



Module Five

Lesson Two - Tweaking Keywords

Once you have enough data, you want to go through the information and see what is working for you. If you have an ad group that has five different keyword combinations, but you know (having used the tricks in module four) which two led to sales, then you will be able to put the other four keywords on pause. Putting all four on pause may be too drastic a change, so you might consider pausing the keywords that are sitting at the bottom of your performance chart. Because you will now be taking out the cost of the underperforming ads, you can raise the bids on the ads that are working, getting them more exposure.