

# TOP 10 ADWORDS MISTAKES THAT ARE COSTING YOU MONEY

( You Are Probably Making At Least 3 )



BY Green Arrow Digital



# Summary

We go into each of the mistakes in depth, but for a summary, see below:

1. **Conversion Tracking**  
Need to install conversion tracking and also create multiple types of conversion tracking i.e. phone call tracking and online enquiries
2. **Remarketing**  
Need to install remarketing code and set up multiple remarketing 'lists'.
3. **Account Structure**  
You need to implement proper account structure for AdWords to run well.
4. **Separate Search Network campaigns from Display Network campaigns**  
These campaigns need to be separated out from each other since they behave very differently.
5. **Keyword Match Types**  
Use multiple match types of keywords and limit the use of broad match.
6. **Negative Keywords**  
Make sure you implement negative keywords into your account on an ongoing basis.
7. **Ad Extensions**  
You need to use all possible ad extensions in your account.
8. **Location Targeting**  
Make sure you restrict your ads to only be shown in the locations you want.
9. **Rotate Ads Evenly**  
If you are closely watching your account, make sure your ads rotate evenly otherwise it will be hard to identify a winning ad.
10. **Quality Score**  
Identify low QS keywords and make adjustments to improve them.
11. **BONUS: Bid Adjustments**  
Why implement bid adjustments.



# Top 10 AdWords Mistakes That Are Costing You Money!

All too often, I take on a new client who has had someone else managing their AdWords for them for a while and it amazes me that basic elements have not been set up.

This common occurrence has inspired me to create a reference article of the essential elements that every AdWords campaign should have.

## 1. Conversion Tracking Not Set Up

This is by far, one of the most important elements to set up in any AdWords campaign. In fact, it is how we measure the success of any campaign.

Whatever your goal is for your AdWords campaign, it will need to be tracked and measured. Otherwise, you have no idea if AdWords is working for your business or not.

So, for a local hair salon, it may be a new customer making an appointment. For an eCommerce store, it may be making a sale. For a local doctor, it may be someone making an appointment.

And that is the beauty of PPC marketing - it is possible to work out which campaigns are successful (have resulted in a leads / sale) and which campaigns have not. That way, you can do more of what IS working, and less of what is NOT working. Fundamental data in my opinion.

### How do you set up conversion tracking?

If you need more guidance on how to set up conversion tracking, we go into more detail on this in our free training course or you can read this article on our blog:

<http://greenarrowdigital.com/need-track-conversions-implement-conversion-tracking/>

## 2. Remarketing Code Not Set-Up & Installed

Remarketing has become very sophisticated these days and most of the time, if it has been set up correctly, the remarketing campaign will yield the highest available ROI in your account. So, don't miss out on this golden opportunity.

But first and foremost, **you need to install the code on your website!** Just like Google Analytics code, if you don't install the remarketing code on your website, it won't be recording your past website visitors.

Even if you are not ready to start a remarketing campaign, it is a good idea to get the tracking code on your site now. This way, if and when you are ready to start retargeting, you already have a list of people on your list. If you only install the code when you want to start retargeting, it will take a while to build up a good list of people to retarget to. So, it certainly can't hurt to start building up your 'invisible list' of people. So, PLEASE install the code NOW so that it will give you the option to create a remarketing campaign.

Unsure how to create and install your code? We explain it here:

<http://greenarrowdigital.com/how-to-setup-remarketing/>

Once you install the code, you will also need to create remarketing lists. These lists can be based on a number of different criteria – i.e. which page someone landed on, time since last visit, etc.

We advise you to create a master list of anyone who has been to your site (and page) in the last 540 days. And from there, create sub-lists. It is also good practice to create a 1 day list so that if that list is empty, you know there is a problem with your remarketing code.

For more tips and trick on remarketing, we go into them in depth in our blog.

### 3. Account Structure

Another extremely common mistake with AdWords is not structuring the account properly.

The classic mistake made is to have only 1 campaign and 1 ad group and then over 100 keywords in that 1 ad group.

So, if you fall into this category, you need to change the structure of your account and I'll explain why.

You need your ad that is shown to match the search query that someone has typed in. So by having too many unrelated keywords in the same ad group, the ad that is triggered ad not be relevant to the search query. End result, no one will click on your ad as it is not related to what the user wants.

If this is a little confusing (which is fair enough) we go into a lot more detail in this article: <http://greenarrowdigital.com/importance-of-good-structure-account/>

So, what you need to do is create many different campaign and ad groups with keywords which are very tightly themed. In some cases, we have ad groups which may only have 1 keyword in them. This ensures that the ad shown is highly relevant to what the user wants which increases the click-through-rate of the ads and conversion rate.

## 4. Search and Display Campaigns Must Be Separate

Continuing on with Account Structure, search campaigns and displays campaign should be separate. No excuses. It doesn't help that this is one of the default settings when you set up a campaign, so watch out for this one!

Why separate out Search and Display? Essentially, they behave completely differently. Search and Display have vastly different acceptable impressions, click-through-rates and conversions.

So, if these campaigns are combined together, the data is 'averaged', resulting in meaningless data. So, to accurately gauge if a campaign is successful or not, they really need to be separated out to be managed properly.

## 5. Keyword Match Types

Another extremely common mistake made is

1. Not making use of the different available keyword match types
2. Only using broad match keywords, and

If you are unsure what we mean about 'keyword match types', refer to the table below. It outlines the difference in the match types of keywords. The table shows you an example of the types of searches that would trigger that keyword with the associated match type.

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
<b>Broad match</b>	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
<b>Broad match modifier</b>	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>hats for women</i>
<b>Phrase match</b>	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
<b>Exact match</b>	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
<b>Negative match</b>	-keyword	-women	are searches without the term	<i>baseball hats</i>

So, you might be thinking, why would I use different match types for the same keyword (which is what we do)? Reason is, the cost-per-click (CPC) will differ for the different match types. And this is due to the difference in Quality Score for those keywords (we will get to Quality Score later).

So generally speaking, the CPC will be lower for the exact match version of the keyword.

And the problem with only using 'broad' match keywords is that you are going to get a whole lot of unrelated search terms triggering your ads which will ultimately result in much **wasted ad spend**.

If you must use 'broad' match keywords, please make sure you monitor the search query report closely to be continually adding 'negative keywords'.

## 6. No Negative Keywords

Another very common mistake we see with AdWords accounts is not having any 'negative keywords'. Negative keywords are a critical part to any AdWords campaign and this is especially the case if you have the match types of your keywords set to 'broad' match.

To give you an idea, all of our campaigns have a long and extensive negative keyword list to ensure ads are not shown when they are not meant to.

Negative keywords will undoubtedly decrease the amount of impressions your keywords will get in your account as your ads won't be shown when they shouldn't be. But you will also most likely see an increase your click-through-rate, which is a positive outcomes for any account.

To get ideas for negative keywords, just look through the Search Term report to see what search queries triggered your ads. This will give you ideas of what negative keywords to add since it is inconceivable to think of every possible negative keyword.

## 7. Ad Extensions

Ad extensions are a great way to take up more real estate on Google for your ad and are also part of the Ad Rank formula, so important to include in your account.

Further, as you know, you are restricted by the number of characters your ad is allowed to have. So, any opportunity to take up more characters and ad real-estate, should be grabbed with both hands.

Below are some necessary ad extensions which, in most cases (although not all cases) should be turned on.

### **Site Links**

Site links are a great way to give the user more incentive to click on your ad. Google requires each site link to point to a different page on your website, so you can't just have additional links to the same page. But they can be used in a really effective way, and can sometimes be used very cleverly like telling a story. You can see a good use of site links in the image below.

## Domino's Cheaper Everyday - Dominos.com.au

Ad [www.dominos.com.au/CheaperEveryday](http://www.dominos.com.au/CheaperEveryday) ▼

Get Any Value Range Domino's Pizza From \$4.95\* Pick Up. Order Today!  
Nutritional Information ... Hawaiian, Pepperoni Pizza ... \$4.95\* Pizza All Day  
Domino's Pizza Australia has 20,352 followers on Google+  
📍 39 Kingsway, Cronulla NSW - (02) 9531 3733

Special Offers

Domino's Store Finder

Made Fresh To Order Menu

Catering / Internet Order



### Call Extensions

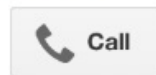
With the incredible rise of mobile Internet usage, call extensions are a great way to get your phone ringing with potential customers. By having a call extension on your ad, it saves the person having to go to your website and then find your phone number on your site. This is especially the case when a website hasn't been optimised for mobile and no click to call feature is on a website.

## Order Domino's Online

Ad [www.dominos.com.au/PizzaDelivery](http://www.dominos.com.au/PizzaDelivery)

Get Your Favourite Domino's  
Pizza Fresh To Your Door....

📍 [Get directions](#) • Five Dock



So, with call extensions, a searcher can just hit the call button and call you straight from the ad. So, for most local businesses, this is the perfect and most obvious extension to their ad. You can see what we mean in the image below.

### Location Extensions

By adding a location extension, you can link up your ad to your Google Places listing. Since the address is shown with this extension, this is great for local businesses, especially for people looking for a specific business near to where they are. Also, like other ad extensions, it enables you to take up more ad space.

## Bondi Beach Dentist - BondiBeachDental.com.au

Ad [www.bondibeachdental.com.au/](http://www.bondibeachdental.com.au/) ▼

Need a Dentist in Bondi? Two Minutes From Bondi Beach!

📍 136 Curlewis St, Bondi Beach NSW - (02) 9365 6197



If someone clicks on your Google Places listing instead of your ad, you will not be charged for that click and it is still a web property of yours. So, make sure your Google Places listing is up to date with relevant information about your business.

### Call Out Extensions



These are non-clickable extensions and are used as an additional way of distinguishing your business from your competitors.

You need at least 2 call outs for each campaign and you can tailor them at an Ad Group, Campaign or Account level.

So, common examples of Call Outs are, “Free Delivery”, “Money Back Guarantee” etc. You can see an example below.



### **Structured Snippets**

Structured snippets are the most recent addition to Ad Extensions and are a little bit different to the other Ad Extensions.

They are designed for businesses that want to highlight specific aspects of their products and services. So, perhaps you have a business that offers different courses, products, services etc, you could use this extension. So, they are not applicable for all advertisers, but if they fit into your type of business, they are a good one to use as well.

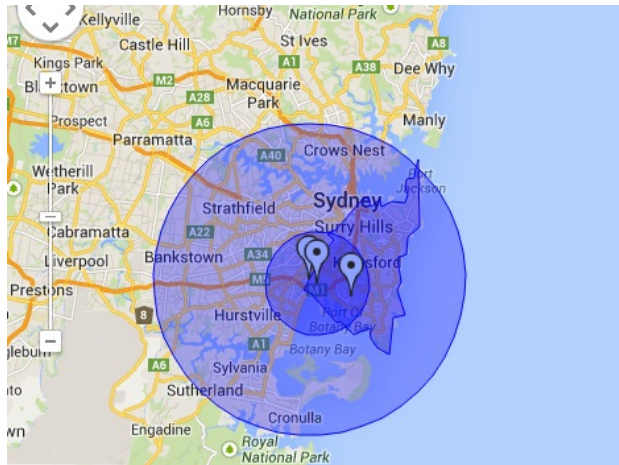
## **8. Location Targeting**

Not to be confused with location extensions above, location targeting is restricting where your ad will be shown by the location of the searcher. This is to prevent your ad being shown unnecessarily in locations which are not appropriate for your business.

This is best described with an example. Let's say you are plumber in Sydney and want to advertise your services. There is little point showing your ad in other cities since you are unlikely to travel interstate for a job. So, by restricting your ad to only show in Sydney will solve this problem.

You can even drill in on specific locations with radius targeting. This can be to target a specific suburb and its surrounding areas, which would be perfect for a plumber who only services a certain area of a city. This can be shown by this picture below.





Enter a location to target or search.  
 For example, a country, city, region, or postal code. Or, click the button above to show all locations within the map area.

Targeted locations	Reach ?	
Eastern Suburbs, New South Wales, Australia - city region	775,000	Re
15.0 km around (-33.936416,151.166916) - custom	--	Re
5.0 km around Airport Dr, Sydney, 2020, AU - custom	--	Re

So make sure you have a think about where you want your ads to be shown and apply the appropriate location targeting.

## 9. Rotate Ads Evenly and Indefinitely

This is another default setting by Google and this only applies to accounts which are actively managed.

By default, your account is set to:

***Optimize for clicks: Show ads expected to provide more clicks***

While this seems all fine and well to show ads which are more likely to get clicks, it also makes it a lot more difficult to find a winning ad if the ads are not shown the same amount of times. So you will need to change this setting to the below:

Ad delivery: Ad rotation, frequency capping

Ad rotation ?

- Optimize for clicks: Show ads expected to provide more clicks  
Ideal setting for most advertisers.
- Optimize for conversions: Show ads expected to provide more conversions  
Ideal setting if you use AdWords or Google Analytics conversion tracking.
- Rotate evenly: Show ads more evenly for at least 90 days, then optimize  
May be appropriate if you optimize ads using your own data.
- Rotate indefinitely: Show lower performing ads more evenly with higher performing ads, and do not optimize  
Not recommended for most advertisers.

**⚠ Your ads may not perform as well with this option. Optimized ad rotation is recommended for most advertisers. [Learn more](#)**

Once again, this is only for campaigns which are being watched closely and actively managed.

Split testing ads in an integral part to successfully managed AdWords account. Also, be sure to have at least 2 ads in each ad group, as our mantra is... always be testing.

## 10. Review Quality Score

Quality score is a rating by Google from 1 - 10 of the effectiveness of your keyword for the searcher. A quality score of 1 is the worst, and 10 is the best. Essentially, it is based on 3 factors, click-through-rate (CTR) of your keyword, ad relevance and landing page.

Simply put, how much you pay for a keyword depends on 2 factors, your bid price and your quality score. So, if you and another advertiser have the same bid price, the person with the higher quality score will 'win' the auction and appear higher.

It is actually very effective for the searcher and forces advertisers to provide the best search experience for Google's users. And this often means that the advertiser who is in the top ad position, has actually paid less than the person below them. It is kind of like Google giving that advertiser 'mates rates' for providing the best experience for the searcher.

So, what is a bad quality score that requires immediate attention? In my opinion, anything less than 3. So, be sure to find those keywords in your account and see if you can take steps to improve the quality score on them.

**How can you improve Quality Score?** Well, this is a very big topic. But one of the easiest and best ways to improve it is to put the low Quality Score keyword in its own ad group (with no other keywords) and write a dedicated and specific ad for that keyword. The goal here is to try and improve the CTR on that keyword and also improve the relevance of it.

Quality score is such a big (and important) topic - we will be writing about it in a lot more depth in further articles on our website. So, be sure to check back.

## BONUS ITEM

### 11. Bid Adjustments

AdWords works like an auction, and so the 'price' of a keyword will vary constantly, depending on how many people are bidding on it. Bid adjustments are a great way to vary your bids for specific characteristics, such as specific locations or mobile devices.

So, let's say that your ad converts better on mobile devices, you can increase your bids just for mobile devices (since they are worth more to you). Another example, is you could increase your bids for searchers who are really close to your physical location, which would be a great strategy for a restaurant. This can be shown in this picture below.

+ LOCATIONS			
Set bid adjustment		Remove	View lo
<input type="checkbox"/>	Location	Bid adj. ?	↓ Clicks ?
<input type="checkbox"/>	15.0 km around (-33.936416,151.166916)	--	761
<input type="checkbox"/>	5.0 km around Airport Dr, Sydney, 2020, AU	+ 5%	263
<input type="checkbox"/>	Eastern Suburbs, New South Wales, Australia	--	208

## Conclusion

So, there you have it. Our top 10 tips to managing your AdWords account. If you don't end up doing anything else, at the very least, follow these 10 tips, and you will be well on your way to having a successful AdWords account.

If you need a hand with your AdWords account, be sure to get in touch with us at <http://www.greenarrowdigital.com> and we can explore various opportunities.