



Module Five

Lesson Four - Tweaking Keywords Variation

When it comes to tweaking keywords, Bing gives a vast array of data that will allow you to maximize your earning potential. Not only will it show you which keywords are getting views, getting clicks, and getting leads, but in the 'Dimensions' section, under the keyword tab, it will show you which search terms are being used to find your ad, which will not only allow you to see what keywords you might want to add, but which ones you want to exclude from being shown your ads.

Evaluating Your Keywords: This part is relatively easy. Just as you did when you looked at your ads, simply go to the 'Keywords' tab and look at the different keywords you have running. Let's say you have six running. While two of them have gotten you sales, the others have only gotten you leads. As we discussed when tweaking bids, you can put the underperforming keywords on pause, but because you always want to be improving, you might also seek to add new keyword combinations to replace the keywords you put on pause. Once you've decided which keywords you want to pause, you can then think about what keywords you might want to add.

Adding Keywords: When it comes to adding keywords, you can always brainstorm and come up with some ideas organically, but once you have been testing ads, Bing will have some great data that shows you which search terms your keywords were being linked up with. To find out what they are, click on the 'Dimensions' tab.

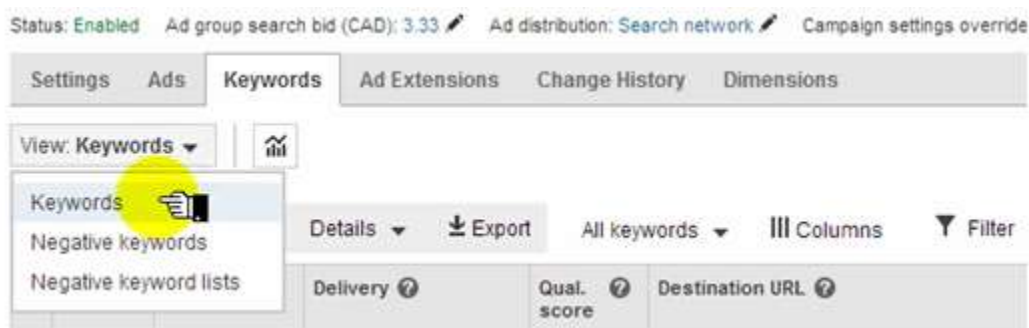




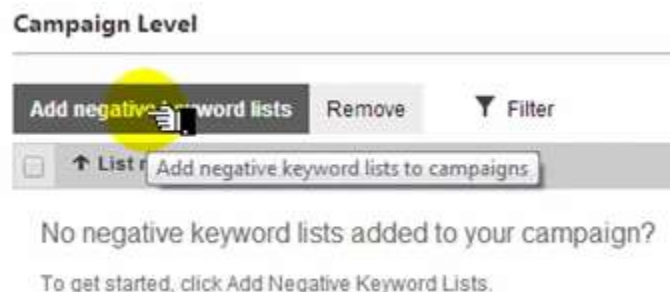
Under 'Dimensions', it will show you the different search terms that were used by the people who saw your ad. It will also show you how many times those people viewed your ad, as well as how many people clicked on it, and how many leads it generated. When you are looking through here, see if there are any terms that you haven't included and consider introducing them to your keywords, especially if the people using those search terms have generated leads or sales.

Negative Keywords: This portion of the Bing data is great because it also allows you to exclude search terms. If you see that people are using certain search terms, but are not clicking, or that these searches are not converting into leads, then you can actually exclude your ad from showing up for these search terms. Do this by following these instructions:

1. Under the 'Keywords' tab, there is a 'Keywords' dropdown menu.
2. Click on that and select 'Negative keywords'.



3. Once you've click on that, then click on the 'Add negative keyword':



4. Paste the words you want your ads to be excluded from in the box that appears. Be sure to put [square brackets] around the words.

A screenshot of a "Create negative keywords" dialog box. The title bar says "Create negative keywords". Below the title bar, there is a text input area with the placeholder text "Enter one negative keyword per line. Learn more". Below the input area, there is a label "Negative keywords" followed by a large empty text box. A yellow circle with a hand icon is positioned over the text box. At the bottom of the dialog box, there are two buttons: "Save" and "Cancel".

5. Click save.

Once you've done that, you ads will no longer show up for those search terms.

BONUS

Tracking and Evaluating Sales Through E-mail

If you have an autoresponder like Aweber, then when you get leads, they will show you where your leads came from. When those people buy, you will be able to tell, as mentioned in module four, what specific keywords they came from, but the great thing about Aweber, is that it will also tell you which follow-up e-mail your client read before opting to buy in. This can be extremely important. If you have a funnel system, and send a series of e-mails to your lead for a few weeks, some of your e-mails might not be as effective. When Aweber shows you which e-mail did the trick, you can move that e-mail higher up in your rotation to bring the sale in sooner, or model other e-mails off of it. Though this is outside the scope of Bing, it is something you want to keep in mind. If you don't have Aweber, you can sign up for it here: www.rollout.aweber.com



Module Five Checklist

- ✓ Understand how to evaluate your campaigns.
- ✓ Set a budget that works for you.
- ✓ Wait until you have enough data.
- ✓ Tweak your bids.
- ✓ Tweak your Ads.
- ✓ Pause keyword that aren't performing.
- ✓ Add keywords from popular search terms.
- ✓ Exclude your ads from search terms that aren't performing.
- ✓ Evaluate the effectiveness of your follow-up e-mails.