

# Case Study: How to Drive More Leads With Adwords



# How to Drive More Leads Using Adwords: Proven Strategies for Generating More Leads and Maximising ROI

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The chances are if you are downloading this case study that you are interested in generating more leads using Google Adwords. If that is the case then you are in the right place, in this case study I am going to be revealing the exact strategies that helped us achieve the following results for our client:

- **180 extra sales leads generated per month**
- **320% increase in landing page conversion rate**
- **Generated an extra £600k in bookings**

Before you dive into this case study I want to give you a quick two page overview of all of the 4 strategies that I will be teaching you to explain why they work. If you want to generate more leads using Google adwords the first area of your account you need to work on is ad relevance.

Ad relevance is the key to success with adwords, get this right and everything else slots into place. If you think about it, if somebody types in "Google Adwords management Services" into Google and then I display an advert with the headline "Google Adwords management" and a couple of lines of description about my service then send them to my page which tells them about my Google Adwords management services the chances of them enquiring about my service is very high.

However If somebody types in "PPC Management services" and then I display an advert with the headline "Google Adwords management" and a couple of lines of description about my service and then send them to my page about my Adwords management services the chances of them converting is lower.

The reason for this is that "PPC management services" covers a range of different services, such as linkedin ads management, Bing ads management and Yahoo ads management. So if somebody was looking for Facebook ads management and they see my Google adwords management advert the chances of them clicking are quite low, not only that if they do click on my adverts they won't find what they are looking for when they land on my website so they are unlikely to submit an enquiry.

So the key here is to be specific and deliver the most relevant adverts and send them to the most relevant landing page. Although this sounds very basic almost all of the accounts that I have consulted on could improve. In this case study I will be showing you two strategies for improving your ad relevance that we used for this client plus our copy and paste ad template that we used to write specific adverts.

The second strategy that we used for this client focused on optimising their accounts for mobile devices. Google recently announced that over 50% of searches now come from mobile devices so it is now more important than ever to make sure that your campaigns are mobile friendly.

I will be showing you 5 strategies that helped us improve the conversion rate of our clients mobile

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landing pages, generate more calls from mobile devices as we found these were the easiest type of lead for our client to close and finally to increase their click-through rate on mobile devices so they could drive more traffic to the landing pages.

The third strategy I will be teaching you will help you improve the conversion rate on your landing pages. Having a high converting landing page is key to success with adwords, if your landing pages don't convert traffic into leads then you are never going to succeed with adwords no matter how good your adverts are.

Just think about it a if you get 100 leads per month and you get an 10% increase in conversion rate you will now be generating an extra 10 leads per month, but the benefits don't stop there, because your converting more visitors into leads your cost per lead is actually going to drop too because it is taking less clicks to generate a lead, so this will allow you to bid more aggressively and drive more traffic and leads.

Most people that try to improve their conversion rate of their landing page get it wrong, the chances are that you have been told by so called experts that you need to test elements of you page such as your button colour but if you are making changes like that you are only going to see small improvements over a long period of time.

What you need to do instead is find out the exact reason why your visitors are not converting and then fix the problem. This way you are going to make much bigger improvements to your landing page in a much shorter period of time.

In the conversion optimisation section of this case study I will be showing you several strategies for getting your visitors to tell you what is wrong with your landing pages and why they did not convert. This way you can start creating split tests that get huge increases in conversion rates.

The final strategy that I am going to teach you will teach you how to track which of your leads actually turn into paying customers. Now I do appreciate this guide is about generating more leads, however if you want to generate more revenue and the chances are you do, you need to start generating more of the types of leads that convert into customers.

I will take you step by step through how you can track which keywords and adverts go on to convert into paying customers, so you can focus more of your budget on these and generate more high converting leads for your sales team to follow up.

# Maximising Ad Relevance: Two Proven Strategies for Displaying the Most Relevant Adverts

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If you have a great service that offers loads of value to your clients, but you are struggling to generate leads from Adwords, or you are generating a few leads but not as many as you would have liked or perhaps not at the cost you would have liked, then this case study is for you.

I'm going to be showing you the exact same strategies that we used with our client, to generate more leads while reducing their costs. By first improving their ad relevance we were able to

- **An account average Quality Score of 7.78**
- **And 3X the average click-through rate**
- **45% reduction in cost per lead**
- **60% increase in number of conversions**

If you want to consistently achieve high click-through rates and Quality Scores like these, you need to optimize your ad relevance.

Ad relevance is the first thing that we work on with our clients accounts because, once you get this right everything else slots into place. By increasing your ad relevance and delivering super specific adverts that are very closely related to what users have searched for, your click-through rate will increase.

And as studies by Wordstream have shown, as your click-through rate increase, so does your Quality Score, and the higher your quality score the less you will pay per conversion. If you have an average Quality Score of around 5-6, then by increasing your quality score to 7.78 like we did for our client, would cut your cost per lead by approximately 45%.

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The chances are you are making one of these mistakes our client was making...

### Mistake 1 – You've added too many keywords to an ad group

If you have added 10, 20 or even more keywords to an ad group because they all followed a common theme, then there is lots room for improvement.

Let me explain why: If you have 10 or 20 keywords in an ad group these could be all of the keywords that trigger this advert, as you will see not all of the keywords that you are bidding on would be relevant to that advert.



If somebody types in the keyword *color photocopier lease*, then ideally you want your adverts headline to be *colour photocopier lease*. This way your adverts match your keyword and your advert instantly become more relevant and more people will click on it.

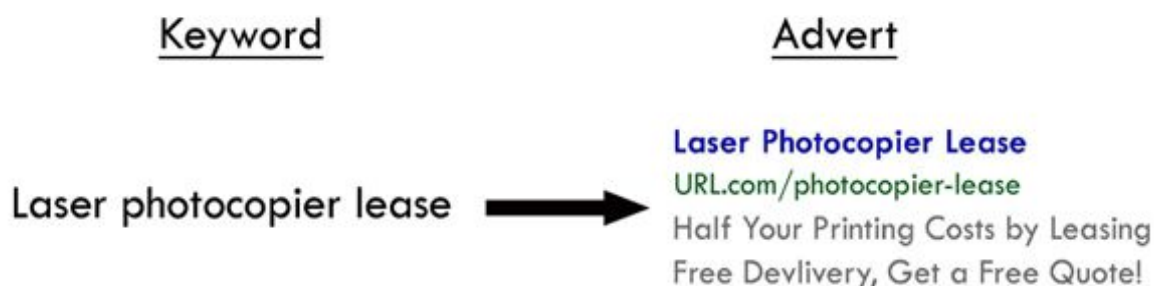
If you are making this mistake, don't worry I will be showing you how to quickly and effectively split your large ad groups down into smaller, much more tightly themed ones with just 2-5 keyword in. This way all of the keywords in your ad group will be relevant to your adverts.

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## Mistake 2 – Your top performing keywords are not in their own separate ad groups (Advanced)

If you already have smaller more tightly themed ad groups of 2-5 keywords, there is still room for improvement. According to research by Wordstream your top 5% of keywords are responsible for 80% of your impressions and traffic. These are some of the most valuable keywords to your business so you want to max out their ad relevance.

What you want to do with these keywords is create single keyword ad groups or SKAG's for short. This will allow you to deliver super specific adverts because only one keyword will trigger your ads. So each of your ad groups will look something like this, with just one keyword and then adverts that are specifically tailored to that keyword



Later on in this article I will be showing you how to create single keyword ad groups plus I am going to be giving you the exact ad template that we use to create super specific adverts for our clients ad groups for free.

If there is one thing that I want you to take away from this article it is that SKAG's are the best way to improve ad relevance and if you are not already using them you need to start using them today!

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If you made either of these two mistakes, here is how to fix them...

## Creating tightly themed ad groups

If you want to split your 10 or 20 keyword ad groups down into smaller more tightly themed ones, the best way to do this is to select a two or three word root phrase that occurs within several of your keywords and then group all of the keywords with that root phrase together.

For example here is a large group of 12 keywords which I will show you how to split it down into 4 much more tightly themed ad groups. The first thing you need to do is look for common phrases within your keywords, can you pick out 4 common phrases that occur within several of these keywords?

- A3 laser copier cost
- A3 Canon copier hire
- A3 colour copier lease
- A3 colour copiers UK
- A3 copier lease
- A3 copier lease cost
- A3 Canon copiers
- A3 Canon copier leasing
- A3 colour copiers
- A3 laser copier lease uk
- A3 laser copier leaseing
- A3 copier lease UK

I have picked out 4 common phrases which occur in more than one of the keywords, A3 laser copier, A3 colour photocopier, A3 copier lease and A3 Canon copier. I am now going to group the keywords with the same common phrase together.

- A3 laser copier cost
- A3 Canon copier hire
- A3 colour copier lease
- A3 colour copiers UK
- A3 copier lease
- A3 copier lease cost
- A3 Canon copiers
- A3 Canon copier lease
- A3 colour copiers
- A3 laser copier lease uk
- A3 laser copier leaseing
- A3 copier lease UK

To get the best results you need to tailor your adverts so that they match the keywords in your ad group. To do this include the common phrase that occurs in several of your keywords in the headline of your adverts and once again at the end of your display URL.



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## Creating Single keyword ad groups

To create single keyword ad groups for your top performing keywords the first thing you need to do is look at your keyword list and order it by number of conversions. Then make a list of all of your top 5% of keywords.

The next step is to create a new ad group for each of these keywords. You should include the exact, phrase and broad match versions of your keyword in each ad group.

The next step is to create super specific adverts for your single keyword ad groups. To make this easy for you, you can use this free template.

- Headline:** Include your keyword
- Description line 1:** Talk about features and benefits
- Description line 2:** Talk about features and benefits + call to action
- Display URL:** www.domain.com/your-keyword

Let me show you an example of how this might work for the keyword photocopier lease



I have included the keyword In the headline and then once again at the end of the display URL.

I have used the description lines to tell people about the features and benefits such as the fact that by leasing a photocopier they could half their printing costs and that the leasing company provide free delivery.

Finally at the end of the second description line I have added the call to action "get a free quote" which is the action that I want people to take once they have clicked on this advert.

This template works really well as you have the exact keywords that you are bidding on in your adverts which makes them appear much more relevant



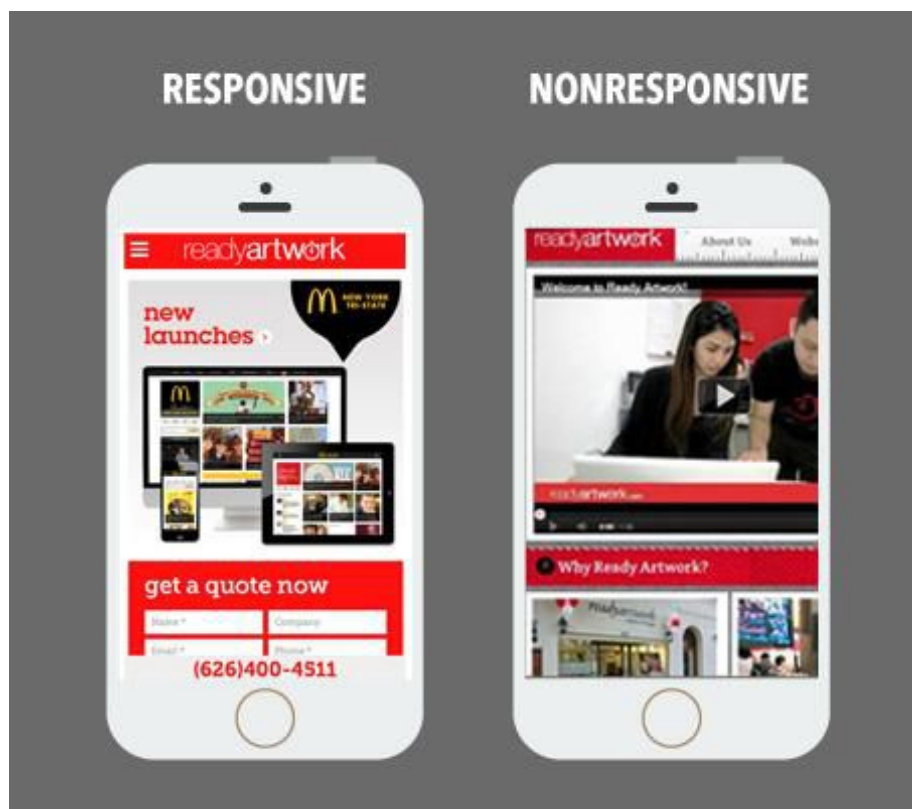
# Mobile Lead Generation: Five Proven Strategies for Generating More Leads From Mobile Devices

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What I want to show you in today's article is how we helped our client make mobile their most profitable device. In this section of this case study I will show you how we managed to drive 6X more leads for our client on mobile devices.

so let's jump right in and look at the first mistake that our client was making initially.

## Mistake 1 – Using a non responsive website



The problem with this is that people could not easily see what our client was offering or their form and call to actions buttons.

The sad truth is that online people will only give you a few seconds of your time if they can't see what they want immediately they will be off to your competitors landing pages instead without converting.

What our client should have been doing instead is using responsive landing pages, so their headline, call to action button and their form can easily be seen without making users search around.

So what we did to get this fixed is we worked with their web development team to help them create a responsive version of their landing pages. When doing this we paid attention to

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conversion rate best practices and ensured that the most important aspects of their page such as above the page fold.

After making these changes to our clients landing page they started receiving 6X more leads from their mobile landing pages, not to shabby for a few hours work.

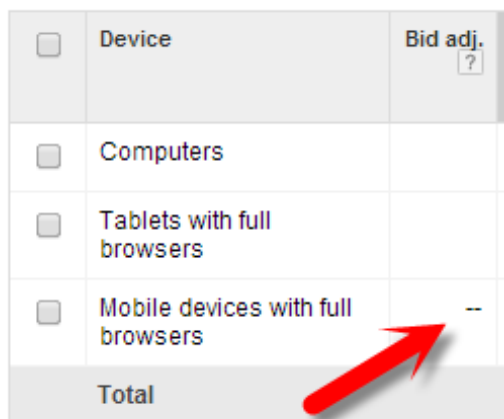
## **Mistake 2 – Client had not realized that their ads were on the second page of google on mobile devices**

Our clients adverts average position was around 4.5 which is fine for desktop and would place them easily on the first page of Google.

However what they had not realized is that on mobile devices there are only 4 paid advert positions on the first page of Google, so with an average position of 4.5 they were appearing on the second page of Google more than 50% of the time, missing out on lots of profitable traffic

what they should have done instead is created bid modifiers to increase their bids so that their average positions on mobile devices was higher than 4.

To create bid modifiers by head over to your campaign settings and looking at the devices tab. Then added a bid modifier to increase your bids if your average position is below 4 on mobile devices.



<input type="checkbox"/>	Device	Bid adj. ?
<input type="checkbox"/>	Computers	
<input type="checkbox"/>	Tablets with full browsers	
<input type="checkbox"/>	Mobile devices with full browsers	--
Total		

## **Mistake 3 – not encouraging searchers to call**

The third mistake that our client made was that they didn't encourage users to call their business.

We found that calls were actually the hottest type of lead for our client and they actually convert between 2 and 3X better than leads which were generated by a prospect filling out a form on their website. What our client should have done instead is use these two strategies: Firstly they should have been using click to call extensions to allow users to call them straight from their adverts without having

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to visit their website, And secondly they should have created mobile preferred adverts and tailored their call to action to encourage searchers to call them.

Just by changing the call to action on mobile devices to call now for a free quote, almost double the number of phone calls that our client received.

### Click to call extensions



To set up click to call extensions you need to create a new call extension in the call extensions tab.

A couple of things to note when creating call extensions are firstly that you want to show your adverts with a Google forwarding number unless you have your own call tracking in place. This way you can track conversion from phone calls.

Secondly you should only show you click to call extensions when you have someone to answer the phone. To choose what time you would like your phone number to appear next to your adverts, you should expand the advanced options and then use the schedule to adjust what time you want your ads to be shown.

### Mobile preferred ads

To encourage people to call your business on mobile devices you want to use a call to actions that encourage users to call you, for example "call now for a free quote". However you don't want to display this call to action with your desktop ads, so what you need to do is create mobile preferred ads that only appear on mobile devices.

To do this create a new advert like you normally would. However there are two changes that you want to make, firstly you need to change your call to action to encourage users to call you, like we have discussed above, then secondly you want to tell Google to only show your advert on mobile devices. To do just check the box next to mobile preference.

### Mistake 4 – No mobile optimized sitelinks

25 character long sitelinks are great for desktop devices and you can easily show 4 alongside your advert. However they don't work so great on mobile. If you only have your long desktop sitelink extensions, only one will be shown alongside your adverts, like these two advertisers here found out.

### Local York Plumbers

Ad [www.ratedpeople.com/Quote-Now](http://www.ratedpeople.com/Quote-Now)  
Find a Good Plumber Instantly and Get a  
Quote on Your Mobile Now!  
3 Million jobs posted · Instant Quotes

I need a good plumber

### Small Size Men's Shoes

Ad [www.samuel-windsor.co.uk/SmallSh...](http://www.samuel-windsor.co.uk/SmallSh...)  
4.5 ★★★★★ advertiser rating  
Shoes Available From Size 5 & Up. Buy  
Online From Just £14.99 Today!

Stylish Men's Brogues

Instead you should have create shorter 15-17 character long sitelinks for mobile, this way they could have shown 2 or even three sitelinks alongside their adverts on mobile.

### Find a Babysitter - Featured by USA Today & ABC News - Care.com

Ad [www.care.com/Babysitter](http://www.care.com/Babysitter)  
View Profiles, Reviews & Much More!  
Apply for Care Jobs - How it Works

### Babysitter - The Best Child Care Starts Here - Sittercity.com

Ad [www.sittercity.com/Babysitter](http://www.sittercity.com/Babysitter)  
View Profiles & Reviews. Join Free!  
96,934 followers on Google+  
Sitters: Apply for Jobs - Parents: Join Now

Setting up mobile sitelinks is pretty straightforward, just go to create a new sitelink like you would normally, however keep your link text short, aim for around 15-17 characters. Once you have done this tell Google to only show these shorter sitelinks on mobile by checking the box next to the word mobile.

There you have it, your first mobile extension. Just by making this one simple change gave our client a 15% increase in conversion rate.

## Mistake 5 – not using the full range of ad extensions

The fifth and final mistake that our client made was that they were not using the full range of extensions. You may wonder why is this in the mobile optimization article of this guide, and the reason is that ad extensions have a really profound effect on mobile devices.

Check out this research, when multiple sitelinks were shown users paid way more attention to the top couple of adverts and this resulted in around a 15- 30% increase in click through rate.

Multiple  
Extensions



Mobile Site  
Links Only



So what we did to fix this is we made sure that their were sitelink extensions, location extensions, call extensions, callout extensions, review extensions and also seller ratings set-up in all of our clients campaigns so that they could dominate the first page of Google on mobile devices, which helped drive up their click through rate.

# Landing Page Optimisation: Eight Proven Strategies For Improving Your Landing Page Conversion Rates

In this section of this case study I will be talking about the conversion rate optimisation strategies that helped us increase our clients conversion by 320%

When we first started working with our client they were making 8 pretty fatal landing page mistakes that were hurting their conversion rate. And the chances are you are making some of these mistakes too. The real game changer though is mistake number 8, which really sets the average landing pages and the excellent ones that convert 2,3 or even 4 times better apart.

## Mistake 1. Too many form fields

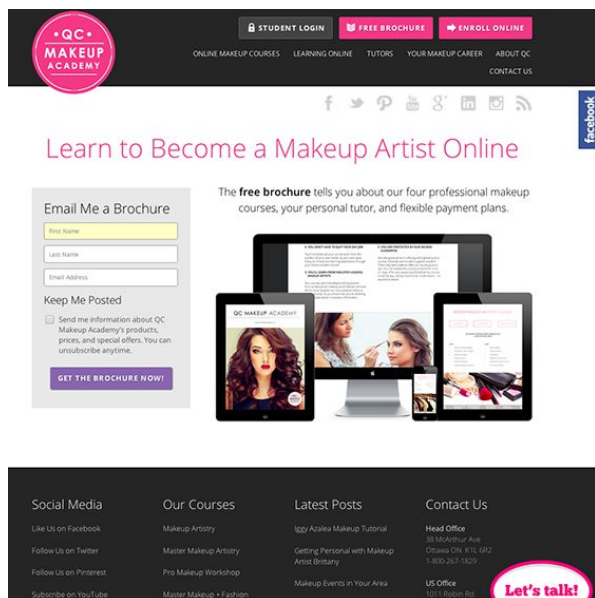
They were asking for 8 pieces of information when, all they really needed was 3. Take a look at this research by Marketo, you will see that by asking for less information, more people will convert.



So ensure that you are only asking for the bare minimum, the less form fields you have the higher your conversion rate and the better your overall return on investment.

## Mistake 2. Their call to action button did not stand out

Similar to this example here. If you have lots of distractions such as headers and footers with other highlighted buttons such as the pink ones at the top of this page then you will confuse people and fewer people will convert. The key to a high converting landing page is to ensure that you remove distractions around the page and make your call to action button stand out.



Here is a great example of a company doing this well, they have removed the headers and footers on this page as they can confuse and distract user. They have also used colours effectively to make the call to action button stand out by keeping the page colours neutral except from the call to action button which is a bright red.





### Mistake 3. Making people scroll down to see call to action

Studies have shown that people spend 80% of their time above the page fold so if your call to action is below the fold hardly anyone will be seeing it and you will be losing out on a considerable amount of conversions.

### Mistake 4. Image distracts from call to action

**Rentify**

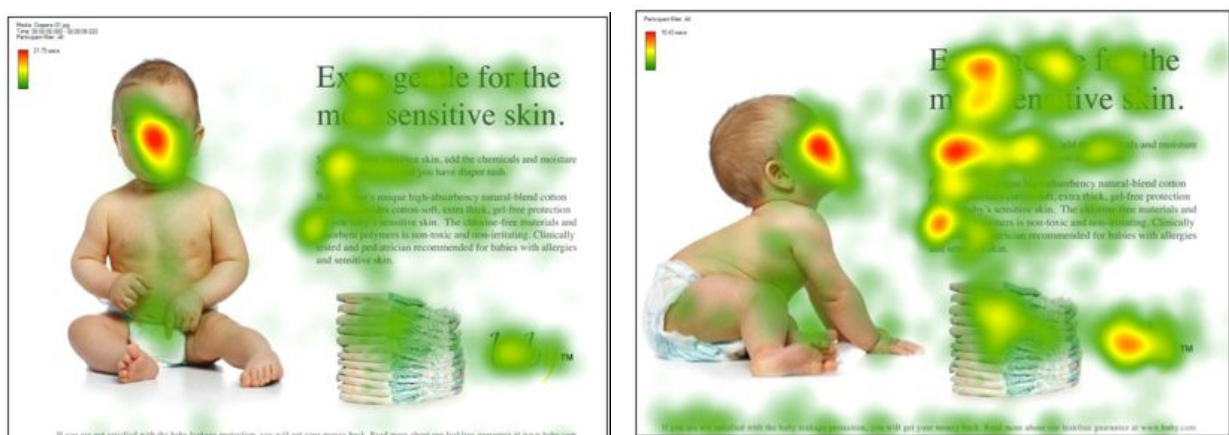
**Free Property Advertising: 90% of property searches start online**

Show your property to thousands of tenants for free

**Get started**

Online advertising is key if you want to let your property quickly to top tenants. But it can be a challenge to advertise on the best sites.

Here is a great example of an image that would distract from the call to action. The man is looking the opposite way from the form which distracts from it. To show you how badly this effects conversions, take a look at the eye tracking survey which tracks what people look at on the page.

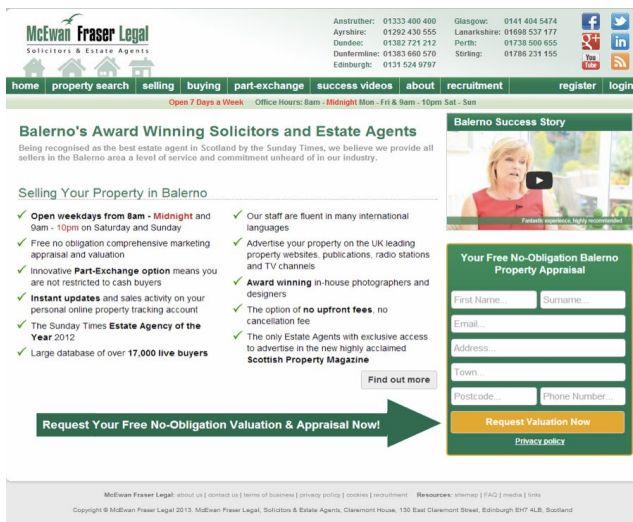


You will see that when the baby is looking towards to form, considerably more people look at the form increasing the conversion rate, however when the baby is looking away from the form more people look at the baby and considerably less look at the form reducing conversion rates.

when using images on your landing page use them to draw attention to your call to action, Good examples of this are people looking towards your call to action or pointing towards it.

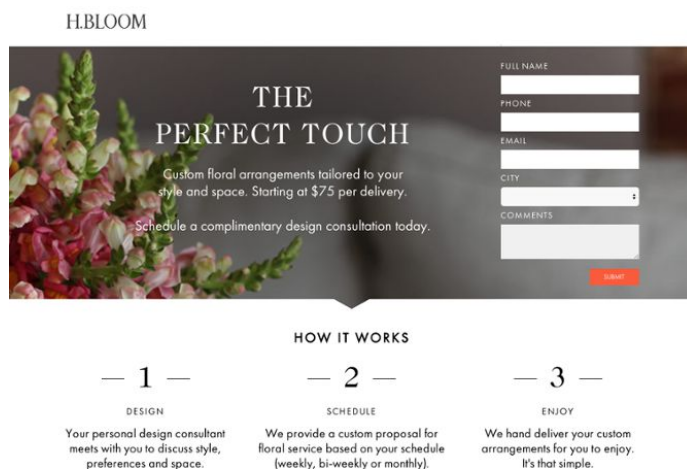
## Mistake 5. Cluttered landing pages

like this example here. The problem with doing this is that the landing page appears cluttered and this makes it harder for users to find relevant details and your call to action buttons.



Most users will only give you a few seconds of their time and if they can't find what they are looking for and they will soon be off to your competitors landing page instead. The best landing pages will only include what is important for a user to complete a conversion.

This is a good example of a landing page that only contains the bare essentials for a user to complete a conversion. Within seconds you know exactly what the company is offering and how there service works.



## Mistake 6. Not using social proof

By adding testimonials, logos of reputable companies that you have worked with and trust marks will make you look more reputable and people are more likely to feel comfortable handing over their contact details to you. Here is a great example of a company using social proof on their landing page to make it look more reputable.

The image shows a landing page for 'fasttrack Quick Home Sale Experts'. It features a smiling man in a light blue shirt. The main headline is 'We Sell Homes. Fast.' Below this is a testimonial from Bob Finch, London, stating that within 5 days of contacting Fast Track, he received 4 cash offers and was able to take the flat off the market. The page lists three key benefits: 'Sell Your Home in Days' (typically 4 weeks or less), 'Sell For 90-100% of Your Home's Value' (unlike traditional agents), and 'No Sale No Fee' (only a small commission once sold). A 'Get A Valuation & Offer Estimate' form is prominently displayed, asking for Name, Address, Post Code, and Phone Number. Below the form, it says 'Valuation & Offer Estimate' and 'Our valuation and estimate is free & without obligation. We have your privacy only assured - your information is never shared.' At the bottom, there are logos for 'As seen in' including THE INDEPENDENT, Homes & Property, TIMES ONLINE, EXPRESS.co.uk, THE SUNDAY TIMES, and Daily Mail. Contact information includes the phone number 0800 612 7025 and email sales@fasttracksales.co.uk. It also mentions 'Members Of: ico. The Property Ombudsman and OFT'.

Testimonials are a very powerful for increasing conversion rates and this is a great example of one being used. If you are going to be using testimonials on your website always use real images of your customers and their real names.

## Mistake 7. Not split testing their changes

Whenever you make any changes to your landing pages, however certain you are that they will improve your conversion rate, you need to split test them to make sure they are actually working. I will be showing you how to do this later on in this video.

If you haven't made any of these mistakes so far, then the chances are you have a good landing page. However the difference between a good landing page and an excellent landing page that converts two, three or even four times better lies in the next mistake.

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## Mistake 8. Guessing what to split test [IMPORTANT - READ THIS SECTION]

By guessing what to split test you will only make small improvements over a long period of time. Instead you need to follow this simple but effective three step strategy that top conversion rate optimisation companies use to get significant conversion rate increases for some of the largest brands in the world.

1. **Diagnostics.** You first need to find out why people are not converting using a series of tools and strategies that I will come on to in a moment
2. **Creating a hypothesis.** once you know what is wrong with your landing page you need to create a strategy to fix it. For example if you found that people were struggling to find out whether you accept returns, your hypothesis might be if I make our returns policy this more prominent on key pages more people will convert.
3. **Creating a test.** Once you have come up with a hypothesis you need to test it by creating a split test to see if it improves your conversion rate.

Now lets take a much more detailed look at each of the steps.

### Diagnostics

Learning why your website visitors are not converting can easily be done using the following three strategies :

- **Review live chat transcripts.** If you don't already have a live chat on your landing pages I highly recommend having one as this helps improve conversion rates. Live chat transcripts show you what is missing from your website or what is hard to find.
- **Email Surveys:** using tools such as survey monkey you can create surveys to learn more about what it was that made your customers convert and any questions or objections they may have had at the point of sale.
- **User Testing:** User testing is probably the most powerful tool for finding out why your customers are not converting. User testing is where you pay a user tester to complete a goal on your website, and then they will give you feedback on your website and the process of completing a goal. It is also worth considering doing this to your competitors website to see what user testers say about their experience on your competitors websites

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**Peep Laja from conversion XL suggests that when you use email surveys, you ask questions to discover more about the following things about your customers:**

- who they are – pay attention to how they self-identify, as this is useful for putting together persona's;
- The users intent – find out what the specific problem they were solving;
- Their shopping process – find out what mattered to them when choosing the product, what kind of comparisons did they do, how many / which other sites they looked at, and so on;
- Any friction – find out their fears, doubts and hesitations they experienced before making the purchase.

**Dr Karl Blanks from Conversion rate experts suggests that the two golden questions are**

- What's the one thing that nearly stopped you buying from us?
- What was your biggest fear or concern about using us?

**From using these methods on our clients website we found out that the main reasons for users leaving without converting is that:**

- Users did not not understand how the service worked,
- Users did not feel safe entering their details on the website.
- And a couple of others more specific problems that I can't discuss due to our confidentiality agreement.

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## Step 2 - Hypothesis

After learning why some of the users were not converting we then speculated how we could fix the problem and came up with the following three suggestions to test

- As users did not understand how the service worked, I wanted to create a way of showing what the company did in a very simple easy to understand way. What we ended up creating in the end was this simple diagram that explains exactly what the company did in 3 simple steps. We then placed this above the page fold so users could see exactly what was going to happen once they entered their contact details.
- As users did not feel safe on the landing page we decided to update the design and add trust symbols and independent customer reviews to the website to make the company look more reputable.

## Step 3 - Creating tests

### Stage I) Create a variant page to test

To do this you need to clone your current landing page so that you have an exact copy and place this on a separate URL. Once you have done this you then need to make a single change to the variation of your original landing page, for example changing the headline or changing the colour of your call to action button.

### Stage II) Set up an experiment using Google analytic to track your conversion rate

To do this head over to your google analytics account, or if you don't have one yet sign up for one. You then need to go to the behaviour tab down the left hand side menu and then select experiments. Once you have done this click create new experiment as shown here.

You will then have to follow a 4 step process.

For the first step give your experiment a name, for example landing page test 1. Then select a goal from the metrics column if you have one set up, or if not click create a new objective to create a goal.

Your goal should be a conversion that you want people to make on your landing page, so for example if I was creating a split test for my landing page for this case study this would be somebody signing up to this free training course that you are watching now.

In the second step you need to enter the URL of your original landing page and then the URL of your variation landing page with your changes on it.

In step 3 you either need to email the tracking code to your web development team or if you are



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confident with coding then you need to add this code yourself. Open the HTML for your original landing page and then paste the tracking code immediately after the opening head tag. Once you have done this go to the final step and review and start your experiment.

Once you have an experiment set up you can see the results in the experiment tab. click on the name of your experiment and you will see a page with your conversion data for both pages.

### **Stage III) Split your traffic between your two pages**

To do this you need to clone your campaigns so that you have two copies. You can do this easily by using the copy and page function, by going to Edit > Copy then Edit> Paste. Click on your duplicate campaigns and go to the adverts tab and select all of the adverts in the ad group by checking the tick box at the top of the column. Finally go to edit and change ads. You should then change the destination URL to the URL of the new landing page that you are split testing.

Now you have done this all you need to do is sit back and let some conversions roll in. until you have enough data to choose a winner from your two landing pages.



## The True Value of a Lead: Learn How to Track Which Leads Convert into Paying Customers

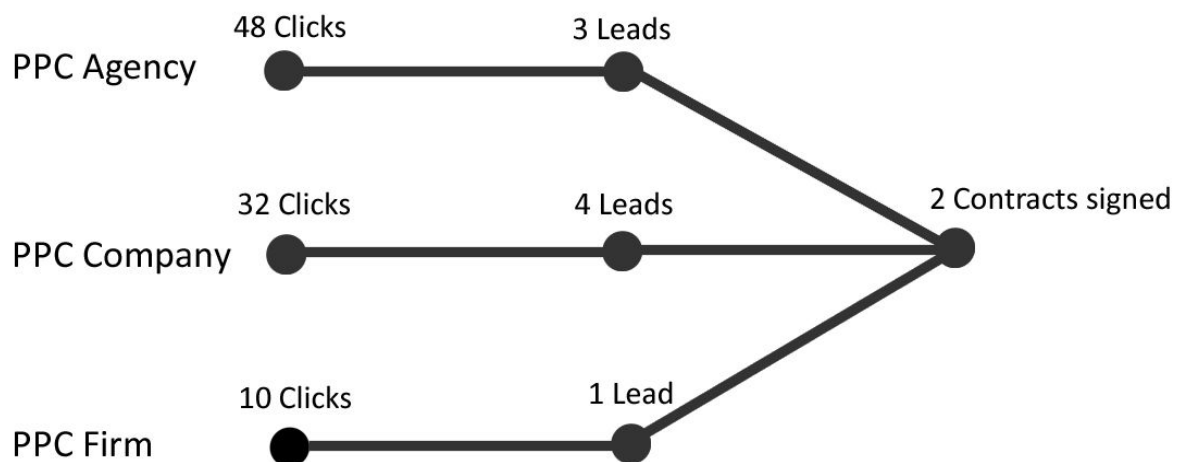
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One of the most fundamental mistakes that you can make and our client was making when using Google Adwords to generate leads is not using offline tracking.

The big issue with not using offline tracking is probably best demonstrated using an example like this.

Without offline tracking this is all that you can see of your customer journey, provided that you have conversion tracking set-up. You can see which keywords generated leads, however the vital part of information that you are missing is which leads went on to sign a contract with you.

### KEYWORD

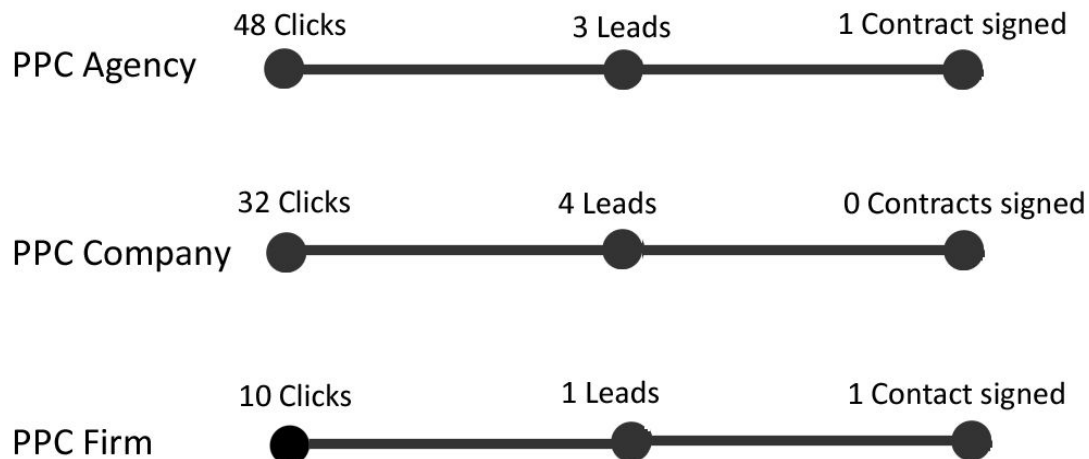


At this point if I was to ask you which keyword is performing the best you would probably say PPC company as it has generated the most conversions and the more advanced marketers out there would also have noticed that it has the highest conversion rate.

---

However with offline tracking set up it is a very different story as it allows you to see which leads go onto sign a contract . You can now see the full customer journey from the first click on your advert to contract being signed and a customer stating to work with you.

## KEYWORD



You will now see that although the keyword PPC company did produce the largest amount of leads and had the best best conversion rate, none of the leads actually went on to complete a conversion.

This is the danger of optimising your account for leads, you can be throwing money at keywords like this one that appear to be working really well, but in reality the leads are not turning into customers and you are just throwing money away, and this is exactly what it turned out our client had been doing.

Instead of optimising your account for leads you need to be optimising your account for contracts being signed as these have real value to your business.

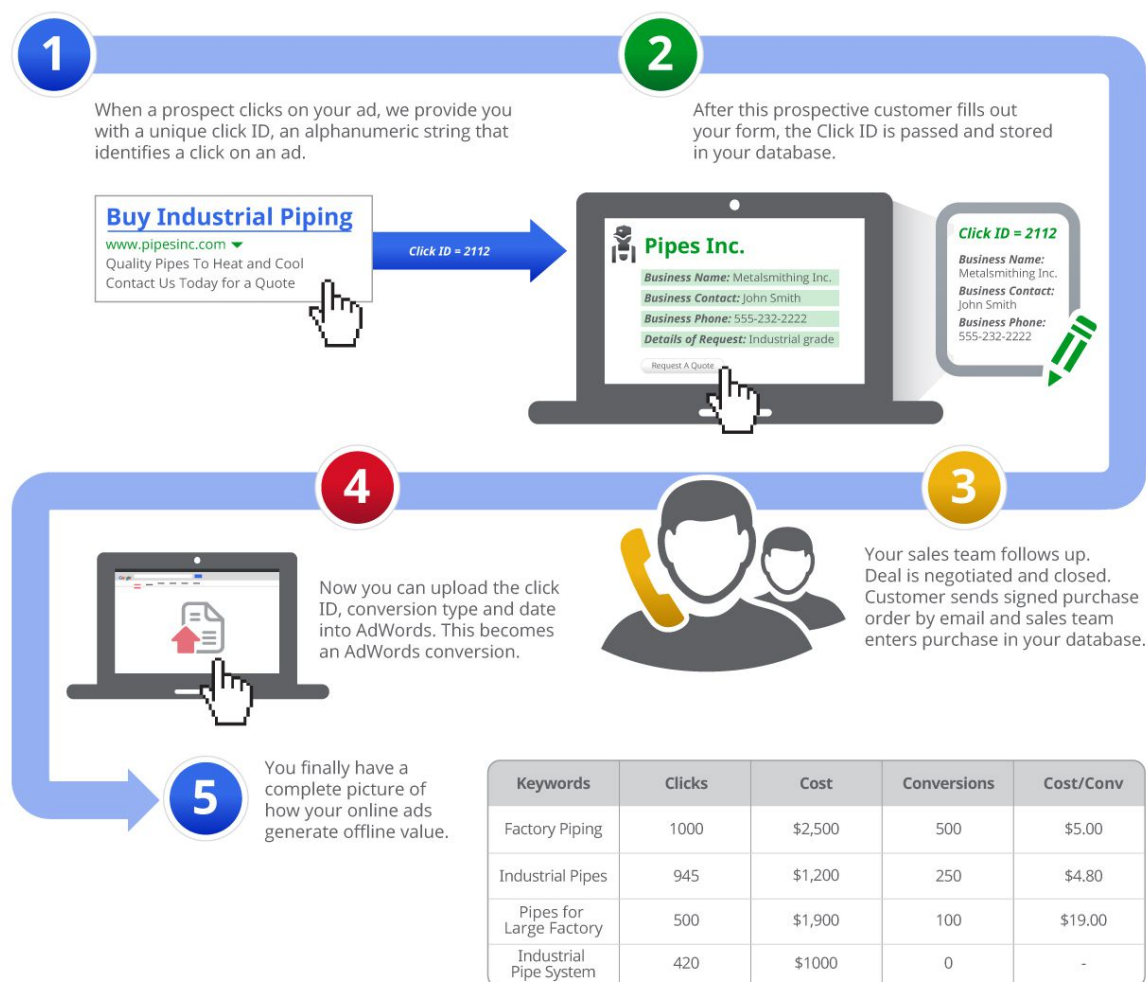
Don't worry if your making this mistake, the vast majority of accounts that I have consulted on have done and its very easy to rectify. In the next sections of this video I will be showing you how offline tracking works and walk you through step by step how to set up offline tracking.

## How offline tracking works

### AdWords Conversion Import: How It Works

A solution to measure how your online ads affect your offline sales.

Google AdWords



When somebody clicks on your advert Google provide you with a unique click ID. You then add a piece of code to your website which allows you to add your click ID to your customer data base to be stored alongside other details you have for that customer.

When your sales team then follows up the lead, if they close the deal they then mark that lead as being closed in your data base. Once you have done this you then upload all the click ID's from the closed deals back into adwords account and Google matches the Click ID to the keyword and advert that the conversion came from and registers a conversion next to them

This will allow you to see which keywords and adverts lead to closed deals so you can start optimising your account correctly

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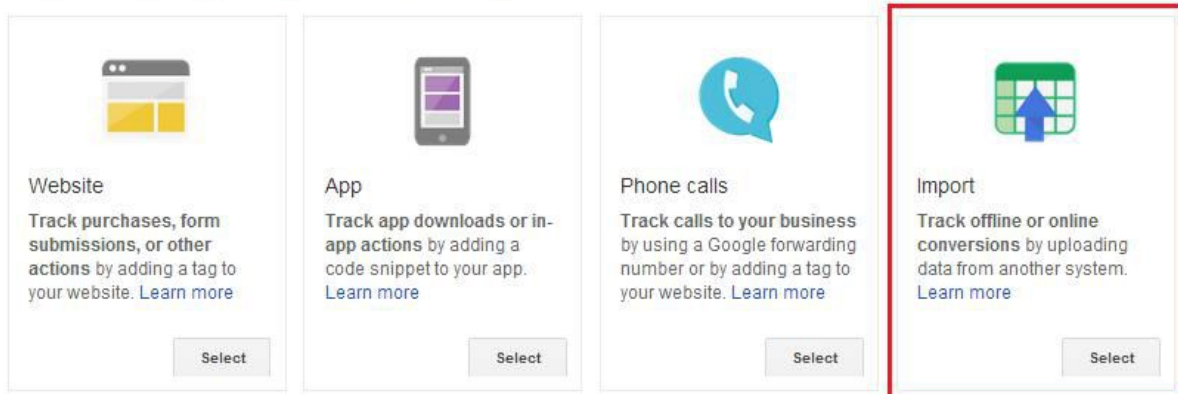
## Setting up Offline conversion tracking

Although this process sounds quite complicated in reality it is fairly straightforward and I'll be walking you through step by step.

### Step 1: Create a new conversion action in Adwords

To do this go to Tools and then conversions and click create new conversion. Once you have done this you need to select import conversion

Select the source of the conversions you'd like to track.



When choosing your conversion pixel settings, make sure that your conversion window is set to 90. You should also make a note of the name of your conversion as you will need this later on.

### Step 2: Give your adverts a unique click ID

Google will actually do this automatically provided that you have auto tagging enabled. To check that you do have this enabled, go to your account settings by clicking the cog in the top right hand corner of your account. Then go to the tracking section using the menu down the left hand side and then ensure that auto tagging is toggled on.

### Step 3: Storing your unique click ID with the rest of your customer data

To store your unique click ID with the rest of your customer data you will need some basic coding experience. I appreciate that some of you will not and that is fine too, just send these instructions over to your web designer.

---

The first step is add this piece of code immediately before the closing body tags on all of the pages on your website.

```
<script type="text/javascript">
function setCookie(name, value, days){
    var date = new Date();
    date.setTime(date.getTime() + (days*24*60*60*1000));
    var expires = "; expires=" + date.toGMTString();
    document.cookie = name + "=" + value + expires;
}
function getParam(p){
    var match = RegExp('[?&]' + p + '=[^&]*').exec(window.location.search);
    return match && decodeURIComponent(match[1].replace(/\+/g, ' '));
}
var gclid = getParam('gclid');
if(gclid){
    var gclsrc = getParam('gclsrc');
    if(!gclsrc || gclsrc.indexOf('aw') !== -1){
        setCookie('gclid', gclid, 90);
    }
}
</script>
```

The second step is to create a hidden form field. This is just like any other field on your form like the ones you have for people to enter their name or email into, however it will be invisible.

In the next step I will give you the piece of code that you need that will automatically enter your unique click ID into this field so that I will be submitted along with the rest of your details.

To do this you need to add this line of code to your form within the open and closing form tags.

```
<input id="gclid_field" name="gclid_field" type="hidden" value="" />
```

The third step is to add a piece of code to the page with your form on, which will automatically enter your Google click ID into this field so that it can be submitted along with the other information that you have for your lead.

---

Add this piece of code below the piece of code from step 1 just before the closing body tag.

```
<script>
function readCookie(name) {
var n = name + "=";
var cookie = document.cookie.split(';');
for(var i=0;i < cookie.length;i++) {
    var c = cookie[i];
    while (c.charAt(0)==' '){c = c.substring(1,c.length);}
    if (c.indexOf(n) == 0){return c.substring(n.length,c.length);}
}
return null;
}

window.onload = function() {
    document.getElementById('gclid_field').value =
readCookie('gclid');
}
</script>
```

The fourth and final step is to modify your CRM to store your Google click ID along side your other customer data. If you are using Salesforce, mongoose metrics or SugarCRM they have their own documentation for doing this.

However if you are using your own CRM system then you should add a custom field to your lead object so that this ID can be stored easily and reliably.

And there you have it, you have set up Offline tracking. I will now show you how to import your offline conversions back into Adwords and how to view them in your account.

#### **Step 4: uploading offline conversions into your account**

To upload your offline conversion back into Adwords you first need to download Google pre made template in either Excel or CSV format.

Once you have downloaded Google template, the first step is to set the time zone for your account. To do this you need to enter your four digit time zone offset from GMT using the plus or minus symbol.

So for example you are in New York your offset would be -0500 or if you were in Berlin you would enter +0100 or If you are on GMT time like in the UK then you simply would add +0000

Once you have done this the next step is to add your offline conversions to the spreadsheet. There are three required fields which are your Click ID which is associated with a sale, the conversion

name, this is what you named your conversion back in step 1. and your conversion time.

You can enter the time of your conversion in any of these formats.

Format	Examples
MM/dd/yyyy hh:mm:ss aa	"08/14/2012 5:01:54 PM"
MMM dd,yyyy hh:mm:ss aa	"Aug 14, 2012 5:01:54 PM"
MM/dd/yyyy HH:mm:ss	"08/14/2012 17:01:54"
yyyy-MM-dd HH:mm:ss	"2012-08-14 13:00:00"
yyyy-MM-ddTHH:mm:ss	"2012-08-14T13:00:00"

There are also two optional fields, conversion value and conversion currency. if you selected the value of your conversion many vary when you were setting up your conversion action you can use this to set the value of the conversion.

If you operate in several different countries and use several different currencies then you can use the currency column to set which currency your conversion should have using the three letter code. For example the Great British pound would be GBP or the united states dollar would be USD.

To show you how this works here is an example of a conversion from one of our clients accounts.

	A	B	C	D	E
1	### INSTRUCTIONS ###				
2	# Important: Remember to change the TimeZone value (GMT offset) in the "parameters" row				
3	# TimeZone values should be entered in HHMM format (e.g. New York is -0500)				
4	# For instructions on visit <a href="http://support.google.com/adwords/answer/2998031">http://support.google.com/adwords/answer/2998031</a>				
5					
6	### TEMPLATE ###				
7	Parameters:EntityType=OFFLINECONVERSION;TimeZone=+0000;				
8	Google Click Id	Conversion Name	Conversion Time	Conversion Value	Conversion Currency
9	zx766fg123uZu2	offlineconversion	3/7/2015 21:19:54	4999	GBP

Once your spreadsheet is ready, you now need to upload it back into google

Go to the conversions area of your account by going to tools then conversions and then select upload from the menu down the left hand side. Select the file that you just created and then click upload

When you uploaded your file it will take about 3 hours for your imported conversion statistics to show up in your Adwords account and when they do they will appear in your conversions column. You should note that offline conversions that come from phone calls will not be included in this data.



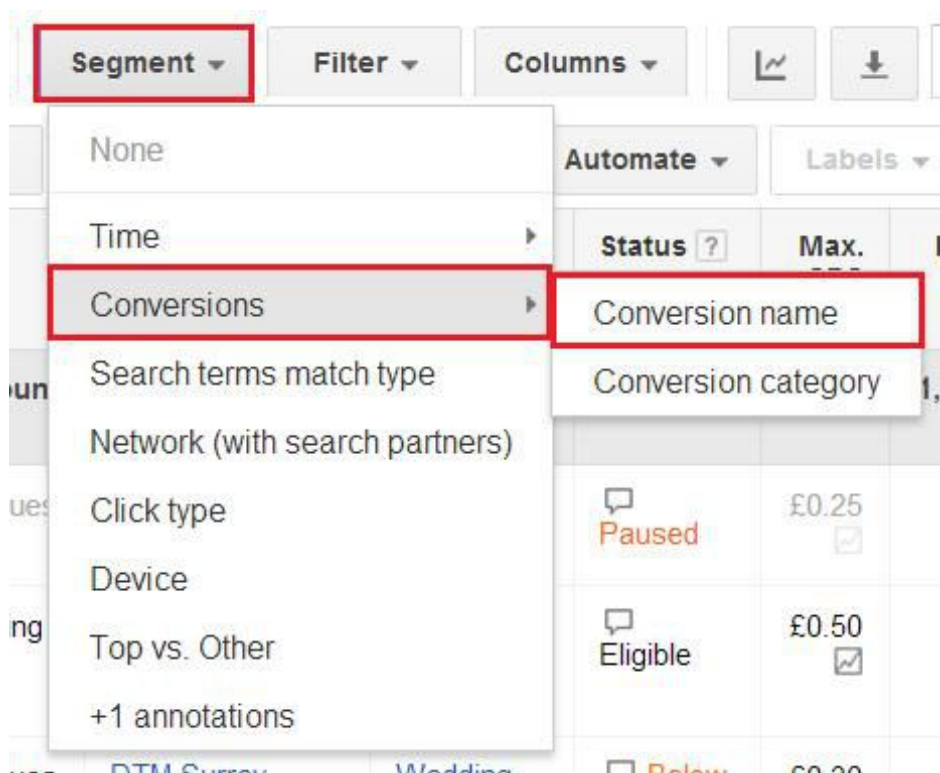
---

## How to see which adverts and keywords generated the conversion

Once you have uploaded your offline conversions they will appear in your conversion column along with all of your other conversion actions.

To see which keywords and adverts were responsible for your offline conversion you will need to create a segment.

Select segment while viewing your adverts or keywords and then select conversions from the drop down and then conversion name as shown here



You should now go down your list of adverts or keywords and look for the name of your offline conversion action. These keywords or adverts will be responsible for your offline conversions.



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