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# **Strategies for Trimming-Down Costs and Improving the Effectiveness of Your Google Adwords Search Engine Ad Campaign**

The Internet abounds in opportunities for growing your consumer base. One marketing strategy that is worth looking at is pay-per-click advertising in Google Adwords. By analyzing some Google Adwords advertising campaigns, you will find out the salient features that helped boost Google's market value to more than \$6 billion.

Business people frequently miss out on optimizing their search engine advertisements by merely not accessing Google features for targeted marketing. Consequently, they pay unnecessary costs for exposure to disinterested online visitors. This leads to lower returns on investments. Despite this condition, some advertisers continue to run the same ineffective ads just because they do not have alternative ideas for improving them.

You don't have to let this situation happen to you. Here are some great tips that would help you to build a cost-effective Google adwords campaign.

1. Make sure that your ad is showing solely to your target country and language. For example, if you are in the business of selling foreclosure listings in the U.S., and your ad is in English, you should specifically show your ad to English-speaking U.S. residents only. All the other countries and languages that will not benefit from your ad would just increase your advertising costs unnecessarily. However, if you attached a translation service for your ad, then you can specify the additional countries and languages you are targeting.
2. Activate Google's ad tracking. It costs you nothing, and enables you to keep an eye on not only your cost per click and click-through ratio, but also which keywords and which ads best lead to your desired result, whether that's a sale, an inquiry for your services or a signup for your newsletter. That way, you can eliminate or try to improve elements that get a lot of clicks or cost a lot but do not get results.
3. Set up negative keywords. If your goal is selling something, why pay for tire kickers and freebie seekers? By defining "free" as a negative keyword (Google has a special button for this), you can keep many of them from clicking on your ads.

Equally important, think through alternate and unwanted meanings of your keywords and add negative keywords to prevent your ads from showing to wildly inappropriate visitors. For instance, type "cattle branding" into Google and you'll see ads for business branding services. Those advertisers' click-through rates will improve when they add "cattle" as a negative keyword.

4. Delete keywords and ads that are not working. Because Google's system rewards a better click-through rate with higher ad placement and lower costs, you are paying Google more than necessary when you leave poorly performing elements running. Periodically clean out your losers.
5. Send people to a landing page that makes perfect sense. People click on search engine ads to learn more about whatever was featured in the ad. It seems logical that they'd look around from your home page for whatever interested them in the ad, but that's wrong. Searchers are impatient. So if your search engine ad mentions a software demo, do not send them to your company's home page. Send them to the exact page from which they can access the demo.

When you manage your Google Adwords campaigns according to these guidelines, you'll be paying less to get a much more satisfying response.

The author is a multifaceted writer. She writes articles for a variety of subjects like marriage and relationship advices, [seo agencies](#) and [affordable seo services](#), family and parenting concerns, fashion and beauty tips and a lot more.