

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

Advance Google Pay Per Click

- You need to understand the differences in the Quality Score Formulas to achieve higher ad rankings and lower CPCs
- You need to expand your reach through keyword generation and contextual targeting
- You need to know how to use some simple Adwords reports to expand and optimize their campaign
- There are two Quality Score formulas — one for minimum bid, and one for ad position.
- There are over 100 factors that impact each Quality Score formula
- Historical performance is a MAJOR factor in quality score. It is important that you start off on the right foot in your account, so Google doesn't mark you as a retard and start slapping you with a stupid tax.
- Understanding and improving quality score WILL determine the success or failure of your campaign
- Quality Score is only calculated on keywords that exactly match queries.
- CTR is normalized by ad position and industry standards. Paying more does not increase your quality score.
- You cannot influence some of the factors in the Quality Score algorithms. Some of it comes from industry data or general Google data.
- Factors in calculating minimum bid:
- **Historical keyword CTR on Google.com (search network and contextual targeting not a factor)**
- **Relevancy of keywords to ads in Ad Group**
- **Quality of landing page**
- **Bounce rate of landing page**
- **Load time of landing page**

- **Quality of overall site (bad quality scores on other pages can affect your account overall. You should either remove bad pages from your site or block the Adwords robot)**
- How to improve minimum bid:
- **Constantly Work on CTR through split-testing**
- **Make sure landing page has the essential QS elements**
- **About Us Page**
- **Contact Page**
- **Relevant Content to Search Query (use exact keyword when possible)**
- **Is content unique?**
- **Do you have links to related content on your landing page?**
- Calculating Ad Position
- **Ad and Display URL historical CTR on Google.com. NOTE: This is distinct from minimum bid QS, where it is KEYWORD CTR that counts.**
- **Relevancy of keywords to ad and search query**
- **ACCOUNT history**
- **Quality of ALL keywords (bad keywords can negatively affect good keywords)**
- Actions to improve ad position:
- **Try not to exceed 100 keywords in an ad group**
- **Make sure all keywords are closely related**
- **Create a minimum of 2 UNIQUE ads per adgroup with keywords in the ad**
- Expansion through keywords
- **Focus on high performing keywords. To find these, use Google's tool, wordtracker.com, or keyworddiscoverytool.com**
- **Do competitive keyword research. Use compete.com or spyfu.com to find competitors' best performing keywords. Kris recommends Compete.com because they tell you which keywords are most effective for your competitors — they do this through measuring bounce rate.**

- **If you have organic traffic, use natural language queries**
- **There is also HitWise.com (costs about \$25k per year, but provides some amazing data about keywords, competitors, their customers, etc.)**
- Differences in Contextual Targeting
- **You can only use broad match**
- **You should only have 50 keywords max in an Ad Group**
- **CTR is not a factor in contextual QS**
- **Dyanamic Keyword Insertion does not work in contextual ads**
- **Placement is not determined by individual keywords, but by the theme of the entire ad group**
- **Use 1-3 extremely broad terms per ad group. For example, for “outdoor grilling cookbook” you should have “books” and “cooking”**
- **Ads with DIRECT language (strong CTA) tend to work better in contextual**
- Actions to start contextual targeting
- **MIRROR your search campaign, but set it to appear only on content network**
- **Use Demographic to target the prospects you want**
- Lifesaving reports
- **Ad Group Reports — This is usually the best way to look at your CTR data (individual keywords can be too granular). This allows you to detect bad CTRs, and to optimize your CPC so that you are in the optimum position.**
- **Search Query Performance Reports — Using this, you can detect if a broad match is generating tons of traffic and you should break it down into exact or phrase matches. This will lead to higher CTRs, lower CPCs, and more traffic**
- **IMPORTANT ACTIONS TO INCREASE ADWORDS EFFECTIVENESS:**
- **Work on CTR**
- **Add essential elements to landing page**
- **Organize ad groups**
- **Increase keyword list with Google tool and Wordtracker.com**
- **Create contextual targeted keyword campaigns**
- **Demographically bid on contextually targeted campaigns**