

Letzshop - mise à jour des commerçants / update vendors

1. Follow the steps in the video for extracting, manipulating and generating keywords.
2. Modify ads and add new keywords

You will only need to work in the KW Generator Tab.

- a) Check ads

Once you have generated your ads, check manually for spelling and translation mistakes. Not all vendor Landingpages are translated, so you might end up with French sentences in the German version or the other way round.

Description 1: It is usually the baseline of the vendor. If it's missing a generic sentence is added instead. If possible edit a little to match the merchants activity.

-b) Add keywords:

By default you will have the merchant's name as a KW and Merchant's name + Locality. Scan the LP quickly and add relevant KW with their match type

-c) Before you upload

If you do the upload in editor please remember to add a date to your Ad group 2021.XX (eg: 2021.06 - for June) and to put new merchants in the "Commerçant petits" campagne.

3. Upload the file in Adwords with Google Adwords Editor

Ressources

Excel template and Screaming Frog configuration file are joined

Gsheet link - https://docs.google.com/spreadsheets/d/1mrGBxMO3_owotQBzkfkzTUi9ezHP5ig-64D7trmCb8Y/edit#gid=621691203

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