



Optimizing Keywords in AdWords

by the Google Grants Team
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Goals of This Presentation



- Introduce basic optimization techniques
- Communicate the advantages of keyword optimization
- Share tips and best practices

Agenda



What Is Optimization?

Pre-Optimization Procedure

Effective Account Structure

Effective Keywords

Effective Ads

Post-Optimization Procedure



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What is AdWords Optimization?



- **Optimization:** modifying an account to improve its performance
- Can be a few minor tweaks or mass changes
- Optimization can involve:
 - Reorganizing structure
 - Adding or deleting keywords
 - Adding negative keywords
 - New ad text
 - Different landing pages or destination URLs
 - Changing campaign settings

Why Optimize?



Improve performance and maximize donations!

Possible goals of any individual optimization:

- Traffic: increase users on your site
- Branding: increase name recognition
- Manageability: organize account to be scalable, easy to navigate, and structured for meaningful tracking
- Conversions: increase the number of conversions
- Quality Score: increase CTR and lower CPCs



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Assess Your Website

- Know how users interact with your website
- Maximize user experience
 - Is your website visually appealing?
 - Is your website easy to use?

Suggestions:

- Use Analytics and Website Optimizer
- Allow for easy navigation
- Ensure all links and landing pages are working
- Make it easy for users to convert!

Define Your Goal(s)

- Ask yourself what you want to accomplish
- Improve Quality, Traffic, Conversions, Branding, Organization
 - Probably some combination of all! But choosing a direction will slightly change the way you optimize

Suggestions:

- Choose a tracking method to analyze success based on your goal
 - Examples: Conversion Tracking, Analytics



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Benefits of Well-Organized Structure



- Allows for highly targeted ad text
 - Resulting in better relevance & higher performance
- Quick expansion for new initiatives, opportunities
- Provides easy way to track performance

1

Set up campaigns based on major themes & geo locations

2

Within campaigns, set up tightly themed ad groups based on goals, offerings & services

3

Mirror your site structure
If it's set up in a granular way

4

Name campaigns and ad groups in a descriptive manner

5

Make the structure easy for you to manage & navigate

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A Look Into an Account...



Current Keywords

Campaign: Campaign #1

Endangered

endangered animals

black bears

polar bears

lion cubs

endangered

adopt a bear

adoption

mammals

save a bear

help endangered

dolphins

Potential Issues

✓ Too general

Irrelevant Searches



build a bear	paddington bear	cubs schedule
build a bear workshop	endangered plants	cubs radio
bear grylls	endangered insects	food lion
care bears	polar express	lions club
bear share	polar ice	lion king
build a bear-com	bi polar	detroit lions
bad news bears	polar heart monitors	the lion king
bear lake	chicago cubs	foodlion
pooh bear	cubs tickets	secondhand lions
yogi bear	cubs jersey	lions for lambs

A Look Into an Account...



Current Keywords

Campaign: Campaign #1

Endangered

endangered animals
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polar bears
lion cubs
endangered
adopt a bear
adoption
mammals
save a bear
help endangered
dolphins

Potential Issues

- ✓ Too general
- ✓ No common theme

Optimization Recommendations



Recommended Structure



A Look Into an Account...



Current Keywords

Campaign: Campaign #1

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Potential Issues

- ✓ Too general
- ✓ No common theme
- ✓ No negative keywords

Optimization Recommendations



Negative Keyword Recommendations

Existing Keywords

Adopt a polar bear
Polar bear adoptions
Adopt polar bears
Rescue polar bears
Save polar bears
Save a polar bear



Negative Keywords

-caps
-care
-bi
-pooh
-yogi
-express
-paddington
-grylls

Effective Keywords: **Best Practices**



1

Add all variations

Include plural and singular versions
Use AdWords Keyword Tool for ideas

2

Do not include very general keywords

Often this means one-word terms

3

Include negative keywords

For terms you don't want your ads to appear on

4

Don't duplicate keywords across ad groups

5

Include common misspellings

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Effective Ad Text

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Effective Ads: Examples



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Post-Optimization Procedure

- **Monitor the performance**

- Ideally allow for at least 2 weeks of data before evaluating or making changes
- Run a report

- **Refine campaign**

- Delete any ads & keywords that are not performing well
- Create different variations of what's working best



Thank You!

Q&A