

DerekBeau's PPC Campaign Building Tool

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Welcome

Note: *This is a very rough draft user guide. If you have any suggestions for it, please let me know.*

Welcome to my yet to be named “PPC Campaign Builder” for affiliate marketing. Basically, this tool takes a few options, plus two sets of keywords, plus 1-6 text ads and combines them into many custom ad groups. The output is CSV data that can be pasted into **Google AdWords Editor** (not the web interface). This guide contains a walkthrough of all options and a step-by-step guide for creating a new campaign.

Feedback I Would Love To Get From You

- Obviously, I want you to let me know of any errors that you encounter so I can fix them
- Suggestions for features and/or modifications
- Suggestions for the user's guide (things that you got stuck on or needed more explaining)

What I'm Working On

- MSN AdCenter output support (maybe)
- YSM Output support (maybe)
- Better Javascript form validation
- Lengthier user guide and/or videos

Description of Options

Campaign Name

This can be a new or existing campaign in your AdWords account. When you paste the CSV data into AdWords Editor, it will put your data into the campaign with this exact name.

If it is a new campaign, AdWords Editor will create it for you. If it is an existing campaign, your ad groups, keywords, and text ads will be added to it.

Bid Options

Choose which match types you want to include and how much you want to bid for each of them. Your output will include one keyword version for each match type.

If you do not want to bid on individual keywords, simply clear the bid amount text box, leaving it completely blank. The result will be an empty bid amount field, allowing you to set bid prices at the ad group level rather than the keyword level. This is easier to manage, but doesn't offer as much precise control.

Token Key

This is only a reference to the replacement tokens that you can use within your keyword destination URL and text ads. All tokens are supported in the keyword level "URL options" but not all are supported in text ads.

Because text ads are not created for each keyword, only for each ad group, some of the tokens that are keyword specific will not work. Only tokens that are group specific will output a desired result.

Root Keywords

This will conventionally be your smaller set of keywords. They will usually be your main keywords such as "car auction", "auto auction", "seized cars", and "online car auction." Enter them into this box with one keyword per line.

Branch Keywords

These are the words that you will use to augment your list. Using the same *car auction* example, these keywords could be city names, state names, car makes, car models, or anything else you can think of. Again, enter them into this box with one keyword per line.

Mixing Options

This is where you set how you want to combine the two groups of keywords. Your choices include:

- **Branch Before Root:** output would be like “ford car auction” (branch root)
- **Branch After Root:** Output would be like “car auction ford” (root branch)
- **Branch Before & After Root:** Output would be like “ford car auction” and “car auction ford” (two keywords)
- **Pair 1:1 Ratio:** Requires that the number of root keywords be the same as the number of branch keywords. It only outputs the root keywords, but allows you to use the branch keywords within your URL and text ads as {branch}
- **Don't Mix (Ignore Branch):** Ignores the modifier keywords completely and is useful for if you want to create separate ad groups for each keyword

Grouping Options

This defines how you want to group keywords within your ad groups. Your choices include:

- **Group By Branch:** Creates one ad group for each branch keyword (Ford, Chrysler, Chevrolet, etc.) with each containing its own versions of every core keyword
- **Group By Root:** Creates one ad group for each root keyword (Car Auction, Auto Auction, Seized Cars, etc.) with each containing its own versions of every branch keyword
- **Group By Final:** Puts each new keyword combination in its own ad group (Ford Car Auction, Ford Auto Auction, Ford Seized Cars, etc.)
- **Single Custom Group:** Puts all of the keywords into one ad group with a name of your choice. This isn't very useful, but is available if you need it.

Include Base Keywords in Groups

Normally, only the combinations of the keyword groups are turned into keywords. You may, however, want to include the base keyword as a keyword too. That is what this option is for.

It will only let you include base keywords that are exclusive to a group. If you group by root, you can include the main root keyword within each group. If your group by branch, you can include the main branch keyword within each group. If you group by final, you can include both within each group.

Group Formatting

This option is really only for convenience and vanity. It allows you to change the way your ad group names are formatted. The options are pretty self explanatory: you can use uppercase words or lowercase letters within your names and you can replace spaces with hyphens, underscores, or blanks (delete them) within your names.

If you don't touch these options (leaving them unchecked) it will simply use the formatting that is already present in your keywords.

Extra Group Text

This allows you to add a prefix or suffix to all of your new ad groups. You might do this to help you distinguish these generated groups from your manually created groups if you were putting both in the same campaign.

URL Options

This is where you create a template that will become the destination URL for each individual keyword. You can, and should, use the *{tokens}* here. These tokens allow you to pass keyword information that can be used for tracking purposes or for dynamic landing pages.

There are also options for how you want to handle spaces in your URLs: “example.com/key word” would become “example.com/key+word” if replace with *plus* was selected.

Text Ads

Here you can create your text ads exactly as you would in AdWords. The character count will turn red if you go over the limit (25 for headlines, 35 for description lines, and 1024 for actual URL).

You should make use of tokens in here, but keep in mind that they are limited. Because text ads are not created for each keyword, only for each ad group, some of the tokens that are keyword specific will not work. Only tokens that are group specific will output a desired result.

- If you grouped by **root**, you can use {root}
- If you grouped by **branch**, you can use {branch}
- If you grouped by **final**, you can use {root}, {branch}, and {mix}
- If you grouped by a **single group**, you can't use {root}, {branch}, or {mix}
- You can always use {campaign} and {group} in your text ads
- You can never use {match} in your text ads

Quick Notes & Tips

- ✓ Tokens used in your keyword level URL (URL options) will always output in lowercase. Tokens used in text ads can be written as {Token} to use uppercase *words* or {token} to use all lowercase *letters*.
- ✓ Default text can be included within tokens. If any line, with tokens replaced, is too long, your default text will be used instead. This feature is exactly the same as in AdWords: just type your token as "{Token:Default Text}".
- ✓ You can use "{Token:}" to replace with nothing if the replacement text is too long.
- ✓ Also, the "{Token:" part must be written exactly like that (with no spaces), but the default part can include spaces. For example, {Token :Default Text} is NOT ok, but {Token: Default Text } is fine, the extra spaces will be removed.
- ✓ Your token default text cannot contain curly brackets "{}" or colons ":" – these will cause unexpected outputs.
- ✓ The best way to learn to use everything is to try all of the options with a small set of keywords so that you can see exactly what is happening. Then you will conceptually understand how to take advantage of larger keyword lists.

Building a Campaign

The following is an example of a quick, direct-to-merchant ClickBank campaign that I created with this tool. You can use this for quick-and-dirty direct linking tests or for full-blown campaigns with landing pages and custom tracking. The more work you put into your campaigns, the better they will likely be.

PPC Tool Inputs

Campaign Name: CarAuctions

Bid Options: Broad, \$0.11

Root Keywords: auto auction, car auction, car auction online, classic car auction, government auto auction, government car auction, online auto auction, online car auction, police auto auction, public car auction, repo car auction, salvage auto auction, seized car, used car auction, auto auction, car auction, car auction online, classic car auction, government auto auction, government car auction, online auto auction, online car auction, police auto auction, public car auction, repo car auction, salvage auto auction, seized car, used car auction

Branch Keywords: about 1000 different US cities

Mixing Options: Branch Before & After Root

Grouping Options: Group by Modifier

Include Base Keywords: Branch Base, Yes

Group Formatting: Capitalization, Upper

Extra Group Text: None

URL Options: *ClickBank doesn't allow much tracking, so this is very limited for them*

`http://myaffiliateid.cauction.hop.clickbank.net/?tid={branch}`

Replace spaces with hyphen in actual URL (New York becomes New-York)

Replace spaces with nothing in actual URL (New York becomes NewYork)

AD1: *(I only created one ad because I was doing a quick test)*

{Branch:Online} Car Auctions

Save Huge On Repos & Seized Cars.

Cars Up To 90% Off Market Value!

Car-Auctions.org/{Branch:HotDeals}

`http://myaffiliateid.cauction.hop.clickbank.net`

Pasting Into AdWords Editor

Note: *You must do the following steps in AdWords Editor, not the web interface*

When you click “Build PPC Campaigns,” you will get two text boxes. One will have CSV data for your keywords, and the other will have CSV data for your text ads. Here is how you put them into your AdWords account.

Inserting Ad Groups and Keywords

1. Copy keyword CSV data
2. Open AdWords Editor and open an account
3. Click the "keywords" tab
4. Click “make multiple changes > add/update multiple keywords”
5. Check “my keyword information below includes columns for campaigns and ad groups”
6. Paste keyword CSV data into the text area
7. Click next and accept the changes

Inserting Text Ads

8. Copy text ad CSV data
9. Go back into AdWords Editor
10. Click the "text ads" tab
11. Click "make multiple changes > add/update multiple text ads"
12. Check "my text ad information below includes columns for campaigns and ad groups"
13. Paste text ad CSV data into the text area
14. Click next and accept the changes

Now you campaign, your ad groups, your keywords, and your text ads are in your account (but *not* uploaded yet). However, there will be some errors that must be corrected.

Manually Correcting Errors

1. Give your *Campaign* a daily budget
2. Give your *Ad Groups* a default maximum bid (highlight all to make multiple changes at once)
3. Edit and/or delete any text ads that contain errors

I think those are the only *required* options, but you can also go ahead and set any of the other options available to you such as content network traffic, content bids, and more. When you are ready, click “post changes” and upload the changes into your account.

Congratulations, you're done!

Now try to come up with some creative ways to use this tool to your advantage.