

# HOW TO MAKE A SUCCESSFUL GOOGLE ADWORDS CAMPAIGN

Depending upon your industry, a paid advert can sometimes be a good bet to drive new traffic to your website. Although the problem can be that your competitors are using the very same search terms and keywords as you. Not only do you need to know how to build a campaign through Google's AdWords, you will also need to know how to stand out from the crowd.

I have listed below some great insights for setting up your Google Adwords campaign ... Good Luck!

## Here we go:

- 1 Your AdWords Account**

Before you start, you'll need to visit the Google AdWords site and sign up for an AdWords account. Have your banking details/cards at the ready. Once you have an account, you're ready to go, click the Create Your First Campaign button.
- 2 Choose Your Campaign Type**

Most people start with the "Search Network only" option, but you can change this as you learn and grow with Adwords. Next, give your campaign a name so it's easy to track your results. Start with a naming system that you'll continue to use, so you don't get confused down the line.
- 3 Choose Your Geographic Area**

Try to consider where, exactly, the majority of your customer lives. If you're not sure, then you can back up a step and consider your buyer personas first. This is really important; you don't want to spend money needlessly advertising in an area that won't buy your product.
- 4 Choose & Set Your Budget**

This is a very important part of the process. You need to include enough money to make a difference, but you really don't want to break the bank! You can manually set the bids for clicks, which gives you more control. This also means your ads will stop showing once your budget is spent. As time moves on you can adjust your budget to suit.
- 5 Composing Your Advert**

This is the most important aspect of your AdWords campaign. The copy you use is what will convince your potential buyers to click on your advert. You want to attract plenty of people but you also want those people to buy from you. If they don't buy, you still pay anyway. My advice would be start with a great headline that uses search terms that will reach your particular audience. You only get 25 characters, so make every word count. Then you get 35 characters for the second and third lines. Use this space to point out benefits.

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Try going from the angle of 'How will the product solve your buyers' pain? Then on the third line you can emphasise your points. You can then change these if you notice your advert isn't driving the traffic you were hoping for.

## 6 Add Your Display URL

It's important to notice the difference between the URLs you'll use in your advert. The display URL is the one you want people to recognise and remember you by. Use your website home page for the display URL.

## 7 Add Your Destination URL

Always use a landing page that focuses on the products featured in the AdWords ad. It's never a good idea just to use your home page for this. It's so important to understand there is a difference between the 'display URL' and the 'destination URL'.

## 8 Adding Your Keywords

A good line of thought is to remember that you'll be competing against your competitors for the very same audience. Take some time to think of the keywords that will reach people who are ready to buy. A good example would be: instead of using "luxury shoes" in your PPC ad, you can use keywords such as "purple leather heels." You may miss out on people who are looking for shoes of all types, but you'll capture those who have a particular shoe in mind. They'll be more likely to make a purchase if your ad leads to a landing page with purple leather heels, and that will more than pay for their click. Attracting the right audience to click saves you money!

Also, use **negative keywords** and save money on your clicks. Negative keywords tell Google AdWords what you **don't** want your ad to show up for. In other words, you can use keywords such as purple leather heels not stilettos.

## 9 Now Bid On Your Clicks

Lastly you'll need to tell Google how much you want to spend on your 'clicks'. Remember that you're bidding to be seen. The more you're willing to pay more for clicks the more often you will show up in the searches. You really do have to speculate to accumulate, especially in the pay-per-click game. Make sure you're manually controlling your budget so the clicks stop when you've reached your limit.

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## **Check, Check and Check Again**

Always check over everything one more time before you set your ad live. Is everything spelt correctly otherwise you'll miss out on keyword searches. Did you check that you are set to manually control the budget? If you didn't this could be an expensive mistake. When you're sure you've done everything correctly, then press go!

As the campaign matures, you might want to look at changing your headlines, change the offer or run 2 campaigns with different wording to see which one performs the best. Test and measure is always a good plan.

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## **Keep Watching!**

Once your Google Adwords is up and running it's important to check our your stats! Look through the results and adjust your campaign. This not only saves you money but attracts the type of customer your are trying to communicate with.

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## **Haven't got time?**

Don't put this off because you simply don't have time! No need to panic - I have the solution ... my team at Dynamic specialise in doing the jobs that you don't have time to do. Pick up the phone and talk to us ..

Want some more marketing tips? Call me now on 01452 864402 and let's talk about how I can make your business grow.

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