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Chapter 3 - Making Keyword Lists that Sell

Keyword list = foundation on which ads are built

This chapter shows how to build & organize keyword lists
how to segment mkt. keywords further → better experience

I. Choosing Keywords

Generate keywords that best describe products, service offered

May need to section off into separate adgroups or campaigns

May need to have separate ad group for each product

Ex. 10 ballpoints + 1 gel pen

Don't combine in same campaign

Don't bid on pen

Term = too general

= high traffic (generates lots of impressions + clicks)
+ ad targeted as ballpoint pen, or gel pen

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Best practice - decide subject of campaign before selecting keywords

II. Organizing Keywords in Ad Groups

Makes mgmt of campaigns easier & cleaner

shows which keywords = successful, which not

Table 3-1 Ad Groups and Keywords for a Sample Campaign

Ad Group	Keywords
General Floral Wedding Invitations	flower wedding invitations, floral wedding invitations, flower wedding invites, floral wedding invites
Rose Wedding Invitations	rose wedding invitations, rose wedding invites, pink rose wedding invitations, pink rose wedding invites, red rose wedding invitations, red rose wedding invites
Lily Wedding Invitations	lily wedding invitations, lily wedding invites, lily wedding invitations, lily wedding invites, calla lily wedding invitations, calla lily wedding invites
Daisy Wedding Invitations	daisy wedding invitations, daisy wedding invites, yellow daisy wedding invitations, yellow daisy invites, gerber daisy wedding invitations, gerber daisy wedding invites
Flora Wedding Invitation Branded	flora wedding invitations, flora wedding invites, flora company wedding invitations, wedding invitations flora

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Make keyword list as segmented & relevant as possible

The fewer keywords used in ad group the better < 30

See ex. of Table 3.1 - highly targeted, several ad groups + keywords

III. Working with Match Types

(381) Match Types = what you use to tell SE the context in which you want ads to be shown

A. Knowing the match types

1. Broad match - appears more often, + in conjunction with similar keywords, plural, or synonyms
2. Phrase match - more targeted, allowing other words before + after keyword, but same word order; can be plural
3. Exact match - displays only if user types exact keyword not plural if keyword is single

382 4. Negative - ads + displayed in conjunction with these ex. glasses vases excludes ceramic, porcelain, china, plastic

B. Choosing the match type to use - best case scenarios

1. Broad - best for longtail keywords (3+ words), misspellings, + URLs + for maximizing the # of times it appears
2. Phrase - good place to start if + sure what keyword will do + you're very budget conscious, some searches good chance for popular keywords that need to filter out + often turns up great keywords to add or block
3. Exact - best for keywords that = popular + short + get thousands of impressions quickly, good way to control costs + targeting
4. Negative - best for words you don't want to appear with ex. discount land used

IV. Segmenting Keyword Lists by Destination URLs place

Can segment further to drive visitors to specific product or all SEs offer keyword destination URL targeting

A. Applying keyword destinations in Google - using AdWords

1. Click ad group's name to open ad group
2. Select Keywords tab
3. Select checkbox for each keyword to add to URL destination
4. Click Edit Keyword Settings omit or remove
5. Type or past destination URL in box. http:// or https://
6. Click Save changes

B.
(384)Applying keyword destinations in Yahoo!

1. Click ad group's name to open
2. Select keyword - 1 at a time
3. Scroll down to Ads pane, in Destination URL section,
4. select checkbox labeled 'Use Custom Destination URL'
5. Type or paste URL in text box

C. applying keyword destinations in MSN

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1. Click ad group's name to open
2. On Keywords tab, click Edit Keywords
3. On Destination URL [param1] field, type or paste destination URL for all keywords to add
4. Click Continue - no action needed
5. Click Save & Continue
6. Click ok

IV. Using Advanced Keyword Targeting in Yahoo! and MSN

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This level of keyword targeting - optional and
 + have major impact on your account,
 + needed if you're organizing & deploying
 ad groups & keyword lists efficiently,
 with maximum relevancy

= overkill unless using generic ad groups & campaigns
 + need to make ads as dynamic as possible

A. Advanced keyword targeting in Yahoo!

Alternate Text option offered next to Destination URL

= enabled on a per-keyword basis

applies if you have ads with dynamic parameters

To use - click keyword you want to use Alternate text with

In Ads section of keyword detail pg, select " " check box

Type keyword to show instead

Save &

Hawaii

E.g. for Hawaiian vacation flights, dynamic placeholder = vacation

use Hawaiian flights as alternate text

B. Advanced keyword targeting in MSN

387 MSN offers a { param } or dynamic text option for ads that contain placeholder text
if keywords = too long to fit, specify something else

VI. Expanding Keyword Lists

Best way to know how keywords - performing

- use analytics or conversion tracking package that shows
 - amt. of revenue a keyword has generated
 - number of pageviews
 - amt. of time visitors spend onsite
 - how quickly they leave

depending on your PPG goals, these stats determine whether a keyword is a keeper

To expand initial keyword list use SE's free ^{key-generation} tool
often tool estimates impressions & clicks keyword will generate

1. Selecting keywords in current list
2. Entering the URL of the site
3. Selecting categories

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Never select Add All! → large ad group
difficult to manage

A. Adding keywords in Google

1. Open ad group to which you want to add keywords
2. Click Keywords tab
3. Click Keyword Tool link
4. choose 1 of options
 - a. Descriptive words or Phrases - describe p/s
 - b. Website Content - enter destination URL
 - c. Existing keyword - choose 1 to act as baseline
5. Click Get Keyword Ideas → estimated search volume
list of. { peak times of year
Suggestions. { advertiser competition
showing ↗

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6. Click Add link for each keyword to add to ad group
7. Click Add Your Own Keywords for ones + a search
8. Save to Ad Group when you have all you want

B. Adding keywords in Yahoo!

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1. Open ad group
2. Click Add Keywords
3. Choose options,
 - a. Just Add - type in keywords
 - b. Choose from List - based on current keyword
 - c. Research keywords - use keyword-generation tool

C. Adding keywords in MSN

1. Open ad group.
2. Click keywords tab
3. Click Edit Keywords link
4. Enter desired keywords
5. Click Add to Keyword List
6. Click continue
7. Click save + continue

VII.

Contracting keyword Lists

- A. Analyzing underperforming keywords - analytics using statistics from conversion tracking or 1 tool, determine which keywords + meeting your goals
Delete any terms ~~not driving a lot of impressions + cost~~ but + performing to your expectations

390 If not sure, pause keywords + see what happens
see if impressions or traffic decrease
while conversions or other stats improve

B. Deciding when a keyword should be deleted

Check ad copy first - problem may be with keyword

Try adjusting Match type, if keyword is ok

In Google, run search query report: shows where ad appears
Check out negative keywords, on Reports tab

Turn word into a long-tailed phrase

If keyword + relevant to SE or searchers, drop it!