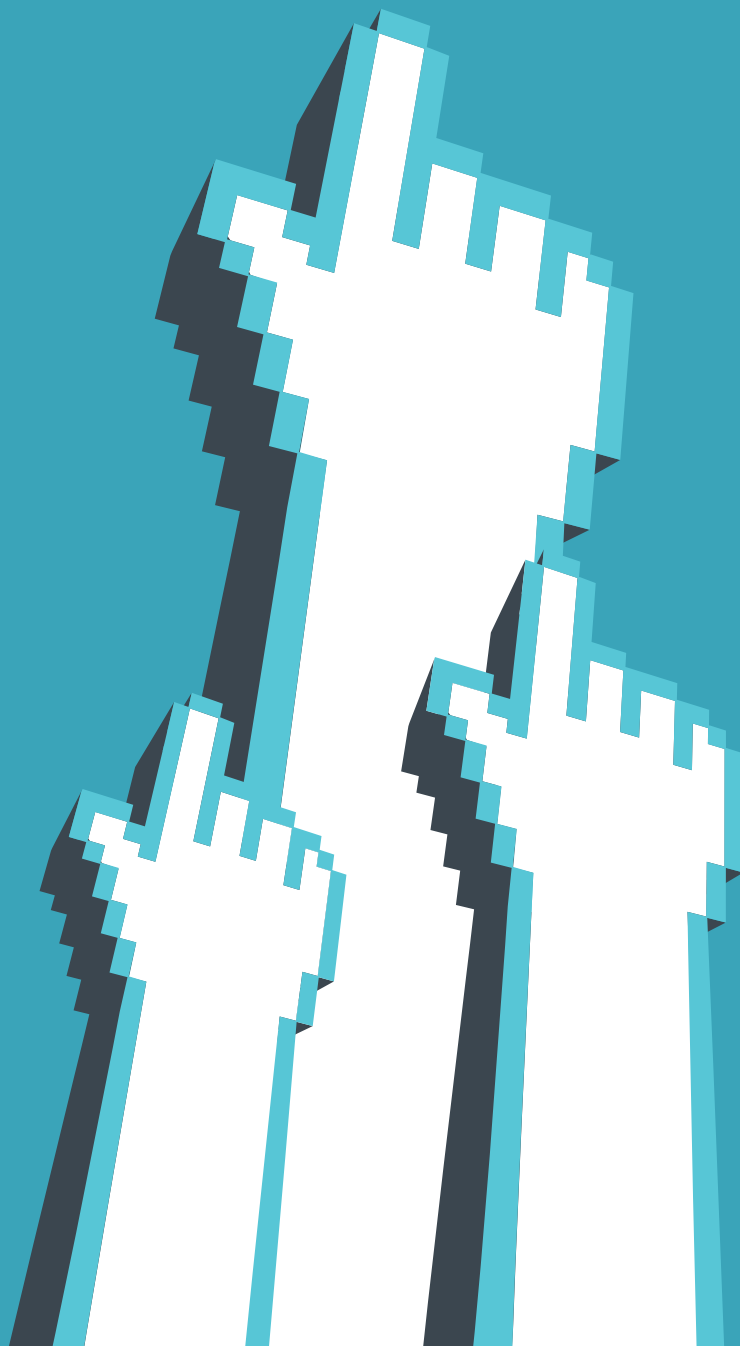




CLICK.CO.UK®

REVOLUTIONISE YOUR
PAID SEARCH PERFORMANCE



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INTRODUCTION

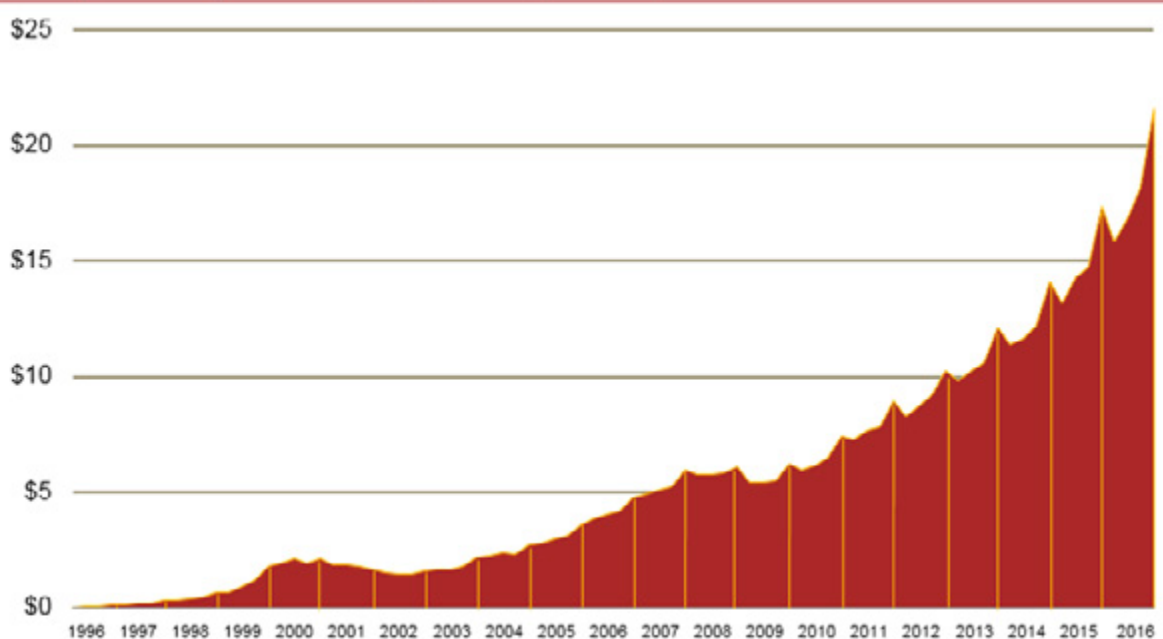
The total percentage of digital spending reached almost \$72.5 billion in 2016 on [paid search](#) alone – [a massive 48% of total spend](#) – and the growth seems set to continue. One of the reasons for this (and there are many) is that it works.

The trend in revenue between 1996 and 2016 is staggering (see below), which obviously encourages more and more brands to adopt paid search as a key part of their marketing strategy. When this is combined with a near constant effort on behalf of the main search engines to improve ad functionality, visibility and performance, there seems to be every reason to be involved and few to miss out.

However, for those that have been working on their AdWords accounts for a number of years, or for those whose accounts have been managed by multiple individuals, your paid search performance is almost certainly not all it could be.

The longer an AdWords account is running, the more people are involved in its maintenance, the more likely it is that inefficiencies will creep into the mix, robbing even the best performing accounts of the chance to achieve everything they can. For this reason, Click Consult has put together five techniques that can (even if only one applies), create a mini revolution in paid search performance.

Quarterly revenue growth trends 1996-2016 (\$ billions)



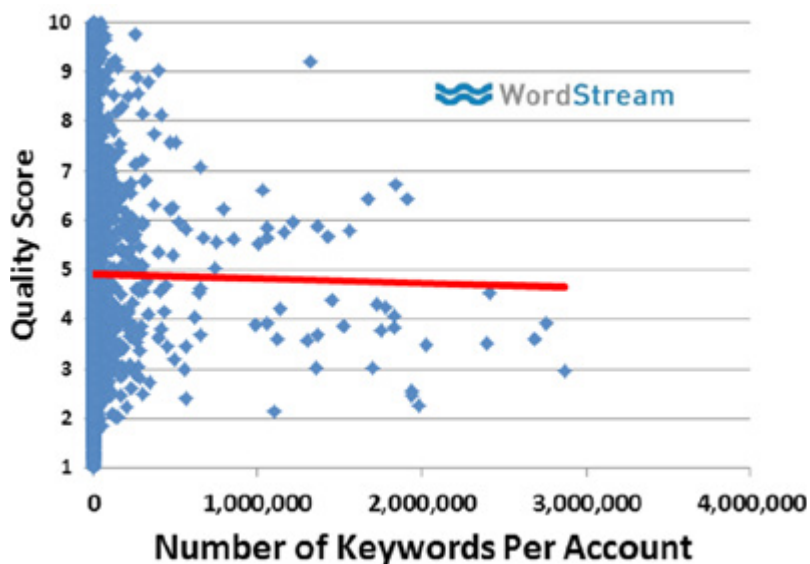
Source: IAB/PwC Internet Ad Revenue Report, FY 2016

1. THE KEYWORD CLEAR-OUT

Larry Kim, founder and former Chief Technology Officer at WordStream, [wrote an article way back in 2015](#) that outlined the negatives of what he termed ‘keyword hoarding’, linking the phenomenon to reduced Quality Score and increased difficulty in account management.

It’s easy to understand how it happens – over many years, there are countless experiments run in the pursuit of the elusive target key terms that are going to cost little and earn much. While occasionally these terms are discoverable, what many paid search professionals neglect is the clean-up process.

Think of it like a laboratory, the scientist working within can be as smart as you like, as qualified and committed and as thorough an experimentalist as ever there was, but after the first few experiments, he’s going to be held back if he is hemmed in by flasks and retorts, penned by the pipettes of previous practices.



Note the dearth of 10/10 Quality Score accounts with more than approx. 100k keywords

Having excessive keyword volume can hinder your performance in many ways, but the most salient point made by Kim in 2015 is that it can seriously impact your ability to trial new features and extensions. In addition, it can become overwhelming to attempt new experiments because of the amount of work it would take to re-categorise keyword groups or trial new approaches. Therefore, your excess keywords have to go.

Edit report

Report type: Keyword performance

Name: dummy

Format: Excel.csv

Date Range: Last 30 days Compared to: None

Segments: + Add segment

Accounts and Campaigns:

- ☒ All accounts and campaigns
- ☐ Select accounts and campaigns
- ☐ Account labels

Columns:

- ☒ Default columns for this report type
- ☐ Select columns

Filters:

- Keyword state: matches any 3 selected X
- Impressions: <= 100 X

+ Add another

Email and schedule report

☒ Include zero impressions

Save Cancel

In AdWords, you can specifically run a report that will provide you with many of the keywords you can look to remove – while seasonal keywords may have zero impressions for specific timeframes, there are likely to be dozens of keywords that you are hoarding that have seldom if ever had a single impression, as well as paused campaigns that are never likely to be turned back on.

Customer	Keywords	Match type	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Avg. CPM	Cost	Avg. position
--	--	--	--	100	7379	1.36%	5.09	68.96	508.87	2.7
853-452-6	enabled	Exact	6.19	0	50	0.00%	0	0	0	2.2
853-452-6	enabled	Exact	11.7	0	50	0.00%	0	0	0	1.7
853-452-6	enabled	Exact	11.7	0	47	0.00%	0	0	0	1.7
853-452-6	enabled	Phrase	10.97	0	46	0.00%	0	0	0	2.6
853-452-6	enabled	Phrase	8.96	1	45	2.22%	2.23	49.56	2.23	3.7
853-452-6	enabled	Exact	11.7	0	45	0.00%	0	0	0	1.7
853-452-6	enabled	Broad	8.02	0	44	0.00%	0	0	0	1.9
853-452-6	enabled	Exact	2	4	44	9.09%	0.37	33.86	1.49	1
853-452-6	enabled	Phrase	6.94	0	43	0.00%	0	0	0	2.9
853-452-6	enabled	Exact	11.7	0	43	0.00%	0	0	0	2.4
853-452-6	enabled	Phrase	10.97	0	42	0.00%	0	0	0	1.6
853-452-6	enabled	Phrase	10.97	1	42	2.38%	4.03	95.95	4.03	1.5
853-452-6	enabled	Phrase	10.97	0	41	0.00%	0	0	0	2.1
853-452-6	enabled	Broad	9.5	0	41	0.00%	0	0	0	2.2
853-452-6	enabled	Exact	10.05	0	40	0.00%	0	0	0	5.2
853-452-6	enabled	Broad	9.5	2	40	5.00%	4.17	208.5	8.34	2.2

Simply put – anything that was tested and found wanting, anything that (over a sufficient period) has not had a single impression: get rid!

As Larry Kim ends his aforementioned article:

“There are very high hidden campaign costs in maintaining a super complex account, especially with reporting and the sheer degree of difficulty to manage it on an ongoing basis. There are costs people don’t always attribute to these unwieldy campaign structures and you don’t need them.”

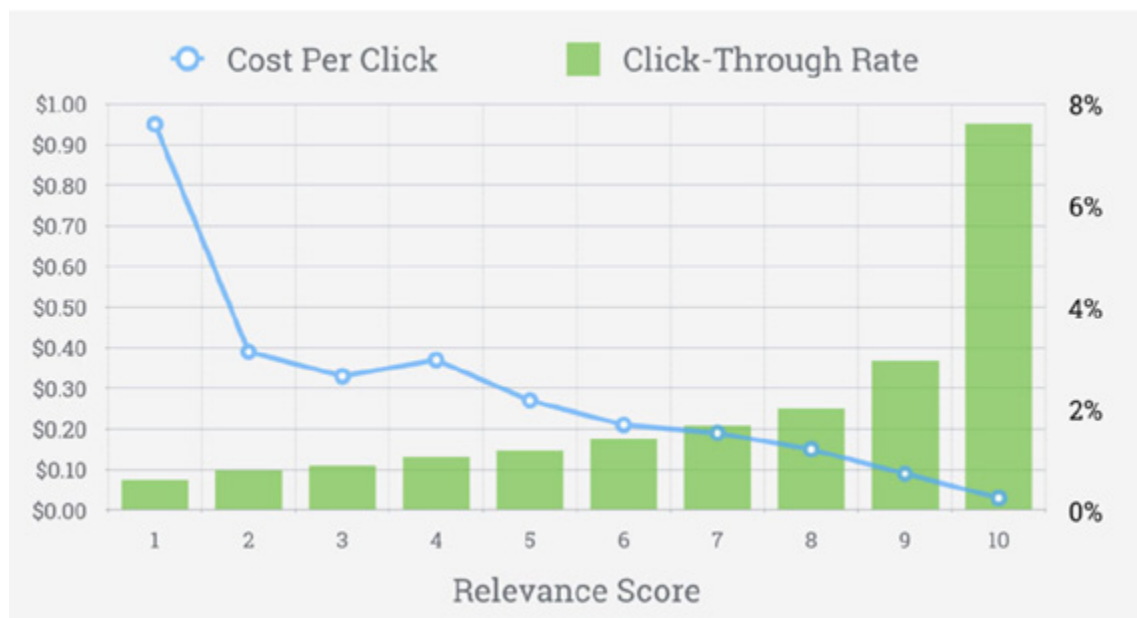
2. THE AD GROUP RESTRUCTURE

Once you've ruthlessly decimated your keywords, the next step is to restructure your ad groups. Neil Patel, despite having an inordinately annoying site full of popups and a little rattling and button thing at the top, has [a good blog](#) on the creation of single keyword ad groups.

While it is not possible for some large retailers (those that may, through time constraints, run more generic ads), for the vast majority of brands, single keyword ad groups are entirely possible – allowing you to be hyper-specific to search queries with your ads, improve relevance and Ad Quality and, therefore, cost per click (CPC).

This is, even for a relatively small account, going to take time. However, once an account is restructured, the money and time saved as a result should more than balance out the initial investment – be patient!

The concept is simple, though the execution is hard – by employing single keyword ad groups with 2-5 ad variations and various match types, you can ensure that you are serving the most appropriate ad **every single time**. You can get creative with ad copy and calls-to-action, employ the most appropriate ad extensions, all adding to ad relevance, all encouraging click-through and all, therefore, saving you money while increasing your traffic and, hopefully, your conversion rate.



Whether or not you choose to move to single keyword ad groups, however, you need to ensure that your ad groups are closely thematically linked – again, for the purposes of relevance, you need to ensure that the ads you create for each ad group are as specific as possible.

WordStream illustrates the perfect account structure like this:



3. THE MISSING EXTENSIONS

What's free to use, offers greater visibility, is proven to improve click through rate and improves your Ad Rank? That's right, it's extensions!

Google improves their extension offering all the time, meaning that if your account has been running for some time, your ads may be missing out on extensions that could be incredibly useful to your brand.

The following is the most up-to-date list of ad extensions at the time of writing – are you using all those applicable to your business?

Expert PPC Strategies • Request Your Free PPC Review • click.co.uk
www.click.co.uk/paid-search •
UK Digital Agency Of The Year 2017. We Are Experts In Search, Simple
Services: Paid Search (PPC), Organic Search (SEO), CRO, Paid Social, Feed Optimisation, Display ...

Accurate keyword CPC data • Find keywords for SEO & PPC
www.semrush.com/ • 888 189 3100
Increase your PPC revenues with SEMrush Tools. Free Trial!
>88 million keywords • Top 100 SERP results • >128 million domains • >100 geo databases
Best SEO Software Suite • European Search Awards 2017
Plans and Prices • Site Audit • Keyword research • Domain vs Domain • Blog

PPC Marketing Agency • Helping Brands Get Found, Fast • found.co.uk
www.found.co.uk/Specialists/PPC •
Get Your Company Found Online. The Experts In Performance Marketing. Call Now!
Performance Experts • AdWords Partner Agency • Drum Search Award Winner • ROI Focused
Best PPC Campaign 2016 • Programmatic Display • Video Advertising • Data & Analytics

Need To Do Keyword Research? • Check Out Keyword Explorer
www.moz.com/keyword-research •
Find The Best Keywords For Your SEO Strategy. Try It w/ A Free Trial! Of Mac Pro.
Free 30 Day Trial • Free SEO Tools • Plans & Pricing • Site Crawl with Moz Pro • Keyword Explorer
Standard • US\$99 99/mo • 5 Campaigns • More ...

Through careful and consistent review, you will begin to identify more keywords for which to compete and more you should exclude ('negative' keywords). Ensure keyword research is a key and regular part of your PPC account management time. You can develop your campaigns using AdWords' search query report (SQR) tool. 12 May 2016



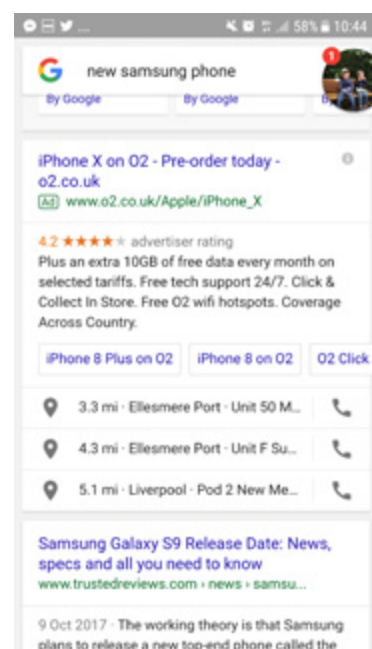
PPC 101 - Creating a Paid Search (PPC) Keyword Strategy - Click ...
www.click.co.uk/blog/ppc-keyword-strategy/

Need to direct people to your shop or restaurant?
Try:

- **Location extensions** – which can include your opening hours, photos of your business, as well as directions to your premises.
- **Affiliate location extensions** – which help people to find retailers selling your products.
- **Callout extensions** – which add additional text to your ad – USPs like “free delivery” or “24/7 support”.

Need customers to contact you? Try:

- **Call extensions** – which encourage people to call by adding a phone number or call button to your ad.
- **Message extensions** – which encourage people to send a text message from your ad, through the addition of a button.



Men's Shoes Online - Wide Range At House Of Fraser

www.houseoffraser.co.uk/
Buy Online and Collect In Store. Free Delivery On Orders Over £50!
Brands: Michael Kors, Adrianna Papell, Hugo Boss, Marie Moll, Elba, Tom Ford
9 Grange Road, Birtanhead - 01441 800 3706

Men's Shoes From Clarks® - This Season's Styles - clarks.co.uk

www.clarks.co.uk/NewSeason
Prepare Your Wardrobe For The New Season With Our Latest Collections.
Types: Casual, Outdoor, Formal, Sports, Walking, Workwear
Ratings: Prices 10/10 - Quality 10/10 - Customer service 10/10 - Delivery 9.5/10 - Selection 9.5/10
9 Wirral - 0151 346 1571 - Open today - 9:00 am - 8:00 pm

River Island Men's Shoes - Order By 8pm, Get It Tomorrow

www.riverisland.com/men/shoes
4.7 ★★★★★ rating for riverisland.com
Shop The Latest Shoes For Men. Free Click & Collect To All Stores!
Summer Shoes - Up To 60% Off Sale - suede shoes - black shoes - brogues - loafers
Free Standard Delivery - £0.00 - On Orders Over £65 - Mens

Up To 75% Off Shoes - Great Deals On Mens Shoes - mandmdirect.com

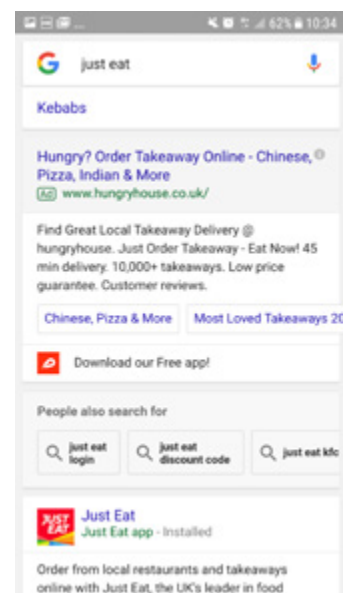
www.mandmdirect.com/mens/shoes
Express Delivery Up To 7pm. Hurry. Limited Stock. Shop Now!

Need people to download your app? Try:

- **App extensions** – which encourages people to download your app.

Need customers to convert on your website? Try:

- **Sitelink extensions** – which link people directly to specific pages of your site.
- **Structured snippet extensions** – which showcase information that potential customers may find most valuable.
- **Price extensions** – which show your service or product categories along with their prices.
- **Review extensions** – which add quotes or rankings from a published source.



With extensions making up a part of your Ad Quality score (which affects your Ad Rank and therefore your CPC), it makes sense to ensure that you're using all of the available weaponry at your disposal – thankfully, the previous two steps will have made it easier for you to do so.

4. THE ONE THAT GOT AWAY

We know it's a little bit creepy when certain products follow you around the internet, sitting there and staring at you from the sides of articles on news sites, but when done well, remarketing ads really can serve as the necessary reminder to pick up that last birthday present or a pair of shoes for an approaching event.

In addition, there doesn't have to be a straight display ad involved in your attempts to regain that consumer that got away – you can approach the ad in a number of ways – from abandoned basket prompts (looks like you forgot to complete your order) to promotional offers (need another reason to buy? Here's 10% off!). Be creative when trying to reengage that consumer – win them back!

One thing to consider here is that ([according to WordStream](#)), remarketing ads fatigue (the concept that the consumers are less likely to click the more they see an ad) at half the rate of generic display ads, while increased per-consumer impressions improve conversion rate – making it a fantastic weapon in the marketing arsenal.

For more information on remarketing, check out our in-depth blog on [how to remarket using Google](#).

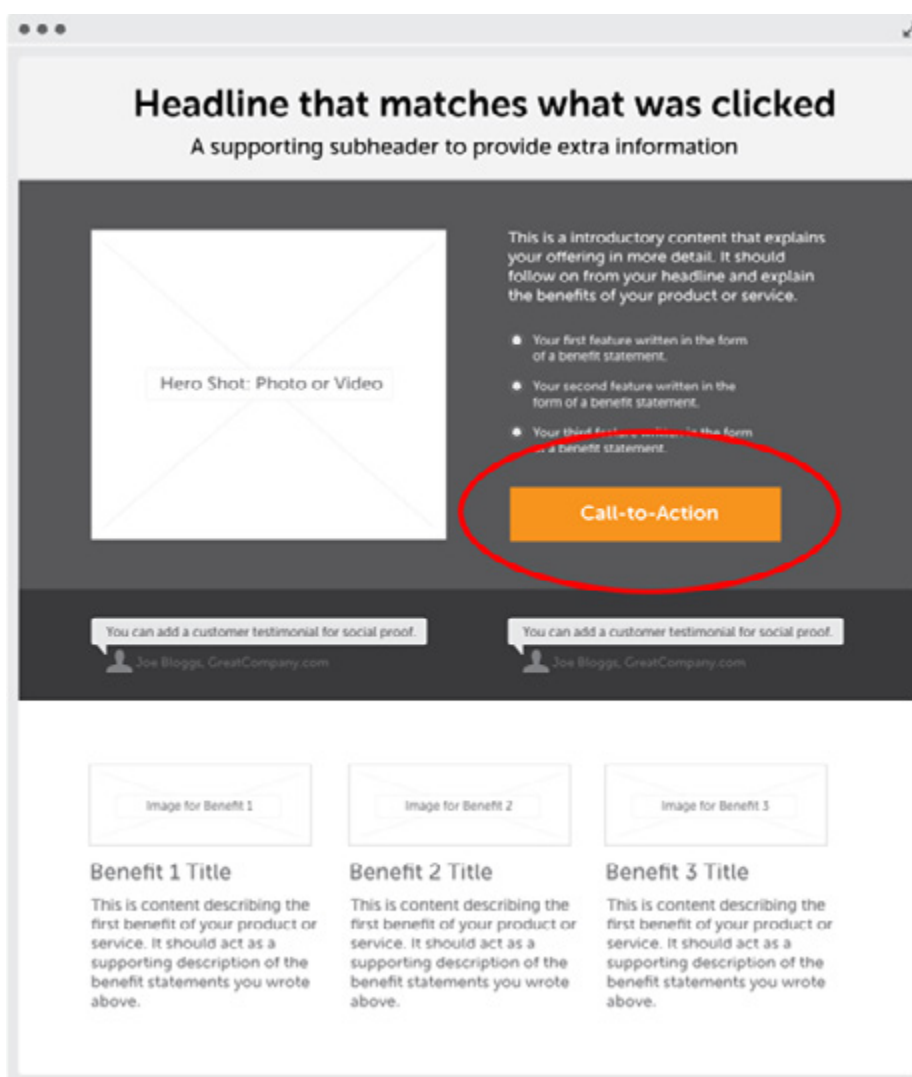


5. THE TEST OF PERFORMANCE

Unbounce has some great advice (from the deep depths of historical 2013) on [methods to improve your landing page performance](#) and on conversion optimisation in general. From a, (admittedly small sample) group of 300 PPC ads clicked, 98% failed to match the message between ad and landing page. That's an extraordinary amount. While a rerun four years later would most likely provide better results, there are still ads out there that fail even this most basic test of performance.

The previous steps have all shown how to up your performance through focusing your paid search, narrowing your sights and increasing relevance in keywords, groups, retargeting etc. If, at this last hurdle, you are providing a user experience which is below par, then you will have wasted your time almost completely.

The below is the ideal landing page suggested by the linked Unbounce article:



You can see in that image a number of aspects you should be looking to reproduce, but the main takeaway of this (and many other) articles on conversion rate optimisation is that you should make conversion as easy as possible.

1. The landing page should, as closely as possible, match the expectations set by the ad's content.
2. The call to action on the landing page should be clear, attractive and specific to the ad.
3. The landing page should set out all of the benefits of the product or service that you set out in the ad (and any more that you couldn't fit in).
4. The offer on the landing page should be the exact one you were advertising – and, where possible, the only offer on the page.
5. You should test small variations in content, colour and layout in order to maximise the landing page's ability to convert visitors to consumers.

CONCLUSION

Age makes irrelevancies of us all, eventually – but that doesn't have to apply to your paid search accounts. By following some simple steps, you can reinvigorate, reenergise and revolutionise your paid search performance.



GET IN TOUCH WITH US TODAY

ABOUT US

Located in North West England, Click Consult is a multi-award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Best Digital Agency in 2017, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

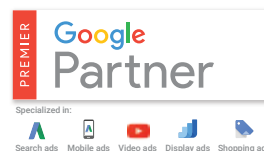
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

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