

“If you really want to succeed with Adwords, you'll need to regularly review and refine your account's performance.”

Google
Adwords Help

Google has helpful and comprehensive (you may find it a little too comprehensive) reports to show you when, where and for how much your ads are running. While I can't walk you through all the variables and what may be of interest to each of you, I can get you to the right place and hand you a few pointers.

Log in to Adwords

This is the same process and takes you to the same place as last week's message. (To remind yourself of this process see the "Log in to Adwords" instructions on the first page of [last week's message](#).)

Review the "Overview" information

The first option in the left column is "Overview" which is also the default.

- If that isn't what is chosen, click "Overview" at the top of the left column.
- In the top left corner of the first "card" under the title Overview, there is a blue box "Clicks." This tells you how many times someone clicked the link in your ad to go to your website OR clicked the phone number to automatically dial your school. (This second option only happens if you set up the extension recommended in [last week's message](#) under "Call extensions.")
- Just to the right of "Clicks" in a red box is "Impressions." This is the number of times your ad was shown to someone when they searched on Google.
- The next "card" down and on the left is "Keywords." Here you can see:
 - » What you have paid for ads triggered by each keyword,
 - » How many times people then clicked on the link in your ad, and
 - » "CTR," the Click Through Rate -- the percentage of people who saw your ad and then clicked on the link to your website or phone number. The average for all Google Adwords is 2%--use that as a frame of reference for your CTR.
- You can see other metrics such as what devices people are viewing your ad on (phone, tablet, computer), what times of the day and week are they seeing your ad, among other things.

Evaluate effectiveness

All of these numbers are less important than whether or not your phone rang or someone sent you an email. The best indicator is your own records from your lead tracking binder.

On your lead tracking form you should have the question "How did you hear about our school?" (and you will if you use [Inquiry Checklist and Tracking](#)). Go through these forms for the period of time your ad was running and see how many, if any, leads you've received from people who found your school online.

This is the metric you need to use to evaluate the effectiveness of using Google Adwords for your school.

Delegating:

This can be delegated to anyone you trust with access to the Adwords account.

Binder tab: December

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?