

Five 5-Minute Fixes to Increase AdWords ROI



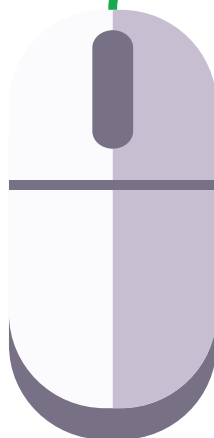
Five 5-Minute Fixes to Increase AdWords ROI

FACT: AdWords is a tool with fantastic opportunity for a good return on investment. As one of our clients put it, “if you can put \$1 in a machine and get back \$2 or even \$5 back, you might as well keep putting more money in.”

FACT: You’re busy, and don’t always have the time to manage your AdWords account for peak performance and ROI.

Luckily, not all AdWords adjustments are complicated. Even just setting aside five minutes to make some adjustments to your account can make a difference for your ROI.

This report details five of the simplest, 5-minute fixes you can make in your account today, to get the best ROI for both your ad dollars and your management time.



Non-Converting Keywords



There's a lot that can be said about cutting out waste in your account, but one of the quickest and simplest ways to easily locate and cut out waste is to run a keyword filter. There are several different useful keywords filters you can run, but the award for quickest filter for improving ROI by cutting waste goes to the Non-Converting Keywords filter.

To view this report, make sure you're viewing all keywords in the account, then run this filter, inserting your own CPA goal as a benchmark. If you don't have a firm CPA goal, or if the goal varies across products, enter some average or estimate that is meaningful to your business.

▼ Filter

Conversions = 0 X

Cost / converted click > \$ [target CPA] X

+ Add another

Apply Clear ☐ Save filter Enter filter name

This report is eye-opening, and sometimes quite painful. What you will see are a list of keywords that have never directly converted, and the amount of money they've spent. But before you pause, consider these two questions:

1. Do you take many orders over the phone? Do you have a way to track phone calls from AdWords? If not, you'll want to make note (possibly with AdWords labels) of which keywords you paused, and keep an eye on your phone sales to see if there's a visible drop.
2. Do you have any kind of first-touch attribution model set up in your analytics? If you don't have visibility into first-touch ads, it's possible some of these "non-converting" keywords are actually driving traffic that helps the purchase, but doesn't directly drive it. Again, you'll want to label and monitor traffic after pausing keywords.

It's still probably in your best interest to pause these non-converting keywords—especially ones that have a lot of impressions and/or have spent a lot of money—but set yourself a reminder to monitor traffic in a couple days, to make sure you don't accidentally cut off a first-touch traffic source.

Alternatively, you can set negative bid modifiers to greatly reduce the cost of these non-converting keywords, if you're not comfortable with pausing keywords altogether until you can do further analysis.

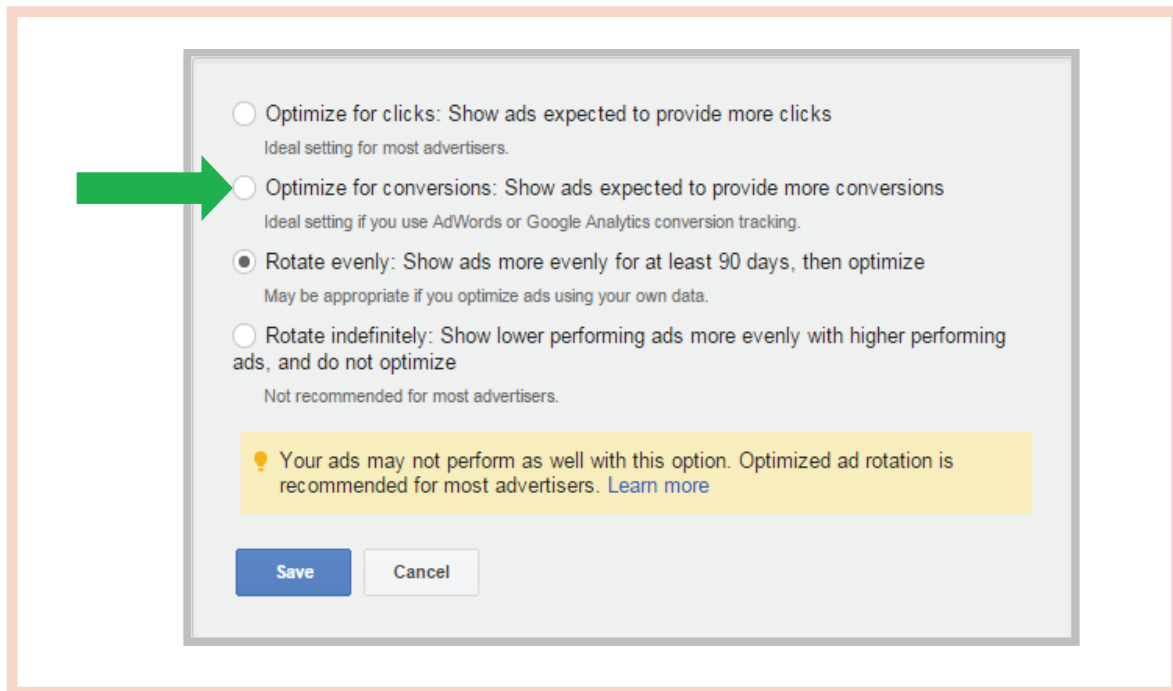
Ad Rotation Settings



If you're still running many of Google's default settings, one area where you can see a big jump in ROI quickly is your ad rotation settings.

By default, Google sets your ad delivery to "Optimize for Clicks." This means that Google will rotate your ads until it has enough data, then automatically show the ad that is expected to receive the most clicks. While clicks are obviously a necessary part of a successful paid search campaign, this setting tends to make things more profitable for Google than for you.

So if you're looking to quickly improve your conversion numbers, you'll definitely want to set your ads to "Optimize for Conversions." While this feature isn't perfect, it usually does a good job of showing the ad with the best chance for a conversion, based on historical ad data.



If you have more time to devote to your ad management, there are more advanced ways to rotate your ads with your ads that ultimately have a better turnout. But for the manager who needs to get the highest ROI for both his money and his time, Optimize for Conversions is the way to go.

Time of Day Bid Modifiers



Does your target market like to buy at 3am? You could take that as a rhetorical question, but it's one you really need to consider. When are peak purchasing hours for your store? For someone selling office supplies, your peak hours may be 9-5, for others, it may be after-work hours. For still others, maybe your target audience does make purchase late into the night.

Regardless of the answer, you need to make sure you're showing up as much as possible during peak conversion hours. But what about those hours that don't convert so well? By default, your bids are the same at all times, even though the average value you receive from each click fluctuates throughout the day.

Google provides ad scheduling options so that you can increase or decrease bids by percentages at certain times of the day. Your bids should match the ebb and flow of your conversion rate. Almost all accounts will see their profitability and ROI increase by implementing ad scheduling.

Think of it as freeing up budget dollars from your unprofitable hours and putting them into the hours that are proven to convert for you.

Day of Week Bid Modifiers



Much like ad scheduling by time of day, this setting allows you to modify bids on the days of the week that are most profitable (or unprofitable) for your business.

You can find this data here:

● Enabled Type: Search Network only - All features Edit Budget: \$500.0

Active bid adjustments: Ad schedule, Device

Ad groups Settings Ads Keywords Audiences Ad ext

All settings Locations Ad schedule Devices

► Ad schedule overview

Filter ▼ Segment ▼ Columns ▼ [Line Graph Icon] [Download Icon] View Ch

+ AD SCHEDULE Set bid adjustment Remove Schedule

<input type="checkbox"/>	Day and time	Bid adj. ?	Clicks ?	Impr. ?	CTR ?
<input type="checkbox"/>	Sunday - all day	Decrease by 15 %			
<input type="checkbox"/>	Saturday - all day				
<input type="checkbox"/>	Monday - all day				
<input type="checkbox"/>	Wednesday - all day				
<input type="checkbox"/>	Thursday - all day	- 15%	596	105,430	0.57%

Example: A \$10.00 bid will become \$8.50.

Save Cancel

Setting multiple bid adjustments? Here's an example:

United States	× Saturday	= Result
+ 20% (1.20)	- 5% (0.95)	+ 14% (1.14)

Reallocating your ad dollars like this is easy to do, and key to achieving your ROI goals. It's an effective way of cutting your money from low-ROI days and putting them into proven performers that will give you the most bang for your buck and increase overall account ROI.

Geographic Bid Modifiers



Another Google default is that location targets within any campaign are set to the same cost-per-click as the ad group or keyword bid.

What this means is, unless you specifically exclude a state or city, you are essentially telling Google that buyers from California are worth the same as buyers from Alabama. But is this actually the case in your account?

We often see that some states convert fantastically for certain retailers, while others hardly at all, depending on variables like weather, demographic, and population.

For example, if you're selling pool supplies, you might not want to lower your bids during the winter for Florida or Southern California, since in some places, pool owners can keep their pool running year-round. But with the rest of the country covered in snow, it doesn't make to run high bids everywhere.

In another situation, you may only be able to sell your product in certain states—so why pay for clicks coming from states where you can't ship your product anyways?

Whether you have physical locations or are purely an ecommerce retailer, you are certain to see trends in profitability that vary by location.

You can track, monitor, and bid by location from the two location reports available in your the settings tab.

Using this data will allow you to determine how much you are willing to pay for that California buyer versus the Alabama buyer... or any other city, state, or zip code. It's not rocket science—bid up for the profitable locations, and bid down for less profitable. These bid adjustments can range from -90% to +900% of your campaign bid.

We recommend starting simply—you'll want to immediately adjust bids for obviously profitable or unprofitable areas in order to boost your ROI, but avoid drastic increases or decreases until you have a chance to further analyze the data and find the perfect bid modifier for your account.

What to do Next: REQUEST YOUR ADWORDS DIAGNOSTIC CHECKUP



If you want more help in uncovering your top optimization opportunities in AdWords, I invite you to take advantage of our free AdWords Diagnostic Checkup and have one of our

experts take a look at your campaigns to uncover quick-win opportunities and identify wasted spend.

This isn't theory—this is real, actionable advice specific to your campaigns from an expert analyst.

www.ROIRevolution.com/review

Contact us to schedule your complimentary Google AdWords Diagnostic Checkup. Here's what to expect:

► Step 01: Schedule

Once we receive your request, expect a call from one of our Retail Digital Marketing Consultants within one business day. We'll coordinate the best time for your Google AdWords Review, and then send a calendar invite with the GoToMeeting details.

► Step 02: Attend the Virtual Meeting

We'll get right down to business. Here are some questions we'll try to answer during your Diagnostic Checkup:

- Are your AdWords campaigns bleeding money through misdirected ad spend?
- What 5-minute changes can be made to immediately increase your AdWords ROI?
- Where are you limiting potential profitable growth in your AdWords account?
- How many of the proven ad-click boosters have you activated?
- Are your best campaigns still running in "beginner mode"?
- How many of your products are being ignored in AdWords & Google Shopping?

► Step 03: Start Making Profitable Changes

Our reviews are designed to give you actionable advice for your unique account that you can start applying right away to cut spend and increase profits!

**Schedule Your AdWords
Diagnostic Checkup
today!**

www.roirevolution.com/review



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