

26 ADWORDS MISTAKES

How They Are Killing Your Profits
(And How To Fix Them)



Kyle Sulerud

CONTENTS

Mistake #1: Not Separating Search Network & Display Network Campaigns.....	4
Mistake #2: Not Adding Negative Keywords	5
Mistake #3: Adding Too Many Keywords Per Ad Group	6
Mistake #4: Not Grouping Keywords Properly Into Ad Groups.....	7
Mistake #5: Not Using Exact Match Keywords.....	8
Mistake #6: Adding Keywords That Are Too Broad And Loosely Related	9
Mistake #7: Favoring Your Own Preferences Rather Than Trusting The Data	10
Mistake #8: Not Knowing Your Profit Margins And Lifetime Customer Value.....	11
Mistake #9: Ignoring Google Search Partner Data	12
Mistake #10: Thinking You Need To Be In The #1 Ad Position	13
Mistake #11: Overestimating Your Conversion Rate	14
Mistake #12: Not Using Specific And Relevant Landing Pages	15
Mistake #13: Writing Poor Ads	16
Mistake #14: Not Properly Split Testing Ads	17
Mistake #15: Ignoring The Competition	18
Mistake #16: Not Viewing The Search Terms Report	19
Mistake #17: Not Tracking Conversions.....	20
Mistake #18: Not Utilizing Ad Extensions	21

Mistake #19: Using Too Many Bid Modifiers.....	22
Mistake #20: Not Properly Controlling Your Location Targeting	23
Mistake #21: Targeting Too Many Languages.....	25
Mistake #22: Using Standard Bid Delivery	26
Mistake #23: Not Using Ad Scheduling	27
Mistake #24: Ignoring Quality Score	28
Mistake #25: Ignoring Differences In Desktop Vs. Mobile Device Performance.....	29
Mistake #26: Setting Too Low Of A Budget	30

If you don't want to worry about making any of these 26 mistakes (or any others not covered in this guide) then a professional campaign manager could be the best option for you. If done right, AdWords can be a money-making machine for your business. You certainly wouldn't attempt build and maintain the engine of your own car. The engine for your money-making machine should be treated no differently. Click here to learn more about the professional AdWords management services supplied by the AdLeg team:

<http://adleg.com/adwords-management>

MISTAKE # 1: NOT SEPARATING SEARCH NETWORK & DISPLAY NETWORK CAMPAIGNS

The biggest and most costly mistake that I see advertisers making in AdWords is setting up search network and display network campaigns together.

It's easy to do it because the default setting in AdWords is "Search Network with Display Select." So if you're following Google's recommendation you are going to make this mistake. The problem with this is search campaigns and display campaigns are a lot different.

First of all, most advertisers shouldn't be advertising on the display network to begin with, at least not until you've really refined your approach and figured out what works and what doesn't work on the search network. Because of this, bids and costs on the display network are a lot higher than they need to be because there are all kinds of advertisers on there – who shouldn't be there – driving up the price for everyone who might actually be able to profit.

So stick to the search network when you're first starting out you're going to need to change the campaign setting to "Search Network Only" and make sure your campaign is profitable there. Then think about testing in the display network.

MISTAKE #2: NOT ADDING NEGATIVE KEYWORDS

When setting up and managing an AdWords campaign, it's super important that you add negative keywords. Not adding negative keywords is one of the biggest mistakes you can make.

If you don't know what a negative keyword is – it's basically a word that could potentially be associated with your regular keywords, but you don't want it to be. So, for example, if you are an attorney and you're advertising your legal work, some negative keywords are going to want are going to be *free* or *pro bono*, for example, because you don't want to pay \$50 for a click from someone looking for a free attorney.

You want to do really extensive negative keyword research before you start your campaign. It's just too important to neglect.

Once your campaign is running, you're going to want to keep researching and adding negative keywords as you go. You can look at the search terms people have used before they clicked on your ad, pick out the ones you don't think belong there and turn those into negative keywords. This is going to save you a lot of money on your ad AdWords campaigns.

MISTAKE #3: ADDING TOO MANY KEYWORDS PER AD GROUP

A really easy mistake to make when you're building your campaign is to set up ad groups that have too many keywords in them.

An ad group is supposed to be a set of ads matched with a set of keywords. If you have too many keywords it's just too hard to make all those keywords relevant to the ads that are in the ad group. The fewer keywords you can have the better, and sometimes you only want one keyword in an ad group because it's an important keyword for you, that way you can write an ad specific to that keyword.

In general you're going to want just a small set of keywords matched up with each ad.

You can avoid this mistake really by not following Google suggestions when you're setting up your ad. They're going to give you a long list of keywords – anything they think is somewhat relevant to your website. A lot of advertisers fall into the trap of adding all these keywords that Google suggests thinking that they have *some* relevance to your site, so when the person comes to your site they *might* be interested in what you have, and they *might* buy something from you. This is the wrong approach.

You want to focus on the most targeted most specific keywords that you have – keywords people type in when they are getting ready to buy. That's how you're going to ensure you have a profitable AdWords campaign.

MISTAKE #4: NOT GROUPING KEYWORDS PROPERLY INTO AD GROUPS

One really common mistake is not grouping your keywords into their correct ad groups. An ad group should be a concise collection of keywords matched up with one or two ads that is really focused on just those keywords.

So you're not going to want *red shoes* and *yellow shoes* and *blue shoes* all in the same ad group, because what you are going to say? "Buy our red shoes and our yellow shoes and our blue shoes"? No. That's a stupid ad.

What you're going to want to do is have one ad group for red shoes with an ad that says "Buy our red shoes." Have another ad group for blue shoes with an ad that says "Buy our blue shoes." And so on.

When you are arranging your ad groups, try to focus as narrowly as you can. Write the ads that are specific to those narrowly focused keywords.

MISTAKE #5: NOT USING EXACT MATCH KEYWORDS

A mistake a lot of advertisers make is not using exact match keywords in their campaigns.

With an exact match keyword you have full control over that keyword, over how often it shows up, where it shows up and how much you pay for it. Now granted you can just decide how much to pay for the keyword – there is still going to be competition. But relative to your competition, you're going to be able to really control your bid price to the level that's most profitable for you, that'll give you the most volume compared to your profits, and you can figure out the most profitable way to bid on that keyword.

If you don't have exact match keywords and you are relying on other keyword types to do the work for you, the problem is: If you have a broad matched keyword there are actually going to be hundreds of keywords showing up just for that one keyword that you have. So it's impossible to control the bid, because one keyword might require a bid of \$5, and another keyword that's been matched with that same broad keyword might only need a bid of \$1. So now, even though one keyword requires \$5 and the other requires \$1 to get in the same spot, you're bidding on those exactly the same because they are broad match keywords.

As much as possible, you need to look through your account. Find the keywords that are generating the most traffic for you, find the keywords that are converting well, and start adding them as exact match keywords.

The more exact match keywords you have, the more control you will have over your campaign.

MISTAKE #6: ADDING KEYWORDS THAT ARE TOO BROAD AND LOOSELY RELATED

A big mistake that I see in a lot of advertisers accounts are keywords that are very loosely related to what's actually being sold.

It's really easy to do because when you're setting up an account and building your campaign, Google suggests a lot of keywords for you based on the content of your site. The problem with this is these suggestions are not specific. They are very broad.

So if you go ahead and add all these keywords that Google wants you to, you end up with a mess in your account and you will bring in traffic from people who don't really have an interest in buying what you offer. They may be searching for something that is just kind of loosely related to whatever it is you sell, they see your ad, and now they end up on your site. They realize it wasn't what they were looking for and they leave right away. Meanwhile, you have just paid for them to come to your site. Huge waste of money.

So when you're going through and adding keywords to your campaign, make sure they are as targeted and relevant as possible.

MISTAKE #7: FAVORING YOUR OWN PREFERENCES RATHER THAN TRUSTING THE DATA

When you're managing and optimizing your AdWords campaign is really easy to fall into the trap of basically playing favoritism with whatever you think should work instead of actually looking at the data and seeing what does work.

It's a really easy trap to fall into because most of us think we're geniuses and we really like our own stuff.

However, the numbers don't lie. Do the numbers, and the numbers will tell you what to do. Look at the data.

If an ad that you think sucks is outperforming an ad that you wrote that you're in love with – I'm sorry, but you need to get rid of the ad you are in love with. Trust the data and keep the ad you think sucks, because apparently your customers don't think it sucks.

This is true across the board in your campaign. Don't ever just go with your feeling or what you think the numbers should be. You have the data to look at. Use the data – that's what it's there for.

MISTAKE #8: NOT KNOWING YOUR PROFIT MARGINS AND LIFETIME CUSTOMER VALUE

A huge mistake that advertisers make when advertising with AdWords is not knowing their profit margins.

What I like to know is the profit margin, pre-advertising spend. So basically, before we spend any money on advertising, what is the profit margin? That way I can take a look at the advertising spend and I can say:

"If we spend X, we get this many sales and this is the total cost. If we spend Y we get more sales because we're spending more and this is the total profit."

It may be less it may be more. The only way to know this is actually know what your profit margin is.

There is going to be a sweet spot for every advertiser where you're not spending too much or too little, you're spending the perfect amount possible to generate just the right amount of sales that is going to give you the biggest overall profit.

MISTAKE #9: IGNORING GOOGLE SEARCH PARTNER DATA

When you're setting up and running your AdWords campaign, you need to make sure that you are aware of the Google partners search network.

What is this? This is actually a collection of hundreds of websites that use Google's search function, and they also use Google's ads.

So, for example, if you go to aol.com right now and perform a search on that site what you will get are Google search results, and you will see AdWords ads. This is an example of the Google search partner network.

Another main site that's on this network is Google Maps. If you go to maps.google.com and search for a type of business, the ads that you see there those are AdWords ads and those are also part of the Google search partner network.

Obviously, if you have a business that shows up on a map and people will be searching there, you want to make sure that the partner network is enabled.

A lot of the time you don't want the partner network to be enabled, but really the only way to know this is to test it. So when you're setting up your campaign you can enable the search partner network or you can disable it – this is in the campaign settings.

It's sometimes good to start out with it disabled, because you will typically see lower click through rates on the search partner network. Then a few weeks or a couple months later, once your quality scores have stabilized, you can add the search partner network in. Once you do this you are going to want to keep an eye on it to see how it performs.

A lot of advertisers will tell you never to advertise in the search partner network, but this simply is bad advice. If you look at the data, a lot of the time you're going to have better conversion costs on the partner network then you will on the actual Google search network.

So really it's all about being aware of this network, looking at the data, and making your decision from there whether to keep or disable the search partner network.

MISTAKE #10: THINKING YOU NEED TO BE IN THE #1 AD POSITION

One mistake that I hear a lot, particularly from new advertisers, is they want to be in the number 1 ad position.

Well, I've got some news for you: The number 1 position is usually not where you want to be. It's too expensive. It's simply not worth it.

For most companies the sweet spot is going to be around position 3. Maybe position 2 or 4. This is going to give you a reasonable cost compared to your competition and is still going to ensure good conversions. Generally, the higher ad position, the lower your conversion percentage.

Once you've run your campaign for a while, if you have really good conversions and you're making really good profit, maybe it is time to see what happens in the number 1 position. Because – yes, you are going to get more volume if you have the top ad position.

But in general isn't a good way to start out. You don't want to target just to try to get into the number 1 position or you're going to blow your budget too soon. Stick to position 2, 3, and 4 if you want to see the highest profits.

MISTAKE # 11: OVERESTIMATING YOUR CONVERSION RATE

When you're advertising on Google AdWords and just starting out it is really easy to fall into the trap of overestimating your conversion rate.

Your conversion rate is basically this: Out of everyone who came to your site, how many people made a sale? If a hundred people come to your site and one person makes a purchase, your conversion rate is 1%.

A lot of your bidding is ultimately going to be based on your conversion rate. If you're just starting out, the tendency is to overestimate what your conversion rate is actually going to be. You probably have a higher opinion of your product – I'm sorry to say – than most people do.

So when you're looking at starting out and setting a budget and setting your bids based on what you think your conversion rate is going to be, it's best to scale this back. If you think your conversion rate is going to be 10%, you might want to scale that back to 2% maybe 1%. If once you start out your conversion rate really is 10% – great. Now you can adjust your bids and things will be even better than when you started.

If you try to start based on overestimated conversion rate basically what you're going to do is blow a bunch of your budget right away, waste a bunch of money overpaying for clicks, and is not going to be good. It is going to be a lot harder for you to scale back because you'll get frustrated and you might not have that much money left over.

Start small so you can make your numbers work based on a low predictive conversion rate, and you'll have a really good shot at being successful on AdWords.

MISTAKE #12: NOT USING SPECIFIC AND RELEVANT LANDING PAGES

A lot of times in AdWords you'll see that you click on somebody's ad and it takes you to their home page.

Now think about this for a minute. Somebody was just searching for your product, they see your ad, click on it, and now they are at yourhomepage.com. Where did they go from there? What does your homepage look like? Do you have different products or different services they might've been searching for?

What if this was an ad for eBay. Someone was searching for red shoes and they end up on eBay.com. Now they have to search for red shoes again. It would be much better to take them to a specific page. Take them to the eBay page that sells red shoes.

It's the same for your website. You want to take your visitors to the most specific page you can. So if you're advertising specific products or services, take them to that page. Not only is this going to give them a better experience, it's also going to help with your quality scores and landing page relevance.

In general, the more landing pages you have, the better. You can make each landing page targeted to a specific set of keywords, and this is going to be good for your campaign all around.

MISTAKE #13: WRITING POOR ADS

A mistake I really hate to see in an AdWords is when advertisers use really bad ads. They just write ads and you can tell right away by looking at them.

One of the biggest mistakes is using the company name in the title or using the company slogan. They simply don't make good ads.

Another thing people do – they try to be too creative or funny or witty in their ads. This really doesn't work that well with AdWords ads. When people are on Google searching for something, they know what they are looking for most of the time. They are pretty concise, and they want to see an ad that gives them exactly what they're looking for.

A common technique that most advertisers use is using the keyword in the headline of the ad. Try to sprinkle the keyword throughout the rest of the ad too if that make sense for what you're selling.

Don't try to get too creative or too crazy with your ads. Make sure you use the keyword as much as possible. Highlight your unique selling proposition: What makes your company better than the next guy's ad. And then, if possible, include a call to action. Tell the searcher exactly what you want them to do. Do you want them to call you? Do you want them to come learn more about your product? Do you want them to come shop now on your site? Tell them what you want them to do and there's a good chance they will listen.

If you don't want to worry about making any of these 26 mistakes (or any others not covered in this guide) then a professional campaign manager could be the best option for you. If done right, AdWords can be a money-making machine for your business. You certainly wouldn't attempt build and maintain the engine of your own car. The engine for your money-making machine should be treated no differently. Click here to learn more about the professional AdWords management services supplied by the AdLeg team:

<http://adleg.com/adwords-management>

MISTAKE #14: NOT PROPERLY SPLIT TESTING ADS

There are a couple of mistakes advertisers make when it comes to setting up ads in their ad groups.

One of them is only putting one ad in the ad group. The other mistake is putting too many ads in the ad group.

As a general rule you are going to want two ads in your ad group. This way you can test those two ads against each other. It's called a split test.

At some point one of the ads will emerge as being the better ad. At that point you're going to want to write a new ad. Put the new ad in to compete against your winning ad, and take out the losing ad. This process of split testing is how you're going to see your click through rates and your conversion rates soar. They are just going to keep increasing. If you keep taking out the loser and keeping the winner, you're just going to keep winning and winning and winning.

This process may take some time but this is what all the best advertisers do. This is what you should be doing as well.

If you have too many ads in an ad group you simply won't be able to do this.

Keep two ads, test them against each other, keep the winner, get rid of the loser.

MISTAKE #15: IGNORING THE COMPETITION

When you're advertising with AdWords make sure you know what your competition is doing.

You shouldn't go look at their site, look at their ads, and copy everything they are doing – but you should be aware. The main reason is you want to know how you stand apart from them. What makes your product, your service, your offer better than your competitor? If you know what your competitors are doing you will know this answer. Once you figure out this answer you can use that in your ads and on your website to differentiate yourself from your competition. Stand apart and make more sales and more profits.

Another thing to keep in mind about competition is a lot of times you'll see your competition doing the same thing. Do a search for some of your keywords and see what your competition is doing. Does every single ad having the same headline - Is it all just the keyword? In general is a good practice, but if there are seven ads on the page that all have the same keyword headline, maybe this is an opportunity for you to change things up a little bit so your ad stands apart from your competition.

There are a lot of ways studying your competition can be helpful. just don't get too far into it and worry too much about what they are doing; particularly with pricing. You don't want to get a price war with your competition. Instead find a differentiating factor aside from price that will help you stand out and that will allow your customers to pay more and be happy to do so.

MISTAKE #16: NOT VIEWING THE SEARCH TERMS REPORT

Within the keyword tab of your AdWords campaign, there is a deeper section you can go into call the Search Terms Report.

This is a very important report to look at on a regular basis. Not looking at this is a huge mistake.

What it is going to show you are the actual search queries people type into Google before clicking on your ad. This is going to be different from your keywords because if you have broad match, phrase match, or broad match modified – or even with some exact keywords – these aren't going to be the exact same words people are typing in.

Google is going to match all kind of random searches with your keywords and show those people your ads.

So when you're looking at the search term report what you're looking for are keywords that are getting a lot of traffic that you think are good and you should add these as exact match keywords; and then you're also going to look for keywords that you think are bad – searches that you think your ad should not have been shown for. You can then go ahead and add these as negative keywords.

Adding the negative keywords is going to save a lot of money over time, adding the exact keywords is going to allow you to have more control over your bidding, and ultimately more control over your profits.

MISTAKE #17: NOT TRACKING CONVERSIONS

When you are advertising in AdWords it's a huge mistake to not track your conversions.

A conversion can be any number of things. It can be a sale on your website, it can be someone who makes a phone call, it can be someone who downloads a report that you're offering. Whatever you want to set up as being a conversion, you set this up in your AdWords campaign. From there Google will give you a piece of code that you can put on your website. Sometimes it can be trickier – particularly the phone call conversion (you might need the help of a developer to get this set up). But in general you can put this conversion tracking code on your website.

So after somebody makes a purchase, after they fill out a form, or when they make a phone call to you, that will show up in your AdWords account as a conversion. From there you'll be able to see exactly what is generating sales. You'll be able to see keywords that are generating sales, you'll be able to see ads that are generating sales, you'll be able to see what time of day the sales are coming in, what day of the week, what part of the world they're coming from. It gets very specific.

If you are not tracking conversions you're really taking a shot in the dark, and all you can really do is go based on what you think is going to bring you sales. A lot of the time this isn't true.

A lot of the time, for example, you might have two ads - one of them has a really high click through rate but a lower conversion rate, the other one will have a lower click through rate but a higher conversion rate. This is actually really common. The reason is an ad might be really good at getting people to click on it, but ultimately the wrong people click on it and they don't end up making a purchase.

This is why conversion tracking is so important. Ultimately, conversions rule everything. If an ad is getting a low click through rate but higher conversions and higher profitability, that's the ad you want to stick with. And the only way to know this is to have conversion tracking set up.

MISTAKE #18: NOT UTILIZING AD EXTENSIONS

A huge mistake in AdWords – and something a lot of companies neglect – is setting up ad extensions.

There are different type of ad extensions. Basically what they are is a bonus that appears next to your ad. It could be a phone number, an address. It could be extra links to other pages of your site. It could be what's called a callout extension, which is basically just more words that you can put in your ad.

What these extensions do is they allow you to add more to your ad, you can add more words, more features, more benefits, more calls to action, and the ad takes up more space.

If you are searching on Google for something, pay attention to the ads on the top. Most of these are going to have ad extensions. Look at how much more space those take up than an ad without ad extensions. Sometimes it can take up three or four times as much space because you're going to have sitelinks, you're going to have callouts, you're going to have a phone number, and all of this is going to add to the likelihood of somebody clicking on your ad and coming to your website.

MISTAKE #19: USING TOO MANY BID MODIFIERS

One mistake you might run into once you start getting into some more advanced AdWords management is setting up too many bid modifiers.

A bid modifier is an adjustment you can make to your bid amount based on a few different factors. One of them would be time of day, another one would be geography, another one would be device. So, for example, if you find your ads are performing better on mobile devices you might want to add a bid modifier in order to increase the bid on mobile devices and bring more traffic from people who are on their phones.

The same might be true for time of day. You might find it during the middle of the day people are buying more so you want to add a bid modifier to the times in the middle of the day.

This can become a huge problem if you are adding too many bid modifiers. Let's say you have a 100% positive modifier on mobile devices, you have a 100% positive modifier on daytime bidding, and you have a 100% positive modifier on a certain part of the country. What happens with these is they actually add on to each other, so three 100% modifiers actually becomes a 300% modifier if all three criteria are met. So instead of paying \$1 per click you might be bidding \$4 per click.

If you really want to separate different geography, or mobile versus desktop, the best way is to spit up different campaigns. You could have one campaign targeting a certain part of the country, a different campaign targeting another part of the country. You have one campaign targeting daytime hours, a different campaign targeting overnight hours. You could have one campaign targeting desktop, and a different campaign targeting mobile. That way you won't have to worry about crazy bid modifiers that are all added together, and it gives you more control over those segments.

This might result in more campaigns. You might have a daytime desktop campaign, a daytime mobile campaign, a nighttime desktop campaign, and a nighttime mobile campaign – ultimately this is going to give you the most control. But don't go crazy and set up 20 different campaigns just for this reason. You want to make sure that you have the data behind it and this is going to come over time. Once you find that you need to start segmenting your campaign, that's when you can start splitting up your campaigns rather than just relying on bid modifiers.

MISTAKE #20: NOT PROPERLY CONTROLLING YOUR LOCATION TARGETING

A really easy mistake to make in AdWords is not properly controlling your location targeting settings.

When you're targeting locations there are a few different options you will see. One of them is to target people in, searching for, or who show interest in your targeted location. Another one is just to target people in your targeted location. And the third option is to target people searching for or who show interest in your targeted location. Each of these options has a right time to use it.

The first one – targeting *people in, searching for, or who show interest in my targeted location* – is the broadest setting that you can select.

So if you are in New York City and you're a locksmith and your location target is New York City...if you target people in, searching for, or who show interest in your targeted location, this could really bring you traffic from anywhere. It could be someone in Australia who for some reason is searching locksmiths in New York City and they will see your ad potentially click on it, and that will cost you money. And if they don't click on it, well now your click through rate goes down as a result.

So really the only time you want to use this setting is if you have a service where you think there can potentially be people from all over the country or all over the world who might be interested in your service.

You should never use this setting if you're selling any kind of a product. When you're selling products you should always use the second setting – *people in my targeted location*. What the setting does is restrict your ads so they are only shown to people physically in the location you are targeting. So if you're locksmith in New York City, and you're targeting New York City, then only someone who is in New York City is going to see your ad.

That's why it's really important if you're selling products. Because you're likely only shipping those products to a specific country or specific set of countries, so there would really be no reason for someone in a different country to see your ad. This is going to give you the most control over who sees your ad and it's generally what I would recommend for any product or service. There are definitely exceptions, but most of the time you're going to want to select *people in my target location*.

Now, the last option – *people searching for, or who show interest in my targeted location* – this is an instance where you don't necessarily want people who are physically located right by you to be finding you unless they are actually searching for your location. This might be a common setting if you have a hotel. So if you're in New York City and someone in New York City just types in "hotels" or they type in a hotel for different city they wouldn't see your ad. The only time they would see your ad is if they type in "hotel New York City".

Similarly, someone who is in a different city searching for hotels in New York City – which obviously happens a lot – they would also be able to see your ad. So this third setting is something you would only use usually if you're trying to target out-of-towners.

Knowing these location settings and targeting your campaign properly based on your needs is going to help you find the right customers and avoid the wrong customers.

MISTAKE #21: TARGETING TOO MANY LANGUAGES

When you are going through your AdWords campaign settings, you're going to run into an option for languages.

Usually this defaults to whatever language your Google account is in, so you will go down your settings and you'll see "Languages – English". You can click there and it will give you the option to add more languages. This is where you will see the entire list of languages that you can target.

A huge mistake you can make is adding multiple languages. A lot of advertisers do this thinking the more people they target the more eyes are going to be on their ads the more people are going to come through campaign.

This is a huge mistake, if your ad is in English you don't want somebody who is searching in Spanish to see your ad. Sure they might know English, they might click on your ad. But ultimately that's not what they were searching for. If you really want to appeal to a Spanish-speaking market then you need to have a Spanish website and ads that are in Spanish.

Trying to target too many languages is going to bring you irrelevant traffic. It's also going to lower your click through rate because most of these people aren't going to click on an ad that isn't in the language that they were searching in. It's just going to be bad all around.

Yes it might give you some extra visitors but it's not going to be worth it. Stick to one language in your campaign.

MISTAKE #22: USING STANDARD BID DELIVERY

A mistake a lot of people making their account is setting their bid delivery to "Standard".

This is actually the default option, and what this means is Google will show your ad over time based on your budget. It will try to space your ad out throughout the day. What you want to do is switch this to "Accelerated" delivery. What this does is start showing your ad at the beginning of the day – right at midnight – and shows your ad as fast as it can until your budget runs out.

When you switch to this setting you will see a warning that says it's not for most advertisers and that standard delivery is recommended, and that you may miss out on clicks later in the day.

That's true but with Standard delivery you'll be missing out on clicks *throughout* the day. It will just be randomly spaced out.

With Accelerated delivery at least you have more control. If you find that your budget is getting reached too early in the day what you can do is increase your budget or lower your bid amount. Do this until your ads are basically running throughout the day. With standard delivery you don't really have this option; you are leaving it up to Google to determine when to show your ads and when not to.

Switch to accelerated delivery and you'll learn exactly how much traffic you'll be able to get each day and have a lot more control over your campaign.

MISTAKE #23: NOT USING AD SCHEDULING

When you're setting up your ad campaign it's usually a mistake not to set it up with a schedule.

A schedule basically tells Google when to show your ads and when not to. The default setting will show your ad all the time day and night. For a lot of advertisers this is a good idea, but a lot of the time this is not a good idea.

If you're company who relies a lot on taking phone calls and you don't have people to take phone calls for you 24/7, then you're not going to want to run your ads 24/7 because the people who come into your site late at night - they may try to call you and when they can't get a hold of you they'll either move on to the next advertiser or they'll forget about you. True there will be times when they leave a message or call back the next day, so you don't necessarily want to completely eliminate the overnight hours (or whatever days or hours are considered your low peak hours) but you might want to adjust your bids.

You don't necessarily want to completely turn your ads off at night. You will get some customers at night who call the next day and become a customer. But generally if your business isn't set up to handle customers in the evening, you want to at least the lower your bids, and you can do this by a bid adjustment based on time of day. Or what I mainly recommend is actually setting up a different campaign. Just copy and paste your existing campaign, set one of them to the daytime normal hours, set the other one to the off-peak hours. The off-peak campaign is going to have reduced to bids so you still get some traffic but it will be a lower-cost meaning that even if the conversion rate is lower you can still be profitable.

MISTAKE #24: IGNORING QUALITY SCORE

When you're optimizing your AdWords campaign it's really easy to neglect a very important piece of data. That data is the quality score.

The reason this is so easy to neglect it's not even something Google shows you by default. You have to adjust how your dashboard is displayed to even see the quality score.

Quality score is important because it determines your bid price and your ad position. For example, if your keyword has a quality score of 5 and your competitor as a quality score of 6 for the same keyword and you both bid the same amount, guess whose ad is going to be shown higher? The competitor's ad because it has a higher quality score.

This is a very complicated metric and I can't get into all of it here. In general you want to get quality scores as high as you can. The higher the quality score, the more your ad will be shown, and the less you will have to pay relative to your competitors.

So when you go to the Keywords tab in your account you can go to "Columns" and add the column for quality score. That way you will see how you stack up.

This isn't an exact measurement. There are a lot of variables that go into quality score. There's actually a calculation done every single time someone does a search in order to see how your quality score fares. But it is a pretty good guide and you can look and see which keywords have high quality scores, which ones of low quality scores. And then you can look at what you can do to fix them. Sometimes you can make changes to your landing page that will increase your quality score. You can make improvements to your ad. You can do things that will improve your click through rate. All of these will have a positive impact on quality score.

Quality score is effectively: relevance. How relevant is your ad or your website to the thing that was being searched for. Google wants to deliver relevance to its users – that's why it has so many users. So if you have low quality scores and low relevance a lot of the time they won't even give you the option to show your ad, and if they do you'll be paying a lot more than you need to for it.

So look at your quality scores, see which ones are low that have opportunities to improve. It will save you money and it will get your ads shown more frequently.

MISTAKE #25: IGNORING DIFFERENCES IN DESKTOP VS. MOBILE DEVICE PERFORMANCE

A big mistake you can make with your AdWords campaign is not knowing how well your ads are performing on desktop versus mobile.

This is a really easy metric to find. You can go to your campaign settings and go to "Devices" and you can see impressions, clicks, and conversions for desktop, tablet, and mobile.

Unfortunately desktop and tablets are currently grouped together even though there is often a huge difference in performance between desktop and tablet, but for the most part you're going to be able separate desktop versus mobile.

Sometimes the performance will be about the same, but a lot of the time you'll see better performance on one or the other. You will probably also see different ad positions on one or the other. So it's important to at least know what's going on with this data, if you do see that it's different then you can figure out what to do with it. Maybe you need to reduce your bid on mobile if mobile isn't performing as well, or vice versa.

Ignoring the data for how well your campaigns are performing on each device is a huge mistake. You need to pay attention to this and adjust your campaign accordingly.

MISTAKE #26: SETTING TOO LOW OF A BUDGET

One mistake I see from a lot of new advertisers and some experienced advertisers is setting a budget that's too low.

It should be noted that AdWords isn't always cheap. In some industries you're going to see cost per click upwards \$50 to \$100 per click, in others it might be \$.25 to a dollar. You're certainly not going to see clicks for a penny.

If you think you are going to get by spending \$50 or \$100 a month on AdWords you're wrong. I can't think of one industry where this budget would get you anywhere.

It really depends on the industry, some industries you may get away with spending \$300-\$500 a month, others you might need to spend tens of thousands. But in general you need to make sure you have enough of a budget to get enough traffic to really see what's going on. And you shouldn't expect to make a profit right away. It often takes time to fine tune your campaign and find out what works and what doesn't, and you simply can't do this if your budget is too low.

So if you think you're ready to start AdWords, do a really thorough analysis of your budget and figure out if it's really going to get you anywhere. If all you have to spend is \$200, that \$200 will probably be better spent somewhere else.

If you don't want to worry about making any of these 26 mistakes (or any others not covered in this guide) then a professional campaign manager could be the best option for you. If done right, AdWords can be a money-making machine for your business. You certainly wouldn't attempt build and maintain the engine of your own car. The engine for your money-making machine should be treated no differently. Click here to learn more about the professional AdWords management services supplied by the AdLeg team:

<http://adleg.com/adwords-management>