

# Google AdWords Basics

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# Quick & Dirty SEM

- Search Engine Marketing, as practiced on Google, Yahoo, etc., is the fine art of serving ads targeted to a user's query.
- SEM != SEO
- Google pwns SEM; Yahoo apes Google
- Pay per click (PPC) system
- Account>Campaign>Ad Group>Creative(s), Keywords, Max CPC, Landing Pages
- Total budget & daily budget: when hit, ads stop (socialtext)
- Served on Google.com, Google search network (AskJeeves etc.); can opt in to serve on content partners (AdSense network)
- Site targeting now available

# AdWords Location Targeting

- Serve ads only to local users — great for local businesses, reduces need to specify location in creative
- Target by country, city/region, “polygon” (connect the dots), radius (within a certain distance of a specified point)
- But Google can't figure out where all its traffic comes from, partly due to anonymizing services such as Tor [[tor.eff.org](http://tor.eff.org)]



TOOOOOOOOORRRRRRRRRR!!!!!!!!!!

# Optimizing AdWords Performance

- Test performance using data Google provides (and your own) and tweak your campaign accordingly
- Common metrics: Impressions (exposure), clicks (“traffic”), click-through rate (CTR), cost per click (CPC), conversion, ROI
- Relevant keywords in tight ad groups
- Grow KW lists: misspellings, singular/plural, concatenating terms
  - Google, Yahoo, 3rd-party KW tools e.g. WordTracker
- Creative that is informative, uses dynamic KW insertion in headline, employs call to action or good ol’ “Free,” scans nicely (no awkward line breaks)
  - Run multiple creatives with different messaging
- Appropriate landing page

# Brand Spankin' New Changes

- 200-character creative beta test:
  - Kinda regressing to earlier incarnation of AdWords (pre-12/03)
  - Overt imitation of Yahoo (role reversal!), w/same truncation problem
  - But may make life easier for e.g. Germanlanguageadvertisers
- Tuesday's Upheaval: "Quality Based Bidding"
- The longstanding \$0.05 min CPC has been done away with; now bids could go as low as \$0.01
- Complicated KW status system simplified to "active"/"inactive"
- Minimum Bid: if met, KW is active; if not, inactive
- Min. Bid is dynamic, differs by advertiser, determined by KW's "Quality Score," which is a brew of CTR + performance history + secret sauce
- How will the QBB system get gamed?

# Yippy Skippy! The Evil!

- Advertisers have come up with crafty ways to get their ads in top position
- Only top 3-4 ads get many clicks (see Eyetools eye tracking study)
- Click fraud: by individual, scripts, “armies”
- Google will detect fraud and credit the victim’s account
  - Poor use of evil dude’s time and effort
- Impressions fraud
- Phishing? (needs explicit nixing)
- QBB system may well engender its very own evil, since first reports indicate that competition on KW is big factor in calculating min. bid

# Stupid AdWords Tricks

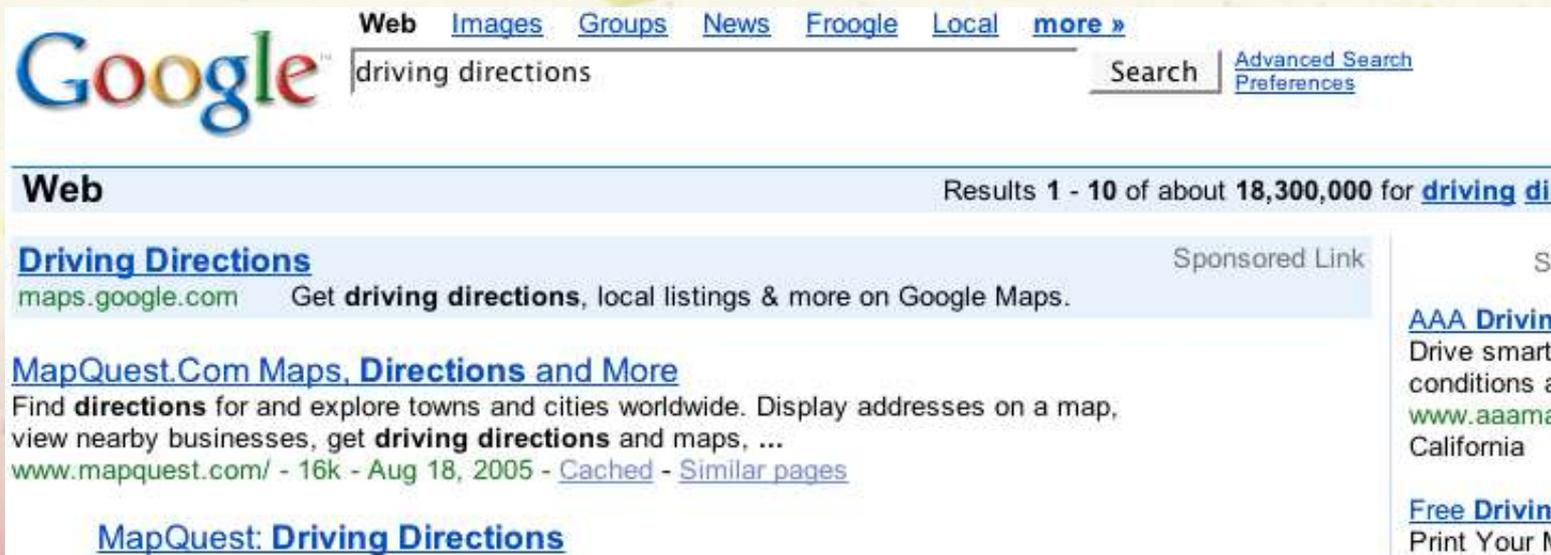
- AdWords haiku (a past fad)
- Keep tabs on how many people are googling you (if you dare give Google your credit card info) — remember, no charge for impressions
- An AdWords ad is a cheapass but unique birthday gift!
- Googspy.com: Find out what KWs your competitors are buying
- Unfortunate ad results:

[Crime Scene Clean Team](#)

We clean up what others can't-won't  
Accidental/Natural/Homicide/**Suicide**  
[www.CrimeSceneCleanTeam.com](http://www.CrimeSceneCleanTeam.com)

- There is a “sensitivity filter” in Gmail’s ad-serving system to prevent the above from happening
- Google tweaks certain queries’ natural search results: suicide, heart attacks — life-saving policy violation

- But it appears Google also sometimes floats its own ads to the top of paid results



The screenshot shows a Google search interface with the search term "driving directions". The search results are categorized under "Web" and show "Results 1 - 10 of about 18,300,000 for driving di". The first result is a sponsored link for "Driving Directions" from maps.google.com, with the text "Get driving directions, local listings & more on Google Maps." To the right of this link is the text "Sponsored Link" and a small "S" icon. Below this is a result for "MapQuest.Com Maps, Directions and More" with a description: "Find directions for and explore towns and cities worldwide. Display addresses on a map, view nearby businesses, get driving directions and maps, ..." and a link to www.mapquest.com/. To the right of this result is another sponsored link for "AAA Drivin" with the text "Drive smart conditions & www.aaame California" and a "Free Drivin" link with the text "Print Your M".

Google™ [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)  
driving directions  [Advanced Search](#)  
[Preferences](#)

**Web** Results 1 - 10 of about 18,300,000 for [driving di](#)

**Driving Directions** Sponsored Link  
[maps.google.com](#) Get **driving directions**, local listings & more on Google Maps. S

**MapQuest.Com Maps, Directions and More**  
Find **directions** for and explore towns and cities worldwide. Display addresses on a map, view nearby businesses, get **driving directions** and maps, ...  
[www.mapquest.com/](#) - 16k - Aug 18, 2005 - [Cached](#) - [Similar pages](#)

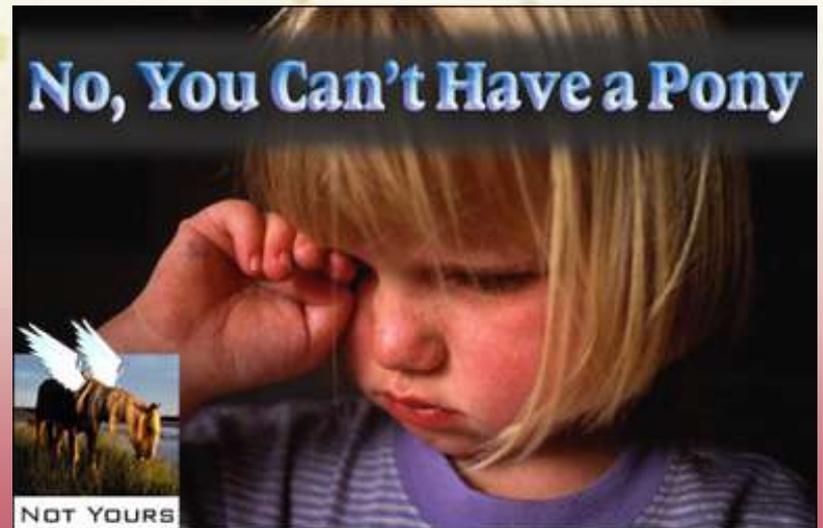
**MapQuest: Driving Directions**

**AAA Drivin**  
Drive smart conditions & [www.aaame](#) California

**Free Drivin**  
Print Your M

# What People Want to See

- Jason Calacanis (Weblogs, Inc.) would like:
  - A tool that logs daily the going price per position of a set of KWs & who's buying them, tracking changes & trends over time
  - A hack linking Google KW suggestion tool's output to real-time KW prices (Google's traffic/cost estimator is way off), so you can figure out which suggested KW is the best deal
- I would like:
  - Google's in-house tools to be made available to its customers
  - A flying pony
- What would you like?





# Thank You!

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Slides at: <http://www.riana.org/GoogleAdWords.ppt>

## Sites Referenced in This Talk:

- <http://adwords.google.com>
- <http://searchmarketing.yahoo.com>
- <http://calacanis.weblogsinc.com/entry/1234000130052519/>
- <http://www.googspy.com>
- <http://www.wordtracker.com>
- <http://tor.eff.org>