

PPCBLOG

The logo for PPCBLOG features the text "PPCBLOG" in a bold, sans-serif font. The "PPC" portion is in black, while "BLOG" is in red. A black swoosh underline starts under the "B" and curves under the "G". A red arrow points from the top of the swoosh towards the right, passing over the "B" and "L".

The 10 Commandments of Profitable Google AdWords Campaigns

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Table of Contents

Thou Shalt Not Stop Testing New Ads	4
How Much Data do I Need to Collect?.....	4
Thou Shalt Separate Thy Search & Content Campaigns	5
How to Disable AdSense Syndication.....	5
How to Disable Search Syndication.....	6
Thou Shalt Not Bid Higher to Compensate for Low Quality Scores	7
Straight from the Horse's Mouth.....	7
Thou Shalt Keep Thy Ad Groups Small	8
Ad Group Organization Tip.....	8
Thou Shalt Never Start Campaigns Without Negative Keywords	9
Use Feedback to Refine Your Strategy.....	9
Thou Shalt Not Let Google Convince You to Add Keywords You Can't Afford	10
Reviewing Your 'Opportunities'.....	10
Thou Shalt Not Land the Users that Click Your Ad on Thy Homepage	11
Landing Page Must Match User Intent.....	11
Giving Users Multiple Ways to Pay.....	11
Thou Shalt Always Track Thy Conversions	12
Some Rules of Thumb.....	12
Thou Shalt Not Appear as a 'Thin Affiliate'	13
Some Great Examples of Thick Affiliates..	13
Thou Shalt Not Bid the Same in All Geographic Regions	14
Improve Conversion Rates by Speaking Their Language.....	14
Need More Google AdWords Help?.....	15

1

Thou Shalt Not Stop Testing New Ads

Even if you've tested other ad variations in the past and you're sure you've got the best ad creative possible, *things change*. New competitors pop up all the time, and existing competitors will keep testing ways to edge you out.

It's absolutely essential that you stay on top of what ads your competitors are running and how that's impacting your ad position and bids. Constantly improving your ad Click-Through-Rate (CTR) by consistently testing new ads also improves your 'Keyword Relevance' version of Quality Score that reduces your actual cost per click, bumping up your ad position.

How Much Data do I Need to Collect?

Our free split test calculator will help you calculate the confidence of your results. Ideally you want at least a 95% confidence level in your results to consider them valid.

<http://tools.ppcblog.com/calculators/split-test.html>

PPC G-test Calculator

Use this tool to calculate the probability of result confidence between an A/B split test of pay per click ad campaigns or any other similar marketing or conversion oriented testing.

How many versions?

Success is measured by

count of successes

percentage of trials that succeeded

Test	Trials	Success
A	1000	34
B	500	29

The G-test statistic is 4.0104 so version 'B' wins with **95.48%** confidence.

Thou Shalt Separate Thy Search & Content Campaigns

Google leaves their content network pre-selected when you're setting up new campaigns. If you accidentally leave this option selected, you're in for a nasty surprise as Google applies what you think is your Google *Search bid* to AdSense content placements across their network. The end result is always higher advertising costs, depleting your daily budget much faster than you'd like.

Google's Search ads and their AdSense content ads are entirely different beasts. Profitable advertisers **always** create separate campaigns for Search and Content campaigns. To do this, when creating a Google Search campaign, be sure to deselect the content network in the initial 'Campaign Settings' section of your new campaign. Vice versa with a content network-only campaign.

This will help you track clear and meaningful statistics into how well you are performing, and where there are issues which need addressed. If it's all blended together it requires much more maintenance trying to understand what went wrong, and where, not to mention over-paying for content clicks.

How to Disable AdSense Syndication

Networks and devices

Networks [?](#)

- All available sites (Recommended for new advertisers)
- Let me choose...
- Search Google search
 - Search partners (requires Google search)
- Content Content network
 - Relevant pages across the entire network [?](#)
 - Relevant pages only on the placements and audiences I manage [?](#)

Disable

Your ads won't show on Google's Content Network. [Learn more](#)

Devices [?](#)

- All available devices (Recommended for new advertisers)
- Let me choose...
- Desktop and laptop computers
- iPhones and other mobile devices with full Internet browsers
- [Advanced device and carrier options](#)

How to Disable Search Syndication

Networks and devices

Networks [?](#)


- All available sites (Recommended for new advertisers)
- Let me choose...


Search Google search

Search partners (requires Google search)

Content Content network

- Relevant pages across the entire network [?](#)
- Relevant pages only on the placements and audiences I manage [?](#)

Disable 

 Your ads won't show on Google Search or search partners.

3

Thou Shalt Not Bid Higher to Compensate for Low Quality Scores

In the land of AdWords, Google has made 'quality' King, considerably more so than cash. If your AdWords Quality Scores are dipping and you're trying to keep your ad in place or increase its position, Google's going to bleed your budget dry in no time.

Each 'point' of Quality Score (on a scale of 1 to 10) is worth several times more in 'dollar power'. You're much better off spending your time increasing your Quality Score than simply pumping more money into the system by bidding up and making Google even richer.

Straight from the Horse's Mouth

Google's chief economist (and high school math teacher-looking guy) Hal Varian highlighted the importance of quality score in Google's ad auction...

<http://www.youtube.com/watch?v=K7l0a2PVhPQ>



4

Thou Shalt Keep Thy Ad Groups Small

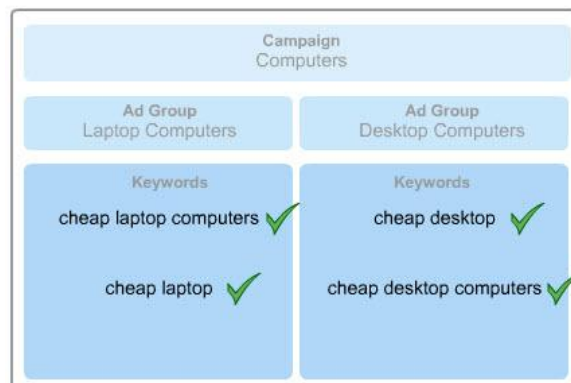
A big part of achieving the high Quality Scores that lower your costs and boost your ad position is finding and maintaining the magical "keyword-to-ad-to-landing-page relevance" that Google seems to expect you to figure out on your own.

One of the easiest ways to get there is to keep your ad groups small and tightly focused around one or two main keywords that are closely themed your website's content and layout. Often, particularly with Search campaigns, it's best to keep your ad groups to **10 keywords or less**.

Ad Group Organization Tip

Google offers a simplified tutorial on ad group creation and management here:

<http://services.google.com/gap/Optimizing-Campaigns-And-Ad-Groups/player.html>



Thou Shalt Never Start Campaigns Without Negative Keywords

Sometimes the keywords you don't want to show your ads against are *just as important* as the ones you do. Showing your ads against irrelevant searches can lower your ads' click-through-rate (CTR) and drag your Quality Scores down with it.

Take advantage of [Google's keyword tool](#) to find possible negative keywords (keywords you don't want your ad to fire on) by putting in some of your broader keywords into the tool and looking closely at the related terms Google lists. If there are any in the list that are *clearly* unrelated to your product or offering, be sure to add them as campaign-level negatives on the Keyword tab of your AdWords campaign interface.

Use Feedback to Refine Your Strategy

As you gain click and conversion feedback from your ad groups, use Google's campaign performance data to help you find additional negative keyword themes.

If you use broad match sometimes your ads will show up for some surprisingly broad themes. For an ad group consisting of *seo book* and *aaron wall*, to the right are some of the keywords which Aaron was paying \$3 a click for.

- Stem cell book?
- Hoteles vall d aran?

FAIL!

Sometimes people give Google far too much credit (and cash) for understanding how and when to place your ads!

twilight books
seo atlanta ga
seo training books
10000 social bookmarks
stem cell book
seo copywriting books
the best seo books
hoteles vall d aran
ebook seo joomla

6

Thou Shalt Not Let Google Convince You to Add Keywords You Can't Afford

Google's got a nice little 'profit enhancement machine' built right into the top of your AdWords interface. It's called New Keyword Opportunity alerts. Google suggests new keywords that you *could* be bidding on given your existing campaigns but aren't. Not only that, but its all-too-easy to just toss them into your existing ad groups.

While this can be handy for new keyword ideas, what Google *doesn't show you* is the average CPC's (costs per click) of the keywords you're adding into your campaign. The end result of failing to look closely at the real costs of the keyword 'opportunities' you're adding to your campaign is wasted budget dollars.

Reviewing Your 'Opportunities'

- Even if the word is related to other words in your campaigns you should still give the keywords further inspection. You may want to pop the keywords you're considering into Google's regular keyword tool and look at the average CPC's to advertise on those words. Are they affordable?
- When adding keywords set them up in new ad groups with bids you define (rather than whatever Google feels you should pay!)
 - Are there really 750,000+ additional searches related to a single brand in a small niche? Not likely!

Keyword ideas				
<input type="button" value="Apply now"/> <input type="button" value="Save to pending changes"/> <input type="button" value="Remove"/> <input type="button" value="Export to .csv"/>				
<input type="checkbox"/>	Idea	Preview	Campaign	Estimated monthly searches ?
<input type="checkbox"/>	New keywords for SEO Book: 61		Campaign #19 Aaron Wall / SEO Book	+ 450,000
<input type="checkbox"/>	New keywords for Aaron Wall: 34		Campaign #19 Aaron Wall / SEO Book	+ 301,000
<input type="checkbox"/>	New keywords for seo training: 80		seo training	+ 246,000

- Inserting semi-relevant keywords in existing ad groups can cause budget dislocations, especially if doing so mixes together branded and non-brand keywords.

Thou Shalt Not Land the Users that Click Your Ad on Thy Homepage

While it may be the quickest and easiest way to pull your campaigns together, simply landing users who click your ads on your site's homepage alone isn't typically the most effective option.

Seasoned marketers have long known that it's best to keep your visitors as completely focused on the task you want them to complete on your site - whether that's completing a purchase, filling in a lead form, or downloading a trial. Unless your home page itself is entirely focused on funneling the user into taking the action you're advertising for, take the time now to customize a landing page that will allow you to close as much business as possible.

Landing Page Must Match User Intent

Different keywords have different 'intents'. When setting up your ad groups you should match up keywords with the most relevant URL on your website.



- To see what is working in your market right now, you can view what ranks in the search results, what pages advertisers are landing users on, and how advertisers are funneling users toward conversion.
- If you do not have a relevant page on your site to land users on consider creating one focused on that topic.
- Some advertisers use PHP to include the searcher's search keywords prominently on the landing page.

Giving Users Multiple Ways to Pay

Different users are at different points in the conversion cycle. If you run a B2B site or a site with a long sales cycle try to give users multiple offers / options so they have numerous ways to learn more about your company & convert.

8

Thou Shalt Always Track Thy Conversions

Put simply, the only way to know if your PPC campaign is as profitable as it could be is by tracking which keywords are driving your sales or leads. Google offers free code that you can easily install your "thank you page" or 'success' page your users see when they've completed your offer or made their purchase. This conversion tracking feature allows Google to show you the number of actions or 'conversions' that have come from each keyword in your campaign.

Conv. (1-per-click) ⓘ	Cost / conv. (1-per-click) ⓘ	Conv. rate (1-per-click) ⓘ
38	\$49.66	2.45%
103	\$40.09	2.17%
522	\$47.08	1.96%
26	\$58.62	1.00%
4	\$178.32	0.45%

The number one way to increase the ROI on your PPC campaign is to cut keywords that aren't actually converting or resulting in sales or

leads. To squeeze out the profit, you'll need to 'cut the fat'. Tracking your success on a keyword-by-keyword basis is the only way to do this effectively.

Some Rules of Thumb...

- Before discarding under-performing keywords, think about spending at least 2x to 3x what a conversion or sale would be worth testing them.
- If you are just setting up your first campaigns and are still working on conversion improvements then put under-performing keywords in different buckets, like...
 - Keywords where you want to lower your bids slightly
 - Keywords you want to test again after the next major conversion improvement
 - Keywords that you want to test again in 3 or 6 months
 - Keywords which you are fairly certain they won't work given your current business model
- The same filtering approach can be applied to look for keywords which are performing well enough that you may want to increase your bids on them.

Thou Shalt Not Appear as a 'Thin Affiliate'

Though it's getting considerably tougher, Google does still allow some affiliate marketers' sites to use the AdWords platform. The challenge however is finding creative ways to prove to Google's advertising editors that your site 'adds value' to the original manufacturer, vendor, or retailer's pre-existing site (whether that company uses AdWords to advertise or not). Any affiliate site advertised on AdWords that doesn't include this 'significant value add' is considered "thin affiliate" by Google's editorial team and not able to affordably advertise.

What Google considers 'value add' for affiliates is *subjective* and will often come down to what an individual group of Google editors thinks constitutes this moving 'value add' target. There are, however, some examples of sites that show how the affiliates can improve the original vendor's customer experience in a meaningful way. While with Google nothing is ever guaranteed, taking the time to build this additional value can help to convince Google to let your ads run.

Some Great Examples of **Thick** Affiliates

After a recent Google purge of affiliate sites from AdWords I wrote a blog post on some great examples of affiliate sites that don't look or feel like the typical affiliate site, highlighting ways they have added value. You can read it here:

<http://ppcblog.com/adwords-affiliates/>



10

Thou Shalt Not Bid the Same in All Geographic Regions

Not all AdWords traffic is created equal in quality, and variations in conversion rates from one country or region to another can be one of the biggest reasons why.

To compensate for this, smart AdWords advertisers create separate campaigns with different (often lower) bid levels for countries or regions outside of their core customer geographies.

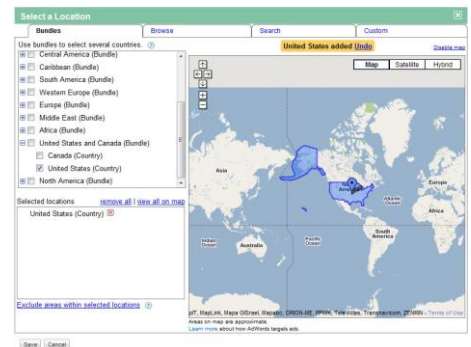
If you ship to foreign countries but buyers in those countries are less likely overall to purchase, consider carefully how you allocate your ad budget to these areas.

The same geo-targeting-based ‘grouping’ principals apply to local businesses which might want to test advertising in neighboring cities & towns.

Improve Conversion Rates by Speaking Their Language

If it's still worth pursuing customers in these regions, look closely at the languages spoken and whether or not you can improve your chances of converting in those markets by meeting customers...

- in their language,
- way of speaking, and
- in some cases their local currency



Need More Google AdWords Help?

I hope these tips help you make your AdWords campaigns more profitable! We also offer [an AdWords Tax calculator](#) which can be used to help estimate how much money you are leaving on the table.



If you have any questions on how AdWords works, alternate ad platforms where you can buy high-quality traffic, and how to get the most out of your AdWords ad budget please check out our online PPC training program and expert community. It includes over 60 training modules and an exclusive member forum. Learn more at

<http://ppcblog.com/member-tour-new-users/>

Whoever said a call to action link could be too big? Not me! ;)

Here's to making AdWords work for you! ☺

- Geordie Carswell, PPCblog.com

