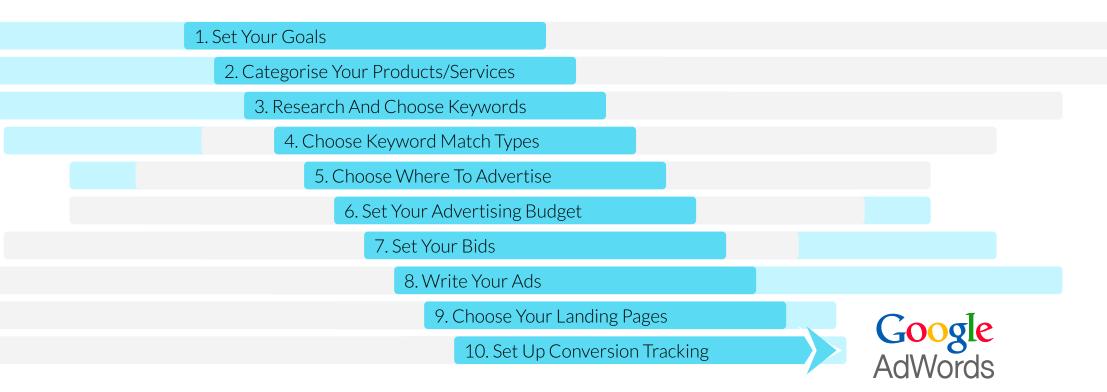
ADVORDS ACCOUNT PLANNING

10 Simple Steps To Getting The Basics Of Google Adwords Right



Start Advertising, Monitor And Optimise!

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This template has been created to help businesses who are new to Google Adwords avoid the most common and costly Adwords mistakes. It isn't a complete guide to Adwords, and therefore doesn't cover a number of more advanced strategies, tactics and features that are available to more advanced advertisers.

ADWORDS PLANNING TEMPLATE

	Your Business:	Example: XYZ PLUMBING (LOCAL PLUMBING BUSINESS BASED IN SYDNEY)		
1 Set Your Goals	Leads: leads/enquiries per day/week/month, at a cost per lead of \$ OR Revenue: \$ sales per day/week/month, at a ROI of%	AN AVERAGE OF 3 LEADS PER DAY, AT A COST PER LEAD OF \$40		
2 Categorise Your Products/Services	Ad Groups Campaign #1:	Campaign #1:Ad GroupsEMERGENCYEMERGENCY PLUMBERPLUMBING24/7 PLUMBER		
	Campaign #2:	Campaign #2: GENERAL PLUMBER SYDNEY ROOF PLUMBER		
3 Research And Choose Keywords	Keywords Ad Group #1:	Ad Group #1:KeywordsEMERGENCYEMERGENCY PLUMBER SYDNEYPLUMBEREMERGENCY PLUMBER INNER WEST		
	Ad Group #2:	Ad Group #2: 24/7 PLUMBER ALL HOURS PLUMBER		
4 Choose Keyword Match Types	Campaign #1Campaign #2Exact MatchExact MatchPhrase MatchPhrase MatchBroad MatchBroad Match	EMERGENCY PLUMBER24/7 PLUMBERExact MatchExact MatchPhrase MatchPhrase MatchBroad MatchBroad Match		
5 Choose Where To Advertise	Target Areas Campaign #1:	Campaign #1:Target AreasEMERGENCY PLUMBERNORTHERN BEACHES INNER WEST SYDNEY		
	Campaign #2:	Campaign #2: NORTHERN BEACHES 24/7 PLUMBER INNER WEST SYDNEY		

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	Your Business:			Example: XYZ PLUMBING (LOCAL PLUMBING BUSINESS BASED IN SYDNEY)		
6 Set Your Advertising Budget	Campaign #1:	Daily Budget		Campaign #1: Daily Budget EMERGENCY PLUMBER \$60		
	Campaign #2:			Campaign #2: 24/7 PLUMBER	\$70	
7 Set Your Bids	Ad Group #1:		Max CPC	Ad Group #1: Max CPC EMERGENCY PLUMBER SYDNEY \$800		Max CPC \$ 8<i>00</i>
	Ad Group #2:			Ad Group #2: \$8.00		\$ 8.00
	Ad Group #3:			Ad Group #3: \$ 6.00		\$ 6.00
8 Write Your Ads	Ad Group #1:	Value Proposi Call To Actic		Ad Group #1: ROOF PLUMBER	Value Proposition ROOF PLUMBING SPECIALIST NO CALL OUT FEE SAME DAY SERVICE Call To Action CALL NOW. Roof Plumber Sydney www.xyzplumbing.com.au/Roof-Plumber	
				Example Ad:	Roof Plumbing Specialists. Same Day Service, No Call Out Fee. Call Now!	
9 Choose Your Landing Pages	Ad Group #1: Landing Page		Ad Group #1: EMERGENCY PLUMBER SYDNEY	CY		
	Ad Group #2:			Ad Group #2: ROOF PLUMBER SYDNEY	WWW.XYZPLUMBER.COMAU/ROOF_PLUMBING	
10 Set Up Conversion Tracking	 Analytics/Adwords Linked? Ecommerce Tracking In Analytics? (ecommerce only) Adwords Conversion Tracking Code On Thank You Pages? Call Tracking For Phone Enquiries? 			 Analytics/Adwords Linked? Ecommerce Tracking In Analytics? (ecommerce only) Adwords Conversion Tracking Code On Thank You Pages? Call Tracking For Phone Enquiries? 		

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