

# ADWORDS CONTINUED: PEEL & STICK, CPC, CTR, AD POSITIONING, ETC.

Today you will go one step further in your AdWords campaign. You are going to learn about Maximum Cost Per Click (CPC), Click Through Rate (CTR), ad positioning and conversion tracking.

This lesson is going to use a replacement as an example so there will be some imagination required. The same principles hold true though. You just need to think about how it relates to your own account and ad groups.

For this example, this campaign and ad group is using the term *body language*.

Keyword	Status	Current Bid Max CPC	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.
"body language"	Active	\$0.40	148	2,826	5.23%	\$0.42	\$62.36	1.8
body language	Active	\$0.40	0	91	6.59%	\$0.39	\$2.31	2.1
{body language}	Active	\$0.40	1	14	7.14%	\$0.40	\$0.40	2.3
-free								
Content network total	On	Default: \$0.05 [Edit]	0	2	0.00%	-	-	n/a
Search Total	On	Default: \$0.40 [Edit]	155	2,931	5.29%	\$0.42	\$65.07	1.8
Total			155	2,933	5.28%	\$0.42	\$65.07	1.8

The Max CPC for this particular keyword is \$0.40 but that doesn't mean you have to bid that high, especially for Thirty Day Challenge. You need to use your own imagination and be flexible about it. Because this ad was created prior to what we are doing right now, it was prepared to spend up to \$0.50 per click. The intention is to test the market and traffic.

This ad group has one keyword with broad match, phrase match and exact match at the same time. The phrase match version is the one that has the most impressions (2,826) and clicks (148).

Average cost per click for "body language" (phrase match) is \$0.42, which is very expensive. The Click Through Rate (CTR) is very healthy though at 5.23%. The CTR for both broad match and exact match are even higher (6.59% and 7.14% respectively), although there are much less impressions and clicks.

Google AdWords wants you to get over 1 percent CTR. You should really aim for 2 percent or higher. If it is less than 1% that may mean you are not speaking to the searchers and make them interested to click and see what you have to say.

At this point, you are still split testing so you want to see which ad of yours are working by looking at the CTR number. If the ad has under 1 percent CTR, you will delete and replace with another test ad.

If you have low CTR, what you'd do is to choose the keyword and delete it.



CTR is something you can improve by changing your ad content. Ideally, you want to be in position 1-3. Position 2 is the position that you should really like to get. There's been some evidences that suggest position 1 is not the desired position. If the ad is costing you a lot and you are not getting a lot of traffic and a good position, such as position 5-8, you may seriously delete that particular keyword. If it is the overall figure, just delete the ad group.

That's peel and stick.

In the old way, what *peel and stick* means is that you have a lot of keywords in the ad group and prune out keywords that don't work. However, now AdWords have evolved. Now you really want to be keyword specific. As you have learned previously, there is one keyword per ad group, with those three derivations.

Peel and stick used to be like peeling out keywords from an ad group. Now it is more like deleting ad groups and keyword derivation that is not performing.

Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
\$62.36	1.8	0.00%	\$0.00	0
\$2.31	2.1	0.00%	\$0.00	0
\$0.40	2.3	0.00%	\$0.00	0
-	n/a	0.00%	\$0.00	0
\$65.07	1.8	0.00%	\$0.00	0
\$65.07	1.8	0.00%	\$0.00	0

1 - 4 of 4 keywords.

There is also a feature called conversion tracking. You are not going to learn this officially in this lesson, just that you should be aware of it. In the **Campaign Management** tab, you will find the **Conversion Tracking** tool.



This tool can be very useful to track your ad results. If you have a page that you want people to click through, you can put tracking on that page to see how responsive it is.

Again, the point is to get a healthy CTR. That figure depends on the quality of your ads. It's perfectly fine to keep on testing. It can take a while to get good at writing ad copy.

One strategy is to *model* (NOT copy word for word) existing ads that are already in the market. It may give you an idea of what might work for your market.

If you lower the **Max CPC** to say \$0.20, and you are reaching that in the **Average CPC** and at the same time you have low CTR and not many clicks, then you should consider deleting that particular keyword.

Unfortunately, if you expect to do things right from the start, this is about trial and error. It is worth repeating that you are not required to spend money. You should be responsible and be very careful. Monitor your campaign carefully.

It really pays to read the information that Google supplies about AdWords. It is a dynamic entity and it changes a lot, and you need to keep up with AdWords changes.

This is very much a 101 introduction to AdWords. Pay Per Click is a rewarding, and at the same time perhaps challenging, way to get traffic. However, it is important to realize that the rewards outweigh the challenges.

If you are in the beginner stage, you have to start somewhere and learn anyway.