



10 Top Tips for Managing Your AdWords Account

by Ian Rhodes

In business, it's easy to have the mentality of "if it's not broke, don't fix it". This is far from the truth when it comes to managing your Paid Search account within AdWords.

Whichever level of management you're at, whether the Managing Director or the Marketing Executive, the accountability for your AdWords campaign lands at somebody's feet. If that's you, then follow these top tips to maximize the effectiveness of your Google account.

1. Know your AdWords Interface.

The next time you log in, take a look at the "[Professional Qualifications](#)" page whereby you can register to take the Google Professional Individual Qualification. More importantly, within this section there are a series of test exams. Take 10-15 minutes to see how well you know AdWords by attempting these questions without any reference back to AdWords (no cheating!).

Taking the qualification will not only advance your knowledge of AdWords it will also enhance your stature within your business for pursuing additional budget and resources.



2. Drill Down to the Individual Keywords.

It's all well and good seeing pleasing conversions and controlled ad spend when viewing your top line figures. There are, however, massive opportunities available to you when optimizing individual keywords. Google has recently launched "Bid Simulator" within its latest interface which allows you to view the potential impact on clicks and impressions if you raise or lower your bid on individual keywords or phrases. This is the perfect tool for any business managing its AdWords manually without assistance from a bid management tool.

3. Keep Your Campaigns Tidy

Make sure you maintain necessary levels of categorization for your ad groups and keywords. Running an optimized campaign with your keywords neatly categorized either through Call to Action terms such as "Buy Widgets" and all variants such as "Cheap Widgets" etc, not only assists maintaining a high Quality Score it also helps you understand which phrases represent the best value for your business.

4. Customize Your Placements

With AdWords you can choose the specific sites where you wish your ads to be shown within Google's Content Network. Rather than relying on simple Automated Ad Placements, delve deeper to see if WidgetForums.com are running AdSense to give you a great opportunity to hit your target market.

5. Sync with Analytics

Taking advantage of Google's Free Analytics package not only gives you a greater understanding of your site traffic levels, it lets you delve in to see the specific success/failure of each of your ad campaigns, groups and individual keywords. Certain groups may be triggering great levels of leads rather than purchases or vice versa and may affect your willingness to spend more or less on those particular keywords. Analytics provides a tremendous amount of information at your fingertips for deciding upon the necessary bids throughout your campaigns.

6. Conversion Tracking is a Must

Without any form of conversion tracking for your site, whether for leads, registrations or purchases, you're potentially flying blind and focusing all of your efforts on the wrong areas. Conversion tracking is easy to integrate; if you're not sure how to, find somebody who can.

7. Don't Be Afraid to Tinker

Your ads stand between your website and a potential customer. Be smart and run a variety of ads to see which ones convert and which ones obtain the higher CTR. This will lead to the overall success of your ad campaign(s). Once you have data from 200+ click throughs, revisit your ads and pause those that simply aren't attracting your customers' interest. Yes, you're not paying anything due to the fact nobody clicks, but the knock on effect is a lowering of your Ad Group Quality Score as well as missing out on potential customers who aren't seeing the ads that really do work.

8. Segment your Market

Don't just focus on those that are looking to buy. Evoke interest by running specific campaigns for specific offers your business is running. This can be a great way to shift excess stock for retailers. You'll see greater Click Through Rates on those ads that aren't necessarily focused on the mainstream, but on the niche.

9. Look For Trends

Use Google's Reporting mechanism to look at daily, weekly and monthly trend patterns for your particular ads. Are you seeing certain ads are performing well during the day, but poorly at night? If this is the case weight those ads using Google's Ad Scheduling (found in Ad Campaign Settings). You may find people have a different mentality to their shopping whether it's from the office desk at lunchtime, or surfing the net in the evenings. Run the Hourly Reports and see what information you can extract.

10. Make Good Use of AdWords Offerings

Following the latest launch of the AdWords interface there's now even more assistance available to allow you to optimize your ads. Run 'Campaign Optimizer' to see if Google have found any empty holes in your account where you could capitalize with additional keywords. Don't forget, it's in Google's best interest to make sure your account is optimized and you're spending more.



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