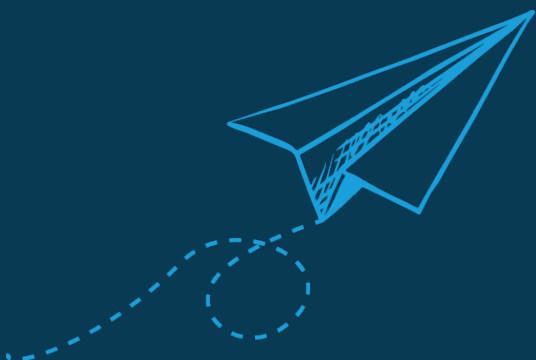


51 ½ WAYS TO TURBO-CHARGE YOUR PRIVATE HEALTHCARE ADWORDS STRATEGY

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What you can expect from this eBook

Everyone has 'that competitor'. The one who always seems to be a step ahead of you in their marketing, even though your service is better and you KNOW you should be ahead of them.

Every time you Google them, they're there – and increasingly, being at the top of Google's search results means investing in Google AdWords. Sometimes you can't even see the organic (free) results without scrolling some way down the page.

Maybe you've tried Google AdWords and found it wasn't particularly profitable for you – with click costs going up and up and not enough good quality enquiries to justify it.

And yet your competitor is still there, with a paid advertisement showing up for every search phrase you Google. So either they've got incredibly deep pockets and don't care about getting a good return on investment from their advertising, or they're doing something smart.

At my agency, Ascendancy, we've worked with literally hundreds of Google AdWords campaigns over the last 13 years, and with more clients in the health and social care sectors than any other. When we take over clients' accounts from other agencies we see the same mistakes time and again – mistakes which, unless addressed, are bound to make campaigns unprofitable.

In this eBook we will run through the 51-and-a-half most common mistakes (or missed opportunities) that may be making your competitors' campaigns more profitable than yours.

Some of them are back-to-basics, making sure you've got all the fundamentals right, and others are more advanced, perhaps introducing you to facets of AdWords you've not encountered before.

Please do keep in touch and if one (or more!) of these tips makes a difference to the success of your business, let us know. We'd love to hear your feedback.



51 (and a half) Ways To Turbo Charge Your Private Healthcare AdWords Strategy

1. Target Keywords Accurately.

General search terms such as 'cancer', 'hospital' or 'healthcare' are too broad to bring advertisers a good return on investment. Imagine if you were searching for a new car online – if you entered the word 'car' into Google, the chances are that you would be at a very early stage in the buying process, getting an idea of what kind of car you want. Further down the line, you might be searching for a type of car such as an SUV or a convertible. And when you were ready to make a purchase you'd probably be searching for a specific make and model.

Most advertisers we work with are looking for immediate enquiries or sales and so for most people, this means targeting very specific search phrases rather than general ones.

2. Make sure your ad content is more compelling than your competitors'.

If 100 people see your ad on Google, and 3 of them click on it, that's a 3% click through rate or CTR. If your ad gets a significantly better click through rate than the other ads that are displayed alongside it, Google will see this and reward you with a better Quality Score (see point 17). This can mean a lower cost per click.

Not only that, but what you put in your ads can of course influence your conversion rate too. Are you pushing the right buttons with visitors, which will make them more likely to buy or enquire?

Make full use of the small number of characters that you have available to you – and be sure to apply as many Ad Extensions as are relevant to your business, too. This will give your ad more presence on the page at no additional cost.

3. Use location targeting – and save money.

If you only offer your product or service to people who are likely to be within a 75 mile radius of London, for example, it's unprofitable for searchers to see your ad in Glasgow – unless they specifically want a service in London of course! Users that you can't service are unlikely to enquire, and if they do, you're not likely to sell them anything.

Using location targeting means that only customers in your target area (or searching for information relating to your target area) see your ads*. If you're on a tight budget and your ad can only be displayed a certain number of times in a day, you don't want that to be eaten up by unqualified clicks.

*I should add here that the location targeting isn't 100% foolproof due to the limitations of the technology – but it's a lot better than nothing!

4. Be clear about your goals.

It's all well and good to invest in AdWords thinking it'll help to grow your business, but you need to set some specific goals first so you have a clear idea of what you're aiming for.

If you want 'more enquiries', then try to be specific about how many, so that you and anyone helping you with your campaigns know what success looks like. If you're working with an agency and they manage to improve enquiries by 3 per month, they may be thinking you'll be delighted with this result. However, you may need to improve enquiries by 10 per month to cover the costs of the agency fee. If they were aware of this goal, they may be able to make additional recommendations such as adjustments to the budget.

Some clients we work with actually don't need any more enquiries than they're getting now – they're getting enough to achieve their business objectives – so these businesses may set a target of keeping the enquiry levels the same but trying to reduce their costs.

It's hard to achieve your goals if you don't establish what your goals are in the first place – and it's even harder for any third party you're working with to meet them if the goals are not explicitly expressed.

5. Link your Google AdWords and Google Analytics accounts together.

Google AdWords and Google Analytics are two powerful tools in their own right – but you only get to understand your AdWords results properly when you link the two together! This doesn't happen automatically, it's something you or your agency needs to set up. It often gets missed by people who aren't experienced in using AdWords.

In AdWords, you get reporting on how many clicks you've had, how many times your ad has been displayed and so on – but what really counts is what people did when they got to your site. Did they bounce straight back out again? Did they spend an hour reading every page of the site and then fill in the enquiry form? Without linking AdWords to Analytics, it's unlikely you'll know.

6. Show off!

You want to sell your product or service in those few lines of advertising space – after all, that's the point of advertising! Flaunt your USP and strong points, such as 'no waiting list' and 'world class facilities'.

6 (and a half). But not too much...

One thing to avoid is calling yourself 'the best' or 'number 1' – customers like to decide this for themselves, by looking at what you have to offer, and what other people say about you. Being too boastful in your AdWords, particularly if unsupported, can put potential customers off. And even more importantly, if you can't justify the claim to be 'the best' on

your website (by showing you've won an award or something like that), then Google can take down your ads.

7. Break your account down finely into multiple Campaigns and Ad Groups.

This is another mistake that's often committed by novice Google advertisers. With AdWords, it is easy to create multiple Campaigns and multiple Ad Groups, and arrange your keywords into themes, such as products and services. By doing this, different keywords trigger different ads when they are searched for on Google. The Ad being shown should always match the keyword being searched – having a single AdGroup means you're trying to target everyone with the same Ad, and won't reach them effectively.

Generally speaking, the more finely you have broken down your keywords into distinct groups, with their own adverts, the better results you are likely to get.

8. Use the right metrics to measure success.

Tracking results is a key part of running an AdWords campaign, and there are lots of different metrics that you can monitor.

Be careful not to worry about the wrong things – for example, more clicks to, and sessions on your website are great for pushing your website traffic graph upwards and may look good to the boss.

But if your aim is to improve the quality of your clicks, then you should be looking at the quality rather than the quantity as being the true measure of success – this can be done by looking at your conversion rate and other quality metrics such as bounce rate, time on site, and so on.

9. Don't assume you need the 'top position' on Google.

If your only aim is to be at the very top of paid ads on Google, be prepared to pay a lot of money for it.

We frequently find that advertisers assume that being 'at the top' = 'success'.

However, being 'at the top' is rarely the best place to be to get a good return on investment on your advertising spend. If your ad were in a slightly lower position – say position 2 or 3 – you could be paying significantly less for each click, and it may well mean that you actually get more traffic by sitting a bit further down the page!

If you have a finite budget of, say, £10 per day and you can get your clicks for 50p each instead of £1, then you'd be able to double the amount of clicks you get per day, and possibly increase your conversion rate by reaching more potential customers.

10. Make sure your landing pages are relevant to your ads.

When a potential customer clicks on an ad for a specific product or service, they don't expect to be taken to the home page of your website. They will be much happier (and more likely to make an enquiry) if you land them on the page which is the most appropriate to them.

This may well mean that you end up creating pages specifically for your campaigns – dedicated AdWords landing pages – that are only accessed by these particular visitors.

11. Use the right agency.

Well – you didn't think we'd go the whole 51 ½ tips without a plug for our agency did you?? Having been working with AdWords for a number of years, and being a highly rated Google Partner, we know a thing or two about getting clients a great return on investment from their digital marketing activity. We set up and manage all types of AdWords account for all shapes and sizes of business, and specialise in the private healthcare market. For very small businesses who can't justify an agency fee, or businesses with an in house marketing team, we run training courses to help them run their own campaigns successfully.

12. Know your customers.

Although you (or us as marketing professionals) will be the ones putting in all the effort and investment, it's the customer who needs to be satisfied with your ad.

Knowing what tone your ads and landing pages need to hit - whether it's formal, humorous or knowledgeable – and what the customer wants to know about your product or service – is key to success. Never stop learning about your customers. Within your own business, it's often the people on the sharp end, taking calls or emails from customers, who understand your customers' needs best. Get them involved in the process of refining the messaging of your campaigns and landing pages.

13. Make sure your website is worth visiting.

It's harsh but true – if you've got a great ad and a limited, content-less website, or a website that looks like it was built by a schoolchild, it's a wasted opportunity.

Even small changes to your site can improve your chances of a sale, such as a usable search function or a good 'About Us' page.

Another thing that limits your prospects is if your website isn't optimised for mobile devices like mobiles and tablets – their popularity rises year on year, and it is now pretty much essential that your website should be built to work across all shapes and sizes of device.

14. Use negative keywords effectively.

Let's say you run a weight loss clinic helping clients to shed the pounds in a number of different ways – but not by using diet pills.

If your keywords are set to match broadly against a range of terms that Google thinks are relevant to your business, then Google may potentially show your ads when someone searches for diet pills. You don't want this to happen as it will be wasting your budget and bringing the wrong people to your website. One alternative would be to match your keywords less broadly – for example setting your ads so that they are only triggered by a list of specific phrases. But you may not want to do that, as you could end up missing out on a whole lot of other good, relevant phrases that only ever get searched for once or twice.

One thing you can do to make sure your ads don't show up for 'diet pills' without narrowing the match type of your keywords is to use negative keywords.

Adding 'diet pills' as a negative keyword would achieve this goal. Reviewing the phrases that have triggered your ads, and adding any irrelevant search terms as negative keywords is a key maintenance task that you need to be doing regularly when managing an AdWords campaign.

15. Consider advertising on other search engines besides Google.

Behind Google, Bing is the biggest global search engine. I know what you're thinking – "Who uses Bing?" Well, more people than you might think – particularly since Bing search was incorporated into Windows 10. Bing's market share has grown significantly over the last couple of years as a result.

Fewer people advertise on Bing, so it might actually be cheaper for you to run ads there than on Google AdWords. They're also renowned for their customer service.

Additionally, if you have an existing AdWords campaign, you can import it straight into Bing. This means you only need to do a few alterations to your ads before they're ready to be shown on Bing, Yahoo and other search partners.

Like Google, advertising is paid for on a 'per click' basis, so there really is very little risk – if no one clicks, you don't pay.

16. You're trying to change too many things at once.

Although it's tempting to change everything in one go when you decide to give your AdWords some attention, it's important not to change so many things that you can't tell where the improvement in your figures has come from. Was it the new ad you wrote or the new landing page you added at the same time that improved the conversion rate? Start by doing one thing at a time and let it start to take effect, before you decide to change other aspects of your campaign or account.

17. You're not considering your Quality Scores.

Quality Score is allocated to each keyword in your account and is on a scale of 1 to 10 – the higher the better. A higher Quality Score means you may need to pay less per click, helping to reduce the cost of running your ads and rank higher on the Google results page for the same or lower cost. Factors that contribute to Quality Score include:

- Your click through rates
- The relevance of your keywords to the ads they trigger
- Landing page quality and relevance to the ads and keywords that bring visitors there

If you don't know much about Quality Scores, and you aren't tracking them and fanatically working towards improving them, you're missing a trick. Understanding Quality Score is fundamental to getting your ads running profitably for you.

18. Use conversion tracking.

If you want to know how successful your AdWords campaigns really are, it is essential that you implement conversion tracking. This tells you when a specific ad has led to an enquiry or even a booked appointment, depending on how you have set it up.

Conversion tracking can allow you to see when a customer has filled out an enquiry form, and which ad, keyword and landing page have led to that form being completed – helping you to refine your campaigns further.

19. Consider using Dynamic Keyword Insertion.

Dynamic Keyword Insertion is an AdWords feature that updates ad text to include the keyword from your account that matches against a phrase the customer has searched for.

This strategy allows you to display ads that are highly relevant to each individual searcher, giving them an ad that looks as if it will provide them with the perfect answer for their search. If they searched for 'MRI scan Birmingham', they'll get an ad that says 'MRI scan Birmingham'.

You can use a similar tactic on your landing pages to insert keywords there too.

However, use this strategy with care – you need to make sure that you're not advertising things you don't offer by mistake!

20. Split test your ad content.

One of the most effective ways to improve your ads is to run two ads simultaneously and then monitor the clicks and results of each. This way, you can identify which ad performs best and learn from it. You can even use what you've learned to make other aspects of your

campaign better – if you've identified a powerful phrase that resonates with the target audience, why not use it in other marketing materials too?

Having identified the better performer, remove the less effective ad and put another in its place to test against the control. Keep testing new things regularly for maximum impact!

21. Be smart with your device targeting

Users on-the-go who are searching from their phones could be more interested in buying something immediately than someone searching from a desktop.

If you run a private GP service, and your ads are location targeted to the town your practice is in, a mobile phone user is more likely to drop in and book an appointment than someone on a desktop computer nearby.

Understanding the needs of users when they're on different devices can lead to some really clever targeting. You don't have to show the same ads to mobile users and desktop users – or even bid the same amount – alter your strategy to fit the context of the user.

22. Make full use of Ad Extensions.

Extra links and callouts displayed under your ad such as 'World Class Facilities' or 'Book an Appointment' are great examples of how to use your ad space, as is a link to your location if this is likely to reassure or help your user. You could also consider having a review extension that displays awards or reviews of your business from third party websites. These extensions are available at no additional cost to the advertiser so they're definitely an item that should be on your AdWords 'to do' list.

Extensions are also a factor in determining your ad rank, and using them can therefore help you get better positions on the page at a lower cost.

23. Use telephone call tracking to refine your campaigns.

If you not only have lots of online sales or enquiries, but also frequently make sales over the phone, then you may not be getting the full picture with regard to your AdWords enquiries. You may have noticed that callers very rarely remember how they heard about you! They're unlikely to be able to tell you precisely what they searched for online, what ad they clicked on and so on. This means your AdWords enquiries are likely to be being underreported.

If this is the case, then telephone call tracking could be the solution. This is where each viewer of your ad, or visitor to your website, is given a different phone number to contact you on, meaning it's easier to track whether or not your sale originated from an ad. Without this, your conversion rate on Google Analytics might be considerably less than it is in reality, as it will only account for the sales made on your website.

The great news is that Google AdWords offers some in built telephone call tracking for free! We can also provide whole packages for more comprehensive phone call tracking, tracking all of your enquiries - not just your AdWords traffic.

24. Try using the 'top vs. other' reporting segment.

This allows you to see how your ads perform when they are displayed above the organic results, compared to when they are at the bottom of the results. While your average position might be 2.7, this could mean sometimes you're in position 1 while other times in position 4 at the bottom of the page.

Understanding how you perform in each area of the page can help you make decisions on where to bid higher and where to bid lower.

25. Don't go it alone if you don't have to.

AdWords can be a complex minefield and although it seems simple enough to run your Ads with a bit of help from Google, you can drain your resources and waste time if you're not finding the most effective way to reach your customer. Help from a Google Partner like Ascendancy is a great way to improve the performance of your AdWords advertising. Search www.google.co.uk/partners to find partners in your local area.

26. Consider advertising beyond the Search Network.

Although getting your ad on the first page of a Google search is a great way to get clicks and customers through to your site, it's not the only place you can run ads. You may want to consider extending your reach by adding Display Network or shopping campaigns too, or investigate advertising on YouTube, for example.

27. Look beyond broad match keywords.

Choosing the right match type for a particular keyword can be a difficult choice. If your keywords are set to broad match, you capture a wide range of search phrases, but may attract some irrelevant visitors to your site. We recommend experimenting with the different match types: broad match, modified broad match, phrase match and exact match, until you find the right balance.

28. Be patient!

Patience is a virtue, and your patience may be tested with AdWords. You need to give any changes you've made to the account enough time to be able to determine how well they are working for you. If you are running two ads against each other in the same ad group, to see which one gets the best results, make sure you have enough data to make a reliable decision. Being too hasty could lead to you making the wrong decision and axing ads that would have worked well for you in the long run.

29. Take the 'risk factor' away for your potential customer.

If you offer a warranty on your product or services, say so in your ad and reinforce the message on your landing page. Immediately, you'll have the customer thinking you could be more trustworthy than your competitors, and you're showing confidence in your service.

If you can't offer a warranty, think about what else you can do to reassure the customer – have you won any awards? Got some great reviews? Met best practice industry standards? Make these things clear via your ad and your landing page.

30. Get a voucher for free credit from Google.

Google AdWords qualified experts and companies – Google Partners such as Ascendancy – have vouchers available to get clients' money off when setting up an AdWords account for the first time. Vouchers offered by Google direct to advertisers are also available, but are usually of lower value.

31. Don't assume your budget is too small for a developed AdWords campaign.

There's no minimum budget for Google AdWords and it's often possible to at least 'test the water' on a small budget. At Ascendancy, we can also help you get the most out of your existing budget, however small. For many clients we've been able to reduce their cost per click, getting them more traffic out of their existing budget. Some clients have actually been able to reduce their budget and maintain the amount of clicks they were receiving whilst also improving the quality of those clicks at the same time.

32. Try using video ads.

Video Ads are a great way to reach your target market, and are displayed before an appropriate YouTube video, or suggested in the sidebar of the site's search and watch pages. In our experience, the cost of running these can be very affordable, and they can be great for generating awareness. You do need to have some high quality video content, of course, in order to take advantage of this!

33. Don't allow underperforming ads to run.

At any given time, you should be testing different ads against each other – perhaps running one ad that focuses on 'excellent aftercare' and another that focuses on 'high success rates' to see which offer resonates the best with your audience. But too often advertisers will 'set it and forget it', leaving underperforming ads to run ad infinitum. If particular ads aren't performing, pause them – simple as that. Allowing ads (or indeed other aspects of your campaign) to continue that aren't profitable drains your budget and means your better ads

aren't being given the chance to reach the customers they're intended for. Paused ads can always be turned back on later if you decide you've made a mistake.

34. Keep your spelling and grammar consistent.

It sounds silly, we know, but it does happen. Ensure you've spelt and displayed words the same on your ads as they are on your site. If you're using the English spelling of 'colour' on your ad, don't have the American 'color' on your landing page – it looks unprofessional and as if you haven't proof read. Similarly, if you are capitalising the name of a product or service, make sure you do so consistently.

35. Consider using ad scheduling and bid adjustments.

Bid adjustments allow you to raise or reduce your bids according to time of day, location, device etc. For example, if you know your customers are more likely to make an enquiry about your service in the daytime, you can reduce your bid in the middle of the night that you pay less per click at less profitable times. You can also use ad scheduling so that your ads are only shown within certain hours of the day or days of the week, like your working hours for example.

36. Don't neglect your account!

You need to set time aside every week, or even every day, to monitor your campaigns and how well they're working to ensure your budget is being spent in the best way, and you're getting good results. Running an AdWords campaign is a continuous game of optimisation, and if you can't do this, you need to get help from someone who can. An agency such as Ascendancy can dedicate a certain amount of hours per month to individual accounts, ensuring they are constantly monitored and adapted depending on the results they are producing. When clients manage their own accounts in house it's often too easy for their staff to be pulled off onto other more 'urgent' tasks within the marketing department.

37. Don't let your competitors advertise on your brand unchallenged.

It's understandable that many advertisers don't want to bid on their own brand name – as they can reasonably expect to be at the top of the organic results anyway. But if you don't bid on your own brand name, you're giving your competitors the opportunity to be the first thing your potential customer sees when they type in your name. Why make it easier for competitors to poach your customers? Although you may be restrained by budget, it is generally quite affordable to bid on your own brand name because you will tend to get a high Quality Score. By ensuring you're top of not only the organic results, but also the ads, you can potentially dominate Google's first page of results.

38. Try using the 'Network with Search partners' data segment.

This shows you how your ads are performing on Google versus Google's 'search partners' such as AOL.

You may find some areas where it would be beneficial to turn this additional network off, to save on cost and improve your return on investment.

39. Learn to be Google's friend...

And the good news is that it is possible. Google are really helpful when it comes to resolving problems or giving advice on Google AdWords matters – by paying for an ad, you're working with them. There's even a phone number you can call for expert advice. However, as an agency and a Google Partner, we get to have an ongoing relationship with our Google reps, and can get answers for even the most complex questions.

40. Experiment with Campaign Experiments!

Campaign Experiments is a tool that helps you to run two different versions of a campaign and reports back to you on which version is the winner – giving you a statistically significant result.

What can you test? You can test almost any aspect of your AdWords campaigns - keywords, bids, ad groups and placements.

Testing with Campaign Experiments can give you a much more statistically reliable result than trying to figure out for yourself what's working and what's not.

41. Consider combining AdWords with Search Engine Optimisation.

SEO is working to improve your position in the organic side of the search results. While this eBook is about AdWords specifically, that doesn't mean that we don't also believe that search engine optimisation can be a highly effective strategy. The two can be complementary. AdWords is a great way of experimenting with different keywords and different messaging, for example, that you can subsequently use to enhance your SEO campaign. Many studies have shown that by having an ad and an organic result on the same page can lead to a net gain in clicks versus having just one listing on the page.

42. Measure how paid and organic search intersect.

In point 41 we talked about how paid and organic search results can be complementary to each other. But if you'd like to examine in more detail how the two intersect and how to combine them for best results, then you need to be using the Paid and Organic report in Google AdWords. Link your Search Console account to your AdWords account and you gain

access to data showing how your performance varies when you have just an ad showing, versus a paid ad and an organic listing together.

43. Make better use of your display URLs.

Rather than just displaying your site's domain name, the display URL can be used to reinforce the keywords used in your Ad Group and make it apparent to the user that when they land on your site they will land on a highly relevant page. The address you display on the ad doesn't necessarily have to be an address that exists, so it can be a lot 'prettier' than the real address of the page – just make sure that the domain is the same as your actual web address.

44. Invest in research, research, research!

The best way to eliminate risk and prevent wasting money when you invest in AdWords is to research every aspect of your campaign and to stay on top of it. It is particularly crucial to research your customers and competitors, as this heavily impacts your spending and approach. What do your customers look for when they land on your site? What will influence them to make a purchase? What offers do your competitors have on at the moment and how can you combat them?

45. Try not to keep Googling yourself!

Although it's tempting to see how well you're positioned on the Google search network by continually searching for your own ads, this skews your figures as it increases your impressions. If you then click on the ad, it'll increase your click numbers and reduce your conversion rate, as you're not a genuine customer who is looking to buy from or interact with your business. Not only that, but the more you Google yourself without clicking on your ads, the less likely you are to see your ads! If Google sees a user searching over and over again for the same types of phrase and not clicking on the ads, they will show that user different ads instead.

46. Write better ads than your competitors.

We've already mentioned how important it is to make full use of the limited number of characters you have, and make full use of available extensions. But just filling the space isn't enough – your ads also need to be compelling to your user, enticing them to click through to your site. What makes a strong ad? You'll only really know from trial and error, but as a first step, review the ads your competitors are running and see what you can do to make yours stand out. Test different calls to action, or selling points, and get out your thesaurus to help you find compelling wording! In addition, even small edits such as capitalising the first letter of every word (a well-known agency trick) can make an improvement to your click through rate.

47. Use auction insights.

Auction insight reports allow you to see how your ads are performing when compared to the advertisers bidding against you. You can see how often particular competitors are advertising on the same phrases as you, and how often their ads appear above or below yours. This information can then be used when you are making decisions about bidding and budgeting, helping you to decide whether you need to bid higher, or maybe even spend less.

48. Discover the power of labels.

Labels are a really simple idea, but can be used to great effect. Imagine for a moment that you have a hundred different ad groups and that across those ad groups you are testing two different basic ads against each other – one which is price focused and one which is focused on your surgical warranty. How will you tell easily at a glance across those hundred ad groups which one is performing better overall? By labelling your ads as ‘price’ or ‘warranty’ you can then run a report which gives you a summary of performance of the two sets of ads against each other. And it’s not just ads you can label – you can label many aspects of your account – campaigns or keywords for example. This can help you to get a better understanding of your results across the account and use those insights to improve performance.

49. Save time by using AdWords Editor.

AdWords Editor is a free tool available from Google that allows you to quickly make bulk changes across your AdWords account that cannot easily be done using the web interface – and it also enables you to make those changes offline.

For example, if you wanted to implement basically the same ad text across a wide range of ad groups, but with a different headline each time, you could easily achieve this using AdWords Editor. And if you wanted to spend some quiet time restructuring your campaigns on a train journey, where you wouldn’t have access to the internet, you could do that too!

Using AdWords Editor can save you hours of time and make looking after your AdWords account that much more manageable.

50. Try using the Top Movers report.

Do you find that when you log into your AdWords account, you find it hard to know where to focus your attention? Would you like to easily access a quick overview of what’s changed in your account over the last week / fortnight / month? Let me introduce you to the Top Movers report. It’s accessed from the Dimensions tab at the All Campaigns level and gives you an at-a-glance report showing you what’s changed since the previous date period. This can highlight areas of the account that need your attention most urgently.

51. Check the results of your campaigns in Analytics regularly.

So, you've linked AdWords to Analytics as described in step 5, and implemented accurate tracking of goals and phone calls to give you a clear idea of how many enquiries your campaigns are generating.

But are you checking your Analytics regularly? We frequently speak to potential clients who tell us that last time they checked their Analytics was 6 months ago or even longer – and when they do eventually get round to it, they find that while they've been away, something has happened to make their tracking of results inaccurate. Like AdWords, Analytics is not a 'set it and forget it'. In recent years we've seen the growth of Analytics spam, where fake data is injected into Google Analytics accounts. And then of course there are all the things that web developers can do to scupper your Analytics efforts – like accidentally missing the Analytics code off the latest version of the site, or putting it on there twice which gives you inaccurate data such as inflated page views and an artificially low bounce rate. If you're not checking into Analytics regularly and monitoring both the performance of your AdWords campaigns and the performance of your Analytics overall, how can you hope to nip such issues in the bud?