

# Optimisation d'une nouvelle campagne Adwords

Lien vers la Google Sheet:

<https://docs.google.com/spreadsheets/d/1fERV4BqdAX3vPGkx8YmwlApIR-fcBwF0zt-O1xHFEx4/edit?usp=sharing>

## **Launch an AdWords Campaign**

Set an end date

Define a monthly budget

Make sure your Google Ads and Analytics Account are linked

Exclude EC and client's IP adress

Put a note in Analytics

Activate Remarketing in Analytics

think about remarketing Lists- will you be doing remarketing later on. If yes create your lists now!

Make sur micro and Macro Conversions are set in Analytics

Remember to check your campaign the following day to be sure that its working

Create an alert in your calendar when your campaign is finished to make sur its isnt consuming budget

Create alerts in your calednar to optimise monthly

Create a Datastudio

## **Short Term Optimisations**

Check Search Lost IS (Budget) - consider increasing your budget if possible

What time of the day your budget is getting most depleted - optimise - Increase or decrease for certain times

Consider switching from Optimize for clicks to rotate indefinitely to be able to tell which ad performs better.

Focus on KW "below First Page Bid" and apply the accelerated method of delivery to give them a chance to perform

Check average position on Campaign, ad group and KW level

Look for negative keywords in Search Term Report

Run tests and use statistical tools to determine if results are significant <https://neilpatel.com/ab-testing-calculator/>

Check ad extensions - you won't get an alert if they are disapproved

## **Long Term Optimisations**

1. Search Term - look for negative Keywords
2. Search Term report - look for any KW which triggered conversions
3. Evaluate your ad Test and make a decision straight away
4. Evaluate geographic performance - Look at relevant metrics such as Conversion rate, CPA and ROAS
5. Check Search Partners. You may want to enable or disable them
6. Cut, change, create - deep clean your account and get rid of everything that doesn't perform
7. Try to create region specific ad copies
8. Look for segmentation possibilities: Ad copy message / performance / consider one keyword campaigns for high performance keywords

9. Assess Ad Group Relevancy: rule of thumb : 20 kw per ad Group-. Try to split int different ad groups if it gets more
  10. Use same keyword in different match type - Manage through different ad groups and negative KW or through a bid strategy
  11. Create a campaign with only high performing keywords - following davantages:
    - More control over your budget
    - More accuarte Reporting - easier to spot trends
    - Higher qulaity score - poor performing low qzuality score keywords will drag down the quality score of other Keywords in the same campaign
  12. If you have low performing KW that you want to keep in the account create a sperate ad group for it
  13. Use a call to action - tell your audience what to do
  14. Dont give the Options - One CTA
  15. Focus on desired outcome when creating an ad copy
  16. Split Test on different level: Ad Copy / match types / biding startegy etc
  17. Analyse your competition
  18. Consider bidding on competitors or brand names - evaluate
  19. Experiment with broader Keywors and audience targeting - NOW: Combined Audience Targeting
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Révision #2

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