



## MODULE ONE

### Lesson Four - How to Bid On Keywords

Because Bing Ads are very different than Google Adwords, many of the strategies that work for Google don't work for Bing. With that said, there are several things to keep in mind when you are adjusting your bids on Bing ads.

- 1. Slow increments:** You don't want to shock your campaigns, either by increasing your bid, or the size of your budget. Though this will get you immediate results with Google, it will take at least several hours, and likely a couple of days to filter through on Bing ads. This is because Bing's algorithms are more detailed and tend to get higher conversions. Rather than incrementing your bids by a dollar, try raising it by five or ten cents.
- 2. Odd numbers:** When you are setting a bid, try using irregular numbers instead of multiples of five. Many people will bid 25 cents, or one dollar. Instead, try bidding 99 cents, or \$1.02 instead. This will differentiate you from those who are bidding with even numbers. When you do this, you will either finish just ahead of an opposing bidder, which will put you ahead of them, or just below them, meaning that you will pay the lowest amount for the second place bid, since the bidding process works much like Ebay and you pay just above the next highest bid.
- 3. Minimal keywords:** It is important to use minimal keywords. Though using multiple keywords may seem like a good idea, it reduces the number of combinations that you will hit on. While some think that this will make the traffic more targeted, it will also exclude you from a significant number of viable searches.
- 4. Don't crossover keywords:** This goes along with the minimal keyword approach. You don't want to cross keywords over because even if it does work, you won't know which keywords are more effective. Instead, make different campaign or different ad groups to test the viability of each word. One word may be more effective than another, and it may be more effective than it is when it is crossed with another keyword.