

**INTRODUCTION.** AdWords gotchas are hidden problems in the AdWords interface that can cost you money. If you are already advertising on AdWords, use this worksheet to do a “gotcha check” to stop wasting money through the most egregious problems in AdWords.

**GOTCHA #1: ALTERNATIVES.** AdWords isn’t the only opportunity for your company. Have you researched the possible ROI (Return on Investment) of the alternatives? If so, are you actively pursuing them?

**SEO – Search Engine Optimization.** This is getting to the top of Google using “free” On Page and Off Page SEO tactics. It isn’t easy, but it can be done.

To be researched  Yes, using it  No, not using it

**Social Media Marketing (Free).** This is using free, organic efforts on Facebook, Twitter, YouTube, Instagram, etc.

To be researched  Yes, using it  No, not using it

**Social Media Marketing (Advertising).** This is using paid advertising on Facebook, Twitter, YouTube, Instagram, etc.

To be researched  Yes, using it  No, not using it

**Email Marketing.** Email marketing is the “Rodney Dangerfield” of Internet marketing – it don’t get no respect. But it works!

To be researched  Yes, using it  No, not using it

**Industry-specific websites.** Some industries have an eBay, an Amazon, a Yelp that works very well just for them. Yours would be: \_\_\_\_\_

To be researched  Yes, using it  No, not using it

**Real World Marketing (Free and Paid).** Don’t forget the real world such as Word of Mouth efforts, direct mail, print advertising, PR efforts, etc.

To be researched  Yes, using it  No, not using it

**GOTCHA #2: KEYWORD MATCH TYPES.** Despite what Google tells you, NEVER EVER enter your keywords “naked” into AdWords. You should enter them as:

*+cat +boarding*

*“cat boarding”*

*[Cat Boarding]*

but, unless you know what you’re done, not just the “naked”

*cat boarding*

Go to the KEYWORDS tab on each Ad Group in AdWords, and verify that you are entering your Keyword correctly as indicated above.

If not, click on “Search Terms” and enter any non-relevant keywords here:

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Either correct your keyword match types as indicated above, OR enter the nefarious terms above as negative keywords.

**GOTCHA #3: THE DISPLAY NETWORK.** This is a biggie! Many beginners are running their ads on both the Google Search Network (Google plus sites like Comcast and Yelp) as well as the Google Display Network or GDN. Generally, until you know what you’re doing, do NOT run on the GDN. Go to each Campaign and verify that it is set to Search Network. If not, either pause it or reformat it to run only on the Search Network.

Go to each campaign, can click on settings. Verify that you see “Search Network Only” (Note: Search Network with Display Network is NOT OK).

All campaigns have been checked  All campaigns are now search network only, or paused as needed.

**GOTCHA #4: CROSS DEVICE CONVERSIONS.** Often, a vendor will not convert as well on the mobile phone as on the desktop or tablet, but not always. Either way, you want to make a pro-active choice to run on phones, desktops, and/or tablets, and not let Google just run you on every device type willy-nilly.

For each Campaign, go to Settings > Devices, and look at your clicks, impressions, CPC (cost per click), and conversions. If your conversion costs are high on one device type (e.g., mobile devices), then use the “Bid Adjustment” column to bid it down -100%.

All campaigns have been checked for computers, tablets, and mobile device conversion costs. If necessary, -100% bid adjustments have been added.

Note: if you do NOT have conversion tracking running yet, do a gut check (or use Google Analytics) to look at your device conversions. As you are getting started, be conservative and “when in doubt,” turn it off.

**OTHER POTENTIAL PROBLEMS.** Allow me to be your therapist. What other questions or concerns do you have about your AdWords? Enter those here, and as you read through the Workbook, keep these in mind as “questions to be answered.” I’ve identified some common ones:

- We don’t know our keywords in a systematic way.
- We don’t know which keywords are converting at the best rates / highest ROIs vs. our “dog” keywords.
- We don’t know our conversions at all from AdWords.
- We don’t have KPIs (Key Performance Indicators) for our advertising spend / efforts.
- We don’t know how AdWords fits within our marketing strategy of other efforts such as SEO, Social Media, email marketing, real-world marketing etc.

Other Anxieties about AdWords:

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