

Evaluation Report - COMPANYNAME

Company: [REDACTED]
Campaign Type: AdWords
Date: Monday, 16 April 2007

THIS REPORT MAY LOOK A BIT CONFUSING BECAUSE WE HAVE DELETED SENSITIVE INFORMATION. THESE AMMENDMENTS ARE INDICATED BY WRITING IN CAPS AND BY BLOCKS LIKE THIS: [REDACTED]. PLEASE FILL IN OUR [FORM](#) OR [CONTACT US](#) FOR YOUR PERSONAL ADWORDS PERFORMANCE REPORT.

This report is going to focus on the changes that could be made to improve your account. We will first look at your account structure, then your keywords, and finally your ads.

Account Structure

I can see that you only have one AdGroup in all of your campaigns except one. The problem with this is that you couldn't possibly be capturing all angles of potential customers with one AdGroup for each of your services because one AdGroup means only one ad will show (even though you can write more than one ad, they will still show for any of the keywords in that AdGroup).

If you only have one ad showing for each of your services, then it can't be relevant to each keyword because there are so many possible keywords that you could have.

Let's take the AdGroup as an example:

Campaign: [REDACTED]
AdGroup: [REDACTED]

Ad Group: [REDACTED]

Active — [Pause Ad Group](#) | [Delete Ad Group](#)

1 of 2 - [View All](#)

Summary | **Keywords** | Ad Variations

▼ Change range

last month

4 Mar 2007 - 31 Mar 2007

Include deleted items that were active in this date range

+ Add keywords: [Quick add](#) | [Keyword tool](#) | [Edit keywords](#) | [Search this list](#) | [Customise columns](#)

1 - 4 of 4 keywords.

<input type="checkbox"/>	Keyword	Status	Current Bid Max CPC	Clicks	Impr.	CTR	Avg_CPC	Cost	Avg_Pos
<input type="checkbox"/>	[REDACTED]	Active	£0.25	104	3,151	3.30%	£0.14	£14.79	2.8
<input type="checkbox"/>	[REDACTED]	Active	£0.25	6	1,772	0.33%	£0.20	£1.22	4.6
<input type="checkbox"/>	[REDACTED]	Active	£0.25	26	859	3.02%	£0.18	£4.78	3.1
<input type="checkbox"/>	[REDACTED]	Active	£0.25	0	676	0.00%	-	-	5.9
Content network total		Disabled		0	0	-	-	-	-
Total		Enabled	Default £0.25 [edit]	136	6,458	2.10%	£0.15	£20.79	3.7

1 - 4 of 4 keywords.

The keywords you have in this AdGroup are very different from each other.

This means that the same ad will appear when someone types in any of those keywords - “[REDACTED]” and “[REDACTED]” are two very different subjects.

This is one of the ads that would show if I was to type in “[REDACTED]”:

SERVICE DESCRIPTION

[REDACTED] Solicitors

SERVICE appeal? Call & Chat

[www.\[REDACTED\].com/SERVICE-Appeals](http://www.[REDACTED].com/SERVICE-Appeals)

I’m sure you can see the problem with that – in fact, if you look at the screenshot you will see that your CTRs for “[REDACTED]” and “[REDACTED]” are 0.33% and 0% - much lower than for the more relevant keywords. So, if I was to manage your account, the first thing I would do is separate most of your keywords into their own AdGroups and write ads for each so that each ad is 100% relevant to what the person is searching for.

Another reason why this needs to be done is because Google judges how “relevant” an ad is by its CTR (and a few other factors – but CTR is the most influential). These low CTRs will bring down your average CTR for the AdGroup and that actually means that Google will charge you more per click than they would if you didn’t have those keywords there because if you have a low overall CTR in an AdGroup, you will pay more for each click on your ad.

This is what would be a more optimised account structure:

	Keywords	Ad
AdGroup 1	"██████████"	Ad with ██████████ in text
	"██████████"	
	"████████████████████"	
	"██████████"	
	"████████████████████"	
AdGroup 2	"██████████"	Ad with ██████████ in text
	"████████████████████"	
	"████████████████████"	
	"████████████████████" ...	

Then once you have a few days of stats on the number of clicks and impressions for each of the keywords in each of the AdGroups, I would separate keywords into new AdGroups as necessary in order to be able to write more relevant ads on more popular keywords.

For example, you might find that the keywords "advice on ██████████" and "get help with ██████████" are both getting a lot of impressions. In that case, these two keywords should be separated into two different AdGroups and then the ads could read:

Advice On ██████████
 Expert **Advice** and Assistance
 No Hassle ██████████ Applications
[CompanyName.com/██████████](#)

and

Help With ██████████
 Get Expert **Help** and Assistance.
 ██████████ Applications Made Easy
[CompanyName.com/██████████](#)

As you can see, the keywords that people are searching for would become bold, and by separating them into different AdGroups we would have more relevant ads and more attractive ads to grab the searchers attention.

[I've written KEYWORD and not DIFFERENT SPELLING because our keyword tools show us that although around 4,000 people search under DIFFERENT SPELLING, over 40,000 use the word KEYWORD. Although, we would make a different AdGroup using fiancé DIFFERENT SPELLING also.]

Keywords

Matching Options

Upon looking at your account, I immediately noticed that you're not using any matching options on your keywords.

Let me explain.

Broad Match – this is the default setting. Your ad will show if the phrase “A B” or “B A” is entered, or if there is a word in between, or if there are words in front of, or behind these.

For example, the ad for the keyword “work permits” will show when someone types:

- what is a A B
- can I get a A B with a criminal record
- UK A B sponsors
- download A B application
- application forms for A B in London
- how old do you have to be to get a A B
- UK companies ready to provide sponsor for A B

And you can see that these searches are less likely to convert into sales than someone typing “help with A B” for example.

Phrase Match – Ads show when the words “A B” are used in that order, but other words can appear in front of/behind them.

Exact Match – Ads only show when someone types “A B” with no other words.

Negative Match – This specifies which words should be excluded. So, “application forms” might be a good negative keyword for this AdGroup to prevent people clicking that are not READY TO BUY.

All your keywords are broad matched keywords at the moment and they tend to be much less effective than keywords that use phrase and exact match for the simple reason that they are much less targeted and that you are giving Google too much power to decide where to show your ads.

As an example, one of our clients sells anti-virus software and when we initially saw his account, one of his keywords was “anti-virus” as a broad match, but he didn't have any negative keywords so his adverts were showing for the keywords “bird flu virus” and “anti-virus soap”. So it is always good to use some matching options and negative keywords.

Another of the major problems in the account is that the keywords are not addressing people in the correct stage of the buying cycle. For example, the keyword “British citizenship” will be used by people that are looking for information and are at the beginning of their search.

You may have noticed that when you want to find out a particular thing in Google you will type few words, and then as you get closer to what you're looking for, you will use more words to clarify and pin-point your search.

You should be looking for people who already know what they want – people at the end of the buying cycle – people that are ready to buy your services, not people at the beginning who are just searching for information.

You could do this by

1. Compiling a list of negative keywords such as “information”
2. Using keywords such as “SPECIFIC advice [REDACTED]”, or “[REDACTED] SPECIFIC”, etc.

Cheaper Keywords

We usually deal with company's that have lower budgets than yours but it's still important for you to get as many cheaper keywords as you can.

Let's get some examples for your AdGroup “work permit”.

<u>Keywords</u>	<u>Estimated Avg. CPC</u>	<u>Estimated Ad Position</u>
[REDACTED] help	£0.04	1-3
help with [REDACTED]	£0.04	1-3
[REDACTED] INDUSTRY	£0.04	1-3
INDUSTRY [REDACTED]	£0.04	1-3
[REDACTED] INDUSTRY	£0.04	1-3

These search terms are obviously less popular in terms of search volume but 1,000 of these lower volume, lower price clicks will guarantee you a good number of cheap, highly targeted clicks.

We can find at least 1,000 keywords for your company by using:

- Wordtracker – The leading keyword research tool (subscription based)
- Google Keyword Tool – Good as a starting point
- Overture Keyword Tool – Good when searching for negative keywords
- Nichebot classics – Special keyword discovery tool.
- Spy Fu and Googspy – Shows what people are searching for in the major search engines.
- Brainstorming sessions with colleagues

Take a look at the screenshot below which shows a gap in the market.

Results are tailored to English, United Kingdom [Edit](#)

Keyword Variations Site-Related Keywords

Enter one keyword or phrase per line:

 Use synonyms

Choose data to display: [?](#)

More specific keywords - sorted by relevance [?](#)

Keywords	March Search Volume ?	Advertiser Competition ?	Match Type: ?
<input type="text"/>	<input type="text"/>	<input type="text"/>	Broad <input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Add »
<input type="text"/>	<input type="text"/>	<input type="text"/>	Add »
<input type="text"/>	<input type="text"/>	<input type="text"/>	Add »
<input type="text"/>	<input type="text"/>	<input type="text"/>	Add »
Add all 5 »			

Download all keywords: [text](#), [.csv \(for excel\)](#), [.csv](#)

Additional keywords to consider [2] - sorted by relevance [?](#)

Keywords	March Search Volume ?	Advertiser Competition ?	Match Type: ?
<input type="text"/>	<input type="text"/>	<input type="text"/>	Broad <input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Add »
<input type="text"/>	<input type="text"/>	<input type="text"/>	Add »

We can see that “” has quite good search volume but very little competition. I would jump on this because it won’t last long.

We might also want to try “” which has similarly low competition, low price, and a high number of searches. But, I would keep an eye on it for the conversion rates from this keyword, because although commercial clients might be more valuable to you, they are still in the information stage at that point so, we’d have to see if it’s worth it for you to use this word.

More Keywords

It is also important when looking for keywords that you include as many misspellings as possible. Many people are bad spellers, people also make mistakes when typing quickly and then we have to remember that English is not the first language of some of your customers. Misspellings are a big opportunity because so many advertisers don’t bid on them, and the CTR is often higher than the correctly spelled alternative.

We have a program to tell us all likely misspellings made from typing quickly. For example, “” has 122 common misspellings which include:

1. missing a letter –
2. typing a letter twice –
3. swapping two letters –
4. accidentally hitting a key that is close to the one you are aiming for –

We also have contacts in various countries around the world, so you just need to tell us the nationalities

of your main customers and I'm sure we can find popular misspellings made by those specific countries. [THIS COMPANY DEALS WITH INTERNATIONAL CLIENTS.] For example, in Spanish speaking customers might spell [REDACTED] as [REDACTED], and we could even try keywords in Spanish, such as "[REDACTED]" = "[REDACTED]".

Another good way of finding cheap keywords is by combining cities with your main keywords. For example, "[REDACTED] in London" has low competition and a high search volume and costs 4p for positions 1-3.

We would also make sure to use plurals, synonyms, regional variations and slang variations of your most popular keywords.

Adverts

Now in terms of the adverts, I can see that you are performing split testing and A/B testing for your adverts which is a good technique to optimise your campaigns. We would do this as standard with all of your ads every few days in order to optimise CTRs and more importantly, conversions.

One thing though - at the moment your campaigns are set to "Optimise: Display better-performing ads more often" which means that you're your ads can not be tested properly because only one of your ads will be showing depending on which one has the highest number of clicks. What you want to do is use the option that is "Rotate: Show ads more evenly". This will display a different ad every time, hence enabling you to compare the performance of your ads more easily.

In terms of ad copy, there is a lot of work that can be done to upgrade your ads to be more appealing for the customer to click on, and to stand out from the competition.

Let's take two examples, one from your AdGroup with the lowest CTR:

Campaign: [REDACTED]
AdGroup: [REDACTED]
Search Query: "KEYWORD SCHEME" – THE KEYWORD IS AN ABBREVIATION

Ad: [REDACTED] [KEYWORD](#)
[KEYWORD](#) assistance
Call & chat for [KEYWORD](#) advice
[REDACTED].com/[KEYWORD](#)

Using the keyword [REDACTED] many times in your ad is a good idea, but there are many other things that can be done.

What about: [KEYWORD SCHEME Assistance](#)
UNABBREVIATED KEYWORD - Get **KEYWORD**

Assistance From Specialists Today!

██████████.com/KEYWORD

I can guarantee you that the second adS would have a much higher CTR and higher conversions because we are exaggerating the fact that you are *specialists*, and the words *UNABBREVIATED KEYWORD* will pop out even though the searcher hasn't typed it in like that.

Now a quick example from your AdGroup with the highest CTR:

Campaign: ██████████

AdGroup: ██████████

Search Query: KEYWORD1 KEYWORD2

Ad: [KEYWORD1 KEYWORD2](#)

██████████ of Central London

Advice on **KEYWORD1 KEYWORD2**

www.██████████.com/KEYWORD1_KEYWORD2

This is a better ad but it can still be improved by testing other ads such as this:

[KEYWORD1 KEYWORD2](#)

Specialist ██████████.

Get Help With Your ██████████ Application

██████████.com/KEYWORD1_KEYWORD2

Or this:

[KEYWORD1 KEYWORD2](#)

Want To Obtain **KEYWORD1 KEYWORD2**?

Visit Us Now For Free Consultation!

██████████.com/KEYWORD1_KEYWORD2

But remember, since this keyword is very vague it's important to be more specific in the ad text in order to increase conversions and not get clicks for people just looking for information.

Here are some other good tips that we could implement with your ads:

- 1) Use the correct search phrase in the title therefore the font will be bold - this attracts attention and clarifies that the searcher has found exactly what they need.
- 2) As you know, it's good to use keywords in the body of your ad as they also become bold.
- 3) People love the word "save" and especially the word "free".
- 4) "Visit" or "get" is a call-to-action word which attracts the prospect a bit more to click on your ad.
- 5) The display URL looks much better when you capitalise the first letters because people can read the name of your company more easily and there is a much better chance they will remember it like that - also there is no need to write www.

- 6) Capitalization of letters in the ad copy not only makes your ad stand out from the crowd but also makes it easier for the user to read what you have to offer.
- 7) It is always good to have some figures especially savings and price. This filters out the people who are actually really interested in buying your products from the people that maybe are in a different stage of the buying cycle such as research or not actually knowing what they are looking for.

Conversion Tracking

Conversion tracking codes are scripts which you add to your HTML code in order to track an action performed by the user.

I suggest that you install these codes on the thank you page which I assume comes up after people have sent their contacts details via the *contact us* page or signed up to your *eNews Updates* . This will help you see how much you are spending in order to turn prospects into clients because you can find out how many “contacts” or “signups” it takes to sell an item, and the average value of that sale.

After conversion tracking is installed, you’d be able to say “Ok, my CTR is 5%, 10% of people that go to my website contact me, and I make a sale from every 10 contacts, and the average value of my sale is £200”. This would tell you how much you should be spending for your clicks, and what would happen to your sales if you increased or decreased your budget.

Google Analytics

I don’t know if you’re using Google Analytics, but this is a very useful tool. You can analyse what sort of visitors surf your site, where they come from, and how well they receive the features on your site. This will ultimately help us get to grips with the overall effectiveness of your online ad campaign.