

Metric Strategies for Google AdWords

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Definitions

- Metrics - quantitative and periodic assessment of a process.
- Strategy - a systematic plan of action intended to accomplish a goal.
- AdWords Metric Strategies – using information to figure out what works.

Metrics get little Respect

- Based on observations of clients and collaborators in the small business market.
- I don't care about all that crap (metrics), I just want to make money.

Take it from Google Metrics Matter

- Drive – Google AdWords
- Measure – Google Analytics
- Test – Google Website Optimizer

Coach Nate says.....

Time is Money

- !!! Use AdWords Conversion Tracking

What's a conversion?

Something that can be measured as having happened.

conversion – isn't always a sale.

conversion – isn't always a contact.

conversion – isn't always an opt in.

AdWords Conversion Tracking Choices

- **Purchase/Sale** Helps online commerce sites track purchases and sales to determine return on investment (ROI). (Page that says: "Thank you for your purchase.")
- **Lead** Appropriate for sales organizations tracking how many users requested follow-up calls for more information. (Page that says: "Thank you for contacting us.")
- **Signup**
Designed for sites interested in tracking sign-up statistics for subscriptions or newsletters. (Page that says: "Your subscription has been processed.")
- **Views of a key page**
Helps sites track how many times users have landed on a single page that's important to your business. (Key page on your website.)
- **Other** (Place code wherever you like.)

Beginning AdWords Conversion Strategy

- What can be measured, as an early indicators of a valuable visit, that will have enough frequency to be useful in daily AdWords management.
- Rough Default: at least a few per day.

8 Stories about

Keywords, Matching Options, Bids, etc

- Clicks
- Impressions
- Clickthrough Rate
- Cost per Click
- Cost
- Average Position
- Conversion Rate
- Cost per Conversion

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