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PAID SEARCH OPTIMISATION

Boosting the performance of your paid search campaigns

eBook

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Contents

1// Introduction

If you're already using paid search (PPC) advertising and are familiar with the basic principles - but want your ads to work harder and improve your return on investment (ROI) - this eBook is for you.

We'll explain how each element of your paid search account can be optimised to boost performance and achieve the best results possible. At the back you'll find a print-out-&-keep checklist of questions every marketer should ask the person who's managing their paid search.

If you're new to paid search, our eBook **A Simple Guide to Paid Search** gives you a clear, jargon-free introduction to the basics.

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2// Fine-Tuning Your Paid Search Campaign

One of the biggest advantages of paid search marketing is the ability to fine-tune your campaigns at a very granular level and see the impact almost immediately. This degree of control allows you to keep testing and checking your performance metrics.

Knowing what to change when and how is part art, part science. It requires data, the more the better, but also requires intuition and experience where there's not enough data to make statistically-valid decisions, along with the time, patience (and budget) to experiment.

In this eBook, we'll discuss general best practices and techniques for:
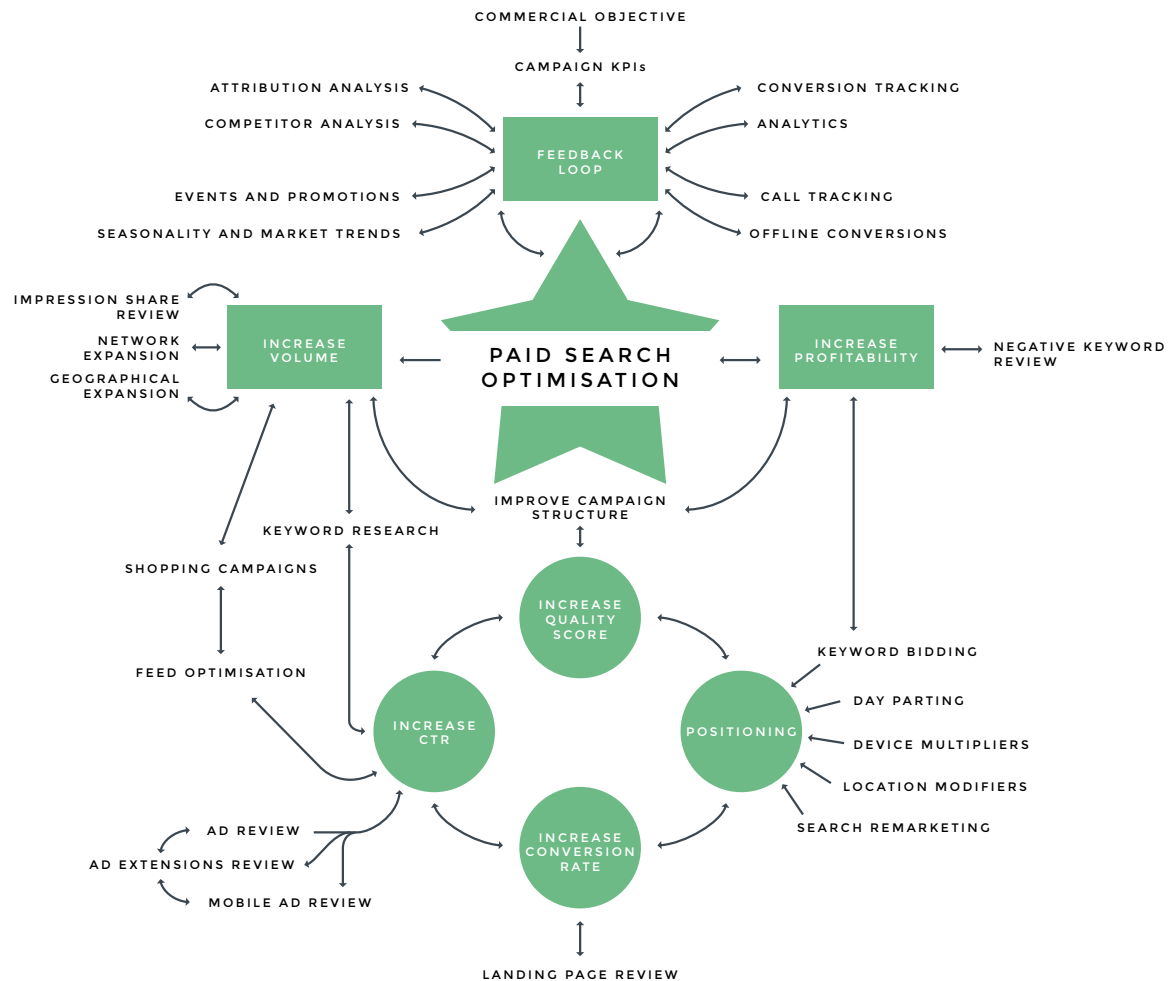
- Making the most of paid search's unique feedback loop
- Increasing volume (ie, in terms of click-through-rate and conversions)
- Increasing efficiency & profitability

We'll take you through each technique individually, but you should imagine them as cogs in a wheel that produce the best results when optimised in conjunction.

Also keep in mind that you'll have to check your own performance metrics against your business goals to determine what's working for you and what isn't.

3// The Optimisation Mix

This diagram shows how each of the optimisation techniques described in this eBook work together to help you maximise the potential of your paid search activities.

4// The Feedback Loop

Paid search allows you to track what's working and what's not in near real time (for example, in Google Analytics) and make adjustments as necessary to your campaign.

To make the most of this efficient feedback loop, you first need to:

- Define your objectives and success metrics
- Review your current performance and that of your competitors
- Consider the opportunities raised by seasonal and market trends, as well as your own promotions and events

Commercial Objectives

It's essential to keep your overarching commercial objectives in mind when optimising paid search campaigns; these should form the basis of your campaign KPIs.

Campaign KPIs

These are the metrics you use to measure the effectiveness of your campaign, based on what you need to achieve to meet your commercial objectives: they should guide your reporting and optimisation activities.

KPIs can be measured in terms of metrics such as conversion rate, CTR (click-through rate) or ROAS (return on ad spend). They often differ from one campaign to another; for example, some campaigns may be based on generating brand awareness, while others are designed to generate sales.

Campaigns can influence users at different stages of the purchase funnel (eg, awareness, consideration, purchase); all of which work towards achieving your commercial objectives and assist in the conversion process. Attribution analysis can be used to build an overall picture of how users are interacting with your keywords and campaigns which can help you to identify areas for optimisation.

Attribution Analysis

Not all keywords in paid search campaigns will generate conversions and revenue at your target CPA (cost-per-acquisition) of ROI. However, you should consider continuing to allocate budget towards them, as they may be assisting conversions that other keywords or traffic source are getting credit for.

The standard attribution model in Google Analytics is 'last non direct click' and for AdWords it is to attribute a conversion to the last AdWords click; this means that the full value of every conversion is attributed to the keyword that generated the click where the user landed on the site and converted in that session, or when the user then came back direct to the site (often through a bookmark) and converted.

This attribution model undermines the value of any keyword that assists a user by moving them down a purchase funnel without actually getting them to convert yet. There are several other attribution models that you should consider when managing your paid search campaigns:

- **Last click:** the last click receives full value of the conversion.
- **First click:** the first click receives full value of the conversion.
- **Linear:** each keyword in the conversion path shares the credit with the value being divided equally.
- **Time decay:** this model attributes credit most heavily to the clicks that occurred nearest to the conversion.
- **Position based:** most of the credit is attributed to the first and last clicks, distributing the remainder among the remaining clicks.

An example purchase funnel with 3 'clicks':

Action	Searches for...	Searches for...	Clicks bookmark
Keyword	socks	yellow socks	direct / (none)

In the example below, here is how each model would attribute a conversion in the last session with a value of £30:

Attribution model	Socks	Yellow socks	Direct / (none)
Last Non Direct Click		£30	
Last Click			£30
First Click	£30		
Linear	£10	£10	£10
Time Decay	£5	£10	£15
Position Based	£12	£6	£12

The Search Funnels reports in Google AdWords and the Attribution report in Google Analytics can be used to find and analyse attribution data. You can select up to three attribution models at a time and compare the results generated through each model in a consolidated table.

Attribution analysis can help you to understand the true effectiveness of your particular keyword and also help formulate bidding and advertising strategy. For instance, you can bid more aggressively on keywords that generate conversions through the first click attribution model as you are aware that they will lead to sales/ conversion action later in the conversion path.

Competitor Analysis

Evaluating your competitors is a key marketing activity that every business will be familiar with. For paid search this means analysing, for example, the keywords they rank for, what they're spending, how their ads are written, their calls-to-action and what's on their landing pages. This will allow you to identify your position in the marketplace, benchmark your paid search performance and learn from your competitors' successful (and unsuccessful) tactics to improve your own campaigns.

Google AdWords' Auction Insights report allows you to compare your impression share (more on **impression share** review later) and overlap rate (how often a competitor's ad was shown at the same time as yours) with other advertisers who are appearing on the same search engine results pages as you. By reviewing their activity over a range of time periods, you can gauge their changing approach and fine-tune your campaign in response. Other Google tools that show search volume patterns over time are Google Trends and Keyword Planner.

Events and Promotions

As with any marketing activity, paid search can be used to leverage relevant events and promotions. Test different promotions to see what works best in each channel. Promotions can be included in your ads or in ad extensions - and should always be on your landing page too. Christmas, Valentine's Day, sporting events and industry conferences are just a few things that affect user behaviour.

This example ad and landing page show how John Lewis optimised its Valentine's Day campaign, using ad extensions to promote its Valentine's Day gift range.

Top Tip

Segment your Auction Insights report by device - if any competitors have a weakness on mobile, this is an opportunity you can exploit

Valentines Gifts Online
www.johnlewis.com/valentines-gifts
Order online by 8pm 13 Feb for
Click & Collect or Next **Day**.
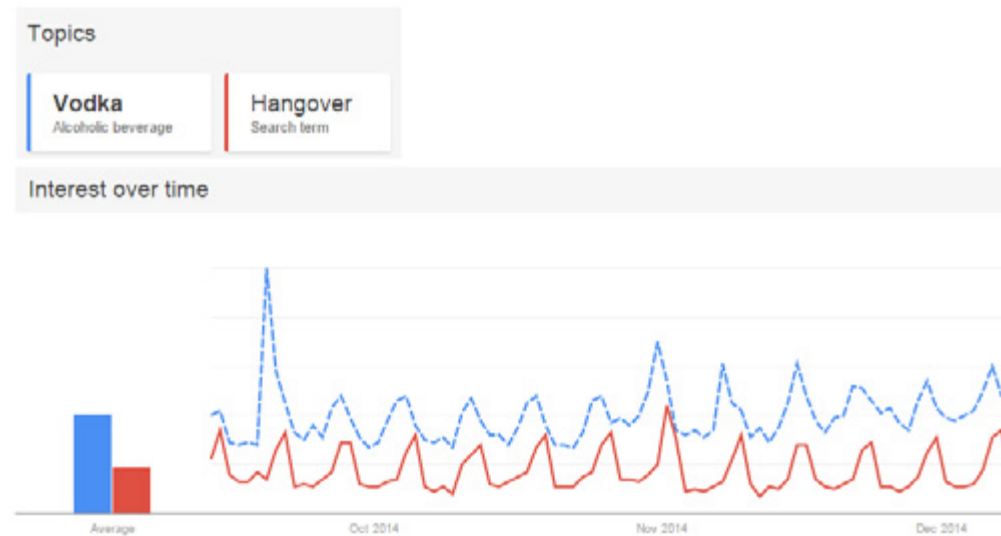70 South John Street, Liverpool
0151 709 7070

Seasonality and Market Trends

Month-on-month and year-on-year comparisons aren't always the most accurate barometers of success; paid search markets are dynamic and most are becoming increasingly competitive. You can use Google Trends to help you discover seasonal and market trends.

In the example below we can see the search trends for 'vodka' increase significantly each Saturday and search trends for 'hangover' peak on a Sunday. Remember that search trends represent human behaviour so are often, but not always, unsurprising.

This information can be used to help you with budget forecasting and allow you to produce more intelligent marketing campaigns.

Conversion Tracking

If you're spending money on paid search, you should always have tracking in place to help determine your ROI. The more you spend, the more important it becomes to track what users do after clicking on your ads.

Tracking allows you to:

• Identify your return on investment and where money is best spent.

• Discover what keywords, ad groups and campaigns are most profitable.

• Test multiple ads, keywords, landing pages and offers.

• Test new ads and conversion pages effectively and quickly.

AdWords and Bing Yahoo Tracking

Both the Google AdWords and Bing Ads platforms give you the option to download conversion tracking code that can be added to the source code of your 'thank you' or conversion page. This code then collects conversion data in your account.

Analytics Tracking

To get more information about how paid search traffic behaves once it gets to your website, it's best to link your Google Analytics property to your AdWords account. This information can shed light on the engagement of your paid search traffic, how much of your website traffic or sales comes from AdWords, and help you to improve your ads and website.

You can also tag the URLs of your Bing Yahoo ads so that traffic for these campaigns is tracked correctly in Google Analytics.

The same process of tagging URLs can be used to track most forms of marketing, and can be used with various analytics software, if you don't use Google Analytics.

Top Tip

Check your tracking is accurate regularly - bad data will lead to bad decisions

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Call Tracking

Call tracking allows you to track calls that have resulted from paid search advertising. A code snippet dynamically inserts a forwarding number on the website after a user clicks on an ad. Conversions are tracked whether a user dials the number or clicks on it from their phone.

AdWords Call Conversions - This works for AdWords only and reports calls at campaign, ad group, keyword and ad level. The main benefit is that it's free and better than not tracking any calls.

ResponseTap - This works by inserting a forwarding number for every unique user that visits your website. It can link directly to Analytics and can be used to provide staff with additional information when they pick up the phone to a customer, for example, what page of your site the user is on or what keyword they searched for.

Offline Conversions

At times, a click on a paid search ad doesn't lead directly to an online sale, but instead starts a customer down a path that ultimately leads to a sale in the offline world, such as at your office or over the phone. With a small amount of programming, you'll be able to determine the source of each paid search enquiry and then import conversion and conversion value data into AdWords or Analytics.
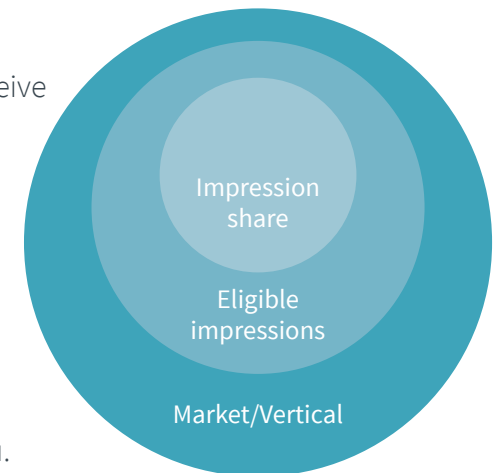
5// Increasing Volume

If one of your commercial objectives is to drive a higher volume of traffic to your site, we recommend that you review your impression share, optimise your CTR and consider expanding your network and/or geographical reach.

Impression Share Review

Your impression share is the proportion of impressions that your ads receive (ie, the number of times it was shown) out of the estimated number of impressions that you were eligible to receive. In other words, the portion of market that sees your ads from all that you're eligible for. It's an important metric as it's a good indicator of the overall reach of your paid search campaign.

You can use Auction Insights to keep track of your impression share for specific keywords, ad groups or at campaign level and compare your performance with other advertisers bidding on the same auctions as you.

Impression share

Eligible impressions

Market/Vertical

The different types of impression share for paid search include:

- **Search impression share:** the number of impressions received divided by the number you were eligible to receive on the search network.

- **Search lost impression share (rank):** the percentage of impressions you lost out on for the search network due to low ad rank. 100% is not necessarily the optimum; there may be some auctions that are strategically too expensive.

- **Search lost impression share (budget):** the percentage of impressions you lost out on for the search network due to an insufficient budget. This should always be 0% on a well-optimised campaign.

- **Search exact match impression share:** the impression share from the search network for search queries that matched your keywords exactly.

If your impression share is low and you're not receiving as much exposure as you could be, these metrics can indicate what you need to do to improve, for example, increase your ad rank or increase your budget.

Network Expansions

Try expanding your paid search advertising network. For example, by including 'search partners' in an AdWords campaign, your ads could also appear on Google-owned sites such as Google Maps and YouTube (as in the example on the next page), as well as non-Google sites, like AOL.

If you currently only use AdWords, you could consider replicating successful campaigns on Yahoo! Bing Ads (which will gain you exposure on both the Yahoo! and Bing search networks).

This can be a particularly effective strategy if there is less competition for your search terms on other networks or if your target demographic is more active in these places.
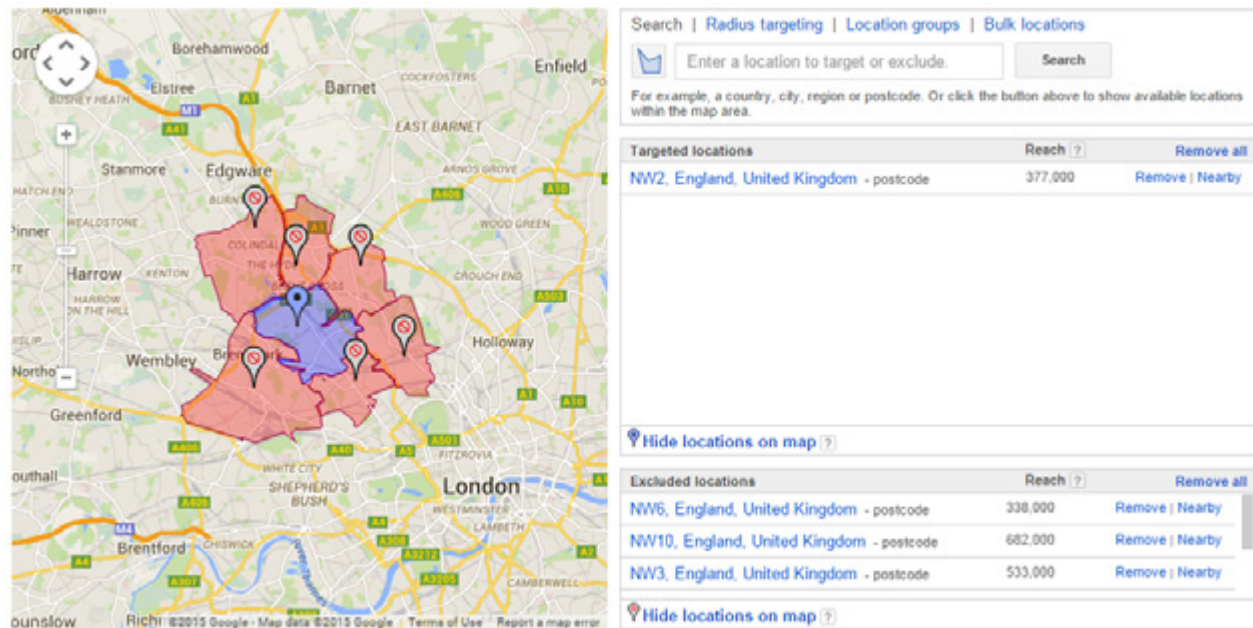
Top Tip

Google Search Partners often provides a higher ROI and, although CTR is lower, this doesn't affect your Quality Score on Google.co.uk

Geographical Expansion

You can expand the geo-targeting options in your campaign settings to include additional locations, or to exclude irrelevant areas. This can be especially useful if you serve other regions or countries that you're not currently promoting, or if your offering varies by location.

For the UK, you can target locations to a relatively granular level. For example, if you wanted to run an AdWords campaign to promote your NW2 delivery service, you can target that area specifically and exclude all other surrounding areas to refine your targeting.

If you're considering marketing your business overseas, Google's Global Market Finder and Consumer Barometer are great starting places for market research. In this case, we would also recommend creating entirely new campaigns with unique bids and relevant ads.
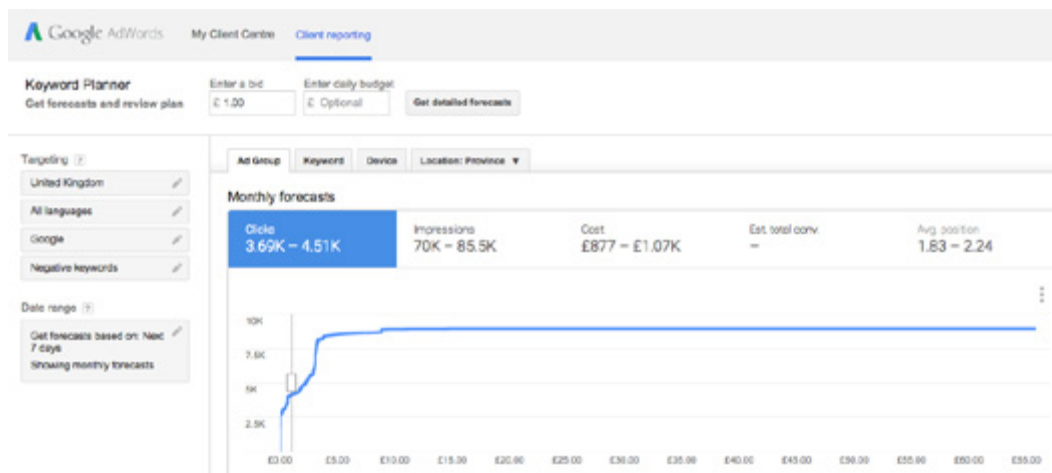
Keyword Research

It's important to regularly review your keywords, so that you can expand the reach of your campaigns. A good technique to get more control over existing traffic is to increase your use of long tail keywords (ie, longer, more specific phrases).

AdWords' Search Terms report (see the example below) shows you the actual search terms people are using to trigger your ads, allowing you to optimise your keyword lists and 'match type' settings. If a search term is consistently generating relevant traffic, this should be added as a keyword, along with any relevant variations.

The Keyword Planner allows you to research potential new keywords and estimate how they may perform in terms of traffic and cost based on the keywords and landing page you provide.

The Opportunities tab also suggests new keywords based on your current campaigns. Make sure you use your intuition when adding keywords – not all of the keywords suggested will be conducive to your commercial objectives.

Shopping Campaigns

If your site is ecommerce based then you should be using Product Listing Ads. These are the ads that appear on Google Search and Google Shopping as a small image with price, description, and business name:

It's not uncommon to see shopping campaigns with similar spend levels as standard search campaigns or even higher. This means it's absolutely crucial to have a comprehensive strategy in place for getting the best out of them.

Shopping campaigns should be built around categories of your site, mirroring your standard search campaigns. The benefits are exactly the same in that you can quickly see trends segmented for different product lines, which helps with both reporting and optimisation, particularly if there are different targets for different product lines. Campaign level bid adjusters such as day parting and location (which have their own sections in this eBook) can then be tailored for each product line rather than adopting a one-size-fits-all approach.

Key Points:

- **Split a shopping campaign into categories**

There are five custom label columns that can be added into the product feed and used to set up inventory filters within shopping campaigns.

For example, if you wanted to build a socks shopping campaign for your clothing business, you would add the value 'socks' into one of the custom labels within the Merchant Centre for all your sock products. This could then be used to create a shopping campaign in AdWords that is set to only include products matching the value 'socks'.

Congruity between shopping and search campaigns is always a good idea, and be sure to split each shopping campaign out by product ID so you can have increased control with the added granularity.

- **Take advantage of the priority settings**

These signal to Google which products to prioritise. Your focus should be on bestsellers that you want to keep a close eye on. A catch-all campaign should be set up on a low priority to capture anything missed by your category level shopping campaigns. The category level shopping campaigns should be set to medium priority.

- **Optimise your product feed**

Managing the health of your product feed in the Merchant Centre is just as important as the shopping campaigns in AdWords. Ensure everything is compliant with Google's policies and that you have filled in as much data as possible. Make sure the important information is given at the beginning of product titles to avoid truncation. Product descriptions should be as descriptive as possible with minimal 'sales' type language, and avoid mentioning any cross-sell products as this may confuse the serving algorithms.

Ad Reviews

To gain optimum performance from your campaigns, you must be continually looking at ways to improve your ads. We recommend having three standard ads in every ad group which you review on a regular basis, pausing and replacing the one with the lowest performance. This allows for systematic testing while maintaining consistency.

If you have a good campaign structure and long tail keyword coverage, the majority of ad groups won't get enough traffic to provide valid data for ad reviews. The solution is to write ads that have:

• A consistent element, where part of the three ads remain the same within each ad group. This is typically the part of your ads that makes it relevant to the ad group.

• A testing element, where something across the three ads varies, typically the part containing a call to action. You should repeat these three calls to action across all of the ad groups in that campaign; you can then analyse, at campaign level, which one works best.

This process allows you to test a large volume of ads quickly. Below is an example of how the ads would look in two ad groups within a campaign:

Ad Group: Large Football Socks

Large Football Socks	**Large Football Socks**	**Large Football Socks**
www.yoursocks.com/football	www.yoursocks.com/football	www.yoursocks.com/football
Buy 2 Pairs of Socks & Get 3rd Free	Get up to 70% Off! While Stock Lasts	Free Delivery on Orders Over £20
Football Socks In Sizes 1 to 14	Football Socks In Sizes 1 to 14	Football Socks In Sizes 1 to 14

Ad Group: Yellow Football Socks

Yellow Football Socks	**Yellow Football Socks**	**Yellow Football Socks**
www.yoursocks.com/football	www.yoursocks.com/football	www.yoursocks.com/football
Buy 2 Pairs of Socks & Get 3rd Free	Get up to 70% Off! While Stock Lasts	Free Delivery on Orders Over £20
Football Socks In Sizes 1 to 14	Football Socks In Sizes 1 to 14	Football Socks In Sizes 1 to 14

As you can see, the headline display URL and description line 2 are consistent for all the ads in each ad group, while the description line 1 varies across the ads and these recur in the second ad group.

Top Tip

Create separate ad extensions at ad group level to make them even more relevant to your keywords

Ad Extension Reviews

Ad extensions include extra business information with your ad, like an address, phone number, shop rating or more web page links. Most of the new features and beta-stage tools that Google has added to AdWords recently have been ad extensions, so you should make the most of them to stay ahead of your competition. They can improve your ad's visibility as they often appear above the search results, rather than along the side.

Ad without extensions:

click.co.uk - Click Consult®
Ad www.click.co.uk/ ▾
A digital agency with a focus on search . Start a conversation today

Ad with extensions:

click.co.uk - Click Consult®
Ad www.click.co.uk/ ▾
A digital agency with a focus on search . Start a conversation today
Delivering Online Success · Effective Strategies · Digital Experts
Top 100 Digital Agency - 2014 – econsultancy
♀ Willow House, Oaklands Office Park, Hooton Road, Hooton - 0845 205 0292

Free Guide To SEO
Download Your Free Copy of A Simple
Guide To Search Engine Optimisation.

Link Auditing Ebook
Download Our 63 Page Guide
to Link Audit and Removal.

Start A Conversation
Get in Touch and See How We Can
Help Meet Your Digital Objectives.

PPC Remarketing
Re-engage Users Who Have Already
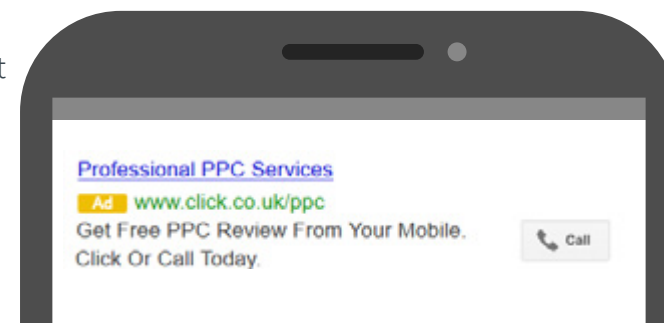Expressed Interest In Your Products.

Ads with ad extensions will actually have a lower relative cost-per-click (CPC) as they are a positive factor in Google's Ad Rank algorithm; as such, you should set up every type of ad extension you can.

Mobile Ad Review

AdWords allows you to create ads that are specifically tailored for mobile devices. For these mobile-preferred ads you can optimise ad copy, ensuring you provide strong mobile-specific calls-to-actions in the headline and description line, use unique display and destination URLs and include mobile preferred ad extensions.

As recommended for your regular ads, you should create another three mobile-preferred ads for each ad group that targets mobile devices.

You should also create mobile-preferred ad extensions alongside your mobile-preferred ads for optimum performance. Once you have mobile ads and mobile ad extensions, test them as you would with any creative.

Improve Campaign Structure

A well-structured campaign provides the foundation for all of your other optimisation activities, so it's essential to monitor the performance of your campaigns, ad groups and keywords. This will help you to understand if you're grouping keywords in a way that maximises results.

For example, if certain keywords are performing particularly well, they may warrant a separate ad group; in this case you should keep the high spending keywords where they are and move all others into a new ad group(s). You can find more detail about campaign structure in our **Simple Guide to Paid Search (PPC)**.

Optimising your campaign structure can help you increase paid search profitability as well as volume…

6// Increasing Efficiency & Profitability

There are various ways to optimise the profitability of paid search by using performance data to refine your campaigns so that they reach the most qualified, highly-targeted audience possible.

Negative Keyword Review

Find, refine, and organise your negative keywords to help filter out unwanted clicks. You can use both Google Suggest and AdWords' Search Terms report to identify search terms that aren't relevant to your business, and add them as negative keywords to your campaigns and ad groups.

This needs to be done regularly as search trends and user behaviour constantly change.

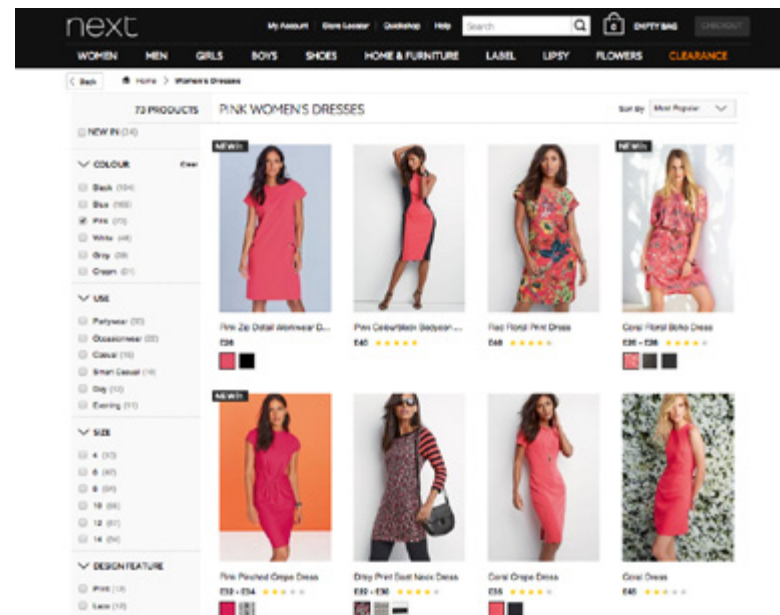## Landing Page Review

The content of each landing page should follow logically from the ad that triggered it, giving users a consistent message. The relevancy of your landing page is crucial to your Quality Score and performance. Review conversion rates, bounce rates and time on site for each landing page to see which are working best.

An example of a landing page that follows logically from an ad:

Keyword Bidding

The basic principle of keyword bidding is to reduce bids if you're spending over your target for a keyword, or increase bids if the keyword isn't in position one and your spending is below-target. Remember that KPIs and targets can vary by keyword depending on how much volume they drive and their assisted value. This process reduces investment in poor performing keywords and increases investment in high performing keywords.

While AdWords alone is an excellent campaign management tool, larger accounts can often benefit from bid management software, for example, DoubleClick Search. This can allow you to exploit more opportunities across your entire campaign portfolio including custom metrics, trends, offline data, predicted modelling and remarketing from search intent.

HOW BID MANAGEMENT SOFTWARE UTILISES FRESHER DATA TO MAINTAIN CPA

TARGET CPA £5

TIME

1 X DAILY BIDDING

4 X DAILY BIDDING

CONVERSIONS (ONLINE & OFFLINE)

REAL-TIME INSTANT CONVERSIONS

REAL-TIME REPORTING

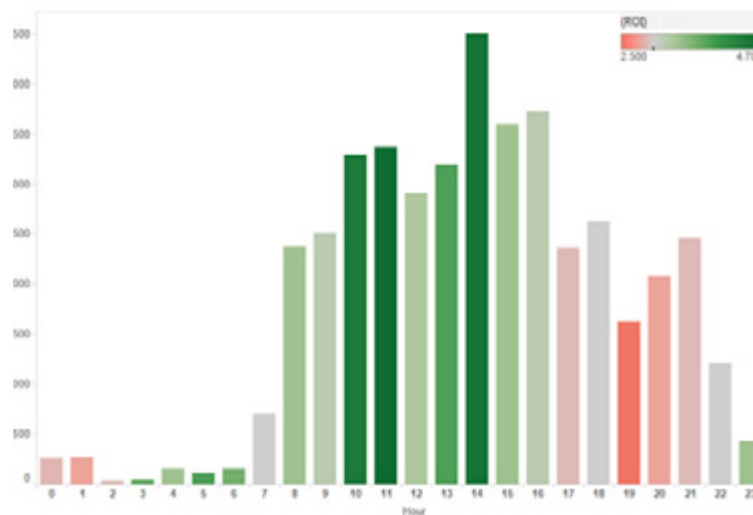BETTER BID OPTIMISATION

FASTER REMARKETING

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Day Parting

Also known as ad scheduling, this is where you analyse which days and times of the day are most profitable or contributing the most towards your KPIs. By segmenting your AdWords data in this way, you can drill down past the aggregate summaries (which show statistics combined from several measurements) to view deeper insights.

This allows you to change your settings to choose the days of the week, hours of the day, etc, that you want your ads to be shown. You can adjust your bid modifiers to allocate more or less of your budget to days and times that are higher or lower in value to your business.

The example below shows how we segmented one of our clients' AdWords revenue data by hour of day, alongside the total cost for each time slot, highlighting the optimum and worst times for performance, on average.

We then performed the same analysis for each day of the week and adjusted the current bid modifiers to improve the performance of their campaigns.
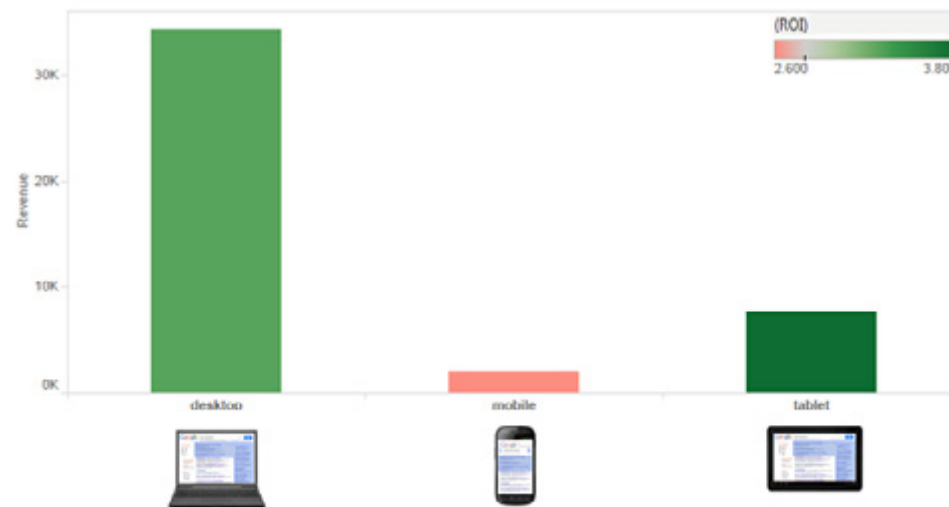
Device Multipliers

Review your campaign performance by device type, then adjust your bid modifiers to target, or avoid, a particular device.

In the example below, we can see that tablets provide the highest ROI and computers produce the bulk of the revenue for the campaign. Unfortunately, in AdWords bid multipliers for tablets and computers are grouped together. However, we reduced the mobile bids for some of the campaigns that were performing particularly poorly on mobile.

While consumer use of mobile devices is now outstripping that of PCs, there's currently no universal method to track campaigns across all devices and it can therefore be tricky to accurately measure mobile attribution – something to bear in mind when making bid changes to mobile devices.

Location Modifiers

You can set bid modifiers that adjust your bids based on a user's location.

The campaign in the example to the right has 107 different location modifiers. As the map demonstrates, some locations perform better than others: Cambridge has a relatively high volume and a good ROI. We optimised the campaign by making bid adjustments based on location performance and added extra targeting around high and low performing areas, which allowed us to extend bid modifiers. We could also set up geo-specific campaigns if necessary.
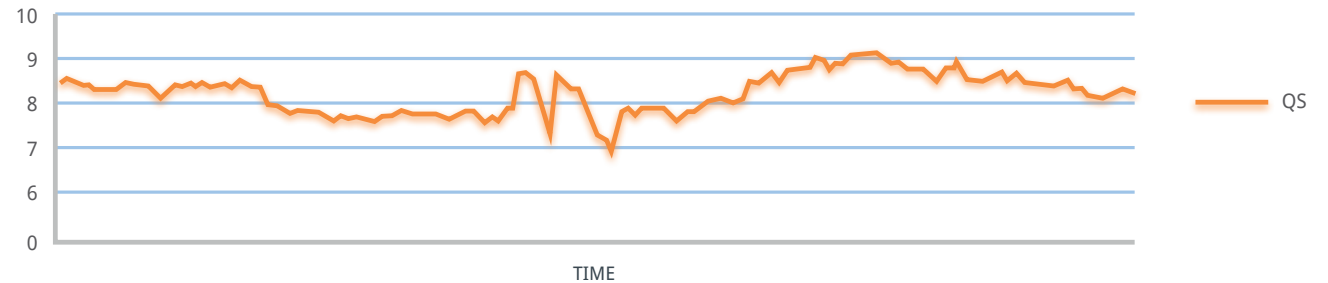

Quality Score [QS] Reviews

QS is a metric used by AdWords to measure the quality of your ads and determine your ad rank and CPC (cost-per-click). The higher your Quality Score, the higher your ads can rank and the lower your CPC, so it's a vital metric to keep an eye on.

KEYWORD

RELEVANCE

AD   **URL**

+

UX

=

QUALITY SCORE

At Click, we monitor Quality Score for our accounts using scripts to pull data from AdWords on a daily basis. The graph below demonstrates how a campaign's QS has fluctuated over a period of time.

QS is made up of a number of factors, including:

- Your keyword's past click-through-rate (CTR)

- Your display URL's past CTR

- Your account history

- The quality of your landing page

- Your keyword/ad relevance

- Your keyword/search relevance

- Geographic performance

- Your ad's performance on a site

- Your targeted devices

A low Quality Score indicates that you need to review everything from your account structure (including campaigns, ad groups and keywords), to your choice of keywords and the relevancy of your ad and landing page.
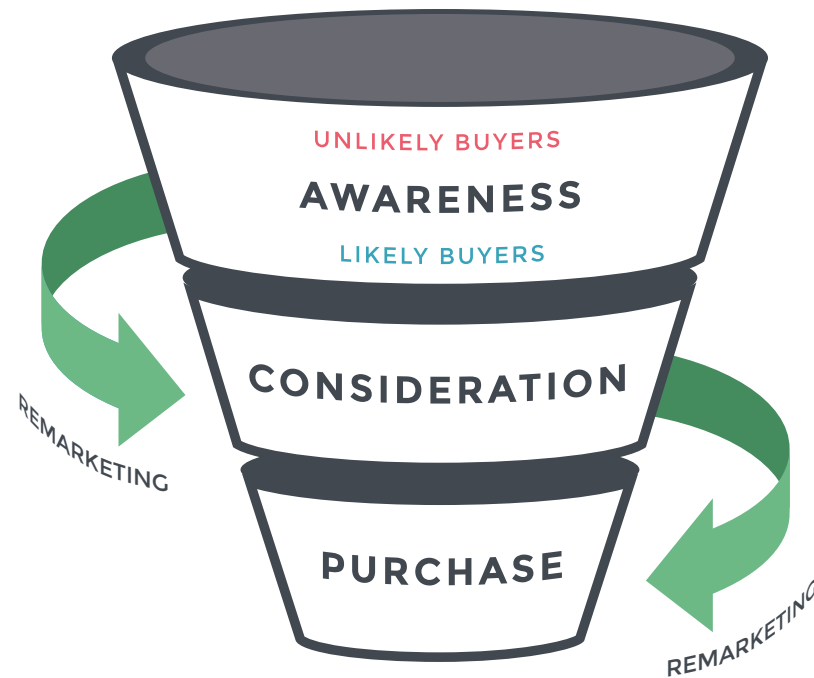
Search remarketing

Remarketing lists for search ads (RLSA) allow you to tailor your keyword bids and ad text for people who have visited your website in the past.

There are three main tactics, which can be used individually or in combination:

- **Optimise bids:** your keywords and ads stay the same, but you raise your bids for previous website visitors.

- **Broaden keywords:** target certain keywords (for example, generic keywords that wouldn't normally be in your AdWords strategy) only to people who have performed certain actions on your website.

- **Customise ad text:** tailor messages to each segment, reflecting users' previous interests in your website.

UNLIKELY BUYERS

AWARENESS

LIKELY BUYERS

CONSIDERATION

PURCHASE

REMARKETING

REMARKETING

Optimisation Checklist

25 questions every marketer should ask the person managing their paid search

Managing paid search campaigns can be an enormously complex task and optimising them to the highest level requires a wide range of skills, ranging from copywriting to data analysis.

Click has compiled a list of questions that you should ask the person managing your paid search to ensure that the optimisation strategy for each area of your account has been carefully considered.

Click **here** for a printable version.

1.   Are our Google AdWords and Analytics accounts linked?

2.   How do we track online conversions? Do we track macro and micro conversions?

3.   What campaign strategy and ad group structure are we using and why?

4.   How do we organise our keyword match types and why?

5.   (for ecommerce) Are we running shopping campaigns?

6.   (for ecommerce) How have we structured our shopping campaigns and how are they optimised?

7.   (for ecommerce) How do we review and optimise our data feed?

8.   How do we review seasonality and market trends for our paid search accounts?

9.   How often do we perform competitor analysis?

10.   How often do we review paid search budgets across campaigns, accounts and networks?

11.   Have we explored and reviewed performance on all the relevant networks?

12.   What is our strategy for running ad copy testing and optimising ad copy as a result?

13.   Are all relevant ad extensions set up on our account…?

- Sitelinks
- Location
- Call
- App
- Review
- Callout

14. Have we expanded our sitelinks?

15. Do we have mobile specific ad copy and ad extensions for mobile users?

16. How often do we examine search query results for positive/negative keyword opportunities?

17. What is our strategy to manage keyword bids? Do we use manual bidding, bid strategies in Google AdWords or bid management software?

18. Which metrics do we use to review our keyword bids?

19. Do we have bid modifiers by…?
    • Time (day of the week and time of day)
    • Location
    • Device
    • Search remarketing

20. How have we segmented our audience lists for search remarketing?

21. Do we track offline conversions from online marketing? Do we import this data into our paid search accounts?

22. How do we identify areas in our accounts to optimise Quality Score? Do we track Quality Score?

23. What is our strategy for optimising paid search landing pages?

24. How do we factor campaign attribution into paid search analysis?

25. How do we factor campaign attribution with other marketing channels into paid search analysis?

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