

## TWELVE TACTICS FOR OPTIMIZING YOUR GOOGLE ADWORDS CAMPAIGN

1 Use a minimum of 200 keywords or even 2000, NOT 20! Do your research and choose wisely. Use tools like [Wordtracker](#) and [Microsoft Advertising Intelligence](#) in addition to Google's tools to expand your keyword selection.

2 Use negative keywords and [phrase matching] and "phrase matching":

- free
- cheap

Accounting software and [accounting software] and "accounting software"

3 You must have logical organization of campaigns and groups to remain organized:

- Campaign 1: accounting software
  - group 1: accounts payable
  - group 2: accounts receivable

- Campaign 2: payroll software
  - group 1: payroll check printing
  - group 2: payroll taxes

4 Keep your Groups bundled in very tight matches between phrases and ads:

- Group 1: ("accounts payable")
  - accounts payable software
  - accounts payable program
  - account payable software
  - account payable program

- Group 2: ("accounts receivable")
  - accounts receivable software
  - accounts receivable program
  - account receivable software
  - account receivable program

5 Use headlines to match your keyword:

Ad for "accounting software" keywords has "accounting software" in the ad headline.

6 Take visitors to a specific landing page – usually NOT your home page:

<http://yourdomainname.com/yourlandingpage.html> NOT <http://yourdomainname.com/>

7 In order to create a winning campaign, you must bid conservatively and win with high CTR's – NOT high bids.

8 TESTING...Always split test your ads – the goal is to keep improving your CTR

- Create two ads, always run two ads, and always split test these two ads.
- Change one thing at a time, get at least 30 responses from your best ad before deleting the loser
- Try Verb changes & capitalization changes

Accounting Software versus \$99 Accounting Software  
accounts payable versus Accounts Payable

[www.yourdomain.com](http://www.yourdomain.com) versus [www.YourDomain.com](http://www.YourDomain.com)

- Try URL, Subdirectory, and Sub domain changes

[www.YourDomain.com](http://www.YourDomain.com) versus [www.YourDomain.com/LandingPage](http://www.YourDomain.com/LandingPage)

[www.YourDomain.com](http://www.YourDomain.com) versus [LandingPage.YourDomain.com](http://LandingPage.YourDomain.com)

[www.YourDomain.com](http://www.YourDomain.com) versus [www.Accounting-Software.com](http://www.Accounting-Software.com)

9 Use analytics to track individual campaigns for opt-in and sales conversion rates.

10 If your campaign is not profitable even though you are having conversion, try reducing your bid prices – conversion rates often will increase.

11 Monitor your bid prices closely. Cut bid prices on non-converting keywords and reduce your ad spend by 40-75% for a higher ROI.

12 Separate your Google searches into separate campaigns: Google Search, Search Partners (AOL, etc), and Content Targeting (AdSense). Set your bid prices for Google high, search partners lower, and AdSense much lower for maximum ROI.