

Get more clicks and customers with AdWords by setting aside a few minutes each week to review and manage your keywords, bids and ads. You may not need to make changes every week, but keeping an eye on your results is the first step towards success.

Here's a checklist to get you started:

1 Updating your keywords

AdWords uses your keywords to determine who sees your ad. The more relevant your keywords are, the more likely it is that anyone who sees your ad may be interested in your products or services. Keep an eye on the following when reviewing your keywords:

1. Clickthrough rate (CTR)

If your CTR is less than 1%, your keywords may be too general or too specific. Consider editing or deleting keywords with a low CTR.

2. 2-3 word phrases

Keywords that consist of two or more words tend to be more specific and therefore may better speak to what a potential customer is searching for.

Example: Instead of "boots", a more relevant keyword may be "brown leather boots".

3. Keyword Tool

Use the Keyword Tool at adwords.google.com/select/KeywordToolExternal to find new keywords for your products or services.

2 Managing your bids and costs

Keep an eye on your bids and budget to make sure your ads stay competitive.

1. Invest in high-performing keywords

Devote a greater percentage of your budget to keywords that deliver a greater number of customers to your website. Increase bids on your best-performing keywords and lower bids on lower-performing keywords. By doing this, you can get more customers without spending more.

2. Ensure your bids are competitive

Take a look at your keywords' average position. If an average position is below eight, your ad may not appear on the first page of Google's search results when someone searches for that word or phrase — and therefore it won't be visible to many potential customers. To increase your ad's position, consider increasing your keyword bid.

3. **Increase your ads' visibility**

If you're nearing the end of your budget but are getting lots of traffic to your website, consider increasing your budget to keep the momentum going.

3 **Improving your ads**

Take a look at your ads. Are some ads performing better than others? Are all offers or promotions up to date? Did you include a call to action? Here are tips for improving your ads.

1. **Attractive, relevant headline**

Get noticed with a short, simple headline that describes your product or service and includes your most important keywords.

Example: Leather Wingtip Shoes

2. **Descriptive text with keywords**

Why would someone choose your business over another? Focus on the details that make potential customers search for your product or service and remember to include relevant keywords.

Example: Large variety of colors and styles

3. **Strong call to action**

Ask for the sale. Drive business to your site with a call to action like "Shop now," or special offers.

Example: Buy one get 50% off the 2nd pair