



Module Four

Lessons 2 - Tracking Sales Through Keywords

Just as you want to track your conversions, you also want to be able to track your keywords and see which ones are performing best. To do this, you need to provide a unique URL for each keyword combination. You might be thinking that you don't have the time or resources to do this, but all you need is one destination page, and a neat little trick I picked up a while back.

1. Before entering the URL to your destination page, go to your landing. In the URL, after the last forward slash, add a question mark, and then paste the unique keyword combination. Feel free to use dashes between the words if it makes it easier for you to read. If there isn't a forward slash, put one there. It should look like this:
<https://yourwebsite.com/subdirectorytitle/?yourkeywordcombination>
2. Copy this URL, and put it in the destination page. The addition of the question mark negates what comes after, so your page will still show up as your page, but when people visit your site through your ad, that is the URL that will show up in your tracking stats. You will then be able to tell which keywords are getting the leads.
3. Your autoresponder will tell you which URL sent you which customers, and when one of them buys your product, you can look up their history and see which keywords led to the sale.
4. With this information, you can go back to Bing, look up the cost of the ad group that got you the sale, and determine if it was a cost efficient keyword combination.
5. Once you know which combination is working most efficiently, and how much it is costing you, you can pause the underperforming ads and increase the bid for the one that is working.