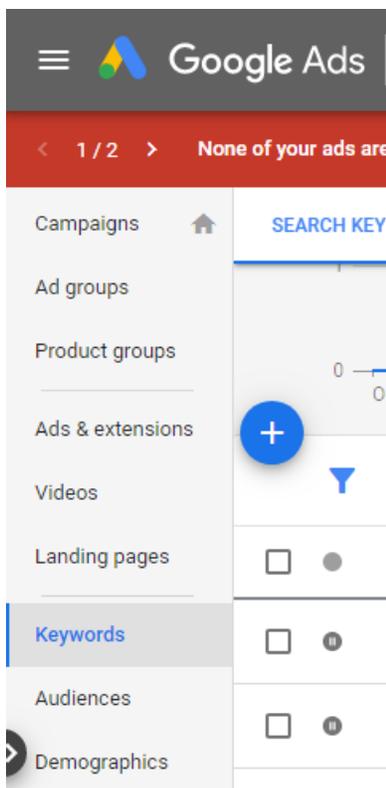**Point 1:-**
How to   add "estimate first page bid" column to   keywords sections to keep your ad on first page. ?
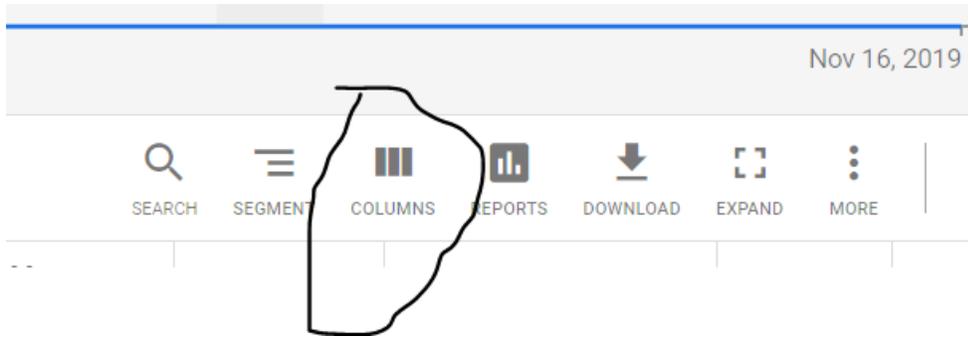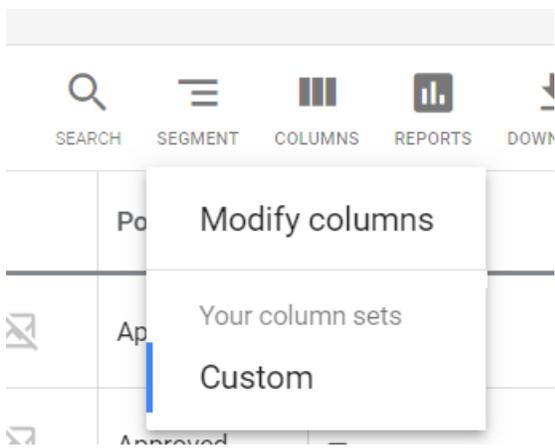Ans:-

Step 1:-

left   hand side click on keywords .

Step 2:- after click on keywords you will see keywords list and right hand side you will see columns icon click on it.

Nov 16, 2019

Then click on   modify column.

Modify columns

Your column sets

Custom

After that clicks on   Attributes.

Modify columns for keywords

Performance

Viewability

Conversions

Attribution

Attributes

Bid simulator

☐ Save your column set

[APPLY] CANCEL

After that Tick on Est. First page bid , Est top page bid, Est first position bid.

Attributes

- ☐ Campaign ID
- ☐ Campaign type
- ☐ Ad group ID
- ☐ Keyword ID
- ☑ Final URL
- ☐ Final URL suffix
- ☐ Tracking template
- ☐ Bid strategy
- ☐ Bid strategy type
- ☐ Match type
- ☑ Est. first page bid
- ☑ Est. first position bid
- ☑ Est. top of page bid
- ☑ Policy details
- ☐ Custom parameter
- ☐ Label

Bid simulator

- ☐ Save your column set

APPLY   CANCEL

Finally click on Apply.

Then after click on Apply you will see that these columns are added to your keyword's sections.

Est. first page bid	Est. first position bid	Est. top of page bid
₹40.00	₹107.00	₹66.60
₹37.70	₹91.10	₹66.00
₹42.20	₹93.60	₹52.90
—	—	—
₹41.02	—	₹61.76
₹47.02	—	₹71.88

Point 2:-

**How to Add Quality Score , Ad relevance , Landing Page Exp ,
Exp Ctr columns to your keywords section to check each keywords
performance ?**
Ans :-

Step 1:- Left hand side click on keywords .
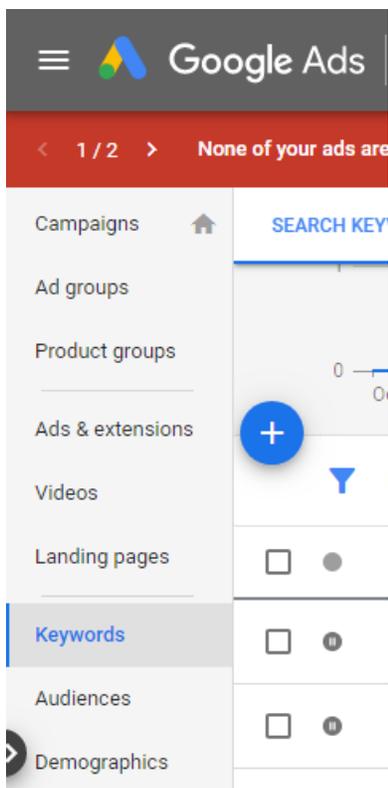
Step 2:-
After click on keywords you will see   keywords list and right hand side
you will see columns icon click on it.

Nov 16, 2019
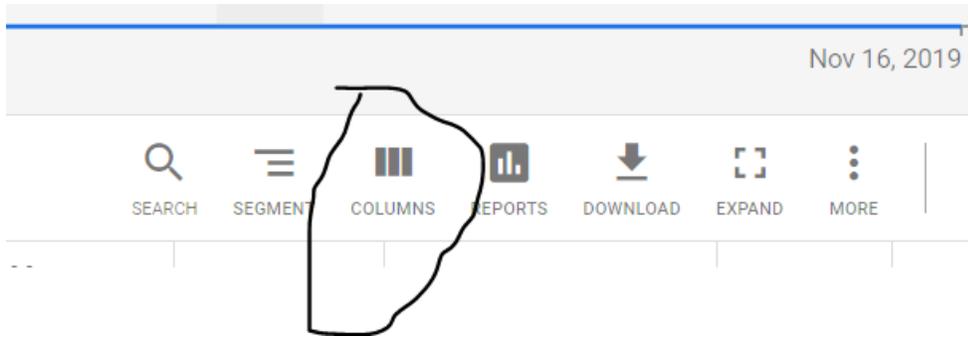
Then click on   modify column.
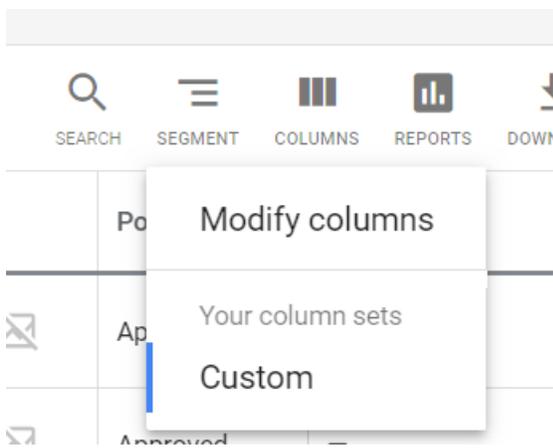
Then click on Quality Score

Modify columns for keywords

Call details

Message details

YouTube Earned actions

Gmail Metric

Quality score

Custom columns

☐ Save your column set

APPLY CANCEL

After click on Quality score you will see tick Quality score , ad relevance, landing page exp , exp ctr

Quality score

☑ Quality Score	☐ Quality Score (hist.)	☑ Exp. CTR	☐ Exp. CTR (hist.)
☑ Landing page exp.	☐ Landing page exp. (hist.)	☑ Ad relevance	☐ Ad relevance (hist.)

Custom columns

☐ Save your column set

APPLY   CANCEL

After that click on Apply and then   you will
these columns in your keywords sections.

See given example:-

Quality Score	Exp. CTR	Ad relevance	Landing page exp.
5/10	Below average	Above average	Average

Note here Quality score is given for a keyword   5 out of 10 and
 exp ctr =below average and ad relevance =above average , Landing
page exp = Average.

About Quality Score:-

Quality Score is intended to give you a general sense of the quality of your ads. The 1-10 Quality Score reported for each keyword in your account is an estimate of the quality of your ads and the landing pages triggered by them. Three factors determine your Quality Score:-

- [Expected clickthrough rate](#)

- [Ad relevance](#)

- [Landing page experience](#)

So, having a high Quality Score means that our systems think your ad and landing page are relevant and useful to someone looking at your ad.

Expected Click-Through Rate (CTR): How likely is someone to click your ad when Google serves it for the keyword they type in?
When looking at your keyword status, you will see one of three types of statuses for their expected CTR.

- "Average" or "Above Average" - No significant problems with the keyword's expected CTR relative to all the other keywords across AdWords
- "Below Average" - Consider changing the ad text to be more similar to your top keywords

Ad Relevance: Does the ad make sense to appear when someone searches for a particular keyword?
Ad relevance refers to how well a keyword matches the message in your ads, similar to the qualification for expected CTR. For this category, you will also see one of three possible statuses of average, above average, or below average.

Landing Page Experience: Does the information on the landing page correspond to what the ad is offering, and vice versa?
How useful is your landing page to people who click the ad? Is it well-organized ? Does the page have text that relates to a person's search terms? Is the page clear in its directions?
Note: Your website should be mobile friendly , fast website loading speed.

For this category, you will also see one of three possible statuses of average, above average, or below average.

Conclusion:-

Writing ads that relate to your landing pages and keywords, and ensuring your landing pages are helpful to your potential customers.

Point 3:- You can optimize your campaign by following tips :-

(1) Improve your ad quality:-

In AdWords, the best performing ads are usually the ones that people find the most relevant. Think about how you search and surf the web: You tend to ignore things you aren't interested in and focus on those that are relevant to you. If you're craving some chocolate chip cookies right now, you'll probably ignore that ad about browser cookies (unless you're also craving those)!

If you know what your customers are looking for, you can focus on making your campaigns, keywords, ads, and landing page more relevant to them, making customers more likely to click your ads.

Below are several things you can do to make your ads more relevant to your customers.

1. Create very specific ad groups
Each ad group within your campaign should focus on a single product or service so that your ads appear more relevant to customers. Your cookie-loving customer is more likely to click an ad about cookies than a generic ad about food. Relevance tends to lead to higher quality ads, and being specific is one way to become more relevant.

Example
If your baked goods shop sells different types of cookie packages, think about creating ad groups for each of those different cookie packages, like one ad group

for your holiday cookie package, and another ad group for your birthday cookie package.

2. Choose your keywords carefully

Include specific keywords that directly relate to the specific theme of your ad group and landing page. It's often more effective to use keywords that are two or three words long instead of just single words.

Example

If you're selling cookie packages, some keywords you might consider are "cookie gift package" or "cookie gift basket." Generic keywords like "cookie" or "gift" probably aren't effective because they're way too general.

Need help thinking of more keywords? Try using [Keyword Planner](#) to help you think of additional keywords that you might want to add to your list.

3. Include keywords in your ad text

Include your keywords in your ad text (especially in your ad's headline) to show people that your ad is directly relevant to their search. When people see their search terms in your ad text, it shows them that your ad is probably relevant to what they're searching for.

Example

If you're trying to sell a cookie gift package, and you have a keyword that says "cookie gift package," your ad text should also say "cookie gift package."

4. Create simple, enticing ads

What makes your product or service stand out from the competition? Highlight these important differences in your ad. Do you offer free shipping? Do you have certain items on sale? Be sure to describe any unique features or promotions that you offer.

5. Use a strong call-to-action

Your ad text should have a strong call-to-action. A call-to-action encourages users to click on your ad and helps them understand what they can do once they reach

your landing page. Here are some sample call-to-action words: Buy, Sell, Order, Browse, Find, Sign up, Try, Get a Quote.

6. Test out multiple ads

Experiment with different offers and call-to-action phrases to see what's most effective for your advertising goals. Our system automatically rotates ads within an ad group and shows the better-performing ad more often. Over time, you might see that certain ads will perform better than others, showing you which ad text is more effective.

7. Regularly review your campaign performance

Test and tweak your campaigns to get the results you want. Review your ad performance to help figure out the best ways to achieve your goals. As you watch your ads over time, you might notice changes to your **clickthrough rate** or **conversion rate**. For example, if you find that customers aren't responding to a particular call-to-action in your ad text, remove that ad and try something else. It's all about experimenting!

(2)Keyword Optimization tips:

· **Use negative keywords to eliminate unwanted clicks:** You can use negative keywords to filter out searches for different products or services, searches that aren't relevant to your business, or people who aren't likely to make a purchase.
· **Remove duplicate keywords:** Google shows only one ad per advertiser on a particular keyword, so there's no need to include the same keywords in different ad groups or campaigns. Since the better performing keyword will trigger your ad more often, remove the duplicate that performs worse. Keep in mind that it's okay to include duplicate keywords for campaigns targeting different geographic regions.

- **Optimize low-performing keywords:** It's essential to regularly review your keywords to ensure that they're all performing well and providing you with a good ROI. If a keyword is not directly related to your business, website, and ad text, it'll trigger impressions and clicks that are not likely to convert into actions you care about, like purchases or signups. Here are some key measurements to look for to identify whether a keyword is performing well or not:
- **Keyword diagnosis:** Performing a keyword diagnosis will give you a detailed view of each keyword's Quality Score along with tips for improvement. To diagnose your keywords, hover over the speech bubble icon next to the status for any keyword in the "Keywords" tab. You'll see a help bubble appear with information.
- **First page bids:** Check your keywords' estimated first page bids, which is the approximate cost-per-click (CPC) bid needed for your ad to reach the first page of Google search results when a search query exactly matches your keyword. You can use this estimate, which is based on the Quality Score and current advertiser competition for that keyword, to get greater insight when planning your bidding strategy.

(3)Ad text Optimization tips:-

- **Understand the buying cycle:** To maximize your ROI, try to understand what stage within the buying cycle a customer might be in: the awareness stage, the research and comparison stage, or the buying stage.
- Use **keywords** to separate the serious buyers from the online equivalent of window shoppers. For example, customers searching with terms like "reviews" or "ratings" are probably still researching the product and might be less likely to make a purchase at that stage. By understanding the buying cycle for your specific product or service, you can filter out such customers with negative keywords or direct these customers to more research-friendly parts of your site.
- **Ad text** can also help you reach customers in the right stage. The call-to-action should reflect the action that you consider a conversion, whether that's a sign-up, a request for more information, or an actual sale. Conversion-related calls to action will set the right expectation for customers in various stages of the buying cycle.
- **Enhance your ad with extensions:** Ad extensions tend to improve the click through rate (CTR) of your ads. Depending on the products or services that your

business offers, you might consider using different ad extensions. For example, sitelink extensions allow you to add links to your website and help people find what they're looking for, call extensions let people click a button to give you a phone call, and location extensions help people nearby find your nearest storefront.

(4)Bid and budget Optimization tips:-

- **Experiment with bids and budgets to see what works:** Test different bid amounts and budgets and measure how effective the change is, test bids for profitability and ROI, and test budgets for ad exposure. We suggest adjusting amounts in small increments to allow your keywords to accrue conversion statistics and performance data with the new settings. Allow at least a few days between changes so you'll have enough performance data to make an informed decision.

- **Allocate your budget according to performance:** An important aspect of budgeting is making sure you have appropriate budgets for each campaign. For keywords that are profitable, you probably want to show them all the time. To do this, the campaign's budget needs to be sufficiently high so the campaign isn't limited by budget. If you'd like certain keywords to receive maximum traffic, make sure they're in campaigns whose daily spend isn't reaching or exceeding its daily budget consistently. Try to prioritize your products or services and then match budgets to each campaign based on priority. If your overall advertising budget is limited, find budget from campaigns that have unused budget or that don't convert well, then reallocate that budget to high performing campaigns that are limited by budget.

- **Adjust your keyword bids:** With conversion data, you'll better understand how profitable your keywords are with their current bids and can identify which keywords could be more successful with adjusted bids.

· For **keywords that show a profit** (such as having high conversion rate and low costs), you might try increasing their maximum cost-per-click (CPC) bids. While costs may increase, your ad position could rise and provide more ad exposure, potentially increasing your conversion rate and ROI. In other cases, it may make sense to lower the bid for a keyword even if the keyword is profitable. By lowering the bid, you'll lower the average amount paid, which may increase the profit margin for that keyword.

· For **keywords that aren't profitable** (such as having a low conversion rate and high costs), you might try decreasing their bids to lower your costs. A lower bid is likely to decrease the keyword's average position, the number of impressions and clicks it receives, and as a result, the cost it incurs. Not only can this strategy improve your ROI on low-performing keywords, but in some cases, it can also free up part of your budget so you can invest in more valuable keywords.

· **Use ad scheduling to automatically change your bids throughout the day:** Ad scheduling includes an advanced setting which lets you adjust the pricing for your ads during certain time periods. Use the bid adjustment feature of ad scheduling to automatically take these actions:

· **Increase your CPC bids** by a certain percentage on days or times of day that are most profitable for you. For example, if you find that your ads get the best results before noon, you can set your bids higher during that timeframe to try and get more impressions and clicks.

· **Decrease your CPC bids** on days or times of day when appearing in a high position doesn't result in profitable clicks.

Other tips   Important Points :-

1. Use Ad Extensions:-

Add extensions are additional information you can include in your ads to entice people to click on your ads and make them choose your business over your competitors.

Some of the useful ad extensions are:-

Call extension: If you're promoting a service using AdWords, adding a call extension could significantly increase your click-through rates. People can tap or click a button to call your business directly from your ads without having to visit your landing page.

2. Create Tightly Themed Keyword Groups :-

Google Ads allows you to include multiple keywords into your account and ad groups.

While this helps you win a chance to reach your ads to your target customers, at times your ads won't contain the keyword that people were searching for, which would adversely affect the click-through rates and quality scores.

To increase the likelihood of your keywords to appear in your ads, you might use tightly grouped themes or keywords into smaller ad groups rather than a broader ad group.

3. Add Negative Keywords:-

First of all think which phrases you don't want to appear under, and add them as negative keywords at the campaign or ad group level.

If you're selling an expensive product for example, consider adding the words "cheap", "free", "discount" etc. as negatives so that your ad doesn't appear in the results for searches that contain these words.

4. Optimizing Ad Text and Landing Pages in Google Ads:-

The final element of our Ads optimization guide is among the most important – optimizing ad text and our ads' accompanying landing pages.

Optimizing ad text can be challenging for many advertisers, particularly those with large campaigns featuring dozens of ad groups. To complicate matters, ads should be optimized for both desktop and mobile campaigns, including which extensions should

be used. Add this to the everyday pressures of running a business and it becomes clear why so many advertisers struggle to keep their text ads tightly optimized.

There are as many ways to write an effective text ad as there are businesses advertising on AdWords. However, the best AdWords ads all share several qualities.

The best text ads:-

- Include a relevant keyword at least once, especially in the headline
- Effectively convey your business' unique selling proposition (USP), or the reason why prospective customers should choose your business over a competitor
- Feature a compelling call-to-action (CTA) that tells the prospect what to do and what to expect when they click on your ad