



DIGITAL  
**MARKETING**  
INSTITUTE

Professional Diploma in Digital Marketing  
Module 3: Search Marketing (PPC)  
Lecturer: Galina Voznaya



# Search Marketing (PPC)

Position in Programme Structure



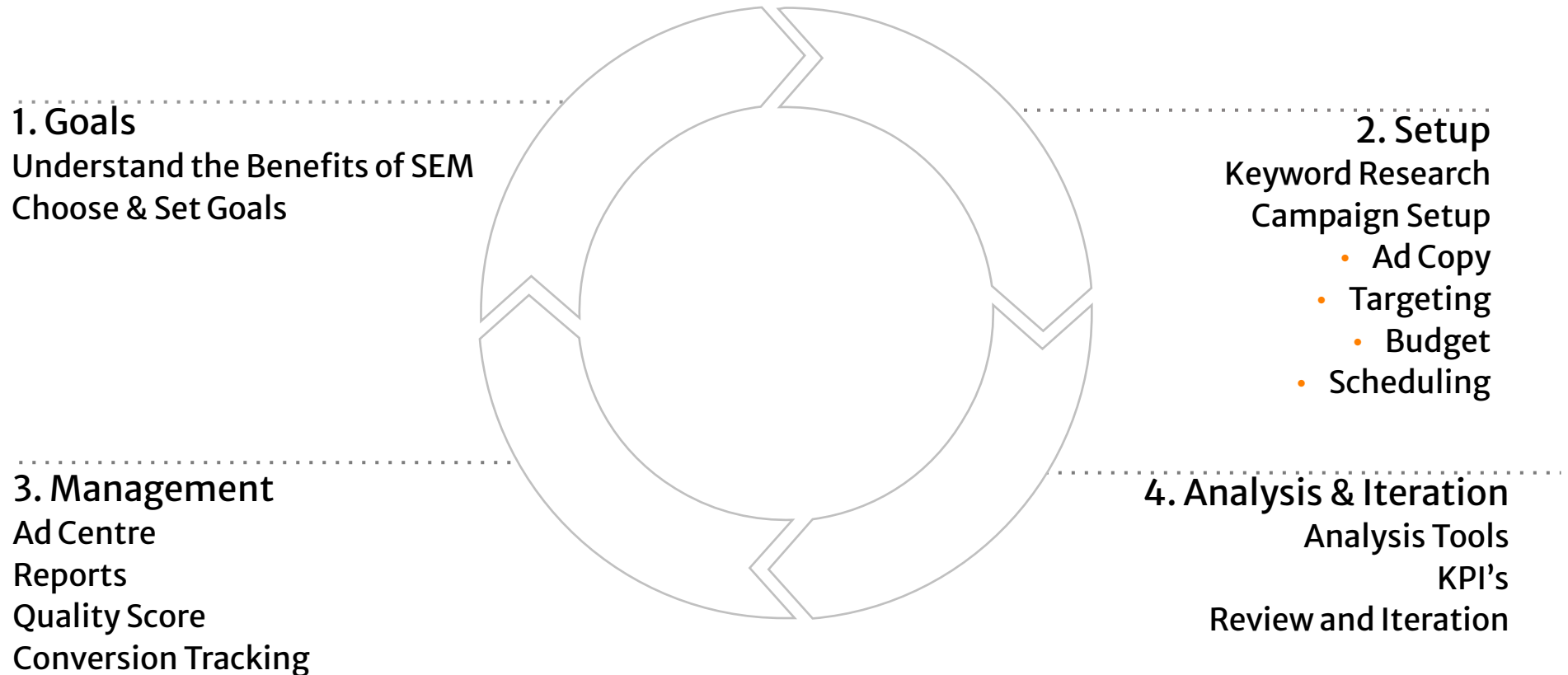
# Search Marketing (PPC)

## Related Topics



# Search Engine Marketing: Process

SEM is an ongoing dynamic process with goals, setup, management and review & iteration.



Source: Digital Marketing Institute

# Agenda: Search Marketing (PPC)

- Concepts
- Goals
- Campaign Setup
- Campaign Management
- Campaign Analysis

# Concepts: Positioning

Know where paid ads are listed

digital marketing course

About 14,600,000 results (0.19 seconds)

Ads related to digital marketing course

**Digital Marketing Course** - 3 Days: Was €1,299 - Now €495.  
[www.professionaldevelopment.ie/Digital](http://www.professionaldevelopment.ie/Digital)  
Book by 5pm Friday - This Week Only

**Digital Marketing Course** | mii.ie  
[www.mii.ie/](http://www.mii.ie/)  
Learn all you need to know about **Digital Marketing** in 13 weeks

**Digital Marketing Course** - FETAC Certification by eLearning.  
[www.cmit.ie/digital-marketing](http://www.cmit.ie/digital-marketing)  
Learn with expert Tutors. €495  
About CMIT eLearning - Request A Prospectus - Enrol securely Online

Global Leader in **Digital Marketing** Education | **Digital Marketing** ...  
[digitalmarketinginstitute.ie/](http://digitalmarketinginstitute.ie/)  
**Digital Marketing** Institute offers professional **training** programmes in online marketing. Classroom based and online **courses** available.  
Class Network - Jobs - Contact - Professional Diploma in Digital ...

**Digital Marketing Course** - boards.ie  
[www.boards.ie/vbulletin/showthread.php?t=2055846941](http://www.boards.ie/vbulletin/showthread.php?t=2055846941)  
5 Mar 2010 – Anyone attended or heard anything about the Diploma in digital and online marketing **course** with the **Digital Marketing** Institute? Was also ...

Why these ads?

Ads - Why these ads?

**MSc in Digital Marketing**  
[www.smurfitschool.ie/](http://www.smurfitschool.ie/)  
Apply Now For The Part-Time Masters  
Ireland's Leading Business School

**Diploma Digital Marketing**  
[www.diplomaindigitalmarketing.com/](http://www.diplomaindigitalmarketing.com/)  
Accredited by the Worlds Largest  
**Marketing** Professionals Institute

**Digital Marketing Courses**  
[www.marketmotive.com/Digital-Marketing](http://www.marketmotive.com/Digital-Marketing) +1  
1 (877) 530 0272  
100% Online **Marketing** Courses,  
Enroll Today And Start **Training**.

**Part Time Courses** at DIT  
[www.dit.ie/](http://www.dit.ie/)  
A Wide Range Of **Courses** To Choose  
From. View Our Prospectus Online

**Study Online Marketing**  
[www.fitzwilliaminstitute.ie/Marketing](http://www.fitzwilliaminstitute.ie/Marketing)  
6 Month Full Time Postgrad

Paid Listings

Organic Listings

# Concepts: Auction

Know how cost of click is formed

- All ads are ranked by **AdRank**
- $\text{AdRank} = \text{Bid} * \text{Quality Score (QS[1-10])}$

About 14,600,000 results (0.19 seconds)

	Ads related to digital marketing course	Why these ads?	
AR=20 (2bid*10qs)	<b>Digital Marketing Course</b> - 3 Days: Was €1,299 - Now €495. <a href="http://www.professionaldevelopment.ie/Digital">www.professionaldevelopment.ie/Digital</a> Book by 5pm Friday - This Week Only	<b>MSc in Digital Marketing</b> <a href="http://www.smurfitschool.ie/">www.smurfitschool.ie/</a> Apply Now For The Part-Time Masters Ireland's Leading Business School	AR=10 (2bid*5qs)
AR=18 (3bid*6qs)	<b>Digital Marketing Course</b>   mii.ie <a href="http://www.mii.ie/">www.mii.ie/</a> Learn all you need to know about <b>Digital Marketing</b> in 13 weeks	<b>Diploma Digital Marketing</b> <a href="http://www.diplomaindigitalmarketing.com/">www.diplomaindigitalmarketing.com/</a> Accredited by the Worlds Largest <b>Marketing</b> Professionals Institute	AR=9 (1bid*9qs)
AR=15 (3bid*5qs)	<b>Digital Marketing Course</b> - FETAC Certification by eLearning. <a href="http://www.cmit.ie/digital-marketing">www.cmit.ie/digital-marketing</a> Learn with expert Tutors. €495 About CMIT eLearning - Request A Prospectus - Enrol securely Online	<b>Digital Marketing Courses</b> <a href="http://www.marketmotive.com/Digital-Marketing">www.marketmotive.com/Digital-Marketing</a> <span>+1</span> 1 (877) 530 0272 100% Online <b>Marketing</b> Courses, Enroll Today And Start <b>Training</b> .	AR=8 (2bid*4qs) )
	Global Leader in <b>Digital Marketing</b> Education   <b>Digital Marketing</b> ... <a href="http://digitalmarketinginstitute.ie/">digitalmarketinginstitute.ie/</a> <b>Digital Marketing</b> Institute offers professional <b>training</b> programmes in online marketing. Classroom based and online <b>courses</b> available. Class Network - Jobs - Contact - Professional Diploma in Digital ...	<b>Part Time Courses</b> at DIT <a href="http://www.dit.ie/">www.dit.ie/</a> A Wide Range Of <b>Courses</b> To Choose From. View Our Prospectus Online	AR=7 (1bid*7qs)
	<b>Digital Marketing Course</b> - boards.ie <a href="http://www.boards.ie/vbulletin/showthread.php?t=2055846941">www.boards.ie/vbulletin/showthread.php?t=2055846941</a> 5 Mar 2010 – Anyone attended or heard anything about the Diploma in digital and online marketing <b>course</b> with the <b>Digital Marketing</b> Institute? Was also ...	<b>Study Online Marketing</b> <a href="http://www.fitzwilliaminstitute.ie/Marketing">www.fitzwilliaminstitute.ie/Marketing</a> 6 Month Full Time Postgrad	AR=5 (1bid*5qs)

# Concepts: Quality Score

Factors that influence quality score

1-4 – Poor; 5-6 – Average; 7+ – Good





# Click-Through-Rate

Click-Through-Rate

$$\text{CTR} = \text{Clicks/Impressions} * 100\%$$

- Factors which impact click through rate:
  - Ad Copy
  - Call To Action (CTA)
  - Keyword Relevance to user's search query
  - Ad Relevance to user's search query
  - Position

# The User Journey

Pay-Per-Click Marketing provides access to the complete user journey.



# Goals

Choose 4 goals for your business and choose specific KPI's for each goal.

## Types of Goal

- Engagement
- Conversions
- Visibility
- Reputation
- Credibility and status
- Market leadership
- Competitive advantage

## KPI's

- Cost per action
- Conversion rate
- Click-Through-Rate
- Keyword positioning analysis
- Expected Click-Through-Rate
- Ad relevance and landing page experience

# Research: Tools

## AdWords Keyword Planner

- What the AdWords Keyword Planner does: for specific keywords allows you to look at search volumes, in particular geographic locations over a particular timeframe.
- Use the AdWords Keyword Planner to find the research volumes for a specific keyword, in a specific region, over a specific timeframe.

The screenshot shows the Google AdWords Keyword Planner interface. At the top is the Google AdWords navigation bar with links for Home, Campaigns, Opportunities, and Tools (which is highlighted). Below the navigation bar, the 'Keyword Planner' section is titled with a sub-header 'Plan your next search campaign'. Underneath, a section titled 'What would you like to do?' offers two main options: 'Search for new keyword and ad group ideas' and 'Get search volume for a list of keywords or group them into ad groups'. The second option is expanded, showing 'Option 1: Enter keywords' with a text input field and instructions on how to specify match types (Broad, Phrase, and Exact). To the right of the main content, there is a 'Keyword Planner Tips' section with links to 'Building a Display campaign? Try Display Planner' and 'How to use Keyword Planner'. Several orange callout circles with lines pointing to specific elements are overlaid on the image: one points to the 'Tools' link in the navigation bar, another to the 'Keyword Planner' title, a third to the 'Get search volume...' option, a fourth to the 'Option 1: Enter keywords' section, a fifth to the text input field, a sixth to the match type instructions, and a seventh to the 'Keyword Planner Tips' section.

Google AdWords Home Campaigns Opportunities Tools

Keyword Planner  
Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▼ Get search volume for a list of keywords or group them into ad groups

Option 1: Enter keywords

Enter keywords, one per line or separated by commas.

To specify a match type, add punctuation:

- **Broad match:** New York hotels
- **Phrase match:** "New York hotels"
- **Exact match:** [New York hotels]

Keyword Planner Tips

- [Building a Display campaign? Try Display Planner](#)
- [How to use Keyword Planner](#)

Enter or upload keywords to research historical stats like search volume, or group them into ad groups

# Research: Tools

## AdWords Keyword Planner

- Recognise what the AdWords Keyword Planner does in terms of estimating traffic: gives you cost, click and impressions estimates based your ads based on keywords, budget and region.

▼ [Get search volume for a list of keywords or group them into ad groups](#)

Option 1: Enter keywords

Enter keywords, one per line or separated by commas.

To specify a match type, add punctuation:

- Broad match: New York hotels
- Phrase match: "New York hotels"
- Exact match: [New York hotels]

Option 2: Upload file

[Choose File](#) No file chosen

[Supported files and formats](#)

Targeting [?](#)

All locations [edit](#)

Google [edit](#)

Negative keywords [edit](#)

Date range [?](#)

Show avg. monthly searches for: Last 12 months [edit](#)

[Get search volume](#)

Enter or upload keywords to research historical stats like search volume, or group them into ad groups

# Research: Tools

## WordStat

- Wordstat uses actual information about real users' search terms over the past 28 days

✕ Подобрать

☒ По словам ☐ По регионам ☐ История запросов Украина

Последнее обновление: 29.09.2014

Что искали со словом «apple iphone 6» — 2 939 показов в месяц

Статистика по словам	Показов в месяц <span>?</span>
<a href="#">apple iphone 6</a>	2 939
<a href="#">apple iphone 6 цена</a>	396
<a href="#">apple iphone 6 презентация</a>	374
<a href="#">apple iphone 6 видео</a>	158
<a href="#">apple iphone 6 купить</a>	111
<a href="#">apple iphone 6 обзор</a>	97
<a href="#">apple iphone 6 презентация видео</a>	75
<a href="#">выход apple iphone 6</a>	71
<a href="#">apple iphone 6 характеристики</a>	71
<a href="#">apple iphone 6 фото</a>	70
<a href="#">apple iphone 6 дата</a>	67
<a href="#">apple iphone 6 дата выхода</a>	66
<a href="#">смартфон apple iphone 6</a>	51
<a href="#">телефон apple iphone 6</a>	48

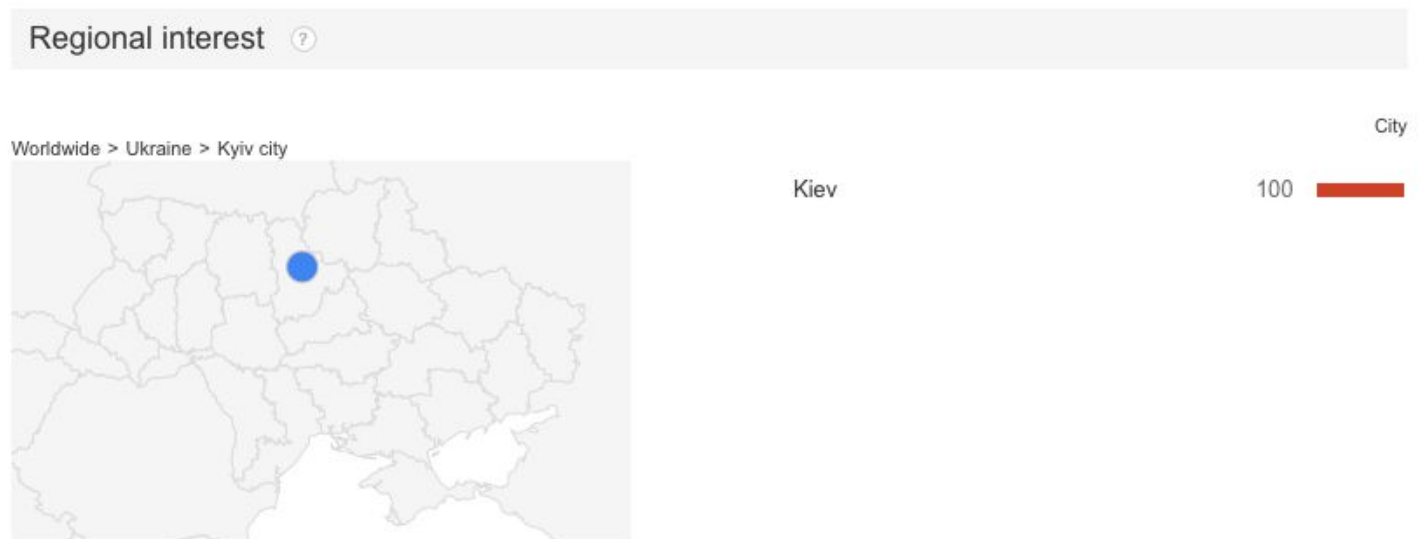
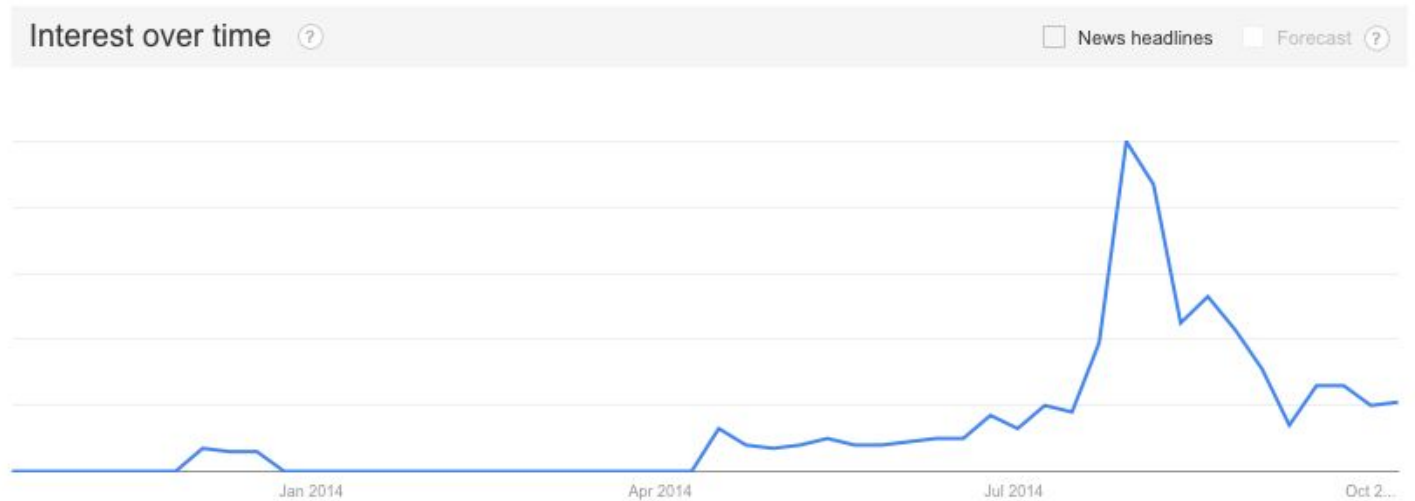
Что еще искали люди, искавшие «apple iphone 6»:

Статистика по словам Показов в месяц ?

# Research: Tools

## Google Trends

“Водонагреватели”,  
Kyiv, Past 12 month



# Campaign Process: Setup

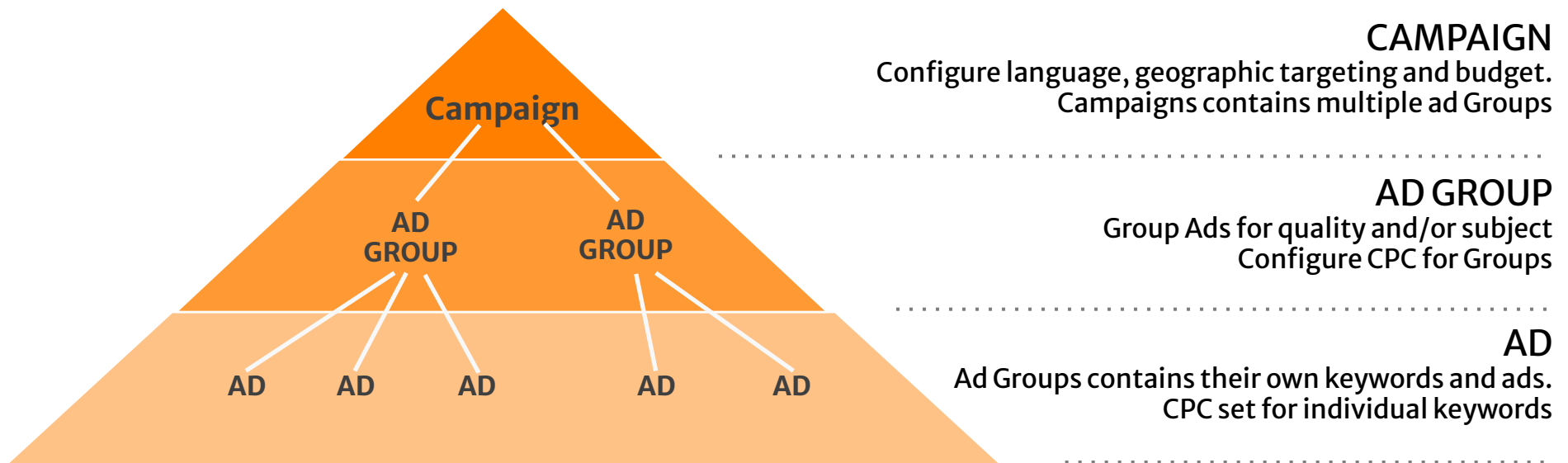
Steps to setting up a campaign

- First key steps in building a campaign:
  - **Setting targets / budgets**
  - Account setup
  - Keyword selection
  - Building campaign architecture
  - Ad copy – Landing page
  - Bidding
  - Optimization



# Campaign Process: Setup

- **Account Structure:** understand that a Google Account structure is built on Campaigns, Ad Groups and Ads.
- Advantages of good **Ad Group Organisation:** simplified management, optimisation and reporting, improved performance in terms of lower cost per click, and higher quality score from Google.

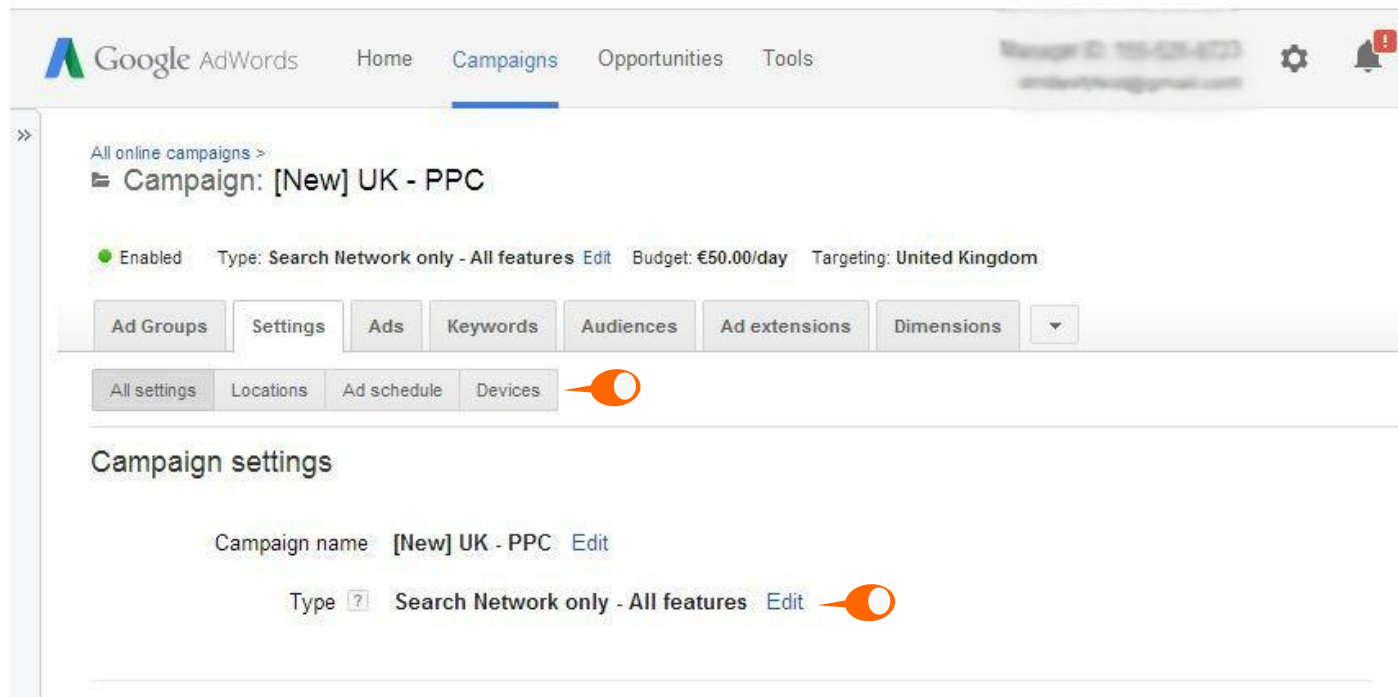


Source: Digital Marketing Institute

# Campaign Process: Settings

## Campaign Settings

- What is involved in devising a campaign architecture.
- Within Google AdWords understand what a campaign is, and what the key settings are:
  - Bid multipliers
  - Campaign Type




# Campaign Process: Settings

## Campaign settings

- ...devices, locations, languages, bid strategies, budget, delivery method...

Devices ?

All




[Change mobile bid adjustment »](#)

---

Locations ?

Targeted locations:

- United Kingdom (country)



[Edit](#) [View location info »](#)


[+ Location options \(advanced\)](#)

---

Languages ?

English

[Edit](#)




---

Bid strategy ?

Focus on clicks, manual maximum CPC bidding

[Edit](#)




[Change ad group bids »](#)

Budget ?

€50.00/day

[Edit](#)




[- Delivery method \(advanced\)](#)

Delivery method ?

Accelerated: Show ads more quickly until budget is reached

[Edit](#)



---

# Campaign Process: Settings

## Campaign settings


- ...start dates, end dates and ad rotation...

### Advanced settings



#### ☐ Schedule: Start date, end date, ad scheduling

Start date 21 Feb 2014 

End date 11 Mar 2014 [Edit](#) 

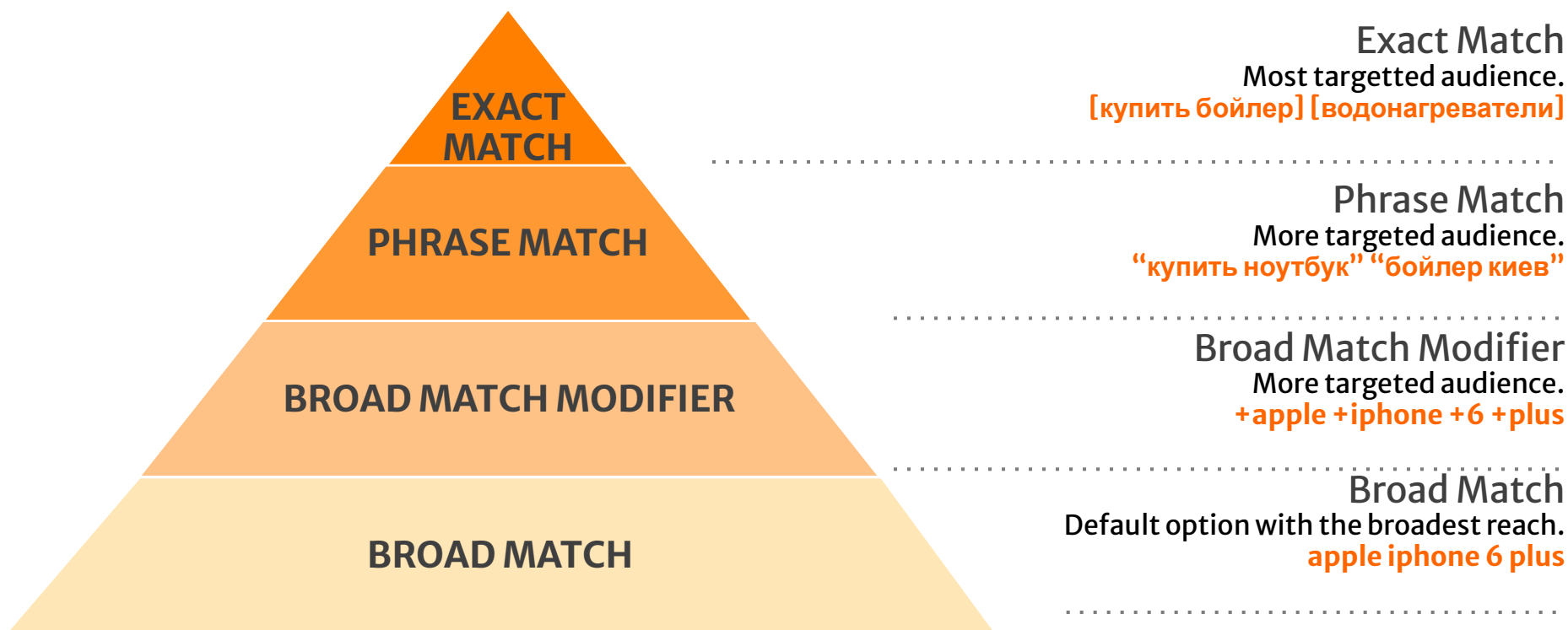
Ad scheduling  Showing ads all the time [View ad schedule »](#)

#### ☐ Ad delivery: Ad rotation, frequency capping

Ad rotation  Rotate evenly: Show ads more evenly for at least 90 days, then optimise [Edit](#) 

# Campaign Process: Keyword Selection

Keyword Match Types: Broad Match, Phrase Match & Exact Match



Source: Digital Marketing Institute

# Campaign Process: Keyword Selection

## Negative Keywords

- Negative Keywords. exclude irrelevant search queries.


Add ▾			Edit	Remove	Download
<input type="checkbox"/>	Negative keyword				↑
<input type="checkbox"/>	[видеоролики нижнего белья]				
<input type="checkbox"/>	видеть				
<input type="checkbox"/>	[видеть во сне нижнее белье]				
<input type="checkbox"/>	видно				
<input type="checkbox"/>	[видно нижнее белье]				
<input type="checkbox"/>	виды				
<input type="checkbox"/>	[виды нижнего белья]				
<input type="checkbox"/>	[виды нижнего женского белья]				
<input type="checkbox"/>	визави				
<input type="checkbox"/>	[визави нижнее белье]				
<input type="checkbox"/>	визитки				
<input type="checkbox"/>	[визитки нижнего белья]				

# Campaign Process: Ad Copy

## Creating Ad Copy


- Be aware there are character limits and what these limits are.
- Create your ad within Adwords by adding Headline, descriptions and display URL's and destination URL's


Select an ad group


Choose... 


New text ad


Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Headline  

Description line 1  

Description line 2  

Display URL  

Destination URL   

Device preference ☐ Mobile

[+](#) Character limits for ads targeting Eastern European and Asian countries

**What happens next?**  
Your new ad will be reviewed by Google, and might not run until that review is complete. We review most ads with

# Campaign Process: Ad Copy Rules

## Ad guidelines

- Restricted:
  - Exceeding character limits in ads.
  - Use of special characters, trademarks, excessive punctuation, content.
  - CAPITALISATION.
  - Creating urgency with an action using the phrase 'click' or 'click here'.
  - Overuse superlatives etc.



# Campaign Process: Landing Pages

Good landing page

- Attributes of good landing pages:
  - relevant content to search
  - product
  - title and image prominent and visible
  - clear call to action (CTA)
  - minimal clicks to conversion

# Campaign Process: Targeting & Bid Adjustments

Options for campaign targeting

- The dimensions of targeting are:
  - Time (time of day, week)
  - Device (device category)
  - Location (town, city, region or country)

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the week. Use the

All days	00	to	12 AM	:	00	X
Monday to Friday	00	to	12 AM	:	00	X
Monday	00	to	12 AM	:	00	X
Tuesday	00	to	12 AM	:	00	X
Wednesday	00	to	12 AM	:	00	X
Thursday						
Friday						
Saturday						
Sunday						

our  
(changed)

Save Cancel

# Campaign Process: Targeting

## Options for campaign targeting

- The dimensions of targeting are location and language.

### Locations and languages

Locations ?

Targeted locations:

- Ireland (country) 
- Northern Ireland, United Kingdom (province) 

[Edit](#)

Languages ?

What languages do your customers speak?

This setting determines whether your ad can be displayed for a specific language setting on Google. Note that AdWords doesn't translate your ads.

☐ All languages

☐ Arabic

☐ Bulgarian

☐ Catalan

☐ Chinese (simplified)

☐ Chinese (traditional)

☐ Croatian

☐ Czech

☐ Danish

☐ Dutch

☒ English

☐ Estonian

☐ Filipino

☐ Finnish

☐ French

☐ German

☐ Greek

☐ Hebrew

☐ Hindi

☐ Hungarian

☐ Icelandic

☐ Indonesian

☐ Italian

☐ Japanese

☐ Korean

☐ Latvian

☐ Lithuanian

☐ Norwegian

☐ Polish

☐ Portuguese

☐ Romanian

☐ Russian

☐ Serbian

☐ Slovak

☐ Slovenian

☐ Spanish

☐ Swedish

☐ Thai

☐ Turkish

☐ Ukrainian

☐ Urdu

☐ Vietnamese

Save

Cancel

# Campaign Process: Targeting

## Options for campaign targeting

- The dimensions of targeting are: network.



### Campaign settings

Campaign name [New] UK - PPC [Edit](#)

Type [?](#)

Choose a campaign type to switch to:

Switching between types may hide or expose some features and reports.

 Search Network only 

 Standard (not recommended) [?](#)

 Search Network with Display Select

Best opportunity to reach the most customers

 Search Network only

Google search and search partners

- All the features and options available for the Search Network [?](#)

Display Advertising (not recommended) [?](#)

Search Ads (not recommended) [?](#)

[Learn more about campaign types](#)


Save


Cancel

# Campaign Process: Budgets


## Options for campaign budgets

- AdWords allows you to set a daily budget for your ad campaigns.


Bidding and budget 

Bidding option 

Focus on clicks, manual maximum CPC bidding. Enhanced CPC [Edit](#)

Budget 

€ 10.00 per day 

 [View recommended budget](#) | [Learn how budget affects ad performance](#)

Your budget is OK. We do not recommend changes at this time.

To make the most of your budget, [try optimising your campaign](#).

Actual daily spend may vary. 


Save


Cancel

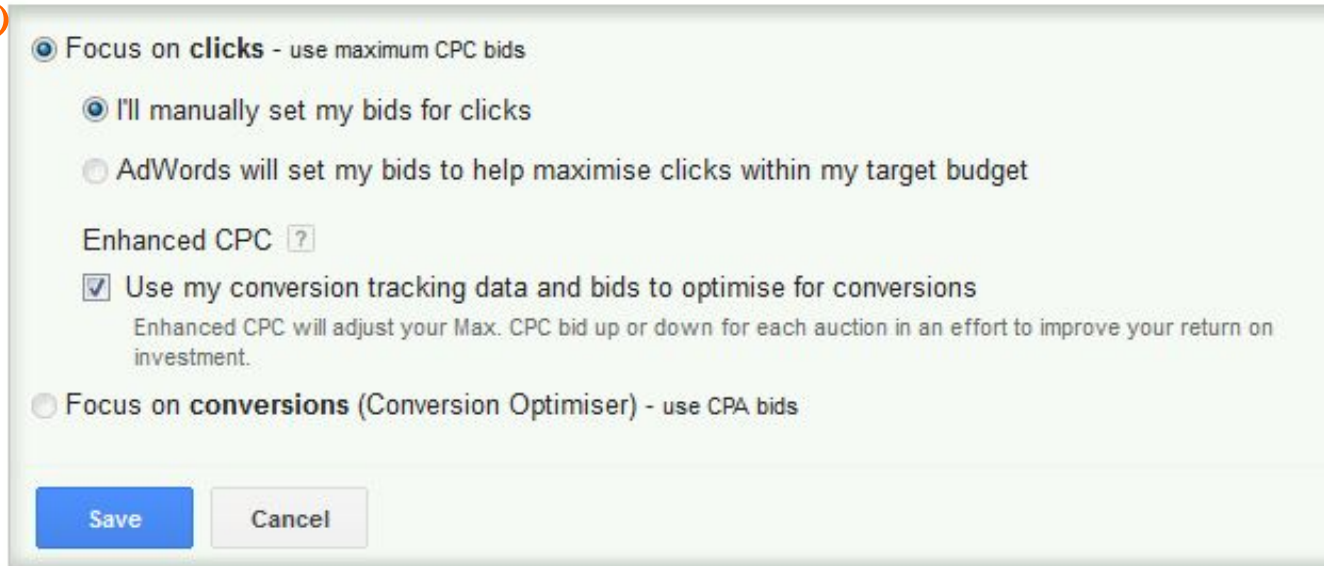
# Campaign Process: Budgets

## Options for campaign bidding

- How to edit campaign-bidding settings

Bidding and budget 

Bidding option 




The screenshot shows a dialog box for setting campaign bidding and budget. It has a light green background and a thin grey border. At the top, there are three radio button options for bidding strategy. Below these is a section for 'Enhanced CPC' with a checkbox and a help icon. At the bottom, there are two buttons: 'Save' (blue) and 'Cancel' (grey).

☒ Focus on **clicks** - use maximum CPC bids

☒ I'll manually set my bids for clicks

☐ AdWords will set my bids to help maximise clicks within my target budget

Enhanced CPC 

☒ Use my conversion tracking data and bids to optimise for conversions

Enhanced CPC will adjust your Max. CPC bid up or down for each auction in an effort to improve your return on investment.

☐ Focus on **conversions** (Conversion Optimiser) - use CPA bids

**Save** **Cancel**

# Campaign Process: Budgets

## Options for campaign budgets

- How to set / edit bids at ad group level

Google AdWords Home Campaigns Opportunities Tools

All online campaigns > Campaign: [New] UK - PPC

Enabled Type: Search Network only - All features Edit Budget: €50.00/day Edit Targeting: United Kingdom Edit

Ad Groups Settings Ads Keywords Audiences Ad extensions Dimensions

All but deleted ad groups Segment Filter Columns Search

Clicks vs None Daily

Sunday, 25 May 2014

+ AD GROUP Edit Settings Bid strategy Automate Labels

	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
	PPC marketing courses [B]	Campaign ended	€ 2.00	0	0	0.00%	€0.00	€0.00
	PPC marketing courses [E]	Campaign ended	€2.00	0	0	0.00%	€0.00	€0.00



# Campaign Process: Display Network

## Плагин BitTorrent Surf трансформирует Chrome и Firefox в BitTorrent-клиент



Компания BitTorrent уже некоторое время работает над созданием плагина для браузера Chrome, позволяющего загружать файлы при помощи одноименного протокола. Теперь разработчики сообщили о переводе плагина BitTorrent Surf в статус бета-версии.

Как отмечают разработчики, при помощи этого плагина можно трансформировать браузер в полноценный BitTorrent-клиент. Помимо самой функции загрузки файлов в плагине также доступна возможность поиска раздач. Причем, пользователь может выбрать, какой из поисковых сервисов следует использовать. В бета-версии внедрена функция рекомендаций, позволяющая оценивать предпочтения пользователя и предлагать ему потенциально интересный контент. Кроме того, повышено удобство работы с плагинами. Наконец, BitTorrent Surf теперь доступен не только для браузера Chrome, но и для Firefox.

Плагин BitTorrent Surf доступен для загрузки по следующим адресам: для [Chrome](#) и для [Firefox](#).

Текст: BitTorrent, BitTorrent Surf, Coda

MAXUS LED | МИ ЗМІНИЛИСВІТ

Доставка ПИЩЕМ  
Только у нас - Самая Вкусная Пицца, -20% при Доставке Пиццы.  
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Реклама от Google

## Сайт рецептов еды. Кулинарные рецепты с фотографиями. Оригинальные рецепты

Кулинария. Для одних – тяжелый труд, для других – удовольствие. Но все, наверное, согласится, что, прежде всего, сотворение кулинарных рецептов – это искусство. И чтобы стать настоящим мастером по созданию оригинальных рецептов, придется приложить немало усилий. Но если вы твердо решили ступить на путь сотворения кулинарных рецептов, мы готовы оказать вам всестороннюю помощь и поддержку.

Наш сайт рецептов блюд с фото станет вашей палочкой-выручалочкой в любой ситуации: будь-то обычный семейный ужин или пышное застолье. Вы научитесь у нас готовить кулинарные рецепты с фотографиями, мы поможем красиво и по всем правилам этикетки сервировать стол, научим разбираться в винах не хуже настоящего сомелье и пробудим в вас истинную любовь к кулинарии.

Здесь вы найдете простые и изысканные, вкусные и оригинальные рецепты блюд с фотографиями и всесторонние пояснения. И даже если вы совершенно не умеете готовить, не отчаивайтесь. Всему можно научиться. Главное – почаще заглядывайте на наш сайт, находите интересные для вас кулинарные рецепты еды и дерзайте! Пусть всему, что вы делаете, сопутствует улыбка и хорошее настроение, и тогда любое блюдо получится у вас вкусным и доставит радость вашим близким.

«Дом кулинарии» - это настоящий рай для гурманов и просто любителей вкусно поесть!

1311 - [11111] Поделиться 2013-04-16 11:13 #422147

С хабра.  
Программист, специалист по информационной безопасности с сайта securitytube.net с приятным удивлением узнал, что голливудские режиссеры использовали его исходный код в одной из сцен нового фильма.  
Судя по всему, свободная лицензия позволяет использовать исходный код даже таким способом.  
комментарии.  
dimakey: А вот если бы программист вставил кадр из фильма в код, то ущерб составил бы миллиард долларов.  
aftraz: ...и 5 пожизненных сроков

Контекстная реклама Рекламка в интернете от профи 7 лет на рынке. Бюджет от 1000 грн.  
Хороший ноутбук дешево? Это реально! В Розетке ноутбук от 1882 грн. Подарки! Доставка бесплатно.  
Контекстная реклама Яндекс. Гугл Без наценок и комиссий. Запуск за 1 день. Мониторинг эффективности

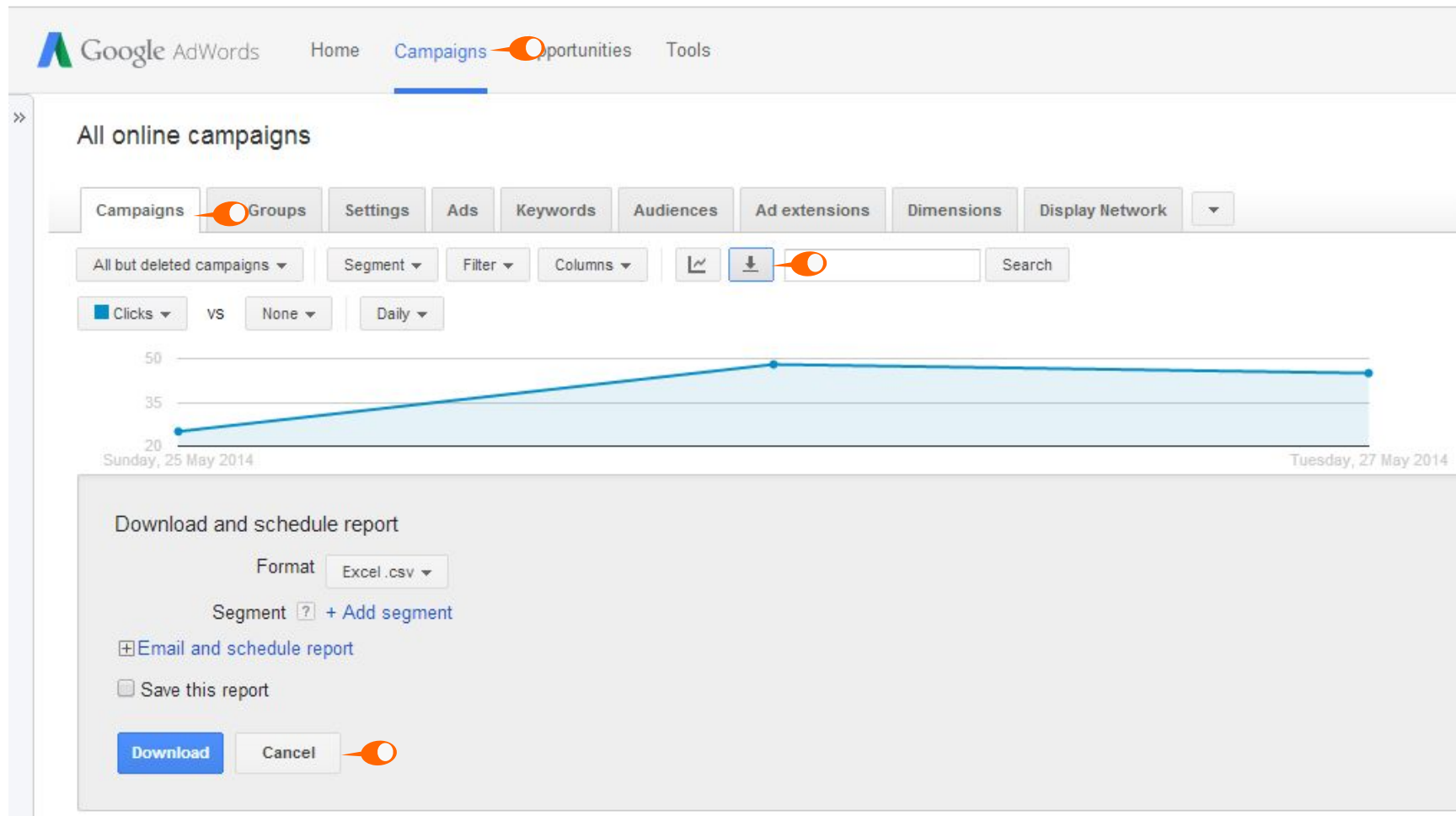
Яндекс. Директ



# Management: Reports

## Reporting options

- Performance reports



# Management: Reports

## Reporting options

- Select different report attributes: time, date range etc. in the dimensions tab

The screenshot shows the Google AdWords interface for 'All online campaigns'. The 'Dimensions' tab is selected, and the 'Time' dimension is expanded, showing options like 'Day of the week', 'Day', 'Week', 'Month', 'Quarter', 'Year', and 'Hour of day'. A line chart and a table of metrics are visible.

Google AdWords Home Campaigns Opportunities Tools

All online campaigns

Campaigns Ad Groups Settings Ads Keywords Audiences Ad extensions Dimensions Play Network

View: Day Filter Columns

Conversions Reach and frequency Labels Time Destination URL Top movers Geographic User locations Search Terms Paid & organic Automatic placements Free clicks Call details

Day of the week Day Week Month Quarter Year Hour of day

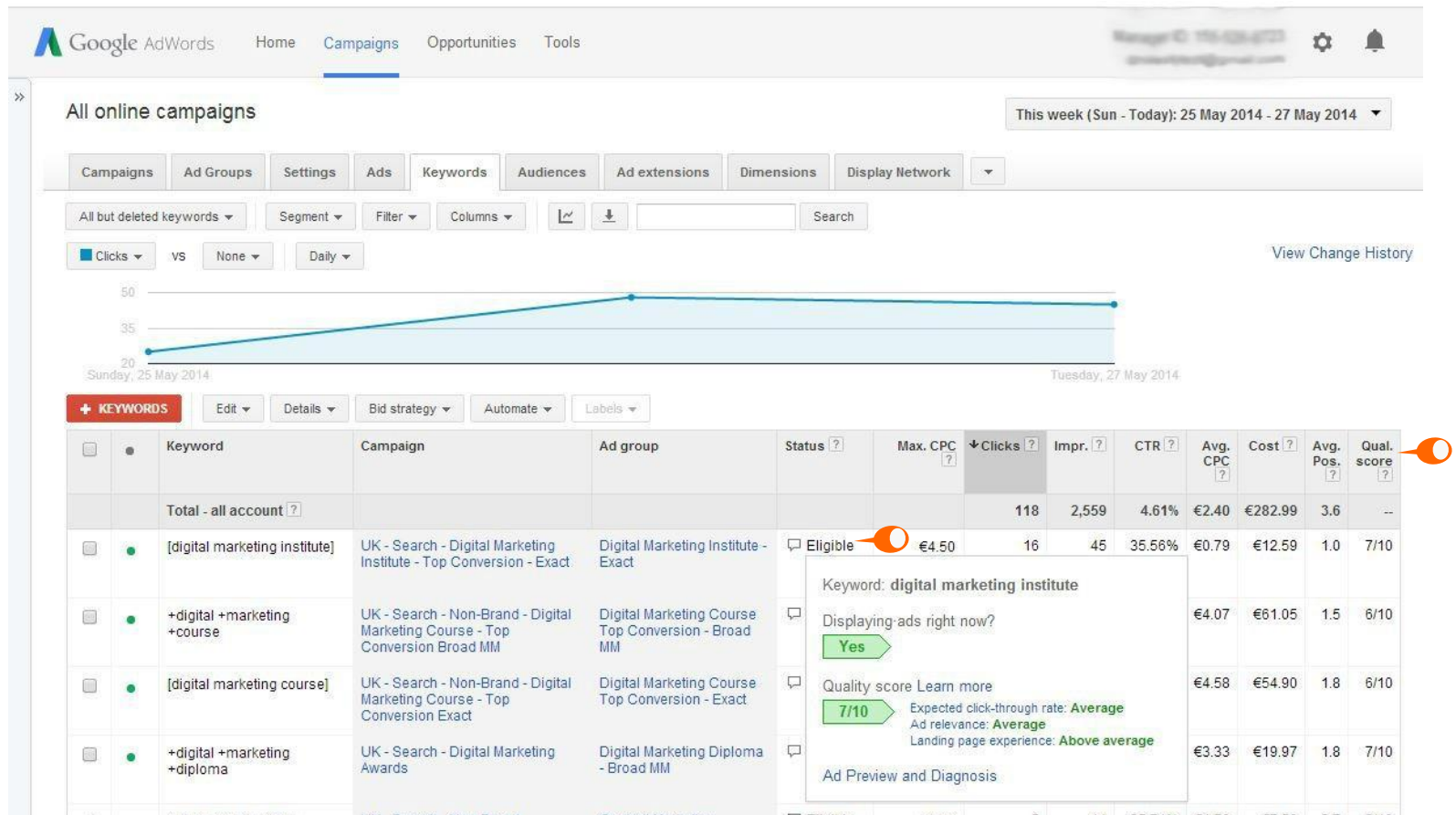
Tuesday, 27 May 2014

	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate
0%	€2.48	€61.96	3.2	0	€0.00	
3%	€2.38	€114.31	3.4	0	€0.00	
3%	€2.37	€106.72	4.0	0	€0.00	

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# Campaign Management: Quality Score

## Quality Score



# Campaign Management: Conversion Tracking

## Conversion Tracking

- You can set up Conversion Tracking under 'Tools'

Google AdWords Home Campaigns Opportunities **Tools**

**All conversions**

Brochure Download (All Site Data)  
Course Purchase  
Manchester Open Evening  
Newsletter Sign-Up  
Standard Contact Request  
UK Course Enquiry

**Search Funnels**  
See how users convert

**All conversions**

Conversions Web pages Settings

**+ CONVERSION** Imported from Google Analytics Upload Change status... All but deleted

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Conversion ?	Source ?	Category ?	Tracking Status ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Brochure Download (All Site Data)	Analytics	Other	<input checked="" type="checkbox"/> Reporting
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Course Purchase	Web page	Purchase/Sale	<input checked="" type="checkbox"/> Reporting
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Manchester Open Evening	Web page	Signup	<input type="checkbox"/> No activity recorded within the last 30 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Newsletter Sign-Up	Web page	Signup	<input checked="" type="checkbox"/> Reporting

# Campaign Management: Bidding

## Bidding

**Maximal Bid\* =  
Customer's Lifetime Value x  
Conversion Rate**

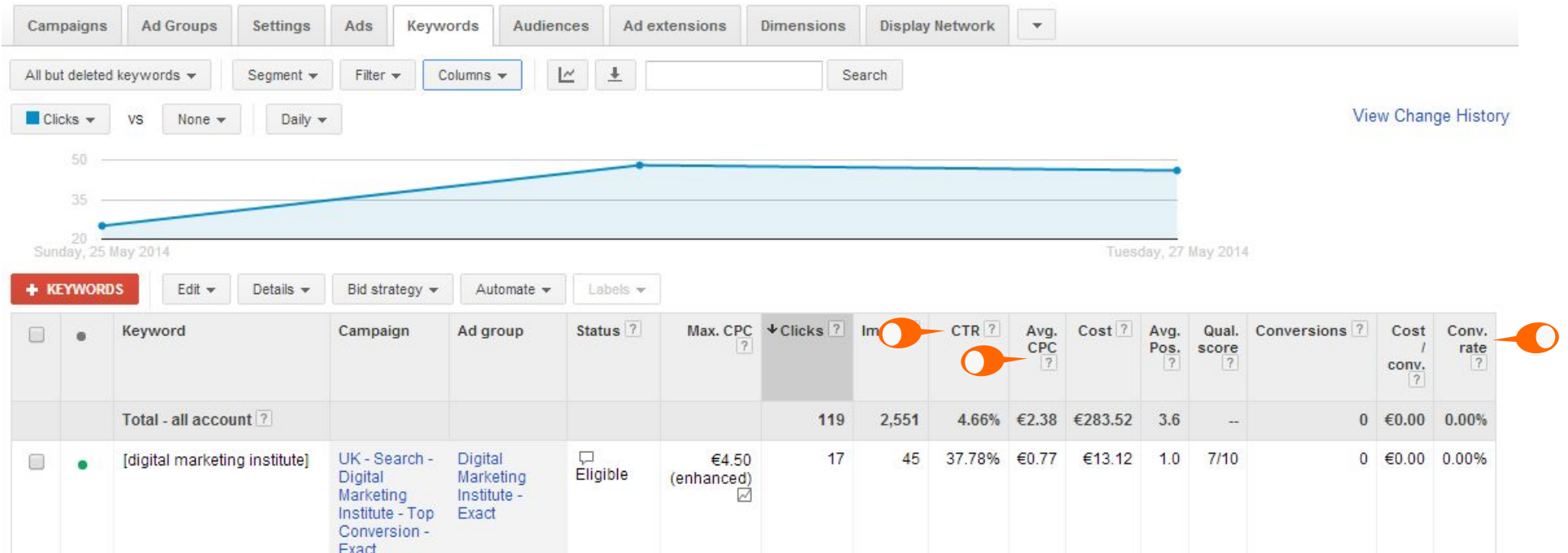
**<https://life-time-value.appspot.com>**

\*In case of branding campaign Max CPC = Actual price you are willing to pay for an engagement/Ad frequency

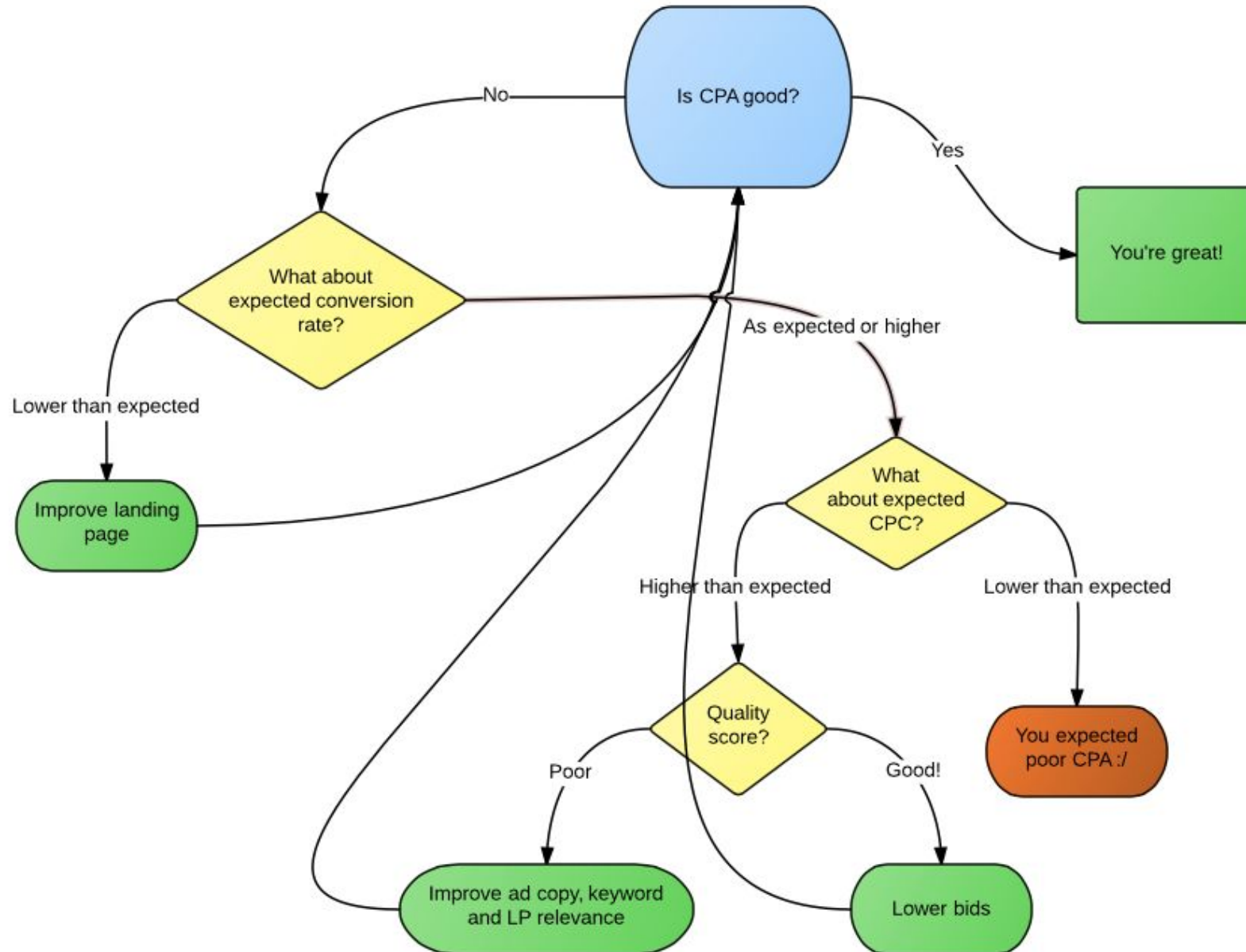
# Campaign Review: KPI's

## Identifying KPI's in AdWords

- The effectiveness metrics, which companies often focus on are:
  - Conversion Rate and revenue in direct response campaigns
  - Scope and frequency in branding campaigns

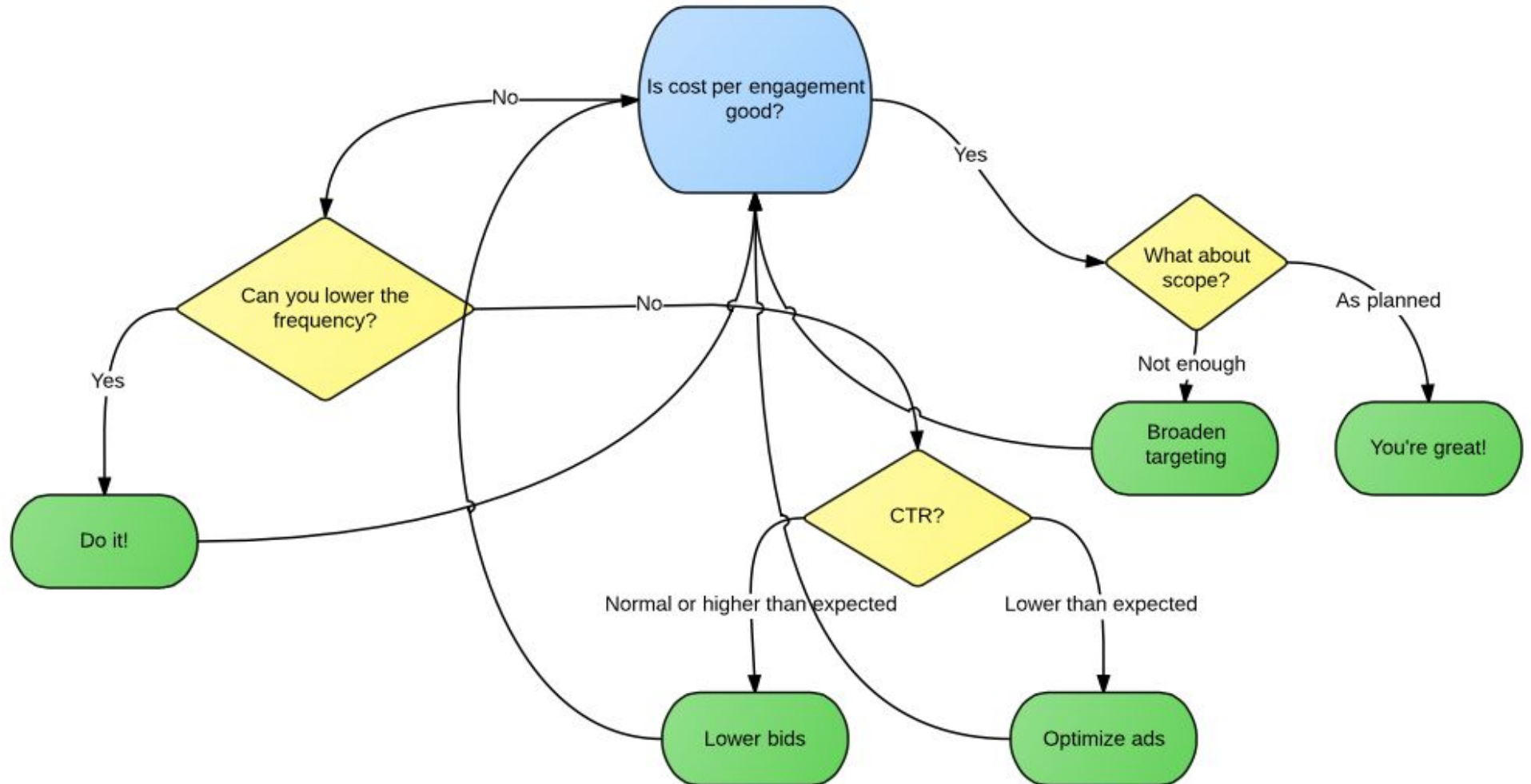


# Direct Response Campaign Optimization Guide





# Branding Campaign Optimization Guide

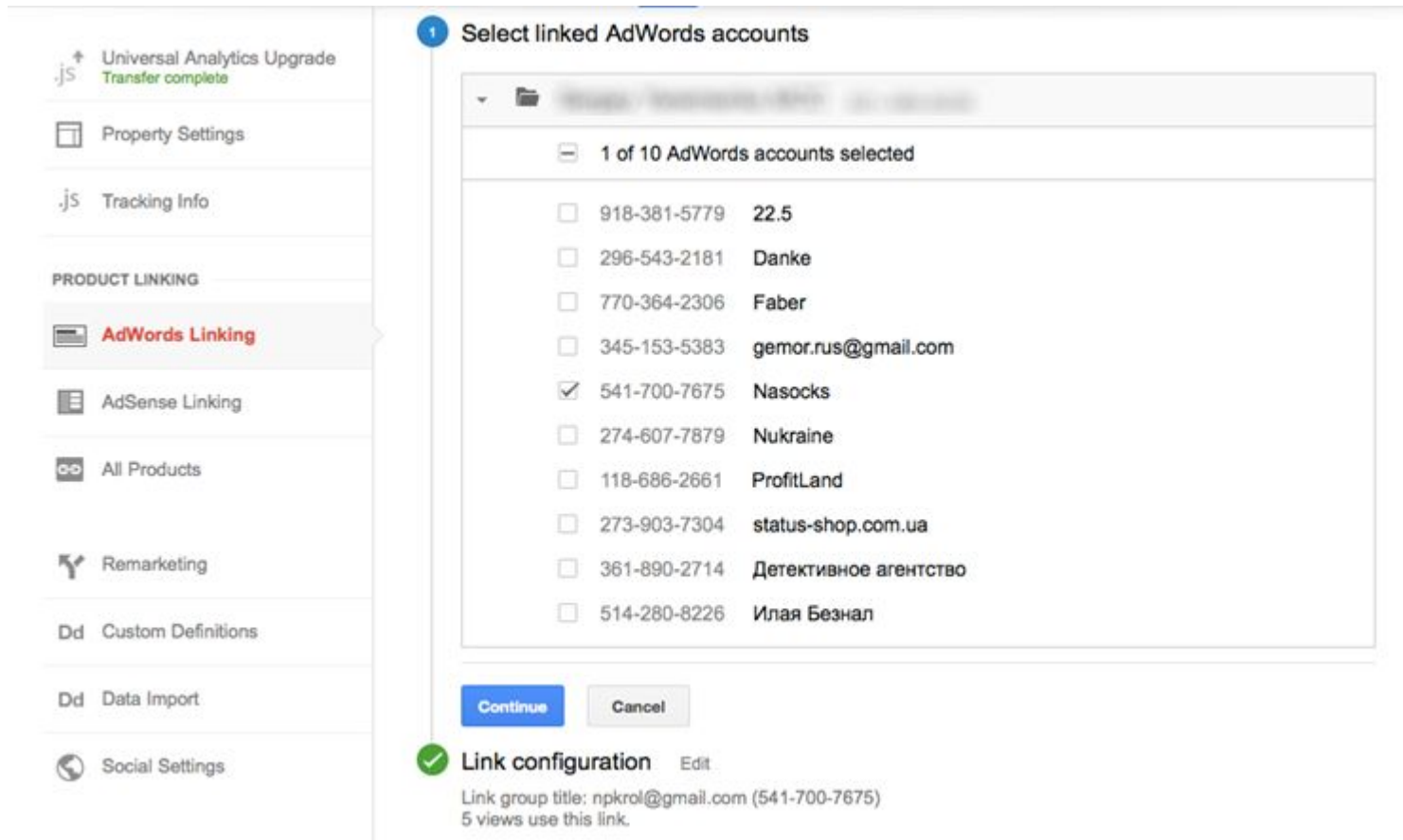




# Campaign Review: Google Analytics

## Google Analytics to optimise Google AdWords

- Link your AdWords account to your Google Analytics account



Universal Analytics Upgrade  
Transfer complete

Property Settings

Tracking Info

PRODUCT LINKING

**AdWords Linking**

AdSense Linking

All Products

Remarketing

Custom Definitions

Data Import

Social Settings

### Select linked AdWords accounts

1 of 10 AdWords accounts selected

<input type="checkbox"/>	918-381-5779	22.5
<input type="checkbox"/>	296-543-2181	Danke
<input type="checkbox"/>	770-364-2306	Faber
<input type="checkbox"/>	345-153-5383	gemor.rus@gmail.com
<input checked="" type="checkbox"/>	541-700-7675	Nasocks
<input type="checkbox"/>	274-607-7679	Nkraine
<input type="checkbox"/>	118-686-2661	ProfitLand
<input type="checkbox"/>	273-903-7304	status-shop.com.ua
<input type="checkbox"/>	361-890-2714	Детективное агентство
<input type="checkbox"/>	514-280-8226	Илая Безнал

[Continue](#) [Cancel](#)

**Link configuration** [Edit](#)

Link group title: npkrol@gmail.com (541-700-7675)  
5 views use this link.

# Quality Score analysis

Identifying metrics in AdWords: expected Click-Through-Rate, ad relevance and landing page experience etc

+ KEYWORDS		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾										
<input type="checkbox"/>	●	Keyword	Campaign	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	
		Total - all account ?					347	10,499	3.31%	RUB11.51	RUB3,993.09	1.5	11	RUB363.01	3.17%	
<input type="checkbox"/>	●	+диабетические +носки	[Поиск] Носки Общее (Москва)	Для диабетиков	Eligible	RUB5.00	2	8	25.00%	RUB4.42	RUB8.83	1.2	1	RUB8.83	50.00%	
<input type="checkbox"/>	●	+носки +happy +socks	[Поиск] Happy Socks (Москва)	Happy Socks	Eligible	RUB8.82	2	4	50.00%	RUB13.54	RUB27.09	2.2	1	RUB27.09	50.00%	
<input type="checkbox"/>	●	+желтые +носки +купить	[Поиск] Носки Общее (Москва)	Цвета: Желтые	Eligible	RUB11.96	1	11	9.09%	RUB5.30	RUB5.30	1.3	1	RUB5.30	100.00%	
<input type="checkbox"/>	●	+интернет +магазин +носки	[Поиск] Носки Общее (Москва)	Интернет магазин	Eligible					RUB9.68	RUB19.35	2.2	0	RUB0.00	0.00%	
<input type="checkbox"/>	●	+носки +колготки +интернет +магазин	[Поиск] Носки Общее (Москва)	Интернет магазин	Eligible					RUB0.00	RUB0.00	1.5	0	RUB0.00	0.00%	
<input type="checkbox"/>	●	+интернет +магазин +носков	[Поиск] Носки Общее (Москва)	Интернет магазин	Eligible					12.57	RUB50.29	2.1	0	RUB0.00	0.00%	

Keyword: +желтые +носки +купить

Showing ads right now?

Loading...

Quality score [Learn more](#)

**8/10**

Expected clickthrough rate: **Above average**

Ad relevance: **Above average**

Landing page experience: **Average**

[Ad Preview and Diagnosis](#)

# Campaign Review with Google Analytics

## Identifying KPI's in Analytics: Cost Per Click and Revenue per Click



Primary Dimension: Campaign Ad Group

Plot Rows

Secondary dimension

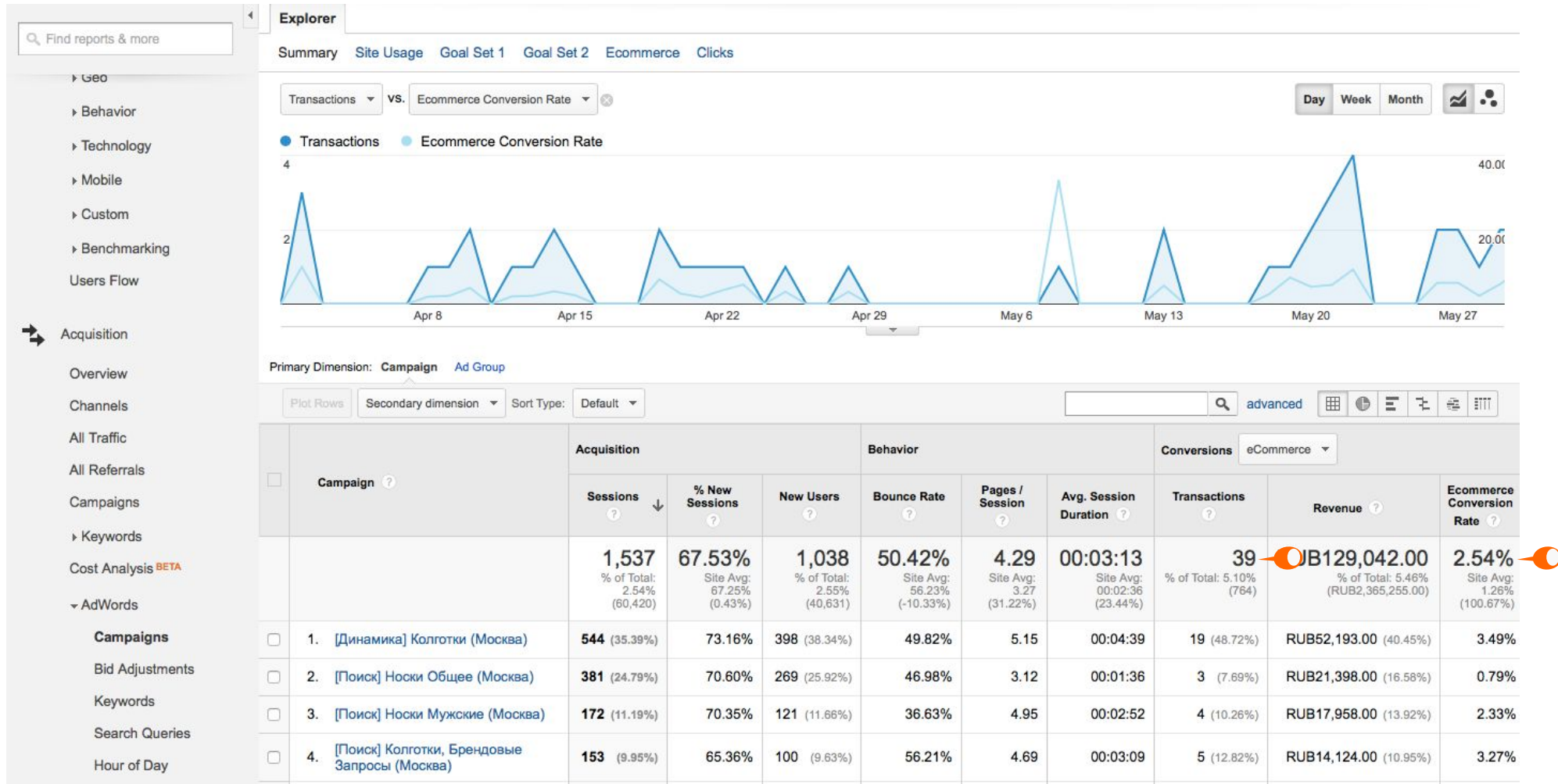
Sort Type: Default

advanced

Campaign	Sessions	Impressions	Clicks	Cost	CTR	CPC	RPC	ROAS
	1,537 % of Total: 2.54% (60,420)	38,362 % of Total: 8.81% (435,551)	1,500 % of Total: 24.51% (6,119)	RUB16,532.91 % of Total: 23.90% (RUB69,182.61)	3.91% Site Avg: 1.40% (178.32%)	RUB11.02 Site Avg: RUB11.31 (-2.51%)	RUB86.03 Site Avg: RUB386.54 (-77.74%)	780.52% Site Avg: 3,418.86% (-77.17%)
1. [Динамика] Колготки (Москва)	544 (35.39%)	6,459 (16.84%)	535 (35.67%)	RUB6,933.93 (41.94%)	8.28%	RUB12.96	RUB97.56	752.72%
2. [Поиск] Носки Общее (Москва)	381 (24.79%)	3,505 (9.14%)	368 (24.53%)	RUB3,974.16 (24.04%)	10.50%	RUB10.80	RUB58.15	538.43%
3. [Поиск] Носки Мужские (Москва)	172 (11.19%)	2,817 (7.34%)	165 (11.00%)	RUB1,387.42 (8.39%)	5.86%	RUB8.41	RUB108.84	1,294.34%
4. [Поиск] Колготки, Брендвые Запросы (Москва)	153 (9.95%)	1,575 (4.11%)	164 (10.93%)	RUB1,391.08 (8.41%)	10.41%	RUB8.48	RUB86.12	1,015.33%
5. [Поиск] Happy Socks (Москва)	92 (5.99%)	1,247 (3.25%)	76 (5.07%)	RUB877.47 (5.31%)	6.09%	RUB11.55	RUB146.09	1,265.34%

# Campaign Review with Google Analytics

## Identifying KPI's in Analytics: conversions, conversion rate



# Campaign Review with Google Analytics

## Identifying KPI's in Analytics: ad slot position performance analysis

