



Action Plan – Module 5

Google Adwords

1. Create a Google Adwords account (if you have not already).
2. Go through the help section of Google Adwords as this is the best place to get a full education on Google Adwords advertising platform.
3. Decide whether you want to create a search, content or placement campaign for the offer you would like to promote.
4. Create your ad groups, ads and put in your targeted keywords for each targeted ad group. Do not place more than 20-25 keywords per ad groups. (This does not include phrase and board match, so you may have around 60-75 keywords). You only use broad match keywords for the content network.
5. Shut down all forms of traffic except for search traffic. Set ads to rotate evenly, set a daily budget and accelerate ad display.
6. Make sure that your ad links are coded to tell your tracking program (i.e. Tracking202) that the traffic is coming from Google Adwords.
7. If direct linking does not work on Google Adwords (i.e. quality score, duplicate URL rule), create a silo structured web site and landing page as described in module 4.
8. Run traffic and analyze keywords that are performing. Keep the winners and dump the losers. (Losers can also be placed in their own ad group to see if there is any life for them with a better, more specific ad.)
9. Analyze winning keywords and increase bids for more traffic or desired gross margin. Continue to add more related keywords and keep dumping the losers.
10. Repeat and rinse.