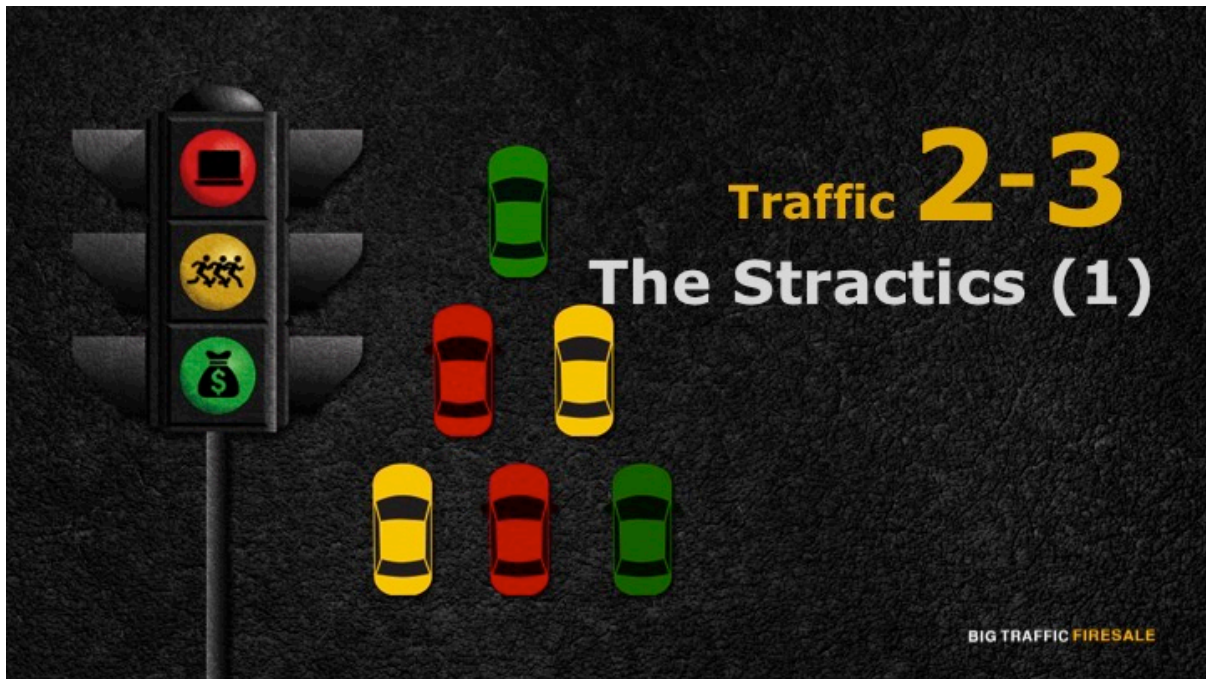


2-3 – The Stractics (Strategies And Tactics) In Using Google Adwords Effectively (Part 1)



S1: Hi there and welcome back. In this module, we will learn the strategies and tactics in utilizing your Google Adwords to its maximum potential. The two stractics that we will be discussing is how to structure your Google Adwords account and identifying your relevant keywords.

Structuring Your Adwords Account

- ▶ A logical account structure will have a significant impact on your quality score.
- ▶ A strategic account will aid you in the following aspects:
 - More relevant clicks and traffic
 - High quality score, lower CPC
 - Your account is more manageable

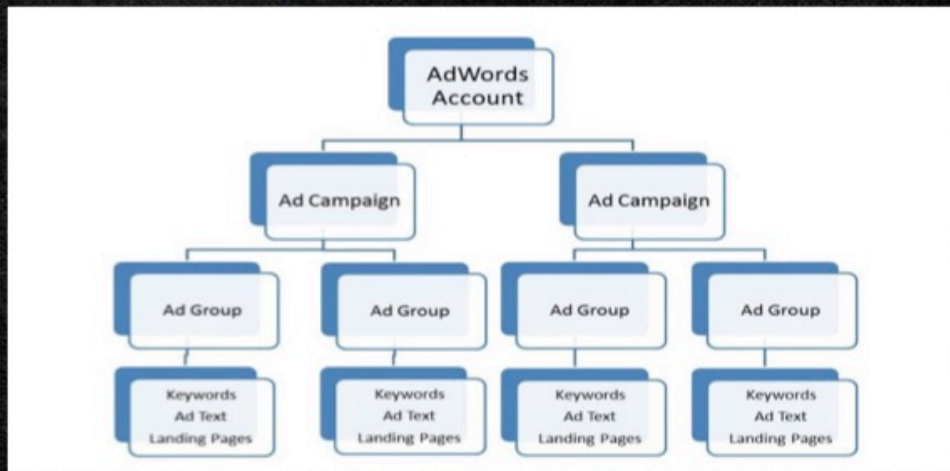
BIG TRAFFIC FIRESALE

S2: Previously, we have already discussed the steps on how to create your Google Adwords account. But in order for you to be systematic and to stay relevant, there are effective ways to structure your Adwords account. A relevant and logical account structure will surely have a significant impact on your ads, especially in your quality score!

When you're Adwords account is structured strategically and correctly, it will aid you in the following aspects:

- More relevant clicks and traffic
- A high quality score therefore lower CPC
- Making your account more easier to manage and maintain

Structuring Your Adwords Account



BIG TRAFFIC FIRESALE

S3: If you are planning to run only one campaign, your Google Adword account is likely to be simple. However, if you plan to run multiple campaigns at the same time it will surely pay off when you consider to structure your account in a more optimized manner.

Therefore, you can structure your Adwords account as follows:

- An individual account is structured into individual campaigns
- Each individual campaign will have its own ad group
- Each ad group will then have its own keyword, unique content as well their own landing page

There are multiple ways in which you can set up your Google Adwords account depending on your personal objectives. For instance, you can strategically structure your Adwords account based on your website, referring to the different categories of products or services you are offering. Meanwhile, you may also structure your account based on demographics such as geographic location, if your business operates in different markets.

Conduct Keyword Research

- ▶ Ensure that you conduct thorough research on your keywords to avoid a low quality score and are not too competitive
- ▶ Use 'Woodstream's Free Keyword Tool' for your research
- ▶ This software provides you with your keyword's relevance keyword data.

BIG TRAFFIC FIRESALE

S4: Now that you have already structured your Adwords account based on the campaigns, you would now have to identify which relevant keyword to apply for the different campaign ads. In order for you to come up with the most suitable and effective keyword, thorough research must be done! This is to ensure that the keywords you intend to use are not of a low quality score and are also not too competitive. This may result in your ad not having a shot to be displayed.

There are various ways to conduct keyword research when launching a new Adwords campaign, and one of it is using 'Woodstream's Free Keyword Tool' to start. The steps are fairly simple.

Conduct Keyword Research

Free Keyword Tool

Keyword Suggestion Tool
You have 29 of 30 free searches remaining.

Results for: **baking supplies** / Showing top 100 of 637 keywords

Keywords	Relative Frequency	Google Search Volume	WS Search Volume	Competition	Remove from List
baking supplies		10,000	10	High	<input type="checkbox"/>
cake baking supplies		10,000	10	High	<input type="checkbox"/>
wholesale baking supplies		10,000	10	High	<input type="checkbox"/>
pie baking supplies		10,000	10	High	<input type="checkbox"/>
home baking supplies		10,000	10	High	<input type="checkbox"/>
original cooking and baking supplies		10,000	10	High	<input type="checkbox"/>
dawn baking supplies		10,000	10	High	<input type="checkbox"/>
commercial baking supplies		10,000	10	High	<input type="checkbox"/>
colored sugar baking supplies long island		10,000	10	High	<input type="checkbox"/>
cake baking supplies san antonio ags		10,000	10	High	<input type="checkbox"/>
baking supplies richmond va		10,000	10	High	<input type="checkbox"/>

GET SMART KEYWORD SUGGESTIONS

BIG TRAFFIC FIRESALE

S5: Firstly, you need to key in a search term, for instance, ‘baking supplies’. Wordstream will then generate a comprehensive list of keywords relating to the original search term. The most interesting part is the relative frequency data for the keywords is also made visible to you. You may also view the competitiveness of the keywords as well as the search volume (using data from both Google and Wordstream).

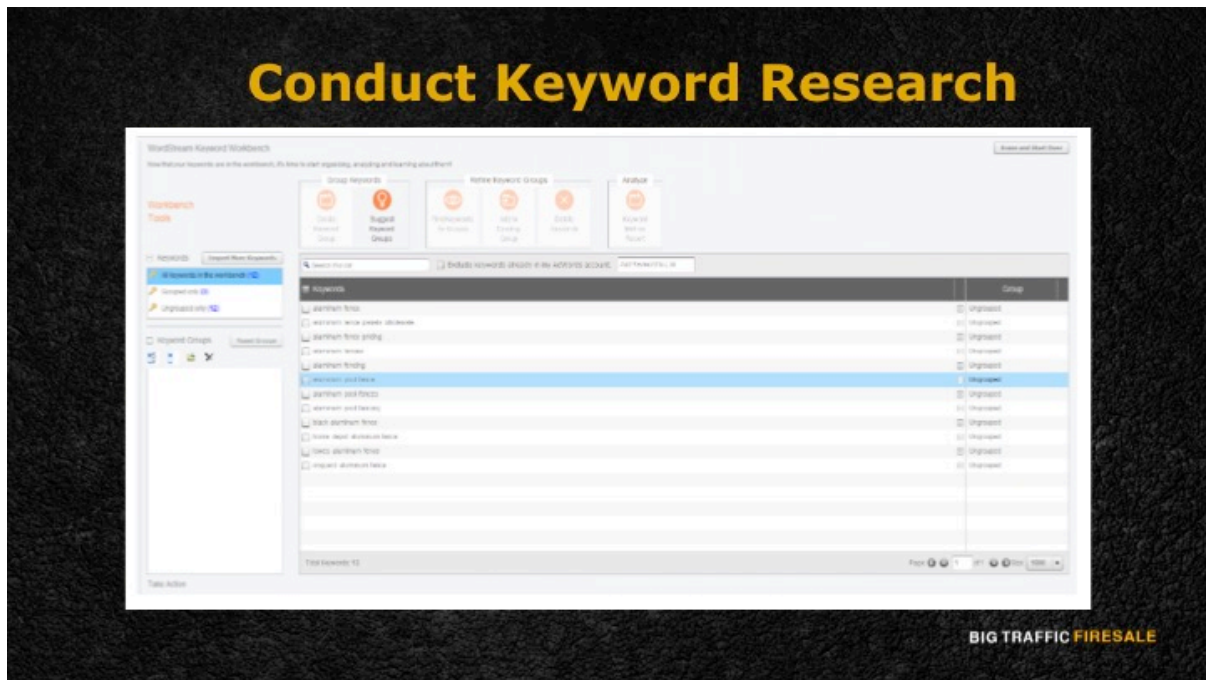
Conduct Keyword Research

- ▶ You may also test out your keywords using the ‘Wordstream Advisor’.
- ▶ It enables you to search for new keyword ideas, identifying keyword niches and excluding negative keywords from your campaign.

BIG TRAFFIC FIRESALE

S6: On top of that, you may also test out your keywords by using the

‘Wordstream Advisor’. It enables you to search for new keyword ideas, identifying the keyword niches and most importantly excluding negative keywords from your campaign.



S7: Wordstream Advisor is Wordstream’s Free Keyword Tool PPC and social media advertising platform.

Always Start Small!

- ▶ 10 to 20 keywords maximum per Adword group.
- ▶ When there are too many keywords, it gets too crowded.
- ▶ The chances of your keywords generating traffic is pretty slim.

BIG TRAFFIC FIRESALE

S8: Remember to always start small with the number of keywords per ad group, which is 10 to 20 maximum. This is because Google works in a way where when there are too many keywords in a particular ad group. The list will get too crowded and the chances of you getting results or generate traffic based on the keywords are very slim. Some may not even generate anything at all.

Next we will identify your audience and USP (Unique Selling Proposition). This will surely set you apart from your other Adwords competitors and we shall explore that in the next module.