

# Glossary:

**CPC:** Cost per ad click. This a key metric in determining overall expense to the account. CPC can be affected by competitors in the marketplace that are bidding on the same keywords, Ad quality, Landing page quality and user performance over time.

**CPA / CPL:** Cost per acquisition or Cost per lead. This metric is the result ratio of how many dollars were spent, on average, divided by how many online conversions were tracked during the same time period.

**Conversion:** A desired result that was generated by ad efforts. This can be an online transaction, phone call or form fill. This is tracked by installing tracking codes to button clicks, call now buttons, Google tracking phone numbers, or success pages on the website. When Google detects a conversion that originally came from a device that clicked on our ad, they count a conversion for that ad.

**Landing Page:** The page that the user directly visits as a result of an ad. Typically landing pages should be designed to serve one specific solution for the visitor, and one specific action for the advertiser. Landing pages should have very clear outlines of information and very visible forms, buttons and phone numbers.

**Impression Share:** The competitive share of impressions your ad received on the Google Search Engine Result Page. For every search that you are bidding on, there is a live algorithm determining if your ad makes it to the search engine result page. That algorithm is based on your maximum bid (price you're willing to pay) compared to your competitors, the perceived quality (relevance) of your ad to the user, the perceived quality (relevance) of your landing page, and the historical performance (effectiveness) of your ad. It is common for ads to lose impression share (visibility) due to one or many of these factors.

**Lost Impression Share:** Lost impression share is expressed as a percentage of times that your ad displayed on the search engine result page, versus the number of times it could have potentially been displayed by the number of times your keyword was searched. Impression share can be lost due to CPC being too low (competition), ad quality (relevance) being too low, landing page quality (relevance) being too low, or the history of your ad's performance not delivering a good result to the user (this is mostly determined by the bounce rate of your ads).

The AdWords platform provides two metrics for determining lost impression share; one measures lost impression share due to budget, and the other measures lost impression share due to low ad rank, which is a metric determined by bid, ad relevance, landing page relevance and historical performance.

# Account Setup Process:

## 1. Make initial keyword lists for each category:

- **Products:** This should be the products and brand-names that the competitor carries
- **Services:** These should be broad-label services the client offers, such as “heating repair”
- **Competitors:** These should be brand names of the competition in their service area
- **Branded:** These should be ONLY names of the business we are working with. Not brands that the business carries (those would go in the product campaign).

**2. Use Moz.com Keyword Explorer to expand those keyword lists:** Copy/paste your initial keywords list into the keyword explorer tool to get all additional ideas. Remove the keywords that don't have relevance. Download the CSV from that tool so that you can copy those terms into the AdWords Campaign

**3. Create initial campaigns in AdWords:** Start with your major four campaigns. For products and services, separate sub categories into individual ad groups. Example: A heating and air company services campaign might include include individual ad groups for “Air conditioner repair,” and “Heating repair.” Each of those ad groups could contain dozens of keywords and phrases related to the ad group (air conditioning repair, air conditioning repair company, ac repair, etc.)

**4. Duplicate each keyword as broad match, exact match, and phrase match:**

**5. Choose landing pages for each service:**

**6. Write ads**

**7. Assign initial budgets and bids**

**8. Launch**

## **Weekly Process For Maven Method SEM:**

**1. Spend 15-30 minutes on each account performing an overall health check of every account.** Note which accounts are high cost per conversion, low click through rate, and low volume based on the SEM benchmarks worksheet. For accounts not meeting performance standards, put them on maintenance list for further review.

**Note that this should be a proactive process: Use the week over week and month over month comparison tools to look for CTR, CPC,**

**2. Weekly checklist for all accounts.** Note high, low or average readings for the following for month over month and year over year comparisons:

Cost per conversion reviewed  
Click through rate reviewed  
Ad impressions reviewed  
Number of conversions review  
Cost (spend) reviewed

## **Monthly Process For Maven Method SEM:**

## For accounts that are producing unacceptable numbers, spend time analyzing the following:

- **Is my website converting at a lower percentage?** Why? Put yourself in the customer's shoes and explore the website to look for reasons it may be missing the mark (broken links, load speed, bad design, etc.)
- **Are my ads displaying less than they used to (impressions)?** Is this due to bids being too low? Budget getting spent too quickly? Has search demand changed (lost impression share)? Has competition increased? Have I lost impression share due to quality (IS lost quality).
- **Has my click through rate decreased?** Is this due to my ads being out of date? Promising something less enticing than my competitors (do a sample search to see what users are seeing)? Are my links broken? Pull up all ads in the "Ads" tab and sort them by conversion rate, click through rate, etc. to find out good and bad performers. Consider re-writing ads with stronger benefit / call to action.
- **Is my conversion tracking broken?** Check the Adwords tab, ensure that every form has proper tracking and confirmation page redirects. Check the phone number! (note if the business answers and what their demeanor on the phone is)
- **Has CPC gone up?** Is this because of seasonal demand? Because I changed a bidding strategy recently? Because I've been bidding higher? If CPC is up but Average position is down, that usually means competition has increased. If CPC is up and Average position is up, it's likely that competition has decreased or our bidding increased.

1. Weekly check in on month-over-month conversion rates, lead volume, and money spent on each account. If any of these are higher, or lower than they have been performing, we need to take action.

2. Biweekly bid and budget adjustments for smaller accounts, weekly for bigger accounts. The first place to start is to "trade" money from lower to higher performing campaigns.

The second step is to take 15-30 minutes to look for opportunities in each campaign for keywords that are spending high amounts of money with low conversions.

3. Monthly trending analysis on conversion rate. For Conversion rates that are either dropping or are below 3% we should be making action items for development and client calls for promotions / content.

4. Monthly reporting and overview of what's working, what's not, and official recommendations to be made to the client.

## **Problem: High Account Cost Per Conversion**

**Solution 1: Search for a campaign-specific culprit.** Is there one particular campaign that has abnormally high cost per conversion? If so, consider moving money from that campaign to other campaigns that have lower cost per conversion.

Careful: If moving money from a general category campaign, such as “window companies,” or another popular set of keywords the business owner needs to know this in advance. Business owners like to search their own category and see their name, so if we switch focus to more niche keywords to help their volume and cost, they need to know this in advance.

**Solution 2: Individual Campaign** If all campaigns are exceeding cost-per-conversion goals, open each campaign and explore why this is happening. Each campaign could be producing a high cost per conversion for a different reason. Take notes and look for solutions on the following items:

- **Low conversion rate** - Are we paying for traffic that isn't converting? (see low conversion rate solution)
- **High cost per click** - Are competitors driving up the cost per click? Look for industry averages and to your experience to decipher the meaning of the CPC you are currently getting. Also consider relevancy scores of your ads and look for opportunities to rewrite ads and landing pages to score higher conversions (see high cost per click solution).
- **High bounce rate (analytics)** - Are some ads directing to pages with a high bounce rate? (see high bounce rate solution)
- **Landing page quality score** - Are ads promising things that aren't delivered on the landing page? (see landing page quality score solution)

**Solution 3: Look for opportunities to increase keyword relevance.** Use the quality score metrics in the keywords section of AdWords to examine ad relevance, expected CTR, landing page experience and landing page relevance scores (add these columns to the screen if not currently displayed). For keywords scoring below average in any of these categories, address by editing ad copy, ad landing page, landing page copy, or landing page experience.

**Solution 4: Reduce bids and average position for cheaper cost per click.** If the average position for keywords is in the 1.0-2.0 range, reduce CPCs to score between 2.0-3.5 range. This will reduce our visibility, but could decrease lead cost.

Careful: If planning to reduce visibility, always communicate this to the business owner as they may notice their ad not displaying as often.

**Solution 5: Look for new keywords:** Use Google keyword planner and Moz.com to look for new search terms to experiment with. Are users using different language to search our products? Can we add location-specific language to our keywords to increase relevance and decrease cost per click? Are there more competitor searches we could be bidding for?

## **Problem: Low conversion rate**

**Solution 1:** Are conversion tracking codes working? Test phone calls and form fills and check the conversions tab in AdWords to ensure everything is working properly.

**Solution 2:** Are any web pages broken or displaying incorrectly? Are loading pages landing slowly? Check bounce rates. Load landing pages on all devices and mobile browsers to see what the display looks like. Look into analytics at traffic by device type and see if there are any trends between the types of devices that are producing low conversion rates.

**Solution 3:** Is there a strong offer or next step for the user? Make a list of all the user's potential needs, empathetically pondering why they searched for this service or product in the first place. Then confirm that those needs are met easily on the landing pages.

**Solution 4:** Is the page trustworthy? Does it have credibility with reviews? Is it full of AdSpeak? Does the headline immediately indicate that the user will find what she's looking for on this page? Are their pictures? Videos? Links to other articles? Address all of these things from the customer's perspective.

**Solution 5:** Are your ads promising the right thing?

**Solution 6:** Is your call to action in line with what the user wanted to have happen?  
Example: If the user really wants to know the price, she's not going to respond to a form that says "schedule an in-home estimate." Think in terms of stepping stones. Think about what the user most wants to have happen, and then meet that need as best you can.

## **Problem: High cost per click**

**Solution 1:** Is this because of competition or seasonality? Trend the average position against the cost per click. If average position hasn't increased with the CPC, then it is likely there are more players in the market. Also trend lost impression share. If these numbers confirm more demand on inventory, look to weed out the excessively high CPC terms and look for more niche product terms that require less of a bid.

**Solution 2:** Is this because our ad quality has changed? Trend quality scores for your ads in the ads tab and look to see which ones have high cost with low quality scores. Look for opportunities to increase quality by adding more keywords or changing landing page of that ad.

**Solution 3:** Decrease the amount of broad match impressions and clicks by making exact match phrases for more keywords from they keywords "search terms" tab.

## **Problem: Leads aren't good quality**

**Solution 1:** Ask if the business owner can recall any specific leads that came in from form fills. Note what the customer was asking for and see if you can correlate this with any particular campaign. For example, if "sliding patio doors" were requested multiple times and we have several conversions from the sliding patio doors campaign showing in the dashboard, then you could reasonably assume that the sliding patio doors campaign needs to be monitored for effectiveness. Don't make assumptions or changes too quickly, but make notes to follow up on this in the future.

**Solution 2:** Look extensively through the keywords search terms tab to see which terms actually triggered ads. Look extensively for high-volume or high-cost terms that are irrelevant and add them to the negative keywords list.

## **Problem: Business owner says he is having difficulty contacting leads**

**Solution 1:** Enforce that leads should be contacted immediately! After 5 minutes of lost time, the likelihood of leads converting decreases drastically.

**Solution 2:** Ask who is answering the call, what their process is, and how they are starting the conversation. Note that if a person asks for a price, they do not want to be “Scheduled as a lead.” Coach them to empathetically determine what the customer was looking for, and then try to mold the conversation to start there.

**Solution 3:** Note that email responses, when done correctly, are very effective in getting response from some customers.

**Solution 4:** How long are they following up? Most business owners give up after just a couple of calls. The average calls required for most industries is 5 points of contact!

## **Problem: Not enough lead volume**

**Solution 1:** Is this a real leads problem? Or a sales close ratio problem? Ask how many true leads / phone calls the business owner has received, how many they've closed, how many are pending, and how those numbers compare to other months.

**Solution 2:** Is this an internet leads problem? Or have other areas of his lead pool been slow? Find out where the true opportunity has been lost.

**Solution 3:** What is his expectation? Does his budget reasonably allow for us to meet that expectation? If not, be honest about that.

## **General optimization: Weeding out high cost / low performers**

Prepare your columns to show cost, impressions, clicks, click through rate and cost per conversion:

- Sort by the highest cost keywords, then go through the list to see which ones have high cost but no conversions. Look at 30 day, 90 day and 1-year windows to see if this is a continuing trend. If keyword has historically high cost with minimal conversions, disable it or look further into the ad copy / landing page

- Sort by highest cost per conversion on both keywords and ads. Look for user experience flaws, overly-broad keywords, and ads that don't align with what the customer was really searching for.

### **General optimization: Weeding out irrelevant traffic**

- Look at the "search terms" tab inside the keywords tab. Review terms that were broadly matched to campaigns, but that could possibly be for different search intent altogether. Add them to negative keywords.

### **General optimization: Winning more competitive bids**

- Ensure that every keyword has an ad that has an exact instance of that keyword in the title, body, and landing page url if possible. Also look to see that the landing page has the keyword in the H1 headline or first paragraph. For example, if bidding on "garden windows" the ad headline would have "garden windows," as would the body text, destination URL and landing page copy.