

**INTRODUCTION.** AdWords is powerful, and AdWords is complex. Use this worksheet to structure your AdWords strategy for best results. Note: some of this will be easier if you finish reading the AdWords Workbook in its entirety, first!

**Networks.** AdWords has two very distinct networks plus subnetworks. Check which network(s) you are going to set up campaigns for -

**Search Network - based on keyword searches**

- Search Network
- AdWords Express (Google+ Local / *not recommended*)
- Product Listing Ads (Google Shopping)

**Display Network - based on browsing**

- Display / Content Network
- Remarketing Campaign (high volume sites, only)

**Video Ads (YouTube) - based on keywords or browsing**

- Video Ads

**SEARCH NETWORK**

(Google Searches / Yelp, Comcast, etc. Searches)

(AdWords Express)

(Product Listing Ads)

**Target Keywords.** AdWords success comes from FOCUS. You must FOCUS AdWords on specific high value keywords. Usually these cluster around keyword groups, which will become your groups in AdWords. Three keyword families we want to use AdWords for -

Core Keyword #1: \_\_\_\_\_

Core Keyword #2: \_\_\_\_\_

Core Keyword #3: \_\_\_\_\_

Core Keyword #4: \_\_\_\_\_

Core Keyword #5: \_\_\_\_\_

Are there any **buy** or **late stage** keywords or helper keywords? \_\_\_\_\_

\_\_\_\_\_

Are there any **negative** keywords? \_\_\_\_\_

\_\_\_\_\_

Then work out a detailed keyword list / keyword worksheet for AdWords.

Yes, you have a detailed **keyword worksheet**.

**Match types** to be used -

[Exact Match]  "Phrase Match"  +Broad +Match +with + Modifier

Broad Match (*dangerous!*)

Note: *AdWords Express uses categories. Google Shopping uses an XML feed.*

**Quality Score**. Remember to weave your keywords into -

Your AdWords ads

Your AdWords groups (organize groups around keyword families)

Landing Pages - embed Keywords in tags, write keyword heavy copy.

Landing Pages - Use CEA (Confirm, Engage, Act) model.

**Geotargeting**. Is your campaign local? Or, can you use local to identify "in" your best customers, and identify "out" your non-customers. What are the reasons for using geotargeting?

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**Goals and Landing Pages.** AdWords ads should lead to defined landing pages, with defined goals such as a registration and/or purchase. Define your landing pages and appropriate goals for each:

Landing Page #1 / keyword target: \_\_\_\_\_

Goal: \_\_\_\_\_

Landing Page #2 / keyword target: \_\_\_\_\_

Goal: \_\_\_\_\_

Landing Page #3 / keyword target: \_\_\_\_\_

Goal: \_\_\_\_\_

**Metrics.** First, you need to define your goals (registration or purchase). Next, you need to either use AdWords Conversions or Goals in Analytics.

Conversions set up in AdWords  Goals set up in Google Analytics

### DISPLAY NETWORK

(Browsing on Blogs, Portals, YouTube, Gmail, etc.)

**Target Keywords.** AdWords success comes from FOCUS. You must FOCUS AdWords on specific high value keywords. Usually these cluster around keyword families, which will become your groups in AdWords. Three keyword families we want to use AdWords for -

Family #1: \_\_\_\_\_

Family #2: \_\_\_\_\_

Family #3: \_\_\_\_\_

**Quality Score.** Remember to weave your keywords into -

- Your AdWords ads
- Your AdWords groups (organize groups around keyword families)
- Landing Pages - embed Keywords in tags, write keyword heavy copy.
- Landing Pages - Use CEA (Confirm, Engage, Act) model.

**Placements.** Use the placement tool inside of AdWords to identify possible positive (and negative) placements -

Positive Placement Types: \_\_\_\_\_

Positive Placement Types: \_\_\_\_\_

Negative Placement Types: \_\_\_\_\_

(e.g., Parked domains, nefarious sites...)

- Yes, you have blocked nefarious placements (parked domains, adult and violent websites, etc.).

Is this a remarketing campaign?  Yes  No

If yes, you will need to set up remarketing in AdWords!

**Geotargeting.** Is your campaign local? Or, can you use local to identify "in" your best customers, and identify "out" your non-customers. What are the reasons for using geotargeting?

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Goal: \_\_\_\_\_

Landing Page #2 / keyword target: \_\_\_\_\_

Goal: \_\_\_\_\_

Landing Page #3 / keyword target: \_\_\_\_\_

Goal: \_\_\_\_\_

**Metrics.** First, you need to define your goals (registration or purchase). Next, you need to either use AdWords Conversions or Goals in Analytics.

Conversions set up in AdWords  Goals set up in Google Analytics

### VIDEO ADS

(Browsing on YouTube and Partner Video Sites)

**Target Keywords.** YouTube success comes from FOCUS. You must FOCUS YouTube on specific high value keywords. Usually these cluster around keyword families, which will become your groups in AdWords. Three keyword families we want to use AdWords for -

Family #1: \_\_\_\_\_

Family #2: \_\_\_\_\_

Family #3: \_\_\_\_\_

**Search or Browse.** You can advertise on YouTube as search (called “video discovery” ads) or browse (called “in-stream ads”).

- We want our ads to be shown when people **search** on YouTube.
- We want our ads spliced on top of videos that people watch (**browse**).

**Quality Score.** Remember to weave your keywords into -

- Your YouTube ads
- Your YouTube Ad Groups (organize groups around keyword families)
- Landing Videos- embed Keywords in video titles, descriptions, write keyword heavy copy.
- Landing Pages - Use CEA (Confirm, Engage, Act) model.

**Targets.** Use the “Video Targeting Tab” inside of AdWords > Video Campaigns to identify possible positive (and negative) targets by browsing -

Positive Placement Targets: \_\_\_\_\_

Positive Placement Targets: \_\_\_\_\_

**Geotargeting.** Is your campaign local? Or, can you use local to identify "in" your best customers, and identify "out" your non-customers. What are the reasons for using geotargeting?

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**Call to Action Overlay and/or Cards.** YouTube ads allow a “Call To Action” overlay leading to a landing page on your website and/or a “Card”:

- Yes, Call to Action overlay is set up.
- Yes, a “Card” is set up.

**Metrics.** First, you need to define your goals (registration or purchase). Next, you need to either use AdWords Conversions or Goals in Analytics.

- Conversions set up in AdWords
- Goals set up in Google Analytics

**Beyond AdWords.** Don't forget that the Internet isn't just AdWords. Have you considered alternatives to AdWords? They should all work together.

- SEO / Search Engine Optimization
- Facebook Organic / Free
- Facebook advertising
- LinkedIn Organic / Free
- LinkedIn advertising
- Twitter Organic / Free
- Twitter advertising

etc...