



**7 Budget Blowing
Mistakes Business
Owners make on
Google Adwords
Campaigns**

It looked so easy...



The euphoria associated with being in control of your destiny quickly fades with your budget when you get no leads.

Google Adwords is probably the most deceptive thing on the internet. Anybody can go in and set up an account and begin bidding on keywords and running ads online. But that euphoria of being in control of your advertising soon disappears with your budget, and results are very thin on the ground.

Lots of people appear to be clicking on your ads, but nobody is taking action. You got plenty of expensive clicks, but no buyers. You give up in frustration. Another hyped up marketing plan that doesn't work!

Sadly, many business owners fall into this trap. They opt to go it alone with Google Adwords and learn as they go, by their mistakes. What they ultimately find is that the lessons are expensive – horrendously expensive – and very few people get to the other end and graduate. Most fall by the wayside.

It's easy to get people to click on your ads – just bid high enough to get in the top 3 ads for your keywords – But it's much harder to get qualified buyers clicking your ads. That is a real art form, that takes years to master.

Remember, not only buyers click ads. Your competition might be checking out what you're doing, web developers in other countries are looking for ideas, copywriters are looking for content they can take and modify, schoolchildren are researching for projects and so on. There are a whole host of reasons you will get clicks that don't convert.

Business owners often give up in frustration, missing a real opportunity

As a certified Google Adwords agency, we handle a lot of inquiries from business owners who have tried to setup and run their own Adwords campaigns and failed. And they are the ones who, despite their frustration, can see the value in the platform and know it will bring them inquiries if it's properly managed.

There are many more people who we don't see – those who never take it any further and lose a real opportunity to get new business in the door for a reasonable investment.

So to help you understand the mistakes that can drain your budget and leave you disillusioned, we've put together this list of the most common mistakes we see on failed campaigns that we've taken over for people.



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1

• Incorrect Geo Targeting Settings



The default Geo Targeting setting is worldwide and that may bring you a lot of traffic that you don't want.

This is the big one and probably the most common mistake you'll see. Ever been to Bali or somewhere overseas, gone to Google and noticed a whole bunch of ads from Australian companies who are really only looking for clients or customers in their local area? Well, those people have left their Geo Targeting settings to 'Worldwide' which is the default.

Those businesses are probably going to get a lot of traffic – a lot of people clicking the ads who don't have any money and are not going to buy from a local Australian business who doesn't supply their area anyway. All those clicks cost money and as you can imagine, it quickly depletes most budgets.

The first thing you must do, is to ensure the Geo Target is accurate and reflects your business goals. You can target by country, state or city, and by other geo targets recognised

by Google, such as sections of metropolitan area.

You can also target by a radius (in kilometres) around a particular location, such as your business address. It's also possible to exclude particular areas from your geo target.

2

• Incorrect Match-type settings

Imagine that you're a fencing company and you want to advertise the good stainless steel fencing you erect. So you use the keyword 'fencing' as a broad match keyword. This means to Google that the word fencing can be used in conjunction with any other words – so your ad will appear in 'fencing contractors' 'stainless steel fencing', good so far, but it will also appear in 'fencing lessons', 'fencing equipment', 'Olympic fencing' and any other variation you can imagine. There's also a chance you'll get traffic from irrelevant keywords, with

people clicking away carelessly, then finding it's not what they are looking for and leaving your website immediately.

The larger percentage of interested people you send to your website, the higher your quality score and the lower your cost-per-click. This is why it's really important to find the keywords your buyers are searching, and target those keywords and only those keywords.

Google uses three different keyword match-type settings: broad match (which means your keyword could be used in combination with any other words), phrase match (which keeps the words you use together, but adds any other words people are searching) and exact match, which uses only the words you enter.

Proper control of keyword match-type settings can lower the cost of clicks and get best value for your budget.

To find the best match-type settings, you need to test and evaluate. Analysis of searcher behaviour tells us where to direct the campaign spend.

3

• Not Specifying Negative Keywords

Typically, a given set of keywords can bring a lot of unwanted traffic. Say you are selling women's shoes, for example and you're using a phrase match 'women's shoes'. This will give you plenty of good variations, like 'formal women's shoes', 'comfortable women's shoes', 'nike woman's shoes' but it will also bring unwanted traffic.

For instance, 'free women's shoes' will not attract the type of buyers you want, nor will 'make your own women's shoes' or 'career selling women's shoes' or 'how do they make women's shoes'.

So you need to play 'devil's advocate' when designing your campaign and think of all the variations of a keyword (or phrase) that will bring you expensive unwanted traffic and then exclude those words by adding them in as negative keywords.

Selecting and specifying keywords is a real science – it is something that takes meticulous analysis and failure to get it right can be incredibly costly. It can reduce your ROI substantially.

Unfortunately, despite professional tools available, much of it comes down to experience – testing and measuring. You don't often really know until you start seeing the traffic coming in – So it is critical to monitor campaigns closely and continually eliminate non-performing keywords or keywords that are bringing in the wrong people.

4

• Failure to Keep Ads in Competitive Positions

This one would seem to be a no-brainer, but in reality, it can be difficult. Ads that appear top of the search engine results get all the clicks and as you go down the list, the number of clicks reduces exponentially.



Adwords is a competitive environment. Your ad must be in a good position to receive any attention. If you're off the first page, you probably won't get any traffic at all for most keywords

So by the time you get to page 2, there is very little traffic left. Now this may be OK, if you're selling something like weight loss products and there are millions of people searching – But if your products or service doesn't have such a broad appeal and you're only looking for buyers from your local area, any ad not on page one, will probably bring no traffic at all.

The position of your ad on the results page is dependent on a number of factors, but most importantly, it is your keyword bid (maximum cost-per-click) for each keyword.

When you begin a campaign, you will have to place higher bids, as you have to prove the relevance of your keywords, your ads and your landing page. If they all prove to be relevant and you attract interest from visitors, your bid prices may well

come down, but the start of a campaign is not the time to be 'penny-wise'.

Your bids and ad placements are not something you can set up and leave, you have to regularly monitor them and make the necessary adjustments to keep them at the top.

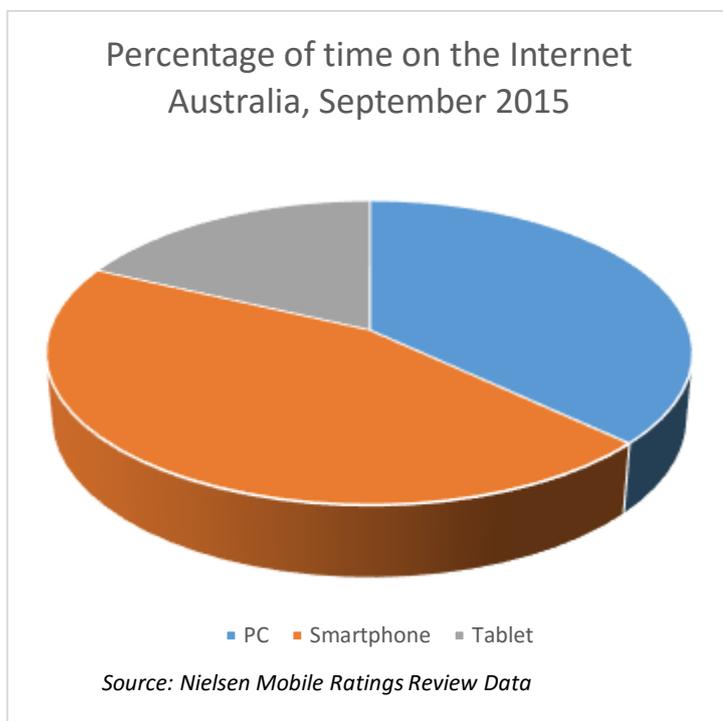
Failure to regularly review the page position for your ads can leave your ads in limbo, while your competitors get the traffic! Adwords campaigns need to be actively managed.

5

• Failure to keep pace with Mobile Technology

Accessing the internet via hand-held devices has exploded over the past 5 years, so that now most websites receive more than half their visitors via these devices.

By late 2014, internet access via smartphones surpassed internet access from desktops for the first time and the gap has continued to widen since then. Smartphone ownership in Australia increased from 11.1 million in 2013 to 15.3 million in mid-2015 while desktop and laptop ownership has remained steady.



Many business owners who are new to internet technology are unaware of this and don't understand the different strategies and tools required for interacting with visitors on mobile devices.

Reaching users of mobile devices also requires a more aggressive bidding strategy than for desktop or tablet users, but it is worthwhile as mobile device users are often accessing your website in their free time, away from the distractions of work.

Not having a strategy to reach mobile users almost certainly means your competitors will be getting traffic, while your website languishes.

6

- Failure to exploit the range of extensions that can be applied to ads

Many business owners and advertisers stop when they have created the text for their ads. They are unaware that there are any more things needed and don't have the time to look into creating other extensions for their ads. They are often so overwhelmed with the Adwords process that they simply can't achieve any more than create a basic text ad.

But sadly, they're missing a huge opportunity.

There are a myriad of extensions you can apply to your ads to make them stand out and to enable people on all types of devices to interact with them more easily.

For instance, you are able to add a 'Call' button to mobile ads so that searchers can call you directly from the ad. This can dramatically increase your conversion rate and your return on investment.

You can also add links to featured pages of your website to take searchers directly to the page that interests them most.

If you have a variety of products or services, you can list Brands, Courses, Types, Services, Models, etc in your ads and even create 'Call Out' extensions to advertise your special offers, unique capabilities, service guarantees, and more.

It's really worth taking the time to consider the full range of available extensions to make your ads more effective, and more likely to convert.

7

• Thinking you can do it yourself

If you've read through the other six mistakes we've listed here, by now you're beginning to realise just how complicated running a Google Adwords campaign really is.



You eventually find yourself at a crossroad and have to make a choice: Do you want to attract buyers for your business, or do you want to have fun playing with Adwords .

Managing Google Adwords campaigns has become a specialised skillset.

Although agencies undergo a certification program with exams, most of the learning comes from experience. This experience can be horrendously expensive if it's coming out of your advertising budget. In fact, you can blow your whole budget on gaining experience and not attract any new customers to your business.

Adwords is also a landscape that keeps changing for a host of reasons. Google keeps changing and enhancing the platform, regularly adding new features and improving the way it works. It's a dynamic environment that is radically affected by the strategies and actions of other advertisers.

Effectively running advertising campaigns on this platform is not something you do for a couple hours on a Sunday after a late breakfast. Ads must be monitored and tweaked as things change – relevance scores go up or down, new advertisers come in and place a higher bid against you, etc.

Unless a business owner plans to move into Adwords management as a career, it is probably something they should not attempt. It usually ends in frustration.

You should choose someone to run your campaigns who is Google certified, who has the knowledge and experience to understand your business and who will take on board your goals and work consistently to achieve them.

About the Author

Finding the right agency to run your Adwords campaigns can be challenging. There are so many companies online claiming to be experts, with slick websites and bucket loads of promises.

Here is what you should look for when you assess any company who is going to build and run you Google Adwords Campaigns:

Experience

How long have they been in business and how long have they been involved with Google Adwords? Are they just going to use your campaign and your money to get that experience?

Netsmart have been working with Google Adwords since 1995, with clients from owner operators to medium enterprises. We have the skills and experience to ensure you get a great return on your investment.

Transparency

How does the agency report your results? Do they pad the reports out to make them look promising or do they give you a clear picture at all times, regardless of how good or bad the news is? And do they show you exactly what they are charging?

At Netsmart, whether we report only on your Google Adwords campaigns, or more extensively on website traffic, call conversions and online conversions, we do it transparently with no 'smoke screens' about fees for service. We provide transparent financial data as well as traffic data.

Certification

Any company that has been seriously involved in Google advertising will have taken the time to become certified. Certification doesn't guarantee they're a good company, but it is an indication that they take their work seriously and do things properly.

Netsmart has held Google Adwords certification continuously since 2009 when formal certification was first introduced. You can be confident in our expertise in creating and optimising your campaigns.

Flexibility

Be sure you're not locked into a fixed-term contract with your agency that keeps you spending money on campaigns that are just not bringing you any ROI.

NetSmart requires no lock in contracts. You are free to pause, re-start or cancel your campaigns at any time.

Budget Control

Is your agency going to treat your bank account like their personal account – spending money needlessly on campaigns that don't work?

Netsmart have very tight budget controls. You can spend as little or as much as you want. There will be no nasty surprises on your credit card bill. Google's systems ensure budget limits are strictly observed.

What should I do next?



While Google Adwords could well be the miracle marketing tool that brings new customers to your business, it's always possible that it's not a good match. For instance, if you're introducing a new product or service that people are not yet searching for, Google display advertising may be a better match.

To help you discover what is the best match for your business, Netsmart offer a free comprehensive telephone consultation. We'll review your business in-depth and recommend the solution that is, in our experience, the best match for you.

Call us now between 8.00am - 6.00pm Monday to Friday AEST on
1800 726 090