

## Google Adwords Tips and How to Guide for NZ Businesses

The following Adwords tips will improve your campaign CTR (click through rates) and quality scores. Correctly implemented, your campaign results will improve.

### **Theme your keywords**

Group your keywords into tight closely related themes.

### **One AdGroup per theme**

Build a separate AdGroup for each and every keyword theme.

### **Limit your keywords**

Each AdGroup should be limited to 20 keywords or less.

### **Delete non-performing keywords**

Delete any keywords from an AdGroup that have had no impressions or clicks.

### **Keyword alignment**

Make sure the primary keyword is in the ad's headline, in the description and in the display URL.

### **Call to action**

Your adcopy should include a clear call to action e.g. Buy online today!

### **Keyword matching type**

Having all your keywords on broad match will mean you ads will sometimes be served to the wrong audience. Test using phrase and exact matching types to make sure your ads are only displayed in front of the right searchers.

### **Negative keywords**

Include negative keywords in your campaign so your ads aren't served against searches that are not relevant e.g. if you only sell new cars, then "used" should be a negative.

### **Destination URL**

Each of your themed AdGroups should deliver the searcher to a landing page on your website that is specific to that theme. This will improve the user experience and landing page quality scores.

### **Segment search from content network**

Create campaigns that target search and content network independently. Setting your campaigns to target search and content simultaneously will make it difficult to optimize performance.

### **About Adhesion**

[Adhesion](#) is an online marketing specialist and provides a professionally managed service for designing, implementing and optimizing Adwords campaigns for NZ businesses.