



Optimizing Your Google Grants Ads and Keywords

Stephanie Finigan
Sr. Account Manager, Google

1) Account Optimization: AdWords

Reporting

Keywords

Ad Text

Landing Page Optimization

2) Optimization using Google Insights for Search



Account Optimization with AdWords: Reporting, Keywords, and Ad Text

You Know the Basics of Account Reporting....



Account Performance	Get performance data for your entire account
Keyword Performance	Get keyword click, cost, & conversion data
Ad Performance Report	See how your ad text is performing and edit/optimize based on data

...but are there even more reports you can use to help you optimize your account?

Yes there are!! Take full advantage of Report Center:



Report Type	What does this report show me?	How can I use this report to Optimize my account?
Search Query Performance	Show search queries which triggered your ad & received clicks	Use this report to find new keywords for your account, or add negative terms
Geographic Performance	View performance data by geographic origin at the country, region, metro, or city level .	Use this report to create geo-specific targeted campaigns/ad text.
Impression Share Report	See % of impressions where your ads were shown out of the total available impressions	Use this report to determine if you need to increase Budget, CPCs or improve Ad Rank



You Know the Basics of Ad Text Optimization....



Write ads specific to the theme of the ad group

Use 3 – 4 different sets of Ad Copy per ad group

Review Ad Performance report regularly

.....what else should you know about your Ad Text?

Best Practices: Ad Text




Headline (25 characters Max)

Use important keywords in your Headline

Identify who you are and/or what you do

Catches user's eye:

- Ask a question
- Make a statement
- Summarize specific product or service



[Breast Cancer Awareness](#)
Learn how to protect yourself
Support groups, workshops & more.
www.example.org


Description Lines 1 and 2 (35 characters Max)

Key message or call to action

Tell user's what you want them to do

Describe what your mission/action is

Give the user messaging similar to what they will find on the landing page



[Breast Cancer Awareness](#)
Learn how to protect yourself
Support groups, workshops & more.
www.example.org

Best Practices: Display URL



Use as extra text space to brand website

Don't use the Display URL as another line of ad messaging

Capitalize first letter of each word within domain

- Example: 'www.GoogleAdWords.com'
- Test different methods of capitalization interlace in visible URL

www.cancerexample.com

www.CancerExample.com

www.cancerExample.com

[Breast Cancer Awareness](#)

Learn how to protect yourself
Support groups, workshops & more.

www.Cancerexample.org



[Breast Cancer Awareness](#)

Learn how to protect yourself
Support groups, workshops & more.

www.CancerExample.org

Saving Space:

Use a Hyphen in place of a Space

Use '+' instead of _&_

Test: Try “And” in one variation, “&” in another

Test including dates to create a sense of urgency

“Respond by”, “Offer Good Through”, “Promotion Ends”

Test subtle ways to make creative stand out on results page:

- Try using official TM and [®] symbols in creative (if you can)

Advanced Ad Text Optimization: Dynamic Keyword Insertion

With Dynamic Keyword Insertion...

One Creative Becomes Three Targeted Ads

Ad Group & Keywords:
Breast Cancer - Awareness

breast cancer
breast cancer education
learn about breast cancer

Creative Ad Text:
breast cancer awareness

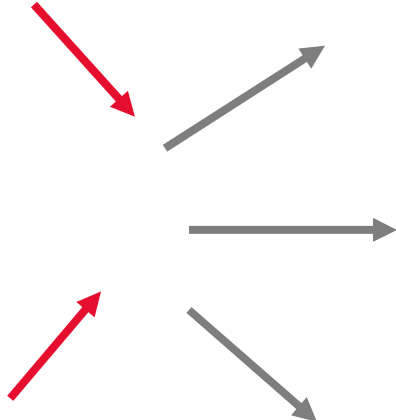
{Keyword: Breast Cancer Awareness}
Free testing, information and help
Learn more here & protect yourself
www.breastcancerexample.com

Resulting Ads:

Breast Cancer
Free testing, information and help
Learn more here & protect yourself
www.breastcancerexample.com

Breast Cancer Education
Free testing, information and help
Learn more here & protect yourself
www.breastcancerexample.com

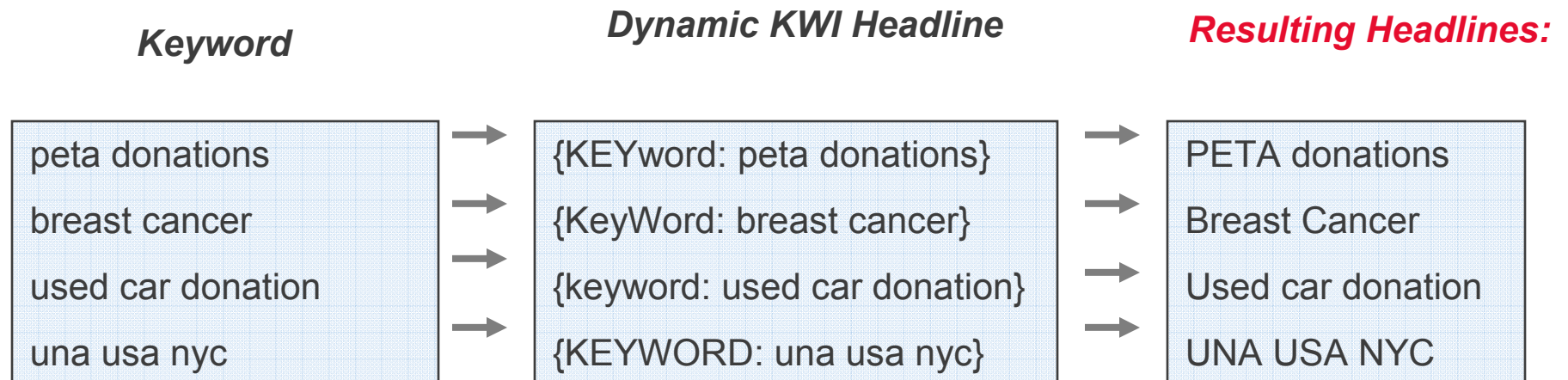
Learn About Breast Cancer
Free testing, information and help
Learn more here & protect yourself
www.breastcancerexample.com



Dynamic Keyword Insertion: How does it work?



Headline Display Examples, using Dynamic Keyword Insertion



Dynamic Keyword Insertion: A Few More Notes



When creating Keyword Insertion Ads: be sure to include a Default Keyword in the Headline that makes sense as you would for a standard ad text:



When Not to Use Dynamic Keyword Insertion:

- If ad groups are specific enough, static text can achieve a targeted headline
- Static text allows control of the ad's professional appearance, avoiding unnecessary abbreviations or awkward syntax

“I have 4 creatives per ad group....which one is the best?”



Go to the “Settings” tab

The screenshot shows the Google AdWords interface. A red arrow points to the 'Settings' tab in the navigation bar. Below the navigation bar is a line graph showing CTR (Click Through Rate) over time, with a peak of 0.84% and a low of 0.44%. Below the graph is a table with columns for Ad group, Status, Search Max. CPC, Content Auto Max. CPC, Clicks, Impr., CTR, Avg. CPC, and Cost. The table shows a total of 54 clicks, 7,502 impressions, 0.72% CTR, \$0.90 average CPC, and \$48.75 total cost for all ad groups.

Ad group	Status	Search Max. CPC	Content Auto Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
Total - all ad groups				54	7,502	0.72%	\$0.90	\$48.75

Select “Ad Delivery”

- Choose either “Optimize: Show better performing ads more often” or “**Rotate: Show ads more evenly**”

The screenshot shows the Google AdWords settings interface. A red arrow points to the 'Ad delivery' section under 'Advanced settings'. The 'Ad rotation' options are 'Optimize: Show better performing ads more often' (selected) and 'Rotate: Show ads more evenly' (unselected). The 'Save' button is highlighted.

Networks, devices, and extensions

Networks and devices ⓘ **Google search, Computers, Mobile devices** [Edit](#)

Bidding and budget

Bidding option ⓘ **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget ⓘ **\$279.00/day** [Edit](#)

⊕ [Position preference, delivery method \(advanced\)](#)

Advanced settings

⊖ [Schedule: Start date, end date, ad scheduling](#)

Start date **Mar 2, 2006**

End date **None** [Edit](#)

Ad scheduling ⓘ **Show ads at all days and hours** [Edit](#)

⊖ [Ad delivery: Ad rotation, frequency capping](#)

Ad rotation ⓘ

Optimize: Show better performing ads more often

Rotate: Show ads more evenly

[Save](#) [Cancel](#)

Let the ad text run for about two weeks in order to have a sufficient amount of data to analyze....

1. Create a “Ad Text Performance” report
- 2.. Stats available for each ad text – the higher the CTR, the better the ad text
3. Remove weaker-performing creative(s).

Apply successful ad text from one ad group to others.

In general, think like a user!

Healthy combination of “general” terms and more specific terms

- General: cancer, cancer awareness
- Specific: mammogram, breast cancer screenings, Organization Name

Use descriptive multi-word terms (“homeless shelters NYC”, “homeless shelters Queens NY”, “homeless shelters food donations”)

Include variations / common misspellings

Plurals: Include relevant plurals & singulars

Capitalization: List only as lowercase

Misspellings: Include for high-traffic keywords *

Punctuation: System ignores symbols, including hyphens & periods

Keyword Match Types



Broad	Allows your ad to show on similar phrases & relevant variations	Cancer research User Query: research on cancer
Phrase	Allows your ad to show for searches that match the exact phrase	“breast cancer research” User Query: new breast cancer research
Exact	Allows your ad to show for searches that match the exact phrase exclusively	[breast cancer research] User Query: breast cancer research

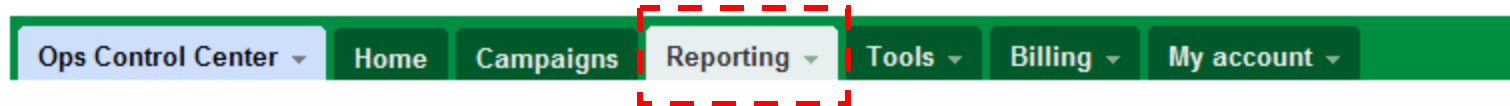
Don't Forget Negative Keywords!



Adding a negative keyword to your ad group or campaign means that your ads won't show for search queries containing that term.

Example: Add the negative keyword –ovarian if you work for a nonprofit that funds breast cancer research & don't want your ad to appear for a search on ovarian cancer research

How to Optimize Keywords: First Get a Report



Create Report

To begin a new report on your account activity, choose from the available options below, then click *Create Report*. Most reports take from one to five minutes to generate.


If you check the box marked *Save this as a new report template*, your settings will be saved so you can create similar reports quickly in the future.

Common Questions

- [How do I start \(or stop\) having reports sent to me via email?](#)
- [What is the difference between "View a summary" and "View by day"?](#)

1. Report Type

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


- | | |
|---|---|
| <input checked="" type="radio"/> Placement / Keyword Performance | View performance data for keywords or placements you've specifically targeted. |
| <input type="radio"/> Ad Performance | View performance data for each of your ads. |
| <input type="radio"/> URL Performance | View performance data for each of your Destination URLs. |
| <input type="radio"/> Ad Group Performance | View ad group performance data for one or more of your campaigns. |
| <input type="radio"/> Campaign Performance | View performance data for your campaigns. |
| <input type="radio"/> Account Performance | View performance data for your entire account. |
| <input type="radio"/> Demographic Performance | View performance data for sites by demographic. |
| <input type="radio"/> Geographic Performance | View performance data by geographic origin. |
| <input type="radio"/> Search Query Performance | View performance data for search queries which triggered your ad and received clicks. |
| <input type="radio"/> Placement Performance  | View performance data for content network sites where your ad has been shown. |

Scheduling Reports



1. Report Type

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

- Placement / Keyword Performance View performance data for keywords or placements you've specifically targeted.
- Ad Performance View performance data for each of your ads.
- URL Performance View performance data for each of your Destination URLs.
- Ad Group Performance View ad group performance data for one or more of your campaigns.
- Campaign Performance View performance data for your campaigns.
- Account Performance View performance data for your entire account.
- Demographic Performance View performance data for sites by demographic.
- Geographic Performance View performance data by geographic origin.
- Search Query Performance View performance data for search queries which triggered your ad and received clicks.
- Placement Performance  View performance data for content network sites where your ad has been shown.

2. Settings

- View (Unit of Time)
- Date Range Last seven days 5/17/09 - 5/17/09
- Campaigns and Ad Groups All campaigns and all their ad groups Manually select from a list

3. Advanced Settings (Optional)

- [Add or Remove Columns](#)
- [Filter Your Results](#)

4. Templates, Scheduling, and Email

- Name Your Report
- Template Save this as a new report template
- Scheduling Schedule this report to run automatically:
- Email Whenever the report runs, send email to:

For multiple recipients, separate email addresses with commas.
 with report attached as:



Create Report

What to look for: Quality Score



“What do I do if my QS is low on many keywords/keywords I find important?”

Determine how important this keywords is to your account

Review Ad Text

Add new, more relevant Ad Text or move keywords to more relevant ad group

Create new ad group

Increase Max CPC (up to \$1.00)

What to look for: Click Thru Rate



“What if my CTR is very low on many keywords/keywords I find important?”

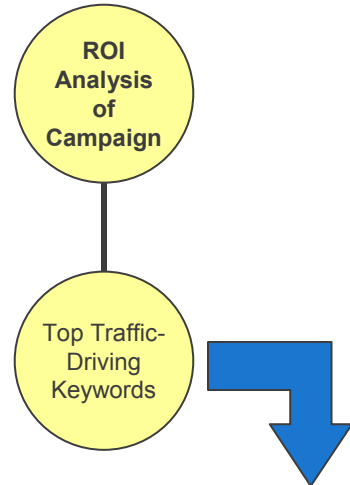
Review terms: high impression and low click numbers

Edit keyword match types for more “high quality” traffic (ex. Change from “Broad” to “Phrase”, or “Phrase” to “Exact”)

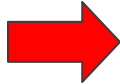
Add negative terms

Move to Ad Group with more relevant Ad Text/write new Ad Text

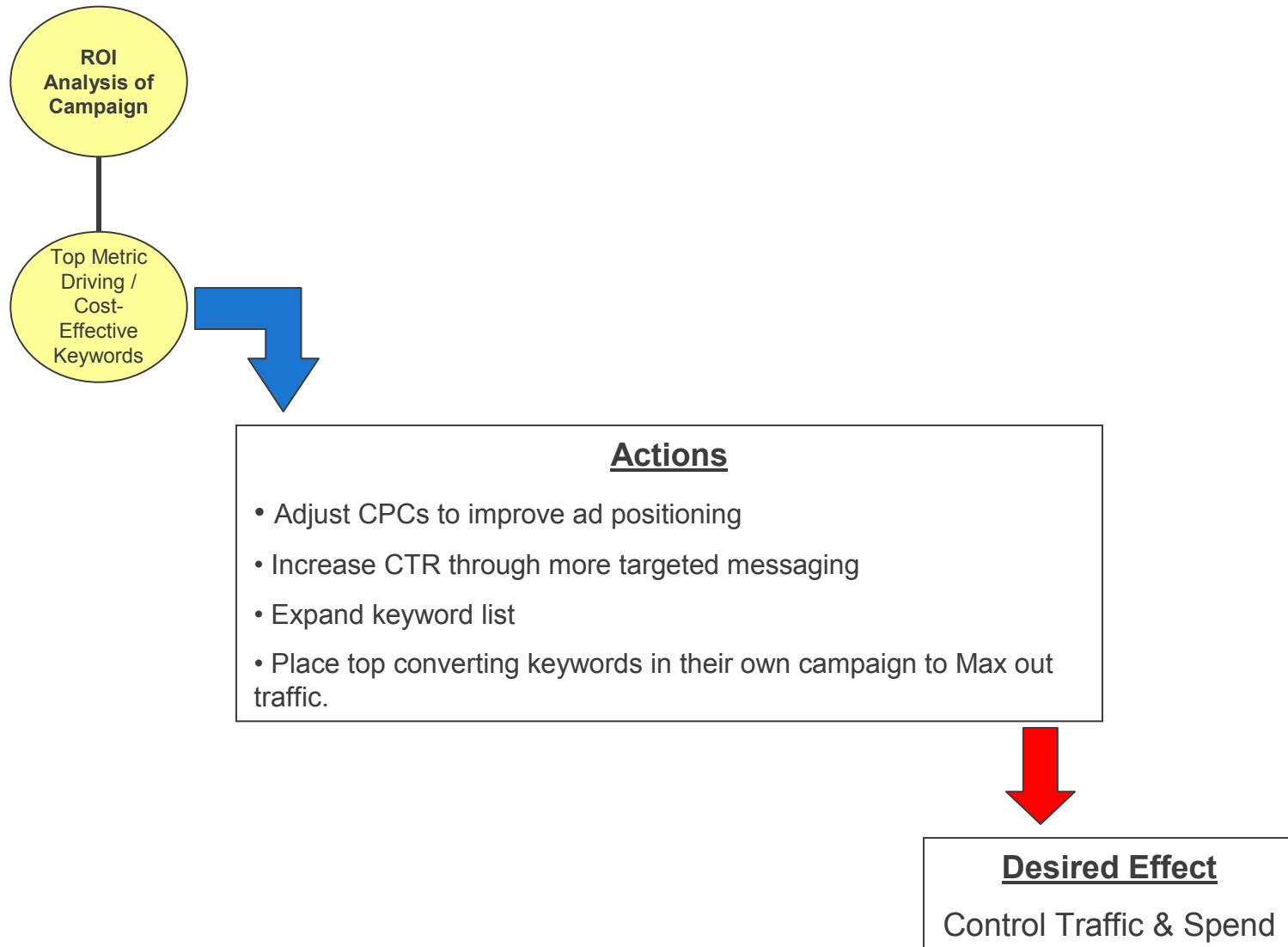
ROI Analysis: Top Traffic-Driving Keywords

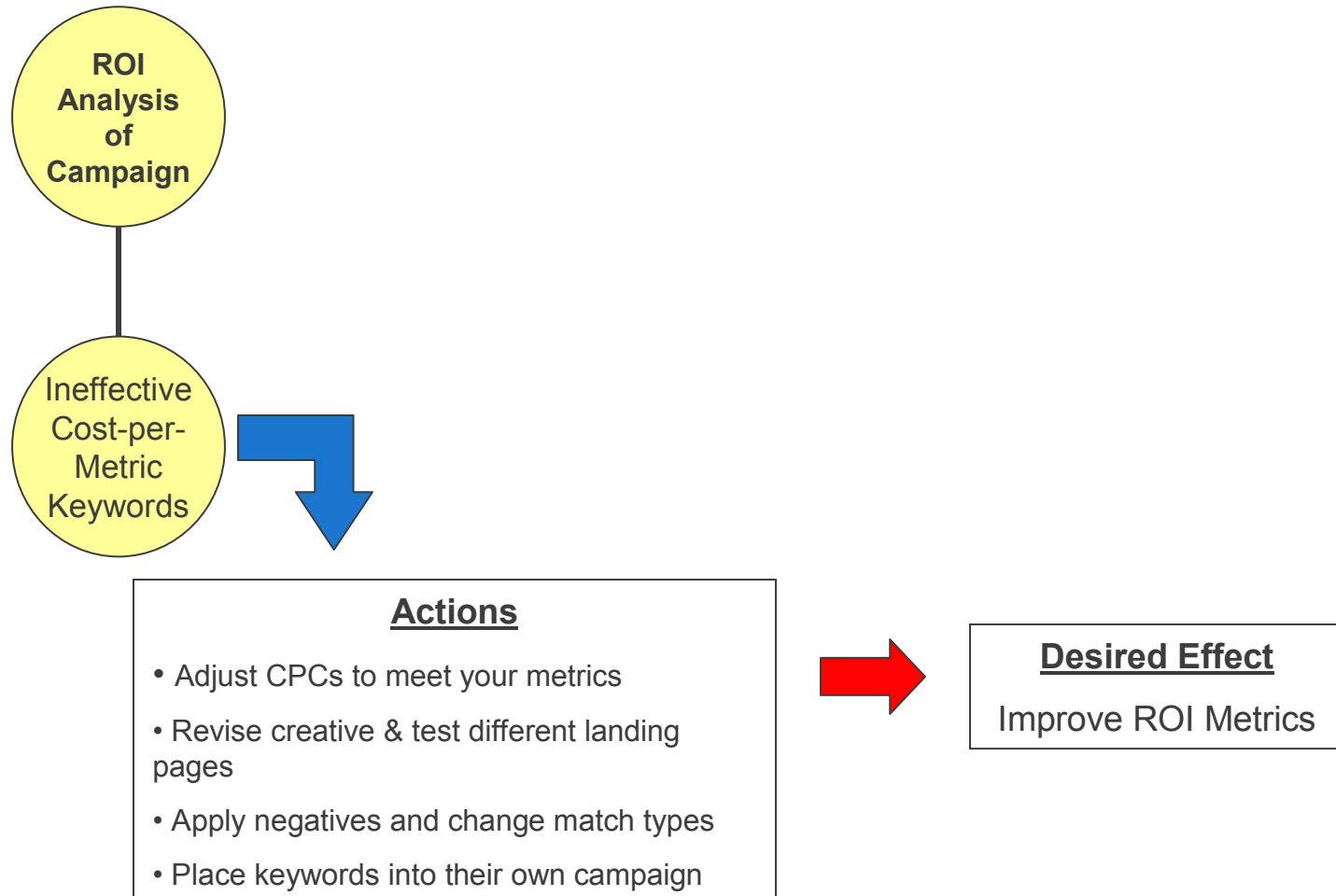


- Actions**
- Revise creative messaging and calls-to-action
 - Apply negatives and change match types
 - Check for seasonality in top driving keywords.
 - Reorganize campaigns based on Traffic vs. Conversions



Desired Effect
Improve on ROI Metrics





Consider these steps for additional ROI optimization:

- Align ad groups and campaigns with ROI or Account Goals
- Isolate Top Performing keywords into separate ad groups or campaigns.
- Isolate brand terms into separate ad groups or campaigns.
- Create separate campaigns for each conversion goal



Account Optimization with AdWords: Landing Page Optimization

Users move fast!



A visitor to your landing page decides whether or not to stay within 8 seconds.

As many as 50% of users bail after just a glance.

Users are asking themselves:

“Am I in the right place?”

“Does this place match what I was hoping to see?”

“Should I bother reading or click away immediately?”



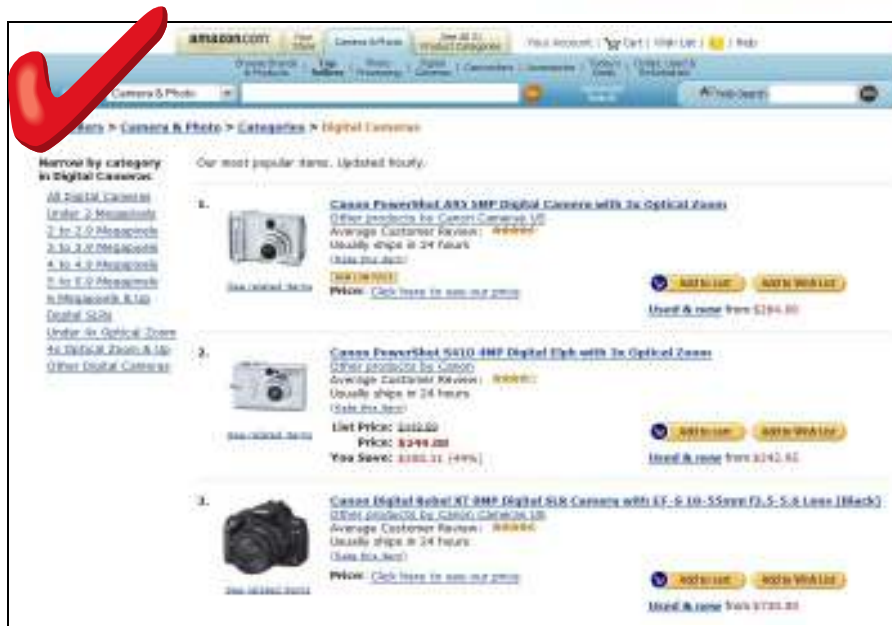
8 Seconds!

Specific Landing Pages



- Avoid using home pages or all-inclusive, multipurpose landing pages.
- Create specific landing pages for every ad and paid search term.

Digital Cameras at Amazon
Save on cameras & photo supplies.
Qualified orders over \$25 ship free
Amazon.com/photo



Allay visitors' fears on every page:

- Is this organization legit?
- How do I know my donation will go to the right place?
- Has this organization been given praise by others in the field (ex. quotes on site)?
- Is my credit card info safe if I donate online?
- Did other donators/volunteers/members have a good experience here?

Free shipping! Free Returns! Free Samples! - 110% Price Protection
90-Day Money Back Return Policy



We value your privacy
We will not rent your email to anyone



**SATISFACTION GUARANTEED:
EASY RETURNS -**
We are dedicated to serving our customers & are committed to your satisfaction | [Read more >](#)



Get assistance from our representatives as you shop. Get help via [online chat](#).

Some Best Practices....

- Headline should match AdWords ad
- Make copy look easy to read: short paragraphs; emphasize key phrases; large font
- Highlight benefits rather than features
- Make link text meaningful
- Tie headline into call to action
- Provide COMPLETE product info that answers all potential questions

[Google for Non-Profits](http://www.google.com/nonprofits/) Sponsored Link
www.google.com/nonprofits/ Learn about free tools to help you raise money & promote your work



The screenshot shows the Google for Non-Profits landing page. At the top, it says "Google For Non-Profits" and "You're changing the world. We want to help." Below this, it lists several tools and services: "Reach more donors" with Google Grants, "Improve operations" with Google Apps, and "Raise awareness" with Maps & Earth and YouTube. There is also a "Checkout" section for Google Grants recipients and an "Analytics" section. A video player is embedded, showing a woman speaking. To the right of the video is a newsletter sign-up form and a link to the Google Grants Blog. At the bottom, there is a copyright notice for 2009 Google and links to Google.org, Google for Educators, Sponsorships, Privacy Policy, and Terms.

Use pictures as much as possible to create an emotional connection between the user and the landing page: get them interested in staying on the site to learn more!

Keep any forms/questionnaires/information gathering pages as short as possible

Avoid using a navigation bar on the landing page. It distracts the user from the conversion activity.



General Tips for Testing with AdWords



2 weeks is a minimum length of time for AdWords test

Be aware of other initiatives that may impact traffic to your account (ex. upcoming event promoted on your site?)

Be aware of external factors that may impact you account's traffic (ex. news event)

Change only 1 variable at a time when testing

- Test a smaller portion of the campaign to see results before making sweeping changes.

Keep track of all optimizations made to an account/track the dates of when changes occurred (Google Docs)

Be willing to re-test at a later date



Google Insights for Search

Google Insights for Search



- Insights for Search analyzes a portion of Google web searches to show patterns and trends of what the world is searching for.
- With Insights for Search, you can compare search volume patterns of multiple search terms across specific regions, categories, and time frames.

Google Insights for Search beta analytics-support@google.com | [My Account](#) | [Help](#) | [Sign out](#)

Compare by

- Search terms
- Locations
- Time Ranges

Search terms

Tip: Use the plus sign to include OR (terms + search)

- All search terms
- [Add search term](#)

Filter

- Web Search
- Worldwide
- 2004 - present
- All Categories

See what the world is searching for:

With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties. See [examples](#) of how you can use Google Insights for Search.

Categories
Narrow data to specific categories, like finance, health, and sports.
Examples: [Summer blockbuster movies in the USA in 2008, 2007, 2006](#) | [apple in the Food and Drink category in the US](#)

Seasonality
Anticipate demand for your business so you can budget and plan accordingly.
Examples: [apple in 2006 vs. 2007](#) | [thanksgiving in 2007, 2006](#)

Geographic distribution
Know where to find your customers. See how search volume is distributed across regions and cities.
Examples: [recipes in different US metro areas](#) | [pizza in Italy vs. the USA](#)

Properties
See search patterns in other Google properties.
Examples: [Using product searches in the USA \(last 30 days\)](#) | [News highlights from the last 7 days \(USA\)](#)

More examples

- [tamel](#)
- [montreal ottawa](#)
- [erectile dysfunction](#)
- [newspapers, blogs, magazines](#)
- [earthquake](#)
- [iphone](#)
- [Top searches in France \(last 30 days\)](#)
- [epidermal](#)
- [aron amarath](#)
- [assisted living](#)
- [spring break](#)
- [yelp, insider pages](#)

Insights: Homepage



- 1) Search box: Enter one term or Compare multiple terms by clicking “Add Search Term”
- 2) Filter: Filter data by choosing search location (country, city), date range, and Category

Google Insights for Search

See what the world is searching for.

My Account | Help | Sign out

Compare by: Search terms

Search terms
 Location
 Time range

To: Use + to group multiple search terms. (Ex: apple + pear + banana)

All search terms
+ Add search term

Filter

Worldwide
2004 - now
All Categories

Search

With Google Insights for Search, you can compare search volume patterns across specific regions, categories, and time frames.

Categories
Narrow data to specific categories, like finance, health, and sports.
Examples: [apple in the Food and Drink category in the US](#) | [entertainment category in the US \(last month\)](#)

Seasonality
Anticipate demand for your business so you can budget and plan accordingly.
Examples: [apple in 2006 vs. 2007](#) | [soccer in 2006 vs. 2007](#)

Geographic distribution
Know where to find your customers. See how search volume is distributed across regions and cities.
Examples: [ski in Australia vs. Switzerland](#) | [Kangaroo in United States vs. Australia](#)

Read an example of how advertisers can use Insights for Search.

Tell us how we're doing: Please use [the feedback form](#) to help us improve our product.

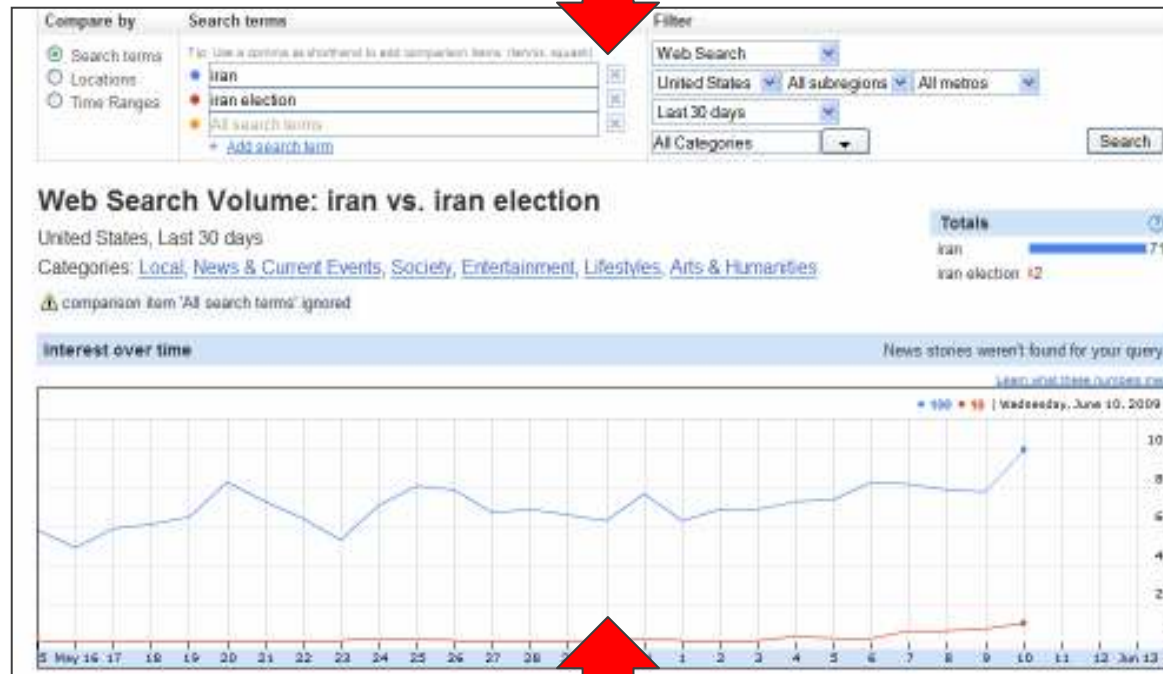
Google Insights for Search aims to provide insights into broad search patterns. Searchers' approximate area used to compute these results.

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Insights: Search Volume Data Results



Search Criteria



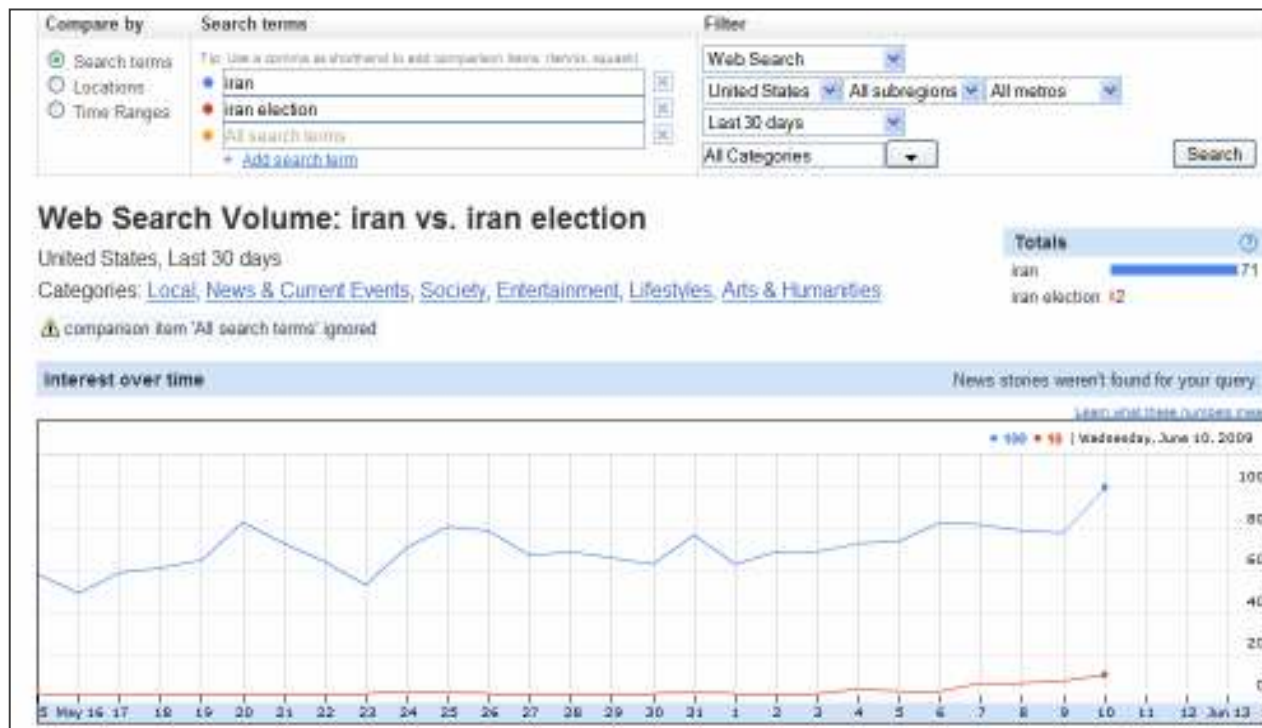
Search Volume

How to Use Search Volume Data for Optimization



Are these terms in your account?

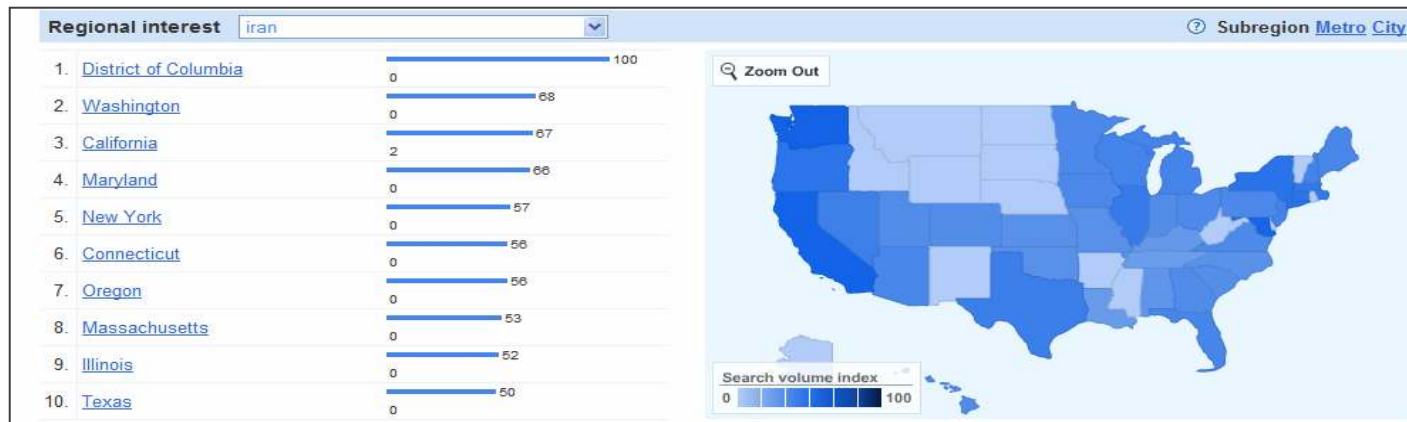
- If they are: and are increasing/decreasing in popularity increase/decrease CPCs or Campaign Daily Budgets accordingly
- If they are not: Add them and add additional variations/similar terms (use AdWords Keyword Tool for ideas!)



Insights: Geo Data and Heat Map



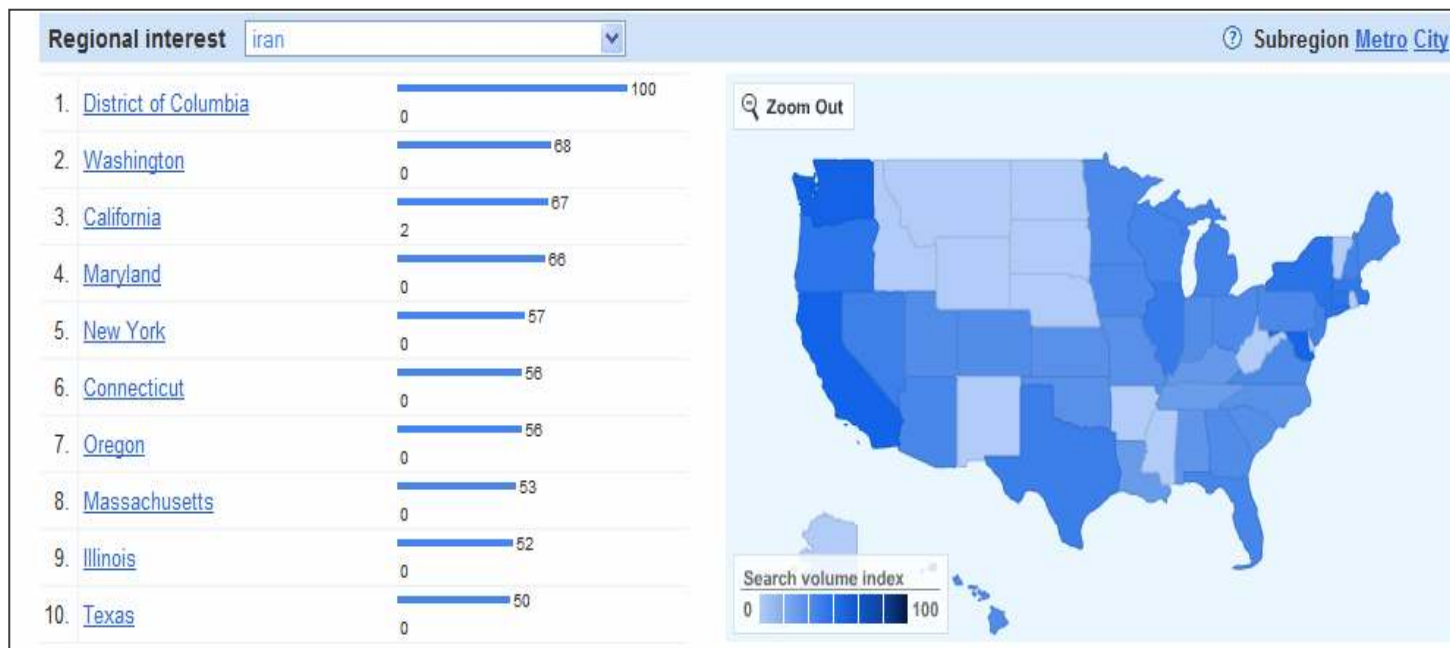
- Regional interest by search term: Each search term has its own heat map. Click on the tab to select and view another term.
- Heat Map: The darker the color of the region, the more popular the search term is.



How To Use Geo Data and Heat Map for Optimization



- Edit Geo-Settings in AdWords based on Heat Map
- Target specific cities or countries not previously targeted
- Create new campaign specifically for popular regions; write new geo-specific creative



Insights: Related and Rising Search Terms



- Top related search terms
Terms and phrases that are often used in place of or in conjunction with your keywords.
- Rising related queries
List of rising searches with the percentage growth compared to the previous time period. “Breakout” indicates that a search term is new.



How To Use Related/Rising Search Terms for Optimizations

- Related Terms: Add Related Terms to your keyword list; build on Related Terms to add even more terms (Keyword Tool again!)
- Rising Terms: Add Rising Terms to your keyword list; build on Rising Terms to add even more terms (Keyword Tool again!)
- For Both Types: Increase/decrease CPCs and Daily Budgets accordingly
- For Both Types: Create new campaign(s) for top terms; write specific creative





Key Takeaways: Optimizations



Have a good foundation/master the basics first (keywords, ad text)

Landing pages are essential – test test test!

Schedule reporting and maintain active an optimization schedule

Use Insights for Search as a tool for finding new keywords!

Keep track of all of your learnings (Google Docs)



Questions?



Thank You!