



## MODULE TWO

### Choosing the Right Keywords

**You don't need 'Ad Excellence':** Bing is always trying to make their business as efficient as possible, and one of the tools they have is called Ad Excellence. This works in concert with Microsoft Excel, and shows you a list of keywords and their results, but when you are putting together keywords for your ad campaign, don't rely exclusively on this tool. It can be helpful, but it is not as organic a process as you might hope it to be.

**Use your own experience:** When it comes to finding the best keywords for your niche, nobody is going to know your product better than you. Instead of letting an algorithm choose your keywords, ask yourself what words you would use if you were looking for a product or service like the one you sell. Likewise, if you are looking to tap into a certain market, ask yourself what kind of keywords people in that market are likely to type into a search engine. Once you've narrowed down your list to four or five keywords, pick the ones you think are best and start experimenting. You might even try typing them into Bing and other search engines to see what ads pop up. If they are similar to your own, then you are likely on the right path.

**Avoid keyword stuffing:** Avoid creating an ad group with any more than six or seven keywords, and no more than 20-25 per campaign, depending on the size of it. A lot of people think if they overload their campaign with an excessive number of keywords, they will get more results. Instead, use an anchor term (like we discussed in module one) in combination with six or seven other words. This will give you more reliable data that you can easily track.



**Experiment with ‘Exact Match’ and ‘Phrase Match’:** Though I find that the ‘phrase match’ option often yields better results, there can be a difference. With this in mind, create two ad groups under the same campaign, one with ‘exact match’, and one with ‘phrase match’. After letting it run for a few days, see which keywords perform better under each and adjust your campaign accordingly.