



MODULE SIX

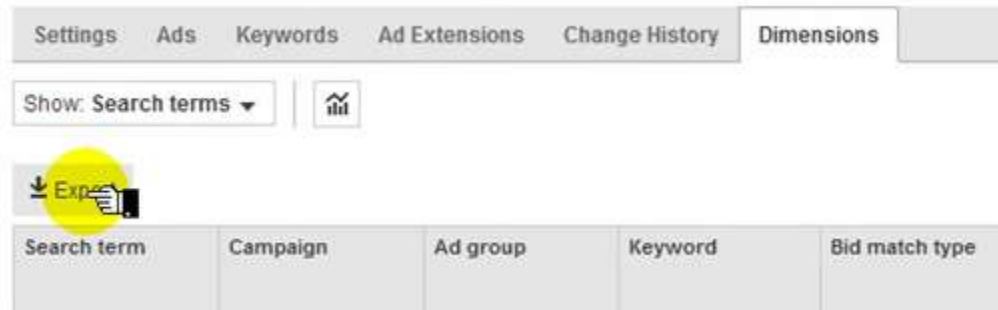
Reducing Costs

In the last module, I spoke about ‘Negative Keywords’, which is essentially adding keywords/search terms to a negative-keyword list. When you do this, it tells Bing not to load your ads when users are using certain keywords in their searches. In my example, I showed you how to do this with one term at a time, but when you’ve gotten 30 000+ impressions, and 1000+ clicks, this list can be extremely long. Often times as many as 500-700 search terms won’t have gotten you a lead, but they may have gotten you a few clicks, which can be extremely expensive. In my test run, I had around 400 such search terms that got clicks but saw no conversions. At about \$5 per search term, that is between \$1800-\$2000 in a month that I spent and saw no returns on. Eliminating those terms, then, could save me literally thousands of dollars a month, and allow me to put that money into search terms and keywords that are getting me clicks, leads, and sales. Adding hundreds of search terms to your negative list can be an arduous task, though, so here is a quick an easy way to do it.

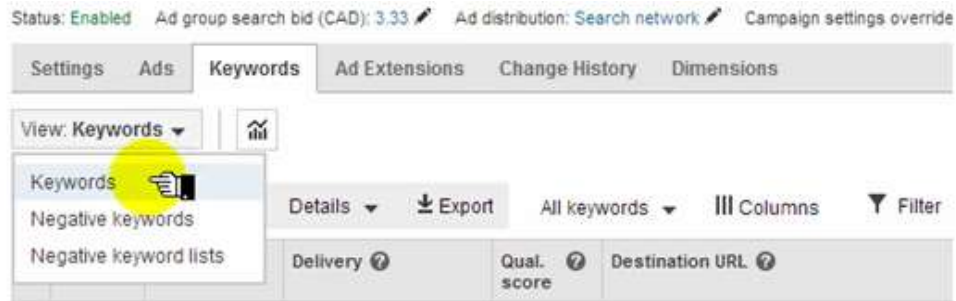
1. Click on the ‘Dimensions’ tab.



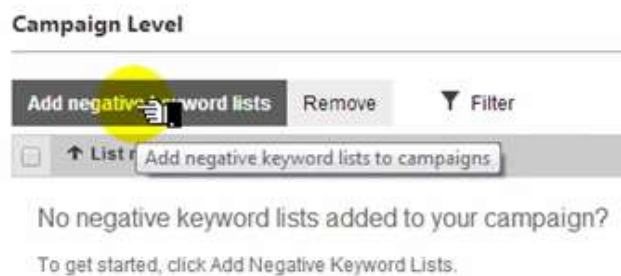
2. Click the ‘Export’ button. This will give you an Excel spread sheet with all the search terms that were paired with your keywords.



3. Open the Excel spread sheet.
4. Delete all of the columns except the 'Search Term' column, and the 'Conversion' column.
5. Delete any rows that saw you get and leads, so that only the search terms with the number zero are left. Make sure to delete the rows in both columns. This is extremely important, otherwise your lists will become mismatched and you may delete terms you want to keep.
6. Copy the terms in the 'Search Term' column and paste them into a note pad or Word document. **BE CAREFUL NOT TO INCLUDE ANY SEARCH TERMS THAT EARNED YOU LEADS IN THIS PROCESS.**
7. Once you've pasted them in, do a cursory reading of the list and make sure there aren't any keywords you think you might want to keep.
8. Put square brackets around each word. This will take a while, but it will save you hundreds and possible thousands of dollars depending on your monthly budget.
9. Copy the list.
10. Go back to your Bing account. Under the 'Keywords' tab, there is a 'Keywords' dropdown menu.
11. Click on that and select 'Negative keywords'.



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



13. Paste the words you want your ads to be excluded in the box that appear:



1. Click save.

Once you've done this, your ads will never show up for those search terms that cost you hundreds of dollars, and would go onto cost you thousands more over the



ensuing months. This will allow your advertising budget to go to the terms that were earning you leads and sales, maximizing your advertising dollars.