

ADWORDS CONTINUED: CREATING MORE AD GROUPS AND SPLIT TESTING ADS

Today you are going to go a step further into AdWords on how to add more ad groups with the same strategy that you used yesterday, i.e. one keyword per ad group. Robert has shown you in a different lesson how to go about finding more keywords to test using Market Samurai.

This lesson will show you how to take the keyword into Pay Per Click. You are also going to split test different ad variations.

To continue with our ad campaign yesterday on *Vintage Electric Guitar*, there are now some numbers in the **Campaign Summary** page.

| Current Budget | Clicks | Impr. | CTR | Avg. CPC | Cost |
|----------------------------|--------|-------|-------|----------|--------|
| \$100.00 / day | 28 | 3,220 | 0.87% | \$0.15 | \$4.24 |
| day (1 active campaigns) | 28 | 3,220 | 0.87% | \$0.15 | \$4.24 |

From the screen, you see that the total cost for the ads is \$4.24. With CTR of 0.87%, it looks very low. Click on the campaign to see the ad groups related to the campaign.

You'll see only an individual ad group here. This ad group has maximum cost per click of \$0.25, but the average cost per click for the time being is \$0.15.

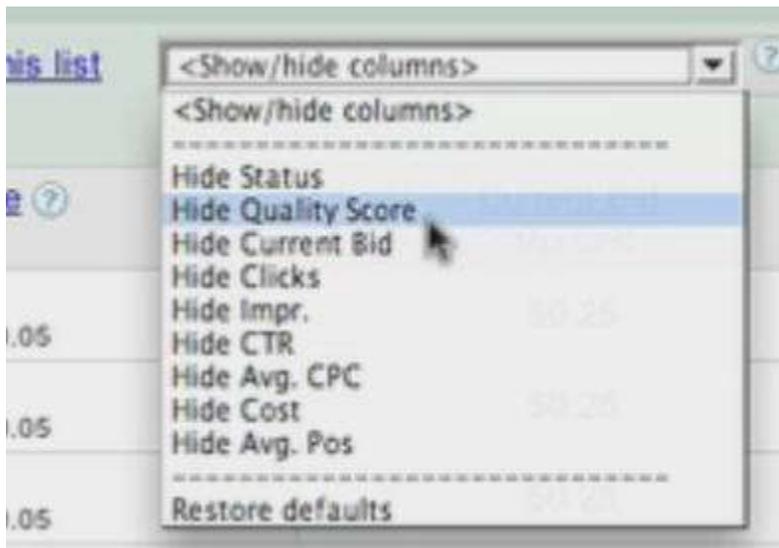
| Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos |
|--------|-------|-------|----------|--------|----------|
| 28 | 3,220 | 0.87% | \$0.15 | \$4.24 | 4.3 |
| 28 | 3,220 | 0.87% | \$0.15 | \$4.24 | 4.3 |

In order to look at this more closely, click on the ad group.

If you are in the Summary or other tabs, you want to switch to the **Keywords** tab.



You may show the **Quality Score** column by choosing from the **Show/Hide Columns** drop down list.



The **Quality Score** gives you an idea about what Google thinks of your landing page. You will get **Great**, **Ok**, or **Poor**. If the column says **Poor**, Google tends to raise the price up.

| <u>Quality Score</u> ? | | |
|------------------------|---------------------|--|
| Great | Minimum bid: \$0.05 | |
| Great | Minimum bid: \$0.05 | |
| Great | Minimum bid: \$0.05 | |

Now look further on the data. You will see that exact phrase keyword was getting a very high click through rate (CTR), which was 7.66%.

| Keyword | Status | Quality Score | Current Bid Max CPC | Clicks | Inter. | CTR |
|---------------------------|--------|------------------------------|------------------------|--------|--------|-------|
| [vintage electric guitar] | Active | Great Minimum bid: \$0.25 | \$0.25 | 23 | 300 | 7.66% |
| vintage electric guitar | Active | Great Minimum bid: \$0.25 | \$0.25 | 4 | 5 | 0.78% |
| "vintage electric guitar" | Active | Great Minimum bid: \$0.25 | \$0.25 | 0 | 20 | 0.00% |

You will learn in another lesson about taking out keywords from the ad group but at this stage, and in this example, you are still adding keywords and monitoring the ads.

| Current network total | Search Total | Total |
|-----------------------|--------------|--------|
| Off | On | On |
| 1 | 27 | 28 |
| 2,391 | 829 | 3,220 |
| 0.04% | 3.26% | 0.67% |
| \$0.15 | \$0.14 | \$0.15 |
| \$4.08 | \$4.34 | \$8.42 |

From the screen above, you'll see that the total CTR for search is 3.26%.

There is one click from the content network from the 2,391 impressions, resulting in 0.04% CTR. The click costs \$0.15. (If you have disabled content network, you won't see this summary).

For search, the ad was doing very well. Average position is 3.7, and for exact match it is 1.6.

Since the average CPC is \$0.14 and we are not too concerned about the broad match, we are going to edit the Default Max. CPC.

| Current Bid Max CPC | Clicks |
|------------------------|--------|
| \$0.25 | 23 |
| \$0.25 | 4 |
| \$0.25 | 0 |
| 1 | 1 |
| Default \$0.25 [Edit] | 27 |
| | 28 |

We are getting decent traffic at this level, so in this case, we'll adjust the default bid to \$0.15. This is something you want to consider for your ad too.

Edit Keywords and Bids

Use this page to edit keywords, set bids for individual keywords, and view the 'Estimate Search Traffic' to see how the changes could be done.

Default bid: AUD \$ Max CPC [?](#)

Enter one keyword or phrase per line:

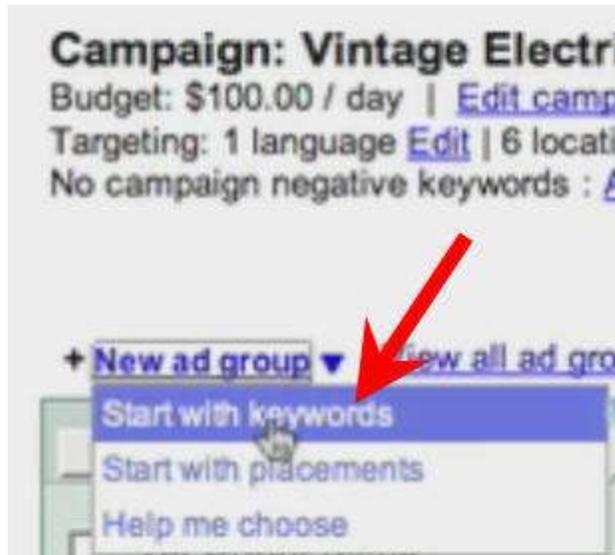
```
vintage electric guitar  
"vintage electric guitar"  
vintage electric guitar
```

Now go back to the ad group view by clicking the campaign name on the breadcrumb navigation in the page.



CREATING A NEW AD GROUP

With that adjustment, now it is time to add new ad group.



You are going to copy the keywords from report you exported out from Market Samurai.

| 1 | Keyword | Searches | SEO Traffic | Adwords Traffic |
|----|--------------------------------|----------|-------------|-----------------|
| 2 | vintage guitar | 2433 | 1021.86 | 60 |
| 3 | vintage guitars | 1627 | 683.34 | 47 |
| 4 | used guitar | 1989 | 835.38 | 45 |
| 5 | vintage bass | 891 | 374.22 | 22 |
| 6 | gibson vintage | 891 | 374.22 | 20 |
| 7 | vintage electric guitar | 487 | 204.54 | 14 |
| 8 | old guitar | 1088 | 456.96 | 13 |
| 9 | vintage bass guitar | 325 | 136.5 | 13 |
| 10 | vintage gibson guitar | 325 | 136.5 | 9 |
| 11 | vintage epiphone | 325 | 136.5 | 9 |
| 12 | vintage les paul | 398 | 167.16 | 8 |
| 13 | old guitars | 178 | 74.76 | 7 |
| 14 | vintage sunburst guitar | 178 | 74.76 | 6 |
| 15 | vintage acoustic | 325 | 136.5 | 6 |
| 16 | custom vintage | 266 | 111.72 | 6 |
| 17 | heritage guitars | 178 | 74.76 | 4 |
| 18 | vintage les paul guitar | 145 | 60.9 | 4 |
| 19 | vintage acoustic guitar | 178 | 74.76 | 4 |
| 20 | used electric guitar | 118 | 49.56 | 4 |
| 21 | vintage gibson electric guitar | 145 | 60.9 | 4 |
| 22 | vintage fender guitar | 178 | 74.76 | 3 |

Select the keywords that have **AdWords Traffic** of minimum 4 visitors per day.

The first ad group to create is *Vintage Guitar*.

Hit **Continue** to proceed to the next screen.

Step 2, as you may recall, is to create your text-based ad. In this example, we are going to keep the ad copy for now. AdWords automatically use the last thing that you entered.



Headline: Vintage Electric Guitar Max 25 characters
Description line 1: Don't Get Ripped Off! Get The Best Max 35 characters
Description line 2: Vintage Electric Guitar Deal Now Max 35 characters
Display URL: http://www.VintageElectricGuitarBlog.com Max 35 characters
Destination URL: http://www.vintageelectricguitarblog.com Max 1024 characters

Click **Continue** again to proceed to the next step.

In the keyword box, again you type in the negative keyword *-free*. Again, this is just a personal preference. The keywords for this ad group are:

vintage guitar

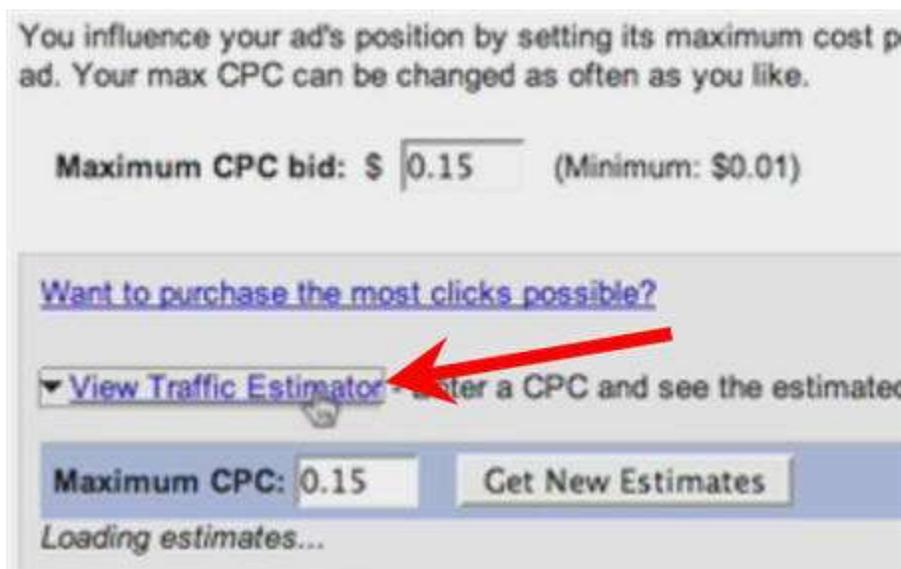
"vintage guitar"

[vintage guitar]

Some AdWords specialists advice that you don't need to advertise on both phrase- and exact-match, but in this ad group, we are going to do that. It doesn't seem to do any harm at all. If you know more about Pay Per Click and want to delete those keywords, you are free to do so.

Again, as usual, to go to the next step, you click **Continue**.

The **Maximum CPC bid** for this ad group will be \$0.15.



You influence your ad's position by setting its maximum cost per ad. Your max CPC can be changed as often as you like.

Maximum CPC bid: \$ 0.15 (Minimum: \$0.01)

[Want to purchase the most clicks possible?](#)

[View Traffic Estimator](#) Enter a CPC and see the estimated

Maximum CPC: 0.15 Get New Estimates

Loading estimates...

Click the **View Traffic Estimator** link to see Google's estimate on various variables based on the Max. CPC you entered above.

| Keywords | Predicted Status | Estimated Avg. CPC | Estimated Ad Positions | Estimated Clicks/Day | Estimated Cost/Day |
|-----------------------------|------------------|------------------------|------------------------|----------------------|--------------------|
| -free | | | | | |
| vintage guitar | Active | \$0.06 - \$0.15 | 4 - 6 | 9 - 14 | \$1 - \$3 |
| "vintage guitar" | Active | \$0.07 - \$0.15 | 1 - 3 | 8 - 13 | \$1 - \$2 |
| {vintage guitar} | Active | \$0.07 - \$0.15 | 1 - 3 | 2 - 3 | \$1 |
| Search Network Total | | \$0.07 - \$0.15 | 4 - 6 | 19 - 30 | \$2 - \$5 |

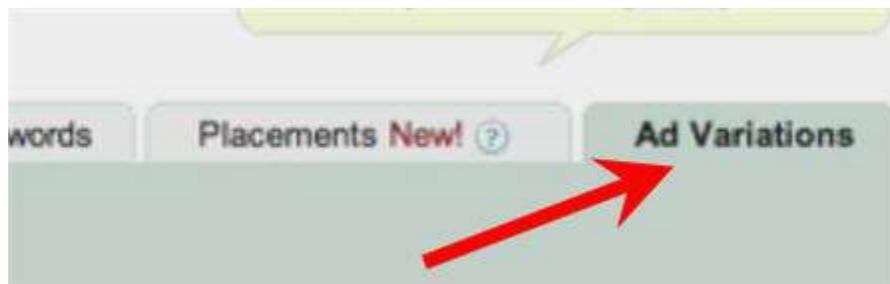
You can adjust your Max CPC if you want and when you are satisfied with the estimation, proceed to the next step.

The fifth step allows you to review your ad group detail and save it. Click the **Save Ad Group** button to continue.

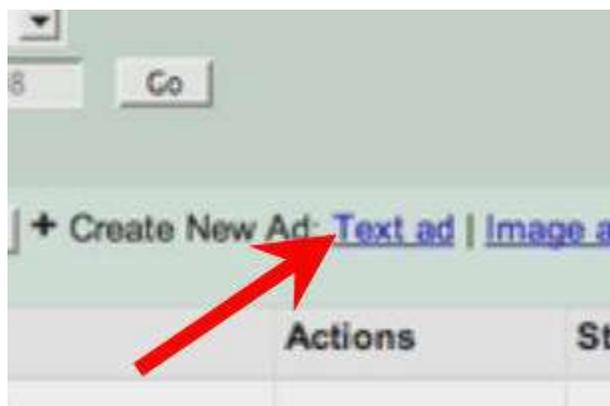
That is just one additional ad group. You need to go through 20 of those, one keyword for one ad group.

CREATING A VARIATION OF THE AD FOR SPLIT TESTING

To see different ad variations, go to the **Ad Variations** tab.



You can create a new text ad variation from the screen.



Click the **Text ad** link to proceed. When split testing ads, you want to have minor variant but in this example, we are going a little bit extreme by writing an entirely different ad variation. This example tries to see the click through rate for different ads.

Depends the speed of your traffic, you may gauge how the ads are doing within a few days or after 200 clicks. You also want to make sure AdWords is doing natural rotation.

The ad copy for the variant is:

Vintage Electric Guitar

Learn What You Need To Know

If Buying a Vintage Electric Guitar

<http://www.VintageElectricGuitarBlog.com>

<http://www.vintageelectricguitarblog.com>

Note: Only description lines are changed.

You may also check to see if the ad is going to the right destination. Click **Save Ad** to save the ad.

It is important for you to be flexible. Your ad may be doing very well but tomorrow Google may come back and say that it is not a quality ad. No one likes to experience this, but it may be the change in the algorithm. It requires you to modify certain parts of the ad.

Google has a support network which is very accessible.

You may split test with only two ads, but for this example, let's add another one.

Vintage Electric Guitar

The 208 Price Guide For The

Vintage Electric Guitar Collector

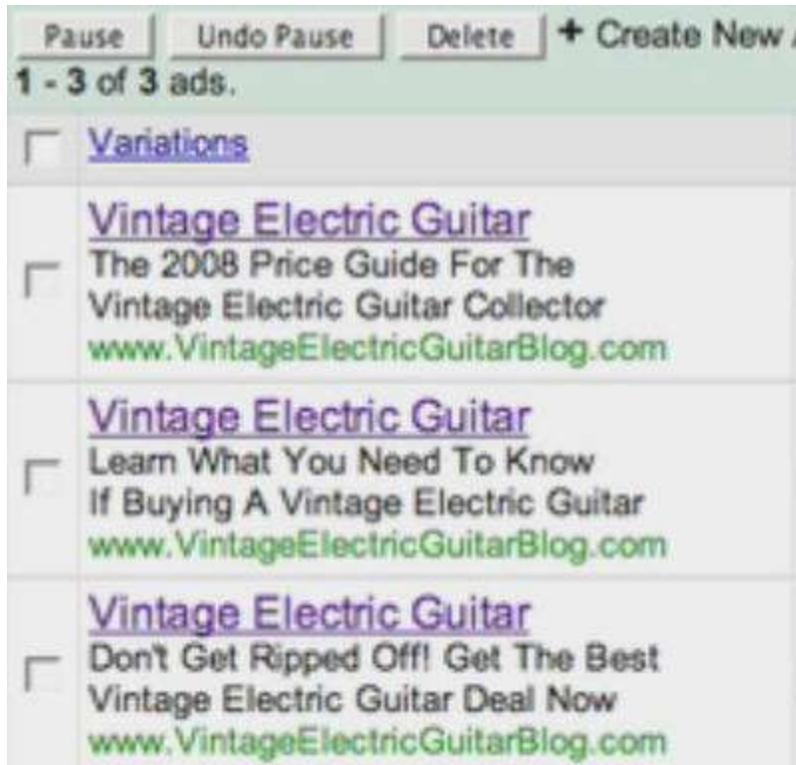
<http://www.VintageElectricGuitarBlog.com>

<http://www.vintageelectricguitarblog.com>

Again, only the description lines are changed.

Hit **Save Ads** again to save the third ad.

Now you have 3 ads in the **Ad Variations**.



Going back to the **Keywords** tab, you may already see the **Quality Score** of your landing page. In this ad group, it says **Great**.

| | Status ? | Quality Score ? |
|--|--------------------------|---------------------------------|
| | Active | Great Minimum bid: \$0.06 |
| | Active | Great Minimum bid: \$0.06 |
| | Active | Great Minimum bid: \$0.06 |

With that, your ads are running and split testing at the same time.

Scheduling and serving

Ad scheduling: Off. Ads running at all times.
[Turn on ad scheduling](#) ?

Ad serving: ?  Optimize: Show better-performing ads more often
 Rotate: Show ads more evenly

You need to make one adjustment to make split testing more accurate. For that, you need to go to the **Edit Campaign Settings** page and make sure the **Rotate: Show ads more evenly** is selected. Click **Save Changes** to apply this. The purpose of the option is to distribute the impression evenly across your ad variations.

Now if you have more keywords, you may want to add more ad groups for each of the keywords.

In this example, we have 20 keywords. If you only have 3-5, that's fine. The key is to have one keyword per ad group and also 3 ad variations for split testing.

Keep monitoring your ads!