

mainstreet R.O.I.

Online Marketing Made Simple

For Main Street Inner Circle Members Only...

How to Audit Google AdWords Campaigns Like a Pro

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Our Agenda Today

- #1 Secret to AdWords success
- Keywords
- Ad Copy
- Landing Pages
- Ad Extensions
- Campaign Settings

#1 Secret to AdWords Success

- Poll
- Congruence!
- keyword → ad → landing page → purchase

3 Costly Keyword Errors

Keyword Match Types

- Broad
- Phrase
- Exact
- Negative

Keyword Selection

- Buyer intent
 - What would customer search before buying?
- Research intent
 - Could the person be researching?

Keyword Organization

- Group similar phrases
- Goal = Congruent message!
 - Higher click through rates
 - Higher conversion rates

2 Ad Copy Tips

Ad Structure

- Match ads to keywords within ad group
- Ad Relevance is a factor in Quality Score
- Higher QS = better ad position, lower costs

Ad Copywriting 101

- “What’s in it for me?” ~ Your Prospect
- Include keyword in the headline
- Include offer and call to action in description

2 Landing Page Errors to Avoid

Landing Page Relevance

- Do NOT use your homepage!
- Match headline & offer in the ads
- Usually you need to create NEW pages

Landing Page Offer

- Present a compelling offer!
- Make it obvious on the page

Ad Extensions

- 
- SiteLinks
 - Call
 - Location

3 Key Campaign Settings

Search vs. Display Network

- Prospect searching for you
- Prospect surfing around online

Conversion Tracking

- You can't manage what you can't measure
- Online tracking
- Phone tracking + CRM

Device Targeting

- Default = ALL devices
- Turn off mobile for initial testing

Want Me to Review Your AdWords?

- Type “review me” in the Q&A window

Questions?

