



Your Adwords Set Up Guide

Steps 1-7 is effectively your set up plan. Weeks 2 & 3 is your monitor & follow up regime.

Day 1 Perform Keyword Analysis, this is incredibly important, if you don't get this right then everything else is a waste of time. Call us if you want help with this.

Day 2 Keep a pad with you and write down other keywords that pop into your head – what phrases and words do colleagues, customers, friends and family use to describe your business?

Day 3 Sign up for your Google Adwords account

Day 4 Put your list of keywords and phrases through the Google keyword tool to get other suggestions and then use the Google Traffic Estimator tool and experiment with different Click Bids and daily budgets, what combination looks like it will give you the best results?

Day 5 What about the text for your Ad - what is it going to say (you should have been thinking about this already). What words are going to compel customers to click on your Ad and visit your website? What do your competitors say? Within Adwords you can have variations of the same Ad so you can test what words work best. You'd be amazed how the odd word here or there affects your Click Through Rate!

Day 6 Make sure your landing page (the page users will visit after clicking on your advert) is set up properly, you will probably need to set up a new page on your site. Make sure the text on the page matches the text in your ad so it's a process that flows easily for the user. Also, have very clear call to actions i.e. phone number, email details, online form (you can feed this data straight into your CRM), testimonials and give something away free like an online guide to something you do.

Day 7 Look at your list of keywords – can they be grouped together? You may well want to write a different Ad for each group to make it as relevant as possible and yes....you may need different landing pages too! Set up your ad groups, ad variations, make sure your keywords are in the right groups and everything is linked together – set Adwords running and wait for the phone to ring!

Day 8-14 Monitor your Adwords account, number of clicks, click through rate (CTR), level of spend – you will almost certainly have to tweak this as you go along as well as daily budgets. Add new keywords, monitor how well your ad variations are doing.

Day 15-21 Time for a good look at keyword performance, getting rid of non performing keywords (why is this important – ring us and we'll tell you more), how is your CTR? Is the ad text working. how is your click conversion i.e. how many actual leads is your campaign generating? Is your landing page working? Make sure the keywords that are performing well are added to your website in the form of copy, page titles, meta descriptions etc. If these are the terms that people are using to find your services use them!