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Evaluating Performance & Monitoring Your Google Grants Account

March 4, 2010

Agenda

Benefits of monitoring your accounts

Monitoring your accounts

Analytics Reporting

Goals & Navigation

Optimizing Your Campaign

Integration

Best practices from grantees

Benefits of monitoring your accounts

Spot **seasonal** trends

Understand your **audience**

Make the most of your marketing **budget**

Conduct effective **tests**

Make strategic **improvements** to your website and marketing campaigns

Share marketing **successes** effectively

Monitor your accounts

A few ideas...

AdWords

- Account snapshot
- Account monitoring
- Keyword performance report
- Search query report
- Ad performance report

Analytics

- Goal conversion report
- Keywords report
- AdWords performance report

Google AdWords

Home

Campaigns

Opportunities

Reporting ▾

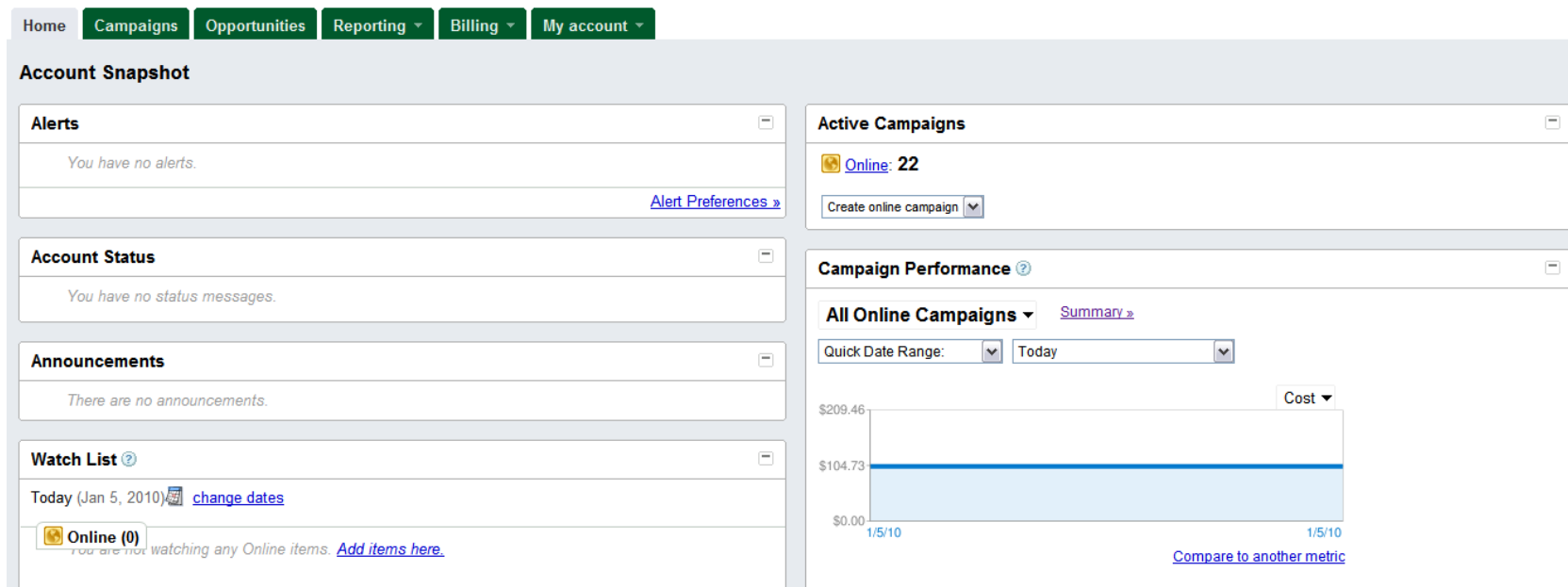
Billing ▾

My account ▾

Monitor your accounts

What's going with my account?

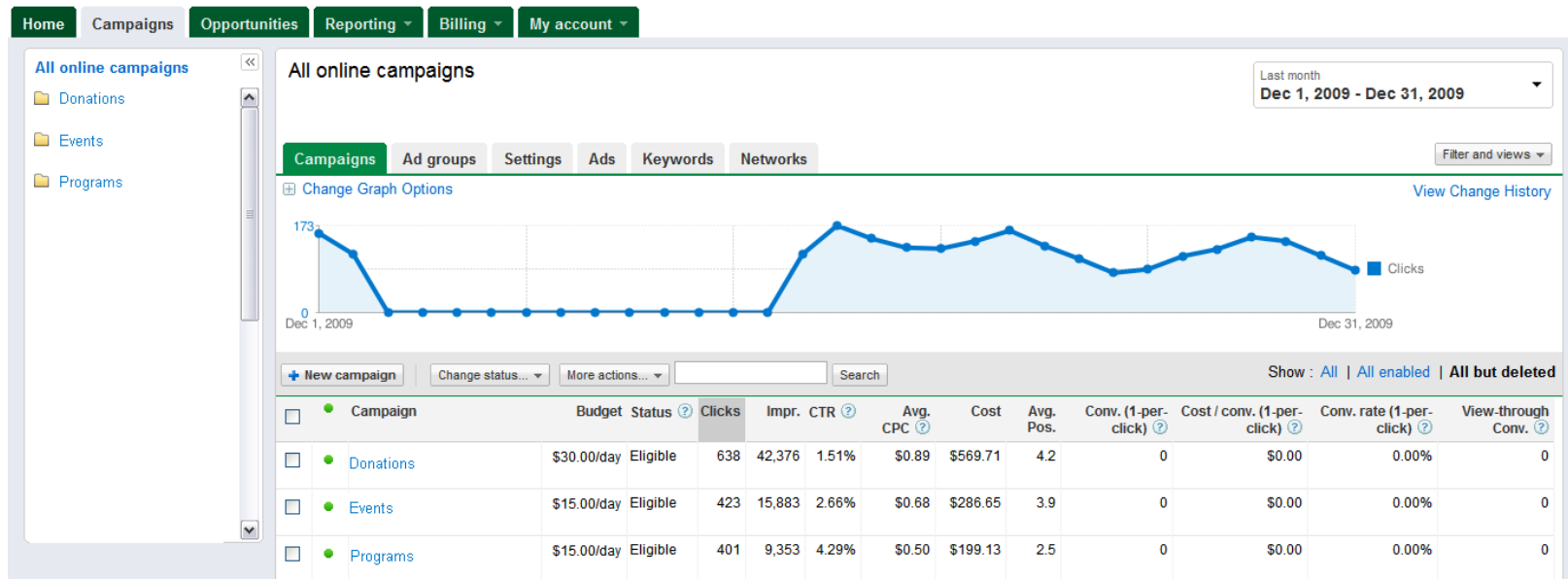
Get a high level view of your account's performance and status



Monitor your AdWords account

Is my account performing well?

Review performance statistics for your campaigns, ad groups, keywords & ads

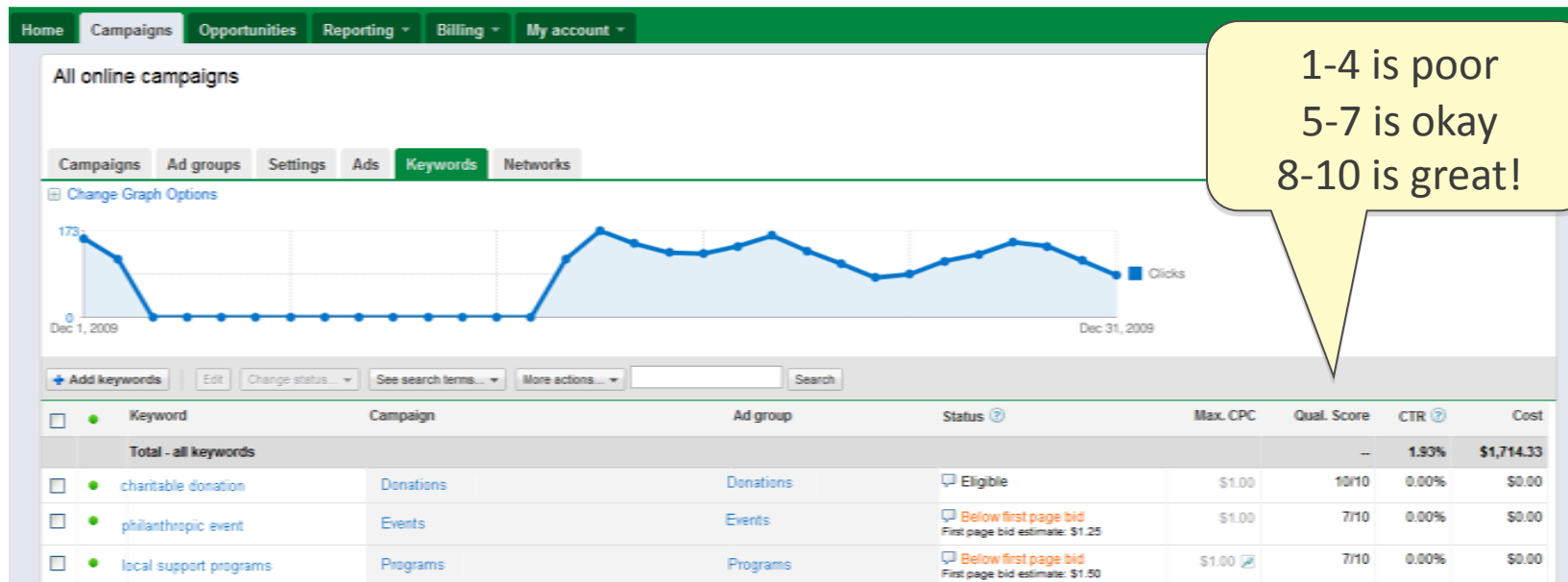


Monitor your AdWords account

How do I identify problem areas?

Campaign Statistics

- Sort data by Quality Score, Clickthrough Rate (CTR) and Cost
- Enable the Quality Score (QS) column in your account



Monitor your AdWords account

How do I identify problem areas?

Campaign Statistics

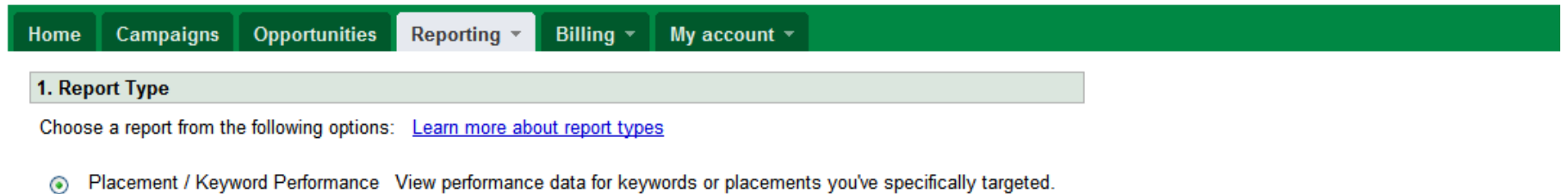
Identify problem areas:

- 'Poor' Quality Scores
- CTRs below 1%
- High-cost with poor Quality Score or low CTR

CTR <1% & Poor QS means optimize!

Ad group	Status ?	Max. CPC	Qual. Score	CTR ?	Cost
			--	0.03%	\$1,714.33
Donations	Eligible	\$1.00	10/10	0.00%	\$0.00
Events	Below first page bid First page bid estimate: \$1.25	\$1.00	2/10	0.00%	\$0.00
Programs	Below first page bid First page bid estimate: \$1.50	\$1.00	7/10	0.00%	\$0.00

Monitor your AdWords account



Keyword Performance report

What it tells you

How each of your keywords is performing throughout your account

What you can do with this information

Remove or improve keywords with low quality scores, build out new keywords based on existing keywords with high CTRs, delete terms that generate few impressions.

Why it's important

Maintaining a healthy list of keywords with high CTRs (over 1%), high quality scores (over 5) and frequent impressions (as compared to your highest performing terms) will ensure the relevancy and effectiveness of your account overall.

Monitor your AdWords account



Home Campaigns Opportunities Reporting Billing My account

1. Report Type

Choose a report from the following options: [Learn more about report types](#)

Search Query Performance View performance data for search queries which triggered your ad and received clicks.

Search Query Report

What it tells you

Which search queries triggered your ads

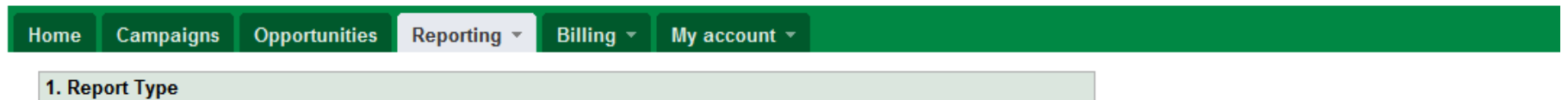
What you can do with this information

Get ideas for new keywords from search queries that received a lot of clicks, create new ad groups with themes inspired by these new search queries if they're not already represented in your account, refine your account to add any irrelevant search queries as negatives.

Why it's important

Make sure that your account is set up to serve users regardless of what queries they use to find you and direct them to the most relevant information on your site. Don't waste your budget serving ads to irrelevant audiences.

Monitor your AdWords account



Ad Performance Report

What it tells you

How each of your ads is performing and their status

What you can do with this information

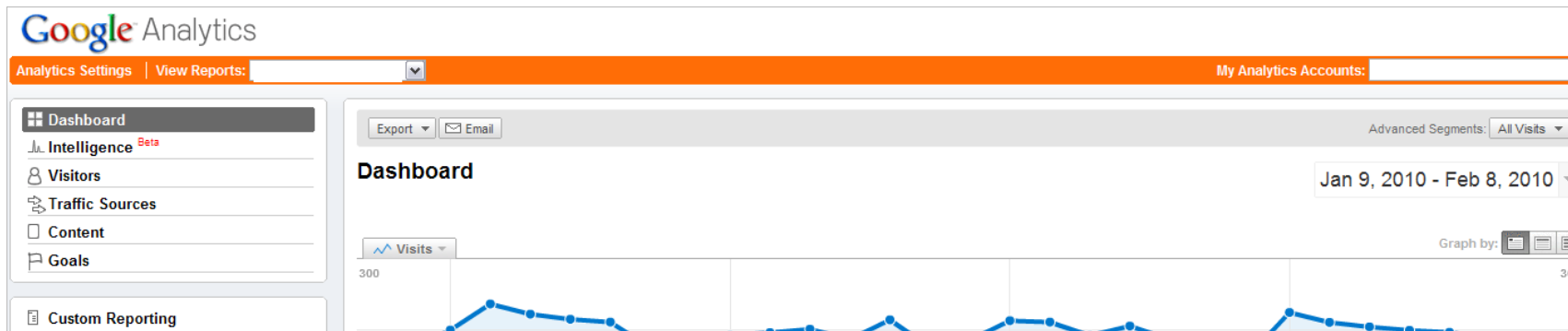
Spot trends in your campaign by looking for similarities between your high performing ads, isolate ads with low CTRs and apply trends from your high performers, test new ads based on trends you found amongst your high performers, hone your ads' landing pages to make sure users clicking on those ads are being taken to the most specific landing page on your website.

Why it's important

Your ads may be the first experience users have with your organization. Make sure you're effectively representing what your org has to offer and then delivering on your ad's promises to ensure the highest return on your efforts.

Monitor your Analytics account

Free, hosted web analytics tool that helps improve sites and maximize marketing investments



Benefits for Non-Profits

- Understand how visitors engage with your site
- Compare performance of all marketing efforts from emails to keywords
- Integrated with AdWords but also tracks non-Google campaigns
- Identify areas for site improvement
- Track user actions on your site

Monitor your Analytics account

Goal conversion report

What it tells you

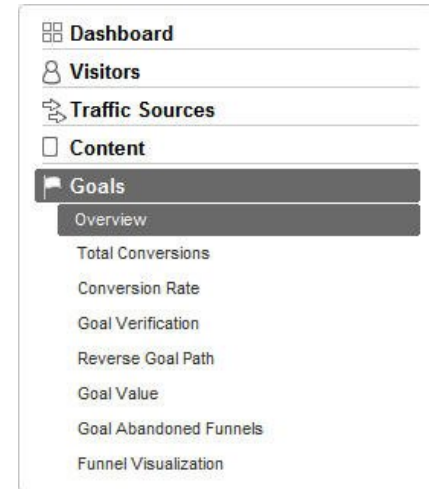
How well each of your goals is converting

What you can do with this information

Compare conversion rates over time to spot seasonal trends, drastic changes in conversions or activity relative to other marketing activities. Refine pages in your funnel process that have high abandonment rates.

Why it's important

You want to have the most efficient and highest converting goals possible, and by recognizing abandonment rates and knowing how to gauge trends, you can make changes to your marketing activities based on your audience's activities.



Monitor your Analytics account

AdWords campaign performance

What it tells you

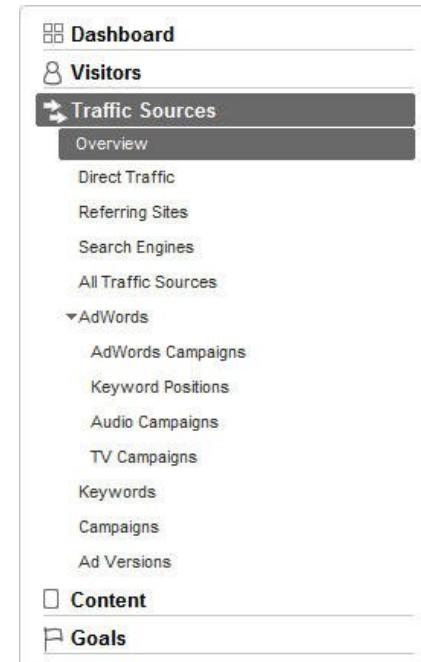
How your AdWords campaigns are performing against your analytics goals

What you can do with this information

Compare goal conversions from AdWords to your site average to gauge success of your AdWords campaigns. Prioritize your AdWords campaigns based on their profitability in the ROI and Margin columns of the Clicks tab of this report.

Why it's important

This report lets you validate and quantify the value of your AdWords campaigns against the goals and success metrics you've set for your organization and provides a useful roll-up for stakeholders of your various marketing initiatives.



Monitor your Analytics account

Keywords report

What it tells you

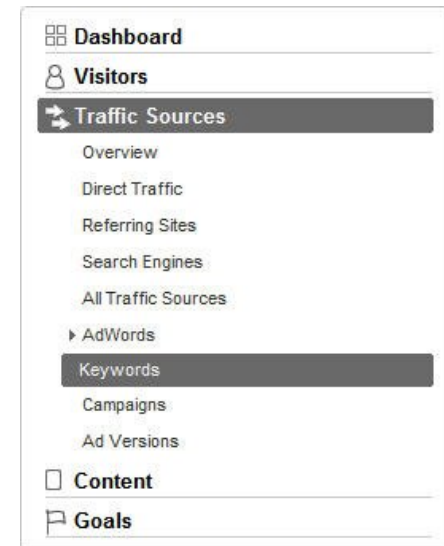
The trends for each keyword that leads a searcher to your site

What you can do with this information

You can compare paid vs non-paid terms to find new high performing terms to add to your AdWords campaigns and identify keywords that result in high goal conversions to prioritize in your AdWords account by directing more budget to ad groups that contain those terms.

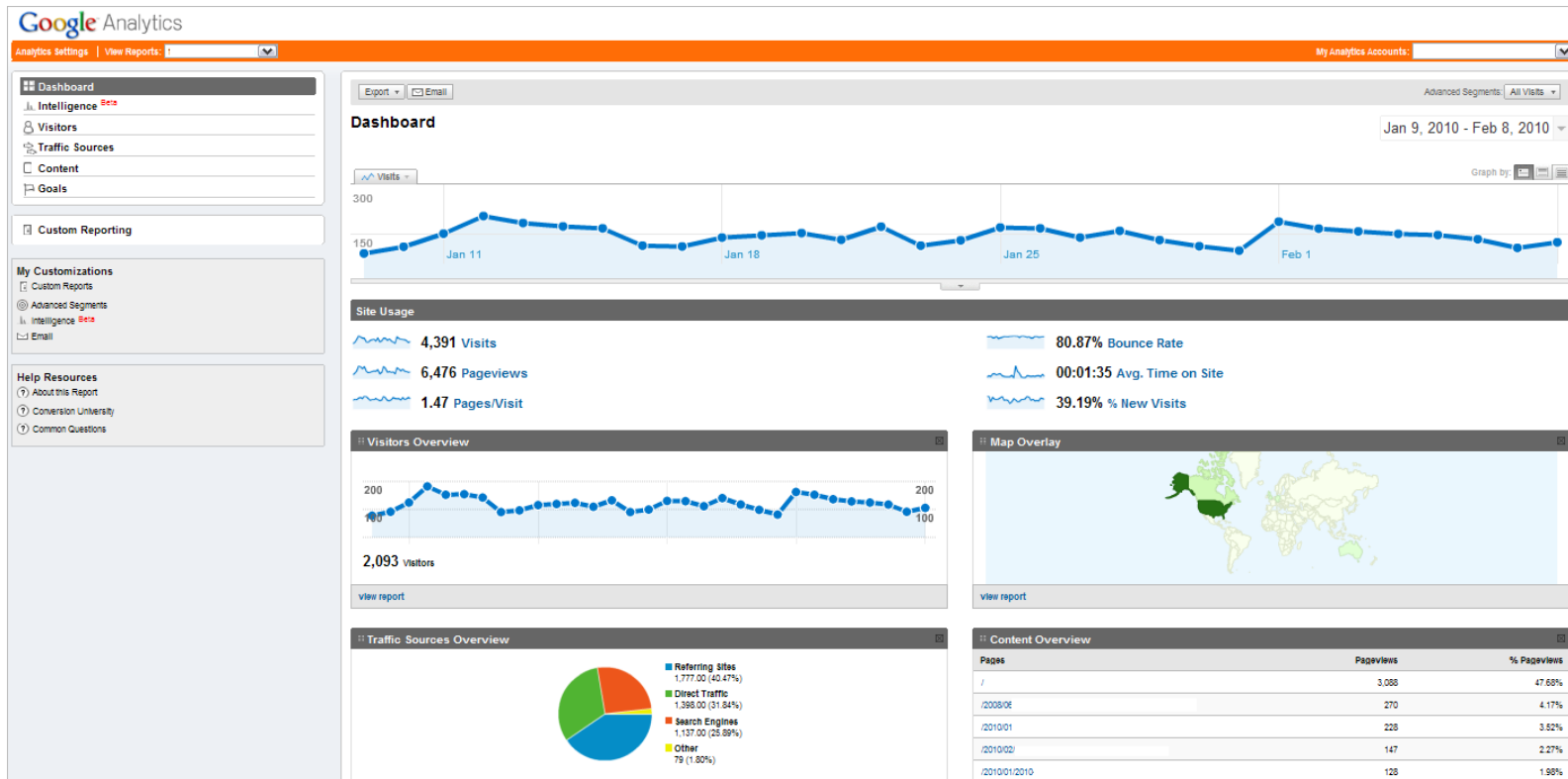
Why it's important

While the keyword performance report in AdWords will tell you how the keywords in your account are performing with regard to your AdWords account, this report will tell you how they're converting against your overall goals. You can also see if words from the Search Query report are already performing well against your goals by comparing these two reports.



Reporting

Dashboard



- Customizable
- Drag and drop reports to edit layout
- Email individual reports or schedule regular updates
- Export data to PDF and XML

Key Metrics

Visits

Number of visits to your site

Absolute Unique Visitors

Number of people to your site

Pageviews

Total number of pages viewed on your site

Average Pageviews

Average number of pages viewers visit

Time on Site

Amount of time the visitors spend on your site

Bounce Rate

Number of visitors that land on your site and take off immediately (click nothing else on your site)

New Visits

% of visits to your site from people that have never been there before



Report Structure

Dashboard

A customizable collection of your favorite report summaries

Intelligence (beta)

A list of custom automatic alerts for daily metrics

Visitors

Visitor information such as loyalty, language, and location

Traffic Sources

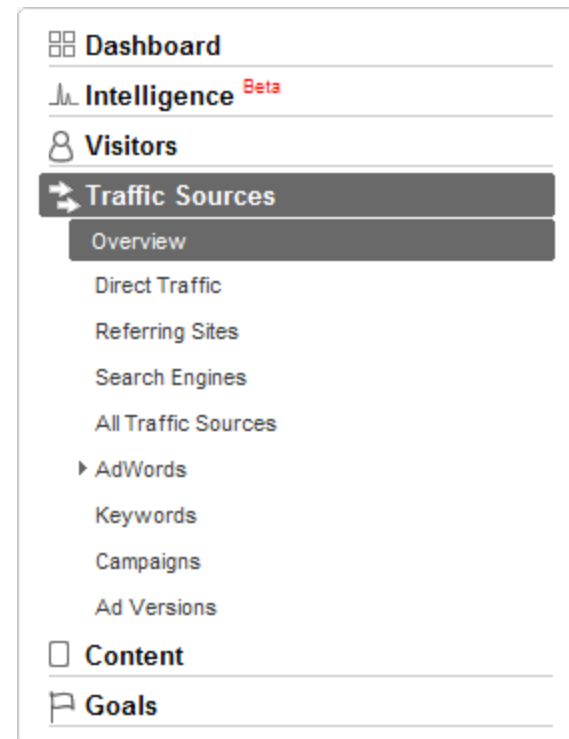
Natural and paid sources of traffic, includes AdWords reports

Content

Information about pageviews

Goals

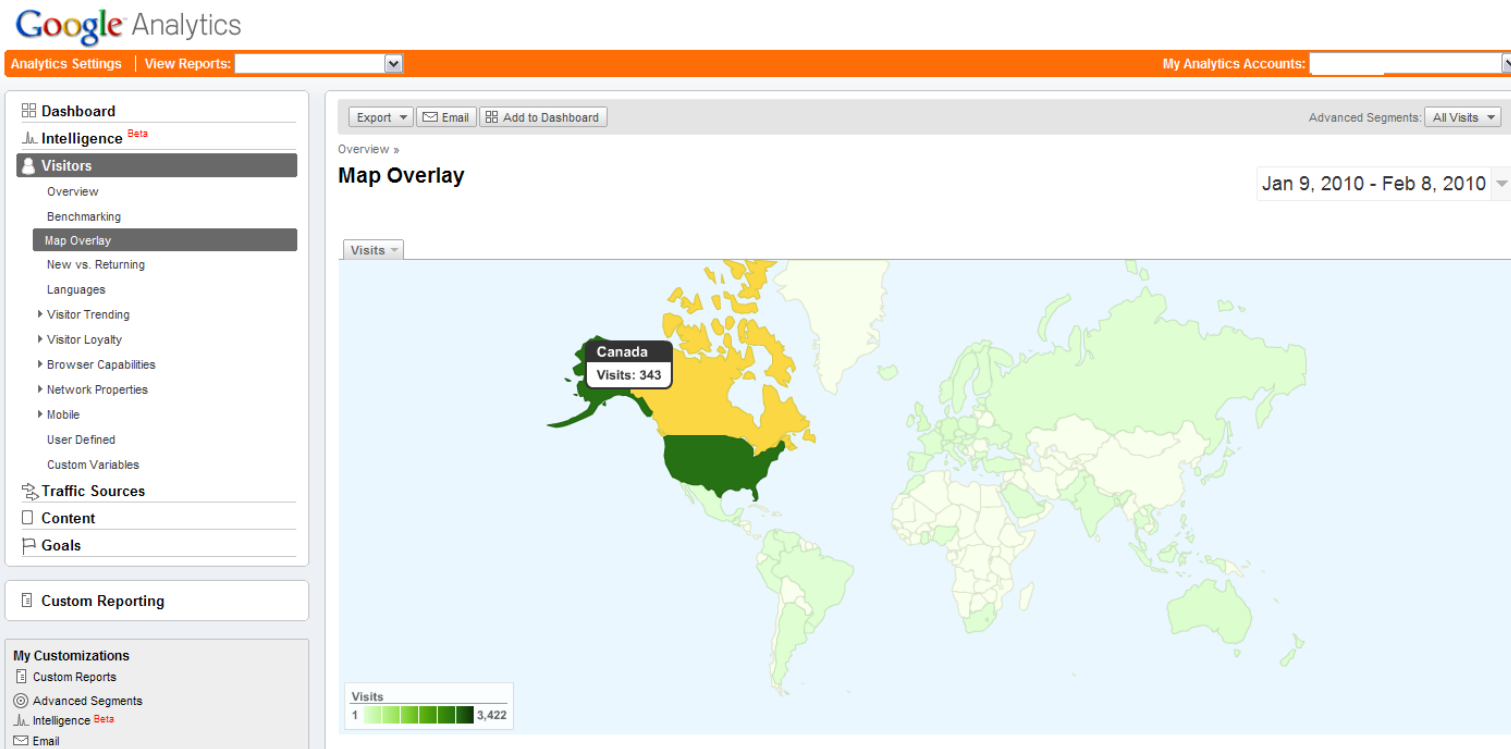
Conversion rates and goal paths



Geography & Location

Map Overlay Report

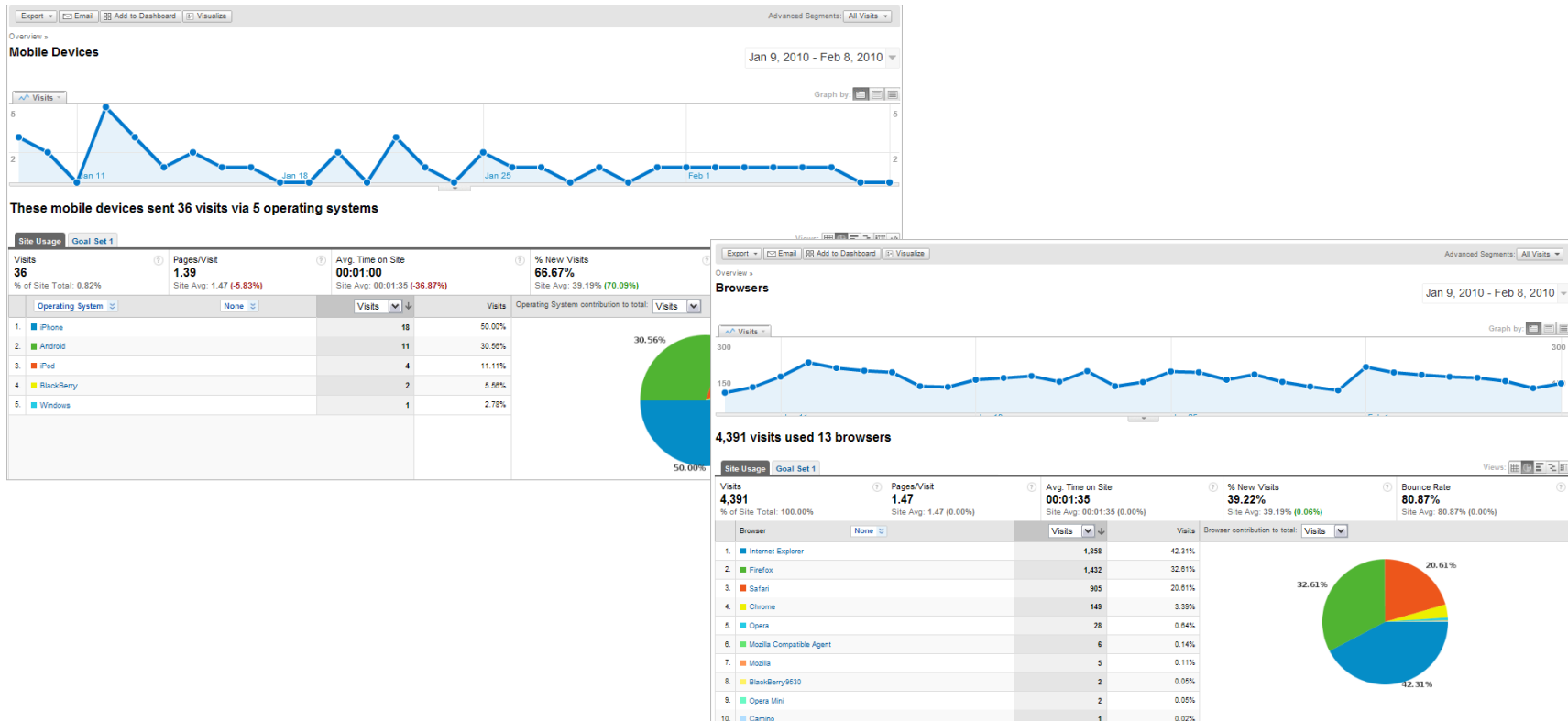
- See which countries, regions and cities are driving traffic to your site
- Compare visitors from different areas
- Learn how they differ by conversion and value



Site Design

Browser Capabilities & Mobile

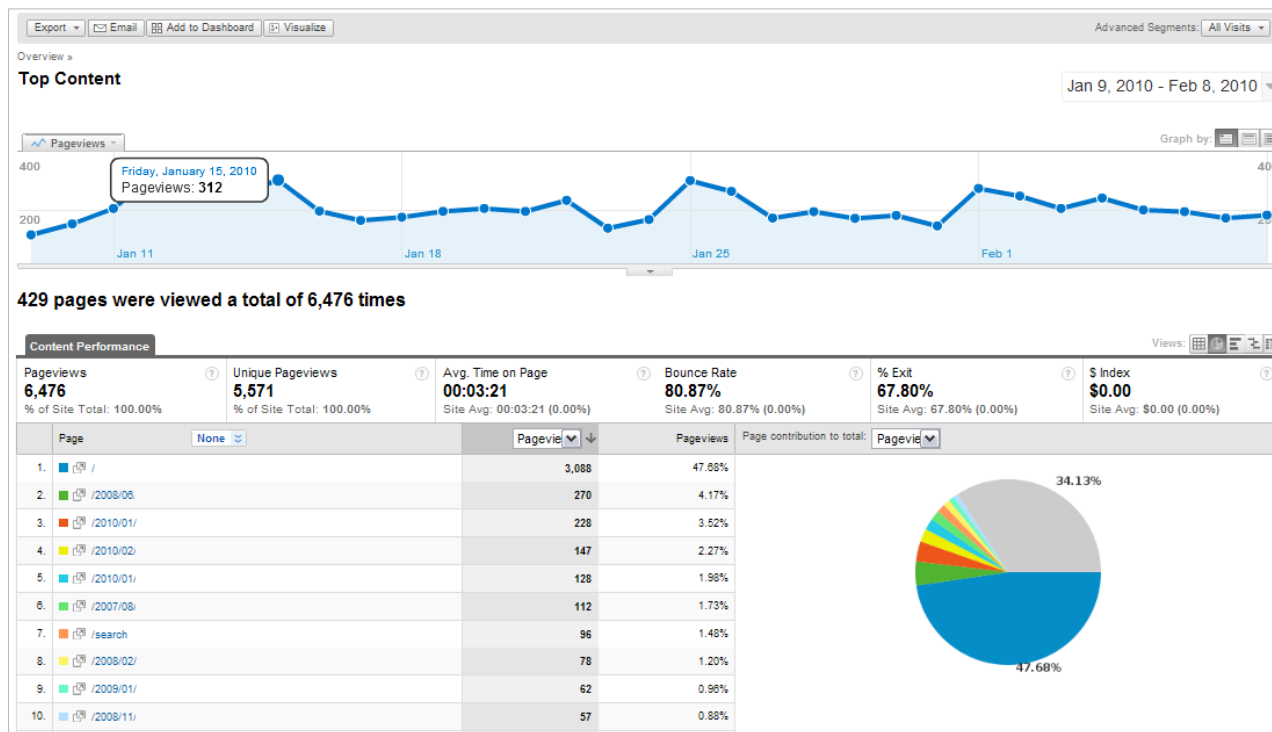
- Understand how your users are accessing the internet
- Leverage this knowledge to optimize your site and content



Site Content

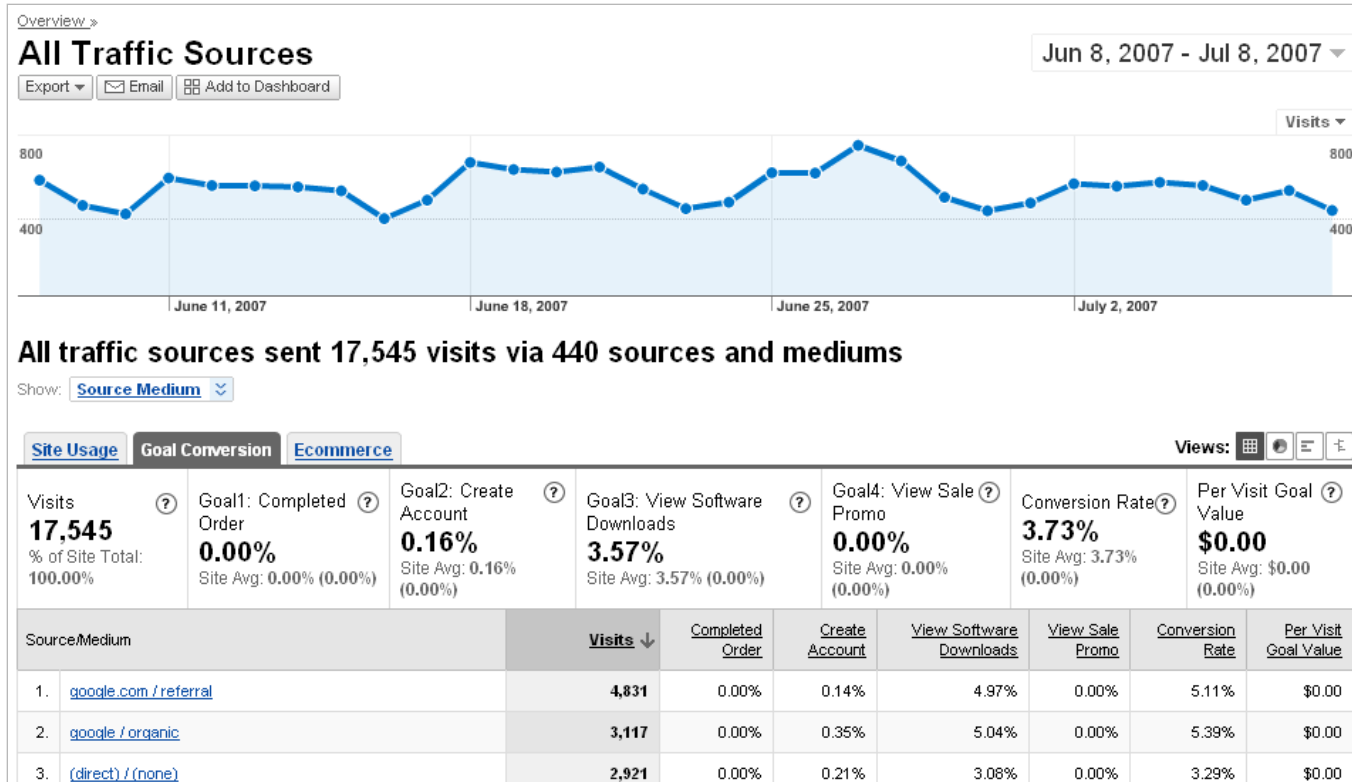
Top Content

- Learn where users are going on your site and how long they are staying there
- View trends for every page
- See which content is most popular



Goals & Navigation

Track All Goals/Conversions



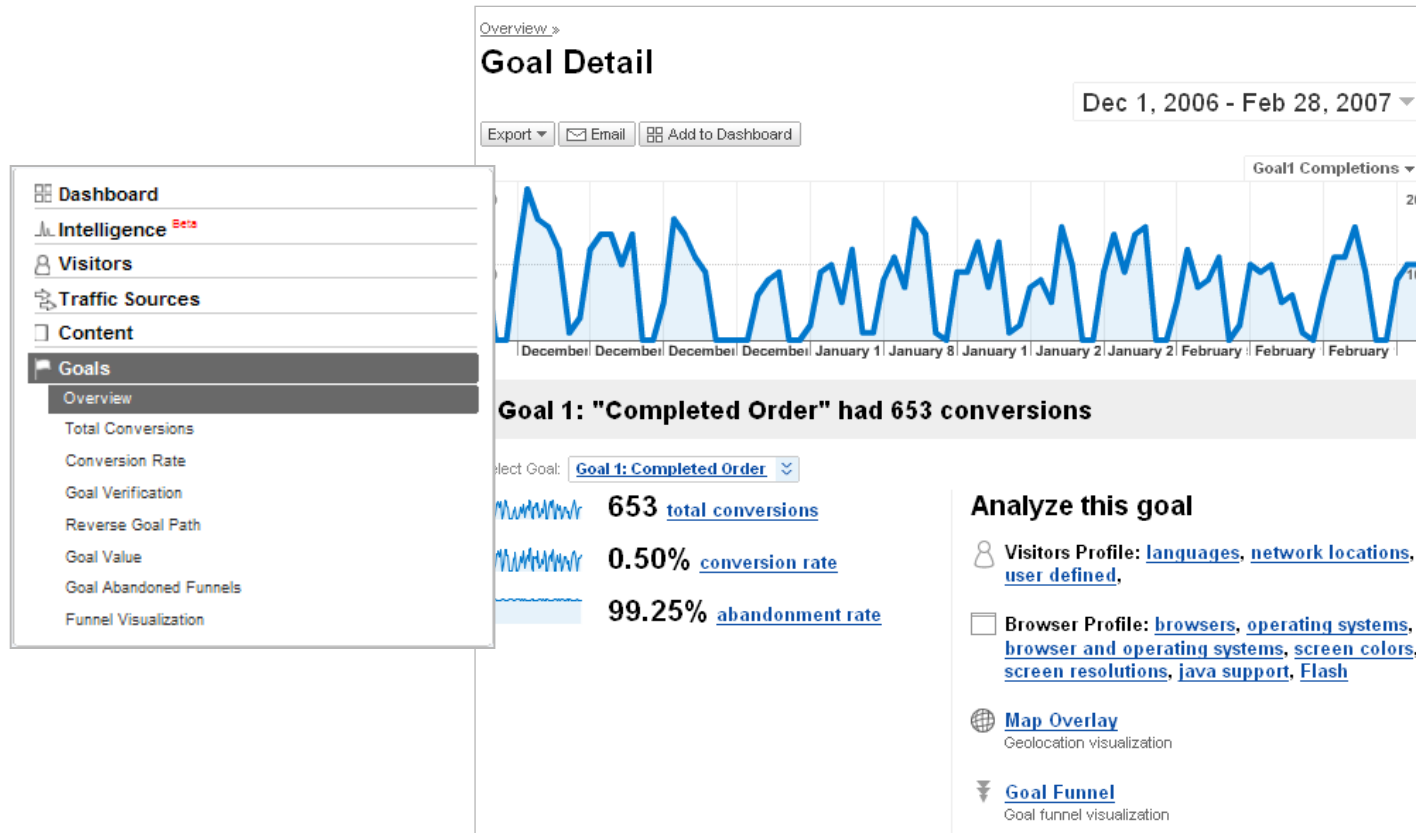
Potential Goals

- Donations
- Volunteer Sign-ups
- Information downloads
- Registrations
- Content views
- Information requests

Goal Reporting

Goals overview

Analyze conversion data over time on macro or micro levels









Optimizing Marketing Campaigns

Analyze All Marketing Campaigns



Understand AdWords Performance

Site Usage		Goal Conversion	Ecommerce	Clicks	Views:      	
Visits 6,743 % of Site Total: 3.42%	Pages/Visit 3.53 Site Avg: 2.17 (62.64%)	Avg. Time on Site 00:01:12 Site Avg: 00:00:42 (73.46%)	% New Visits 91.99% Site Avg: 92.66% (- 0.72%)	Bounce Rate 54.71% Site Avg: 74.69% (- 26.76%)		
Campaign	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. Google Store: English - Americas		5,631	3.93	00:01:19	91.76%	49.30%
2. Google Store: English - Americas - Content ...		1,097	1.51	00:00:37	93.07%	82.41%
3. Newbie Campaign		13	1.46	00:00:09	100.00%	69.23%
4. Google Store: English - Americas - Syndicat...		1	5.00	00:10:21	100.00%	0.00%
5. googlegear		1	8.00	00:00:40	100.00%	0.00%

AdWords Campaigns

- View campaigns and analyze multiple metrics
- Look for campaigns with a high number of pages/visit and avg. time on site. This means that they are directing visitors that are more engaged with your site.
- Campaigns with a high bounce rate (generally 50%+) could use tweaking. Drill into them to see which ad groups/keywords are the culprit.

Leverage Organic Search



Non-paid keywords

- Discover what users search for to reach your site
- Identify organic keywords that convert but are not included in your current marketing campaigns

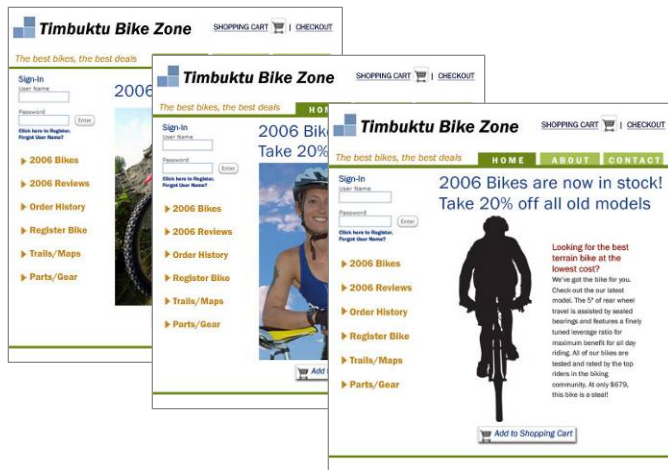
Integration

Google Website Optimizer (Beta)

Free site content optimization tool that helps organizations test and compare effectiveness of content on their web pages

Benefits for Organizations

- Learn which landing pages and page components drive the highest conversion rates
- A/B and Multivariate testing
- Test alternative text, images, buttons, layouts, and more! – up to 10,000 combinations



Reports – Timbuktu Bikes

Running [Pause](#) | [Stop](#) | [Settings](#) | [Copy](#)

Combinations Page Sections

Analysis for: Aug 21 2006 - Aug 21 2006

View: Best 23 Combinations Worst 23 Combinations

Download: [T](#) [E](#) [P](#) [Print](#) | [Preview](#)

Combination	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Impressions [?]
Original	31.2% ± 3.0%	—	0.41%	—	125 / 401
Combination 11	38.9% ± 3.1%	99.0%	85.4%	24.9%	160 / 411
Combination 4	33.6% ± 3.0%	76.8%	4.12%	7.74%	133 / 396
Combination 23	33.4% ± 2.8%	75.9%	2.82%	7.17%	153 / 458
Combination 16	32.7% ± 2.9%	67.8%	1.56%	4.75%	144 / 441

What type of experiment would you like to create?

Not sure which type of experiment is right for you? [Learn more about Website Optimizer experiments](#)

A/B Experiment ^{New} - The simplest way to start testing fast

[Create »](#)



This method compares the performance of entirely different versions of a page. Use it if the points below describe your desired experiment.

- ◆ Your page receives fewer than ~1,000 views a week
- ◆ You want to move sections around or change the overall look of the page

Multivariate Experiment - The most robust way to test lots of ideas

[Create »](#)



This method compares the performance of content variations in multiple locations on a page. Use it if the points below describe your desired experiment.

- ◆ Your page receives more than ~1,000 views a week
- ◆ You want to try multiple content changes in different parts of the page simultaneously

Tools for Each Step in the Marketing Process

1. Drive

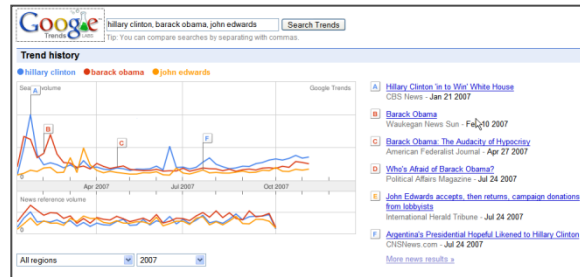
Google AdWords



Traffic from variety of marketing campaigns

2. Measure

Google trends



Monitor macro-level trends

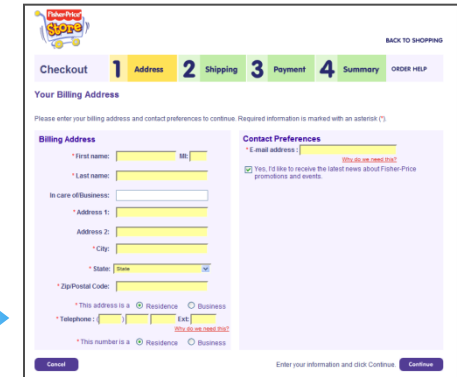
Google Analytics



Track visitor behavior on your own site & assess campaign effectiveness

3. Test

Google Website Optimizer



Test different creative to improve on-site conversions

Integration Points

Connect with your users in innovative ways

- Measure the impact of offline marketing and PR efforts
- Test product messaging and visuals in real time
- Build psychographic profiles for your audience base
- Identify weak areas and improve site infrastructure



Best practices from grantees

AdWords

- Continually revise and refocus your keyword list to avoid spending budget on irrelevant traffic
- Link ads to unique content so that users are more likely to stay and look around
- Compare important keyword performance over date ranges to uncover trends
- Link your AdWords and Analytics accounts so you can correlate your Grant dollars to your org's strategic goals

Analytics

- Set goals specific to your org's success rather than using a one-goal-fits-all model
- Track keyword searches to know what terms are most common and strategic to your account to help optimize your campaigns
- Test new initiatives with small ad groups in AdWords and track the response in Analytics to know what initiatives are successful



Additional resources

AdWords Learning Center

www.google.com/adwords/learningcenter/

Google Analytics Help Center

www.google.com/support/googleanalytics

Google Analytics Conversion University

www.google.com/analytics/conversionuniversity.html

Google Grants Help Center

www.google.com/support/grants/

Google Grants Discussion Forum

www.google.com/support/forum/p/grants

Google Grants Blog

googelgrants.blogspot.com



Homework

Adwords

- Enable the Quality Score (QS) column in your account
- Sort by Quality Score to see what's performing best and optimize what is not performing well
- Run a Search Query Report and add irrelevant terms as negatives to your account

Analytics

- Set up a conversion goal
- Start watching trends and set a benchmark for performance
- Review the keyword report and integrate new themes into your online marketing campaigns





Thank You!