

AMB330 Digital Portfolio
Assessment #2: Search Strategy
Frequently Asked Questions (FAQs)

(Excel file and one-page search justification, 30%, due on 20 September 2019)

1. Is there a set number of Adgroups required?

You should be aiming for around 100 keywords with no more than 10 keywords per ad group.

2. How many daily clicks are the client expecting to achieve? Or how many clicks would you suggest us to get?

There isn't a mandatory number of clicks for this assessment. What is important is that your keywords are able to spend the daily budget with an efficient CPC bid (ideally you should be aiming for something around the \$5 mark).

3. What kind of match types would you recommend making out branded keywords? I know you use the search volumes to assign the match types to the other keywords, but because the branded keywords not have accurate search volumes, do you just choose whatever one we think is best, or should they have a specific one?

You can choose match type based on both relevance and search volume. In the instance of branded keywords, think of the likelihood of consumers actually searching for your brand name, or variants. I would recommend including at least once exact match keyword. Having a variation of match types for your branded keywords will also help to catch the largest number of consumers who are looking specifically for your business.

4. When we are doing out budget forecast do we have to type the negative keywords in?

You should just copy your whole keyword list in - although the negative keywords shouldn't make too much of a difference to your budget estimations.

5. Should the destination URLs in the Ads all be different? Or some can some URLs be the same?

It is fine to have some ads directing to the same place, but please make sure that the ad is landing traffic on the most relevant page based on the keyword/ad group theme.

6. How are we supposed to know what numbers exactly are classified as "significant search volume" and "CPC efficiency" as per the criteria for a 7?

These are both quite tied together. What we are looking for is that the keyword list you have created spends the daily budget and achieves a CPC bid under \$5. The cheaper bid you can get whilst still spending the daily budget the better you will do in that criteria, although it is probably one of the easier areas to do well in.

7. If I have a CPC of \$4.50 or something, how could I make that lower?

You would lower the CPC bid by choosing more keywords with low competition. However, I don't think you would need to improve your bid much to do well in that criteria.

8. Do I need to use the 1500 word count?

You should only do a one page document for the justification (so about 400 words) and the rest of your assessment is on excel so don't worry about the word count her