



501 Commons- Adwords Campaign

Keyword focused Pay per Click Advertising

0 Apply to be a google non profit and request adwords
Before you log in to Adwords

1 Get Organized - Think strategically

Which Groups of visitors ?

What actions do you want visitors to take?

What keywords will they use to find you?

2 Make a diagram of topics &

Use Post its, excel or just draw

3 Sketch out groups of possible keywords

Research Keywords

online offline

4 On Paper draw out Campaign

Geography, Budget

Number of Campaigns

Adgroups with like keyword "topics"

5 Edit your Website

SEO- Search Engine Optimization

Webmaster tools

H1,H2, Image alt, and page content MUST contain keywords

Landing Pages

Keywords

Call to Action

6 Write your Ads

Sample for Each keyword group.

25/35/35

Display Page/ Destination page

Punctuation at end of line 2

Call to Action

Differentiation

7 Log in to your adwords account

FOLLOW the instructions

Read the guide

DO NOT EVER enter a credit card!!

Set aside 2 hours to enter everything you set up above

8 Got to COLUMNS and show the Quality score column and the first page bid column

Go back DAILY and check on things

CTR (Click Through Rate Must be > 1% or pause the keyword, better >2%

do variations on your keywords, get specific

add geography

harvest keywords from Details

IF IN DOUBT PAUSE IT! (Campaign, adgroup, keyword or ad)