

Top 10 Classic AdWords Mistakes that are Costing You Money

By: Ilana Wechsler

- ❖ They don't set up conversion tracking
 - People think that this is automatically setup by merely running Google Adwords when this needs to be manually setup and you do this within your Google Adwords account.
 - What is conversion tracking?
 - It is setup to measure success. Whatever success is for you. Be at getting the phone to ring, someone submitting their online details, someone making a purchase. They're all forms of success. That's your ultimate goal from running Google Adwords.
 - 3 different conversion tracking we usually setup:
 - Phone calls from the ads directly by hitting that call button.
 - Phone calls from people having gone to your website and then called you.
 - And usually an online form tracking as well.

- ❖ They don't setup or install Google remarketing code
 - Once again, people think that this is automatically setup by merely running Google Adwords. You'd also need to manually set this up.
 - What is remarketing code?
 - The ability to show ads to people who have come to your website before and they've come to your website through any traffic source not necessarily having clicked on your adwords ad. They might come from SEO traffic and Social Media traffic.

- ❖ They don't implement proper account structure
 - You should be setting up your AdWords account in a very refined and granular way by creating an adgroups that have very tightly related keyword themes. The reason you want to do this is because you want your ad which is triggered by the keyword to be very very closely related to that keyword because that will encourage people to click through on your ads because it's relevant.
 - Separating your keywords into very distinct keyword themes gives you the following benefits:
 - You will get a much improved click through rate so people will be clicking on your ads more because the ad that is shown is really relevant.

- You will also get most likely an improved conversion rate because people are hopefully going to the right place on your website.
 - Your quality score will improve ultimately which means that you will pay a lower amount per click than your competitors.
- ❖ They combine their search network campaigns with their display network campaigns
 - You don't want to combine your search network campaigns with your display campaigns purely because they behave vastly different. They are completely different. Behaviours of people, the ads are placed in completely different places, from a data perspective and optimization perspective, you need to separate them because they behave completely differently.
 - ❖ They don't use proper keyword match types
 - Most people don't realize that there are match types that come into play when running adwords.
 - Adwords Match types:
 - Exact match
 - most specific and restrictive match type.
 - the only time your ad will show is when somebody types in exactly what your keyword is. No words before it, no words after.
 - Phrase match
 - your ad will only appear with your keywords in the exact order but there might be other words either before or after that phrase.
 - Modified broad match
 - your ad will appear using your keywords but they can be in any order and they can be anywhere in the search query.
 - Broad match
 - the default match type and the it reaches the widest audience
 - your ad is eligible to appear using any word in your keyword and in any order.
 - ❖ They don't add negative keywords
 - Adding negative keyword will prevent your ad from showing up for unrelated search queries. Using a broad match type of keyword will give you a bunch of negative keywords that needs to be added in your account.
 - ❖ They don't use extensions
 - Reasons why you need to use ad extensions:
 - The first being you will get a lot of extra real estate in your ad for exactly the same cost and you're effectively pushing your competitor ads further down the page by merely taking up more real estate.

- And another reason is that Google will reward you for using ad extensions by cheaper clicks than this is due to their ad rate.
- ❖ They don't use proper location targeting
 - Ensure that you apply proper location targeting so you're not wasting money in showing ads to people who won't travel to your particular business or can't buy your product if they're overseas for example.\
- ❖ They don't rotate their ads evenly
 - Rotate your ads evenly so that you can have a proper split test. Split testing helps you decide which ad is better. And once you do see which is the winning ad you can pause the underperforming ad and create a new split test. So always be split testing and always be trying to run an accurate split test.
- ❖ They don't pay attention to their quality score
 - What is a quality score?
 - It is Google's way of rewarding you of being a good advertiser. And they reward you by giving you a number between 1 and 10 which is assign at a keyword level for how good you are that keyword is. So 1 being the worst and 10 being the best.
 - Google also reward you with cheaper clicks if you have a high quality score
 - So you want to pay attention to quality score and try and optimize your account to get a good quality score.