

MAKING THE MOST OF GOOGLE ADWORDS

Here is a shortlist of things to consider to make the most of your Google Adwords advertising. It applies equally to other PPC platforms.

1. Do you really need PPC?

Paying for clicks means that your web site is not attracting enough traffic on its own merits. There could be many reasons for this but it is worthwhile revisiting the basics of Search Engine Optimisation before you commit to spend on paid advertising. See article about SEO on our web site.

2. Check your existing performance

If only to benchmark where you are now and the difference each change makes. Most web hosting companies offer an analytics package free-of-charge and there is always the excellent Google Analytics also free-of-charge. Learn where users enter your site and, more importantly, where they leave and act on the findings.

3. Research your keywords

Start with a wide ranging list – say about a hundred – and cut it down to size over time. There are excellent tools available from Google to help. Competition is usually fierce on the web and it is usually better to opt for longer phrases of two or even three keywords (long tail) as single keywords are usually over subscribed and expensive. Try Google Keyword Tool, Google Search-based Keyword Tool and Google Insight all in the Adwords Opportunities tab and all free.

4. Link keywords to headlines

Because of the nature of content search (as opposed to network search) many commentators feel it is advisable to repeat your keyword in your headline. This leaves two lines to communicate what makes your company special – there's the challenge!

5. Link your advert to a landing page

If someone is interested enough to click on your advert then direct them to a special, customised landing page rather than dumping them on your Home Page. That way you make it easy for them to get what they are looking for and, at the same time, you can easily monitor their passage through your site to conversion. A good, relevant landing page will boost your Quality Score and get you up the rankings without having to buy expensive clicks.

6. The bottom line is ROI

Return On Investment is what it is all about, all other goals are mere signposts. You can monitor ROI precisely if you have dedicated landing pages, or you can set up a manual system if you have a clear route through your site which can be monitored. Or you can use Google's Conversion Tracking tool to tell you precisely what is happening if your product and cost structure can fit in with their system. Whichever method you use, the joy of PPC advertising is that it allows you to invest and see what return you are getting and constantly improve performance.

Six simple but time consuming steps. If time is not on your side you could get Marketing Assistance Ltd to do it for you.

June 2010