

Google Adwords 2010 Strategy

David Hassall

Monday, 30 November 2009

Intentionally blank

Contents

Background and Objectives	1
History.....	1
New Structure	1
Target Markets.....	1
Additional Markets	1
Learner Driver Campaigns.....	1
Current Status	1
Proposed Structure	1
The 80:20 Rule	1
Premier League	2
1 st Division	2
Champions League	2
Campaign Management.....	2
Letting Google and the Public Drive the Website.....	3

Background and Objectives

History

The Driving School has been using Google Adwords as a method of driving traffic to the website for quite some time. Two external companies have been used and in late 2009 the decision was taken to bring control of the campaigns in house, primarily to improve communication and reactivity of the campaigns to the business needs.

New Structure

The Adwords campaigns and the Website are aligned but not completely i.e. the Adwords campaign targets towns and locations and the Website (business) are Post Code area driven.

The business has a requirement to be able to better align the Adwords campaign with the Post Code so that certain areas that need increased attention can be addressed and areas where Driving Instructors are busy can be “switched off”.

Target Markets

The business has 3 primary markets (currently) Learner Drivers, Instructor Training (becoming a DI) and Franchise Sales.

The latter two are primarily non-geographically targeted so individual campaigns have / can be developed for them.

The first group is definitely geographically driven and this will form the basis for the new strategy.

Additional Markets

It will also be possible to target additional markets that may / may not be geographically driven e.g. Xmas Gift Ideas, Birthday Gift Ideas, Eco-Driving Lesson, Safer Driving Lessons, Refresher Driving Courses, ADI CPD Courses, Independent ADI Check Test training etc.,

Learner Driver Campaigns

Current Status

The current Campaigns are divided into 12 individual campaigns, subdivided with Ad Groups that are “town” targeted. There are approximately 50,000 keyword combinations of which approximately 12,000 have had 1 or more impression (38,000 – never searched).

Of the 12,000 terms approximately 150 accounts for 80% of the searches (impressions) made.

Proposed Structure

The 80:20 Rule

Time and time again it is proved that 20% of the effort accounts for 80% of the output. It is therefore logical to structure the 2010 campaign to follow this rule. Forgive the football analogy but I propose to implement a three tiered structure, Champions League, Premier League and 1st Division (yes , I know it's called the “Championship” but it get's confusing)

Premier League

The Premier League will be a single campaign that contains Ad Groups that will specifically target the 20% of searches that account for 80% of the impressions (and hopefully clicks). It will also be allocated 80% of the daily budget.

1st Division

This will be a single campaign that will contain the balance of the Ad Groups that will target the rest of the geographical needs. It will account for 20% of the budget.

By monitoring both campaigns “promotions” and “relegations” will take place between the two Campaigns.

Champions League

This is the anomaly group as it will be a geographically non-geographically targeted campaign. This means that this campaign will be used to target a specific geographical location but using non-geographical terms, e.g. Let us assume the business wishes to target a particular geographic location (Glasgow). The primary campaigns will target the geographic locations specifically with keywords such as “driving lessons Glasgow” and will display suitable Ad Text heading “driving lessons Glasgow”. The Champions League will target the “high bid value” keywords but have clearly geographically Ad Text, so someone searching for “driving lessons” will see “driving lessons Glasgow”. There will undoubtedly be those people who do not read the text and click on the Ad, but conversely we will pick upon the residents of Glasgow who only typed in “driving lessons”.

It will only be by testing that we can confirm.

1. This strategy will work.
2. What budget to assign to it?

Campaign Management

The key requirement of the new structure is to be able to better control geographic (Post Code) areas. Therefore a new naming convention will be used to manage the Ad Group and keywords. Ad Groups will be produced that are prefixed by their Post Code designation, and potentially significant number.

So an Ad Group for “Driving Lessons Bournemouth” will now be

BH_1_DLs Bournemouth

For Creekmoor

BH_17_DLs Creekmoor

For Oxford

OX_1_DLs Oxford

Using Google Adwords Editor (a free off line tool) the whole campaign can be filtered for Ad Groups beginning either BH_ or BH_1_ and the Ad Groups in that section paused / activated.

The Ad Text will be clearly geographically driven and where applicable (there is a 1 to 1 landing page) the display URL will be www.newdriverschools.co.uk/location and the destination URL will be www.newdriverschools.co.uk/location.php.

Letting Google and the Public Drive the Website

The absolute power of the Google Adwords campaign is not only that it drives traffic to the website but it also tells us, as our campaign is so vast, which areas to concentrate our Search Engine Optimisation and Social Media Marketing.