

How to pay less and get more with AdWords?

Every penny matters. Learn how to make sure you are spending wisely with AdWords.

By Ratan Jha

Fine Tune Your Keywords

- Don't be too broad. Be specific to your advertising goals. Pause under performing keywords and explore more relevant ones.
- Keep an eye on **Search Term Report**. Use negative keywords to stop your ads from appearing for irrelevant search queries.
- If using multiple match type of the same keywords, bid lowest on Broad and highest on Exact.

Make use of Ad Extensions

- The overall impact of Ad Extensions is a key factor in deciding Quality Score.
- The Use of Ad Extensions with ads gives your potential customers more reasons to choose your products or services. Do not miss these opportunities.
- If you use relevant and optimized Ad Extensions, they improve your ads' CTR and work to improve your quality score as well.
- A better QS definitely means lesser costs for you.

Fix Location Targeting

- Have location specific campaigns if you are targeting bigger areas, say different countries.
- Restrict your ads only to the locations you need to target. Opt for **Advanced Location Option** if getting impressions/clicks from untargeted geographies.
- Use **Location Bid Modifier** to increase or decrease bids based on the relevancy and profitability of your target locations.

Use Custom Ad Schedules

- Once you have run your campaigns for a few weeks, analyse how your ads are performing during different hours of the day, or days of the week.
- Schedule your campaigns to run in the hours which are profitable. Exclude hours when ads do not convert well.
- Use **bid modifiers** to adjust your bidding based on how your ads perform during different hour or days,

Bring visitors only to the most relevant pages

- Do not bring all your ad traffic to the website's homepage. Give your visitors ease in getting to the right product/service. They will love it and will reward you for the same.
- Having dedicated landing pages based on content themes/contexts boosts relevancy score. Make sure your keywords, ads copies, and landing page fall in the same line of contexts.
- It positively affects relevance score, CTR, landing page experience, quality score, and eventually the price you pay per click.

You must track Conversions

- Do not hit arrows in the dark. Start tracking conversions if you are not already.
- It will give you, and to the system, certain goals to work for. Remember, you don't reach anywhere if you don't have a destination set, you can only stop by.
- Once your conversion tracking is working properly, you can be more strategic in terms of bidding. It will give you more paths to explore and to optimize your campaigns for better ROI.

Optimize Display Network Campaigns for better

- If you do not aim merely branding, it's wise not to use **Keyword Targeting** alone. Combine it with other targeting, for instance - keywords + topic, keywords + interests, keywords+placements.
- Have all possible dimensions of ad banners. It will make sure your ads are eligible to appear in more auctions. Eventually, you will have more exposure and you will be paying comparatively lesser.
- Exclude **Site Categories** where you don't want your ads to appear.

Have mobile friendly website

- Be ready for now and the future by offering ease and a better UX to your mobile traffic.
- Don't force them to Pinch and Zoom, it gives a bad impression and affects your conversions badly.
- A mobile friendly version of your landing page works to improve your overall landing page experience. I am sure you know it's a decisive factor in deciding quality score as well.

Don't make your website a slow coach

- Nobody likes to click and wait for the website to load.
- The speed at which your website load affects conversions and finally your costs as well.
- Make it a matter of seconds. Ideally around 3 to 10 seconds.
- If a website loads too slow, the UX is affected adversely. And in the long run, the quality is sure to suffer.

That's All for Now !

Thanks for reading

How did you like it?

Don't forget to share your thought in
the comments below.

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