# KEYWORDS & BEYOND

Using Adwords to optimize for the moments that matter APRIL 2017

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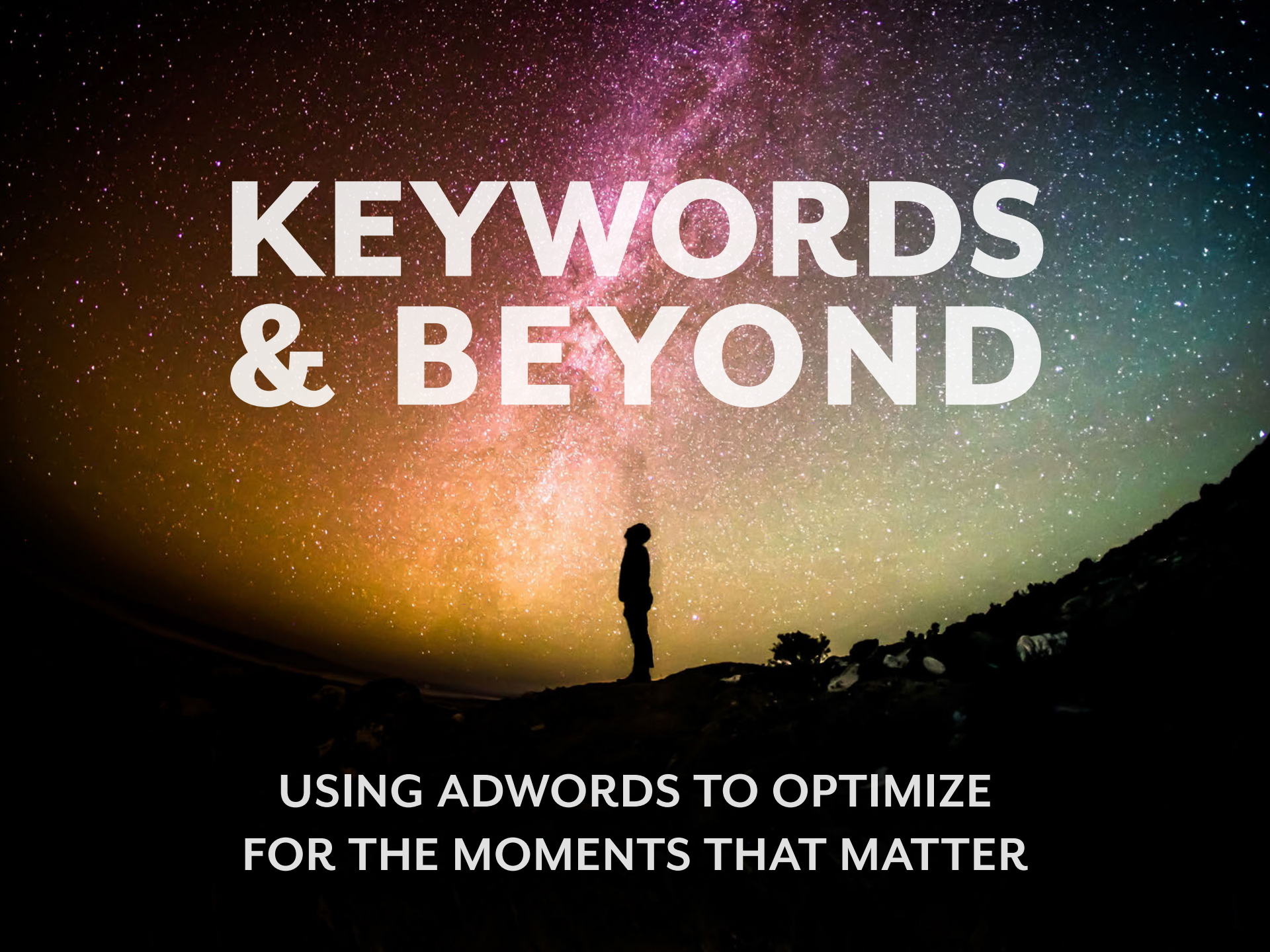
KEYWORDS
& BEYOND
USING ADWORDS TO OPTIMIZE
FOR THE MOMENTS THAT MATTER

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Vice President of Digital Media

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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
```

Google

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

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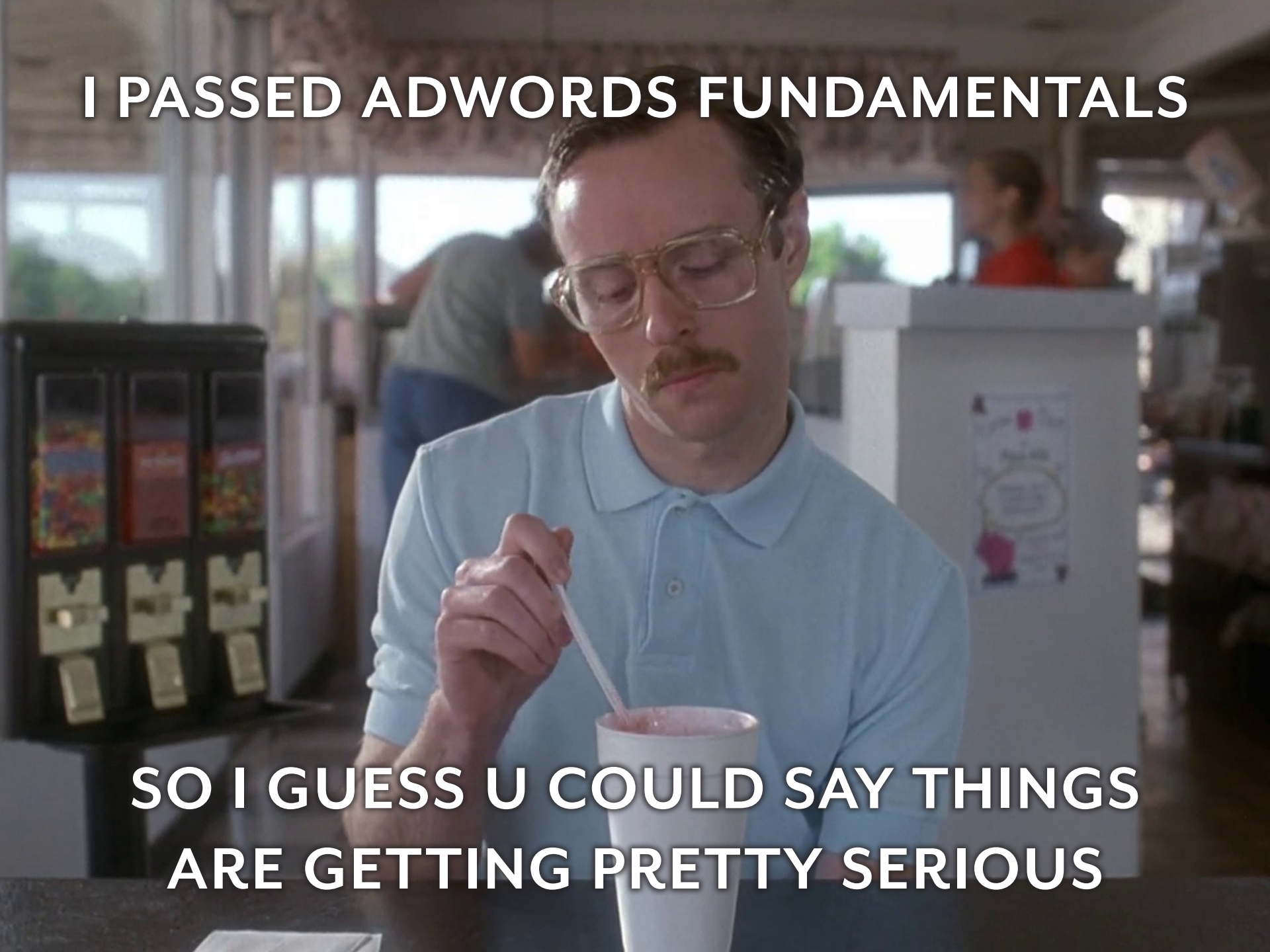
I PASSED ADWORDS FUNDAMENTALS
SO I GUESS U COULD SAY THINGS
ARE GETTING PRETTY SERIOUS

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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