Managing Keywords

Negative Match

- **Purpose**
  - Restricts the ad to not show when the search contains the term.
  - Helps prevent searches that are not likely to convert.
  - The term FREE is often used as a negative keyword.
  - The term REVIEW is often used as a negative keyword
- **Boosts**
  - CTR
  - Conversion Rates
  - ROI
- **Overrule**
  - If a term has negative match and another match type, the negative one will make sure it does not show up.
- **-**
  - Identified by a - in front of the keyword.

Keyword Tools

- **Keyword Planner**
  - Replaced Keyword Diagnosis which shows how each keyword is doing.
  - Replaced Traffic Estimator which gives an estimate on the volume and the bid necessary.
  - Gives search volumes as well as estimates on how high to bid.
- **Search Terms Report**
  - Shows you search queries.
  - Also called Keyword Details
  - Useful in narrowing your keywords
- **Negative Keywords**
  - Keyword Tools help you determine what negative keywords you should have.
  - Compare conversions with clicks and search terms.
- **Spying**
  - Does not allow you to spy on your

Themes

- **Logical**
  - Keywords in an ad group should have a common theme.
  - Helps organize keywords so you do not repeat them.
  - It can be used to monitor what is converting and what is not.
  - Allows you to scale a sub-theme.
- **Purpose**
  - Helps you understand the customer and what they are searching for.
- **Budget**
  - Discover what themes are popular and assign budgets accordingly
  - Easily calculate ROI and focus on ad groups with the most potential

Software

- **Marin**
  - Advanced AdWords Software with all the bells and whistles.
  - 2,000/month.
- **Raven**
  - Helps you organize SEO, PPC, Social Media, and google analytics.
  - 249/month for Pro
- **Google Analytics**
  - Seemlessly intergrates with AdWords to provide you up to date information.
  - Free!!!
- **Spyflu**
  - Spy on the competition.
  - 999/month for agency
- **Swydo**
  - Great for reporting to the client
  - 115/month for boutique