

Pay Per Click Essentials

Building your pay per click account from the ground up can be an intimidating, but worthwhile endeavor. Here are ten points to keep in mind as you launch your first PPC campaign:

- ➔ A logical **account structure** is vital to understanding how your keywords and ads are performing. Common strategies include separating campaigns by geographic area or language, and placing branded terms in their own ad groups.
- ➔ Improper **device settings** can cripple your budget and waste ad impressions on low converting traffic. Enhanced campaign settings make it easy to target mobile traffic, but make sure your site is optimized for mobile visitors first.
- ➔ One of the best ways to determine account performance is to measure **conversions**. Consider how you'd like users to interact with your site and enable conversion tracking. Actions such as filling out a web form, downloading a document, or dialing a phone number can all be tracked by Adwords. Remember you want quality, *relevant* traffic!
- ➔ **Bidding & budget settings** will have a direct impact on how often your ads are displayed. The Conversion Optimizer or Enhanced CPC bid setting is almost always recommended over Focus on Clicks due to the different performance values of each keyword.
- ➔ Set your **bids at the ad group level** to maximize the amount of relevant traffic to your keywords within. Setting bids at the keyword level may be tempting, but there is often not enough statistically significant data available to make these decisions early on in an account.
- ➔ Setting keyword **match types** correctly is crucial to targeting the correct audience for your ads. Learn the differences between broad match, phrase match, and exact match, and use them to focus your account on the most relevant traffic.
- ➔ **Negative keywords** are just as important as setting the correct match type. Adding negative keywords at the campaign and ad group level will tell Google what search terms your ads should never be showed on.
- ➔ Pay attention to the **quality scores** for your keywords. These scores are largely determined by the relevance of your keywords to the content on your landing pages, and will have a direct impact on the cost per click on your ads.
- ➔ Run **search query reports** on a regular basis to gain insight into exactly what keywords your ads are showing up on. Use this data to determine what negative keywords should be added and how to set keyword match types.
- ➔ Writing good **ad copy** is one of the best ways to filter out poorly qualified traffic. Make sure your ad text relates closely to your keywords and the landing page you are sending them to. Don't forget that call to action!