

## “Free Mini Guides to Web Success”

Series by *Vu online*

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### 45 Search Engine Pay Per Click Tips

1. Use your keyword at the start of the PPC advert title, at the start of the main body and in your visible URL.
2. Create at least 2 versions of each PPC advert changing just one component at a time to test different titles, features, URL etc.
3. Enable your Google Analytics ecommerce tracking to report the ROI of your PPC campaigns.
4. Run a weekly ‘search query’ report in your reports section to find new negative keywords.
5. Maintain a ‘change log’ detailing all changes you make so you can keep your own records of changes.
6. Use your PPC keyword impression data to inform SEO keyword targeting.
7. Before you write an advert check out what your competitors are doing.
8. Download and use AdWords Editor if you make regular changes or want to make a lot of changes at the same time.

9. Don't make big changes based on small time frames e.g. a day. Look at the bigger picture.
10. Structure your account as detailed in our web hosting guide section setting up a "Google AdWords account".
11. Include singular and plural variations of a keyword (where applicable).
12. Use different campaigns for the content and search networks.
13. Run reports each week to check where your content network ads are being shown. Add any under-performing or undesirable sites to the negative list.
14. Use the Keyword insertion tool in your ads e.g. {KeyWord: Title goes here} to increase CTR.
15. Capitalise each word in your PPC ad to stand out e.g. "Sports Trainers Sale".
16. Don't expect much traffic from positions 11 downwards.
17. Use exact match and phrase match keywords extensively.
18. The content and search network partner options are turned on by default. If you don't want to advertise there, go to 'Campaigns' > 'Settings' > 'Campaign you want to edit' > 'Network & devices'.
19. Use geo-targeting if you target specific countries (e.g. UK) or regions (e.g. London).
20. Use the AdWords preview tool to view your ads without triggering unnecessary ad impressions.
21. Don't fire and forget. Check your campaigns daily and run regular performance reports.
22. Use Google Analytics to research when your visitors have a higher propensity to convert and schedule your ads to be shown during these times.
23. Read our mini-guide about researching negative keywords.
24. Read Enquiro's eye tracking study (it's worth the money).

25. Understand what the 'Google triangle' is and how it affects your bidding strategy.
26. If you have the resources, create special landing pages for specific keywords/ ad's. If you don't...
27. Deep link to the product/ service you are advertising
28. Use "Official Site" in the title for brand terms e.g. "widget.com – Official Site"
29. Make your visible URL readable e.g. Instead of 'widget.com/greatdealhere' use 'widget.com/Great-Deal'
30. Include common misspellings in your keyword list.
31. Seek out Google AdWords advertising credit for new accounts. There are loads out there as part of advertising inserts in magazines.
32. Keep up to date with the latest thinking and technical changes through blogs and articles such as <http://www.searchengineland.com> and <http://www.ppchero.com>.
33. Read the official Google AdWords blog.
34. Don't be afraid to cut your losses with a campaign, ad group or keyword that isn't performing even if you were convinced it would work. The numbers don't lie.
35. Understand what the Quality Score is, how it works and how it affects you and your ads.
36. Do regular searches of your brand name to check if anyone else is bidding on it. If they are, make sure you do too to block them off.
37. Use the site targeting feature for limited budget content network graphical/ banner campaigns and/ or for testing campaigns.
38. It may sound obvious but it can easily be overlooked – If you experience any technical problems with your site that prevents conversions taking place, pause your campaigns until the issue is resolved.
39. Bid on specific product names (more likely to be transactional searches) rather than generic product searches (more likely to be informational searches). E.g. "Nokia



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5800” rather than “Nokia mobile phones”. These types of searches tend to be cheaper and convert more.

40. Create a sense of urgency in your ad copy for them to act now e.g. “Offer ends soon”.

41. Calculate the average value of a customer/ basket and your costs and then use that data to inform your CPA targets.

42. Don’t view your paid search as a silo, compare it’s performance with your other marketing or sources of traffic using Google Analytics.

43. Make sure you don’t let your adverts become stale and you keep your PPC adverts up to date with the latest prices, special offers and new products/ services.

44. Use Trademarks and Registered Symbols in Your Ads to Increase Click-Through Rates. Type the below number, and release the alt key:

- a. ™ = Alt + 0153
- b. © = Alt + 0169
- c. ® = Alt + 0174

45. If you download the SEObook toolbar for FireFox you can view the destination URL for PPC ads on Google. Using this information you can build a picture of your competitor’s campaigns (depending on the tracking they are using).