-cheap** and let's put in the word **-discount** as well, just to give you an example.

When I click the **Save** button, what this has done is, if I scroll down a little bit, you'll see that at the Ad Group level there's now three negative keywords. So when someone searches for cheap childrens sleeping bags or childrens sleeping cheap bags, or whatever it might be, **my ad will no longer appear**. This should hopefully, reduce the number of impressions I'm getting, my clicks will hopefully stay the same, because hopefully I'm still targeted for the same amount of traffic from a relevance perspective, but I'm getting less impressions.

Now this actually means **I'm going to get a higher Click Thru Rate**. With the **same amount of clicks**, but **less impressions** my Click Thru Rate will be higher which will, in turn, dictate a **lower cost per click**.

So this is a great way to get a lot more targeted traffic, a lot higher relevance and obviously a lower cost per click.



Lowering Your Cost Per Click Maximum Bids

[Starts at 00:04:24]

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
childrens sleeping bags	Campaign paused	A\$0.66	7	200	3.50%	A\$0.57	A\$4.01	6.2
{childrens sleeping bags}	Campaign paused	A\$ 0.50	85	17.85%	A\$0.49	A\$7.36	2.9	
"childrens sleeping bags"	Campaign paused		0	0.00%	A\$0.00	A\$0.00	0	
Total - search			22	285	7.72%	A\$0.52	A\$11.37	5.2
Total - content			0	0	0.00%	A\$0.00	A\$0.00	0
Total - all keywords			22	285	7.72%	A\$0.52	A\$11.37	5.2

Now when it comes to **Cost Per Click**, once we've got a bit of traffic and a bit of a feel for the market place we're dealing with and our competitors we can actually adjust our Cost Per Click.

I'm actually going to **lower my cost per click** for a few of my ads. This ad here is appearing at position 2.9 on average in the results page. Now I'm happy to **appear a little bit lower** on the right hand side of the Adwords listings. Yes, I'll get **a little bit less traffic**, but it will also mean my **cost per click will be lower**, so I'm just going to now **click my Max Cost Per Click** and say reduce this to **A\$0.50** in this particular instance.

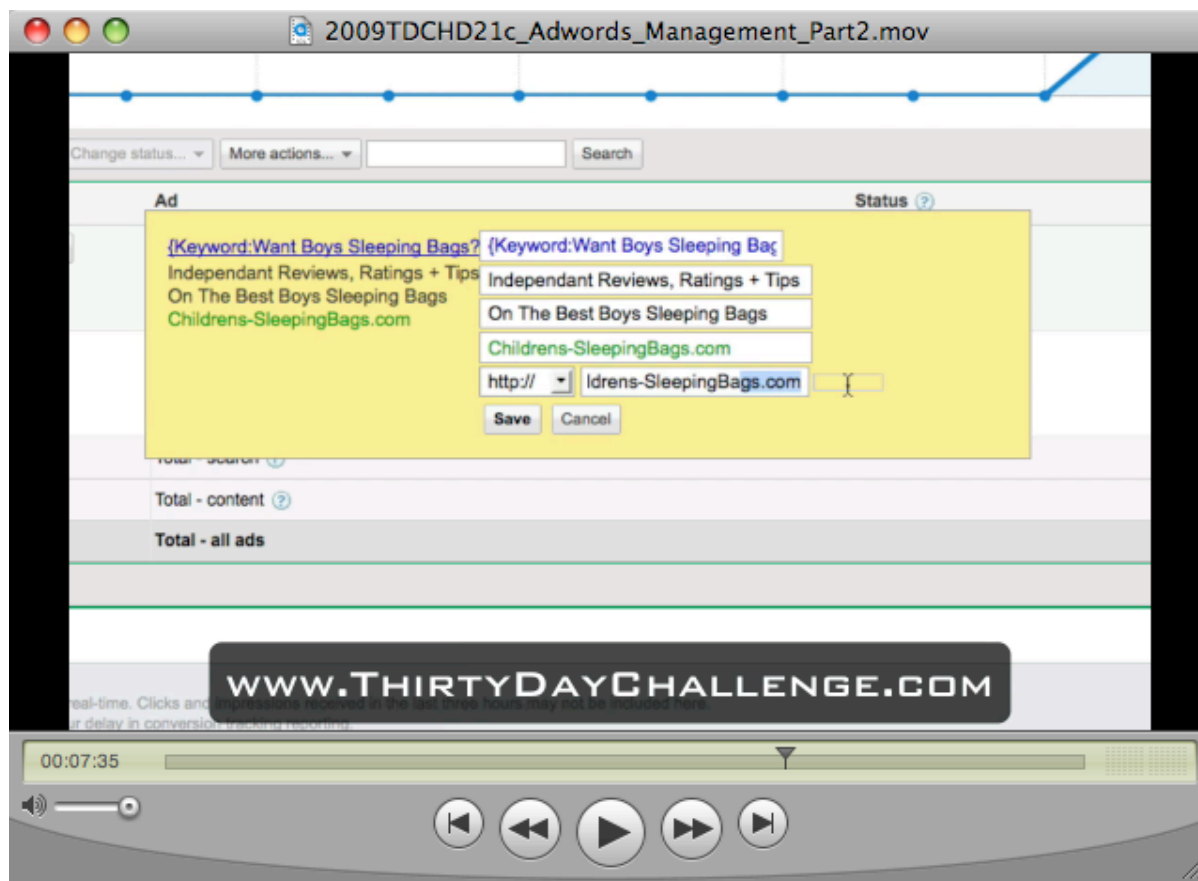
What I'm also going to do, is because we've got some **decent Click Thru Rates** in a few of my other Ad Groups, which I'm selecting on the left hand side here, I'm going to lower my max cost per click for a lot of bits and pieces. I'm going to lower this one down to A\$0.60. I might lower this one to A\$0.60 as well.

Now there's a bit of a science around how you can do this and the **Market Samurai guys are putting together an awesome module** that's going to be released in a few days time, in which they'll talk about how to really give Cost Per Click management. So I don't want to go into it too much here, but that gives you a bit of an idea about what you can do around that, but make sure that you watch the video from Anthony in a couple of days time, because it's going to be amazing.



Changing Your Landing Page

[Starts at 00:05:46]



From an advert perspective, what I want to talk about is not necessarily split testing the copy, because we've already covered that. I want to talk about landing pages and ensuring you have the right landing page to get the highest quality you can.

Now currently, when we set up our campaigns, our ad groups and our ad words what we've done is simply focussed on sending all the traffic to our index page, which is a good way to start. But by now what should have happened is that you should be posting two or 3 times a week into your blog around different Category Level Keyword terms.

So what we can now do is as we bid and as we set up ad groups around those Category Level Keywords, we can drive the traffic to those specific blog posts inside our WordpressDirect blog. That way the actual Keyword is going to be a lot more targeted to the page the reader's going to land on. Google's going to appreciate that and love you for that, because you're actually sending more relevant traffic to the right pages, not just an index page, but to a specific page within your site. And the users are hopefully going to have a lot better experience and be more willing to click through to your affiliate offers, because what they've searched for is what they've seen straight in their face when they've landed on your blog.



So to change an advert's landing page all you need to do is hover over the advert and click the little **pencil** symbol. This opens up the edit box.

Now once you actually change an advert, what Google does is **delete the current advert**, so **all the stats will be gone** and you'll have brand new statistics for this advert. It's not a bad thing, because it's now a completely different ad, so you don't want your stats to be affected, so [clicks] **yes, I understand** this is what's going to happen.

All I need to do here is, in the bottom row, which is the **landing page URL**, is just go to the end and I can now **cut and paste the new URL I want to focus on**.

So what you have to do is go to your WordpressDirect blog, **go to the page you are targeting** - where you want this landing page to be, **grab the address out of the address bar from your browser, paste it in here and click Save**. That way you'll have a new ad and the users will have a much better experience and you'll be giving them better relevance and you'll be rewarded by a lower cost per click.



Peel and Stick

[Starts at 00:08:04]

Keyword	Status	Max. CPC	Clicks	Imp.	CTR	Avg. CPC	Cost
boys sleeping bags	Campaign paused	A\$0.60	1	26	3.85%	A\$0.52	A\$0.52
boys sleeping bags*	Campaign paused	A\$0.60	0	0	0.00%	A\$0.00	A\$0.00
[boys sleeping bags]	Campaign paused	A\$0.60	0	22	0.00%	A\$0.00	A\$0.00
Total - search			1	48	2.08%	A\$0.52	A\$0.52
Total - content			0	0	0.00%	A\$0.00	A\$0.00
Total - all keywords			1	48	2.08%	A\$0.52	A\$0.52

Finally, what I want to talk about in today's video is another principal of Adwords management called **Peel and Stick**.

Now what Peel and Stick is, it's about **refining your Adwords groups** and your keywords and your adverts to be, again, **more targeted**. What you want to do is **peel out the adwords** and the keywords **that aren't actually performing** for you and **stick them into a different group**, so you're not actually affecting the other keywords in the previous group.

Let me say that again with a bit of context! Beyond the keyword level, the Quality Score affects your Cost Per Click, but the actual Quality Score and the Click Thru Rate of an Ad Group in it's entirety can affect the Cost Per Click on a keyword level.

So let's say you've got three Keywords - let's jump into boys sleeping bags, for example, and you've got three Keywords. Let's say that the first keyword here had 260 impressions and only one click. Now this is obviously not the case in this scenario, but let's just play along and imagine.

What that would mean is it's going to have a very, very **low Click Thru Rate**. Now because there is such a low Click Thru Rate with this particular keyword, it's going to **affect the other keywords** in the group that might have a strong Click Thru Rate.



So what we want to do is **delete the keyword from this group.**

Click Here and Choose "Paused"

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Status ?	Max. CPC	Clicks	Impr.	CTR ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[redacted]	Campaign paused	auto: €0.08	0	0	0.00%
<input type="checkbox"/>	<input type="checkbox"/>	Enabled	Campaign paused	auto: €0.08	0	0	0.00%
<input type="checkbox"/>	<input type="checkbox"/>	Paused	Campaign paused	auto: €0.08	0	0	0.00%
<input type="checkbox"/>	<input type="checkbox"/>	[redacted]	Campaign paused	auto: €0.08	0	0	0.00%
Total - search ?					0	0	0.00%
Total - content ?					0	0	0.00%
Total - all keywords					0	0	0.00%

You can simply tick the box [next to the Keyword], or the easiest way to do it is just click the **green button** and select **Paused** to pause this individual keyword.

Then what you can do is grab that keyword and move it into a different Ad Group, so that way you're not diluting or affecting other keywords.

[Note: To **Copy** an Ad from one Ad Group to another, tick the box to the Left of the Ad, then click on **More Actions...** and Choose **Copy...** then follow the instructions]

2. Click here and choose "Copy..."

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Ad group	Status ?	Max. CPC
<input checked="" type="checkbox"/>	<input type="checkbox"/>	"la azohia bar"	Ad Group #1	Campaign paused	auto: €0.08
<input type="checkbox"/>	<input type="checkbox"/>	la azohia bar	Ad Group #1	Campaign paused	auto: €0.08
<input type="checkbox"/>	<input type="checkbox"/>	[la azohia bar]	Ad Group #1	Campaign paused	auto: €0.08

1. Tick Here

If, at this point, you want to **totally delete** the Ad from its original Group, return to that first group and – **with the Ad still Ticked** - click **Change Status...** and select **Delete**.

Peel and Stick, and tidying up your Ad Groups is part of the management and on-going process.



Wrap Up

[Starts at 00:09:44]

What I want to do is cover a few things of how to consider managing your Adwords as the campaign is moving forward. As you go and as you grow with Adwords I'm sure you'll learn a lot more things and there are a lot more resources available to you after the Thirty Day Challenge, but this is a quick overview of how to manage your account and how to get the most out of it.

Don't forget, spend some time and make sure you **put in some negative keywords**. Look at your **landing pages** to make sure they're optimised and are focussed on a perfect keyword phrase/advert landing page match. **Bid Management**, which is going to be covered again in a couple of days time and then as your Ad Group and your ad count grows just watch and make sure that you have **strong performing Click Thru Rates in the same group**. If you've got big disparities where one keyword has a Click Thru Rate of 17% and another one in that group has a Click Thru Rate of 1%, make sure you **peel them and stick them** in two different groups, so you are continually targeted as much as you can be.

I hope this has been another good overview for your guys, given you some more things to think about and some more things to do with your Adwords campaigns. Again, **any questions, jump onto the forum, leave them all there**. There's a great discussion with a great community.

Don't forget, if you're watching this on YouTube - **rate the videos**.

I'll see you again tomorrow for some more cool Pay Per Click options. We're going to go a bit beyond Adwords, search results and think of other ways we can drive trade to our site, moving forward.

Summary:

Pausing the Account

- If you can afford it, keep Ads running for longer than just the 200 clicks
- More data is better

Negative Keywords

- We want to exclude certain keywords, so our Ads don't appear for them
 - o Reduce the Impressions
 - o Reduce the "Wastage"
 - o Improve our Click Thru Rate
- Finding Negative Keywords
 - o Use Market Samurai
 - o Do Keyword Research
 - o Look for Keywords you **don't** want to appear for



Setting Negative Keywords

- Choose Your **Campaign**
- Choose Your **Ad group**
- Click **Add Keywords**
- Type in your negative Keywords with "-" before them. e.g.
 - o **-slumber**
 - o **-cheap**
 - o **-discount**
- Click **Save**

Lowering Your Cost Per Click Maximum Bid

- This is a trade-off between **cost** and **position**
 - o Lower position can mean lower CPC
 - o By bidding less, you may get a lower position
 - o It may also mean less clicks
- The Market Samurai team will talk more about this later

Changing Your Cost Per Click Maximum Bid

- Click the **Max CPC** value next to your Keyword
- Change the value
- Click **Save**

Landing Page Relevance

- So far, we have pointed our Ads at our Home Page
- For better Relevance, Match Category Keyword articles with your Ads
- More relevant Landing Page = Better
 - o More Relevant = Better Quality Score = Lower Cost Per Click
 - o More Relevant = More Likely for visitor to feel positive about site/Ads/Products
- If appropriate, change your Ad Destination to point to a specific article

Changing Your Landing Page

- NOTE: This will **Delete** the existing Ad
- Click on the **Pencil** icon next to an Ad
- Accept the notice that the Ad will be deleted
- Change the **Destination** Address
- Click **Save**

Peel and Stick

- Keep only the top-performing Ads in your main Ad Groups
 - o This keeps the Quality Score High
- "Peel" out your under-performing Ads and "Stick" them into a different group
 - o **Pause** the Ad in its current Ad Group
 - o **Copy** it to another Group

Ongoing Management

- Put in **Negative Keywords**
- Look at your **Landing pages**
 - Make sure they are optimised for your Ad Groups
- Review your **Maximum Bids**
- "**Peel**" out your under-performing Ads and "**Stick**" them into a different group

30 Day Challenge

there is no charge for awesomeness



Links:

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

Click here to create your Google Adwords account.