

Improving Your

# Keyword Targeting

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Find What's Working + Stop Wasting Money

# Know Your Audience

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Keywords are without a doubt one of the most important aspects of any digital marketing campaign. A keyword's sole purpose is to strengthen the connection between your content and your targeted potential customers. However, most brands and marketing agencies miss the mark because they focus on "our product" or "our service." When in all reality they must change their perspective to first answer these two vital questions:

"What is our customer's job that needs to be done?" and "What is our customer searching for?"

By answering these questions your team will be able to understand your true market and segment it into understandable demographics. Examining these segments will help your brand discover which portions of your market has needs that are being underserved. When you use keywords that speak directly to the customers that are looking for what you have to offer, you're personalizing your marketing strategy.

There is no doubt, from a consumer standpoint this is where marketing is headed. If you're customer-centric in your communication, it will be effective. If not, it won't. Put yourself in your customers shoes, would you want a brand shouting your message on a busy street or would you want to have a personalized conversation with them?

# Keyword Targeting

## 6 Tactics Your Team Should Put into Action Today

Below, you will find 6 digital marketing strategies that most SEM teams can practice in order to improve the targeting of their keywords. These are all provided knowing that you aren't exactly starting from scratch. However, in our experience, these are items that provide the most "bang for your buck" when weighing out the potential results against the difficulty or time that it takes to implement them.

### ADD BROADER KEYWORDS

While highly-targeted keywords can be quite powerful on search engines, broader topic keywords increase your ads' eligibility to appear on many different types of websites. Broad match keywords are also an extremely effective way to build brand awareness and reach a wider audience to get your name out in front of more people.

If awareness is one of your PPC goals, then broad match keywords are right up your alley. Remember, however, that broad match keywords should be implemented correctly and efficiently, or else they could run wild.

### ADD NEWKEYWORDS

Unique terms, concepts, and ideas improve the traffic flow to your site. Think a bit outside the box and consider ways to connect an ad to an interior website page, or new landing page if applicable.

General keywords reach more people. As you examine specific types of clients and specific needs that they may have, it should open up ideas for strategically adding to your existing keyword lists.

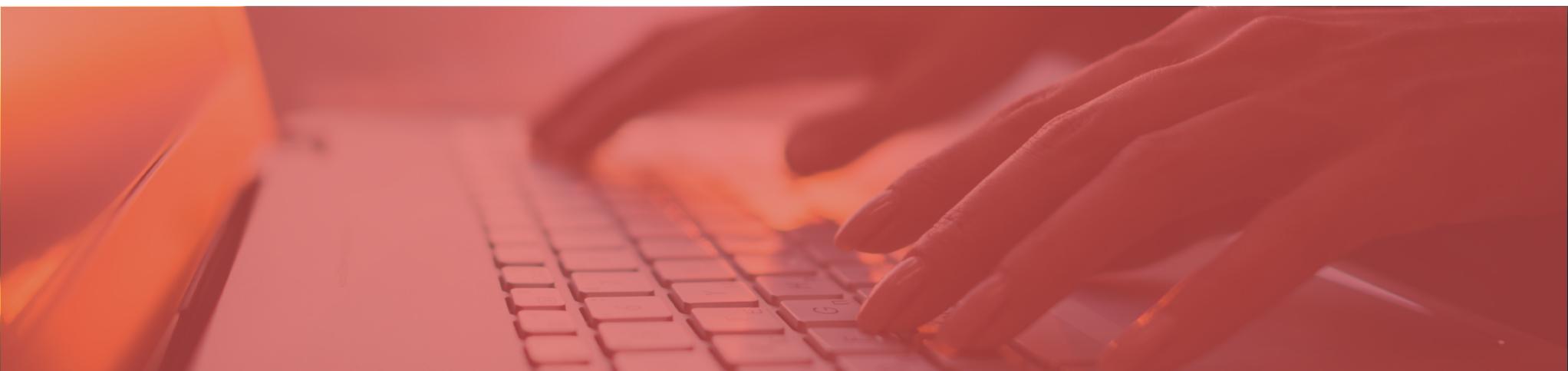
This may result in keywords that don't have amazing search volume, but if your content, products, or services match, then conversion rate could be high - and, like the ho-key-pokey, that's what it's all about!

### INCREASE BID ON YOUR BEST KEYWORDS

The keywords that have the best performance and the highest click thru may benefit from an increased bid. When you use automatic bidding, you obviously save time, but you also lose some control. Becoming an expert at manually raising and lowering your ads takes time, but for many it can be worth it.

Bid more on the high-performing keywords and lower bids on the ones that aren't performing. Two tips to keep in mind:

- Make sure your budget and ROI can handle the changes
- Be cognizant of those tricky keywords that provide lots of search volume, but low conversions!



*When it comes to keywords, your aim shouldn't be to target everything. Rather, you should aim to discover where the richest vein of gold lies, and then focus your efforts on extracting it. –Trond Lyngbø, SearchEngineLand*

### CONSIDER KEYWORD INSERTION

When used correctly, the keyword insertion tool can update your ad text to include one of the keywords in your arsenal. By showing your customers the subject they searched for makes the ad more relevant and “clickable.” Keyword insertion is an advanced feature that helps you provide users with more relevant ad text while using a single generic ad for multiple keywords.

AdWords will insert individual keywords into the same ad text so that a user sees a distinct ad for their keyword search, if their keyword triggers one of your ad group keywords please remember:

- Dynamically create an ad that contains text more specific to what the searcher entered.
- Use sparingly; and know exactly what keywords are in your Ad Groups first
- CAUTION: Insertions that combine with keyword lists containing competition could result in trademark violations!

### USE NEGATIVE KEYWORDS EFFECTIVELY

Negative keywords are words or phrases that are not relevant to products and services you offer within a pay-per-click advertising campaign. Leveraging negative keywords ensures your PPC ads show up only to people who are looking for what you offer.

A free and simple tactic to develop your negative keyword list is to do a search on the keyword you're optimizing for, then merely scroll through the SERP for results that are not associated to your use of the term. Add those to your negative keyword list.

Some terms you thought would work in your favor just don't perform as well as you thought. When this happens, consider adding them to your list of negative keywords.

### EXPERIMENT WITH LONGTAIL KEYWORDS

When you use shorter keywords in your AdWords advertising PPC campaigns, one of the uphill battles that you will regularly face is competition. As you know, the competition for effective keywords can be fierce – but visits can be unpredictable, and ROI can be severely limited.

This is where long tail keywords can be a very effective strategy. A long tail keyword is highly targeted and contains 3 or more words. If you focus on a smarter, more organic implementation of long tail keywords, things change for the better.

You may initially pull in a lower amount of traffic, but it will be of higher quality. What matters most, your return on investment will benefit. Although individual volumes are low, long tail keywords actually make up around 40% of all search traffic on the web! If a particular keyword is particularly relevant to your business in terms of revenue, then you'll want to make sure to rank #1, even if the search volume is small.

To support that, you'll want to create content which specifically targets that longtail keyword, then build links to it.



# If you are only going to use one of these tips, this is the one:

Make sure negative keyword lists are properly setup and maintained so they can generate exponential growth for campaigns. Appropriately leveraging negative keywords can sometimes become the single biggest factor in eliminating wasted spend and putting budgets back on the right track.

Evolve Digital Labs [prevented irrelevant search queries](#) for a major telecom company by managing a database of 1.5 million negative keywords, this maintenance helped position and increased qualified queries over three years.

## HOW TO ADD NEGATIVE KEYWORDS TO ADWORDS CAMPAIGNS

By setting up a negative keyword list, you're ensuring your campaigns aren't getting impressions for searches that don't lead to sales or conversions. The increased specificity of optimized, negative keywords can help reduce average CPC, increase click-through-rate and the overall ROI.

Maximizing use of negative keywords gives you better control of the traffic flow within your account.

## HOW TO IDENTIFY NEGATIVE KEYWORDS

Selecting negative keywords to include within campaigns is critical to success. But with the potential for so many terms where should you start? A simple solution is to start with Google's Keyword Planner tool. Of those terms, many will undoubtedly stick out as irrelevant to your campaigns. Use these terms in Google's auto-filling search bar for even more ideas!

## HOW TO ADD NEGATIVE KEYWORDS TO ADWORDS CAMPAIGNS

- Choose the 'Campaigns' tab

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- Click 'Shared Library' on the left

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- Choose Campaign 'Negative Keywords'

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- Choose '+List'

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- Name your list and add 'Negative Terms' in the keyword box, only one for each line

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- Click 'Save'

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- Add the list to multiple accounts through the shared library link or one at a time through the keywords tab.

# 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."



Evolve Digital Labs  
7374 Elm Ave,  
Maplewood, MO 63134



1-844-GO-EVOLVE



[info@evolvedigitallabs.com](mailto:info@evolvedigitallabs.com)

[www.clickscore.io](http://www.clickscore.io)