

# Google Adwords 2010 Project Definition

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<b>Project Sponsor</b>	
<b>Date Definition Agreed</b>	
<b>Project Manager</b>	
<b>Date Commenced</b>	

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## Project Objectives

### Specific (Deliverable)

The objective of the project is twofold.

1. Develop (or find) a system that will allow the generation of Google Adwords campaigns that meet the structure laid out in the Google Adwords 2010 Strategy document. Namely to have a 3-tier approach: to allow highly targeted non-geographic keywords to be used in specialised campaigns. To allow high “Best Practice” strategies to be implemented for the top performing geographical keywords. To have lesser performing keywords in one “large” group.  
A specific naming convention has been chosen to aid manageability
2. To implement these revised campaigns through Google Adwords Editor. This tool will also allow keywords to be moved between tiers 2 and 3.

By either of these two stages be able to redirect destination URLs from an existing website to a new website which may, or may not, have a different naming convention

### Measurable

The first aspect of the project will either work or not.

The implementation of the campaign should have three effects

1. The budget will be focused upon the performing geographical keywords.
2. Focus can be placed on specific geographical areas by using non-geographic terms.
3. By implementing “Best Practice” for the geographical keywords the budget should spread slightly further.

### Achievable

The bulk upload of campaigns to Google Adwords, through the GA Editor is a tried and tested method.

The generation of the flat files needed for the process has been achieved through 3<sup>rd</sup> Party Tools. This 3<sup>rd</sup> Party Tool may be used for the non-geographical. But once the template is produced changing the actual location can “find and replace”.

### Realistic (Limitations)

Pulling the data from our database(s) to get geographical information is not perceived to be a problem.

Formatting the information to be posted through GA editor is not perceived to be a problem.

The only limitation could be the number of Ad Groups per Campaign, for the two primary campaigns reaching Google limit (circa 10,000) is not an issue. For the lesser performing keywords subdividing them and allocating a percentage of the budget will also not create a problem.

## **Time (and cost)**

The target for implementation will be Monday 1 February 2010.

The new campaigns will be uploaded and when ready the current campaigns will be paused and the new campaigns activated.

Although the process appears straight forward I am estimating 40 hours for the development of the software to produce the campaigns.

To maintain the end target; this project will be assigned priority 1 and will be allocated 4 hours per day. This may result in a “closed door” policy. To provide maximum production effort and continuity of thought the 4 hours will be assigned either side of lunch in a “core time” between 10am and 4pm.

This will mean start of day and end of day support can be maintained for the rest of the business.

## **Work to be performed**

### **Champions League**

### **Premier League**

### **1st Division**

### **Instructor Training – becoming a Driving Instructor**

### **Franchise Sales**

## **Additional Markets – Outside the remit of this project**

### **Instructor Training – Ongoing CPD**

## **Future Considerations**

### **Tracking Codes**

Consider using advanced tracking codes to maximise ROI

Additionally use these tracking codes to alter the content of the landing page dynamically, so that search term and location are passed to the site to alter the Title and H1 tags. This needs some serious thought.

## **New Thought 19 January**

### **County Searches**

People search by county – need to see if the website can currently support county landing pages