

## Information Sheet - The Rudiments of Google Adwords

To get started with Google Adwords, you need to start an account at [adwords.google.com](http://adwords.google.com)

### Settings

To start a new 'Campaign', click on 'Campaigns', then the red box '+ Campaigns', to view a drop-down box, offering 4 choices. I recommend just one, to start with:

'Search Network Only'

'Standard' - recommended for your first trial of Google Adwords.

Deselect 'include search partners', otherwise adverts appear in unlikely places

Default Bid : your choice of cost per click.

Generally, anything below 25p is unlikely to attract many bids.

Budget : your choice of maximum to spend per day.

Multiply by 30.4 to get a maximum Monthly Cost.

### Campaign

A campaign is a collection of 'Adgroups'

Campaign "Glass & Crystal" = Adgroups like 'Decanter', 'Wine Glass', 'Balmoral Glass' etc;

### Adgroup

An Adgroup is a collection of 'Keywords'

Adgroup "Decanter" = Keywords like 'wholesale decanters', 'glass decanters wholesale' etc;

### Advertisements

An Adgroup also has Adverts (Ads).

An advertisement must 'point' to a place on a website e.g. a page explaining about the Advert.

This is named the Landing Page.

An Advert can only have a maximum:

Top Line : 25 characters

2nd Line : 35 characters

3rd Line : 35 characters

Shown Destination : 35 characters

Actual Destination : hidden & limitless

### Keywords

Keywords [single words] or Keyphrases (a group of words), which are also termed Keywords.

Keywords can be typed in, in 4 different ways:

1. **Glass Decanter** : 'Broad Match' - Will return Searches including misspellings, synonyms, related searches and other relevant variations. Will return Searches for 'Glass Bottles'.  
Not advised.
2. **+Glass +Decanter** : 'Broad Match Modifier' - Will return Searches containing the modified term (or close variations, but not synonyms), in any order. Will return Searches for 'Glass Ships Decanters'. Good, if you keep a regular check on 'Search Terms' (see below).



3. **"Glass Decanter"** : 'Phrase Match' - Will return Searches that are a phrase, and close variations of that phrase. Will return Searches for 'Buy Glass Decanter'. Good, but still keep an eye on 'Search Terms' (see below).
4. **[Glass Decanter]** : Exact Match' - Will return Searches for only those exact Keywords. Will only return Searches for 'Glass Decanter'. Too precise; you need to type in every variation of Keywords you can think of. And then some...

Google shows a 'score' for each Keyword, marked out of 10, depending on the *relevance* of the Keyword to the Landing Page.

Google is very keen on the *relevance* of everything on the internet:

Landing Page Title and text beneath it being *relevant*

Adverts pointing to the Landing Page

Keywords being *relevant* to the text on the Landing Page.

After a period of time, Google Adwords will show other information, which you can view by setting a date range e.g. from when the Campaign was made live:

Clicks : How many times someone has typed a listed Keyword into Google Search and clicked on your Advert.

Impressions : How many times your Advert has been shown, when someone typed in a listed Keyword into Google Search.

CTR (Click Through Rate) : The percentage of times your Advert has been clicked, against the amount of Impressions.

Avg CPC (Average Cost per Click) : Google does not always charge you the full Default Bid (the amount you entered under 'Settings') per click.

Cost : The Avg CPC multiplied by the number of Clicks.

Avg Pos : The average position in the list of Returned Searches, where your Advert has had an Impression. Shown as a fraction e.g. 2.1. An average of Position 2.1 in Search Results.

You can set the information you wish to see, when viewing Keywords:

Click 'Columns', then 'Customise Columns'.

Select 'Performance', then 'Add', alongside any further Columns you wish to show.

The other 'metrics' selections are for more advanced users.

A very useful addition is available if you add 'Google Analytics'.

Visit [google.com/analytics](http://google.com/analytics) to open an account.

Link your Google Analytics account to your Google Adwords account.

With Google Analytics added and linked to Google Adwords:

In Google Adwords - Keywords - click 'Columns', then 'Customise Columns'

Select 'Google Analytics'

Select 'Add' alongside all four options.

Keywords will now show one of the most important Columns:

Bounce Rate : The percentage of times someone Clicks, visits your Landing Page and exits, without viewing any other part of your website.

Any Keyword showing over 50% Bounce Rate is possibly not worth keeping.

### View Search Terms

Ensure you are viewing Keywords. Click on Details - Search Terms - All

Terms (Keywords) people have typed in, to have your Advert shown to them, which they then clicked on. This is where you can either Add the terms to your Keywords (popular ones, that you want to monitor) - or make into Negative Keywords.

### 'Negative Keywords'

Negative Keywords are those you list that you Do Not want your Adverts returned in Searches e.g. 'Glass Bottles', in the example above. You can add to your list of negative Keywords by:

Viewing Search Terms (above) and add them at that stage.

When viewing a list of Keywords, scroll to the end and click on 'Negative Keywords'

### Adjusting Bids

You can set the 'Max CPC' (Maximum Cost per Click) of any Keyword, at any time. As time passes, keep an eye on the following:

Avg Pos : If this is low, you may want it to be higher, to get a better response.

If this is high, you may gamble on a lower CPC.

Bounce Rate (with Google Analytics linked) : If this is high, you may not want to increase your bids.

### Advice

The best piece of advice I can impart is to keep everything *relevant*. Also, keep it as *specific* as possible. I used the Keyword 'Glass Decanter', above. It is not as specific a 'Keyword', or 'Title for a Landing Page' as 'Wine Decanter' - which is again not as specific as 'Crystal Wine Decanter'.

Spend a few minutes deciding how much time you have to spare in devoting yourself to writing Landing Pages, then looking after Google Adwords, pointing at that Landing Page.

1. Best = write about Crystal Wine Decanter & Engraved Wine Decanter, then, Crystal Spirit Decanter & Engraved Spirit Decanter etc;
2. 2nd Best - write about Wine Decanter, Spirit Decanter, etc;
3. 3rd Best - write about Glass Decanter