

8 free Google tools to improve your AdWords campaign

Issued by [Google SA](#)

28 Nov 2011

In this series of articles we have explored the benefits of pay-per-click advertising on Google; set up our first AdWords accounts; looked at how to set your budget, write your ad and choose the right keywords; and how to spend 10 minutes fine-tuning your account for optimal results.



We then explored how you can use AdWords to place text and banner ads across the Google Display Network; reach the millions of people browsing the web on their mobile phones; and target those watching videos on YouTube.

In this last article, we will summarise some of the free Google tools you can use to help you find your customers and target your advertising at them.

1. KEYWORDS TOOL

- **What is it:** The Keyword Tool allows you to build extensive, relevant keyword lists from one simple interface. Generate keyword ideas, review traffic estimations for existing and new keywords, and add keywords directly to your ad groups.
- **Why use it:** To help you find relevant keywords when first setting up your campaign; or to find better performing keywords as you continue to refine your campaign. If you have a very successful keyword, for instance, use the Keywords Tool to find others like it.
- **Where do I find it:** In AdWords from within your ad group, click 'Add keywords' above the keyword table for the ad group you wish to edit.

2. AD PREVIEW TOOL

- **What is it:** With the Ad Preview and Diagnosis tool, you can search for your ad just like you would on a regular Google search results page, without accruing any impressions.
- **Why use it:** To see how your ad appears to the rest of the world without influencing the campaign. It's also a great way to preview your ad as if you were in a different country. If your ad does not show, you'll see a message that tells you why (make sure you are signed in).
- **Where to find it:** www.google.com/adpreview

3. BUDGET OPTIMIZER

- **What is it:** An automated bid management tool that helps you adjust your bids throughout your campaign so that you always get the most clicks possible within your monthly budget. Simply set your 30-day budget and Google will adjust

your keyword bids upwards and downwards to make sure you get the most clicks possible from that amount.

- **Why use it:** To make sure you get the most bang for your buck by automatically and continuously increasing bids on successful keywords and lowering bids on less successful keywords.
- **Where to find it:** Within the 'Campaign Settings' screen, under the 'Networks and bidding' section you'll see a link for 'Change bidding strategy.' Near the bottom you'll see Budget Optimizer.

6. DISPLAY AD BUILDER

- **What is it:** Create free, professional-looking display ads within AdWords in minutes. You can choose from hundreds of templates and dozens of fonts; and then use your own text, images, videos, and logos to customize. The tool can create ads to fit all possible [placements](#) across the [Google content network](#), including video and game placements.
- **Why use it:** If you don't have your own display ads to run on the Google Display Network, then this is a quick and easy way to create them without the cost and hassle of hiring a graphic designer.
- **Where to find it:** In AdWords go to the campaign where you'll run the new ad and click the 'Ads' tab. Click 'New Ad' and then select Display Ad Builder.

4. PLACEMENT TOOL

- **What is it:** A tool that helps you identify specific websites and placements on the [Google Display Network](#) that are relevant to your business. By entering an existing URL or keywords, the placement tool will help you find other similar websites that you may wish to advertise on.
- **Why use it:** Adding managed placements to your campaigns lets you target your ads at specific websites and pages that you know your users are interested in. For example, you can use the tool to target all websites within a specific category or about a specific topic, or to target your ad to a specific placement on a specific webpage that is critical to the success of your campaign
- **Where to find it:** Within AdWords, you can access the placement tool from the 'Networks' tab of any campaign.

5. VIDEO TARGETING TOOL

- **What is it:** A bit like the placement tool, the Video Targeting Tool allows advertisers to create their own customised bundles of YouTube videos, channels and categories that they may wish to target their ads around. You can then export these lists straight into AdWords.
- **Why use it:** Find YouTube categories, channels or specific videos that your target audience are interested in and display your AdWords ads whenever they are watched.
- **Where to find it:** www.google.com/videotargeting

7. INSIGHTS FOR SEARCH

- **What is it:** With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties. Find out what people are searching for and compare different search terms to

see which are the most popular and in which areas.

- **Why use it:** This is a valuable tool to discover consumer trends that you may wish to target your campaigns at.
- **Where to find it:** www.google.com/insights/search

8. YOUTUBE TRENDS DASHBOARD

- **What is it:** This tool shows you what's trending on YouTube at the moment. You can explore by country, age and sex, and run comparisons between them. See which videos are getting the most views or the most shares at the moment.
- **Why use it:** Find popular and fast rising videos and video trends and react quickly to advertise your product or service alongside them.
- **Where to find it:** www.youtube.com/trendsdashboard

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