

AdWords For Local Businesses

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- ❖ Tailoring the local aspect of your AdWords campaigns
 - Whatever kind of business that is serving your local community, you can tailor your AdWords account and campaigns to be local focused.
- ❖ 10 tips to tailor the local aspect of your AdWords campaigns
 - Ensure you have tight location targeting for your ads
 - Location targeting means restricting your ads to only show in the regions in which your customers are.
 - Bid on local keywords
 - Local type keywords are keywords which are targeting the specific local suburbs in which you are trying to attract your target customer.
 - Example, if you are wanting to target customers in a specific suburb, but you're also willing to service the neighbouring suburbs, probably within a 5-10 mile radius or kilometer radius. So you would bid on the suburbs which are located within that 5-10 km or mi radius and bid on those specific keywords.
 - Use local keywords in your ad copy
 - Incorporate the local keyword in your ad copy.
 - Example of the 'plumber in Bondi', you can incorporate the plumber and the suburb in your ad copy.
 - It will stand out more in the ad results and someone is more likely to click on that ad because they've just typed it in and they're looking for exactly that type of person which services their specific area.
 - Use negative keywords that relate to the local nature of your business
 - Negative keywords will prevent your ad for showing up for search terms which you don't want your ad to show up for.
 - Create a Google My Business account and link it to your AdWords account
 - By linking your Google My Business account to your AdWords account, you get the additional benefit of having an ad in the Google Maps listing.
 - You can also have your location address attached as an ad extension to your ad copy for no extra cost.
 - Use all possible ad extensions
 - Similar to adding the address in your ad as an ad extension, there are other kinds of ad extensions that you can enable such as:
 - Site links
 - Call outs
 - Call extension, etc.

- As they sound, they are extensions to your original ad so they're in addition to your ad, they're not in replacement.
- Ensure you're doing conversion tracking and specifically phone call tracking
 - Ensure you have set up multiple types of conversion tracking so at a very minimum you'll be tracking people who contact you online.
 - Phone call tracking is a free service provided by Google whereby they will give you your own dedicated number which is an ability for you to track phone calls.
- Test a click-to-call campaign
 - A click-to-call campaign is really trying to drive phone calls.
 - This is where the ability for people to click on the ad to go to a website is taken away.
 - The only way that they can really take it to the next step is by a phone call.
- Create a remarketing campaign
 - Remarketing is the ability to show ads or banners to people who have come to your website before and only those people who have come to your website before.
 - It's a good opportunity to bring people back because people get distracted and if they haven't contacted you at the first instance it doesn't necessarily mean that they're not interested in your business, it just means that maybe life got in the way and they need to be reminded to come back.
- Create a remarketing for search campaign
 - This is kind of the next step beyond a classic marketing campaign for search is showing search ads for people who are on your remarketing list.
 - This will enable you to have your search ad show up for a particular person.