

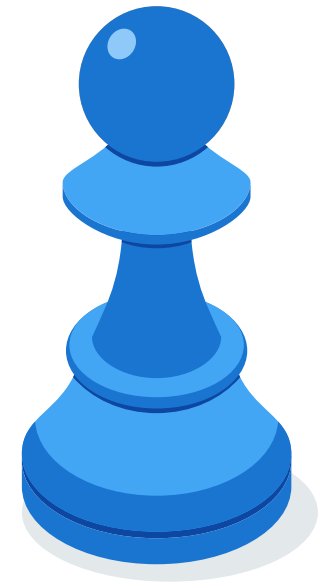
INTRODUCTION

Once you've selected your keywords, you need to decide the maximum you are willing to pay for each click and set a bid, taking into account your budget and the potential value of each click to your business. Popular keywords and those with a lot of competition from other advertisers will require a higher bid. Your bid ultimately determines not only how much each click will cost (your CPC); it is also a deciding factor in where your ad will be ranked on search engine results pages.



BASICS

- 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.
- Bidding on longer tail keywords (highly specific, unique phrases, for example, 'buy yellow socks') allow you to target people with greater purchasing intent, boosting the chances of conversion. There's likely to be less competition for them, bringing down the cost of your bids.
- Bid as much as a click is worth to you – though the bid amount is not always a deciding factor, it is better to have an amount in reserve to maintain a prominent position.
- Don't be too preoccupied with ranking number 1 - aim to achieve a position that meets your business goals.
- The search query report (SQR) tool within your Google Ads account is a must for developing your campaigns. The SQR allows you to research what queries are connecting to your current keywords and allows you to refine your keyword targeting with negatives, as well as identify opportunities that you are currently missing. Improving relevancy is one part of improving Ad Rank and Quality Score, which can boost your click through-rate and save you money in bids.
- Use the Auction Insights tool with Google Ads to compare your performance with other advertisers who are competing in the same auctions as you can help you make strategic decisions about bidding and budgeting by showing you where you're succeeding and where you may be missing opportunities (at keyword, ad groups or at campaign level).
- Use conversion data to determine the best converting position for each keyword. The bids can then be optimised to appear in this optimum position.
- Increase visits to your site with a bidding strategy customised to your campaign.
- Analyse multiple date ranges when conducting bid optimisation to ensure that all keywords are operating efficiently, and not just the top spenders.

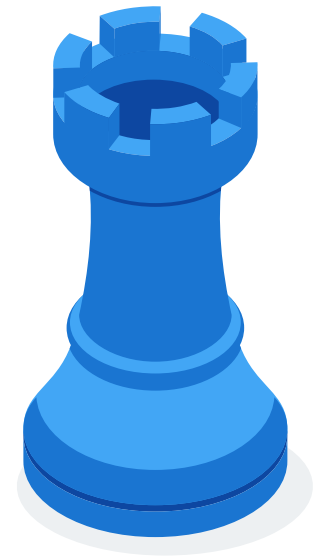


LOWERING YOUR CPC

- Make sure you're bidding at keyword, rather than ad group, level. Performance differs massively by keyword, even in the same ad group. Optimising by keyword will allow you to ensure that you are placing more emphasis on the exact keywords, which will increase your control over the accounts.
- Consider setting up enhanced CPC (ECPC), as this can allow Google to use machine learning to bid higher or lower per auction based on how likely the user will convert. This works best on campaigns with a high volume of conversions so that there is sufficient data for Google to dynamically optimise.

SHOPPING CAMPAIGNS

- To begin with, set your max CPC for product specific ad groups the same as those of existing ads in order to monitor their relative performance.
- If you choose an 'All products' bid, set it lower than product specific ad group bids to ensure that while no products will be missed, your less optimised ads will not supersede the product specific variation.
- Bidding by product ID rather than at product group level allows greater control over spend and creates better optimisation opportunities.



BID ADJUSTMENTS

By setting bid adjustments (also known as bid modifiers), you can increase or decrease your bids to gain more control over when and where your ad is shown. Bid modifiers stack to create highly targeted bids in real time. Perform analysis on each bid adjustment to make sure it is at the optimum level. Also add extra bid adjustments to areas where it will benefit the account.

Day parting bid adjustments

These allow you to set up progressive bid adjustments on exceptionally good or poor performing days of the week and hours of each day to increase overall performance of the account.

Device bid adjustments

Set up progressive bid adjustments for devices depending on the deviation of performance from computer, mobile and tablet traffic. Also consider assist value, and lead quality per device in these calculations. These bid adjustments will need regular reviewing and updating.

Location modifiers

If you know that locations perform differently in terms of CPCs, CTRs, conversion rates and ROI, you should review each campaign and set up the appropriate location bid modifiers.

Search remarketing

Using Remarketing Lists for Search Ads (RLSAs) allows you to bid separately for people who have previously visited your site. Analysing new vs returning reports in Google Analytics will enable you to set bid adjustments for returning customers based on how their conversion rates differ from new visitors. Search remarketing also allows you to expand profitably. As conversion rates tend to be higher for returning visitors, you can build in more generic terms that will only show to returning customers. The lower conversion rates inherent in generic terms are offset by the higher conversion rates for returning customers.

Demographics for search

This feature gives you the opportunity to bid separately for different ages and genders, and further increase efficiency for the account. Set this up and review regularly.



MAKING THE MOST OF YOUR BUDGET

If your account is losing impression share (budget), it means that your campaigns are not reaching their full potential in terms of exposure. Bid management and keyword strategy optimisation would increase exposure as well as having numerous other benefits across the account. By pulling back bids when a campaign is restricted by budget, you can actually bring in more clicks. This is because if the cost is static, then a reduction in the ratio of cost-per-click naturally means that clicks will be higher. You should review the account budget as a part of our ongoing workflow and strategy.



Get in touch with us today

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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OUR ACCREDITATIONS



OUR AWARDS



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