



Evaluating AdWords Performance

Presented by the Google Grants Team
October 17, 2008

Know

when to optimize your AdWords campaigns

how to install Google Analytics

how to pull and interpret reports in Google Analytics

how to optimize your campaigns using Google Analytics and AdWords data

Why should I use analytics?



Know your audience

Improve your site

Make better use of your marketing budget

Understand your organization's trends

Agenda



Monitoring AdWords campaigns

Intro to Google Analytics

Setting goals

Interpreting reports

Reviewing trends

Making informed decisions

Troubleshooting

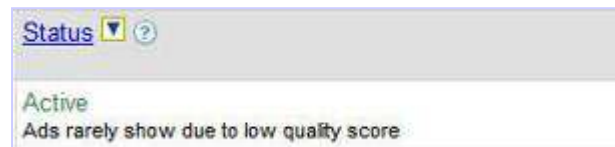
Resources

Monitoring AdWords campaigns



Keywords

- Performing poorly (below 1% CTR)
- High cost per conversion
- Low quality score



Ad creative

- Performance
- Position

<input type="checkbox"/> Variations	Actions	Status	% Served	Clicks ▼	Impr.	CTR	Cost
<input type="checkbox"/> Save A Polar Bear Free Polar Bear Cuddly Gift With Your Adoption. Adopt Online Now! www.WorldWildLife.org	Edit	Active	47.0%	7	100	7%	\$2.85

What is Google Analytics?



A free online service that shows you how people found your site, how they explored it, and how you can enhance their visitor experience.

Intro to Google Analytics



Install Google Analytics

Configure your profile

Add other users

Add the tracking code to your site

Link to your AdWords account

Auto-tagging

Install Google Analytics



Google™
AdWords

Campaign Management **Reports** **Analytics** My Account

Getting Started

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!

Steps to get Google Analytics [?]

- ✓ 1. You now have a free Google Account.
2. Enter your website information for Google Analytics.
Continue »

[I already have a Google Analytics account.](#)

Install Google Analytics




Google
AdWords

Campaign Management Reports **Analytics** My Account


Getting Started


Link to Existing Account on Urchin.com (Google Analytics)

If you already have a Google Analytics account on <https://www.google.com/analytics/home/> (formerly www.urchin.com), select an account below. If you do not have an account, please click Cancel and follow the instructions to create a new Analytics account.

Existing Google Analytic 

Apply Cost Data: Automatically apply your AdWords cost data to all profiles in this Analytics account for reporting calculations.

 **Note:** You must have Administrator access to link to an existing Google Analytics account. If you don't see the account you are looking for, the account may have been created under a different username or may already be linked to another Adwords Account. [Learn more](#).



Install Google Analytics



The screenshot shows the Google Analytics 'Analytics Settings' page. At the top, there are navigation tabs for 'Campaign Management', 'Reports', 'Analytics', and 'My Account'. Below these is a sub-header with 'Analytics Settings | View Reports' and a dropdown menu for 'Click to select Website Profile'. A prominent red-bordered warning box contains the following text: 'Tracking for your website has not yet been validated: Click 'Check Status' to validate whether or not you have added tracking correctly to your website's home page. Clicking the 'Check Status' will also provide instructions for adding tracking to your website.' A red arrow points to the 'Check Status' button within this box. Below the warning, the 'Analytics Settings' section includes a description: 'From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.' The 'Website Profiles' section features a table with one profile listed: 'www.yoursite.com'. The table has columns for 'Name', 'Reports', 'Settings', 'Delete', and 'Status'. The 'Status' column for this profile shows 'Tracking Unknown - Check Status' and 'Conversion Goals (0)'. Below the table, there is a lightbulb icon and the text: 'To track another website with Analytics, click the 'Add Website Profile' link.' At the bottom, there are two sections: 'Access Manager' showing 'Number of Users: 1' and 'Filter Manager' showing 'Number of Filters: 0'. On the right side, there is a 'Helpful Links' section with several links related to tracking and reporting.

Tracking for your website has not yet been validated:
Click 'Check Status' to validate whether or not you have added tracking correctly to your website's home page. Clicking the 'Check Status' will also provide instructions for adding tracking to your website.

Analytics Settings
From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles [+ Add Website Profile](#)

«Prev 1 - 1 / 1 Next» Show 10 Search

Name	Reports	Settings	Delete	Status
1. www.yoursite.com	View Reports	Edit	Delete	Tracking Unknown - Check Status Conversion Goals (0)

To track another website with Analytics, click the 'Add Website Profile' link.

Access Manager
Number of Users: 1. Add users to give them access to your Analytics reports and report settings. [Learn more.](#)

Filter Manager
Number of Filters: 0. Filters can be created to include or exclude certain visits or clicks from your reports, to reconstruct a dynamic URL to be more meaningful when displayed in reports, and more. [Learn more.](#)

Helpful Links

- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [I'm not seeing any data in my reports.](#)
- [What is a website profile, and what can I do with it?](#)
- [How do I track a new website?](#)
- [Can I add more than 50 profiles?](#)
- [How do I set up goals?](#)
- [What is a filter?](#)
- [How can I exclude my internal traffic from my reports?](#)

Configure your profile



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[Check Status](#)

Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles

[+ Add Website Profile](#)

<< [Prev](#) 1 - 1 / 1 [Next](#) >> Show Search

Name	Reports	Settings	Delete	Status
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- [What is a filter?](#)
- [How can I exclude my internal traffic from my reports?](#)

Configure your profile



Edit Profile Information

Profile Name:

Website URL: (e.g. http://www.mysite.com/)

Default page ^(?): (e.g. index.html) ←

Time zone country or territory: ▼

Time zone: ▼

Exclude URL Query Parameters: (e.g. sid, sessionId, vid, etc...)

E-Commerce Website: Yes No →

Currency: ▼ Decimal places ▼

Show currency symbol **before** amount
 Show currency symbol **after** amount

Available reports:

<input checked="" type="checkbox"/> Executive	<input checked="" type="checkbox"/> Default	<input checked="" type="checkbox"/> Marketing Optimization
<input checked="" type="checkbox"/> Marketer	<input type="checkbox"/> Default	<input checked="" type="checkbox"/> Content Optimization
<input checked="" type="checkbox"/> Webmaster	<input type="checkbox"/> Default	

↓

Add other users





Create New User For Access
Enter user information below to grant access to reports and report settings, and optionally grant Account Administrator privileges.

Enter user information

Email address: (Must be a Google Account. [Learn more.](#))

Last Name:


First Name:


Access type:  


Allow access to

Available Website Profiles

Selected Website Profiles



 Please note that Account Administrators have access to all reports and profiles in your account.



Add tracking code



Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles					+ Add Website Profile
« Prev 1 - 2 / 2 Next »		Show <input type="text" value="10"/>	Search <input type="text"/>	<input type="button" value="+"/>	<input type="button" value="-"/>
Name	Reports	Settings	Delete	Status	
1. Plastic Surgeon	View Reports	Edit	Delete	Tracking Unknown - Check Status Conversion Goals (0)	
2. PremDerm	View Reports	Edit	Delete	Receiving Data Conversion Goals (1)	



Add tracking code



```
</div></div>
<!-- End #sidebar -->

</div>
<!-- End #content -->

<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-243697-1";
urchinTracker();
</script>

</body>
</html>
```



Link to your AdWords account



Google AdWords

Campaign Management **Analytics** My Account

Getting Started


Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers. Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!

Create my free Google Analytics account.


I already have a Google Analytics account. Please link it to this AdWords account.



Continue »


Link to Existing Account on Google Analytics

If you already have a Google Analytics account on <https://www.google.com/analytics/home/>, select an account below. If you do not have an account, please click Cancel and follow the instructions to create a new Analytics account.

Existing Google Analytics Account: 

Destination URL Auto-tagging: Automatically tag my ad destination URLs with additional information useful in analytics reports. [Learn more.](#)

Apply Cost Data: Automatically apply your AdWords cost data to all profiles in this Analytics account for reporting calculations.

 **Note:** You must have Administrator access to link to an existing Google Analytics account. If you don't see the account you are looking for, the account may have been created under a different username or may already be linked to another Adwords Account. [Learn more.](#)

Link Account »

Auto-tagging



Google AdWords

Campaign Management | Reports | Analytics | **My Account**

Billing Summary | Billing Preferences | Access | Account Preferences

Account Preferences

Account Preferences for mparry@gmail.com

Login Information - [edit in Google Accounts »](#)

Email address: mparry@gmail.com
Password: *****
[Replace login with another Google Account](#)

Notification Preferences - [edit](#)

Display language:	English (US)
Disapproved ads notifications:	Email
Account performance suggestions:	Email
Newsletters:	Email
Market research:	Email
Special offers:	No

Account Preferences

These settings affect all users of this AdWords account. See who can access this account through the [Access](#) tab above.

Time Zone

(GMT-08:00) Pacific Time

About Your Business - [edit](#)

Business type: none specified

PharmacyChecker ID - [edit](#)

PharmacyChecker ID: No Id

Client Manager Account Access

Access Level: User Interface and API
Client manager: naughtycashew@gmail.com
Start date: Apr 9, 2005 1:07:59 AM PDT
Contact: naughtycashew@gmail.com
[\[Disable manager access\]](#)

Tracking - [edit](#)

Auto-tagging: Yes

Google AdWords Terms and Conditions

Read [printer-friendly document](#). (Opens in new window.)

Enable **auto-tagging** within AdWords preferences

Google AdWords

Campaign Management | Reports | **Analytics** | My Account

Analytics Settings | View Reports | mattytics.blogspot.com

[Analytics Settings](#) > [Profile Settings](#) > [Edit Profile Information](#)

Edit Profile Information

Profile Name: mattytics.blogspot.com

Website URL: <http://mattytics.blogspot.com> (e.g. <http://www.mysite.com/>)

Default page [?]: (e.g. index.html)

Time zone country or territory: United States

Time zone: (GMT-08:00) Pacific Time

Exclude URL Query Parameters: (e.g. sid, sessionid, vid, etc...)

E-Commerce Website: Yes No

Currency: US Dollars (USD \$) Decimal places 2

Show currency symbol **before** amount
 Show currency symbol **after** amount

Available reports:

<input checked="" type="checkbox"/> Executive	<input checked="" type="radio"/> Default	<input checked="" type="checkbox"/> Marketing Optimization
<input checked="" type="checkbox"/> Marketer	<input type="radio"/> Default	<input checked="" type="checkbox"/> Content Optimization
<input checked="" type="checkbox"/> Webmaster	<input type="radio"/> Default	

Apply Cost Data:

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

Apply **cost data** in Analytics profile settings for advanced AdWords reports

Setting goals



What is a goal?

How to set up goals

What is a goal?



A page which a visitor reaches once they have completed an action.

Examples of common goals include:

- A donation receipt page
- A newsletter confirmation
- Any other page to which you are trying drive your visitors

How to set up a goal



Campaign Management | Reports | **Analytics** | My Account

Analytics Settings | [View Reports](#):  

[Analytics Settings](#) > Profile Settings

Profile Settings: www.yoursite.org

Main Website Profile Information Edit

Website URL:

Default page [?]:

Time zone country or territory:

Time zone [?]:

Exclude URL Query Parameters:


Apply Cost Data:

E-Commerce Website:

Site Search [?]:

Conversion Goals and Funnel [?]

Select up to 4 conversion goals for this profile, and define the funnel pages leading up to each goal. [Learn more.](#)

Goal Name	URL	Active Goal [?]	Settings
G1	(Goal not configured)	Off	Edit 
G2	(Goal not configured)	Off	Edit
G3	(Goal not configured)	Off	Edit
G4	(Goal not configured)	Off	Edit

How to set up a goal




Analytics Settings > Profile Settings > Goal Settings

Goal Settings: G1

Enter Goal Information

Active Goal: On Off

Match Type ^(?):

Goal URL ^(?): 
(e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "thankyou.html")
To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Goal name:
Goal name will appear in Conversion reports.


Case sensitive
URLs entered above must exactly match the capitalization of visited URLs.

Goal value:

Define Funnel (optional)

A funnel is a series of pages leading up to the Goal URL. For example, the funnel may include steps in your checkout process that lead to the thank you page (goal).

Please note that the funnels and 'Required step' that you've defined here only apply to the Funnel Visualization Report.



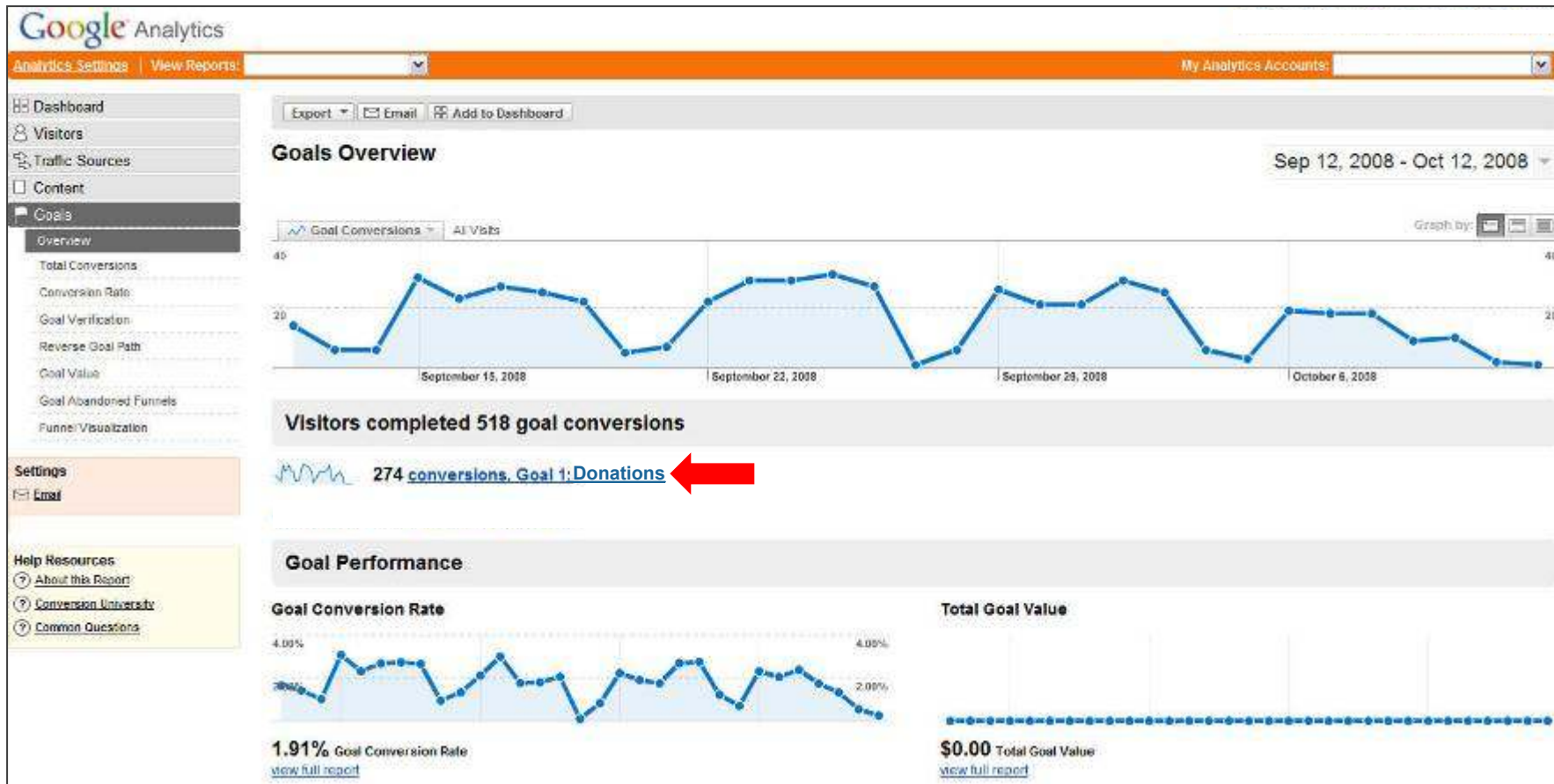
Note: URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter "step1.html").

	URL (e.g. "/step1.html")	Name	
Step 1	<input type="text" value="www.yoursite.org/details"/>	<input type="text" value="Details"/>	<input type="checkbox"/> Required step ^(?)
Step 2	<input type="text" value="www.yoursite.org/donate"/>	<input type="text" value="Donation page"/>	
Step 3	<input type="text" value="www.yoursite.org/thankyou"/>	<input type="text" value="Confirmations"/>	
Step 4	<input type="text"/>	<input type="text"/>	
Step 5	<input type="text"/>	<input type="text"/>	
Step 6	<input type="text"/>	<input type="text"/>	
Step 7	<input type="text"/>	<input type="text"/>	
Step 8	<input type="text"/>	<input type="text"/>	
Step 9	<input type="text"/>	<input type="text"/>	
Step 10	<input type="text"/>	<input type="text"/>	
Goal (see above)	<input type="text"/>	<input type="text"/>	

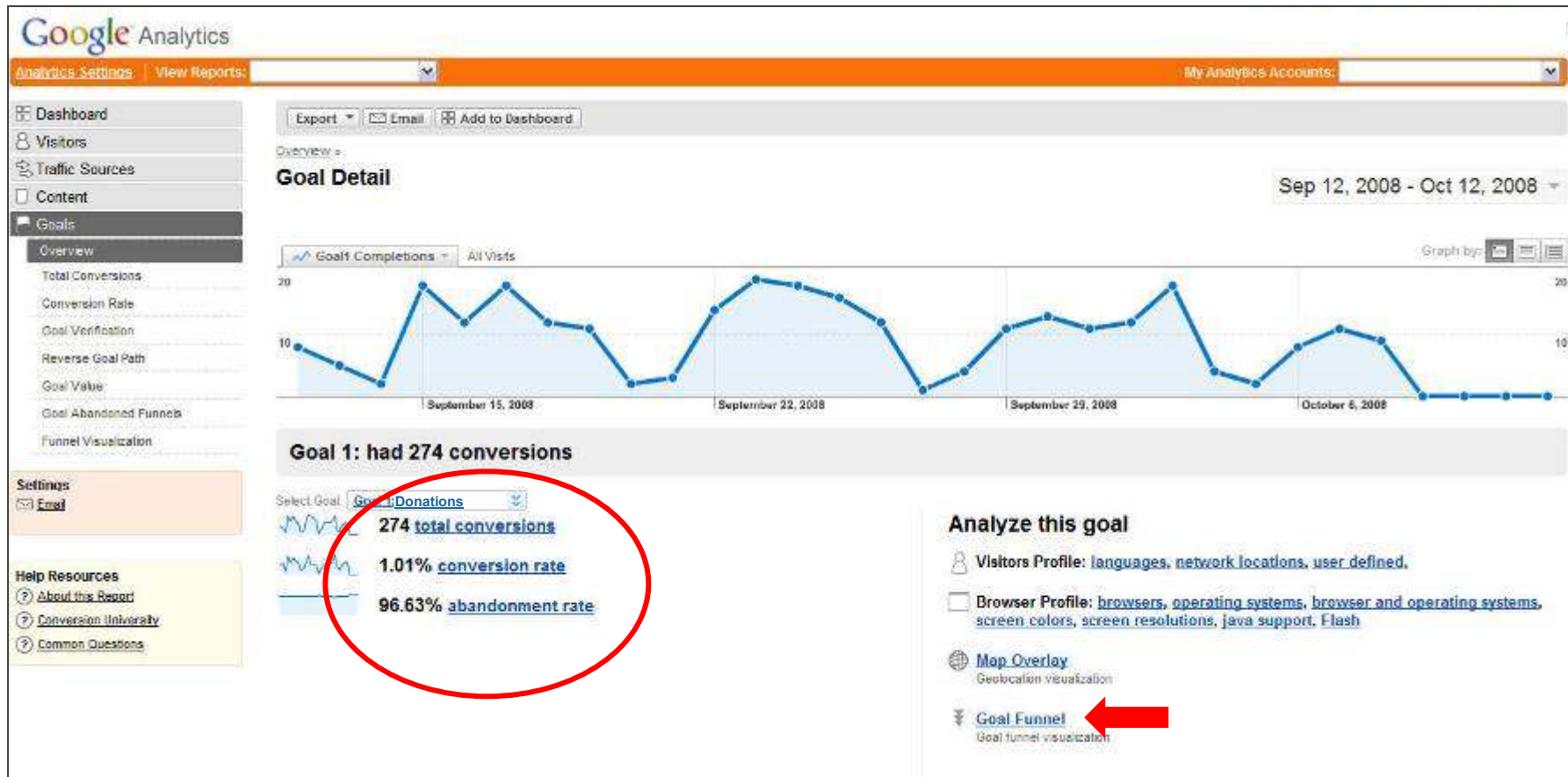
Interpreting reports



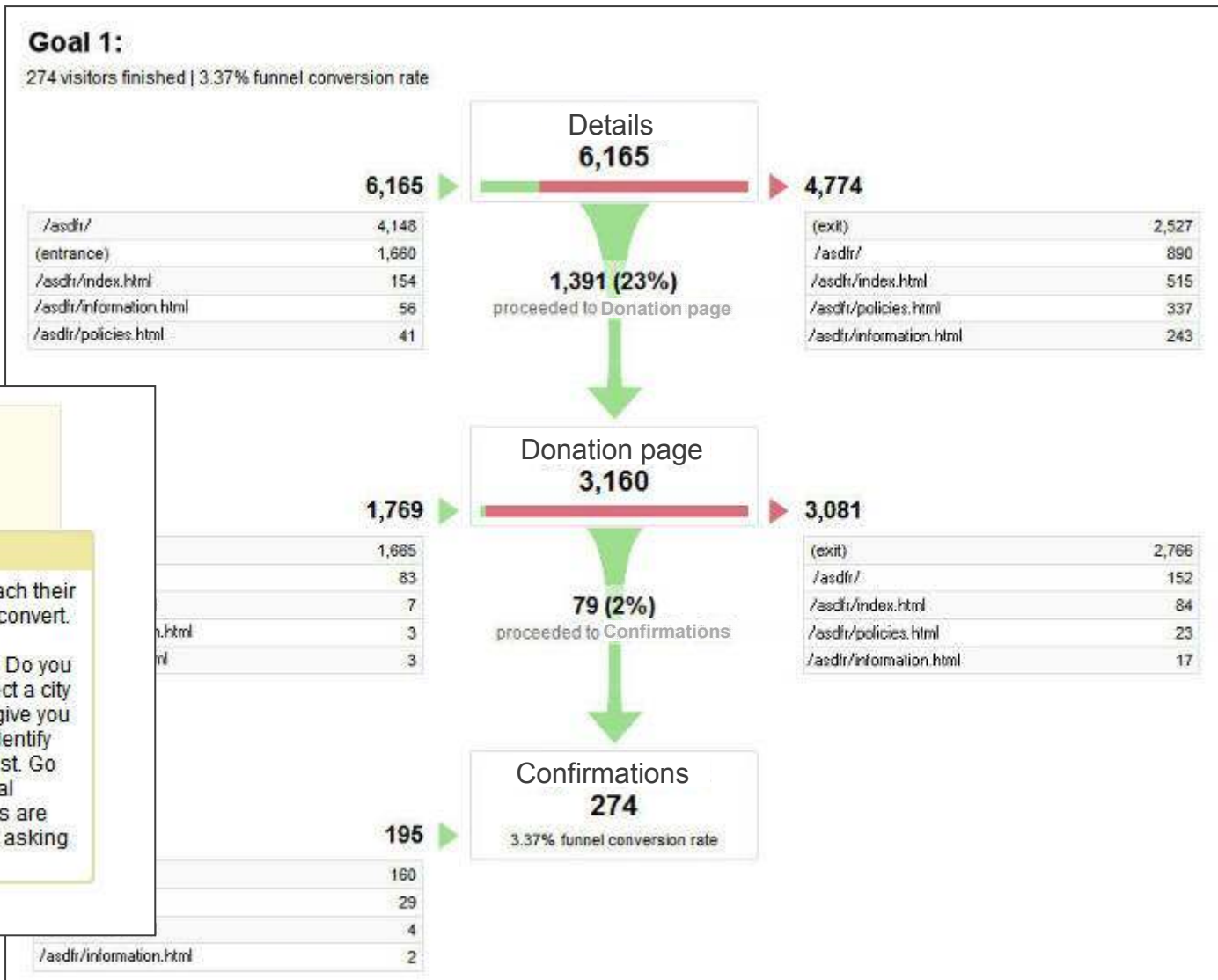
Interpreting reports



Interpreting reports



Interpreting reports



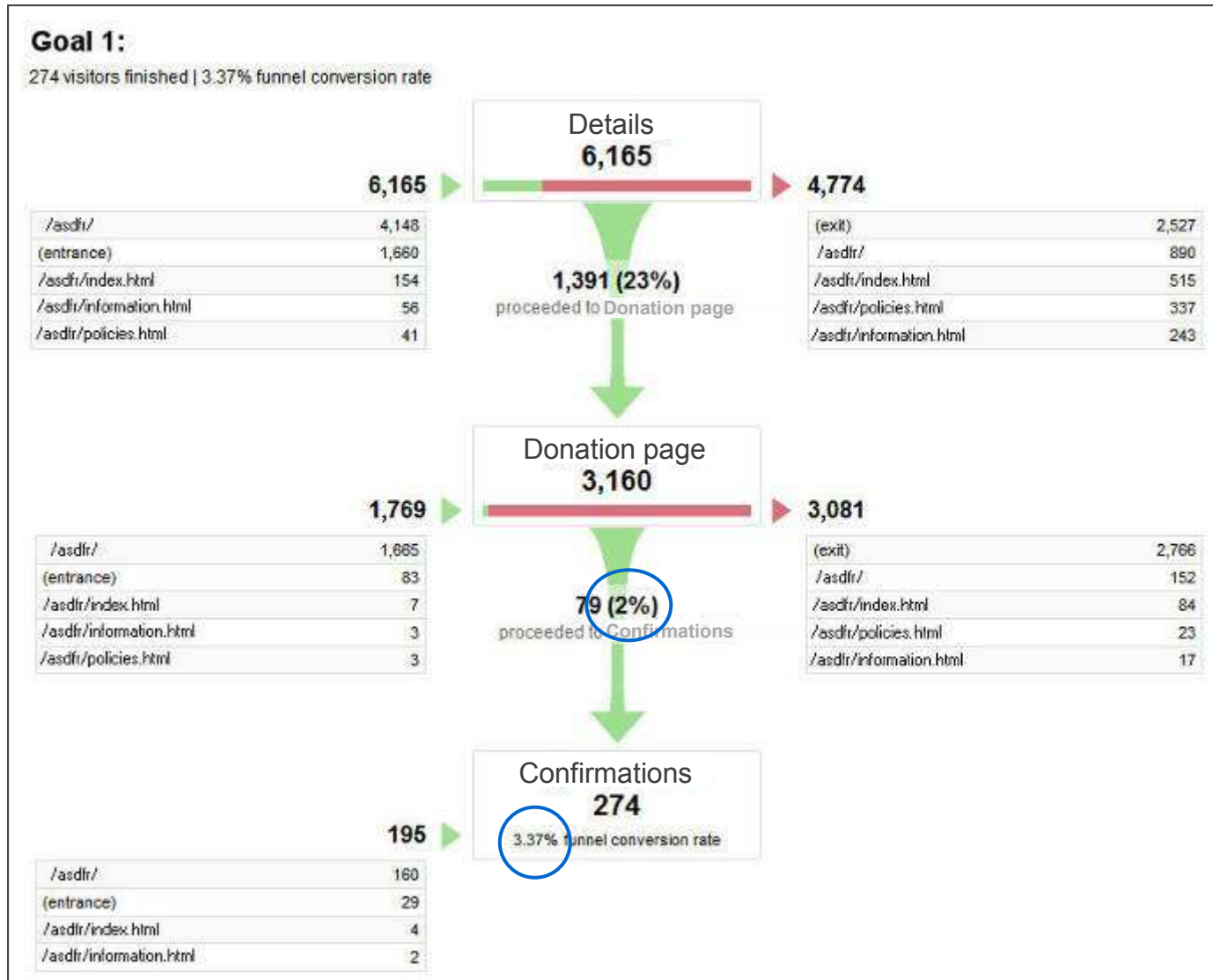
Help Resources

- [About this Report](#)
- [Conversion University](#)

Conversion University

The easier it is for visitors to reach their objective, the more likely they'll convert. Consider carefully how much information you need to ask for. Do you need to ask your visitors to select a city from a form when they already give you a zip code? Use this report to identify steps where visitors lose interest. Go back and tighten up these critical pages. Make sure the next steps are always clear and that you aren't asking for too much from your visitors.

Making informed decisions



Reviewing trends




Sep 1, 2008 - Sep 30, 2008
Comparing to: Aug 2, 2008 - Aug 31, 2008

Calendar Timeline

August							September							October						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9
22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11
23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12
24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13
25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14
26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

Date Range
09/01/2008 - 09/30/2008

Compare to Past 

08/02/2008 - 08/31/2008

Apply cancel

Reviewing trends



Google Analytics

Analytics Settings | View Reports:

My Analytics Accounts:

- Dashboard
- Visitors
- Traffic Sources
- Content
- Goals
 - Overview
 - Total Conversions
 - Conversion Rate
 - Goal Verification
 - Reverse Goal Path
 - Goal Value
 - Goal Abandoned Funnels
 - Funnel Visualization

- Settings
- Email

- Help Resources
- [About this Report](#)
 - [Conversion University](#)
 - [Common Questions](#)

Export | Email | Add to Dashboard

Overview »

Goal Detail

Sep 1, 2008 - Sep 30, 2008
Comparing to: Aug 2, 2008 - Aug 31, 2008



Goal 1: Donations had 318 conversions

Select Goal:

318 total conversions
Previous: 282 (+12.77%)

1.16% conversion rate
Previous: 1.51% (-23.05%)

96.30% abandonment rate
Previous: 95.99% (+0.32%)

Analyze this goal

- Visitors Profile: [languages](#), [network locations](#), [user defined](#),
- Browser Profile: [browsers](#), [operating systems](#), [browser and operating systems](#), [screen colors](#), [screen resolutions](#), [java support](#), [Flash](#)
- Map Overlay
Geolocation visualization
- Goal Funnel
Goal funnel visualization

Summary



Use AdWords data to monitor keyword and ad creative activity on a regular basis

Installing Google Analytics isn't scary

It's pretty easy to link Analytics and AdWords accounts

Setting goals in Analytics can give help you understand how to make your site more successful with users

Analytics reports can help you make informed decisions about your site and marketing initiatives

Analytics can help you recognize important trends

Why do AdWords and Analytics show different figures in my reports?

Clicks vs. Visits

Invalid clicks

URLs not tagged

No landing page tracking code

Visitor preferences on their browsers

Unable to load code

Redirects

Resources



<https://www.google.com/accounts/NewAccount>



<http://www.google.com/support/googleanalytics/?ctx=browse>

Why do AdWords and Analytics show different figures?

<http://www.google.com/support/googleanalytics/bin/answer.py?hl=en&answer=55610>



googlegrants.blogspot.com



google.com/grants



<http://www.google.com/support/grants/>

Q&A