

REAA - Fine Tuning Fundamentals

The purpose of this training course is to take a strategy that some have considered complicated and break it down into easy to follow steps that a total novice can implement quickly and accurately.

In an effort to keep this same goal I am laying out some advanced training, but in a way that does not resemble the complicated steps that sometimes come with “advanced” techniques.

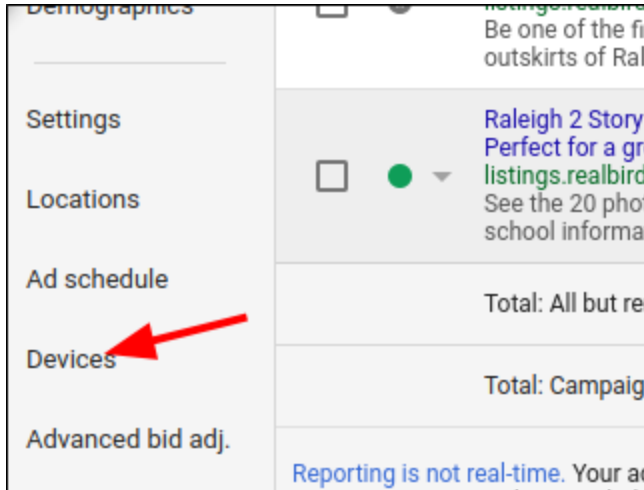
With further fine tuning of your campaigns you can make what’s already good... even better. This will not only impress your customers, but it will ensure higher retention of the business you secure. Follow these steps to help your clients’ dollar go further with each click!

1 Fine tune “Devices”

Once you have a Google Ad campaign with in-market audience up and running, it will be beneficial to analyze a few areas. By being “in” your clients’ campaigns at least twice each week to observe several areas is a simple yet effective practice.

It’s like tuning the strings of a guitar. Yes the guitar may sound fine, but let’s make that sound even better.

1 - Within your chosen campaign go to the “Devices” tab on the left column.





2 - On the next screen you will notice three different areas for measuring activity - Computers, Mobile Phones, and Tablets. Then, to the right, you will notice a column labeled “CTR” or click through rate. Determine which one is most effective or if two choices are performing quite well.




CTR	Avg. C
0.00%	
6.91%	\$
0.00%	

3 - Get rid of the underperforming device. Do this by clicking on the pencil icon, choose “decrease”, then input 100% and save.

Bid adj.	Ad group bid adj.	C
- [X]	 None	
- [X]	None	
- [X]	None	

Bid adjustment 

Decrease  100 %

Example: a \$10.00 bid will become \$0.00.
To remove a bid adjustment, leave this field blank.

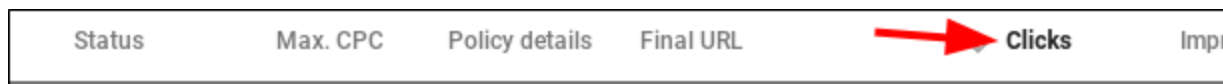
CANCEL SAVE

Before making any of these changes let the ad run for a week or two in order to get enough data to support the change.

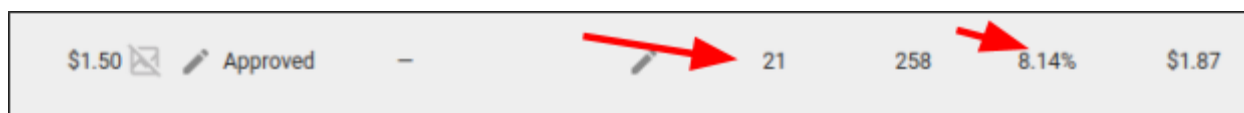
2 Fine Tuning “Keywords”

Fine tuning your present keywords can be done in just a few minutes. As before, it is suggested to “fine tune” or adjust the bid amounts for top performing keywords until you find that your best ones have the most reasonable bid to get the best results for your clients.

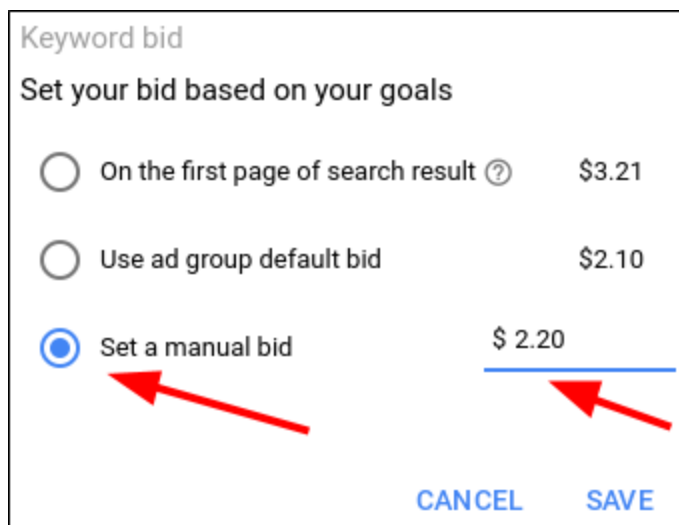
1 - From the specific campaign level, click on “keywords” on the left column. The labels right above the list of your keywords will display “clicks”. Click on “clicks” to sort by the top performing keywords measured by the amount of clicks.



2 - Now take a look at your top keywords. Compare how many clicks with the CTR rate & your bid.



3 - For real estate, anything above a 5% CTR is decent. Anything close to 10% may be worth raising your bid on that specific kw. Just click on the pencil icon to adjust that bid.



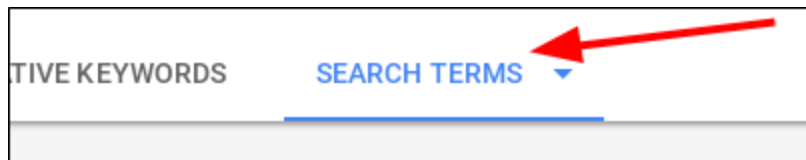
Go ahead and do the same with any other high performing keywords. You can also adjust down any of the keywords that are marginal but you want to keep in the campaign.

3 Analyze Search Terms & Negative Keywords

Now it is time to view actual searches that were performed to result in a click on your ad. The purpose of this is to either add more keywords you have not considered, or to insert negative keywords.

Negative keywords are search terms that you want to **exclude**. These keywords are typically terms that cause your ad to display for wrong results. For example, you are advertising your residential real estate sales business. You do NOT want renters to click on your ad. This will waste money and hurt your conversions.

1 - In the campaign level within the keywords section click on search terms. You will see the actual words that were typed by searchers to generate a click on your ad.

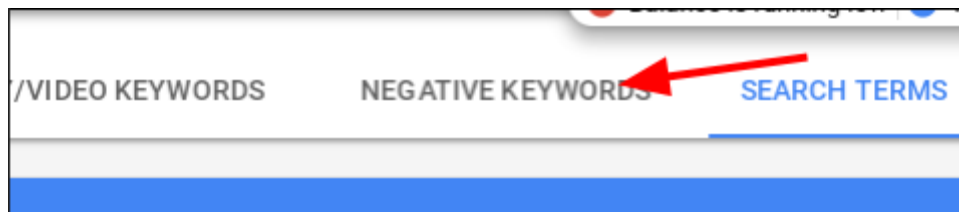


<input type="checkbox"/>	Search term ↑	Match type	Added/Excluded
<input type="checkbox"/>	for sale	Broad match	None
<input type="checkbox"/>	bent creek raleigh nc	Broad match	None
<input type="checkbox"/>	bristol subdivision taleigj	Broad match	None
<input type="checkbox"/>	bungalows for sale raleigh nc	Broad match	None
<input type="checkbox"/>	five points raleigh	Broad match	None
<input type="checkbox"/>	homes for rent by owner raleigh nc 27610	Broad match	None
<input type="checkbox"/>	house in raleigh	Broad match	None
<input type="checkbox"/>	houses for rent in north hills raleigh nc	Broad match	None
<input type="checkbox"/>	houses for rent in raleigh nc	Broad match	None
<input type="checkbox"/>	houses for rent in		

2 - Look through this list and find any terms that you do NOT want to include.

<input type="checkbox"/>	Search term ↑	Match type	Added/Excluded
<input type="checkbox"/>	for sale	Broad match	None
<input type="checkbox"/>	bent creek raleigh nc	Broad match	None
<input type="checkbox"/>	bristol subdivision taleigj	Broad match	None
<input type="checkbox"/>	bungalows for sale raleigh nc	Broad match	None
<input type="checkbox"/>	five points raleigh	Broad match	None
<input type="checkbox"/>	homes for rent by owner raleigh nc 27610	Broad match	None
<input type="checkbox"/>	house in raleigh	Broad match	None
<input type="checkbox"/>	houses for rent in north hills raleigh nc	Broad match	None
<input type="checkbox"/>	houses for rent in raleigh nc	Broad match	None
<input type="checkbox"/>	houses for rent in		

3 - You can click on the box to the left of those terms and “ add negative keywords”, but in this case we will just add the words rent, rental, and lease. Click on “Negative Keywords”. Then add them in the box.

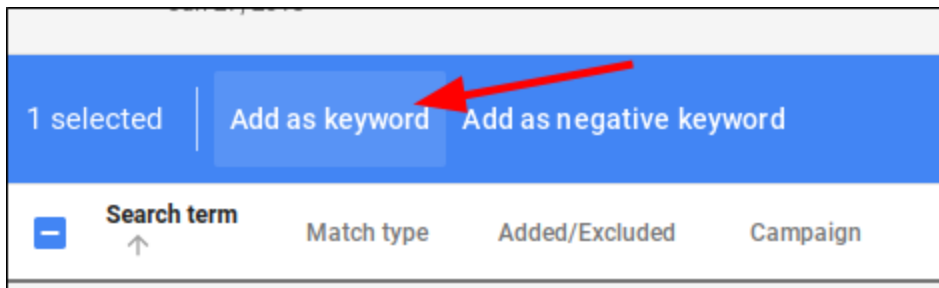




4 - Now go back to your list. Skim through the results again and add any other good performing keywords you may have forgot. Click the box the left of the word and then click "Add as keyword".

Total: Search te... ?

<input checked="" type="checkbox"/>	1640 extine In raleigh nc	Broad match	None	Bre
<input type="checkbox"/>	3 story townhouse for sale	Broad match	None	Bre
<input type="checkbox"/>	4505 crabtree pines In raleigh nc 2018	Broad match	None	Bre
	5520 mcneely			



The 3 steps above should get you well on your way to optimizing an effective campaign for you and your clients. I would recommend repeating this process during the term of your client relationship.

All the best,
Mike Paul