

7 Default Settings In AdWords That Will Cost You Money – And How You Can Fix Them.

#1 – Campaign Type

The default (and recommended) setting for new AdWords campaigns is ‘Search Network with Display Select’.



The description - “Best opportunity to reach the most customers” - is even misleading:



Sure you might reach a lot of people but they definitely won't be the **right** people.

Search Network and Display Network almost always have a different strategy, different targeting, different messaging, different budgets, etc. You get the idea.

Avoid this option. It is designed to make Google the most money.

Choose ‘Search Network only’ to start.

#2 – Campaign Sub-type

After you choose 'Search Network only' there are a couple settings that are will **greatly** restrict your ability to maximize your ROI – and waste much of your budget.

AdWords defaults to 'Standard' which does not allow you to do some important things:

Unavailable features
<ul style="list-style-type: none">▪ Advanced social and experimental settings▪ Ad scheduling and ad delivery method options▪ Advanced location options▪ Mobile app extensions▪ Advanced keyword matching▪ IP exclusions▪ Dynamic tracking URLs

Some of these are for more advanced advertisers - and that's fine.

But why restrict your campaign?

Choose 'All features' – always.

Some of the worst offenders that you miss out on from choosing 'Standard' are:

#3 – Location Settings

You miss out on Advanced location options:

- Target ?
- People in, searching for, or who show interest in my targeted location (recommended) ?
 - People in my targeted location ?
 - People searching for, or who show interest in my targeted location ?
- Exclude ?
- People in, searching for, or who show interest in my excluded location (recommended) ?
 - People in my excluded location ?

If you only want to reach people near your business, you **have to** be able to select the 2nd option - 'People in my targeted location'.

One example might be a restaurant that is having a special for 2 days only. They don't want to target people looking for a place to eat on vacation next week. They just want to target an area near their location.

A hotel (or bed-and-breakfast), for example, **needs to** be able to choose the 3rd option – 'People searching for, or who show interest in my targeted location'. That will allow them to specifically target people looking for somewhere to stay on vacation.

The default location is usually your country, or if you are in the US, it defaults to United States and Canada. More times than not, you don't want to target such a large area/population.

Locations ? Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- United States and Canada
- United States
- Let me choose...

[Advanced search](#)

For example, a country, city, region, or postal code.

Choose what makes sense for your business.

#4 – Ad Extensions

You miss out on some important Ad extensions:

App <input type="checkbox"/>	Extend my ads with a link to a mobile/tablet app.
Reviews <input type="checkbox"/>	Extend my ads with reviews
Callouts <input type="checkbox"/>	Extend my ads with additional descriptive text

Ad extensions are a factor in Quality Score (QS), a number from 1 to 10 that determines how well your keyword, ad, and landing page align. A higher QS means you pay less per click, and usually allows your ad to show higher on the page.

Click-through rate (CTR) is a major factor in QS, so an extra line of text = more visibility = higher CTR = higher QS.

This is an ad on Google - You saw it. 

So will your customers

Ad www.google.com/AdWords

See how AdWords can work for you.

Only Pay For Results · No Contracts

[See How AdWords Works](#)

Callouts



Callouts are probably the easiest of any extension to implement – they allow you to add an extra line of text (for free!)

Not adding Callouts means you pay more because Google didn't give you all the tools.

Reviews allow you to establish credibility and add another line of text (for free!)

Nature's Recipe Dog Food

Ad www.chewy.com/NaturesRecipe

4.7 ★★★★★ rating for chewy.com

20% Off Today and Free Shipping. **Nature's Recipe Dog Food**, Shop Today!

Free purchase protection – Google Trusted Stores

Natures Recipe Dog Food Natures Recipe Cat Food

20% Off Natures Recipe

Review Extension



See how the Review lowers resistance in potential buyers. They are easy to implement as long as you have a review, article, or award within the last year.

Use all the extensions that you can.

#5 – Ad Rotation

And you can't choose how to rotate your ads:

Ad rotation ?

- Optimize for clicks: Show ads expected to provide more clicks**
Ideal setting for most advertisers.
- Optimize for conversions: Show ads expected to provide more conversions**
Ideal setting if you use AdWords or Google Analytics conversion tracking.
- Rotate evenly: Show ads more evenly for at least 90 days, then optimize**
May be appropriate if you optimize ads using your own data.
- Rotate indefinitely: Show lower performing ads more evenly with higher performing ads, and do not optimize**
Not recommended for most advertisers.

You always want to track conversions (something you want to achieve from advertising: newsletter signup or purchase for example), so at the very least choose 'Optimize for conversions'.

As someone who is in accounts every day, I 'Rotate indefinitely' and optimize from your own data. Google doesn't always optimize properly – or they decide on a "winning" ad much too quickly.

I find it funny how Google recommends (and defaults to) the least ideal setting for the advertiser.

Just remember, more clicks for Google = more \$\$\$ for Google.

Choose 'Rotate evenly' – create new ads to test against the "winner"

#6 – Networks

This option is available whether or not you chose 'All features':



The Google Search Network includes Google.com (or your country specific version), Google Shopping, and Google search partners.

According to Google, search partners are “non-Google search sites (like AOL) that partner with Google to show search ads.”

The problem with search partners is that you can't specifically see which sites your ads are being displayed on, and you can't opt in or out of those sites individually.

You are either all-in or all-out.

Amazon.com is a search partner and their ads can be all the way at the bottom of the page, but when looking at your stats in AdWords, will say they were at the top. Very confusing if you ask me.

I recommend you uncheck 'Include search partners' to begin, and if you get to the point where you are profitably reaching your entire market, then go ahead and include the partner network.

Just know that the CTR, CPC, and audience – among many other factors – can vary widely on the partner network.

Uncheck 'Include search partners' to start.

#7 – Broad match keywords

So you finally got through the campaign creation. Give yourself a high-five!

Now you have to create an Ad Group – with keywords and an ad.

Create an ad

Text ad

Google does the right thing here by automatically selecting ‘Text ad’ – but you can only create one. You really need to create at least 2 ads for every ad group so you can test which one does better.

Adding Keywords is where they lead you astray:

Keywords

Select keywords

Your ad can show on Google when people search for things related to your keywords.

Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

“By default, keywords are broad matched ...” is the important bullet. Hidden 3 lines down. And they claim you will still reach “relevant traffic”. Not true. Not even close.

They don’t even explain match types at all, just a link for more info. I would highly recommend [learning more about match types](#).

Examples are on the next page.

Use “phrase” or [exact] match to start. Never pure broad match.

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>

Thanks for reading!

I hope this helps you get started advertising with Google AdWords.

Google makes billions from advertising because it works really well as long as you go into it with a little knowledge – if you made it this far, you know more than most!

If you have any questions don't hesitate to email me:

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Keep an eye out for more tips and strategies from me in the future, both in your inbox and at paidinsights.com.



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