Advanced Google AdWords

Brad Geddes



Contents

	Foreword	xxv
	Introduction	xxvii
Chapter 1	Understanding Search Theory .	1
	The Origins of Google AdWords	2 J 6
	The Psychology of Search Turning Concepts into Words Understanding Search Results The Purpose of Ad Copy Landing Pages Lead to New, Customers Advertising Is Not Advertising When It Is Information	
	Goal Alignment: Google vs. You vs. the Searcher	
	Best Practices for Applying Search Theory	16
Chapter 2	Keyword Research	19
	Understanding the Buying Funnel	20 21 22
	Understanding Keywords Types of Keywords Finding Keyword Ideas How Many Keywords Should You Have in Your Account? Creating Keyword Lists Using Long Tail Keywords Wide vs. Deep Keywords	23 24 26 29 31 32 34
	Discerning Keyword Match Types Broad Match Phrase Match Exact Match Which Match Type Is Best?	36 36 37 39 40
	Using Negative Keywords	42 42 44 44 45 46
	Taking Control of Your Ad Display.	48
	Best Practices for Conducting Keyword Research	49

Chapter 3	Keyword Tools: Extracting Valuable Data from Google	51
	AdWords Keyword Tool	52 54 59 62
	Using Google's Search-Based Keyword Tool Finding Keywords Based on Crawl Information Keyword Suggestions by Category	63 64 67
	Google Sets	.69
	Google Trends	70
	Google Insights for Search What Service Should You Offer? Determining Your Messaging Determining Consumer Interest	73 74 76 77
	Google Labs and Microsoft adCenter Labs	.78
	Best Practices for Using Keyword Tools	.79
Chapter 4	Writing Compelling Ads	81
	Do Your Ads Reflect the Search Query?	:82
	Writing Effective Ads	84 85 86
	Following Google's Editorial Guidelines	87 87 88
	Developing Unique Selling Propositions	. 89
	Distinguishing Features and Benefits. Benefits, Features, and the Buying Funnel	90 92
	Employing Themes That Get Clicks. Utilizing Numbers in Ads How Strong Is Your Call to Action?. Writing Informational Ad Copy Utilizing Negative Ad Copy Do Not Forget the Display URL	94 95 96 97 99 100
	Following the Law: Trademarks	.102
	The Quest for the Holy Grail of Advertising	.104
	Best Practices for Writing Compelling Ads	.105
Chapter 5	Landing Pages That Convert Searchers into Buyers	107
	Does Your Landing Page Answer the Searcher's.Questibn?	.108
	Everything about Destination URLs	.110 111 116

	Choosing Landing Pages That Increase Conversion Rates	117
	Choosing Landing Pages Based upon the Type of Query	118
	Differentiating LocalBusiness Queries	122
	Using Segmentation Pages Using Forms as Landing Pages '	124 125
	Thanking Your Customers .	125
	Crafting Perfect Landing Pages	128
	'Employing Usability, Trust, and Web Technology to Increase ' :	
	Your Conversion Rates.	
	Using Web Technology to Implement Usability and User Security	129
	Psychological.Factors That Increase Conversion Rates Your Website's Usability Goals.	137" 144
	Best Practices for Landing Pages	.145
Chapter 6	Advanced Optimization Techniques	147
	Optimizing for Traffic,	148
	Exploring Strategies That.Display Your Ads More Often	148
	Talcing Advantage of Dynamic Keyword Insertion .	151
	Increasing Page Views	156
	Optimizing for Conversions	160
	Writing Ad Copy That Sells	160
	Creating Landing Pages ThatTncrease Conversions	161
	Making Additional Conversions to Increase Your Profits	169
	Best Practices for-Advanced Optimization Techniques	.172
Chapter 7	Demystifying Quality Score	175
	What.Ts Quality Score? How Quality Score Affects Ad. Rank	. 176 177
	Quality Score Factors for Search .	178
	Viewing Your Quality Score	.183
	Viewing Your Quality Score	.185
	Viewing Your Quality Score	185 185
	Viewing Your Quality Score	.185
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant. Spiderability Relevance	.185 185 186
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant. Spiderability Relevance Transparency	185 185 186 187
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant. Spiderability Relevance Transparency Navigation •	185 185 186 187 187
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant. Spiderability Relevance Transparency Navigation • Estimating Your First Page Bid.	185 185 186 187 187
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant. Spiderability Relevance Transparency Navigation Estimating Your First Page Bid. Understanding the Content Network Quality Score.	185 185 186 187 187 188 190
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant. Spiderability Relevance Transparency Navigation Estimating Your First Page Bid. Understanding the Content Network Quality Score. Placement, Targeting Quality Score	185 185 186 187 187 188 190 191
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant Spiderability Relevance Transparency Navigation Estimating Your First Page Bid Understanding the Content Network Quality Score. Placement, Targeting Quality Score Creating Highly Relevant Ad Groups	185 185 186 187 187 188 190 191
	Viewing Your Quality Score. Landing Page Quality: Making Your Pages Relevant. Spiderability Relevance Transparency Navigation Estimating Your First Page Bid. Understanding the Content Network Quality Score. Placement, Targeting Quality Score Creating Highly Relevant Ad Groups What to Do if Your Quality Score Drops.	185 185 186 187 187 188 190 191 192 195 197

Chap	ter 8	Beyond Text: Image, Video, and Mobile Ads	205
		Beyond the Desktop: Creating Mobile Ads	206 206 208
		Beyond Static Text: Creating Rich Media Ads	212 212 217.
		Using Google's Display Ad Builder	220
	•	. Best Practices for Employing Image, Video, and Mobile Ads	222
Chap	ter 9	Understanding the Content Network	225
		What Is the Content Network?	226. 227
		Creating a Successful Content Network Campaign	228 229 230 230
		Smart Pricing: Why Cost per Conversion Is the Best Metric	
		to Measure Success	235
		Learning How the Content Network Is Performing for You Understanding the Placement Report Stopping Google from Showing Your Ads.on Sites That Do Not Convert	236 236 237
		Managing Automatic Placements	242
		Placement Targeting: Choosing Which Content Sites	
	,	Display Your Ads	243 244 247 248
		Ongoing Management of Placement Targeted Ad Groups	250
		Best Practices for the Content Network.	251
Chap	oter 10	Advanced Content Network Techniques	253
		Enhancing Your Content Campaigns Refining Your Content Exposure with Keywords Controlling Your Placement Ad's Display Optimizing Your Content Campaigns Organizing Your Content Campaigns	254 254 256 258 261
		Setting Different Bids By Demographics. Viewing Your Demographic Performance Stats Setting Demographic Bids ' •	265 265 266
		Organizing Your Demographic Campaign	268
		Creating Scenarios to Understand and Reach Your Targeted Audience.	.270
		How to Write Effective Content Ads	272

	Google Ad Planner: Free Access to Expensive Data	273 275 282
	Best Practices for Advanced Content Network Usage	283
Chapter 11	Advanced Geographic Targeting	285
	What.Is Geographic Targeting? ;	286 286 288
	Reaching Users in Specific Locations'	290 291 294 296 302 304
	Treating Locals and Nonlocals Differently in Your Ad Copy Automatically Inserting Your Address into the Ad Copy A Case Study into Local Belief.Systems	306 308 311
	Viewing Geographic Results	.313
	Geographic Performance Reports.	314
	Best Practices for Geographic Targeting . •	316
Chapter 12	Save Time and Scale Accounts with the AdWords Editor	319
	AdWords Editor Overview	320 320 325
	How to Scale Your Account Importing Keywords Creating Thousands of Keywords and Ad Groups Easily Creating Thousands of Ads	329 329 331 335
	Optimizing Content with the AdWords Editor	339
	Best Practices for Using the AdWords Editor	341
Chapter 13	Profitable Bid Strategies	343
	Setting Your Marketing Goals	344
	Measuring Results with Google's Conversion Tracking Code AdWords Conversion Tracking Code Accessing Valuable Conversion Data in AdWords Reports How to Track Phone Calls	345 346 349 350
	AdWords Bidding Options.	. 351
	Profitable Bidding Strategies. ROr vs. Profit Revenue per Click	354 355
	Taking Margins into Account	358

xxj n §

	Tracking Long Sales Cycles with Conversion Funnels	362
	Calculating Your Max CPC	364 364 366 367
	Position Preference: Controlling Where Your Ad Is Displayed How Average Position Is Calculated Determining Conversion Rate by Position	369 370 371
	Ad Scheduling: Automatically Changing Bids by Time Periods How to Find Conversion Information by Time Frames In-Depth Look at Two Companies That Found Ad Scheduling Success Creating Time-Sensitive Offers	372 374 376 381
	Understanding Attribution Management	. 382
	Examining AdWords Reports to Make ROI Bid Decisions	383
-	'Best Practices for Utilizing Profitable Bid Strategies	. 385
Chapte	r 14 Successful Account Organization Strategies	387
·	What Is an AdWords Account? What Are the Limits of an AdWords Account? Managing Multiple, Accounts the Easy Way Becoming a Google Advertising Professional	388 388 389 392
	Developing A Successful Campaign Structure	394 394
	Structuring Campaigns to Achieve Business Goals'	396
	Organizing an Ad Group to Increase CTR and Conversion Rates .	. 409
	Best Practices for Account Organization Strategies	410
Chapte	r 15 Testing Techniques That Will Increase Profits	413
	Testing Is Essential to Increasing Profits	414
	How to Test Ad Copy to Increase Conversions	414 415
	Ad Copy Themes to Spark Your Creativity	415 416 419 420 422
	How to Test Landing Pages to Increase Conversions. Testing Where to Send Traffic Landing Page Testing Factors Making Ads and Landing Pages Work Together Essential Items to Test First Creating a Landing Page Test	426 426 431 438 443 444
	Testing Profit per Click and Profit per Impression	447

Best Practices for Testing Techniques That Will Increase Profits. . . . 450

xxii

£

O

How Can Publishers Determine Revenue per Click?

360

Chapter 16	AdWords Reports: How to Extract Actionable Information	453
	Choosing General AdWords Report Settings	454
	Advanced Report Settings	455
	Using Reports to Optimize Your Account	
	Ad Performance Report ':	460
	URL Performance Report •	463
	Ad Group Performance Report	464
	Campaign and Account Performance. Reports	464
	Demographic Performance Report	466
	Geographic Performance Report	466
	Search Query Performance Report	467
	Placement Performance Report	467
	Reach and Frequency Performance Report	469
	Best Practices for Using AdWords Reports	470
Chapter 17	Step by Step: Create and Monitor Your AdWords Account	473
	Before You Create Your Account.	474
	Creating Campaigns.	475 •
	Creating Search Campaigns	476
	Creating Content Campaigns	479
	Creating Placement-Only Campaigns ,	481
	Optimizing Ongoing Campaigns	483
	Optimizing Search Campaigns	484
	Managing Budget Optimizer Campaigns	487
	Optimizing Content Campaigns	488
	Optimizing Placement Campaigns	490
	Optimizing CPM Campaigns	491
	Creating an Optimization Schedule	493
	Best Practices for Creating and Managing Your AdWords Account	. 496
	Glossary	499
	·	
	Index	505

o z m jj