

19 SEP Seminario Alicante 25.10.2016



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Google AdWords

The 15 most common (and most expensive) errors in managing campaigns

1. Lack of Keyword Research

Why build a base of keywords and how to do it?

2. Ad groups

Is it wasting your money? How it should look like properly.

3. Keyword matching

What is the best keywords match or you should use them all?

4. Reports not viewed:

Why and where to view: search terms, quality score, segmentation, malicious clicks, impression share and other?

5. Lack of negative keywords.

What are they for and how to find them?

6. One ad for the group

Why to test and how?

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7. First place at all costs

When positions 2-4 are equally good?

8. Home Page as a destination of ads.

If no main page than what?

9. No conversion goal defined.

Why and how should you set up goals of Adwords campaign?

10. Automatic CPC

How it works and why is it counterproductive?

11. Display network

Why separate it from others types?

12. Lack of Ad Extensions

How they affect your ads?

13. No connection with Google Analytics

What important data are not available in Adwords itself?

14. Changes in the Adwords system

How often Google introduce changes? Do you know: Remarketing, Shopping Ads, RLSA, GSP Gmail Ads, GDN, inserting keywords, count down, harmonogram, expanded text ads?

15. Running Adwords by your own

Who should you hire?