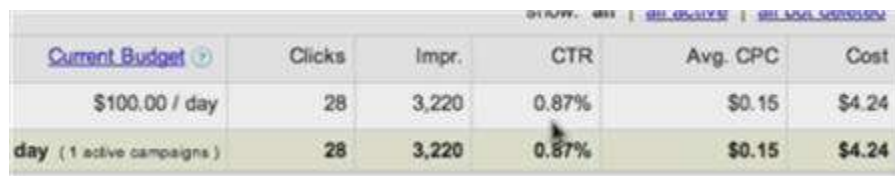


ADWORDS CONTINUED: CREATING MORE AD GROUPS AND SPLIT TESTING ADS

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.

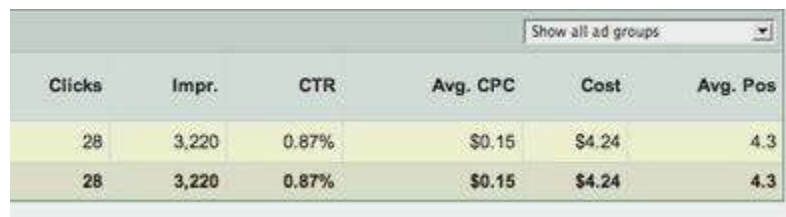
To continue with our ad campaign yesterday on *Vintage Electric Guitar*, there are now some numbers in the **Campaign Summary** page.



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.



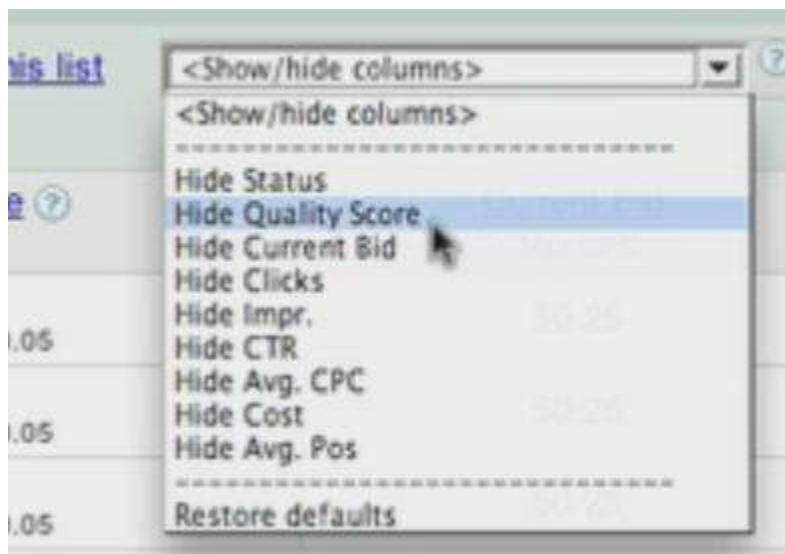
Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
28	3,220	0.87%	\$0.15	\$4.24	4.3
28	3,220	0.87%	\$0.15	\$4.24	4.3

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.

Quality Score ?	
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%.

Keywords	Status	Quality Score	Current Bid Max CPC	Clicks	Inter.	CTR
(vintage electric guitar)	Active	Great Minimum bid: \$0.05	\$0.25	23	300	7.66%
vintage electric guitar	Active	Great Minimum bid: \$0.05	\$0.25	4	5	0.78%
"vintage electric guitar"	Active	Great Minimum bid: \$0.05	\$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	On	1	2,391	0.04%	\$0.15	\$0.15	N/A
Search Total	On	27	828	3.26%	\$0.13	\$4.08	3.7
Total		28	3,220	0.67%	\$0.15	\$4.24	4.3

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

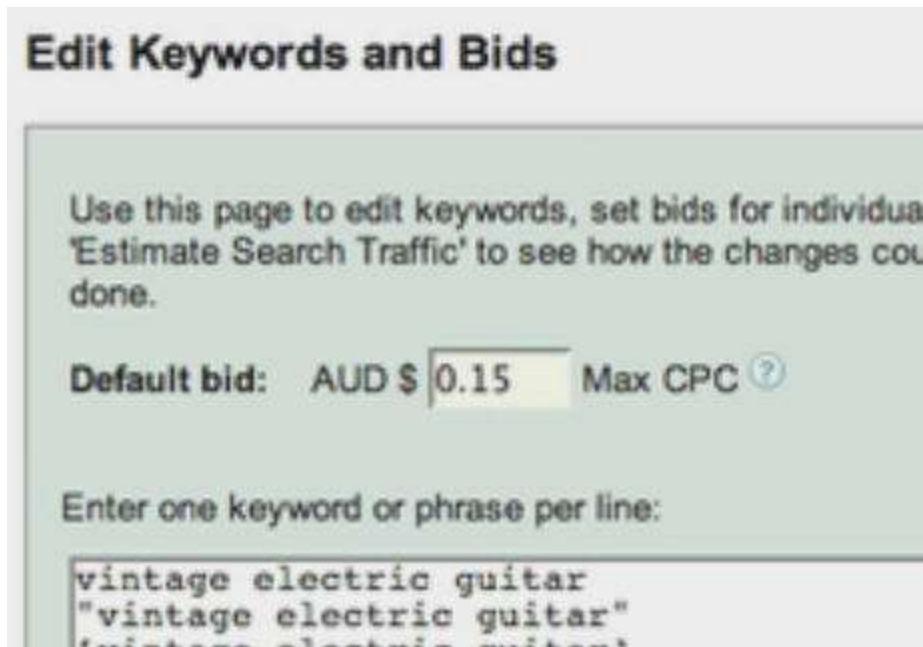
There is one click from the content network from the 2,391 impressions, resulting in 0.04% CTR. The click costs \$0.15. (If you have disabled content network, you won't see this summary).

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
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.

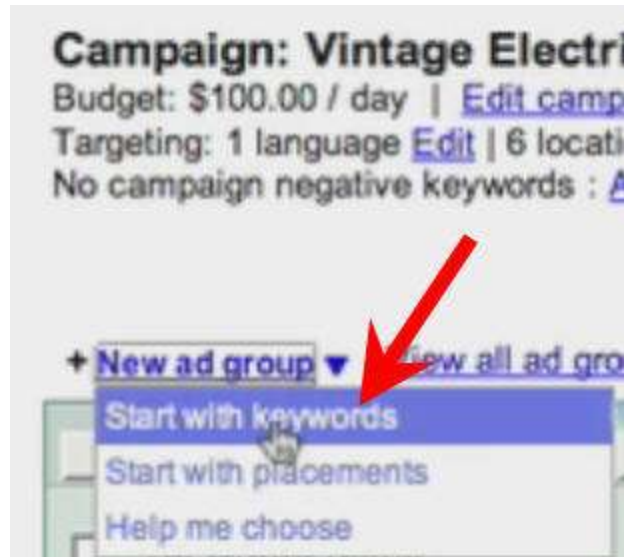


Now go back to the ad group view by clicking the campaign name on the breadcrumb navigation in the page.



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*.

Create another ad group

Name of your campaign: **Vintage Electric Guitar Campaign**

Name your new ad group: [Ex](#)

This ad group will be part of the campaign named above. (?)

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.



The screenshot shows the Google AdWords text ad creation interface. It includes the following fields:

- 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

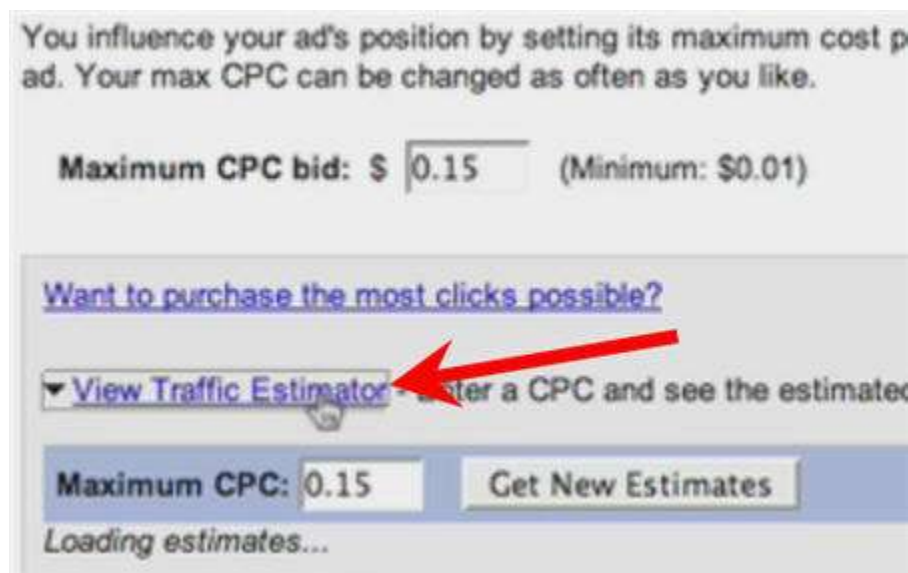
"vintage guitar"

[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.



The screenshot shows the Google AdWords interface for setting the Maximum CPC bid. It includes the following elements:

- Text:** "You influence your ad's position by setting its maximum cost p ad. Your max CPC can be changed as often as you like."
- Maximum CPC bid:** \$ 0.15 (Minimum: \$0.01)
- Link:** [Want to purchase the most clicks possible?](#)
- Dropdown menu:** View Traffic Estimator (indicated by a red arrow)
- Buttons:** Maximum CPC: 0.15, Get New Estimates
- Text:** Loading estimates...

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

Estimates for the maximum CPC: \$0.15 AUD

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

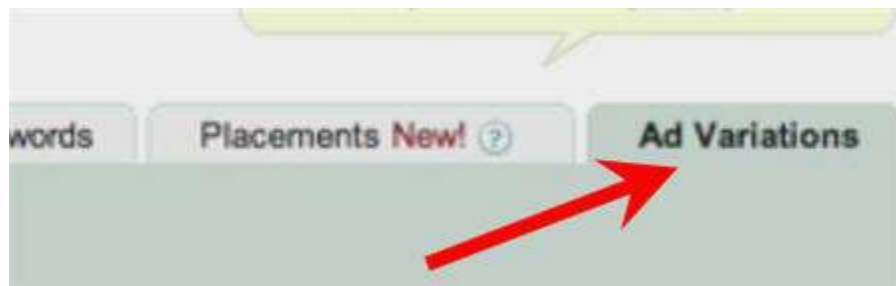
You can adjust your Max CPC if you want and when you are satisfied with the estimation, proceed to the next step.

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**.

Pause	Undo Pause	Delete	+ Create New /
1 - 3 of 3 ads.			
<input type="checkbox"/>	Variations		
<input type="checkbox"/>	Vintage Electric Guitar		
	The 2008 Price Guide For The Vintage Electric Guitar Collector		
	www.VintageElectricGuitarBlog.com		
<input type="checkbox"/>	Vintage Electric Guitar		
	Learn What You Need To Know If Buying A Vintage Electric Guitar		
	www.VintageElectricGuitarBlog.com		
<input type="checkbox"/>	Vintage Electric Guitar		
	Don't Get Ripped Off! Get The Best Vintage Electric Guitar Deal Now		
	www.VintageElectricGuitarBlog.com		

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

Delete	Edit Keyword Settings		
	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!