ADWORDS | ACCOUNT PLANNING

10 Simple Steps To Getting The Basics Of Google Adwords Right

1. Set Your Goals
2. Categorise Your Products/Services
3. Research And Choose Keywords
4. Choose Keyword Match Types
5. Choose Where To Advertise
6. Set Your Advertising Budget
7. Set Your Bids
8. Write Your Ads
9. Choose Your Landing Pages
10. Set Up Conversion Tracking

Google AdWords

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		Ad Groups
Campaign #1:		Campaign #1: EMERGENCY PLUMBING	EMERGENCY PLUMBER / 24/7 PLUMBER
Campaign #2:		Campaign #2: GENERAL PLUMBING	PLUMBER SYDNEY / ROOF PLUMBER

3 Research And Choose Keywords

	Keywords		Keywords
Ad Group #1:		Ad Group #1: EMERGENCY PLUMBER	EMERGENCY PLUMBER SYDNEY / EMERGENCY PLUMBER INNER WEST
Ad Group #2:		Ad Group #2: 24/7 PLUMBER	24 HOUR PLUMBER / ALL HOURS PLUMBER

4 Choose Keyword Match Types

Campaign #1	Campaign #2	EMERGENCY PLUMBER	24/7 PLUMBER
☐ Exact Match	☐ Exact Match	☑ Exact Match	☑ Exact Match
☐ Phrase Match	☐ Phrase Match	☑ Phrase Match	☑ Phrase Match
☐ Broad Match	☐ Broad Match	☐ Broad Match	☐ Broad Match

5 Choose Where To Advertise

	Target Areas		Target Areas
Campaign #1:		Campaign #1: EMERGENCY PLUMBER	NORTHERN BEACHES / INNER WEST SYDNEY
Campaign #2:		Campaign #2: 24/7 PLUMBER	NORTHERN BEACHES / INNER WEST SYDNEY

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6 — Set Your Advertising Budget

	Daily Budget		Daily Budget
Campaign #1:		Campaign #1: **EMERGENCY PLUMBER**	$60
Campaign #2:		Campaign #2: **24/7 PLUMBER**	$70

7 — Set Your Bids

	Max CPC		Max CPC
Ad Group #1:		Ad Group #1: **EMERGENCY PLUMBER SYDNEY**	$ 8.00
Ad Group #2:		Ad Group #2: **24/7 PLUMBER**	$ 8.00
Ad Group #3:		Ad Group #3: **PLUMBER SYDNEY**	$ 6.00

8 — Write Your Ads

	Value Proposition		Value Proposition
Ad Group #1:		Ad Group #1: **ROOF PLUMBER**	ROOF PLUMBING SPECIALIST / NO CALL OUT FEE / SAME DAY SERVICE
	Call To Action		**Call To Action** / CALL NOW.
		Example Ad:	Roof Plumber Sydney / www.xyzplumbing.com.au/Roof-Plumber / Roof Plumbing Specialists. Same Day Service, No Call Out Fee. Call Now!

9 — Choose Your Landing Pages

	Landing Page		Landing Page
Ad Group #1:		Ad Group #1: **EMERGENCY PLUMBER SYDNEY**	WWW.XYZPLUMBER.COM.AU/EMERGENCY_PLUMBING
Ad Group #2:		Ad Group #2: **ROOF PLUMBER SYDNEY**	WWW.XYZPLUMBER.COM.AU/ROOF_PLUMBING

10 — Set Up Conversion Tracking

Your Business:
- ☐ 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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