

# **Google AdWords**

## **Pre-Campaign Strategy Grading Criteria**

### **(25 points total, maximum 2 pages)**

#### **Written Report Format:**

All written reports should use the following formatting: 12 point Times font, one-inch margins, letter sized paper, left-justification, 1.5 line spacing.

#### **1) Client Overview (8 points, about one-half to two-thirds of page)**

This section provides a brief overview of the client and their current online marketing as a foundation for the proposed AdWords Strategy.

- a) Client Profile (1 point, a sentence or two including some of the following. Please note that some clients may not want to share some information. It should be noted in the report if this is the case.
  - Name, location, url
  - Sales and number of employees
  - Goods and services offered
  - Key online marketing personnel
  - Age of the company
  - Company presence and sales via online and offline channels
  - Other relevant information
- b) Market Analysis (3 points, about a paragraph including some of the following)
  - Current and potential customers
  - Current and potential competitors
  - Overview of the industry
  - Projected and historical online spend for the industry
  - Market position/specialties
  - Unique selling points of the goods/services offered
  - Seasonality of their goods/services or seasonality that the company has identified
  - Other relevant market information
- c) Current Marketing (3 points, about a paragraph including some of the following)
  - Website use, e.g. sales, customer service
  - Website strengths and weaknesses
  - Website visibility, such as Google PageRank, incoming links, a few keyword search results, online advertising, and offline promotion of the url.

- If available, summary information from Google Analytics or other third party web tracking software.
  - Email campaigns
  - Offline advertising
  - Other online or offline marketing
- d) Conclusions on how the AdWords campaign should align with the clients business (1 point, a sentence or two)

## **2) Proposed AdWords Strategy (12 points, about one and one-half pages)**

Based on an analysis of the client, their website and their marketing, teams should craft an appropriate AdWords Strategy and metrics for their campaign. The Proposed AdWords Strategy could include:

- Number of Ad Groups and the focus of each Ad Group
- Keywords and negative keywords
- Text for at least two AdWords versions for each Ad Group
- Daily and weekly plans for spending their campaign budget
- Network(s) for their AdWords ads
- Target audience settings
- Keyword bidding
- Geotargeting
- Goals for impressions, clicks, CPC and CTR
- Proposed success metrics
- Other relevant information

## **3) Communication and readability (5 points)**

The report should use proper English, avoid grammatical mistakes, have a logical flow and be easy to follow.