



Improving Your

Ad Group Relevance

Best Practices for Grouping Keywords in AdWords

Introduction

Your company's success with AdWords is completely dependent on if your team takes the time to plan and organize your keywords. Like any task that has multiple pieces, organization is extremely helpful in knowing what works and what doesn't. If you're not tracking your results, there will be ROI lost.

Ultimately, that is what we are talking about when we discuss Ad Groups in AdWords. Organized keywords will allow Google to figure out how your ads fit into user searches—in other words, how relevant your ads and content are to your customers job-to-be-done. The more relevant the grouping, the better the Quality Score.

Before we jump right into Ad Group relevance, we need step back and make sure you have a basic understanding of how “relevancy” works.

We'll start with Quality Score.

What is Quality Score?



Quality Score is a measure of relevance.

It is important to avoid missteps because your Quality Score affects your AdWords ad position, number of impressions, and cost-per-click (CPC).

We can't hand out a formula of how Quality Score gets determined since it is developed from various complex algorithms that Google keeps under lock and key. But, according to Google, there are some best practices that will allow you to increase your Quality Score, and increase your "relevance."

In Pay-Per-Click (PPC), relevant keyword grouping means your team must construct well-organized, targeted campaigns, ad groups, and create relevant landing pages. To do well, your team needs to make sure they have a high relevance in the areas listed to the right.

RELEVANCE WITHIN THE KEYWORDS OF YOUR ADWORDS AD GROUPS

Organizing your keywords in a logical hierarchy of smaller, themed groups makes creating PPC ads much easier because it allows you to write text for your ads that applies to all of the related terms in one fell swoop.

RELEVANCE BETWEEN YOUR ADS AND THE KEYWORDS YOU'RE BIDDING ON

Keywords seem like they should be easy, but putting the work in to ensure you have the right ones can be tricky. If you are going to put in the effort, then make sure that the ads you create match the intent of what the person clicking on the ad is looking for.

RELEVANCE BETWEEN ADS AND CORRESPONDING LANDING PAGES

Google is able to see the relevance of an ad even after the actual ad is out of the picture. If your ad takes a viewer to a page that is confusing or doesn't deliver what they thought it would, search engines can tell by how the viewer opted out of your funnel. Make sure that the whole flow from ad to your site makes sense and delivers an incredible experience.



Relevance Between Ads and Keywords

Relevance is the Key to Keywords

“Relevance” in the world of keywords and search basically refers to how useful your information is to your customer’s search. Google is very straight forward when it comes to how keywords are reviewed for relevance.

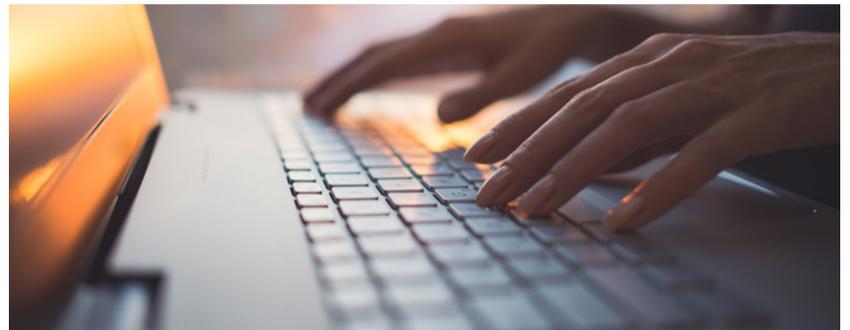
Relevance is measured as a status that describes how well your keyword matches the message in your ads. For example, if someone searches for your keyword and your ad shows up, would your ad seem directly relevant to their search? It needs to be.

There are three possible statuses you can get:

- ✓ ABOVE AVERAGE
- ✓ AVERAGE
- ✗ BELOW AVERAGE

Having an “average” or “above average” status means that there are no major issues with that particular keywords’ ad relevance when compared to all other keywords across AdWords.

Keywords seem like they should be easy, but the act of ensuring you have the right ones can be very difficult and will take time to master. If you are going to put in the effort, then make sure that the ads you create match the intent of what the person clicking on the ad is looking for.



A “below average” status means that your ad or keyword may not be specific enough or that your ad group may cover too many topics. Try creating tightly-themed ad groups by making sure that your ads are closely related to a smaller group of keywords.

Use this status to help identify keywords that might not be relevant enough for your ads to perform well.

Keep in mind, it is possible for a keyword to have a high Quality Score and low ad relevance (or vice versa) because AdWords looks at a multitude of factors when determining Quality Score. Even if your overall Quality Score is high, looking at the individual factors can help your team identify potential areas for improvement.

To see the ad relevance status for your keywords, go to the Keywords tab on your Campaigns page and hover over the speech bubble icon next that’s next to a keyword. And remember: although matching relevance between your keywords and ads is the place to start, it is only one piece of the puzzle.

...And On to the Actual Ad Groups

Group Ad Groups by Similar Themes

The table below (found in Google AdWords Help documentation) is a basic, but effective, visualization of how a standard AdWords Ad Group might work.

This site sells desserts, beverages, and snacks. A logical grouping would be to use the sections that exist on the site as the outline for the groups and what they contain. The keyword list in each ad group tells Google to show ads for the applicable products only on the websites related to them.

Using ad groups to organize ads by a common theme allows you to set a bid when one of your ad group's keywords trigger an ad to appear. You can also set the bidding prices for individual keywords within the ad group. Therefore, you can have total control over keyword pricing or the option to take a more basic, automated approach.



Ad group: desserts	Ad group: beverages	Ad group: snacks
cupcakes	soda	potato chips
pumpkin pies	coffee	pita chips
apple pie	iced coffee	beef jerky
chocolate cake	iced tea	salted peanuts
ice cream	sparkling water	mixed nuts
cookies	orange juice	rice crackers



DATA + INFORMATION RESEARCH

Before starting any project, your team should acquire immense amounts of data and information on the topic, client, consumer, and the job they're trying to accomplish. Your business can identify this information several ways, through verbal communication, data analysis, or traditional research. It is recommended to always put the customer's job-to-be-done at the forefront of your research. By properly identifying that, you're setting up your keywords for success.

PROJECT + TIMELINE DEVELOPMENT

Under-promise and over-deliver. Things can go wrong, changes may need to be made, so when your team leaves itself ample time for every step you'll ensure yourself a more successful launch. Initially it may be hard to gauge how much time is necessary, but in time you will have a better grasp on how long certain pieces of the project will take.



IDEA + CREATIVE THINKING

Once your team has established the context of the project and understands the time frame involved, they can start the process of pitching ideas. Thinking creatively isn't about throwing concepts out into the universe and seeing what sticks. You must identify your customer's "job-to-be-done" then base all of your creative decisions around accomplishing your customer's need.

PROJECT DEVELOPMENT + IMPLEMENTATION

The final step of any project, putting it into action. Testing and innovating on your results can be the most difficult step in any campaign. Thorough testing before implementation will ensure your project is successful in answering your customer's question, especially if it incorporates new technologies.



ClickScore was Created in Evolve Digital Labs



Evolve Digital Labs ventures into the limitless digital landscape with an unparalleled Customer-Driven framework.

Through exceptional people and process, Evolve will advance industries by simplifying the purchase and improving the product. Leveraging technology and data, Evolve will lower the cost per acquisition and help get the job done—better.



MARKETING START UP STRATEGY

Business growth starts with understanding. Evolve Digital Labs analyzes the marketplace to provide the digital language, behavior, and needs of the our clients' customers.

Additionally, it is important to understand the health of your website and paid search and advertising campaigns.

As we work through all of these processes, our team calls this step "Seeking the Truth."



BUSINESS REVIEW ANALYSIS

Taking a focused approach to understanding the objective criteria of a client's true market and existing digital properties arms us with the knowledge that is used to analyze the issues to resolve. Just as importantly, opportunities that may have been overlooked also get filtered out like flakes and nuggets of gold.

Strategy varies with every client, which results in customized plans of action. As we develop the path forward for a client, we also sharpen the processes we use repeatedly. We call all of this "Forging a Path."



SEO INTERNET DEVELOPMENT

Growth is the product that we love the most. We "seek the truth" in order to find the directions that will lead our clientele to success. Strategy is built upon those truths and the hard work begins. We "forge a path"—often by exploring new areas—in order to find the opportune environments for which our clients to thrive.

This process of creating the means to forge a path and deliver our clients to a place in which they can perform at their very best is what we wake up excited every day to do. We call this "Making It Great."



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