5 Quick HACKS

To Increase Your AdWords Campaign ROI

Hey there! Welcome to the **'5 Quick Hacks to Increase Your AdWords Campaign ROI'** guide. This guide is packed with time tested and proven AdWords optimization strategies that we implement for all of our campaigns and also client campaigns.

We hope you find it useful and that the information in this guide will help you jump start a slow or under performing AdWords campaign that you are working on.

A little bit about us.

My name is Rob and I'm from Philadelphia (Super Bowl XXXIX Champs!!)

Aside from running all the Adwords video trainings at myppctraining.com, I am the co-owner and director of paid search for our PPC marketing company, Clicks Geek along with my business partner and long time friend Ed Stapleton, Jr.

We have built the Clicks Geek brand to multiple 6 figures in revenue just inside of 24 months. Ed and I come from a background of pay per click and SEO marketing so when it comes to generating targeted search traffic via paid/organic search tactics... we know what we're doing :)

But enough about us.. this is really about you.

Let's be real for a second.

The reason you likely downloaded this eBook is because you are currently running an AdWords campaign and are getting crushed or you're thinking about launching a new one.

You're probably paying way too much per click, like many others, struggling to generate leads from Adwords.

In the next few pages I'm going to show you step by step how to optimize your campaign for peak performance.

Whether you're in the US, Canada, United Kingdom, Asia or Europe, etc, if you are running AdWords, this eBook is going to help you turn your campaigns around starting today.

Our mission is simple.

To help you by providing you with the techniques and skills necessary to build and run ONLY successful, profitable Google AdWords campaigns. With that being said, let's get started!
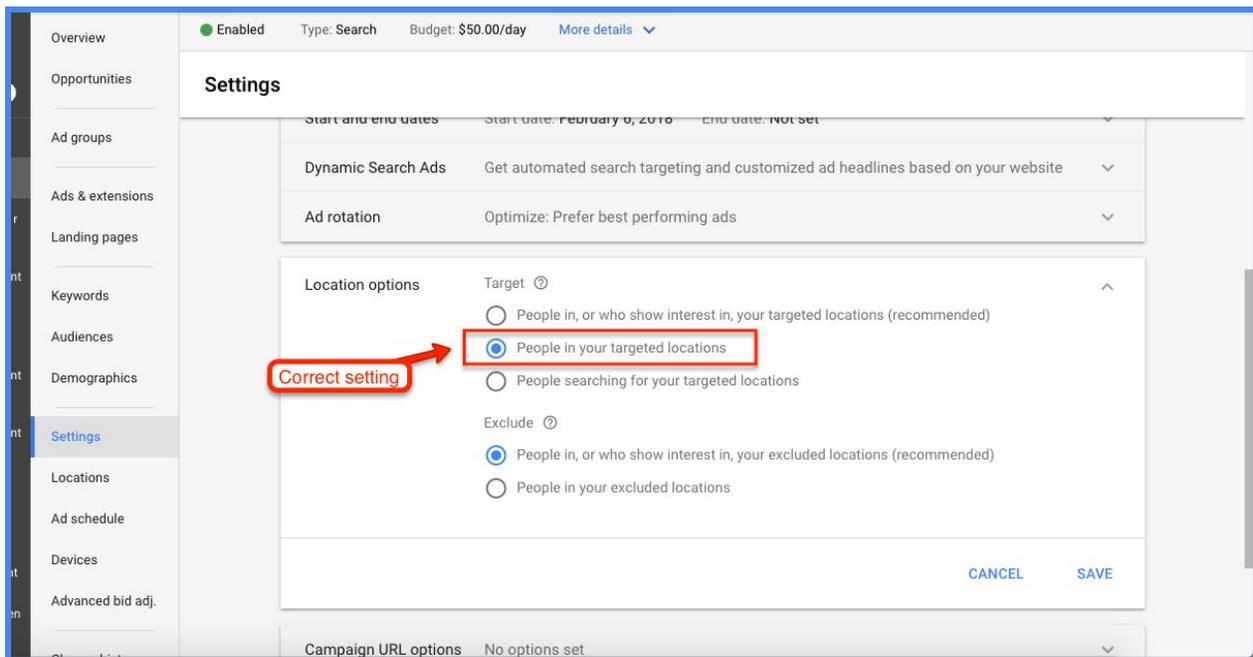
Optimization Tactic/Step #1

Your campaign settings.

If you have this set up wrong you are going to get crushed with "out of location" / "out of area" clicks and possibly leads. I'm not kidding!

So settings optimization step 1. Go into your AdWords campaign, click settings, scroll down and click 'location options' tab.

You should see this:

Make sure that is the ONLY setting you are running ads with.

Settings optimization step 2. Go into your AdWords campaign, click settings, scroll down and click 'networks' tab.

You should see this:

Settings optimization step 3. Go into your AdWords campaign, on the left hand side click ad schedule. It's important to make the most of your campaign ad budget. You should ONLY be running your ads during business hours and when someone can answer the phone. A lead or call that comes in at 3am is going to be very difficult to get a hold of the next day. Normally, if a lead isn't contacted within 30-60 minutes of becoming a lead, the chances drastically decrease that you will ever get in contact with them.

Click the blue 'edit/pencil' sign to add in your ad schedule. You should see this:

*Watch our video tutorial on how to build/use ad schedules: **Watch Here***

Optimization Tactic/Step #2

Your campaigns negative keywords.

Without negative keywords, Google will crush you. Negative keywords are essential for a successful campaign. They will weed out the low performing keywords that Google will keep showing your ads for and reduce wasted ad spend. The more you have, the more irrelevant keywords are weeded out.

To add negative keywords go into your campaign, click the keywords tab. From there click the tab 'negative keywords'.

You should see this:

Use phrase match when adding in negatives. Only add in a word you absolutely do not want to show your ads for. In the above example we are negativing out those keywords for a company who is wanting to rent out apartments in their apartment complex. So some good negatives would be 'jobs, career, degree, classes, hire, maid, income based, cheapest, etc'

Watch our video tutorial on how to build/use negative keywords: [Watch Here](#)

Optimization Tactic/Step #3

Ad groups.

There should be 10-25+ ad groups per AdWords campaign to obtain the highest coverage of searches. Each ad group should have tightly themed keywords and ads.

"Ok, Rob you lost me, what the hell are you talking about?"

Let me show you an example. In the below screenshot, we will keep going with our apartment building campaign. Remember the end goal is to rent out apartments to people looking to rent an apartment in the location we are targeting.

So as you guessed it each of those ad groups ONLY has keywords that relate to the theme of the ad group. Example, ad group 1 at the top: 2 bedroom apartments for rent

The only keywords we will be targeting in that ad group will be about or say directly and with different variations: 2 bedroom apartments for rent.

That's it!

Optimization Tactic/Step #4

Keyword Match Types

There are many ways of setting up and playing around with keyword match types. My advice **STAY AWAY** from broad match keywords. Don't even mess with them at all. You should only be using 3 match types for your ad groups.

1. Exact match (learn about this type here):
   https://support.google.com/adwords/answer/2497825?hl=en
2. Phrase match (learn about this type here):
   https://support.google.com/adwords/answer/2497584?hl=en
3. Modified broad match (learn about this type here):
   https://support.google.com/adwords/answer/7042511?co=ADWORDS.IsAWNCustomer%3Dfalse&hl=en

Read and learn about how to use these different match types BEFORE you just toss them in your campaign.

We highly recommend only using exact and phrase match to start out your campaign. Get some targeted traffic in and then decide (after 7-14 days running) whether or not to add in modified broad match keywords to expand your campaigns reach even further.

Optimization Tactic/Step #5

Conversion tracking.

Please….

Please for the love of God make sure you have conversion tracking set up!

If you aren't tracking conversions you are wasting money and do not really know what's working and what's not.

Without conversion tracking it is literally impossible to optimize an AdWords campaign for success. Ideally you should be tracking leads that come from the contact form on your website and leads that call in from your adwords campaign.

Call tracking is a much more advanced setup but we highly recommend you spend the money and set it up. We use callrail for all our call tracking software. **You can sign up for callrail here.**

Ok, so to setup conversion tracking to track form submission leads you are going to follow the below steps in this exact order.

Step 1. Click the wrench icon in the top right of your AdWords screen. Then click the tab under measurement called 'conversions'.

Step 2. Click the plus sign to create a new conversion. See below.

Step 3. Click 'website' to set up your form submission conversion code.

© 2018 Google
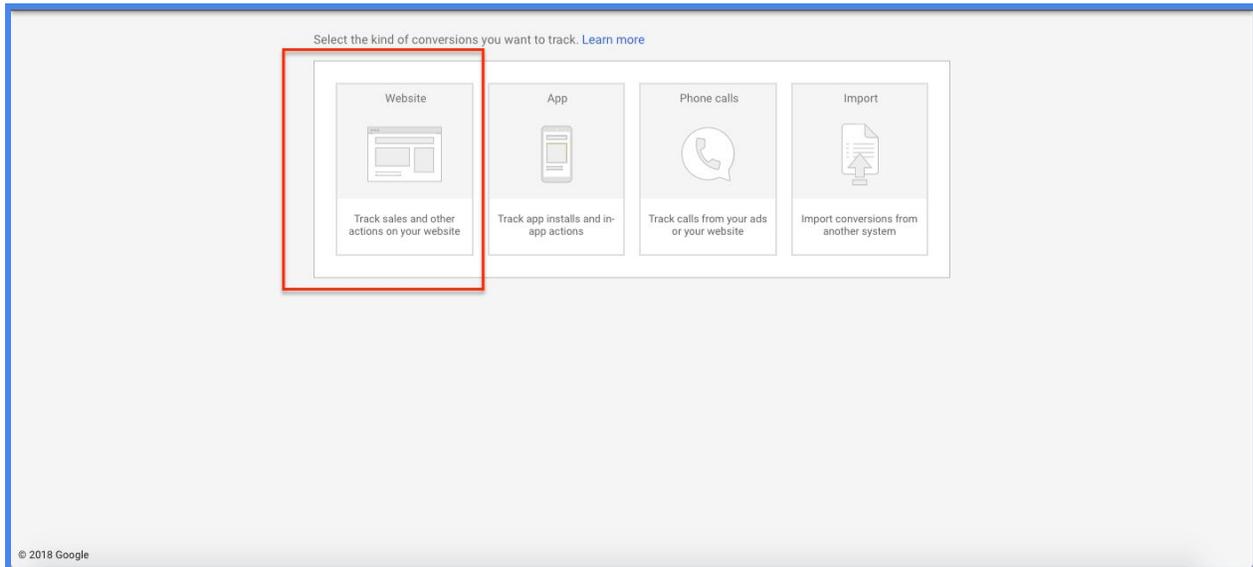
Step 4. Name your conversion, select category as 'lead', add the value of a conversion for your business or choose none, choose to count the conversion as 'one', then hit create and continue.

You should be on this page.
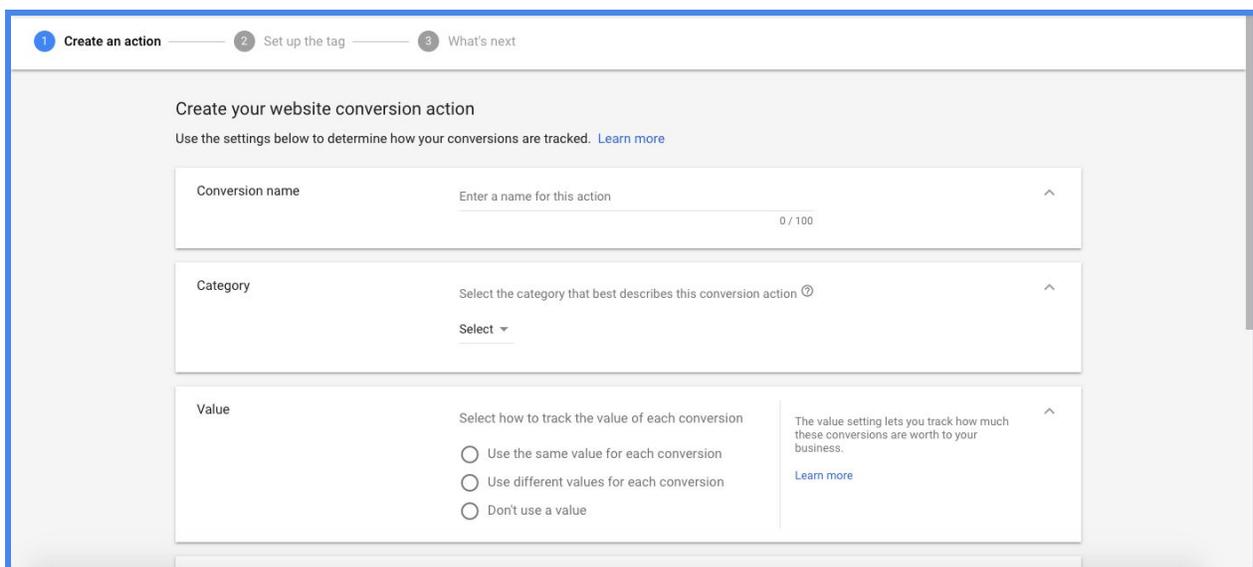
Step 5: Final Step. You need to copy the 'Global site tag' snippet code and place that on every page of your website between the <head> tags. THEN, scroll down and copy the 'Event snippet' code and that code needs to be placed on the "thank you" page ONLY, between the <head> tags. Event snippet code is below the global site tag on screen.

Create an action ✓ — **②** **Set up the tag** — **③** What's next

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup	To set up conversion tracking, you must have the global site tag and an event snippet on your website
Global site tag	The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website. You must install this tag on every page of your website. ⑦

Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, even if you are tracking multiple actions.

```
<!-- Global site tag (gtag.js) - Google AdWords:
<script async src="https://www.googletagman
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config',
</script>
```

DOWNLOAD SNIPPET

In Conclusion

We want to thank you for sticking around and digesting all this information. We know it can be a lot. We hope this helped you to look at AdWords in a new light. AdWords is one of the most, if not THE MOST, effective ways to generate leads & sales for both small and large, local and national businesses and brands. It is widely overlooked because people do it wrong and lose their shirt, then swear it off forever.

All the high quality information and training in the world doesn't matter if you don't take action. So below we have included links to all of our free YouTube trainings, our free private Facebook group and social channels. EVERYTHING below is 100% free for you to view, you do not need any money to start fixing your AdWords campaigns. Now go take action!

If you ever need any help, advice or maybe you just wanna chat about a project you're working on, feel free to reach out for help.

Join our awesome AdWords training Facebook group: ***Click here to join***
Subscribe to our YouTube channel (More free tutorials): ***Subscribe here***
Advanced Training: Build & Scale High Converting Google AdWords Campaigns: ***Join Google Ads Training Academy***

Rob Andolina

Ed Stapleton