

# Save \$\$\$ on Click Advertising

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Get more from AdWords for less.

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This is one of a series of articles from Succinct Ideas providing practical information about how to make your online marketing more effective. Find more at [www.succinctideas.com.au](http://www.succinctideas.com.au)

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## INTRODUCTION

Click advertising is the quickest and easiest way to get exposure on Google. Spend money on clicks and dominate the search terms your prospective clients use. Convert the clicks into sales and your business is on track.

This simple approach sounds great until your click spend reaches a point where it's no longer economically viable for the product &/or your business.

What do you do then? Read on.

## HOW ADWORDS WORKS

First a quick recap on how Google AdWords works. Pay per click (PPC) advertising, dominated by Google's AdWords, is an important online marketing medium. It works like this:

### THE AUCTION

PPC is an online auction where you show an advertisement to people searching for your product/services. You only pay if they click on your ad, so I think of it as performance based advertising.

### BIDDING

You bid to gain visibility. Generally the more you bid; the greater your ad's visibility. Beat your competitors by out-bidding them

### BUDGETING

Ad exposure is proportional to your total (daily) budget. Increase your (daily) budget to be seen more

### ADVANTAGES OF PPC

PPC is popular for simple, short lead time online exposure. Your business can achieve almost instant exposure for a managed investment. PPC is also particularly good for short term sales promotions (i.e. campaigning) and is important for services that clients need right now i.e. short lead time sales like repairs etc

PPC also avoids the vagaries of Google SEO. Google is actively stopping traditional SEO techniques so being ranked organically is becoming less reliable.

### DISADVANTAGES OF PPC

The ongoing expense. Turn off your ads and the phone stops ringing, and click bid prices keep creeping up over time.

## ADWORDS CAMPAIGN TUNING

Probably the best place to start in reducing your AdWords click expenditure is to make sure your campaign(s) are running optimally.

Duh! Yes it's a no-brainer but typically business owners are too busy or don't have the system skills. Let's look at some of the more common issues created by poor or no campaign tuning:

### NON PERFORMING KEYWORDS

A poorly managed AdWords accounts can have 25% or more budget 'wastage' because of keywords that just aren't right for you.

#### *WRONG KEYWORDS*

Be vigilant about your keyword selection; only use keywords that a prospective client would use when they are buying; beware of 'research' search terms as these often don't convert to a sale. Don't waste your clicks!

#### *KEYWORD MATCHING*

Wrong keywords aren't just because someone chose badly either. AdWords will match words it thinks are similar with yours and occasionally (in fact often) gets it wrong. Be aware that there's two types of 'keywords' in AdWords:

**Keywords** - The ones you want to target and entering to AdWords.

**Search Terms** - The actual terms searched in Google and that triggered your ads to show.

Scrutinise your [Search Term Report](#) for *search terms* that you don't want and add [negative keywords](#) to stop paying for them again and again.

AdWords has a [keyword matching](#) 'syntax' to tell AdWords exactly how to apply your keywords and it's important to use this to closely match your desired *search terms* and eliminate non-performers.

### QUALITY SCORE

Quality Score is Google's way of trying to make sure you only advertise for what you should. AdWords checks keywords, ads, landing page, click through etc and assigns a Quality Score from 0 (bad) to 10 (good) for relevance. More relevance means a better Quality Score. A poor Quality Score dramatically impacts your actual click price costing you more. Improve your quality score by:

#### *ENABLE AND MONITOR QUALITY SCORE*

Quality Score is not displayed by default so to add it to your reports use Columns|Customise columns; select Attributes and add Qual. Score to your keyword reports

Alternatively Mouse over the status balloon adjacent each keyword

#### *IMPROVING QUALITY SCORE*

Depending on where your Quality Score is weak you might consider:

- Removing low quality keywords
- Add the term into your ad text
- Use a purpose built landing page tuned to the keyword
- Break your campaign into AdGroups of similar terms and ads

### NON CONVERTING KEYWORDS

Assuming you are advertising for an outcome, then setting up measurement systems that can help you monitor if the advertising is working.

AdWords has a built-in conversion tracking facility, which when setup, displays the effectiveness of campaigns, ads and individual keywords. Reports showing the cost per conversion for a particular keyword make it much easier to see what is working that combing through reports.

Analytics also provides the ability to track 'conversions', and even sales revenue by keyword etc through Goal and Event tracking.

Depending on the nature of your market and your website's sales role, conversions are not always able to be tracked electronically but if you can use it to weed out non-converting keywords.

A final note on conversion is to be very aware of your clients' typical sales path. Analytics' [Top Conversion Paths](#) will show which series of mediums your clients use before they convert. Don't throw the baby out with the bathwater if a medium isn't showing up as the end conversion - frequently this is not the key medium.

## ORGANIC SEARCH (SEO)

A strong organic presence sits in front of searching prospective clients 24x7 There is also no daily budget to exhaust to limits your daily exposure. Organic search is typically the best converting online medium as most searchers trust organic results the most.

## VALUE ADDED RESULTS

Google provides a variety of 'value added' search results depending on the type of search for example

### *GOOGLE LOCAL BUSINESS PAGES*

When Google recognises a place or geographic region in the search it displays registered businesses in that area on a Google Map

### *GOOGLE SHOP DISPLAYS*

Product searches often display images with links to organisations selling those products.

These services represent free online exposure so should not be overlooked and can be setup as part of an SEO campaign.

### SUMMARY

This document has introduced some of the more effective ways to reduce click costs, or if you prefer, to get more clicks for the same investment.

If you believe your AdWords campaign needs a tune-up then please [contact me](#) to arrange it. My fees are modest, and you will probably save several times the amount from our tuning service.

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Feel free to pass this article along to others who may be interested in saving \$\$\$ on clicks.

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