

8 Simple Things You Might Be Overlooking In Your AdWords Account



A WordStream Guide

8 Simple Things You Might Be Overlooking In Your AdWords Account

AdWords makes it incredibly easy to set up and run a pay-per-click (PPC) ad campaign, but some advertisers assume that after they've written an ad, typed in some keywords, set the budget, and switched on the campaign, there's nothing more to do except sit back and watch the clicks and conversions roll in.

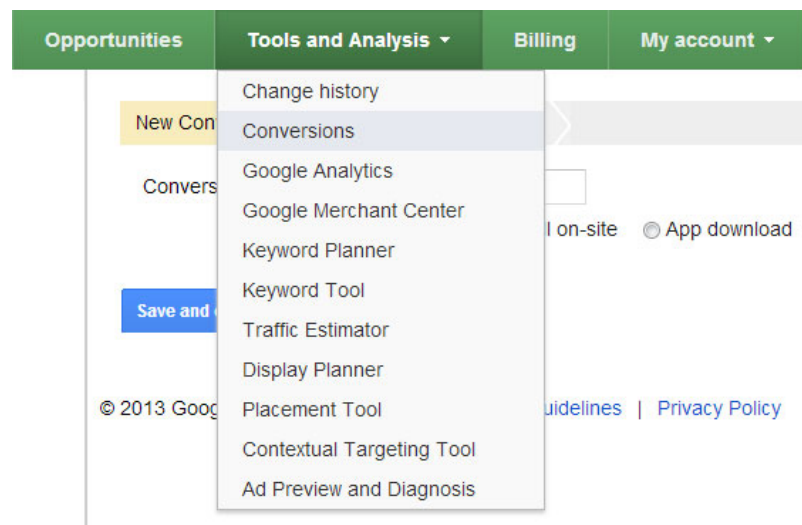
In reality, any account — large or small — can benefit from a few quick, simple tweaks designed to optimize the advertiser's reach, click-through rate, and return on investment (ROI). These updates don't cost anything extra, and they're simple enough that even someone with limited experience managing accounts and limited time can set them up with ease.

In this guide, we'll offer eight easy-to-implement, impactful techniques to keep in mind when optimizing your ad campaigns. These are common mistakes that new and smaller AdWords advertisers frequently overlook that can help transform underperforming AdWords accounts.

1. Make Sure Conversion Tracking Is Installed

A surprising number of AdWords accounts aren't even tracking conversions. This makes tasks like optimizing bids and ad text very difficult and imprecise, as you're unable to actually identify which areas of your campaigns are working. Conversion tracking also lets you compare ad spend vs. ROI. For example, if last month you spent \$500 on ads and only sold \$400 of goods or services, you'll want to make some adjustments to your campaign.

First, decide what constitutes a conversion for your business. The most obvious example of a conversion is a purchase made through the website, but conversions can also be counted when a customer signs up for a newsletter, fills out an online survey, clicks the "Contact Us" button, downloads an app or whitepaper, calls a phone number from a mobile device, and so on.



A surprising number of AdWords accounts aren't even tracking conversions.

Setting up conversion tracking involves generating a bit of HTML code in AdWords that you paste into the URL of the webpage on your site that people visit immediately after completing the conversion (such as an “Order Confirmation” or “Thanks for Contacting Us” page). Visit the **Conversions** section of the **Tools & Analysis** tab to get your HTML code.

Copy the code in the box below. Then, paste the code between the <body></body> tags of the page you'd like to track. [Learn more](#)

For example, paste this code into the webpage the user sees after signing up for your newsletter

```
<!-- Google Code for contact us page visit Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1021600786;
var google_conversion_language = "en";
var google_conversion_format = "2";
var google_conversion_color = "ffffff";
var google_conversion_label = "_oPJCK6Q9gQQksiR5wM";
var google_conversion_value = 100;
/* ]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;div style="display:inline;"&gt;
&lt;img height="1" width="1" style="border-style:none;" alt=""
src="//www.googleadservices.com/pagead/conversion/1021600786/?
value=100&amp;label=_oPJCK6Q9gQQksiR5wM&amp;guid=ON&amp;script=0"/&gt;
&lt;/div&gt;
&lt;/noscript&gt;</pre></div><div data-bbox="236 519 943 574" data-label="Text"><p>Once conversion tracking is up and running, you can use the Search Funnels analytics to track detailed data on your conversions. (Access <b>Search Funnels</b> by clicking the Search Funnels link at the lower left of the Conversions window.)</p></div><div data-bbox="238 593 949 890" data-label="Figure"><img alt="Screenshot of the Google AdWords Search Funnels analytics interface. The 'Overview' section shows 14,673 total conversions (100.00%) for the period May 18, 2013 - Jun 17, 2013. A line chart displays conversion trends over time. Below the chart, a summary states: 'There were 14,673 total conversions with value 14,673.00'. Key metrics are listed: Conversions (14,673), Value (14,673.00), Days to conversion (7.42), Ad clicks per conversion (1.47), and Ad impressions per conversion (2.72)."/><p><b>SEARCH FUNNELS</b> Overview</p><p>Export | All Conversions | History window: 30 Days | All Paths</p><p><b>Overview</b> May 18, 2013 - Jun 17, 2013</p><p>14,673 of 14,673 total conversions (100.00%)</p><p>Conversions vs. Select a metric</p><p>Conversions</p><p>1,000</p><p>500</p><p>May 22 May 29 Jun 5 Jun 12</p><p><b>There were 14,673 total conversions with value 14,673.00</b></p><table border="1"><tr><td>Conversions</td><td>Value</td><td>Days to conversion</td></tr><tr><td>14,673</td><td>14,673.00</td><td>7.42</td></tr><tr><td>Ad clicks per conversion</td><td>Ad impressions per conversion</td><td></td></tr><tr><td>1.47</td><td>2.72</td><td></td></tr></table><p>Top Conversions | Conversion Type | Conversions | % Conversions</p></div><div data-bbox="56 908 163 956" data-label="Page-Footer"><img alt="WordStream logo"/></div><div data-bbox="236 939 953 957" data-label="Page-Footer"><p>© 2013, WordStream Inc. All rights reserved. WordStream technologies are protected by pending US patents.</p></div>
```

Analyzing this data can help you gain insights about how customers behave on your website, such as how much time elapsed between when they clicked on your ad for the first time to when they completed the conversion, and how many times they saw your ads before converting.

Tip

If your goal is to track conversions, consider setting your ad delivery method to “Optimize for conversions” in the Advanced settings section of the Settings tab. When this is selected, the ads deemed most likely to result in conversions will be served in the auction more frequently. (The default setting is to optimize for clicks.)

2. Assign Conversion Values

Markup Language [?]

Conversion value [?]
Optional

Tracking indicator [?] Add a 'Google Site Stats' notification to the code generated for my page
This notification will appear only on the page you add the conversion tracking code to.

Notification layout Single line Two lines

Page background color [?]

Notification Language [?]

Don't add a notification to the code generated for my page
Google recommends letting users know which pages you're tracking, either with a "Goo

One of the options within the conversion tracking tab as you're implementing your conversion code is to designate values for different conversions. This can be very valuable if there are multiple offers on your site — for instance, you can assign different values to a purchase of your product versus a newsletter sign-up or a white paper download, based on your business metrics and how much those conversion types are worth to your business.

Once you've assigned your values you can measure data about the volume of conversions attached to different campaigns, ad groups, ads, and keywords. Conversion data appears alongside the other information columns in the Campaigns tab.

* Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through conv.
Coupons	Eligible	CA\$5.00	auto	4,366	492,810	0.89%	CA\$1.27	CA\$5,640.06	4.8	390	CA\$14.21	8.93%	0
Discounts	Eligible	CA\$5.00	auto	1,759	382,802	0.46%	CA\$2.35	CA\$4,135.29	4.4	179	CA\$23.10	10.18%	0
Free Shipping	Eligible	CA\$5.00	auto	65	18,627	0.35%	CA\$1.67	CA\$108.66	4.8	16	CA\$6.79	24.62%	0
Limited Time	Eligible	CA\$5.00	auto	3	2,100	0.14%	CA\$0.88	CA\$2.64	4.0	1	CA\$2.64	33.33%	0
Offers	Eligible	CA\$5.00	auto	291	67,540	0.51%	CA\$1.91	CA\$554.73	4.2	51	CA\$10.88	17.53%	0
Sales	Eligible	CA\$5.00	auto	430	93,232	0.46%	CA\$0.86	CA\$369.59	3.2	50	CA\$7.39	11.63%	0
Total - all but deleted ad groups				6,914	1,047,111	0.66%	CA\$1.55	CA\$10,710.97	4.5	687	CA\$15.59	9.94%	0
Total - Search				6,291	791,256	0.80%	CA\$1.67	CA\$10,484.74	5.1	634	CA\$16.54	10.88%	0
Total - Display Network				623	255,855	0.24%	CA\$0.36	CA\$226.23	2.7	53	CA\$4.27	8.51%	0
Total - all ad groups				6,914	1,047,111	0.66%	CA\$1.55	CA\$10,710.97	4.5	687	CA\$15.59	9.94%	0

Assigning conversion values means you can more immediately understand not only the volume of conversions attached to different campaigns, ad groups, ads, and keywords, but also the actual business impact of those components of your campaigns.

3. Test Multiple Ads

Running multiple ads per campaign is a basic best practice that even the smallest of accounts should make use of. In general, you should create at least two versions of each ad in your campaign, and mid-sized and larger accounts should consider running three to five ads. Running multiple ads allows you to experiment with different headlines, calls to action, promotions, and messages to see what resonates most strongly with customers and results in the most clicks and conversions.

When your ads first start running, they'll run by default in a random rotation. Eventually, ads that receive more clicks will start to be selected to appear more frequently in the ad auction, and you'll be able to pinpoint your top-performing ads. By analyzing what worked and what didn't with your ad copy, you'll be able to write better ads for future campaigns. Running just one ad is an enormous missed opportunity.

Tips

- Test a variety of headlines and calls to action (such as Buy, Try, Learn More, Discover).
- Experiment with highlighting a different feature or benefit in each ad, such as free shipping, sale prices, discount codes, location, and the company brand or slogan.
- At least one ad should have punctuation at the end of Description Line 1. If its ad rank and ad placement is high enough, Google may pull the first line into the headline. The resulting Long Headline Ad typically results in a higher CTR than ads with two lines of text.

Running multiple ads per campaign is a basic best practice that even the smallest of accounts should make use of.



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[Marcelle - Make-Up - marcelle.com](#)

www.marcelle.com/make-up

Face, eyes and lips. Buy Online!

4. Use Dynamic Keyword Insertion

Because this mirrors the user's actual search query back to them in your ad, it can increase the relevance of the ad, and help the ad to stand out on the page.

In many cases, it's a good idea for one of your test ads to include dynamic keyword insertion (DKI). Dynamic keyword insertion allows you to have the keyword that triggered the ad dynamically placed within the ad text or headline. Because this mirrors the user's actual search query back to them in your ad, it can increase the relevance of the ad, and help the ad to stand out on the page — since keywords are automatically bolded by Google. In other words, DKI can be a really effective means of increasing click-through rates and driving more qualified traffic to your site.

To use Dynamic Keyword Insertion in your ad, simply insert the following codes anywhere in the headline or ad text. The phrase inside the { } brackets will be replaced by the triggered search term, unless the search term would cause the line to exceed its character limit (25 for headline, 35 for description line), in which case, the default text you provide after the colon will appear instead. The different capitalizations of the word “keyword” change how text that appears in the ad is capitalized:

DKI string	Text that appears in ad	Description
{keyword:Designer Jewelry}	designer earrings	All letters lowercase
{Keyword:Designer Jewelry}	Designer earrings	First letter of first word capitalized only
{KeyWord:Designer Jewelry}	Designer Earrings	First letter of all words capitalized
{KEYWord:Designer Jewelry}	DESIGNER Earrings	First word all caps; rest 1st letter caps only
{KeyWORD:Designer Jewelry}	Designer EARRINGS	First letter of first word caps; rest all caps

Note: Do not put a space on either side of the colon.

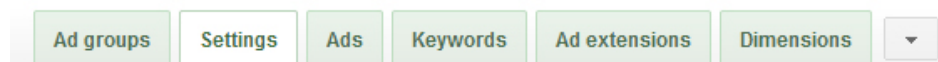
Tips

- DKI ads need to be paired with highly specific, highly targeted groups of keywords to be effective. Avoid broad match keywords that could trigger variations and synonyms, which could create irrelevant, awkward, or embarrassing ad copy, or even worse, ad copy that violates Google's advertising policies.
- Maintain a robust negative keywords list to prevent misspelled variations and other unwanted keywords (such as competitors' brand names) from appearing in your ad.
- Make sure all your ad texts make grammatical sense with all potential DKI variations. The easiest place to use DKI is in the headline, where it's less likely to create awkward text.
- If you're creating a DKI headlines using one-word keywords, use text around the DKI brackets to create a less generic headline. For example, **Deals On {Keyword: Cell Phones}** will have a bigger impact than just **{Keyword:Cell Phones}**.

5. Separate Your Display & Search Campaigns

Splitting out display and search campaigns is another well-known best practice among more experienced advertisers, but many people first creating campaigns opt their campaigns into both display and the search network by selecting the **Search & Display Networks** campaign type in **Settings**. This is problematic for several reasons:

- It causes these advertisers to pay the same price for high intent search traffic and lower intent display traffic.
- It causes these advertisers to use the same ads for both people searching for a specific keyword and visitors browsing a website on a different topic.
- It uses the same keyword structure for both search and display — these two types of campaigns require distinct approaches to segmenting keyword lists. This frequently leads to large volumes of wasted spend on the display network, as most advertisers follow search network oriented best practices with these campaigns, leaving them far from optimal for display.
- Several advanced features are unavailable unless you select Search or Display separately. Features unavailable under the combined setting include advanced language targeting, location and social settings, mobile app extensions, and IP exclusions.



Campaign settings

General

Campaign name **Midtown Music School** [Edit](#)

Type [?](#)

Choose a campaign type to switch to:
Switching between types may hide or expose some features.

Search Network only Standard (no)

- Search & Display Networks**
Best opportunity to reach the most customers
- Search Network only**
Google search and search partners
- Display Network only**
Google's network of partner websites

[Save](#)

Separating out your search and display campaigns allows you target customers at different points in the conversion cycle.

Separating out your search and display campaigns allows you target customers at different points in the conversion cycle. Someone who sees a Search ad is likely closer to making a conversion than someone who sees your ad while browsing a website on the Display network. (However, keep in mind that this can vary by industry — we've seen evidence that some industries, like travel, actually had higher conversion rates on display.) It's important to tailor your keyword lists and ads to address these different customer mindsets. For example, someone browsing a website might respond better to a gentler “Learn More” call to action, whereas someone who sees your search network ad might be ready to “Buy Now!”

6. Add Image Ads to Display Campaigns

A great way to expand the volume of impressions you have access to on the content network is to create image ads for your AdWords campaigns. Many sites on the display network only accept image ads, so by creating ads in these formats, and in different sizes, you can gain access to other impressions and conversions you might not otherwise be able to take advantage of.

Images ads can be static visuals, rich media animations, or video.



Static Image Ads


Create a new static image ad by clicking the **New ad** from the Ads tab in AdWords, and selecting **Image ad** from the drop-down.



AdWords provides a tool that will scrape images and text from your website based on a landing page that you specify, and create image ads in various formats that you can select and edit. Click **Create an ad** to choose this option, or select **Upload an ad** to use something else.

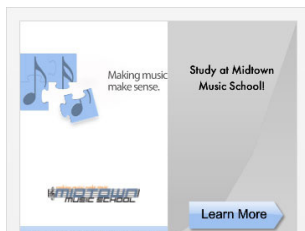
Choose how to create your image ad ✕

New! Get ad ideas from <http://midtownmusicschool.com>  

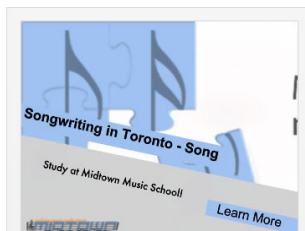


Create an ad
Upload an ad

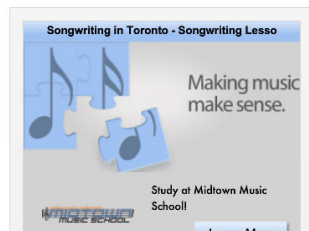
You can generate ad ideas based on content from your own website.
Please be sure you have the legal right to use this content for this purpose.



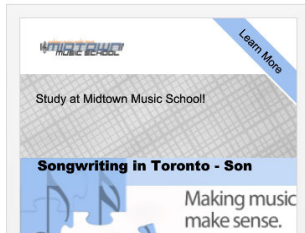
Modular design
6 sizes available Select



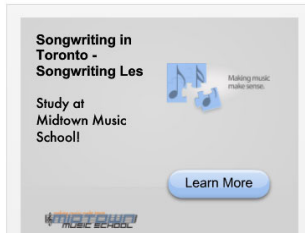
Modern design
6 sizes available Select



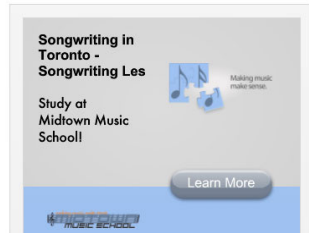
Vista design
6 sizes available Select



Plaid design
6 sizes available Select



Classic design
6 sizes available Select



Classic design
6 sizes available Select

Image Ads supports the following dimensions and file types:

[Upload an ad](#)

[See supported specs](#)

Ad dimensions	Ad types
320 × 50	Mobile banner
468 × 60	Banner
728 × 90	Leaderboard
250 × 250	Square
200 × 200	Small square
336 × 280	Large rectangle
300 × 250	Inline rectangle
120 × 600	Skyscraper
160 × 600	Wide skyscraper
300 × 600	Half-page ad
970 × 90	Large leaderboard
240 × 400	Vertical rectangle
980 × 120	Panorama
930 × 180	Top banner
250 × 360	Triple widescreen
580 × 400	Netboard

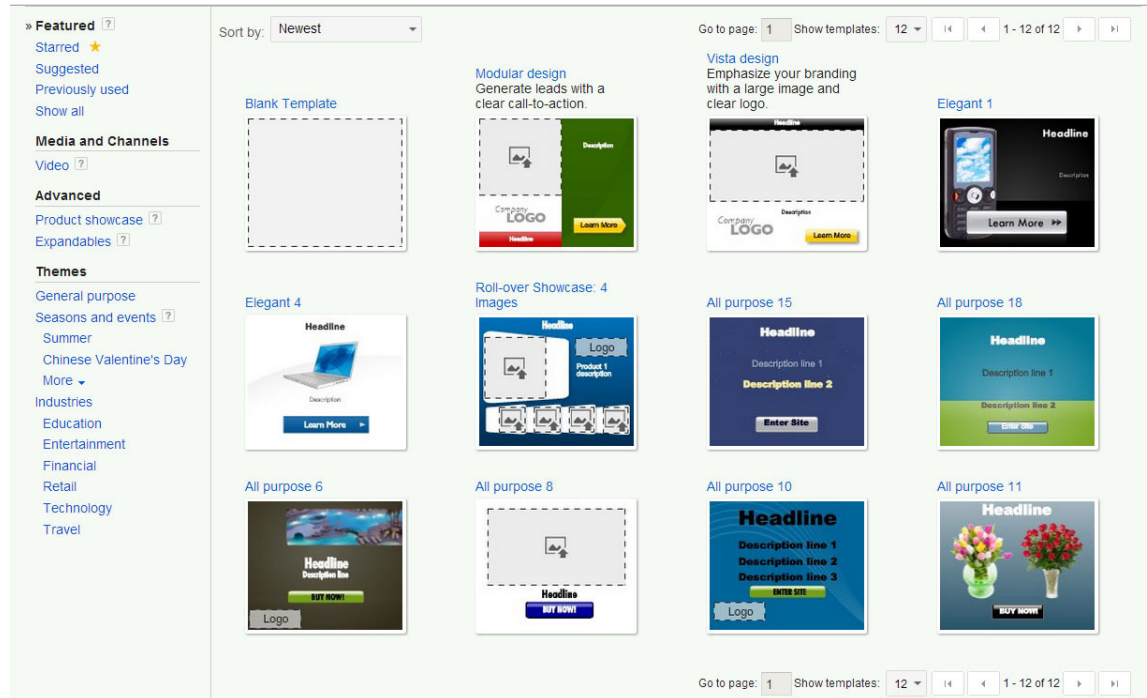
File types	
Formats	.GIF, .JPG, .PNG, .SWF
Max. size	150KB

Tip

Not all networks support the same sizes of ads, so you can grab extra clicks and conversions by creating variations of your ad in as many different sizes as possible to reach as many sites as you can.

Rich Media and Video Ads

If you want to create a video ad or an ad with animation, select **Display ad builder** from the **New ad** drop-down menu. Here you'll be able to create rich media ads from scratch or adapt one of the existing templates.



7. Implement Ad Extensions

Ad extensions make your ads larger and more visible, allowing you to include more company information — such as a phone number, address, and extra landing pages — as part of the ad, without interfering with the ad text itself. You can pack the ad with information and still have 70 characters of ad text to write a compelling call to action.

There are several types of ad extensions to choose from, including:

Location Extensions: Includes a business address linked with Google Places, or an address that you input manually, alongside your ad.

Call Extensions: Includes a phone number in the ad so customers can call directly. The number is displayed as text in a text ad, or as a “Call” button in a mobile ad. Since you aren’t allowed to include a phone number in an ad’s descriptive text, this is the only way to provide customers with a direct number to reach you.

Sitelink Extensions: Includes links to other landing pages of the website, which advertisers can set manually. Between 2 and 6 sitelinks may show underneath a given ad.

Social Extensions: Includes your company’s Google+ page endorsements with the ad. Before you can enable social extensions you’ll have to link your company’s Google+ page with your company’s website to prove that you own your Google+ company page. In order for ads to show

Check out our [Ultimate Guide to Google AdWords Ad Extensions](#).

In order for ads to show social annotations, you'll have to have a significant presence on Google+, including a verified URL and at least 100 followers.

social annotations, you'll have to have a significant presence on Google+, including a verified URL and at least 100 followers.

App Extensions: This gives customers on tablet and mobile devices a direct link to the app's download page in the App Store. For companies looking to drive app downloads, it's an absolute no-brainer to enable this extension.

Offer Extensions: Include a link to a printable discount offer or promotion, such as a "50% off" coupon. This extension is only available with [Enhanced Campaigns](#).

Tips

- You might pay a slightly higher CPC on ads with sitelink extensions since they can only appear in a top ad position, but the advantages extensions offer in terms of increased visibility, CTR and conversions are typically worth it - and you'll still never be made to bid above your max CPC.
- Data for individual ad extensions, including CTR and conversion tracking, can be monitored just like keywords and ads via the Ad extensions tab.

8. Use the Search Terms Report to add and exclude keywords

The Search Terms Report shows you a list of the exact search terms (as opposed to the keywords) that triggered one of your ads to show. The broad match keyword **songwriting lessons**, for example, might trigger the search term **downtown songwriting classes**, a close variant. You can compare each search term side by side with the keyword that triggered it, along with performance data such as the number of clicks it received, the click-through rate, CPC, and conversion rate (if you have conversions enabled).

If the term isn't relevant to what your company offers, add it as a negative keyword to prevent it from triggering your ads to appear in the future. If the term is useful, you can add it as a keyword to the relevant ad group. Both actions are performed by clicking the check box to the left of the search term, then clicking the **Add as keyword** or **Add as negative keyword** buttons in the upper left of the list.

To bring up the Search Terms Report, go to the Campaigns Tab, click **Keywords**, then **Details**, and select **All** from the drop-down menu to bring up the report for all keywords in the campaign. You can also check data for specific keywords by clicking the ones you want and choosing **Selected** from the drop-down.

Performing this maintenance helps weed out the irrelevant search terms that you don't want to pay for, and also lets you catch any useful keywords and add them to your campaign.

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network															
← Segment Filter Columns															
Learn how customers are finding your ad! Here, you'll see the actual searches that triggered your ad and led to a click. These terms were matched to your ads based on the keywords you chose.															
To make sure you can see data in this report, choose a date range that includes clicks on your keywords.															
Add as keyword Add as negative keyword Download															
<input type="checkbox"/>	Search term	Match type	Added/Excluded	Ad group	Keyword	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost/conv. (1-per-click)	Conv. rate (1-per-click)	View-through conv.
						177	20,130	0.88%	CA\$1.03	CA\$182.78	4.3	0	CA\$0.00	0.00%	0
<input checked="" type="checkbox"/>	guitar lessons toronto	Exact match	Added	Guitar Lessons	+Guitar +lessons +toronto	5	216	2.31%	CA\$1.14	CA\$5.70	5.4	0	CA\$0.00	0.00%	0
<input type="checkbox"/>	singing lessons toronto	Exact match	Added	Singing Lessons	+singing +lessons +toronto	3	53	5.66%	CA\$1.54	CA\$4.62	4.6	0	CA\$0.00	0.00%	0
<input type="checkbox"/>	piano for beginners	Broad match	None	Piano Lessons	beginner piano lessons	2	4	50.00%	CA\$2.12	CA\$4.25	1.0	0	CA\$0.00	0.00%	0
<input type="checkbox"/>	guitar lessons scarborough ontario	Phrase match	None	Guitar Lessons	+Guitar +lessons	2	18	11.11%	CA\$1.96	CA\$3.91	3.6	0	CA\$0.00	0.00%	0
<input type="checkbox"/>	singing classes toronto	Exact match	Added	Singing Lessons	singing classes toronto	2	5	40.00%	CA\$1.83	CA\$3.66	4.2	0	CA\$0.00	0.00%	0
<input type="checkbox"/>	music school scarborough	Broad (session-based)	Excluded	Guitar Lessons	guitar music lessons	2	1	200.00%	CA\$1.79	CA\$3.58	2.0	0	CA\$0.00	0.00%	0
<input type="checkbox"/>	saxophone lessons	Exact match	Added	Saxophone Lessons	saxophone lessons	6	14	42.86%	CA\$0.51	CA\$3.08	1.8	0	CA\$0.00	0.00%	0

NOTE: If the Keyword tab isn't visible by default, you can make it appear by clicking the **Columns** tab, then **Customize columns**. Click on **Attributes**, then click **Add** next to Keyword to add it to the list of columns on the right-hand side. Finally, click **Apply**.

Performing this maintenance helps weed out the irrelevant search terms that you don't want to pay for, and also lets you catch any useful keywords and add them to your campaign.

How Strong Is Your AdWords Account?

Find out! Get a free, instant report with the AdWords Performance Grader.

About WordStream

[WordStream Inc.](#) provides search marketing software and services to small and medium-sized businesses that want better results from paid search. WordStream's easy-to-use PPC Advisor software facilitates more effective PPC campaigns by providing a customized workflow, the 20-Minute PPC Work Week, to help advertisers increase relevance across Google, Bing, and Yahoo and get expert-level results in a fraction of the time. Whether you're new to search marketing or are an experienced PPC manager, WordStream's PPC management software can provide the boost you need to grow your business and drive better results.

