

KEYWORDS & BEYOND

Using Adwords to optimize for the moments that matter APRIL 2017



dixon schwab

A person is silhouetted against a vibrant night sky filled with stars and the Milky Way galaxy. The person stands on a dark, rocky ridge, looking up at the celestial display. The sky transitions from a deep purple at the top to a bright yellow and orange near the horizon, where the Milky Way is most prominent. The overall scene is awe-inspiring and evokes a sense of vastness and wonder.

KEYWORDS & BEYOND

**USING ADWORDS TO OPTIMIZE
FOR THE MOMENTS THAT MATTER**



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Agenda

- Why paid search?
- The key to success
- Finding the moments that matter
 - Keywords
 - Geography
 - Devices
 - Ads
 - Behavior
- Where is all of this going?



Why Paid Search?

- More than 6.5 billion searches globally per day*
- Self-selecting, at-need audience
- Highly efficient
- Used throughout the consumer journey
- Very effective channel for customer acquisition
 - 85% of retailers say search is their most effective channel**
- Flexible, scalable, trackable

*Net Market Share

**Forrester 2014



Relevance is Key

Enter one keyword per line.

math tutor
 math tutor near me
 math tutor victor, NY

The screenshot shows the Varsity Tutors website for 'Victor Math Tutoring'. At the top, it says 'Varsity Tutors' and 'Call Now to Set Up Tutoring (201) 561-7934'. Below that, it says 'Award-Winning Math Tutors In Victor' and 'One-on-one, personalized tutoring'. There is a 'Get Tutoring Info Now' form with fields for Full Name, Email, Phone Number, and Zip Code, and a 'REQUEST TUTORING INFO' button. The page is decorated with math-related graphics: a triangle with angles and sides labeled, a person's head, a location pin, a cube, and equations like $\frac{d}{dx} f(x) = f'(x)$, $X = (a + b + c)/3$, $1x + 4y = -3$, and $3 \times 4 = 12$.



math tutor near me

- private math tutors** near me
- college math tutors** near me
- how to find a math tutor**
- math tutors for adults**
- find a tutor for my child**
- find a tutor near you**
- cheap tutors** near me
- high school geometry tutor**

Victor Math Tutoring - Private 1-on-1 Math Experts - varsitytutors.com

www.varsitytutors.com/NY/Math-Tutor (201) 473-2714

4.9 ★★★★★ rating for varsitytutors.com

Learn From Top Ivy League Grads! Backed by a 100% Money-Back Guarantee

Services: Tutoring for Kids, High School Tutoring, 1-on-1 College Tutoring

Calculus- New York · Elem. Math- New York · Algebra- New York



I PASSED ADWORDS FUNDAMENTALS

**SO I GUESS U COULD SAY THINGS
ARE GETTING PRETTY SERIOUS**

A young boy is standing on a wooden chair, looking through a telescope mounted on a tripod. The scene is set in a room with a large window that looks out onto a lush, green forest. The boy is wearing green patterned shorts and is barefoot. The text "FINDING THE MOMENTS THAT MATTER" is overlaid in white, bold, sans-serif font across the center of the image.

**FINDING THE
MOMENTS THAT MATTER**

Keywords

- Beware of broad match
- Mine your SQR's for exact match opportunities & negatives
- Keep your adgroups tight
- Use high-performing keywords in your ad copy



Geography

- Choose your geography carefully
- Comb user location reports for geographic trends
- Exclude underperforming geos
- Use bid modifiers to capture demand or control CPL



Devices

- Look for variances in performance data by device
- Choose your primary device based on the data
- Use bid modifiers to optimize your metrics by device



Ads

- Align ads with keywords
- Take advantage of all extensions:
 - Call
 - Location
 - Callout
 - Reviews & Ratings
 - Sitelinks
- Test continuously



Behavior

- Look at time factors (time of day, day of week)
- Add dayparting or use bid modifiers to capitalize on peak times and exclude or deemphasize lower-performing times
- Use audience data (remarketing lists, customer data)



Where is all of this going?

- Paid Search is increasingly:
 - Mobile
 - Targeted
 - Personalized





QUESTIONS?



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