AdWords Roadmap to Success
Month 1:

- Business consultation
- Research your industry
- Research competitors
- Research search demand
- Design campaign strategy
- Research keywords
- Website conversion analysis and advice
- Structure ad groups and campaigns
- Set up test and measure campaigns
- Set up website conversion tracking
- Set up Google analytics
- Set up phone tracking
- Review first test and measure results
- Optimise, set up new test and measure campaigns

Structure a highly relevant, targeted campaign based on your business goals and daily budget.

Begin a kick start strategy to optimise relevance and improve ideal positions at lower costs.

Set up test, measure campaigns and begin analysing results.

The time frame of monthly stages may vary according to different industries, daily budget and website quality.
Month 2:

- Analyse, test, measure data, interpret results, and reassess strategy.
- Adopt positive results and fine tune settings.
- Adjust settings on negative results and restructure account as needed.
- Set in place next level test and measure experiments.
- Apply optimisation techniques
  - Bid management
  - Ad rotation
  - Peel and stick keywords
  - Test different average positions
  - Conduct search query reports
  - Continual building of negative keywords
  - Refer to your client handbook for a full list of regular optimisation techniques applied.

Identify, fine tune and balance the best formula that will deliver the highest performance.

Identify which of our seven SponsoredLinX optimisation strategies will work best, based on the testing results of month one.

Identify results of month one test, measure campaigns set in place new test and measure campaigns.

Test and measure techniques are applied in stages so that data can be analysed with accurate cause and correlation results.
Month 3:

- Review ad rotation performance
- Peel and stick keywords after reviewing CTR and Impression history.
- Analyse search query reports and build out more negative keywords.
- Review dimensions and interpret buying psychology for each keyword.
- Review enquiry rate and problem solve any website road blocks.
- Review search volume demand to consider more keywords or more budget spend.
- Analyse advanced optimisation techniques exclusive only to SponsoredLinX.
  - Bid management techniques
  - Bell curve ROI calculations
  - Advanced Quality Score analysis
  - Competition analysis techniques

Set up advanced optimisation test and measure campaigns to fine tune peak performance.

Course correct based on recent data. Problem solve any new challenges, review website conversion issues.

Review profit performance and increase budgets where opportunities exist.
Month 4:

- Set up advanced reporting with Google Analytics.
- Analyse and set up advanced web conversion strategies.
- Identify results of advanced test and measure campaigns.
- Analyse and confirm peak performance.
- Fine tune campaigns for long term peak performance.
- Begin budget optimisation strategy exclusive to SponsoredLinX. Only useful once your account is fully optimised.
- Forecast a budget increase strategy and consult business owner on further growth opportunities; based on in depth data analysis.

Review results of advanced optimisation campaigns and implement effective changes.

Maximise return on investment with a budget optimisation strategy exclusive to SponsoredLinX.

Develop plans to increase business growth with other online and offline marketing strategies.

The time frame of monthly stages may vary according to different industries, daily budget and website quality.
Month 5:

- Expand focus on competition watch to stay ahead of your competitors.
- Identify consistent results and optimise dynamic fluctuating results.
- Continue advanced optimisation to continually improve ROI and secure consistent profitable traffic.
- Identify risks and threats and prepare a contingency strategy for potential fall in performance.

Potential threats include:

- Aggressive big management by competitors.
- Increased CPC due to increased demand, requiring a total strategy overhaul and account restructure.
- Identify change in search trends based on new similar services and terminologies.
- Search demand fluctuations for various industries that propose major threats in ROI, which require constant monitoring and experienced bid management.
Month 6:

- Monitor high performing results; ensure quality and results do not drop.
- Continually analyse and apply advanced optimisation techniques.
- Expand our focus on advanced bid management strategies to always maintain the highest possible ROI.
- Educate clients in regards to not altering their account. There is a method behind even the smallest changes we make.
- If your account has minimal changes for a period of time it means your account is working well, but regular monitoring and tracking is required to act quickly when things do go wrong.

Ensure your investment over the last five months to achieve peak performance is maintained and does not deteriorate. Accounts not managed for a few weeks are at risk of losing valuable performance data which can take months to repair and could be costly.

Consult, design and develop additional growth strategies relevant to your business.

Maintain general success of your business.
At this point in our journey your client manager has invested their professional experience with the support of our entire team to provide you with the best possible optimised AdWords account.

The journey ahead however is far from over. Now is the time for:

• Maintaining peak performance which can drop quickly if left unmanaged.

• Continue optimising and fine tuning the relevance of your traffic. Long term management enables your client manager to identify and avoid irrelevant traffic using negative keywords. Many of our long term clients now have tens of thousands of negative keywords which ensures they only ever pay for the most relevant targeted traffic, and their ROI is always continuing to improve.

• Long term clients can also enjoy the ongoing business advice from our in-depth knowledge of their business, and how it is positioned in their industry. Your client manager has become your trusted business advisor and is your first point of contact for continued business growth.

• As part of continued growth, your client manager will be planning additional online and offline growth strategies for your business. These will include: Facebook, SEO, Yahoo, Bing, YouTube, email marketing, web conversion pages, brand development, display advertising and strategic alliances.

**Enjoy your journey with us!**