5 Keys to Being Successful with AdWords

Whether you're new to AdWords and excited about making the most out of your online advertising or a current advertiser ready to buckle-down and improve your account for better results, this is the place to start. Check out the five keys to building an account that gets you more customers with less management.

1 Organized Account Structure

Your AdWords account is where success begins. Your account holds all of your campaigns, ad groups, ads, and keywords along with your settings information and helpful reporting tools. Setting up your AdWords account right is an important step that may save you time in the future.

A well-organized AdWords account can help you:
- Create ads that speak to what potential customers are looking for
- Specifically match certain keywords with specific ad messaging
- Easily make changes to some of your ads without disrupting your whole account
- Save time managing your account

To learn more about how to best structure your account, see our **Account Structure** video and worksheet.

2 The Right Keywords

Keywords are an important part of AdWords success. AdWords uses your keywords to ensure that your ads are displayed to the right people at the right time. And the more effective your keywords are at pinpointing potential customers, the more clicks you may receive.

The most effective keywords are:

- Closely related to your products or services
- 2-3 words long (e.g. 'black leather sandals' instead of 'sandals')

For more tips on how to create effective keyword lists, take a look at the **How to Choose the Right Keywords** video and worksheet.

3 Attention-Grabbing Ads

AdWords uses your keywords to determine when to display your ads, but it's your ads that drive customers to your website. Writing compelling ads that get potential customers' attention is a great way to boost your clicks. Here are some tips on how to create a compelling ad:

- **Ad Title :** Start with a headline that's relevant to a potential customer's search and includes what they were searching for (i.e. their keyword)

- **Descriptive line 1 :** Add details that matter most to customers and include relevant keywords

- **Descriptive line 2 :** Drive business to your site with a strong call to action, like "Buy now" or special offers

- **Display URL :** Add your website URL

- **Destination URL :** Select a destination URL that takes your potential customer to a section of your website that relates to their search

To learn more about writing ads that connect to customers, click to the **Writing Ads that Woo Customers** video and worksheet.

4 Strong Landing Pages

After a potential customer clicks on your ad, can your landing page seal the deal? A good landing page is a page within your website that showcases the products, services or offers mentioned in your ad and provides a clear path for the customer to purchase, sign up, contact or otherwise engage with your business. A strong landing page is what turns clicks into customers.

For tips on getting your landing page to work harder, check out the **Landing Pages That Seal the Deal** video and worksheet.

5 Customer Tracking

Make sure you're getting the results you want from AdWords by tracking how many potential customers became actual customers with Google Analytics. Google Analytics allows to you to see:

- How many people found your website through AdWords
- Which keywords they used to find your site
- How much time they spent on your site after clicking on your ad
- If they made a purchase, or took another action that you consider valuable

Learn more about customer tracking with the **How Do I Know if AdWords Is Working for Me?** video.

Only have 10 minutes?
By reviewing your account each week, you can get better results with AdWords. To learn more, check out the **Making 10 Minutes Count in AdWords** video and checklist.