Three Google Adwords Strategies You Should Know About

By Andy Patel

If you are interested in internet marketing your pest and/or wildlife control company, the most effective way (right now) is to use Google Adwords. However, Google Adwords can work with you or against you depending how well you understand it. You can either lose a ton of money or be extremely profitable. It all comes down to how well you understand Google Adwords and how you manage your campaign.

Here are three strategies for Google AdWords that Pest and Wildlife Control companies should consider:

1: Create relevant landing pages.

People are lazy. When searching online, they expect to find exactly what they are looking for in a short amount of time. Users often leave web pages within 10-20 seconds. However, creating unique landing pages with relevant content can help to increase user engagement. To market effectively on the internet, you need to structure your campaign accordingly.

Consider the following: Bob lives in Boston. He hears noises in his attic and suspects he might have a raccoon problem. He searches "Raccoon Removal" in Google hoping to find a local, reliable company

to help him. He clicks on an Ad which takes him to the general home page for a pest and wildlife control company. It's not clear whether the company offers raccoon removal so Bob looks for a phone number. He browses through the site looking for contact information and after 45 seconds he gets frustrated, exits the site, and returns back to his search results.

Next, Bob comes across another ad that appears relevant to his search. He clicks on an Ad titled "Boston Raccoon Removal" and is directed to a custom landing page for a local Pest and Wildlife removal company. This page references common issues with raccoons and how they can ruin your home. Prominently displayed on the page is the business phone number and a customer inquiry form. Bob is also able to read customer reviews from around the web, boosting his confidence in the company. Within the next 30 seconds, Bob has decided to fill out the customer form to schedule an appointment for services.

The second ad was specifically designed to provide information relative to the user's search. All the information Bob needed was easily accessible and shown above the page scroll. This ad probably cost less (for the click) because it implemented Google's best practices.

Google rewards companies that structure their campaign like this. The two scenarios may seem very similar, but those subtle enhancements to Bob's experience makes all the difference. It's a lot of upfront work to create separate Ads and landing pages for each pest & critter,, but 100% worth it!

2: Set up conversions.

Imagine this. You set up a Google Adwords campaign, turned it on and are extremely excited to see the results. You see a bunch of clicks come in, great! But, which key phrases got you leads? More importantly, which key phrases got you a sale? This is crucial to setup and analyze on a regular basis. Keep reading to learn more about key phrases.

This data is very powerful. A lot of high level decisions can be made to drastically improve your campaign's performance. Remember, the goal is not to get as many clicks to your website as possible, the goal is to get people to come who are extremely likely to convert into a sale.

For example, you've been running your campaign for 6 months. You look at all of your sales, pull that data in Adwords, and you notice some overwhelming facts:

● Over 50% of your sales came from people in their 40s

● Majority of them were women

● You realized 5 main key phrases which resulted in most of your sales

● You realized that most sales happened on Monday mornings

● Majority of your searches were on mobile devices

● You found that most sales originated in a certain part of town

Again, these are just examples. Your data may not be this clear and simple, but anything you can pull is great data! After analyzing, you can push the campaign to focus on those proven sales strategies, while saving A LOT of money on strategies that don't work.

3: Constantly update negative keywords.

This is probably the most important strategy of all. To understand this, you need to understand what a negative keywords is. To understand what a negative keyword is, you first need to understand what a keyword is.

In Google Adwords, there are different types of keywords:

● Broad match: raccoon removal

You could show up for anything Google finds relevant to "raccoon removal"

● Broad match modifier: +raccoon removal

You could show up for anything Google finds relevant to "raccoon removal" but the word "raccoon" has to appear in the search

● Phrase match: "raccoon removal"

You could show up for anything Google finds relevant to "raccoon removal" but the phrase "raccoon removal" has to be searched in that order.

● Exact match: [raccoon removal]

You would only show up for "raccoon removal" (or close variations)

Google doesn't truly know which key phrases are always relevant. For example, you may show up for "raccoon removal diy" which is clearly not a key phrase you want to pay for, but this is something that happens ALL THE TIME! That's just one example of thousands.

A negative keyword basically tells Google to never show your ad if that keyword is entered in a search. In the example above, you would want to add "diy" as a negative keyword. Looking at the search terms regularly and updating your negative keywords ensures that your program gets more refined over time.

Although there are many strategies that work well for the Pest and Wildlife Control industry, these are the top three that should make your Google Adwords program better almost instantly. Understanding Google Adwords and checking in on it regularly goes a long way.

About the Author

Andy Patel is the CEO of K-3 Technologies, an internet marketing firm established in May of 2005. Andy has got the "art" of internet marketing down to a science! Working directly with Google, his company helps businesses in the pest and wildlife industry attract qualified visitors and convert them into leads in the most optimal way possible. He believes in ethical practices and doesn't think anyone should pay for a service which doesn't yield some sort of ROI.

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