

A BEGINNER'S GUIDE TO PPC



There are plenty of resources out there for PPC professionals - this guide is written with AdWords novices in mind. We cover the fundamentals of creating and structuring an account so that anyone can start an account and begin advertising their business on Google.

If you have any questions about the material covered in this paper or would like to talk to us about running your PPC account, please get in touch!

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Keyword List Creation

The trigger for your adverts appearing on Google will be the keywords you choose - words or phrases that describe your product and the way people search for them on Google. Chances are you know your business better than most, and you know most of the terms people **should** use to search for your service or product – so you already know the core of your keyword list. The main thing to remember when creating a keyword list is that people do not know your business as well as you and will be searching in a variety of strange ways.

Your PPC account, if correctly structured, should be able to help those searchers find exactly what they want, and the vast array of strange searches will help you understand your customers and what traffic you can convert usefully. For everyone who types “product A” into Google, there will be 10 more who search for something more unique like “where can I find a second-hand product A” or “product A review”. You will need to create a keyword list that captures the majority of searches that people might write and eliminate the searches that are not relevant to your business. (You will never manage to cover ALL the possible searches – people are just too damn creative, intelligent, stupid, strange, disturbed <delete as applicable>).

For example,

buy product A, buying product A, where can I buy product A, second-hand product A, product A online, product A London, product A delivery London, who sells product A, product A ebay, product A free

Google has a **keyword generation tool** (<https://adwords.google.co.uk/select/KeywordToolExternal?defaultView=2>) that will help you not only find any synonyms you may have missed, but also give you a list of suggestions to go with your main keywords. This will also throw up negative keywords, which are keywords that you can add to either a campaign or an ad group so that your adverts will not appear if they are contained in the search. From the list above you may want to add ‘second-hand’, ‘free’ and ‘ebay’ as negatives, and there will be many, many more that you can add to refine the traffic that your adverts appear for.

There are plenty of tools out there to help you generate keyword lists, but you can create a pretty comprehensive list of keywords and negatives with Google’s tool, a thesaurus and by playing around with a search engine yourself. It is important to remember to use plurals and various verbs, tenses, adjectives, regional/colloquial expressions and common misspellings.





Here are some other useful free tools to help you on your way

Wordtracker Keyword Suggestion Tool -

(<http://freekeywords.wordtracker.com/>)

Soovle.com - (<http://www.soovle.com/>)

Wordtracker Keyword Questions -

(<http://labs.wordtracker.com/keyword-questions/questions>)

Viswiki.com - (<http://www.viswiki.com/en/>)

Google Wonder Wheel - (www.googlewonderwheel.com/)

Google Search Based Tool - (<http://www.google.com/sktool/#>)

For an idea of what traffic levels keywords will generate, Google provides more tools

Traffic Estimator - (<https://adwords.google.com/select/TrafficEstimatorSandbox>)

Google Insights - (<http://www.google.com/insights/search/#>)





Matching Options

You should now have a long list of words that describe your products and services, so the next step is to choose matching options. There are four keyword types: broad, phrase, exact and negative match. If you are adding keywords manually to an account, then exact match keywords should be entered with square brackets around them like this **[keyword]**, phrase match with quotation marks around them like this **“keyword”** and negative keywords are preceded by a minus sign **-keyword**. If you don't add any symbols, then the keywords will be added as broad match by default. The four match types work very differently, so it is important to understand them to use them effectively.

Exact Match – As the name suggests, it will only display adverts when the exact keyword is entered as a search term. For example, your exact match keyword [inflatable chimps] would only trigger an advert when the search was 'inflatable chimps'.

Phrase Match – Captures a slightly wider amount of traffic. “Inflatable chimps” as a phrase match would trigger adverts for 'pink inflatable chimps' and 'inflatable chimps pump'. The advert is triggered when the search contains the keywords in the order in which they appear in the keyword.

Broad Match – Adverts will be triggered by broad match keywords when Google judges there to be relevance. You have to be very careful with this as the searches you appear for with broad match keywords may be somewhat related to your subject but not relevant enough to generate sales or leads. They are very useful at getting large volumes of traffic, but it comes at the price of control. With exact and phrase match you know pretty much what you are getting – with broad match you will undoubtedly get some rubbish.

Negative Match - keywords are one of the best weapons for bringing back a degree of control when using broad match. They will help you ensure that the searches that you know are irrelevant and will never convert, do not trigger your adverts. For example, the negative keyword 'flower' would stop your bed advert appearing to gardeners looking for items for their flower bed.

There are some people who say that you should only use exact and phrase match – ignoring broad match entirely. Personally I use broad match all the time and find it can work very well, but you have to keep a far closer eye on the traffic than from the other two types. One tactic that can help is to use broad match only on phrases with more than 2 words – use phrase match on the 1 and 2 word phrases so you capture the closely related traffic but don't give Google as much room to match you to irrelevant suggestions. Between that and negative keywords, you should be able to make effective use of broad match.





Here are a couple of links to negative keyword lists that will get you well on your way:

200+ Negative Keywords to consider for B2B PPC -

(<http://www.komarketingassociates.com/blog/200-plus-negative-keywords-to-consider-for-b2b-ppc/>)

Engine Ready Negative Keyword list - (<http://www.clixmarketing.com/blog/wp-content/uploads/2008/02/worlds-biggest-negative-keyword-list.txt>)





Account Structure & 'Bucketing' Your Keywords

Now that you have a fleshed-out list of keywords you need to separate them into 'buckets' that will eventually become campaigns and ad groups – the basic structure of your account.

My first suggestion for creating your account structure is to download **Adwords Editor** - (<http://www.google.com/intl/en/adwordseditor/>).

This is a free tool for managing your account and it allows you to make bulk changes, simplifying much of the time-consuming work. Open your Adwords account in the Editor, and you can begin creating campaigns and ad groups. There is a keyword grouper tool within the Editor which will help you split the keywords into ad groups. However, I would suggest that you will be better served in the long term by doing the majority of this yourself. The most important thing to remember is that all the keywords within an ad group are served by the same adverts. If you have two keywords that you think look similar and want to know whether they should be in the same ad group, just reflect on what advert you would ideally have triggered when people search on them. If the ideal advert looks different for each of them, then they should be in separate ad groups.

For example, if you have four keywords – inflatable chimp online, find inflatable chimp, blue inflatable chimp and pink inflatable chimp - then the first two could be served by one advert, but for the next two, the ideal advert would mention their colour to appeal to the searcher's particular interest. If someone is looking for a pink inflatable chimp and you sell those on your site, then you need to make sure your advert spells it out. If you have one generic advert saying

Inflatable Chimps

Buy From Our Great Range Of

Inflatable Chimps.

www.inflatable-chimps.co.uk





ACCOUNT STRUCTURE & 'BUCKETING' YOUR KEYWORDS

then, sure, you **might** still get a click, but if you want to massively increase your clickthrough rate as well as your chances of a sale or lead, an advert such as

Pink Inflatable Chimps

Buy Pink Inflatable Chimps,

Lowest Prices, In Stock Now!

www.inflatable-chimps.co.uk

is much more likely to get the click as it is more relevant to the searcher's needs and will be rewarded not only with a higher clickthrough rate but also better quality score. Quality score is basically Google's rating of your keyword based on its relevance to the adverts within its ad group, the landing page that the advert leads to and how often the advert gets clicked. Higher clickthrough tells Google that the advert is relevant, so the amount you need to bid to get into high positions can be lower. An advert that gets no clicks will not make any money for Google so they will want to get better performing adverts above you. So higher clickthrough means more visitors to your website and at lower cost for you, searchers find what they are looking for, which makes Google's search results look good– everybody wins!

So to make sure that every ad group has the best advert you need to split up your keyword list into tightly themed 'buckets'. You may have a long list of products with a large amount of differences between them, in which case you may want to separate each into their own campaign. At the campaign level you can choose budget, geo-targeting (where the adverts are being shown), language, ad scheduling (what time of day the adverts will show) and other factors to run your account. If all your campaigns are going to display with the same distribution settings, it is still worth splitting into separate campaigns so you can see exactly how each part of your account is working. As data starts to come in about how the account is working, you can then attribute more or less budget to particular areas, depending on their performance.





Account Settings

Once you have created your campaigns and posted them from the Adwords Editor, you should go into each campaign and click on 'Settings'. In most cases the default options will be fine to get your account started, but there are a number of defaults that you need to be aware of:

'Networks, devices and extensions' are very important as they dictate how the budget will be spent and where the adverts will be distributed. The most important thing to remember is that the default setting is for both the Search AND Content networks to be switched on at the start. This is not recommended as the two distribution methods are very different – if you want to use the Content Network (and it certainly can be a very useful way of advertising) then create a separate campaign specifically for it and opt out of the Search Network on it.

Networks, devices and extensions

Networks and devices ?

- All available sites and devices (Recommended for new advertisers)
- Let me choose...
 - Search Google Search
 - Search partners (requires Google search)
 - Content Content network
 - Relevant pages across the entire network
 - Relevant pages on the placements that I manage only
 - Devices ? Desktop and laptop computers
 - iPhones and other mobile devices with full Internet browsers

 Your ads won't be displayed on Google's content network. [Learn more](#)

Save Cancel

I would also warn against having Search partners (affiliated search engines like Ask, AOL and Google Products) switched on as well if you are targeting the UK. I have found that on almost all searches, except for branded searches, the search partners have far lower conversion rates than Google Search itself. By all means try this out for yourself, but keep a close eye on the data to be sure you aren't wasting spend when it could be more gainfully employed on Google's main search network.

The next setting to check is **'Ad delivery'** in the Advanced Settings section. Ad serving will be set to 'optimise', but 'rotate' offers you the chance to split test your adverts properly. In every ad group you should have at least two adverts competing against each other so you can work out which works best.





Ad delivery: Ad rotation, frequency capping

Ad rotation ?

- Optimise: Display better performing ads more often
- Rotate: Show ads more evenly

Your ads may not perform as well with standard rotation. Optimised ad rotation is recommended for most advertisers.

Save Cancel

With ‘Optimise’, Google will display one advert more frequently if they consider it better – hence the fact that it is their recommended option. This may not be the advert that works best for you, however as the clickthrough rate is not the only metric of a successful ad. In most circumstances you will want to use the adverts that convert best rather than those that get the highest clickthrough rates. Switching to ‘rotate’ allows a fair fight between the adverts so you can assess which is really working best.

‘**Ad scheduling**’ allows you to switch the campaign off at certain times of the day so budget is focused in the most effective way. If for example, you are trying to generate leads but there is no one to answer the phones at the weekend, then you may want to run your ads only during the week or only during working hours. There is also an advanced option where campaign bids can be raised or lowered as well, which can also be very useful if you have particular days or times when opportunities are greater.

Ad schedule ✕

Edit days and times below. When you're happy with the schedule, click "Save". To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

Reset to all days and hours

Mode: Basic | Bid adjustment ? Clock: 12 hour | 24 hour

Day	Time period	Midnight	4.00 A.M.	8:00 A.M.	Noon	4:00 P.M.	8.00 P.M.
Monday	Running all day	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Tuesday	Running all day	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Wednesday	Running all day	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Thursday	Running all day	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Friday	Running all day	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Saturday	Running all day	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Sunday	Running all day	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■

Last but not least – ‘**Audience**’. The benefits of advertising in the right language are obvious – what’s the point of someone seeing your ad if they can’t read it? If you do want to advertise in a foreign language then it is exactly the same to set up as the English campaigns, but as with all campaigns, you need to make sure that there is relevance. Keywords in French need French adverts and French landing pages. You can set your English ads to appear for other language searches, but chances are you will suffer poor clickthrough rates, poor quality score and ultimately poor conversion rates.





Audience

Locations In what geographical locations do you want your ads to be displayed?
 • All countries and territories
[Edit](#)

Show relevant addresses with your ads (advanced)

Languages This setting determines whether your ad can be displayed for a specific language setting your ads.

<input type="checkbox"/> Arabic	<input type="checkbox"/> German
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Greek
<input type="checkbox"/> Catalan	<input type="checkbox"/> Hebrew
<input type="checkbox"/> Chinese (simplified)	<input type="checkbox"/> Hindi
<input type="checkbox"/> Chinese (traditional)	<input type="checkbox"/> Hungarian
<input type="checkbox"/> Croatian	<input type="checkbox"/> Icelandic
<input type="checkbox"/> Czech	<input type="checkbox"/> Indonesian
<input type="checkbox"/> Danish	<input type="checkbox"/> Italian
<input type="checkbox"/> Dutch	<input type="checkbox"/> Japanese
<input checked="" type="checkbox"/> English	<input type="checkbox"/> Korean
<input type="checkbox"/> Estonian	<input type="checkbox"/> Latvian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Lithuanian
<input type="checkbox"/> Finnish	<input type="checkbox"/> Norwegian
<input type="checkbox"/> French	<input type="checkbox"/> Polish

[Save](#) [Cancel](#)

The location targeting allows you to choose the exact area you are advertising in. If your business is based around a city or a certain area (15 miles from your office for example) you can distribute your ads there with this setting.

Select a Location

[Bundles](#) [Browse](#) [Search](#) [Custom](#)

Map point | [Custom shape](#) | [Bulk](#)

Target a custom location

Click the map or enter an address below.

Location:
 E.g. 90210 or 350 5th Ave. New York, NY

Allow address to show in my ads

Show my ads within mi | [use km](#)
 16 km (10 mi) minimum is recommended.

[View on map](#) [Add](#)

Selected locations [remove all](#) | [view all on map](#)

10 mi around London, GB (Custom)

[Exclude areas within selected locations](#)

[Save](#) [Cancel](#)

10 mi around London, GB added [Undo](#) [Disable map](#)

Map | Satellite | Hybrid

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Areas on map are approximate.
[Learn more about how AdWords targets ads.](#)





ACCOUNT SETTINGS

It's easy to use and also allows you to exclude areas, too. If you operate in more than one geographic location, creating campaigns specifically for certain areas allows you to use targeted adverts and landing pages and can considerably improve your clickthrough rate, quality score and conversion rate.





Goals

Make sure you understand what you are setting out to do with your PPC campaign. It's a very basic point, but you need to have a clear idea of what you are hoping to achieve before you start. Whether you are trying to generate traffic, sales or leads, you need to have worked out in advance the benefits and values of each type of goal. PPC will work best when comprehensive tracking is installed so that you can see exactly how much your investment in PPC is returning.

Without clarity of purpose and understanding of the data that you are getting, PPC can easily blow lots of money very quickly. Get an Adwords tracking code installed on the completion page of whatever process you are trying to get people to go through and install analytics with funnels so that you can see what is really working. With this level of visibility you can tell if you are achieving your goals. Without them you are just flying blind!

Setting up your tracking is, pretty easy. Once you have opened your Adwords account, go to 'Reporting' then 'Conversions' and create a new action. Give the action a name you understand, (you can add revenue for this action, for example if you are generating leads and have a solid idea of an average lead value), make sure you set the conversion tracking to the right level of security (http or https) then click 'Save Action & Get Code'. You will then be provided with your Adwords tracking code which will need to be added to the code on the page of your completed goal. The tracking code should be on the final page of the payment/sign-up/contact process.

Next go to the 'Analytics' tab and choose the 'Create my free Google Analytics account'. You will be asked to sign up to an Analytics account. Once you have completed this you will be given an Analytics code which will need to be added to the code of every page of your website. The data that this will provide gives you great insight into the way visitors interact with your website and allow you to make the best decisions about your Adwords spend.

You can also add goals in Analytics which will add another layer of insight into the process. Go to the Settings page in Analytics and go to Edit. There you will see 'Conversion Goals and Funnel'. Simply add the end of the URL from the completed process page minus the domain name, so if the final page of your checkout is **www.generic-shop.com/thankyou** then you will want to add the goal as **/thankyou**.





For this type of simple URL you can set the match type to Exact match, but if you have dynamically generated URLs, you will need to choose either Head or Regular Expression matches. Here is Google's - (https://www.google.com/support/googleanalytics/bin/answer.py?answer=55514&hl=en_GB&utm_id=ad) own explanation of the three different types.

Exact Match: This option requires that the URLs entered as your funnel or conversion goal match the URLs shown in the reports exactly - there can be no dynamic session identifiers, for example.

Head Match: If your URL is always the same for this step of your funnel, but is followed by unique session or user identifiers, use the Head Match filter and leave out the unique values.

For example, if the URL for a particular user is 'www.example.co.uk/checkout.cgi?page=1&id=9982251615' but the 'id' varies for every other user, enter 'www.example.co.uk/checkout.cgi?page=1' and select Head Match as your Match Type.

Regular Expression Match: Uses regular expressions to match your URLs. This is useful when the stem, trailing parameters or both can vary between users. For example, if a user could be coming from one of many subdomains and your URLs use session identifiers, use regular expressions to define the constant element of your URL. For example,

'page=1' will match

'sports.example.co.uk/checkout.cgi?page=1&id=002,' as well as

'fishing.example.co.uk/checkout.cgi?page=1&language=fr&id=19.'

It is also recommended that you set up a funnel (the series of URLs leading up to the goal). Just like the goal you take the end of your URL and add them in the order that your customers would come to them in the boxes provided (directly below Goals in Goal Settings). An example of a funnel would be:

- Step 1: /basket
- Step 2: /checkout-details
- Step 3 /payment
- Step 4 /thank-you

When these are added, it will allow you to see where people are abandoning your process and let you make important changes to optimise the process. Even if you only have two steps, such as **/contact-form** and **/contact-form-completed**, the extra insight will still be invaluable.





Bidding

There are three ways you can bid on Adwords:

Manual Bidding – Set the highest price you are willing to pay

Conversion Optimiser – Google calculates bids for you based on conversion data (you need tracking to be installed and have had 30 conversions in the last 30 days to get this running)

Budget Optimizer – Google manages bids for you to get you the most possible clicks for your budget

The last two do not require you to work out the bids yourself, but if you are starting a new account you will not be able to run the conversion optimizer straight away, so it is useful to be able to work out desirable bid levels yourself. Manual bidding gives you the most control over your account, and if you have set out your goals clearly and you understand the value of a conversion, as well as roughly what rate your website converts at, you should be able to work out what a good bid is for each of your keywords.

Say you have a product with a gross profit per sale of £100, and the average conversion rate is 1%. If 100 visitors come to your site and each of those clicks costs £1, then you will break even. You therefore need to lower the bids to a level which will prove profitable for you. If the conversion rate goes up, you can bid more as the keyword proves itself to be worth backing.

The biggest error people make is to bid for the Number 1 spot, perhaps having listened too often to the sporting adage that “1st is 1st, 2nd is nowhere”. Not in PPC: The spots below Number 1 will cost you less per click and, crucially, can cost a lot less per conversion. Finding the best spot for you on the search results is a constant effort, as the activities of your competitors and the fluctuations in traffic mean that you can’t just set bids and leave them alone. They need attention, or you could find they have slipped down and down the rankings until they no longer appear on the first page of search results – and in search, “1st page is 1st page, 2nd page is nowhere”.

If bidding proves to be too expensive, then either you need to accept that this is not going to be a profitable avenue and pause the keyword in question or you can take a look at your website and look to raise the conversion rates. PPC can drive you great quality traffic, but if you take them to a dud landing page then that PPC spend will be wasted. PPC can be an important link in the chain that makes up a sale but you are only as strong as your weakest link, as the saying goes, and if the website is the weak link, then test the hell out of it until you get something that works.





Quality Score

Bidding alone does not dictate where your ad will appear in the ad rankings: there is an added element called quality score. Quality score is Google's way of rewarding relevance by looking at the keyword's clickthrough rate, the content of the ad copy and the quality of the landing page and giving a score to each keyword based on these factors.

How does quality score affect the ad auction?

Max bid x quality score = ad rank

Quality score is marked out of 10; Scores of 10-8 are Great, 7-5 are OK and 4 and below is Poor. In an ideal world, all your keywords are in the Great range so that you can bid the minimum amount necessary to rank highly, though a functioning account can cope with OK keywords, too. Once you start getting into the Poor category, something is really wrong. If the quality score gets down to 2, your adverts will not show as Google will deem them to be irrelevant, which takes the decision out of your hands. However it is worth being aggressive with poor scoring keywords as they have a negative impact upon your account. Quality score is judged at both keyword and account level. If you have a group of poor keywords, they will affect the performance of keywords in all other parts of the account, so they will need to be culled or they will need their relevance improved quickly.

Relevance is the key word here. A searcher on Google is looking for an answer to a particular question, so if you can provide a relevant answer via your advert and subsequent link then the searcher will be satisfied, Google will look good (and get paid for that click) and you have a visitor on your website who is interested in a product or service you are offering.

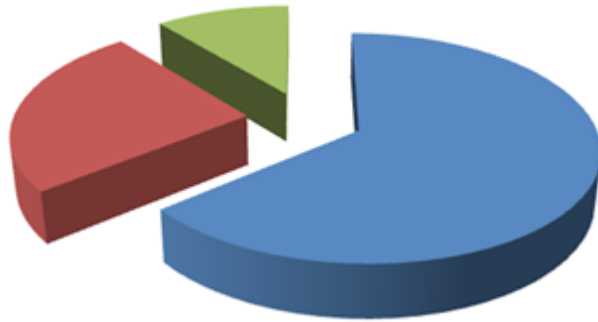
If you start bidding on keywords like 'golf' for your knitwear website then, apart from the small badly dressed golfer demographic, you will be highly irrelevant. Traffic may be very large, but clickthrough rates will be low as your advert will not be of interest to the vast majority of searchers. Google will be wasting space putting your ad up there as un-clicked ads don't make them any money, and you are very unlikely to pick up any good quality traffic. Google would automatically give the keyword 'golf' a low quality score because the advert would be about knitwear as would the landing page, and neither is related closely to the keyword. As a poor clickthrough history would build up, this would only be dropped further in quality score, requiring bigger bids to keep in the rankings until the ad would not be shown at all because of the low quality. In this example the searcher would not often click on your advert, Google's results would look less relevant and you would have a visitor who wasn't really intent on buying knitwear so is less likely to buy – everyone is likely to lose.





Sure, Google gets paid for the click, but over time they would get paid more for a more related advert with a higher CTR so your irrelevant ad would quickly get bumped out the way.

Quality score factors (roughly)



Clickthrough rate – Blue; Advert– Red; Landing page – Green

The big three factors to remember are clickthrough rate, advert content and landing page quality. The clickthrough rate indicates that searchers find your advert relevant to their searches (and more importantly the advert will be clicked on often, which will make Google money). Clearly this is closely related to the quality of the advert. If an advert, triggered by one of your keywords, does not contain that keyword or anything that makes it clear your website is a viable answer to the search query, it will get a low clickthrough rate and a low score based on the content. Likewise if the advert is closely related to the keyword but it takes you to a landing page that does not satisfy the user's query, again it will get a low quality score. There are a variety of factors within the landing page scoring; relevance to the keyword, originality of content, ease of navigation, loading time and minimal pop ups - but the main thing to remember is relevance.

Relevance underpins the whole quality scoring system. Choose keywords that are closely related to your products so that you can write adverts that direct the searcher to the landing page on your site about that product. As long as you keep a coherent chain from the keyword through the advert to your landing page, then you should get great quality scores.





Advert Writing

Adverts play a crucial role in the running of a PPC account. Bad adverts get low clickthrough rates, lowering your quality score both due to performance and content. They also can make you look 'spammy', making it harder to sell to a customer even if they do click.

A good advert, on the other hand, can set you apart from the competition, allowing you to get more clicks from lower positions on the page and setting the customer up for a sale. Higher clickthroughs and good content mean higher quality scores which mean cheaper bids – a virtuous circle where you get rewarded for getting better results.

So how do you write an Adwords advert? First of all, Adwords ads consist of 5 lines (although only the first 4 are visible when the advert appears on Google).

Ad Title:	Maximum 25 characters inc. spaces
Description Line 1:	Maximum 35 characters inc. spaces
Description Line 2:	Maximum 35 characters inc. spaces
Display URL:	Maximum 35 characters inc. spaces/must match the destination URL
Destination URL:	Maximum 1024 characters - the actual page you want the visitor directed to

Some Basic Do's and Don'ts:

- Do not use excessive capitalisation (e.g. FREE).
- Do support competitive claims on the landing page.
- Do use correct grammar & spelling.
- Don't use offensive language.
- Do make sure offers can be easily found within 1-2 clicks of the landing page.

If you fail to meet these requirements then Google could disapprove of your ad.

So how do you write great ads that grab attention and get great quality scores? There is limited space, so creativity, clarity, and relevance must all play a part in a winning ad. You need to grab searchers attention, give them a benefit of your service and give them a call to action – all inside 130 characters. A basic formula for a good advert would have the keyword in the title, a strong benefit of using you (cost, speed of delivery, etc.) and then a strong call to action 'buy now!'





A well written advert should ideally mirror the language used on the landing page so the visitor feels there is a logical progression from the advert – sometimes referred to as the ‘scent’. Once the customer has got the scent of your offer then you need to make sure they don’t lose it. If they feel that they have taken a wrong turn, they will quickly bounce. They clicked on your ad for a reason, so back up that reason – whatever it may be. If you said ‘Free shipping!’ then reiterate it on the page, and please make sure that your advert links to the right product or service page.

In a nutshell then:

Be Clear – No jargon, speak directly to the customer in language they will understand.

Be Relevant – Make sure the searcher knows you have what they want (and make sure you DO have it!)

Be-nefits - Don’t just fill space, sell your product or service. Tell them what you can do for them.

Be testing - Split test your adverts in every ad group; you never know what minor change or combination of title and call to action will work. Testing adverts is the backbone of a strong PPC account.

