



THE ARCHITECTURE OF AD GROUPS

Ad groups are the foundation of a successful search marketing campaign. In this guide, we will explain the advanced practices you should be using to design your campaign for success.

Essential concepts:

Ad groups are for organizing ads: they are small, thematically-focused sets of keywords that share a set of ads.

Search marketing works like an auction, and the market is governed by more than just bid prices. Ad position and click price are also determined by Quality Score, a multi-faceted algorithm whose purpose is to reward advertisers who offer a relevant and unobtrusive ad experience.

Thoughtful ad group architecture is essential for achieving a high Quality Score, but your work will pay off! A high Quality Score means higher ad position, cheaper clicks and better campaign results.

If you don't follow best practices, you can look forward to expensive clicks, low ad position and losing business to your competitors.

Don't make these mistakes:

- **Ad groups with too many keywords** (10 keywords is standard)
 - **Ad groups with multiple broad-match keywords**
 - **Ad groups with only one ad** (we suggest four ads for each ad group)
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Organizing ad groups:

Because ads should be thematically focused and driven to a relevant landing page, there are several possible ways to organize ad groups.

We always suggest that you refrain from mixing keyword match types, and that you only include one product or offer in each ad group. Beyond that, you may choose to separate ad groups by theme, concept, terminology, "tail size" (actual word length of a keyword term), and point in the buying cycle.

Match types and how to mix them:

Broad match = ads are served for any version of this keyword phrase

Phrase match = ads are served when this keyword phrase is entered exactly, but may also show for this keyword phrase plus additional words or characters

Exact match = ads are only served when this keyword phrase is entered exactly

Don't use all match types in one ad group - the ad network will likely default to serving ads for your broad match keywords (at a high cost and low conversion rate for you). We suggest using broad match keywords only for exploratory phases: learn what gets you clicks and conversions, then augment your ad groups to include phrase match versions of the keywords that worked. Exact match keyword ad groups should be used for keywords that have been proven to work: they will drive targeted traffic. Don't be afraid to bid high on these tested keywords. They're worth fighting for!

Get negative: use negative keywords at the ad group level

Negative keywords can make an ad group more focused. Include negative keywords to your campaign to ensure that your ad won't appear when a searcher types in a certain term. For example, if you are selling shoes on the web, use the negative keywords **-used** and **-repair** to ensure that your ads won't show for anyone searching for secondhand shoes or shoe repair shops.

Try looking at the **search queries report** to help you brainstorm more negative keywords as your campaign becomes more mature.

Work backwards:

Why does ad group architecture appear to be so complicated? The trickiest part is strategizing so that each keyword is represented in each ad, and also appears on the landing page. It all comes back to relevance: remember, the search networks reward you for having relevant ad groups.

To ensure relevancy, work backwards, from the landing page. Write your landing pages (or choose product pages) focused around a specific keyword. Then, write ads for the landing page - including the keyword you have chosen. Finally, build your ad groups to include versions of the keyword, ensuring that the ad group is small, focused and relevant to the landing page and ad.

Testing using ad groups:

Search marketing has message testing - built right in. By writing multiple ads for each ad group, you can test which messages are bringing you the right customers - and get immediate results.

- 1. Write four ads for each ad group**
- 2. Vary the subject lines in two ads**
- 3. Vary the offer or call-to-action in two ads**
- 4. Let the ads run for a few weeks**

- 5. Replace the two poorly-performing ads with new versions**

6. Repeat!

You can use what you learn from your search tests across channels: in your print and collateral advertising, on Facebook and display/banner advertising, and beyond. Search marketing gives you the ability to qualify a message: if it converts, it must resonate. Continue testing throughout the lifetime of your campaign: the market is always changing.

Want to know more?

Visit trada.com to get more information about how Trada is helping businesses cost-effectively market their products using search marketing.

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