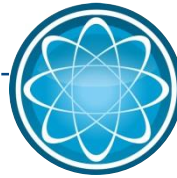


How To Make Money With AdWords



Laura Johnson

Foster Web Marketing
SEO Manager & Web Strategist

Real Results For Real FWM Clients



21

Qualified Leads in
14 Days
(Cost: \$57/Lead)

75%

Increase in # of New
Cases in 1 Month After
Starting AdWords



41

Decrease in Avg. Cost Per Click (Over 6 months)



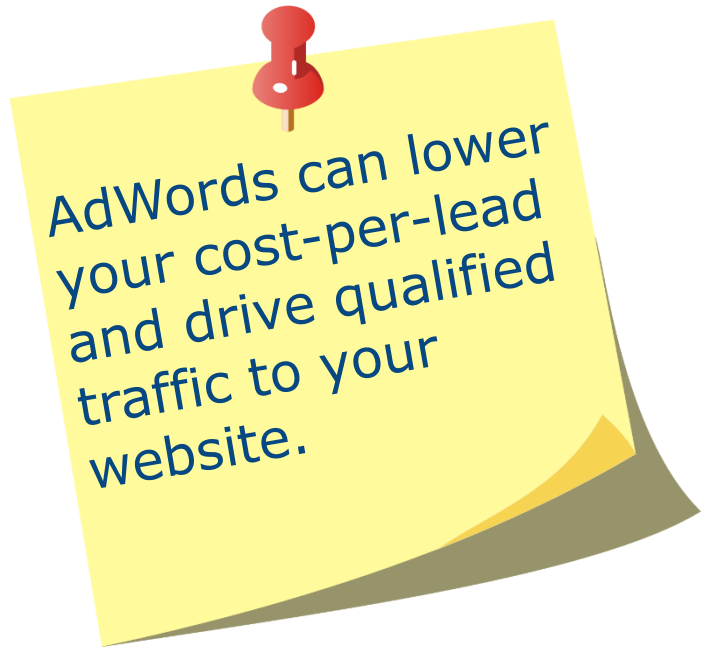
393

Decrease in Avg. Cost Per Conversion (Over 6 months)

Benefits of AdWords



- Messaging Control
- Highly-Targeted
- Fast, Measurable Results
- Cost Control
- Immune to Algorithm Penalties
- Complements a Good SEO Strategy





You can't just throw money at a problem and expect it to go away

The AdWords Mindset

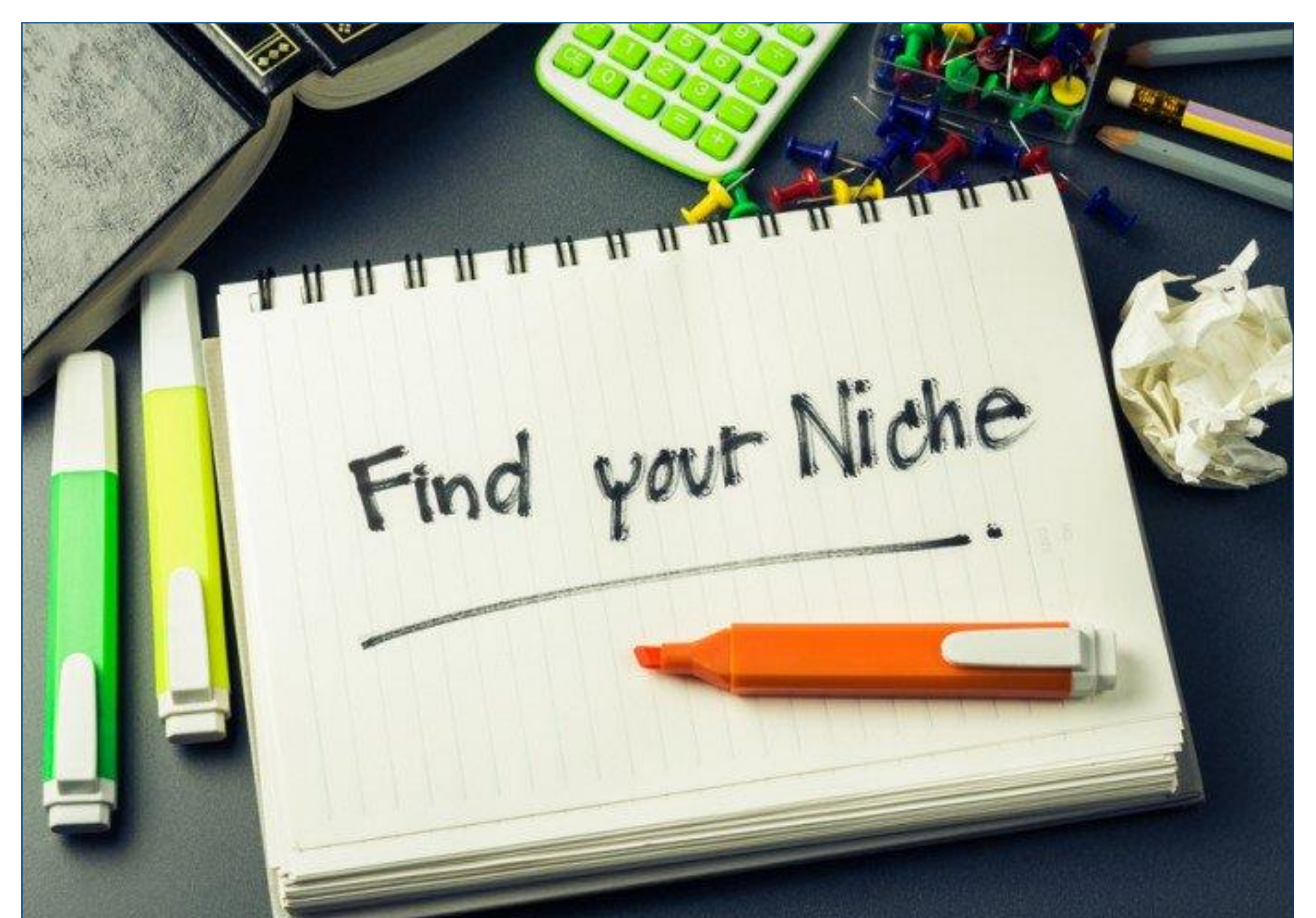
A woman in a yellow t-shirt and black shorts is stretching on a wooden bench. She is leaning forward with one leg raised and her hand reaching towards her foot. The background shows a sunset or sunrise with a cloudy sky and rolling hills in the distance. The scene is bathed in warm, golden light.

**Before you start,
answer these 3
questions:**

1. Who is your audience?

2. What is your goal?

3. What is your budget?



Find your Niche

Account Structure

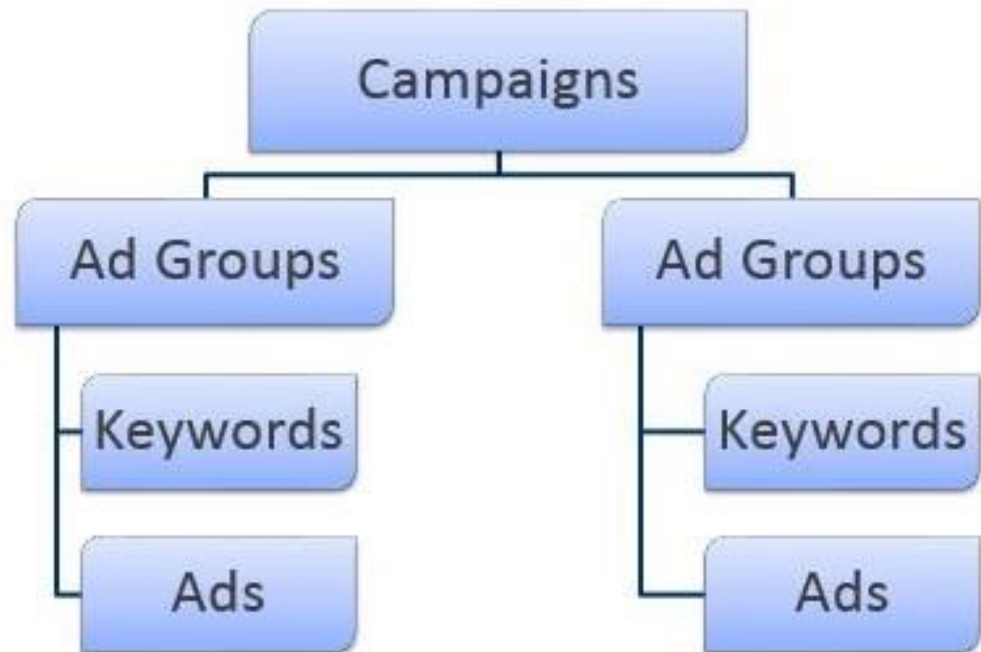


A well-structured, organized AdWords account is key to controlling your budget, increasing relevancy, and maximizing your success.

Broad, Overall Theme



More Details



Campaign Settings





UH OH...

Campaign Type

Search Campaign

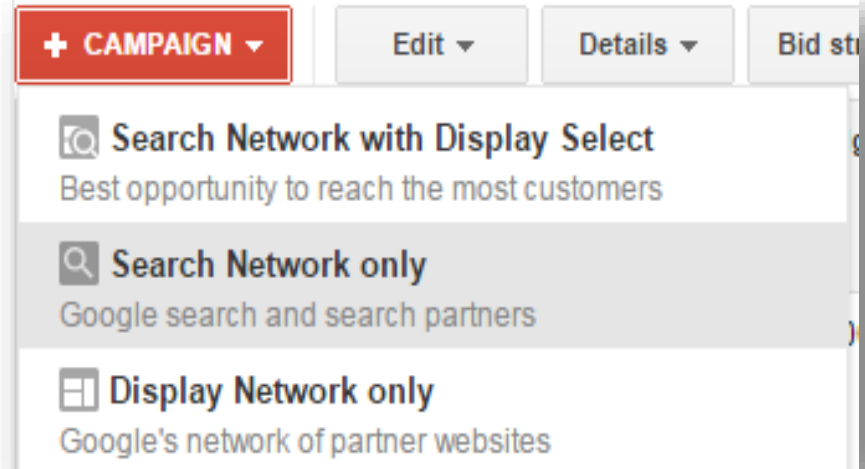
- Keyword-targeted text ads
- Google Search Network

Display Campaign

- Interest-driven text, image, rich media, and video ads
- Google Display Network

Search+Display Campaign

- Combination of ad types
- Google Search Network and Display Network



Google Networks

Search Network

Web Maps News Shopping Images More Search tools

About 942,000 results (0.63 seconds)

Search Ads

Colorado Injury Lawyer - dslawfirm.com

Ad www.dslawfirm.com/colorado-injury-law/
Your Priority Should Be Recovery. Our Focus Is Helping You. Call 24/7
Call Today - Free Consultation - Available 27/7
4500 E Cherry Creek S Dr #1030, Denver, CO - (970) 775-1065

The Sawaya Law Firm - A Heritage of Justice

Ad www.sawaya-law.com/Car-Accident (866) 855-6987
Call our Experienced Lawyers Today.
Free Holiday Cab Rides - We Treat You Like Family
Learn About Our Firm - Contact Us We Can Help - Read Our Latest Blog
1600 Ogden St, Denver, CO - 4.1 ★★★★★ 16 reviews

Denver Injury Lawyer - Experienced Personal Injury Lawyer

Ad www.vanneverenlawgroupcc.com/ (970) 818-0519
Contact Us Today.
reviews - map - gallery

Ads

Car Accident Claims

www.chalatlalaw.com/car-accidents
Know Your Rights. Trusted Car
Accident Lawyers. Free Case Review.
1600 Broadway, #1920, Denver, CO
(303) 861-1042

Injury Lawyer

www.purvisgray.net/InjuryLawyer
Do You Need An Injury Lawyer?
Contact Us For A Consultation.
2150 W 29th Ave #500, Denver, CO

Colorado Injury Lawyer

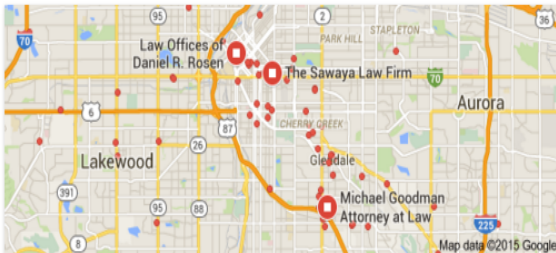
www.accidentattorneys.com/
\$0 - Unless We Win Your Case.
Is Your Case Worth +\$50,000?

Personal Injury Lawyer

www.stronglawfirm.com/
You Don't Pay Us Unless We Win!
35+ Years' Experience. Call Today.

Denver Injury Lawyer

www.injuryhelpline.com/Call-Now
3.7 ★★★★★ advertiser rating
It is Free & Confidential! We will
Connect You to a Lawyer Today.



Display Network

Display Ad Here

HALLE & OLIVIER SUED
Unprovoked Attack Is ...
GONNA COST YOU
MILLIONS

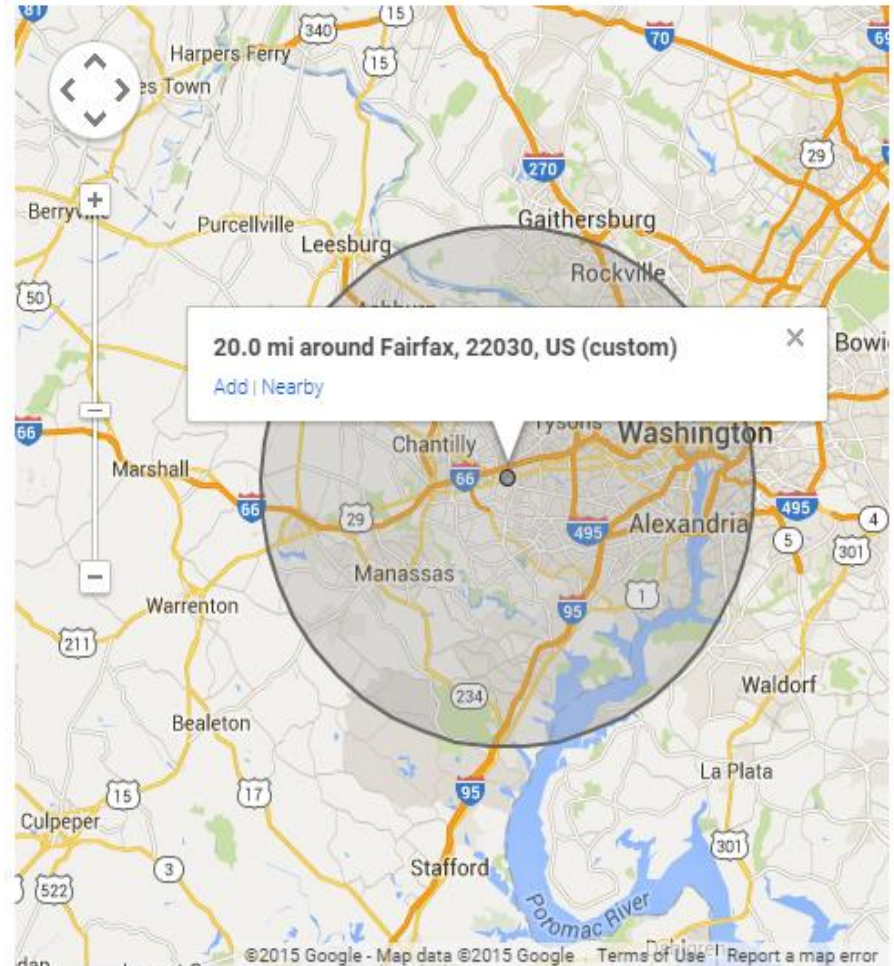
40 MINUTES AGO BY TMZ STAFF

Call Tracking
Display
Ad
Here

Locations

Targeting Options:

- Zip Code
- City
- County
- Surrounding Radius
- State
- Nationwide
- Other Countries



Excluding Locations



? Which locations do you want to target (or exclude) in your campaign?

- ☐ All countries and territories
- ☐ United States and Canada
- ☐ United States
- ☒ Let me choose...

Targeted locations	Reach ?	Remove all
California, United States - state	30,000,000	Remove Nearby
Texas, United States - state	25,500,000	Remove Nearby

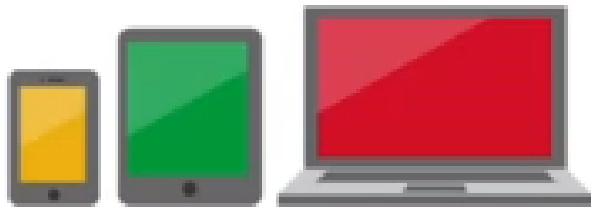
Excluded locations	Reach ?	Remove all
Idaho, United States - state	989,000	Remove Nearby
Virginia, United States - state	7,810,000	Remove Nearby
Maryland, United States - state	4,860,000	Remove Nearby
Georgia, United States - state	13,400,000	Remove Nearby
Ohio, United States - state	8,420,000	Remove Nearby
Louisiana, United States - state	2,820,000	Remove Nearby

Enhanced Campaign Settings



Device Targeting

- By default, all search ads include mobile
- Adjust bids to increase/decrease mobile ad placements



Ad Scheduling

- By default, ads will run 24 hours/day
- Set specific times/days for ads to run
- Set a start and end date for your campaign



Bidding Strategy



The AdWords Auction



Bidding Options



Manual Bidding

- Allows you to determine and manage the amount you're willing to pay for individual keywords (Max CPC)
- Change bid amounts at any time

Automatic Bidding

- AdWords manages bids based on your daily budget
- Ability to set max CPC
- Not able to change bid amounts for individual keywords

Ad Groups



Ad Groups



- Campaigns are organized into multiple sections with specific themes
- Each ad group should have 1 theme and their own set of unique keywords and ads
- Generally, campaigns will have at least 2-3 ad groups to improve targeting and increase relevancy between keywords and ads

Campaign:
Baked Goods

Ad Group 1:
Cakes

Ad Group 2:
Pastries

Ad Group Examples

Location-Focused Campaign

Campaign: Search_Madison

● Enabled Type: Search Network only - All features

Ad groups

Settings

Ads

Keywords

Audience

All but removed ad groups ▼

Segment ▼

F

+ AD GROUP

Edit ▼

Details ▼

Bi

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status ?
<input type="checkbox"/>	<input checked="" type="radio"/>	Car Accident	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Truck Accident	Eligible

Service-Focused Campaign

Campaign: Jones Act

● Enabled Type: Search Network only - All features

Ad groups

Settings

Ads

Keywords

Audience

All but removed ad groups ▼

Segment ▼

F

+ AD GROUP

Edit ▼

Details ▼

Bi

<input type="checkbox"/>	<input type="radio"/>	Ad group
<input type="checkbox"/>	<input checked="" type="radio"/>	Offshore
<input type="checkbox"/>	<input checked="" type="radio"/>	Longshoreman
<input type="checkbox"/>	<input checked="" type="radio"/>	Jones Act
<input type="checkbox"/>	<input checked="" type="radio"/>	Maritime

KEYWORDS



Keyword Organization



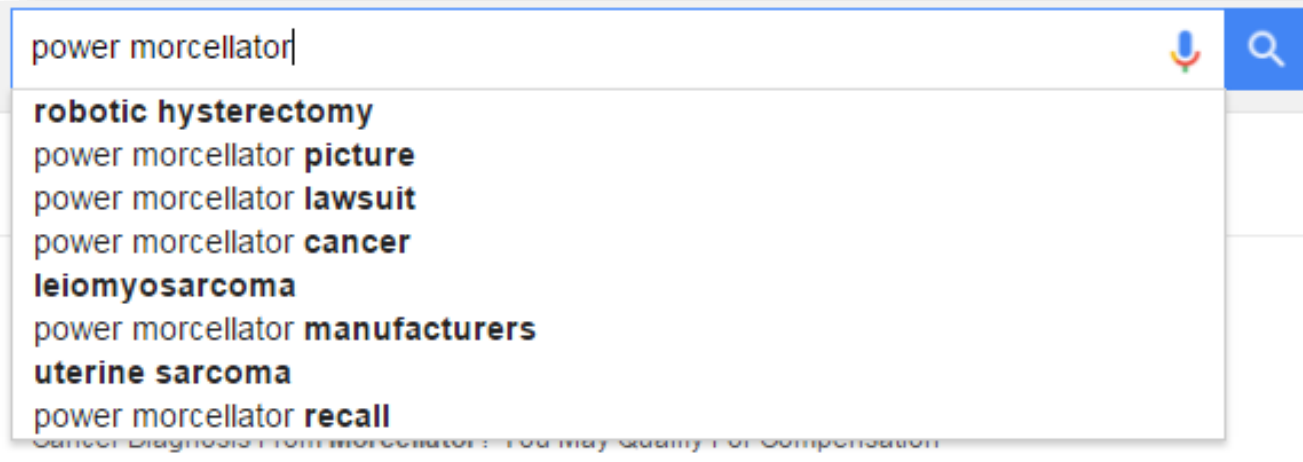
Keywords should be grouped into categories based on the ad group's theme



Keyword Research



- Search for terms that clients would use to find your products or services
- Look at the suggestions and related searches



- Pay attention to competitors
- Review the organic search results
- Utilize Google's Keyword Planner

"ATTORNEY"

#4 Most Expensive
AdWords Keyword
Category

"LAWYER"

#6 Most Expensive
AdWords Keyword
Category



Keyword Tips To Save You Money



- Use variations, synonyms, and related terms that target the searcher's intent

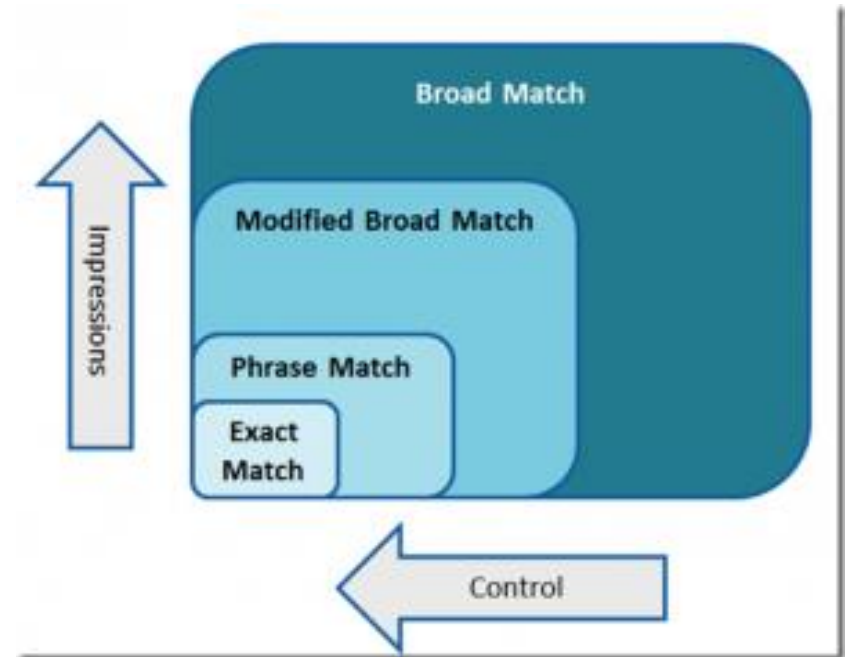
Examples:

Malpractice/Negligence/Error/Mistake
Lawsuit/Case/Claim
Advice/Help

- Know your keyword match types:

Broad
+Broad +Match +Modified
"Phrase"
[Exact]

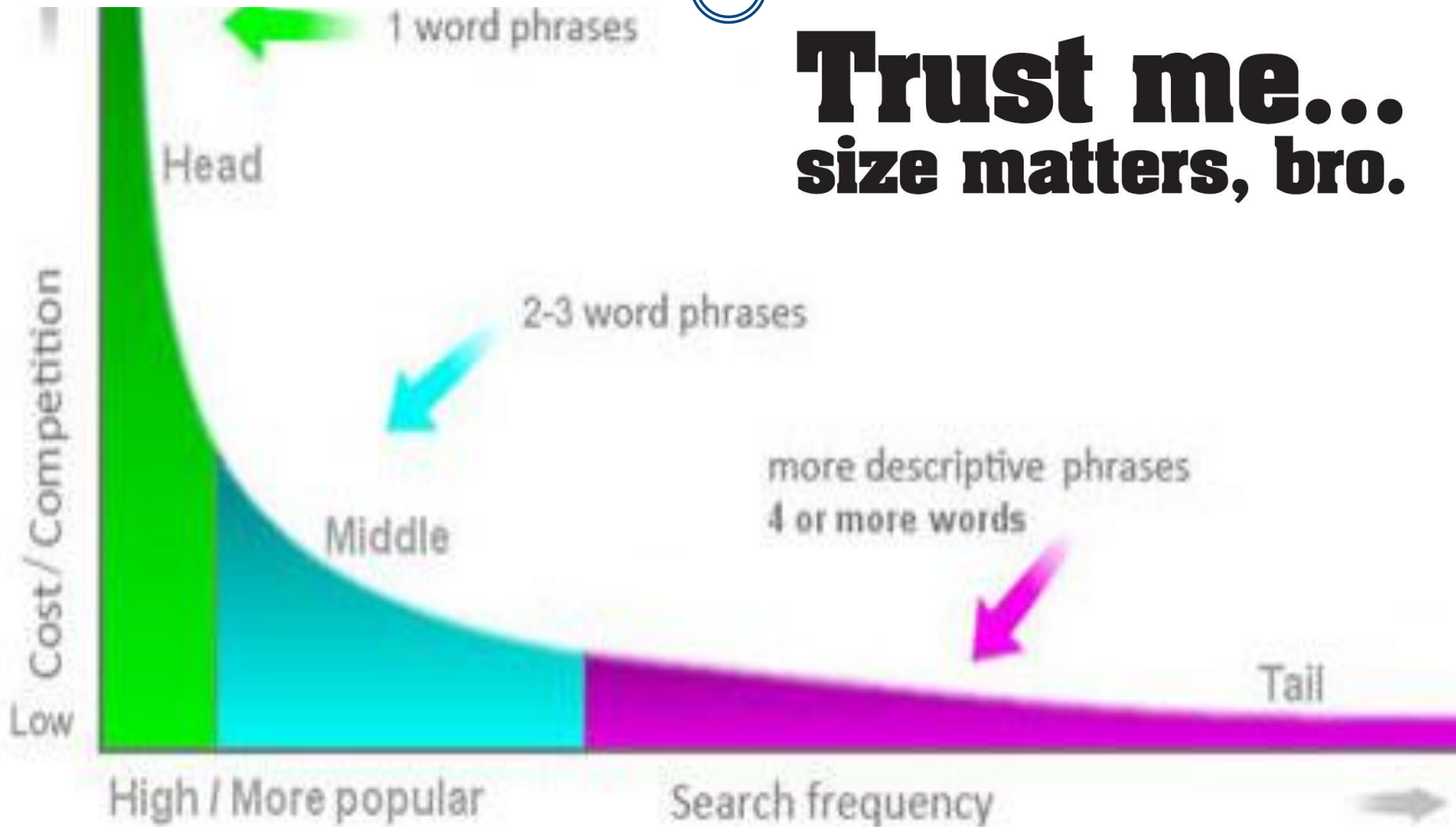
- Avoid generic 1-word keywords



When It Comes To Keywords That Convert...



**Trust me...
size matters, bro.**



Negative Keywords

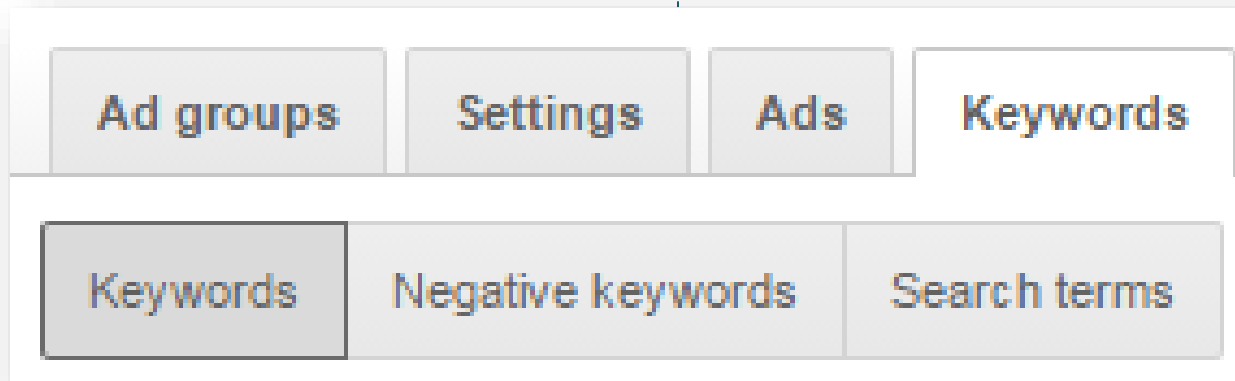


Campaign: Jones Act

- -Job
- -Employment
- -Hiring
- -Salary

Campaign: VW Lawsuits

- -Tires
- -Craigslist
- -Reviews
- -Wheel



Writing Ads & Landing Pages



words
have
power

Elements of a Text Ad

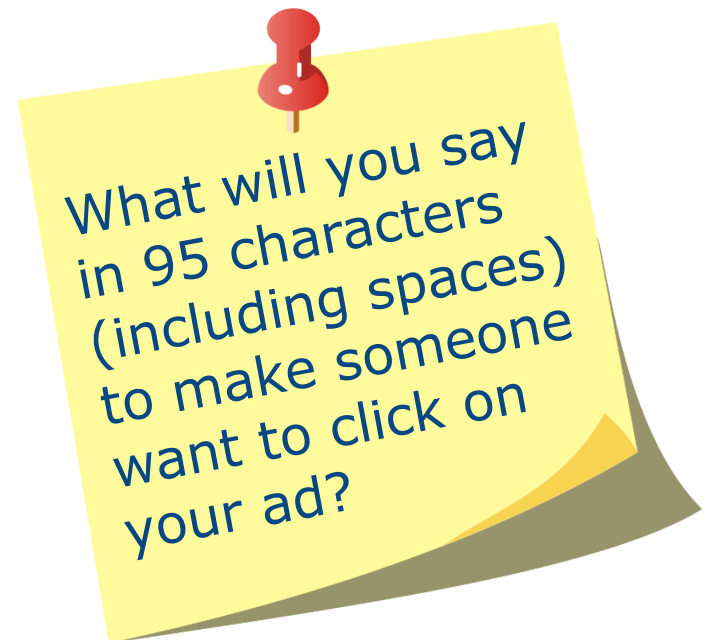


- **Headline:** 25 characters
- **Description:** 70 characters; 2 lines of 35 char.
- **Display URL:** 35 characters
 - Must include the same domain as the landing page URL
- **Landing Page**
 - DO NOT USE HOME PAGE

Characteristics of an Effective Ad



- Stands out from competitors
- Speaks to the searcher's needs
- Provides a benefit
- Includes a call-to-action
- Includes keywords in the headline and description
- Is highly relevant to the landing page
- Filters clicks



Ad Extensions



Penske Truck Rental - Penske Offers Free Unlimited Miles

Ad www.pensketruckrental.com/

Save Up To 20% On One-Way Rentals.

24/7 Roadside Assistance · 12-26 Foot Trucks · Unlimited Mileage

Penske Truck Rental has 639 followers on Google+

📍 8515 Lee Hwy, Fairfax, VA - (703) 204-4446

Free Miles One-Way Rental
Current Rental Promotions

AAA Member Save Up To 20%
Military Discounts

Location

Sitelinks

Call Ext.

Social

Callouts

Benefits of Ad Extensions

- Help your ad stand out by expanding its real estate
- Increase click-through rate by providing more links and relevant info
- Easily customizable by ad group or campaign

A close-up photograph of Grumpy Cat, a famous feline known for its perpetually grumpy expression. The cat has a white face with dark brown patches around its eyes and ears. Its eyes are half-closed, and its mouth is slightly downturned. The background is blurred, showing a person's hand holding the cat.

**ARE WE HAVING FUN
YET??**

Which Ad Would You Click On?



Halloween Costumes - PartyCity.com

Ad www.partycity.com/Halloween-Costumes ▼

20% Off All Halloween No Minimum Plus Free Shipping On Halloween

Party City has 1,945 followers on Google+



Halloween Costumes - Fast Shipping & Price Matching

Ad www.halloweencostumes.com/ ▼

4.6 ★★★★★ rating for halloweencostumes.com

All Sizes & Styles. Buy Today!

Trade-In Program · Largest Selection Online · Same Day Shipping · Rentals

HalloweenCostumes.com has 386 followers on Google+

Womens Halloween Costumes - 2015 Halloween Costumes



Halloween Costume - SpiritHalloween.com

Ad www.spirithalloween.com/ ▼

Shop for Fun Halloween Costumes. Huge selections and savings!

Fit your family & budget - So much fun, it's scary

Measuring Ad Performance



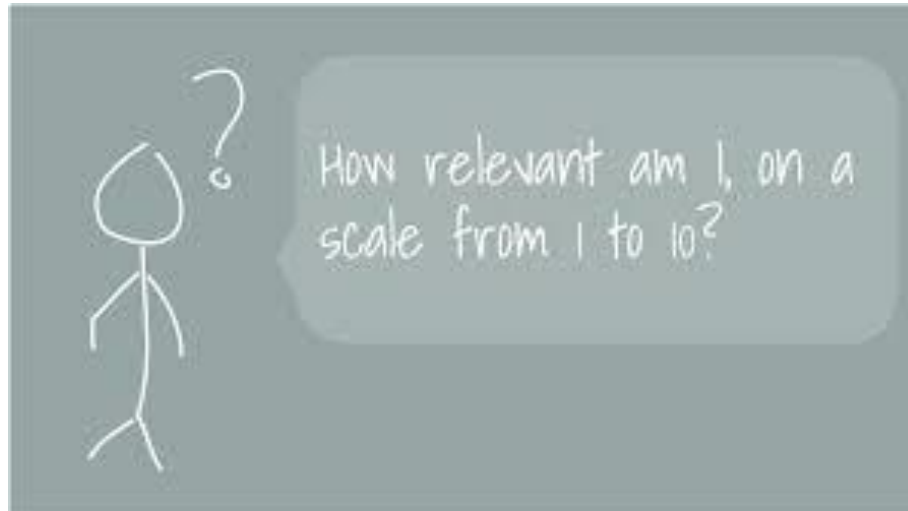
**SO WHAT DO THESE
NUMBERS TELL US?**



Google Quality Score



- Measurement of overall relevance and user experience (Scale 1-10)



- Factors affecting Quality Score:
 - **Click-through rate (CTR):** #Clicks / #Impressions
 - **Relevancy** between keywords, ad text, and landing page
 - +hundreds of other factors

Benefits of a High Quality Score



- Improves ad rank which determines your ad position

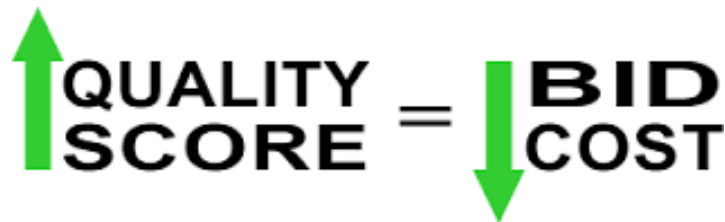


- Gives you an advantage over competitors



- SAVES YOU MONEY

- Allows you to perform well with a lower bid amount (max CPC)
- Lowers your cost per click (CPC)



Conversions

(You Better Be Tracking Them)



- Conversions tell you what happened after someone clicked on your ad
- Show you which ads, keywords, and campaigns are bringing you business
- Helps you invest more wisely in what's working

Examples of Conversion Actions

- Form Completions
- Chats
- Phone Calls



Test, Analyze, Update, Test Again



- Do not “set and forget”
- Testing and refining your campaign is an ongoing process
- Things to test:
 - Ad copy headlines and descriptions
 - Landing pages
 - Keyword combinations
 - Ad scheduling
 - ALL THE THINGS



More Information



- Google Keyword Planner:
<https://adwords.google.com/ko/KeywordPlanner/Home>
- Spyfu: <http://www.spyfu.com>
- Keyword Match Types:
<https://support.google.com/adwords/answer/2497836>
- Keyword Creation Tools:
<http://www.mergewords.com>
<http://www.keywordmatchtypetool.com>
- Conversion tracking code available in your AdWords account under Tools> Conversions

HAPPY PPC ADVERTISING

**AND MAY QUALITY SCORE BE EVER IN
YOUR FAVOR!**