

“Free Mini Guides to Web Success”

Series by *Vu online*

SEO, Web Design & Hosting Agency Devon

Setting up a Google AdWords account

Here we will take you through how to effectively structure your own AdWords account from set up. A well thought out Google AdWords account benefits from improved quality score (QS), lower bid prices, higher ad positions and more effective reporting/ analysis.

A Google AdWords account has four levels:

- Account
- Campaign
- Ad Group
- Keyword

How you structure each level at the set up stage will impact on both your account performance and the ease at which you can analyse results. It will also remove the often tedious and lengthy process of having to restructure the account further down the line.

How to structure the account

Campaign	A product or service
Ad Group	Search themes surrounding the campaign
Keyword	The keywords associated with the ad group theme

For example, if we apply this to Vu online...

Campaign	Domain names
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Vuonline
16 High Street
Totnes Devon
TQ9 5RY
T: 01803 866430
E: info@vuonline.co.uk
www.vuonline.co.uk

Ad Group Cheap domain name
Keyword ‘Cheap domain’; ‘cheap domain names’; ‘cheap domain UK’ etc

We would then run an advert tailored to the ad group/ keyword. For example, if someone searched for “Cheap domain names”, our advert would be as follows...

[Cheap Domain Names](#)

Domain names only £2.59/year

.com only £4.99. Register now

Heartinternet.co.uk/cheap-domain

Why structure the account that way?

The benefits of this approach are:

Increased relevance of the keyword to the ads in its ad group (QS benefit)

- Increased relevance of the keyword and the matched ad to the search query (QS benefit)
- Adverts tailored to the keyword see a major increase in click through rate
- Easier to adjust bids and distribute budgets to the keywords that are the strong performers
- It is easy to run reports at each level without unrelated products or keywords skewing the numbers
- Conversion tracking cost per acquisition statistics are clean at each level (e.g. if we had grouped ‘cheap domain’ keywords with ‘bulk domain names’ at the ad group level the conversion figure doesn’t tell us which generated the most sales)
- It informs your SEO efforts through the impressions metric (i.e. which keywords are the most popular?)

Writing your adverts

What makes a good advert?

As you can see below a PPC advert does not give you a lot of space to grab attention, generate interest and convert that in to a click. A PPC adverts’ dimensions are:

Title: 25 characters

Line 1: 35 characters



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Line 2: 35 characters

Display URL: 35 Characters

- To grab as many clicks as possible:
- Use the keyword at the start of the title
- Use the keyword at the start of line 1
- Stand out from the crowd e.g. "Free delivery"
- Use a call to action e.g. "25% Sale ends soon"
- Use the keyword in the display URL

For the search term "Football boots" we would use the following...

[Football Boots](#)

Football boots 25% off top brands

Sale ends soon. Free delivery

www.example.com/football-boots

[Destination: www.example.com/product1/range3/offer5]

How many clicks should you expect?

Although this will vary massively from industry to industry and keyword to keyword, it is becoming accepted that PPC adverts claim far fewer of a page's clicks than the organic results. A split of 85% (organic) / 15% (PPC) is widely considered to be a fair assessment. Although your advert impression reports will show all the times your advert was shown, you are really only going to grab 15% of that total.

The diminishing returns on your changes

You may find that as your account matures and you continue to optimise your account the changes you make are becoming less and less dramatic.

From large increases in clicks to big drops in the CPA, the early days of an AdWords account can be an exciting and rewarding time. Nearly every change has an instant impact and you start to wonder what all the fuss was about. Unfortunately this honeymoon period does not last forever, and as your account becomes increasingly optimised the effects of your changes start to decrease.

It is easy to fall in to the trap of wondering what has gone wrong and continuously making changes for the sake of it trying to hit the dizzy heights of the first month or so. "Last time I added a new advert my CTR went up 2% so why hasn't it this time, I must be doing



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something wrong...” When this happens, don’t panic, it is a positive thing! It means you have done a good job and steered your account towards being more targeted and cost effective. The large decreases/ increases were because you initially made a mistake or you tried something that didn’t come off. Now you have started to master your account each change is more of a tweak than a fundamental change.