

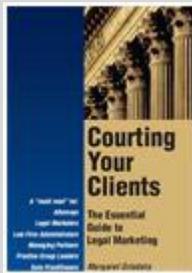


Legal Marketing Strategies

Save Money on Google AdWords



Margaret Grisdela



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Seven Ways to Save Money on Google AdWords

By Margaret Grisdela

Is the cost of your Google AdWords campaign moving skyward? Here are seven tips that will help you make every dollar count.

1. Refine your Keywords

Filter out searchers who are looking for services you do not offer with “negative” terms. For example, if you are a personal injury attorney but do not represent motorcycle accident victims, set “motorcycle” as a negative term. Also test the use of exact terms, broad match and exact phrase options. The same keywords formatted differently will yield varying click-through rates.

2. Scrutinize your Ad Triggers

On the keywords tab within a campaign, click on the menu button that reads “see search terms.” You will be able to view the search terms that triggered an ad display. Please note that this feature applies only to keywords that generated a click. You may be surprised to see irrelevant searches that you can filter out of your campaigns.

3. Test Ad Placements

Your ads can run on sports sites, events calendars, or other consumer or business-oriented sites that incorporate Google AdWords. Payment options include pay-per-click or cost-per-thousand impressions.

4. Update Landing Pages for Better Conversion

Attracting a visitor to your site can be quite an investment. A targeted “landing page” tied closely to a keyword helps to increase qualified lead flow. Add an inquiry form on each landing page if possible.

5. Limit Your Geography

When budgets get tight, pull back your ads to your immediate hometown vicinity. Specify your markets by city, county, or region under “Locations and Languages” on the campaign settings page.

6. Test Ad Display Times

Exercise your ability to set the times when your ads will display. While 24/7 is ideal, it may be more than your budget can bear. Specify the hours of the day and/or days of the week when you want your ads to appear. You can also adjust bids for your ads during certain time periods, or test a series of night-time ads versus day-time ads.

7. Streamline your Ad Network

On the campaign settings page, under “Networks and Devices,” select only “Google search” under networks. This will filter out less productive searches through Google partners or general news sites. You should start to see higher click-through rates on fewer, better targeted impressions.

These are just a few of many ways you can maximize your AdWords campaign. The author invites your questions and comments.

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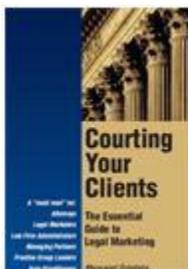
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Remember, never stop marketing! The author invites your questions and comments.



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