

## **Section 9: Campaign Optimisation - Overview:**

In this section of the course, we're going to go through campaign optimization. So this section is, again, another really important section and it's going to allow you to make sure your campaigns are running in the most efficient and profitable way possible. So some of the things we're going to look at when it comes to campaign optimization is going to be your keyword data. We're going to look at your ad data as well. We're also going to look at what we call device targeting. And lastly, we're going to look at the times and the day data. So this is essentially the times and the day that your ads run. So we can review all this data to see where the bulk of our conversions are coming from and then optimize our campaign accordingly. So I'm going to show you exactly how to do that for all four elements.

Let's get straight into it.

## **Section 9: Optimising Your Ads Based On Keyword Data:**

In this video, I'm going to show you how you can optimize your Google Ads account in a step-by-step walk-through process. Now, I was going to show you this on the account we made. However, as that account doesn't have any data, as it's a brand new account, it's probably not going to be that effective. So what I've done is I've actually gone into the Google Ads account for one of our clients that we recently took on, and I'm literally going to show you exactly what I would do to optimize the account.

Now do bear in mind, as I'm actually in one of our client's Google ads accounts, I can't obviously show you the data in regard to the keywords and what keywords are bidded on, but I can't obviously show you all the data such as the clicks, conversions, how much they're paying per conversion and stuff like that.

So it's going to be really valuable. So let's dive into the first element we can optimize when it comes to optimizing your Google ads campaign, which is going to be your keywords. So we can actually go and look at all of our keywords in this campaign and see exactly which ones are performing the best and generating the bulk of conversions. But before we do that, let's have a quick overview of the client's three main ad groups. So as you will see, I'm on the ad group tab

and we have an ad group up here, which signifies we are currently looking at the client's ad groups. And of course, you can't see what it says in this first column as it's going to be grayed out. However, as you can see, there are three different ad groups. And if we look at the conversion column, you can see in total we have 46 conversions across all three ad groups and 34 of those conversions are coming from the top ad group.

The second ad group has roughly 8.5. So nine conversions and the bottom ad group has only three conversions. So although we have three different ad groups, the bulk of the conversions are coming from the first ad group. So let's go ahead and look at this first ad group and see what keywords it contains that are generating the bulk of conversions. And as you can see, when it comes to keywords, this ad group in particular has five different keywords. It has one, two, three, four, and five. Out of those five keywords, we have 34 conversions. Out of those 34 conversions, the top keyword has generated 33 of them. You can see it right here, 33.42. So although we have five keywords, really and truly, only one keyword is generating the bulk of the conversions for this particular client. This basically means the other keywords we have in this ad group aren't really providing any value at all.

We can scroll through the data and see tons of information about these keywords. We can see how much we're paying per conversion. So currently 57 pounds and 74 pence. We can see how many impressions a keyword has generated, and how many clicks this keyword has generated. We can see the CTR, the average CPC. So just how much we're paying per click on average for this keyword. We can see how much money we spent on this keyword in total. So just under 2,000 pounds, and lastly, we can also see the quality score. So this top keyword actually has a quality score of eight out of 10, which is pretty good. And when we took this client on, this keyword in particular actually had a quality score of five out of 10. So we've actually managed to bump that quality score up just in under three weeks, just by following what I've already shown you in this course.

So this software is super powerful and you can see it actually does work and does get you some good quality score numbers as well. So whilst this data is really good and it gives us a good overview of exactly what keywords are producing the convergence, we can obviously go ahead and make some actions based on our findings. So what we can do is simply remove these bottom keywords if they're not producing any results, which they are not in this instance, or we can go a little bit further and look at what we call the search terms. So the search terms you can find on the left-hand pane under the section of keywords. So a search term is simply what someone has searched for to see your ad. Now it's really important that your search term will only show what people are searched for, which actually led to a click.

So if someone searched for a keyword and they didn't click your ad, then you will not see that keyword under your search terms. It's only going to be the keywords which actually resulted in an ad click. So again, I know you can't see all the individual search terms, as it's going to be blacked out, but again, let's just focus on the data for now. So as you can see, we had this top keyword right here, which has 1,174 clicks. We've spent a total of 650 pounds on this keyword. And the average cost per click was roughly 55 pence. And out of all of this data, this resulted in 12.4 free conversions. So if you take that data and actually divide it, this actually comes to a cost per conversion of 52 pounds, which basically means for every 52 pounds we spend on this keyword, we are going to generate one conversion. This isn't too bad at all as the products the client sells are actually very, very expensive.

However, if we look at the second keyword, which has 254 clicks, that has come to a total cost of 129 pounds. However, this keyword has led to zero conversions. So someone has typed this keyword into Google 254 times. It resulted in our spending over 100 pounds and no one has even purchased one of our products. As a result, we have zero conversions. So although this keyword might look good on a surface level, as it has a low cost per click of just 51 pence, it's actually not making us any money. And it's actually costing us over 100 pounds just to show ads for this keyword, which is generating no conversions. So this is a really good example of where you'd come over to the left-hand side of the column, and you would copy the whole keyword.

Then you'd go over to this tab, which has negative keywords, which we covered in quite some depth earlier on in the course. You'd go over to negative keywords, you'd click the plus icon. And then you simply paste in that keyword into this negative keyword box, click save, and then you'd be done. So what this would do, would simply block your ad from showing anytime in the future someone types in that keyword. Remember, we don't want to be showing our ads on search phrases that aren't generating us any money as that is just wasted spend. So what you want to do is go through your search term data, and have a look at all of the search phrases, which are generating new clicks. And if you see a keyword that has tons and tons of clicks and it's generating no conversions, like this one right here, here's another keyword.

Here's another one, 44 clicks, no conversions. We've got 26 clicks, no conversions. 24 clicks, no conversions. 20 clicks, no conversions and so on and so on. Then you simply want to block these keywords out to ensure your ads are no longer visible for them. Believe me, this method right here is going to save you so much money. There are so many times that we take on clients and they say, Josh, this is a keyword I want to bid on. It's going to generate me tons of money. We set up a Google ad campaign for that keyword. It gets tons of clicks, but it doesn't actually result in any conversions. So the best thing to do, instead of guessing in regards to what keywords are going to generate you the most money, is to simply let the ads run and then

review your data. Now how often you review your data depends on how many impressions and how many clicks you're generating.

If you're generating only one or two clicks, then that is not going to be enough reliable data to base and make any decisions upon. You want to have roughly at least 20 clicks per keyword before you start making decisions. But essentially that is how you optimize your accounts to ensure you have the most profitable keywords in them. And to ensure you remove the keywords, which aren't making you money. This off is simple but super, super effective. That's it for this video. And I'll see you in the next video, where I'm going to show you how you can optimize your ads. I'll see you there.

### **Section 9: Optimising Your Ads Based On Ad Data:**

In this video, I'm going to show you how you can optimize your ads based on the data you have in your Google Ads account. So, to optimize your ads, what we need to do is first go over to our ads. So, I'm actually in the same ad group that I was in before in the previous video, so I've got the same five keywords. The top one has generated 33 conversions, which is good. Then I've got one conversion down below. But what I want to figure out now is exactly what ad, in particular, is generating those conversions. Now, remember, whenever we create an ad group, we always have multiple ads within that, typically three different ads.

So, let me go ahead and go to ads and extensions and then make sure I have ads selected. I will now have my free ad displayed on the left-hand side of the screen, but of course, that is going to be grayed out. However, we can still see all the data on the right-hand side. I can see my top ad has resulted in 1,734 clicks. The second ad has resulted in 1,726 clicks. So, again, not too dissimilar at all. However, if we look at the average cost per click, we can see for the top ad, we are paying 63 pence per click, and for the bottom ad, we are paying 55 pence per click.

So, the bottom add is actually resulting in clicks which are eight pence cheaper. And on top of that, this ad has actually generated 19 conversions, whereas the top ad is only generated 13 conversions. What's really important to note, as well, is that on this top ad, we've spent just over 1,000 pounds, so almost 1,100 pounds. And on the second ad, we spent just under 950 pounds. So, to summarize, just in case you missed it, on the top ad, we spent more money, we're paying more per click, and we've had less conversions in comparison to the ad below there.

So, if we're looking at this from an optimization perspective, then this ad, in particular, is performing better than the top ad. And just to confirm that, we can actually see that from the right-hand column where it says conversion rate, so the top ad has a conversion rate of 0.75%. So, less than 1% of people are converting who clicked this ad. And the ad below has a conversion rate of 1.10%, which is obviously a lot more appealing.

So, what I could do is actually go ahead to my first ad and simply pause it and stop it from running, and then create another ad and test that new ad against this one, which is performing the best. So, just a word of advice here, when it comes to creating a new ad, you literally want to keep it as similar as you can to the original ad and then change one variable, whether that's the first headline, the second headline, or even the third headline. Change one variable, that way, if you see an improvement or even a decrease in performance, you're going to know exactly what caused that and you only change one variable. So, that is how you measure ads to ensure you always have the best ad possible showing to your potential customers.

### **Section 9: Optimising Your Ads Based On Devices:**

The third element you can look at when it comes to optimizing your Google ads campaign is to go into your device targeting. To do that, all you need to do is go to devices on the left-hand side of the screen. Once you're either in an ad group or a campaign. So let's click devices now. And as you will see, we have three different options. We have mobile phones, we have computers and we have tablets. So, essentially, what this page shows you, is the devices people are using when they're actually clicking on your ads, and actually converting into a conversion.

So, as we can see, if we review this data, we have over 2000 clicks coming from mobile devices, which is actually the bulk of where our clicks are coming from. That's come from 90,000 impressions, almost 91,000 impressions, actually. We have a CTR of 2.24%. Our average cost per click on a mobile device is 47 Pence. We've spent just under 1000 pounds in total on mobile devices, and that has resulted in 13 conversions.

If we look at the same data below for computers, you can see we had only 986 clicks. So, less than half of the clicks we're getting on mobile devices. We had roughly the same amount of impressions, which basically tells us the majority of people who see our ads are more likely to click our ad if they're on a mobile device. Our click-through rate for our ads shown on desktops and computers is only 1.37%. A lot less people are clicking our ads when they're on a computer,

which is almost double what we're paying for a click on a mobile device. The amount we spend on computers and desktops is just over 800 pounds. And in total, that has led to 12 conversions.

With the third and final option of tablets, you can see we had only 680 clicks. So just under 700 clicks. We have a click-through rate of 2.37%. The average cost per click is 55 Pence. And we spent just under 400 pounds in total, and that has resulted in 10 conversions. So let's just run that back to you. We've spent 370 pounds, and that has led to 10 conversions. We've spent 953 pounds, and that has led to 30 conversions. So as a result, if you look at the last column, our conversion rate on mobile phones is actually less than 1%. It's 0.62%. Our conversion rate for users on computers is 1.2%. And our conversion rate for users on tablet devices is actually the highest and stands at 1.47%.

So, on the surface level, when you're comparing mobile phones and computers, you might look at the CTR and the average cost per click, and just say, "Hey, computers are not as good as mobile phones, as mobile phones have a higher CTR and we're paying less per click." However, if you look at the main metric, which actually matters, which is conversions, you can see there are actually way more conversions coming from tablets and computers than there are in comparison to mobile devices. So, when it comes to optimizing by devices, what you want to do is literally what we call making bid adjustments on the device which is performing the best.

As you can see, at the moment, we already have a bid adjustment of plus 5%, which is us basically telling Google, "We are willing to spend 5% more than our maximum CPC for any bid, which happens on a tablet device." As we know, from our data, we are way more likely to convert that click into a conversion when the user is on a tablet device, in comparison to a mobile device or a computer. To edit your bid adjustment, all you need to do is simply give it a click and then type in the percentage you'd like to increase it.

Now, let's just imagine we found out that tablets were really, really bad and we had zero conversions. Then what we want to do is stop our ads from showing just on tablet devices. To do that, all we do is go over to bid adjustments. Where it says the increase, we'll give that a click. Click decrease. And then put in 100%. And then go ahead and click save. That way, Google will not show our ads to anyone who is using a tablet device.

This stuff is quite powerful. And when you get tons of data in your ads account, you are really able to go into the optimization process and start to optimize your Google ads account like a pro. That is it for this one. And I'll see you in the next video where we're going to go through

exactly how you can create campaign optimizations based on the days and times your ads are running. I'll see you there.

## **Section 9: Optimising Your Ads Based On Specific Times And Days:**

In this video, I'm going to show you how we can use an ad schedule to figure out what days, and what times in particular, our ads are generating the most conversions. So to do that, what you need to do is go into your campaign. So review your ad account at the campaign level. Once you've done that, you should have an option on the left-hand side of the screen, which says add schedule. So simply go ahead and give that a click. Once you've given that a click, what you want to do is go over to day and hour.

Now, this is going to show you all of your data for your ads in comparison to the day and the time that ad was running. So we can see, for example, that in total, we've had 46 conversions. Now, if I click this column and filter to see what time those conversions have come in, we can see out of those 46 conversions, we had three conversions come in on Wednesday between 12 to 1:00 PM.

Now, this would probably indicate that people are making purchases on their lunch break, which is a time that the majority of people here in the United Kingdom take their lunch break, between 12 to one, three conversions. And again, if we look at the second one below, we have Thursday between 12 to one, again another three conversions. We've got some conversions from 3:00 PM to 4:00 PM, another three like so, we've got two conversions below from 11:00 AM to 12:00 PM. So potentially, this could be people taking early lunch breaks, and then we have some more conversions later on in the day, of seven to 8:00 PM, we have another conversion there. We've got another one at 12 to 1:00 PM. So this seems to be a really good time for our client. However, if we give this a click and change this to see when we have no conversions, we can actually see what's going on and where we are going wrong when we are showing our ad.

So you can see you on a Sunday at 12:00 AM to 1:00 AM, so really early in the morning, we have zero conversions. However, we are still generating eight clicks. The same goes for Sunday at 1:00 AM to 2:00 AM. We are generating five clicks, but it's leading to no conversions. Now basically what we want to do is figure out what times people are clicking our ads that are resulting in no conversions, and then stop our ads from showing at those times. So if we filter this column down by cost to see which ads we are spending the most amount of money on, you can see we have this one right here, zero conversions. We spent £73, which is actually more

than any other time of day we run ads. We've generated 116 clicks in total, which is a lot of clicks, and it's led to absolutely no sales for our client.

And if you look at the time of this ad, it's 11:00 AM to 12:00 PM on a Sunday, which could be a good indication that although people like to shop on their lunch break from Monday to Friday, when it comes to a Sunday, it doesn't seem to follow the same pattern. So what I'd want to do is create an ad schedule and ensure my ad is not showing in this particular timeframe, as I know from all of my data that is not going to generate any conversions.

We've got another instance below, zero conversions and we spent £65, almost £66 in total, running ads during this timeframe, Saturday 12:00 PM to 1:00 PM. If we look at other times, we can see we've got Saturday coming up again, we've got Saturday, Sunday, and Sunday. So remember what I've done now is I've filtered all the data by the days which are costing us the most amount of money.

And out of the first, let's say ten, one, two, three, four, five, six, seven, eight, nine, 10, we literally only have mentions of weekdays three different times. We have a Monday, a Thursday, and a Monday. So seven times out of 10, the ads which are generating us the most money and the least amount of conversions are actually on the weekends, minus this day as it's obviously a Thursday, so we wouldn't exclude that. But the point I'm trying to get across here is you can literally review your data and see exactly where you're going wrong.

So in this instance, the client should not be running any ads on the weekends, as it's not really resulting in that many sales. Yes, I do appreciate we have some conversions here for Saturday, but to really get a good understanding, what you need to do is review the data and ensure you have enough clicks before you make any decision.

So if I'm seeing two conversions from 98 clicks, I mean, that is a lot of clicks on our ad. Although we have a good conversion rate of 2%, again, it all comes down to preference. What do you feel you should block out and what you think you should keep in. You can also filter by conversion rate and just see which ones are converting the best for you but do take it with a grain of salt. As you can see, this top one right here has a conversion rate of almost 8%. However, if you look at how many clicks this one has from Saturday 5:00 AM to 6:00 AM, it's only 13 clicks. So the data you're reviewing is not that reliable.

Try to aim for at least 50 clicks, ideally a hundred, when it comes to reviewing data to do with the day and the hour. So that brings this video to an end and brings us to the end of this section on campaign optimization. I really hope you enjoyed it. We've gone through so much in this section which is extremely valuable and is the exact steps that we follow at the agency when we optimize client accounts.