



Google AdWords tips for your account

With Google AdWords, only the results count! *Optimise* means to configure the quality and performance of your account to obtain a discounted result without increasing your costs. These optimisation strategies are designed to help you achieve the targets set for your advertising campaigns.

We have therefore created these guides specifically for your field of expertise. This PDF contains our tips to help you maximise the return you get from your AdWords advertising campaigns.

If you wish to...

- Generate traffic on your site
- Promote your company and its products
- Increase your income at minimum at lower cost

We can help you!

Google AdWords advertisements can help you to improve the visibility of your website, by putting your business in touch with potential new customers at the exact moment when they are looking for your goods or services.

Here are some examples of advertisements which we invite you to test in your account in order to maximise the return on your investment:

Audit training:

[Auditors Training](#)

Learn about our Online Courses
For Professionals!

BizTraining.com.uk

www.biztraining.com.uk

Pro audit training
auditors courses
audit training courses
audit course for professionals
audit training for professionals
professional audit training
audit diploma online

Computing application:

[Management Software](#)

Accounts & Sales Management Tool
Everything for Your Company here!

BizSoftware.com.uk/Management

www.bizsoftware.com.uk

business computing software
accounting software
Sales software
Stock control software
business software
commercial software
payment software

With this guide, take a look at the 6 main tips to be observed to optimise Google advertisements:

- 1) [Your Keyword list](#)
- 2) [Variations](#)
- 3) [Refine your list](#)
- 4) [Keyword targeting](#)
- 5) [Group your keywords](#)
- 6) [Checking](#)

1) Your Keyword list

- Choose precise keywords related directly to your business and your goods or services as in [our examples](#) of ad texts and keywords on the first page
- Avoid generic terms.
- Use terms related to your brand name or your company.
- Choose keywords like product names, technology names, brand names and slogans, phrases or jargon related to your business

2) Variations

- The more precise a keyword is, the fewer impressions it gets (even if it is more relevant) Add similar expressions, spelling variants, plurals and singulars, or even keywords synonymous with terms appearing in your main list. Please note that you don't need to add variations with upper and lower case letters.
- Use our [keyword generation tool](#).
-

Step 1: In "Campaign Management", click on "Tools", then "Keyword Tool".

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with tabs for "Campaign Management", "Reports", "Analytics", and "My Account". Below this is a secondary navigation bar with links for "Account Snapshot", "Campaign Summary", "Tools", "Conversion Tracking", and "Website Optimizer". The "Tools" section is expanded, showing a list of tools. The "Keyword Tool" is circled in green. The "Keyword Tool" description reads: "Build a master list of new keywords for your ad groups and review detailed keyword performance statistics like advertiser competition and search volume."

Step 2: Enter your keywords in the field provided for this purpose.

[Campaign Management](#) | [Reports](#) | [Analytics](#) | [My Account](#)
[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#)
[Tools](#) > **Keyword Tool**

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Pick one of the tabs below and enter keywords or URLs that are relevant to your business. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Keyword Variations
Site-Related Keywords

Enter one keyword or phrase per line:

Management Software

Use synonyms

Get Keyword Ideas

Step 3: Examine the results.

More specific keywords - sorted by relevance [?](#)

Keywords	Advertiser Competition	October Search Volume	Avg Search Volume	Match Type:
	?	?	?	Broad ?
software management	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
business management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
project management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
property management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
contact management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
contract management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
inventory management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
customer management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
asset management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
document management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
money management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
software configuration management	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
practice management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
time management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
content management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
church management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
network management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
construction management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
photo management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
task management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
free project management software	<div style="width: 25%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
risk management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
financial management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
property tax management software	<div style="width: 0%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
event management software	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v
music management software	<div style="width: 25%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add v

3) Refine your list

- After having created and targeted your list of keywords, observe the traffic and see how users respond to your advertisements. Our interface provides you with detailed statistics on the relevance of each of your keywords (illustrated by the CTR) and their quality. It may be that a keyword which you considered relevant when you entered it in your list is not generating the anticipated results. Therefore I would really encourage you to refine your list of keywords regularly by deleting or modifying keywords, or by choosing different [targeting options](#) for those keywords whose performance is unsatisfactory. This procedure will also have the effect of improving the return on your investment as you will be paying only for clicks generating relevant conversions.
- It is not a good idea to incorporate keywords which may have several meanings, or which are not specific to your business sector.
- If you operate in a niche market or are targeting your local customer base, you should take these factors into account when selecting keywords.

Nov 16, 2007 Change range										
Add keywords: Quick add Keyword tool Edit keywords Search this list Customize columns										
<input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/> 1 - 5 of 5 keywords										
<input type="checkbox"/> Keyword	Status ?	Quality Score ?	Current Bid Max CPC	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	
<input type="checkbox"/> barnet b and b	Active	Great Minimum bid: €0.03	€0.05	0	0	-	-	-	-	
<input type="checkbox"/> barnet hotel	Active	Great Minimum bid: €0.04	€0.05	0	0	-	-	-	-	
<input type="checkbox"/> barnet inn	Active	Great Minimum bid: €0.04	€0.05	0	0	-	-	-	-	
<input type="checkbox"/> barnet lodge	Active	Great Minimum bid: €0.04	€0.05	0	0	-	-	-	-	
<input type="checkbox"/> bed and breakfast barnet	Active	Great Minimum bid: €0.04	€0.05	0	0	-	-	-	-	
Content network total ?	Enabled		Content €0.05 [Edit]	0	0	- ?	-	-	-	
Search total	Enabled		Default €0.05 [Edit]	0	0	-	-	-	-	
All sources total				0	0	-	-	-	-	
<input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/> 1 - 5 of 5 keywords										

4) Keyword targeting

Refine your targeting with the keyword targeting option.

- There are 4 keyword targeting options:
 - **Broad Match Keywords:** If you enter words or phrases in your keyword list (*garden table*, for example), your advertisements will show for all queries including the words *table* and *garden*, regardless of the order in which they are entered by the user and even if the query includes other terms. For example, your ad can show for searches like *buy garden table* and *garden table*, but not for *garden flower*.
 - **Phrase Match Keywords:** If you enter a word in quotation marks, like this "*garden table*", your advertisement will appear when a user searches for the expression *garden table*, in this order, and sometimes with other terms in the request. In this case, the search can also contain other terms, but it must contain the exact phrase that you have stated. For example, your advertisement can appear for searches such as *buy garden table* and *teak garden table*, but not for *garden teak table*.
 - **Exact Match Keywords:** If you enter a word in square brackets (*[garden table]* for example), your ads are shown when a user runs a search with the phrase *garden table*, in this order, and without any additional words. Your advertisement will therefore not be shown for the request *buy garden table or teak garden table*. You will obtain fewer hits with this option, but you should benefit from a higher click rate (CTR), as users who are searching on these terms are generally interested in the goods and services that you are offering.
 - **Negative Keywords:** Negative keywords, which play a vital role in improving return on investment, are often overlooked by advertisers. With the keyword *table*, for example, if you target only users searching for *teak garden tables*, I really suggest that you refine the targeting of this keyword using negative. Indeed, by adding to your list the words *-chair*, *-parasol* or *-plastic* (preceded by a minus sign), you will automatically block the display of your advertisement for searches for *garden chair*, *garden umbrella* or *plastic garden table*, which would not necessarily generate effective clicks on your advertisement. Negative keywords can thus tightly control the delivery of your ads and maximise the return on your investment by preventing clicks which would not result in relevant conversions. You can apply this option to keywords at the ad group, or campaign level.

Need more
advice?

5) Group your keywords

- Grouping terms by theme or meaning can help you to see possible areas where you can add relevant variations of the keywords to expand your keyword list. It can also help with optimising your campaign management and writing precise, targeted ads for each of the groups in question.
- Group keywords by category, product, offer or any other group which makes sense in the context of your campaign. Thus, for example you are selling garden tables in teak, plastic, iron and mosaic, I would suggest that you group each of the keywords by product. You may want to take into account the structure of your website, if your website is broken out into different categories of products, your AdWords account can mirror this.
- Here is an example:

Audit training:

Auditors training

Find out about out Online Courses
For Professionals!

BizCourses.com.uk/Auditors

bizcourses.com.uk

Pro audit training
auditors courses
audit training courses
audit course for professionals
audit training for professionals
cheap professional audit training
audit diploma online

English training:

Business English Course

Get your teams to learn English
Business English Course for Pros!

BizCourses.com.uk/English

bizcourses.com.uk

professional english course
business english courses
english language courses for professional
professional english training
cheap business english course
cheap english course
english for business courses

Computing course:

Computing Courses

All kinds of Computer Courses
For Your Employees Online!

BizCourses.com.uk/Computing

www.bizcourses.com.uk

computing course
MS Office course
Linux course
Computing course for pros
Business computing course
Business computing diploma
Online computing course

Communication Courses:

Communication course

Communicate better between Colleagues
Follow our courses on line!

BizCourses.com.uk/Communication

www.bizcourses.com.uk

Communication course
Courses on how to communicate better
Internal business communication course
Internal business communication courses
Business communication course
Constructive communication training
Professional communication training

6) Checking

- Test your finished list with a search on Google.
- The theme and content of the search results should be similar to those from your site.
- If this is not the case, edit your list of keywords so that your ad is shown to users likely to be interested in your site.

If you want more advice on complete optimising of your account and your campaigns, click here: « [Optimisation](#) ». You will find all the answers to your questions and useful advice to set up high performance campaigns!

We want to remind you that we are available to answer all your questions by email at adwords-uk@google.com. We will reply to you as quickly as possible.

Thank you for advertising with Google AdWords. We appreciate the time you've taken to read through this information, and we hope to provide you with the most effective advertising available.

The **Google** AdWords Team

