

## 2-7 – Optimize Your Google Adwords Campaign



**S1:** Hey there and welcome back. We have already gone through 7 modules of the Google Adwords Series. You have learnt about what Google Adwords is, what are the mechanics, how can you start your own campaign and the strategies and tactics to go about it. We have finally reached the last module where it is all about optimizing your Adwords campaign.

## Optimize Your Google Adwords Campaign

- ▶ Once Google approves of your ads, congrats!
- ▶ However, you still need to assess how well your performance are.
- ▶ Most companies that are just starting up will need some time to generate profit.

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**S2:** From the previous modules, I am certain that you are now able to launch your Google Adwords campaign. Once Google approves of your ads, congrats! You are now up and running. However even if you are on the right track and doing everything right, it is still hard to assess how well you are performing in the scene. Bear in mind, most campaigns that are just starting up will also need some time to generate profit.

## Test Run Your Ads Campaign

- ▶ To ensure success and sustainability.
- ▶ Three ways to conduct your test:
  1. Keep track of your keyword bids.
  2. Optimizing your click-through-rate (CTR).
  3. Your landing page conversion rate.

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**S3:** Therefore, test running your Adwords campaign is key to ensure success and sustainability. There are three ways to conduct your tests:

1. Keeping track of your keyword bids
2. Optimizing your click-through-rate (CTR)
3. Your landing page conversion rate

## Keeping Track Of Your Keyword Bids

- ▶ If your keywords are generating profit, but you are still not ranked as the top campaigner then you should raise your bids.
- ▶ If your keywords are not generating any profit, you would need to lower your budget in bidding or pause the campaign to improve your game.

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**S4:** Firstly, keeping track of your keyword bids. Once you have generated your

clicks and sales you will still need to adjust your bids. If your keywords are generating profit, but you are still not ranked as the top campaigner then you should continue to raise your bidding price. However, if your keywords are not generating any profit, you would eventually have to lower your budget in bidding or pause the campaign to improve your game.

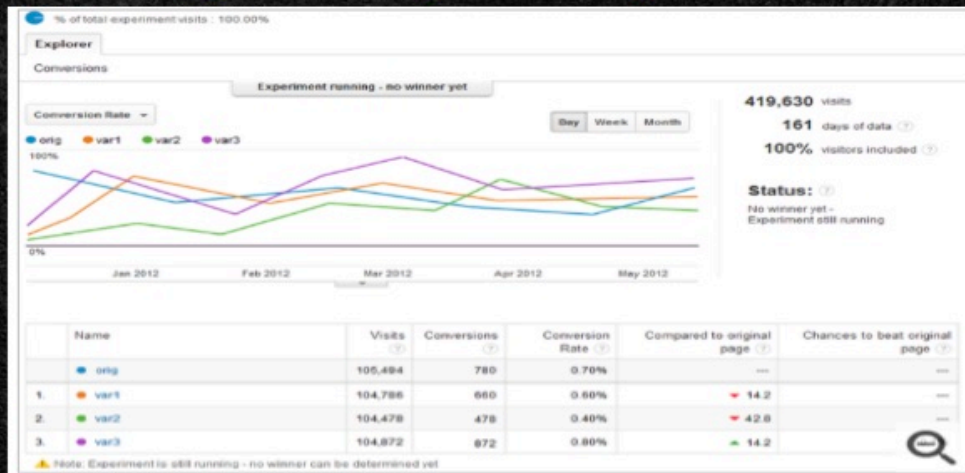
## Optimizing Your CTR

- ▶ Your CTR directly affects the performance of your quality score which is the relevance of your campaign.
- ▶ This will determine how much you pay-per-click.
- ▶ To optimize your CTR, test run different Adwords campaign to see which version gets more clicks.

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**S5:** Secondly is optimizing your click-through-rate (CTR). Your CTR directly affects the performance of your quality score which is the relevance of your campaign. This will then determine how much you pay-per-click. The higher the quality score, the lower you pay-per-click. Therefore to optimize your CTR, test run different Adwords campaign to see which version gets the most clicks.

# Google Analytics Experiment



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**S6:** Finally, is to check your landing page conversion rate. This is done by comparing different versions of your landing page. But fret not, there is a short-cut to this method.

For starters, you can make use of the Google Analytics Experiment where it is easy and free. The tool enables you to test any slight change or variation to your website which enables you to measure which landing page generates the most conversions.



## Start Optimizing!

- ▶ You may start optimizing your campaigns by adjusting the necessary features to maximize your conversion rates, and minimizing your cost.

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**S7:** You are now good to go! I hope you have already mastered the tricks of the trades in the Google Adwords scene. You can focus on optimizing your campaigns by adjusting the necessary features to maximize your conversion rates, and minimizing your costs.