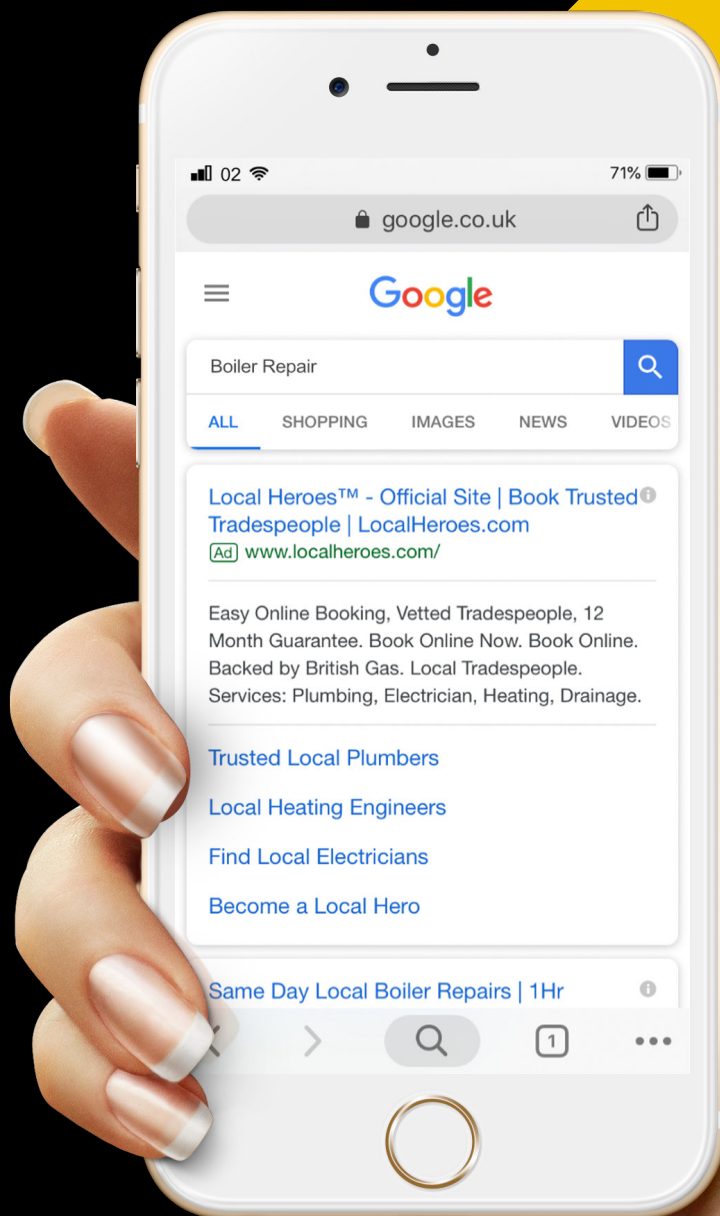# Guide to **Google Adwords** setup success

Airwebsites

1. Location Location Location

Nobody likes wasting money. That's just a given right? This especially rings true when trying to market your business in any capacity, whether it be traditional or online. Well what if I were to tell you there is a way for you to stop wasted clicks from the get go, and make sure you only target those who you actually want to view your ads? Our first Google AdWords set-up success tip is one which you would have thought wouldn't be needed, however since this is an alteration from the cheeky default setting AdWords Campaigns are set-up from, it is incredibly valuable.

Initial Setup

When initially setting up your AdWords Campaign be sure to select the 'Location options (advanced)' drop down and change your location targeting to 'People in my targeted location' from 'People in, searching for or who show interest in my targeted location (recommended)'.

In doing this you will effectively be only targeting those people who are in your target location. Now as mentioned previously, you would have thought this to be the case with the 'recommended' setting, however the money saver here is that with the recommended setting your ads will show to anyone searching for or are 'interested' in the area you have chosen. Now in some scenarios this setting may work, however for the majority of local businesses wishing to target specific locations, the change in setting is much better.

In previous campaigns that we have audited, we have seen clicks come from all over the globe from the 'recommended' setting, which never equate to conversions and as a result simply waste the budget allocated for the campaign over time. So, there you have it, easy peasy AdWords set-up tip from the get go with money in the bank saved!

2. Extensions Extensions Extensions

Ad Extensions are a feature of AdWords which not only makes your ads more informative, but it also makes them BIGGER. As we know bigger is better (*usually*) and making use of as many possible Ad Extensions is a no brainer due to it giving potential customers more information and more places to click on. It may seem a simple suggestion but utilising as many different types of Ad Extensions is something many forget when first starting out. Don't neglect your extensions, try and utilise the following;

- Sitelinks
- Callouts
- Structured Snippets
- Call
- Review
- Location
- and in cases where you can Price

Structured Snippets is often the one which catches newbie AdWords adventurers, but they are super easy to understand once you have done a couple. Simply choose one of the drop-down categories pre-defined by Google (Models, Brands, Courses etc) and then list a few of those from your chosen category that your business or service offers. It really is as easy as that.

3. A Match (+Type) Made in Heaven

Broad, Phrase, Exact. It's all well and good understanding how these match types work and what they do (Crash Course: Exact is a keyword like [this] and will only show your ads if the exact keyword is used in the users search, Phrase is a keyword like "this" and is used to target phrases users may search for such as "Top 5 Google AdWords Set-up tips" and finally Broad is a keyword on it's own to do exactly as it says, match any broad related word in relation to your chosen keyword in order to show your ads), but do you know how to use them and also that you have a 4th option?

We will start with the 4th option, because let's face it discovering something new is often exciting isn't it! The 4th match type option is Broad Match Modifier (BMM or Modified Broad as it is sometimes known). In most scenarios this should be your go to match type when setting up your campaigns. Modified Broad is Google AdWords secret weapon and gives greater targeting than Broad keywords removing poorly targeted ad views which often waste clicks and budget. What BMM basically does is allows ads to be triggered for searches which include all the keywords with a + symbol (or close variants of these words) whilst removing the related and synonym searches. An example of this can be seen below:

Mach type	Punctuation used	Example	Could trigger ads for	Could show for	Won't show for
Broad	None	Buy Car	Synonyms, related searches and all relevant variations	Van Repairs Glasgow	Wedding Hats
Modified Broad	+	+Buy +Car	Searches which include all keywords with a + symbol (or close variants of those keywords)	Buy Cars Glasgow	Cars Glasgow

So if you currently have a tonne of Broad keywords, go see if you can wack some + symbols on them and BMM them up! As for knowing when to use Phrase and Exact match this can often be down to personal preference. Phrase is great for exactly what it says it is, whilst Exact is usually perfect for any Branded campaigns where you only want your ads to show specifically for your brand name or the brand item you sell.

4. Three is the Magic Number

Ads make the world go round. Well maybe not exactly, but they are the bread and butter of your AdWords Campaigns. Poor ads result in poor results and poor results tend to stop new AdWords users before they have even begun. So how do you combat this issue? Well not only is it key to have 3, but we are also going to give you 3 mini tips in one! So why is it best practice to have 3? Well when we say 3 we mean having 3 different ads per Ad Group within your Campaigns. This allows you to see what ads serve better and which have better Click through rates (CTR). From this you can then concentrate your strategy towards better performing ads and adapt the lesser performing ones to follow suit or simply remove them altogether in time.

Don't forget about Ad Rotation

Now in order to do this you will need our first mini tip; set your 'Ad Delivery: Ad Rotation' in settings to 'Rotate indefinitely' to begin with. In doing this all your ads will be given a chance to show and from this you can then use the data given to implement our recommendation above. Once you have had this running for long enough and have amounted enough data to make your adjustments, it may then be time to change the Ad rotation to 'Optimise: Prefer best performing ads' to allow AdWords to push your better performing ads further.

Create great Call-to-actions

Our second mini tip is a simple one, but again can be lost in the hustle and bustle of AdWords Campaign creation: Calls to action. Make sure your ads have one. 'Call Now', 'Buy Today' and 'Order Online' all inform the customer what they can do and are calls to action which invite them to click through, check out your product or service and buy/order/call. Yes, this tip is a simple one, but getting this right can dramatically alter your Ads success rate.

Capitalisation is key

The third and final mini tip is one which sends even the best of us into grammatical despair. It's an alien concept and one which is often hard to do if you're well versed in English syntax, but trust us on this one, It's A Google Best Practice. Did you notice what we did there? Capitalisation is key. NO WE DO NOT MEAN LIKE THIS. Don't be a cap locks warrior, but do capitalise each and every word in both your Headline texts, URL Paths and Description. Yes, it feels very wrong, but it makes the ad more clear, concise and uniform. So there you have it, 4 tips in one when you thought you'd only get 3!

5. Being Negative Isn't As Bad As It Sounds…

We all know someone who is a little negative. A tad pessimistic and understated. If that's the case then great, go grab them and get them to create your Negative Keyword lists! All jokes aside, being 'negative' in regards to AdWords is one of the many things first time users completely dismiss. You need to add Negative Keywords to your Campaigns in order to stop irrelevant words from triggering your ads. A best practice is to create multiple reusable Negative Keyword lists which you can then add to the Shared Library to which ever individual campaigns you like.
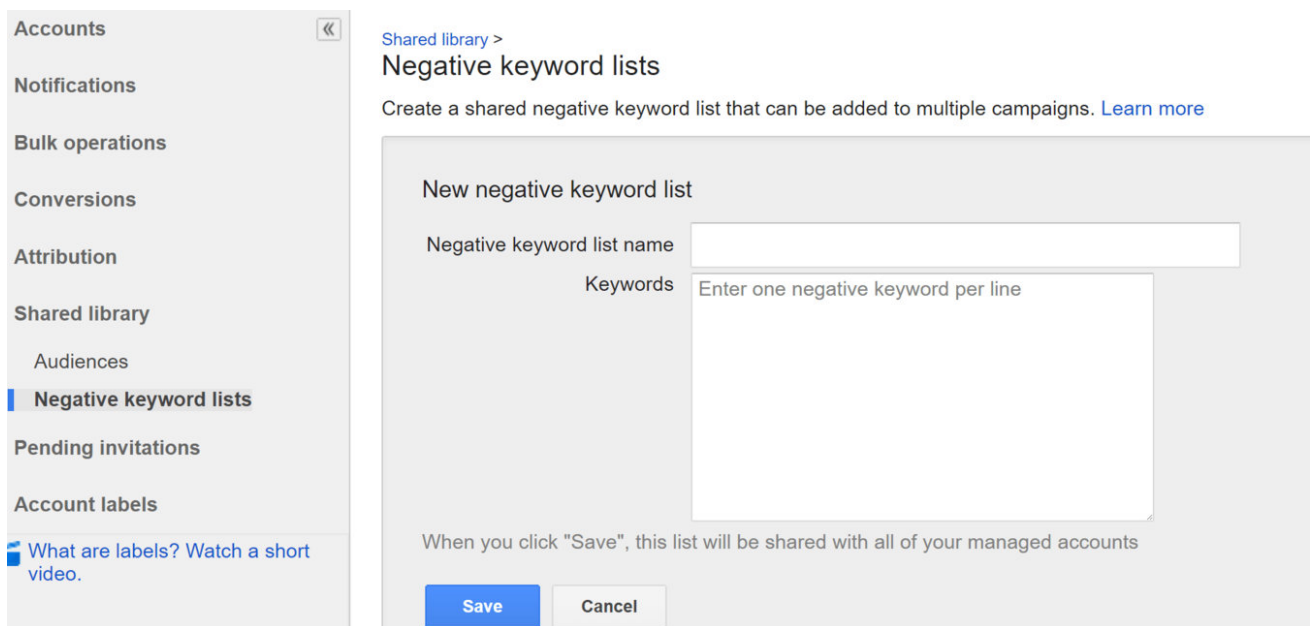
As a rule, it makes sense to have a General Negatives list encompassing all the generic words you don't want your ads to show for. You can then look to create Negative Keyword lists which may be more appropriate for your industry to avoid or even a list of Sexual Epithet Negatives which you more than likely don't want your ads to show for either… hopefully!

How can Air help with your Google AdWords?

AdWords gives you the ability to reach a customer or client the minute they go online and search for your products or services. A product of Google, AdWords is an advertising service that enables advertisers to show clickable ads in Google's search results.

Using a pay-per-click (PPC) payment model, you can bid on specific keywords related to your business activities. And, with Google generating a total of more than 1.2 trillion web searches annually, you will have ability to reach a vast amount of potential business.

Google AdWords is an essential digital marketing technique if you want to make quick impact or maintain a competitive edge. A few of the benefits of the platform include; immediate exposure, geotargeting and reporting. Google AdWords works well for all budget types and gives you the ability to manage your bids and budgets.

Our experienced team will work with you to create, manage and optimise your AdWords campaigns to ensure you're getting the optimal return on your advertising budget.

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