

## Three Steps to an Effective Adwords Campaign

Google Adwords is a powerful tool for promoting your website. It allows you to display simple, effective ads that enable you to reach people who are actively looking for your services and products.

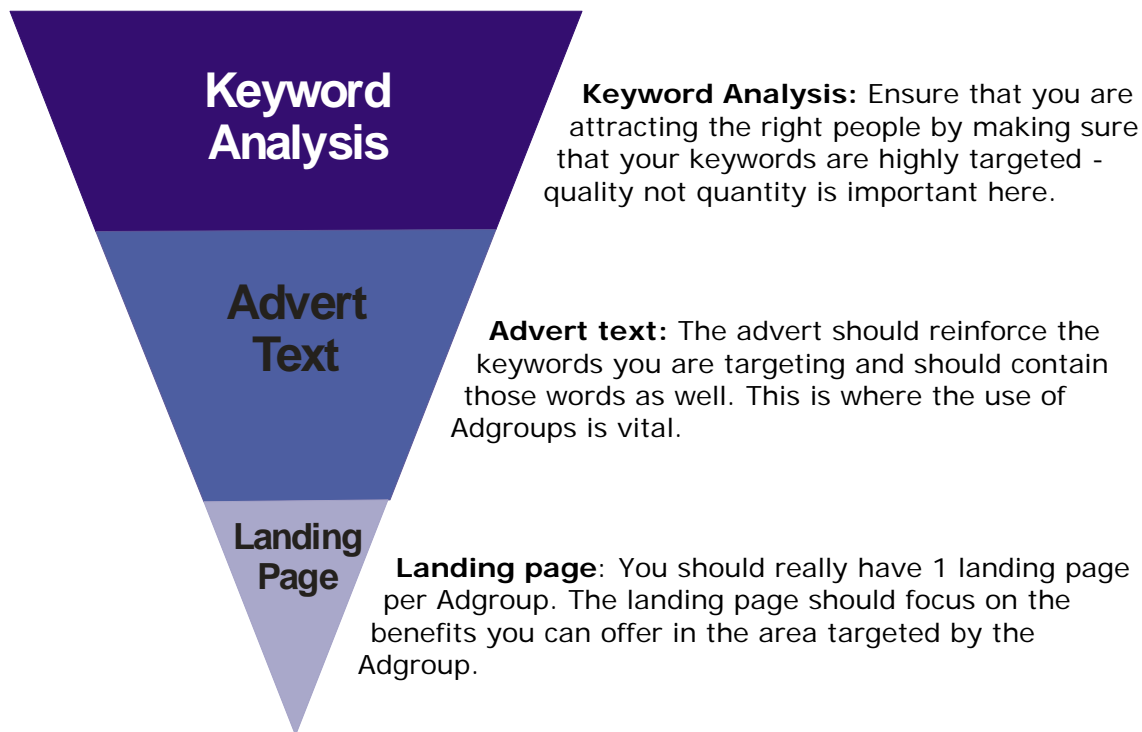
With Adwords, there are a few factors which can have a major influence on how effective the campaign will be. Therefore, when setting up a campaign, these factors need to be taken into consideration.

Some of the most important aspects to consider are:

- Knowing who your target audience is
- Selecting the correct keywords
- Dividing your campaign into Adgroups
- Writing concise and relevant advert text
- Using a landing page to focus your message on your website

The objective of an Adwords campaign is to funnel prospective customers from the search engine, through your advert, and to your website. The website must then do an effective job of selling your product or service.

The three main stages in this funnel are:



Looking at each of these areas in more detail:

**Keyword Analysis:** The first thing to do is brainstorm all the key phrases relating to your service/product offering.

**Tip: Imagine yourself as a search engine user, sitting in front of your computer, wanting what you sell. Ask yourself, "What would you type into the Google Search box?" It could also be a good idea to ask some people outside your organization such as customers or suppliers for their input.**

**Advert text:** This is one of the keys to a successful campaign. You want to be sure that it accurately reflects your offering, and highlights all the benefits (Free Delivery, No Obligation Quote, etc). Here you need to be blunt. You have only 105 characters to get your message across, so subtlety is not the order of the day.

**Tip: Imagine you are a market trader trying to attract the crowd. What would you shout to get their attention?**

The key to delivering a good return on your investment is to ensure that people who click on the ad have a good chance of finding what they want on your site. So there should be no surprises on the site once they click through from the advert. Furthermore, the advert should reflect the search term, and ideally should contain key search terms. The way to ensure the delivery of relevant ads is to use adgroups to divide the campaign into sections targeted at different search terms (See side box for an example of Adgroups).

**Landing page:** Something people often forget is that an Adwords campaign will deliver targeted people to your website, and nothing more. If your site does not deliver what they want, the campaign will fail.

**Tip: Remember every time someone clicks on your ad you pay for it, so make sure that they are likely to find what they want on your site.**

The first step is to ensure that the page they land on after clicking on the advert – the "landing page" - is highly relevant to the term they searched on. A landing page should focus on the benefits you can offer in this specific area. In the pet care example to the right, the cat owners

## Adgroups – An Example

*In a campaign promoting pet care products:*

**Advert Group 1 could be targeting dog owners, thus keywords would be related to dogs as follows:**

*Dog grooming brushes  
Dog food  
Dog training toys  
Etc*

*The ad would then be worded to appeal to dog owners:*

**For all the needs of your Dog**  
*From grooming brushes to dog food*  
*ACME Pet Care – Buy online*  
**[www.acmepetcare.com](http://www.acmepetcare.com)**

**Advert Group 2 could be targeting cat owners, thus keywords would be related to cats as follows:**

*Cat litter trays  
Cat food  
Toys for my kitten  
Etc*

*The ad would then be worded to appeal to cat owners:*

**For all the needs of your cat**  
*From cat food to litter trays*  
*ACME Pet Care – Buy online*  
**[www.acmepetcare.com](http://www.acmepetcare.com)**

It is this approach that we will use in developing the Adwords campaign.

Adgroup should link to a page promoting their cat care products.

Each of these elements link together to create a campaign which should deliver results. Furthermore, by using the metrics offered within the Google Adwords system, it should be possible to identify which of the 3 elements need adjusting to optimize its overall effectiveness.

If you would like to investigate how BSA could help you get more out of Google Adwords, we would be delighted to talk to you.