"UNSCRIPTED 4: Google AdWords"
With Matthew A. Perosi

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and read along while watching the video.

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Unscripted Video 4; Google AdWords

Hi this is Matthew Perosi, founder of Jewelry Website Advisory Group.

I'm here today with another question asked by one of our members. This question comes in today from Chris Taylor from Taylormade Jewelers. He is a New Jersey based jeweler, not that far from us.

"Hi Matt, I use to Google ad words but stopped before the holiday season. I'd like to get back into again. I previously targeted the tough keyword phrase indifferent but it did not work out well. How can I make my next Google AdWords campaign more effective?"

Alright Chris I got your website brought up on our screen here. And I'm going to see what you have on here and see what you've been doing with engagement rings. This is the Taylormade homepage. The screen resolution we are looking at here is 800x600. That's why everything looks a little squished and thin. Okay, we targeted engagement rings previously and I see that on the link line up down here he has a page called Engagement Rings and clicking on that brings us to a page dedicated to engagement rings. Shows a photograph of an engagement ring and I'm just going to scan through this real quick.

We have a lot of copy for an engagement ring and pertaining to an engagement ring. It looks like we have a link here, it's an offsite link going to another company about the Genesis Bridal Collection, there's information about diamonds and then down here on the bottom there is another link that I will discuss in a moment.

Okay, now Chris you have plenty of good content here although you really did target a tough keyword phrase because engagement rings are highly sought after a lot of big players including Blue Nile. Blue Nile pays a lot of money for AdWord bids on different rings and many permutations of the phrase engagement ring like engagement rings, diamond engagement rings, and solitaire engagement rings so it's just very difficult to get into.

So if you want to make AdWords more effective, you're on the right track here you created a page on your website that has a lot of content on it for a particular topic. However let's look at the rest of your site. You have a home page, about us, directions to our store, contacts, services, store policies, meet our staff, description of RJO jewelers, and you have a jewelry showcase on here let's see what you have in jewelry showcase.

We have some detailed information about some jewelry products. There are really not enough details about each product that's on here. Every page of your website should have at least 250 words on it. And that sounds like a lot when you're trying to describe a piece of jewelry but if you want it to be effective in a search engine, it really does need a lot more copy on each individual page.

We do have some stuff on here; I wonder if this is new jewelry or stuff that's been on your website for a long time. Let me keep going here, online jewelry catalog, Antwerp diamond broker program looks like you travel to Antwerp to buy diamonds every once in awhile. Here's the engagement rings page we were just looking at. You have a 4 C's of diamonds page, some educational information about the 4 C's, and diamond buyers' guide is the last one.

Well Chris, your website is not big enough; I'll just say that flat out. Whenever you try to target out of Google AdWords, you need to
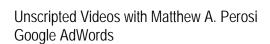
have a single page dedicated to your website for every keyword phrase you want to target. Previously, you have targeted engagement rings and you put up a single page for engagement rings. There's a lot of keyword phrases intermingled in here.

The idea is this; whenever you're working with Google AdWords you need to say "Okay this one ad goes to this one page, this other ad goes for this other page." Each ad you write has to go with each specific phrase. If you wanted to do engagement rings and write an ad all about engagement rings with only 90 or 100 characters then that's going to link over to a page with over 250 to 500 words, for AdWords you only need about 250 or 300 words. And then you really only talk about engagement rings you don't get involved with…

Let's see what other things you have on here. Life long relationships, buying diamonds, specific types of diamonds, there's really too much information on this page specifically for engagement rings.

Anyways, throwing engagement rings to the side, what other products do you sell in your store? You probably sell an entire line of jewelry. If you want to target the Google AdWords, pick whatever you have most of in stock or pick whatever is going to be easiest for you to replace, whatever you can afford to replace right now. So if you have an entire showcase filled with charms, then you can create an AdWords campaign based on charms. You can write some details about each set charms. You use a singular page for each set of charms whether it is silver, whether it is gold, whether it is white gold, yellow gold, or anything that has a type of gem in it. You can write a page that's specific to a charm with this kind of gemstone.

The more focused you make your individual pages on your website you can match your Google AdWords best to those pages. The whole idea in the end is that you want your ads and your pages to match very closely because Google is going to reward you. The better match your ads are to your pages, the more likely when someone clicks on your ad they're going to stay on your website. When more people click on your ads and go to your website and stay there, Google can tell that people were satisfied with where they ended up. Google will reward you for the hard work it will take to add all these extra pages to your site.

Ultimately Chris here, you have way too few pages for any Google AdWords campaign you need to really explode the size of your site before you dive back into your AdWords account. I know that's not the simple answer that you wanted but there's your start. Pick some products in your store, start adding some pages to your site referring to specific guidelines and descriptions and then start up your AdWords account. Hopefully that helps.

This is Matt Perosi with the Jeweler Website Advisory Group.