

GRANITE

Effective website & e-marketing solutions



Google AdWords

This is Google's search advertising programme, which uses keywords to target ads to web users seeking information about a particular product or service. It's based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on.

An ad's position is determined by your CPC budget and click-through rate.

1. Choose keywords to use in your ads. Use words or phrases relevant to your business – Google has a keyword tool on its AdWords site.
2. Choose matching options. You can specify keywords as **broad matches**, **phrase matches** and **exact matches**. You can also select **negative matches**. Here you add a list of negative keywords which stop your ad from displaying when a search includes a keyword that isn't relevant to your ad. For example, pink, cheap, children's, used.
3. Qualify visitors in the title. If you offer a service only in Cambridge, state Cambridge in the ad so that you don't waste money on people clicking the ad, wanting your service in Scotland. If you sell luxury hampers, use luxury in the title, to deter users looking for bargains.
4. If your ad carries a price or offer, users should be able to access the full information in two clicks.
5. Google AdWords are displayed on Google, Google search partners such as Ask, and other websites which may have relevant content. However, consider turning off the latter - "content" - in your edit campaign setup as click-through-rates on this network are often lower.
6. Write ads that solve users' problems. For example, last-minute flowers, next-day delivery etc.

7. Include a keyword in the title of your ad as this shows that your ad relates to their search.

8. Test out your ads. Try two different ads for the same keywords and compare the response to a particular offer or call-to-action.

9. Use conversion tracking, which comes free with your Google AdWords account. Every time your ad is clicked, Google records what happens next – did users purchase, sign-up, view a page, request more information or download a demo etc. Ultimately, this data shows how effective your ads and keywords are.

10. Create a landing page for each advertisement. This is specific web page that a visitor reaches after clicking the ad and highlights a particular service or product or explains the offer. Make sure the landing page is relevant to your keywords and your ad text otherwise users will quickly abandon your site.

● **For further advice, contact Jill Davies on 01223 208008**