

## *Digital Cowboys Episode 2*

# The 7 Pillars of A Successful Google AdWords Campaign

**Chris Mizeracki:** Look obviously AdWords can be an extremely powerful tool especially for small to medium businesses.

**Cameron Francis:** I think it's really important with your Ad copy that it's readable, it sparks an emotion and at the end of it as you mentioned it has a call to action.

**Chris Mizeracki:** You can target all day when it comes to particular keywords and show your Ads to the right people, but if they're not attractive and not enticing to click on, then you're not going to get a result.

**Intro:** Digital Cowboys Episode 2. We discuss everything digital marketing and growth hacking for small businesses. Start-ups and entrepreneurs. So, if you want that competitive edge, then saddle up, because Cameron Francis and Sam Roshan are about to drop some value bombs.

**Cameron Francis:** Welcome ladies and gentlemen to the second episode of the digital cowboys podcast. I'm your host Cameron Francis and we have a bit of a treat for you today. Unfortunately Sam Roshan is out gallivanting across Asia and we've got Mr. Chris Mizeracki.

**Chris Mizeracki:** Hi guys how are you we? Excellent, excellent. Thank you for having me on.

**Cameron Francis:** No worries mate. Chris is our PPC specialist at ETRAFFIC. Just to give you a bit of a background on him, he's got about seven years experience running effective AdWords campaigns for small business. He's really good at what he does and what I thought we would do is run a session on how to run an effective AdWords campaign for small businesses. What do you think about that Chris?

**Chris Mizeracki:** Thank you very much Cameron Francis. Look, obviously AdWords can be an extremely powerful tool especially for small to medium businesses. It can get quite complex sometimes especially when you're starting to run more targeted, larger scale campaigns.

**Cameron Francis:** What we want to do, we really want to simplify that whole process for business owners because you are right mate, it can get difficult, it can get complicated and we just want to make it easy because really if you break

it down into little baby steps, everyone can really do it if they know what they are doing, right?

**Chris Mizeracki:** Exactly. I mean we've broken it down into some very easy steps to follow, some sort of ground rules that you can sort of abide by as to how you should set up the campaign, how you should actually manage the campaign, as well as what you should be doing sort of once the campaign has actually been running smoothly for a while.

**Cameron Francis:** Just for the audience, can you tell us a little bit about what Google AdWords is.

**Chris:** Definitely can. AdWords is a tool that businesses use in order to advertise to certain customers on the Google search platform.

**Cameron:** So you can simply go to Google.com.au then you type in a product, service, a question, a need, whatever it is. Where are Google AdWords? Where are the ads placed?

**Chris:** Sure. Depending on what type of an AdWords campaign you're actually running. If you're running for example a search campaign, they're generally situated up the top of the search results page. At the moment, there has been a number of changes but you have the top four ads which have a small little green symbol next to them that says ad. That obviously indicates that an AdWords campaign is being run by a business and they also appear at the bottom of the search results page. Then we have things such as display campaigns that appear on the Google search network, they are more visual ads that are run and appear on various websites depending on what sort of a campaign you're running.

**Cameron:** Okay and the other one was the, remarketing. Basically you're sending banner ads to businesses or to visitors that have gone to your website?

**Chris:** Exactly. That's still on the display network it just depends on how you utilise that particular display network.

**Cameron:** For today we're just going to be doing search ads on Google, the ones that appear right at the very top and we're just going to give a breakdown on some simple steps to go through, to think about, to follow in order to run an effective campaign, so Chris ...

**Chris:** Yes.

**Cameron:** In order to run an effective campaign, where should one start?

**Chris:** I think it's really important to identify what the goal of the actual campaign is.

**Cameron:** What do you mean by that?

**Chris:** Why are you running the campaign in the first place? Is it to increase sales? Is it to improve the awareness of the brand ...

**Cameron:** Or even if you break it down just like if you want to look at the goals it could be like if we break down more sales, it could be more sales for a particular product or for a new service or new sales for a particular brand. Really the goals can vary but it's important that you be very specific with what the goal of the campaign is. Why this is really important is because while it's running, you know what success and failure actually looks like so after goal, so let's just say I'm a business I've got my very specific goal set, what's the next step?

**Chris:** Sure. Obviously depending on the goals it is going to change the way that you actually build the manage the campaign. The next step is doing your actual research. How are your customers searching? What sort of terms are they using to find the particular products that you're trying to promote for example. It is important to put yourself into your customer's shoes for example.

**Cameron:** Yeah. Let's just say you're going through your research phase.

**Chris:** Yes.

**Cameron:** What are some of the things that you would do, places that you'd go to. What you're going to be looking at when you're actually going through your research.

**Chris:** Yeah sure. There's a number of ways to sort of identify how your customers are searching. You have tools such as keyword planner which is actually built into AdWords. You have third party platforms, things such as Moz and keywords.io that allows you to do some keyword research to find out how often a particular search term is actually used as well as identify gaps as to where you might be able to get the most ROI when it comes to selecting various keywords to use.

**Cameron:** The two things that I'd really focus on when looking at particular goals for

a campaign, sorry when you're doing your research is you're doing research on the user, also do research on your competitors, right? Because especially the ones that have been doing this for a while, they've gone through the testing phase, they know what's working, what's not working and you can really leverage off all the mistakes they've made in the past and use that as a starting point to create your campaign?

**Chris:** Yes exactly. Doing a simple Google search is one of the most powerful things that you can do.

**Cameron:** 100%.

**Chris:** Typing in a particular service or product that you're trying to promote. Seeing what comes up, seeing what sort of search volume it has. Identifying what your competition is actually targeting themselves as well as, when we get further down the actual steps is identifying how they're actually writing the particular ads that they have and how it relates to the particular service that they're actually trying to push.

**Cameron:** Once you've gone through all of these research ... When you've gone through the research phase, it's good to get a feel of what potential visitors are looking at, what you're competing against and what they can actually say. What's next buddy?

**Chris:** Yes, so once you've obviously done the research, it's then important to jump in to AdWords and start building the actual campaign itself. How is this done? You've got to actually target you ads correctly. This is actually done with four types of keyword targeting.

**Cameron:** Actually can you tell me what the four types are?

**Chris:** Yeah, definitely. The first one is broad. This is actually the default match type that will actually reach the widest audience.

**Cameron:** Can you give me some examples of what a broad match keyword is?

**Chris:** Yeah definitely. Just to explain a little bit better, when you're using an actual broad match keyword, your ad is to eligible to appear whenever a user actually searches a query that includes any word in that particular key phrase in any order and has any relationship to it.

**Cameron:** Sorry to interrupt so if let's just say I'm a plumber right? I'm a plumber in Elsternwick, I would be saying plumbers Elsternwick would be the word?

**Chris:** Sure.

**Cameron:** Broad match modifier what is in phrase, is that a broad match? What are some phrases that would trigger that ad?

**Chris:** Sure. The first term that you're using within that phrase is an actual service, so plumber. Now, because it's on broad match, Google will actually identify closely relating keywords to that. For example, electrician.

**Cameron:** Oh really?

**Chris:** Yes.

**Cameron:** Okay. Pretty sure.

**Chris:** Yeah, electrician and then you've got the suburb, it will also identify relating suburbs, so you could be coming up for searches that don't have any relation to what you are actually trying to promote.

**Cameron:** That doesn't sound very targeted. Is there any better words? What's another way that we can target keywords?

**Chris:** Look, it can definitely have its uses in terms of basically being able to find different ways that people are searching, to find a particular service that you have. It does require quite a lot of due diligence because you constantly have to go in and make sure and add new negative keywords which we'll get to later, to ensure that you're not coming up for irrelevant search results.

**Cameron:** What's another keyword search?

**Chris:** Sure. The next is actually modified broad. Modified broad allows you to reach a similar, a similarly wide audience but give you a bit better control on who sees your actual ads. Let's give an example. Let's say you've enabled modified broad match in AdWords for a keyword black jacket for example. If you place a symbol, the plus symbol, in front of the word jacket which is modified broad, Google can only match your ads or queries that include the word jacket. That means that ads could be coming up when somebody types in rain jacket or purple jacket, or black jacket. It does give you a little bit more control than broad but still allows you to actually capture a wide variety of searches that people may be doing.

**Cameron:** Knowing the audience fairly well, a lot of them would have a fixed budget and so they'd really want to maximise the spend on keywords that's going to generate conversions?

**Chris:** Exactly.

**Cameron:** This sounds like it be like a keyword group that would target more of a conversion than your broad match?

**Chris:** Definitely a lot better than broad, but there are different ones as well. More specific ones which we'll get to now.

**Cameron:** What's the next one?

**Chris:** We've got phrase match. Phrase match actually offers a high level of control. Meaning that your ads will only appear when a user queries your key phrase using your keywords in the exact order you enter them, but with the addition of other words before and after that particular phrase.

**Cameron:** Let's use black jacket.

**Chris:** Should we use black jacket?

**Cameron:** I want black jacket.

**Chris:** Okay.

**Cameron:** I put you on the spot.

**Chris:** No, I'm not going to say no to black jacket.

**Cameron:** You're scared.

**Chris:** Because it's known to have a bit of a different flavour and apply it to different actual industries.

**Cameron:** I'll let it go this time.

**Chris:** Let's go with dog or pet supplies.

**Cameron:** Okay.

**Chris:** Okay? If your key phrase for example is dog supplies, your ad could

actually appear when a user searches for wholesale dog supplies, or discount dog supplies. Since the customer's actually searching for that particular phrase but is including other words in front or after it that are closely related to it, it means that we have the option of actually capturing highly targeted traffic but it does have a pitfall that you may leave potential traffic on the table.

**Cameron:** Okay. Chris tell us about the fourth type of keyword type that you can attract on Google.

**Chris:** Yeah, sure. Actually the fourth one is exact match which is exactly that exact. Your ads will only appear when a customer types in the exact phrase in the exact order that you've put it in. This has however recently changed. Google recently made an update in regards to exact match and it's expansion of close variations. What that exactly means two things. The first is the ability to remove function words, function words being things like in, to, a, the, for. It basically allows Google to remove those type of function words from a search query as long as it does not change the actual intent of the keywords phrase that you're using.

The second one is actually re-ordering. Re-ordering is also exactly what it means. It's actually being able to re-order a particular phrase that you have as long as it does not change the actual intent behind the keyword itself.

**Cameron:** Give us an example of what re-ordering looks like.

**Chris:** Exactly. Let's say for example someone is searching for size 13 men's shoes. With re-ordering Google will actually be able to show your ad if somebody types in men's shoes size 13, because it's the same words being utilised just in a different order and the intent hasn't changed. Google will still actually show the ad.

**Cameron:** Okay, cool. Those are the four different types of keywords that you can target. It can be a bit of a minefield if you're starting off I would really just look at simplify using exact and phrase and then expanding from there. You can get tricky, you can get a lot more creative with it but if you're working on a fixed budget it's really important that you start small and create it in a manageable way. Get all the keywords that you think someone is going to be typing to pop up by your product or service, put them all in a list and start separating them and then start putting them into the exact match and then some phrases that ... I'm sorry and then put the phrase match attached to it as well.

**Chris:** Exactly.

**Cameron:** That's for keywords, what's next?

**Chris:** The next one is actually also related to keywords but this time it's negative keywords. Negative keyword is actually used to help to streamline your ad campaigns. Being able to present those particular ads on more relevant search result pages basically. Negative keywords are related to particular keywords that you are actually running but we introduce them in order to remove certain search phrases from triggering your actual ad.

**Cameron:** What are some negative key phrases that you would add for, let's use plumber.

**Chris:** Plumber. Let's say for example a common one that we actually see is DIY. DIY is something that you probably don't want your plumbing ad to actually be appearing when somebody types it in. So introducing it as a negative keyword means that somebody who's looking to do a plumbing job themselves or learn about it, [will not see your ad] when they type in that particular phrase.

**Cameron:** What's an important thing to think about is what's the intent behind the search and if we use the DIY as an example, the searcher, their sole intent is to do it themselves, right? And if you are a service-based business, you don't want that person landing on your site. That's a really good example of the negative keywords to put in. Some other examples, things like free, cheap, nude, naked, you can put things like craigslist, there's ... What's the other directory search like Craigslist, Gumtree, Ebay, like a lot of people, if they put in those [words] They might be putting the product or the service in Google but if they're putting in things like craigslist, Ebay and gumtree, they want it to go to that particular site and it generally cheap skates.

**Chris:** At the end of the day, depending on what type of actual keywords you're actually using, will mean how often you're utilising negative keywords. If you're using broad match keywords which are capturing a larger portion of people searching, you're going to have to implement a lot more negative keywords in order to reduce the amount of irrelevant searches that you're getting. If you're using a lot of exact matched keywords, because you're highly targeting specific phrases, you're not really going to have to utilise negatives.

**Cameron:** Some other examples that you could contemplate of putting in for negative keywords are things like pics, pictures, opinions ...

**Chris:** Ideas.

**Cameron:** Articles, ideas, how to, how do I help. There's a long list and these will save you money so really take the time to go through a whole bunch of options where the intent is not to purchase. What's next buddy?

**Chris:** You've built your campaign, now it's time to write your ads. When it comes to your actual ad copies, making them attractive to your audience, raise their interest, convince them that they want your product or service is extremely important. You can target all day when it comes to particular keywords and show your ads to the right people but if they're not attractive and not enticing to click on, then you're not going to get a result. Some sort of helpful tips including things such as call to actions.

**Cameron:** What's that?

**Chris:** Let's say for example you would like somebody to purchase a range of books that you're doing so things such as buy now, or if you want them to contact you, contact us today. Including reasons to actually click on the ad and engage with your particular business such as maybe you offer free quotes with your plumbing business or something like that. Including these type of things and giving your customers a reason to interact with you needs to be done.

**Cameron:** Okay. What are some, like if I want someone's attention, it's easy peasy, I'll just put everything in capitals.

**Chris:** No. It doesn't work that way unfortunately. Google does have a number of rules that need to be followed, so getting familiarised with how Google is allowed to actually structure.

**Cameron:** What are some of those rules? That stand out.

**Chris:** No capitals.

**Cameron:** Boo ...

**Chris:** Boo, but no capitals, but no consistent use of capital so it's quite common to see the beginning of each word being capitalised.

**Cameron:** I remember seeing when I first created an AdWords campaign, I got that notification saying that your ads are not allowed to go live, excess use of capital letters.

**Chris:** Right, and the same goes with symbols, so having call us with 15 exclamation marks at the end of it is also not going to fly when it comes to Google.

**Cameron:** Is there any others that you're ... What about, are you allowed to slang words?

**Chris:** Look, it does depend on the type of slang word I guess. If it's not offensive and things like that. I think depending on the country that you're in as well. I believe being in Australia.

**Cameron:** Each country has different ... Well, that would make sense, each country have different set of requirements.

**Chris:** I wouldn't say that ... Probably ... Yes Cameron, each country does have a different set of rules depending on the type of country, maybe it could be religious.

**Cameron:** Yes, standards ...

**Chris:** Aspects, standards, so every country is different. Being in Australia we do like our slang so including various slang words within an ad copy would probably be beneficial and would work a lot better than in other countries obviously.

**Cameron:** Is there anything that stands out of things that you possibly can't do on ads?

**Chris:** I think it's important also to see what sort of ...

**Cameron:** Like I'll give you an example. I am Jim's plumbing and my mate's John's plumbing but if someone types in John's plumbing I'm going to put in my hip title John's plumbing services but really I'm Jim. Is that okay?

**Chris:** No, definitely not because that's misleading the customer. You definitely

can't do that. It's also important to actually see what products or services Google is allowed to actually advertise on their site. Things such as certain types of medications, drugs, alcohol is a bit of a grey area, for example within Australia we can do it, but certain countries don't allow it. Also things such as XXX chat lines and various adult industries that are severely sort of regulated when it comes to Google. It's important to find out what you can and can't actually do.

**Cameron:** Excellent, okay, so I think it's really important with your ad copy that it's readable, it sparks an emotion and at the end of it as you mentioned it has a call to action so having those find out more, learn more about, buy now, are very important because you're basically guiding the user to click on your ad and that's really what it's all about.

**Chris:** Yeah, exactly.

**Cameron:** Next.

**Chris:** Now, implementing conversion tracking. Being able to actually monitor which of your keywords and ad copies are triggering sales. It's highly important in ensuring that the campaign is actually delivering an ROI for you. This also allows you to actually optimise the campaign further, to increase those particular conversions. At the end of the day if you're not being able to see results from a particular campaign, how can you justify running one?

**Cameron:** 100% agree. How specific would you actually put in your conversion tracking?

**Chris:** It really depends on what you're trying to capture. There's a number of different ways of actually conversions. You could be tracking a particular phone number that people are calling through. You could be tracking an online form fill. You could be tracking a newsletter sign up. You could be tracking a download of a particular brochure or PDF on the site.

**Cameron:** The conversion tracking would track all of these?

**Chris:** Yes, definitely and there's a number of ways that you can implement conversion tracking whether it will be through analytics, whether it will be third party platform. But being able to track the majority or all of your services and whatever goals you may have, is extremely important in actually justifying a campaign working or not.

**Cameron:** At what point... You've chosen your keywords, you have created the ad groups, you have got your ad copy, you have launched the campaign and you've got your conversion tracking so you've seen what keywords are generating a conversion. At what point would you remove a keyword even if you think that it's relevant.

**Chris:** Look, this varies from customer to customer, from situation to situation. If I generally see a keyword not performing within the first four to six weeks, it's generally not going to perform so I generally try to remove it. It does depend on which kind of modify or type of keyword is being presented. There's a large number of different factors that come into play here but I think if you're running a campaign with a fairly extensive keyword list and you say that half of your keywords are generating traffic and generating conversions, that is kind of a call to action to maybe start focusing on those particular keywords and optimising to your conversions.

**Cameron:** Love it. What's the next part?

**Chris:** The last and certainly not least is the monitoring, tweaking and actual tasting of your campaign. Campaign is running, you're getting conversions but in order to actually run a successful campaign, it's important to consistently monitor which keywords, ad groups and campaigns are achieving the actual goals that you've assigned to it. These tests can be a number of different things. You can for example be identifying which keywords is good to be done. Which ad copies are good to use. That can come in too but things can come into place such as A and B testing which you run different ad variations and see which ones are actually working, which ones are identifying with certain keywords and certain audiences.

**Cameron:** Basically running an ad side by side maybe they've got a different headline or they've got a different destination URL that's visible and seeing side by side what gets a better result.

**Chris:** Exactly and it can also lead to things such as testing what landing pages you're using because landingpage is a considering factor when it comes to a quality score and different things like that. Identifying whether or not your landingpage is highly relevant to aid the ad that you're running, the keywords that you're running, how can you possibly improve your learning page to help better drive conversions. These constant tweaks testing and monitoring of your campaign is what's going to help it achieve in the long run.

**Cameron:** Have you got benchmarks that you use where you want your campaign to get to? Like for example what metrics do you use to determine what's good and what's bad?

**Chris:** There's a number of different things. Things such as click through rate are obviously highly important ...

**Cameron:** What's a good click through rate score?

**Chris:** Once again, it does depend on the type of campaign that you're actually running. Anything really over say a 5% click through rate when it comes to a search ad, can be considered fairly strong but we tend to aim personally anything in the double digits really. What this basically means is that your ad is highly relevant to a particular search term that people are searching for so they are relating to it which means they're clicking through and finding basically hopefully what they're looking for.

**Cameron:** That's really interesting and I've loved that you've those figures out because I know that you aim really high for the campaigns that you're running. Google has said that a good click through rate is 2% and what you're telling me is that you generally get five and above and 10 is the goal?

**Chris:** Yes, definitely.

**Cameron:** Love it.

**Chris:** I think it's important to aim higher. When you're running campaigns that are extremely targeted, having a high click through rate just goes hand in hand if it's being run effectively.

**Cameron:** If you're looking at your campaign and your click through rates are under five, tweak it, fix it because you've got rooms for improvement without even having to spend money.

**Chris:** Exactly.

**Cameron:** What's another metric you use?

**Chris:** Quality score is actually quite important.

**Cameron:** What's a quality score?

**Chris:** Quality score is a way that google actually rates particular keywords that

you have within your campaign and how they relate to other parts of the campaign. They take into consideration your ads, the keyword, how relevant it is. Your landing page, there's quite a large list of factors that go into actually identifying a quality score.

**Cameron:** It's their rating which indicates to you how much improvement there is on a particular campaign? If they say your quality score for a particular keyword is five out of 10 that means that it can improve a lot more?

**Chris:** Definitely. Google does have a pretty stringent checklist. Now, they haven't released the entire checklist or algorithm that they use but people throughout the years have identified roughly what it is. Whether it be how relevant it is to a particular ad that you're running to a particular landing pages that you're running from those particular ads, identifying how you can optimise these particular keywords will help in actually boosting your positioning when you go into auctions for various keywords. Going through all of your keywords and making sure that they are highly relevant to what you're trying to achieve will help you in a lot of other areas within AdWords.

**Cameron:** At what point would you leave it and at what point would you need to improve it?

**Chris:** I think Google has a system where it's either poor, good or excellent. I believe it is.

**Cameron:** Okay. If you've got a quality score of two, would you ...

**Chris:** I would seriously consider looking into...

**Cameron:** Seven.

**Chris:** Look, I feel that it can be kind of convoluted sometimes in terms of the actual ratings because at the end of the day if a keyword is working for you and you're receiving conversions, then I will generally stick with it.

**Cameron:** Something about quality score is, if you've got a higher quality score, Google sees that your ad is better for the user than a competitor, so you'll appear higher without necessarily paying more per click.

**Chris:** That is correct.

**Cameron:** It's really important that for all of your keywords, if you really want to pay

as little as little as possible, maximising exposure to make sure that your click through rates they're not crap, really. Pro-tip?

**Chris:** Pro-tip.okay.

**Cameron:** The metadata on the landing page that people go to adding metadata so even though it's not visible in the front, it is visible in the back which gives signals to Google that the page is more relevant to the keyword that it's targeting. That will help your quality score across all of your keywords.

**Chris:** Just snacking some SEO.

**Cameron:** Very good. Anything else that you want to mention about the AdWords?

**Chris:** No. Look, there's seven easy kind of steps to follow when building an effective campaign. Look, AdWords is a challenging program at times but as long as you keep testing and tweaking your campaigns, in order to achieve the goals that you've initially set, you'll definitely get there.

**Cameron:** Okay, cool. For those that need any help in running or improving their AdWords campaign, do due diligence on service providers, there's Google partners and then there is Google premier partners. I'd suggest that if you're going to get someone to help you out with your AdWords campaign you look for the Google premier partner tag, that means it's the top 5% AdWords providers in the country, so look out for that. Make sure that if you're vetting them, you're asking the questions that you're going through a lot of the seven points that Chris has just gone through then. heck out how they do their research, find out what their optimization techniques are. If there's split testing and really vet them to make sure that they know what they're talking about and you can hold them accountable to make sure that you're generating a return on investment.

**Chris:** That's it.

**Cameron:** How did you go?

**Chris:** Loved it.

**Cameron:** You did really well, man I was really happy with this. I think a couple of topics that we can look at doing as well is what happens post click.

**Chris:** Sure.

**Cameron:** Right? How do we improve conversions after the click is done and landing

page optimization. What should be on the page in order to entice the user to convert.

**Chris:** That's a big one.

**Cameron:** Thank you very much ladies and gentlemen. That's it.

**Chris:** Thanks for having me.

**Cameron:** Bye.

**Chris:** Bye.

**Announcer:** Thanks for listening to the digital cowboys with Cameron Francis and Sam Roshan. Now, if you enjoyed today's episode, head on over to iTunes and give us a five star rating and please write a review. Also, head on over to [digitalcowboys.com.au](http://digitalcowboys.com.au) where we post the latest episodes and content pieces for all of our listeners. Saddle up and join us next time for another edition of the digital cowboys.