
Use google advertising

Posted by suzy wyatt - 2007/06/15 09:00

Good stuff on here about using google advertising - does anyone else have any tips for getting the best results out of google ads?

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Re:Use google advertising

Posted by emma mitchell - 2007/06/29 18:02

Google AdWords provide the medium for you to advertise your site. The campaign management section gives you great hints and tips and more or less walks you through what you need to do. Google wants relevant words adverts - it performs better as a search engine for its' users - the more relevant your ad is to your site the less you will pay (which is obviously good!). The analytics section gives you information on site usage - visits, pages/visits, bounce rate, page views, avg. time on your site and % of new visits. It also shows you geographically where your viewers are coming from. All of this is great information to help you adapt your ad if you need to.

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Re:Use google advertising

Posted by wyatt - 2007/07/02 12:59

Thanks Emma. I've been doing some research and know that I have to look into the actual content of my adverts. It's just so competitive! I have to get the words in the advert as specific as possible. Cheers for the help

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