# hanapin
## marketing

*Secrets To Clever And Efficient PPC Campaign Build Outs In Excel*

## ACCOUNT STRUCTURE IS VERY IMPORTANT

One of the most important things in a Google AdWords account, is structure. It is incredible what a simple, clean structure can do for an account. A clean structure can help you with:

- Reporting (You can report on different levels more easily)
- Optimizing (Optimizations become easier with a clean account structure)
- Quality Scores (Ad copy to keyword relevance)
- Build Outs (Building out campaigns becomes easier)

The focus of this whitepaper is on that fourth bullet point: build outs. If the structure of your AdWords account is consistent at every level, then campaign build outs can be done a lot more efficiently.

## KEEP IT CONSISTENT

Some clients target certain locations and different categories. Keeping a consistent structure according to what your client targets is essential.

In the below example, the account kept a campaign structure of "Location_Category" and an Ad Group structure of "Subcategory_Match Type." This allows advertisers to set up an excel sheet for any sort of campaign build outs.

In the sheet, each "Subcategory" section will create a new Ad Group. The naming conventions of this specific account will automatically be implemented as the highlighted areas of this excel sheet are filled out.

| Location | Category | SubCategory | Modifiers | Keyword | Campaign | Match Type | Ad Group | Max CPC |
|----------|----------|-------------|-----------|---------|----------|------------|----------|---------|
| | v Do you have a Common Exact Match Max CPC v | | | | | | | |

As you fill this sheet out, keywords are created based on the sub categories and modifiers. So, once your keyword research is completed, you probably noticed some patterns and you can fill out this document accordingly with those patterns.

For example, "Accounting" and "Bookkeeping" may be good sub categories with words such as "help", "service", and "business" as good modifiers in order to create your keywords (i.e. accounting service).

By filling out this excel document in the highlighted areas, these builds can be implemented much easier as seen below:

| Location | Category | SubCategory | Modifiers | Keyword | Campaign | Match Type | Ad Group | Max CPC |
|---|---|---|---|---|---|---|---|---|
| Chicago | Accounting | Accounting | help | accounting help | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | service | accounting service | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | services | accounting services | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | assistance | accounting assistance | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | outsourced | accounting outsourced | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | v Do you have a Common Exact Match Max CPC v | | business | accounting business | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | businesses | accounting businesses | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | $11.00 | | company | accounting company | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | companies | accounting companies | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | advice | accounting advice | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | aid | accounting aid | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | support | accounting support | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | work | accounting work | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | specialist | accounting specialist | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | | agency | accounting agency | Chicago_Accounting | Exact | Accounting_Exact | $11.00 |
| | | Bookkeeping | help | bookkeeping help | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | service | bookkeeping service | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | services | bookkeeping services | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | assistance | bookkeeping assistance | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | outsourced | bookkeeping outsourced | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | business | bookkeeping business | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | businesses | bookkeeping businesses | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | company | bookkeeping company | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | companies | bookkeeping companies | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | advice | bookkeeping advice | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | aid | bookkeeping aid | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | support | bookkeeping support | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | work | bookkeeping work | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | specialist | bookkeeping specialist | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | | agency | bookkeeping agency | Chicago_Accounting | Exact | Bookkeeping_Exact | $11.00 |
| | | Accounting | help | accounting help | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | service | accounting service | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | services | accounting services | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | assistance | accounting assistance | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | outsourced | accounting outsourced | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | business | accounting business | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | businesses | accounting businesses | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | company | accounting company | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | companies | accounting companies | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | advice | accounting advice | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | aid | accounting aid | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | support | accounting support | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | work | accounting work | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | | specialist | accounting specialist | Chicago_Accounting | Broad | Accounting_Broad | $10.00 |
| | | Bookeeping | help | bookeeping help | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | service | bookeeping service | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | services | bookeeping services | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | assistance | bookeeping assistance | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | outsourced | bookeeping outsourced | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | business | bookeeping business | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | businesses | bookeeping businesses | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | company | bookeeping company | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | companies | bookeeping companies | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | advice | bookeeping advice | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | aid | bookeeping aid | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |
| | | | support | bookeeping support | Chicago_Accounting | Broad | Bookeeping_Broad | $10.00 |

## SETTING UP YOUR OWN EXCEL DOCUMENT

The set up of this document was fairly simple. The common theme is utilizing the formula of: =CellA&"_"&CellB for Campaign and Ad Group naming conventions and the formula of: =Lower(CellA)&" "&Lower(CellB) for keywords.

The example above has created 4 Ad Groups – "Bookkeeping_Exact", "Bookkeeping_Broad", "Accounting_Exact", and "Accounting_Broad". This sheet also allows you to come up with a "Common Exact Match Max CPC", so that the starting bid of each keyword is automatically generated. This can be changed accordingly to the structure of your account and how you may run your bidding strategies.

If each of these Ad Groups is new to the account, a second tab is set up for the advertiser to then implement the ad copy for each new ad group. The recommendation here is to create at least two ads per new ad group for testing purposes.



Once the ad copy section is filled out, the implementation process is simple with AdWords Editor, where you can copy keyword information (from the keyword column to the MAX CPC column on the first tab of the excel document) and paste that information into the editor. Then, do the same with the ad information from the second tab of the excel sheet.

## DIVING DEEPER

Want to segment your campaigns out farther than in the example above? Just create more columns and utilize those columns in your formulas in order to implement a consistent naming convention that best fits your account.

The example below breaks campaign level out by Campaign Name, Category, Network, and Location:



## USING THE ADDITIONAL EXAMPLE SHEET PROVIDED

With this whitepaper, you also received an example sheet to start doing your own campaign build outs in excel. The example sheet uses location and category for campaign naming. It uses sub category and modifier for keyword building. The Ad Group naming based off of match type and sub category. Utilizing the "Common Exact Match Max CPC" section allows the user to fill out one number for their Max CPC - all Exact Match keywords will use this CPC, phrase match will use around 95% of that Max CPC as a bid, and Broad Match will use around 90%. It is best practice to bid highest on Exact Match terms to ensure impressions based off of these keywords that are most relevant to your service/product.

The second tab of this sheet will have campaigns and ad groups ready in order for the user to write two ads per ad group created.

A simple copy and paste into the editor from keyword to Max CPC on the keywords tab and from campaign to device on the ads tab will make things very easy in terms of implementation to your account, once the excel sheet is filled out.

## KEEPING YOUR ACCOUNT STRUCTURE CLEAN MAKES YOUR JOB MUCH EASIER

Utilizing excel for all sorts of tasks in the Paid Search world can help make your job much more efficient. This can become much easier if the account has consistency in the naming convention of campaigns and ad groups. Utilizing this particular excel build out template not only makes the build out itself easier, it helps with reporting, optimizing, and organization of your account.

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