

All about Google AdWords

This document summarises the benefits / pitfalls and general running of Google AdWords Pay Per Click marketing system.

What is it?

If you do a search in Google you will usually see the Sponsored Adverts down the right hand side. Google lets you create these adverts, which then instantly appear. It's a valuable and powerful direct marketing tool which is also used in other major search engines and shopping portals - so has massive world-wide coverage.

How does it work?

The actual sign up / creation can be completed in about 30 minutes, however it is the research required in keywords selection and copywriting of the advert that requires careful thought.

You need to create groups of adverts (at least 2) written to appeal to the sort of customers you are looking for. You choose specific keywords that you want to appear with separately from the words in your advert, and this "phrase list" is hidden from the public. When those words are searched for, your advert will appear. Appropriate countries can (and should) be selected to narrow your field of interest down to a reasonable number.

The amount you bid per click dictates your position amongst all the other AdWords customers that have also chosen the same keywords as yours and as the searchers themselves have typed. The minimum bid per click is 4 pence. Google suggests keywords for you and also predicts what sort of levels you will get. As you bid higher prices, your advert goes up the list and Google predict that more people will click on it. Therefore your all-important "Click-Through Rate" goes up.

The "Click-Through Rate" (CTR) is a percentage of the number of people that have clicked on your advert after having seen it following a relevant search. If you consistently get low CTR's (less than 0.5%) then Google will ban the underperforming keywords or advert! This conversely means that if you get high CTR's then it means your advert is HIGHLY RELEVANT to the train of thought the users are on when they search your keywords. And this is the MAIN theory to understand about AdWords...

Google wants to reward YOU for writing a good advert because it helps THEIR users have a good experience. Therefore they compare your CTR with the competition on of the resulting search and if, for example, your CTR is twice as high as the next best, then you will get twice as good a position for half the cost of THEIR maximum bid per click!

What this means is that you need to write a very direct and appealing message which attract the people you want and turns away people you don't want (which will end up costing you your bid price for them to just look at your site for 2 seconds!). The "groups" of adverts I talked about before need to be written to work together for @specific' key phrases. If one tries to get a single advert to do too many keywords, you end up with lower CTR's and the clicks you do get cost more, so the art really is in devising a harmonised approach to attacking the keywords that are relevant.

AdWords are highly suitable for sites which directly or indirectly can make the money spent on Clicks pay back. The likely pitfalls are then based around the fact the a badly written advert will be costing you money for the wrong type of person

Long term pricing

The actual cost over a month can be dictated by a "Daily Budget Limit". If you get enough clicks to take you over this in a day then your advert will disappear until midnight the next day. This way the cost cannot run away, but if you are getting successful leads from the click-through's then it's worth upping the daily level. Google usually suggests around £2 - 5 a day - but this is entirely up to you per campaign.

Advanced use of Google AdWords

Reports can be created in many ways about the campaigns you are running, including summaries of which words are working best. You can also see what time of day you are getting the best results and then tell your AdWords to only appear at this time, maximising your exposure and utilising your budget to its best effect.

More information / research

There is much more you can do with Google AdWords - find out more at www.google.co.uk/adwords or start your ad today!

I have also found a very good "free" tool for searching and suggesting keywords and key-phrases to use in your AdWords, available for download at www.goodkeywords.com .

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