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Serious fishing

first thing you need to do before evaluating keyword performance

Which keyword is better?
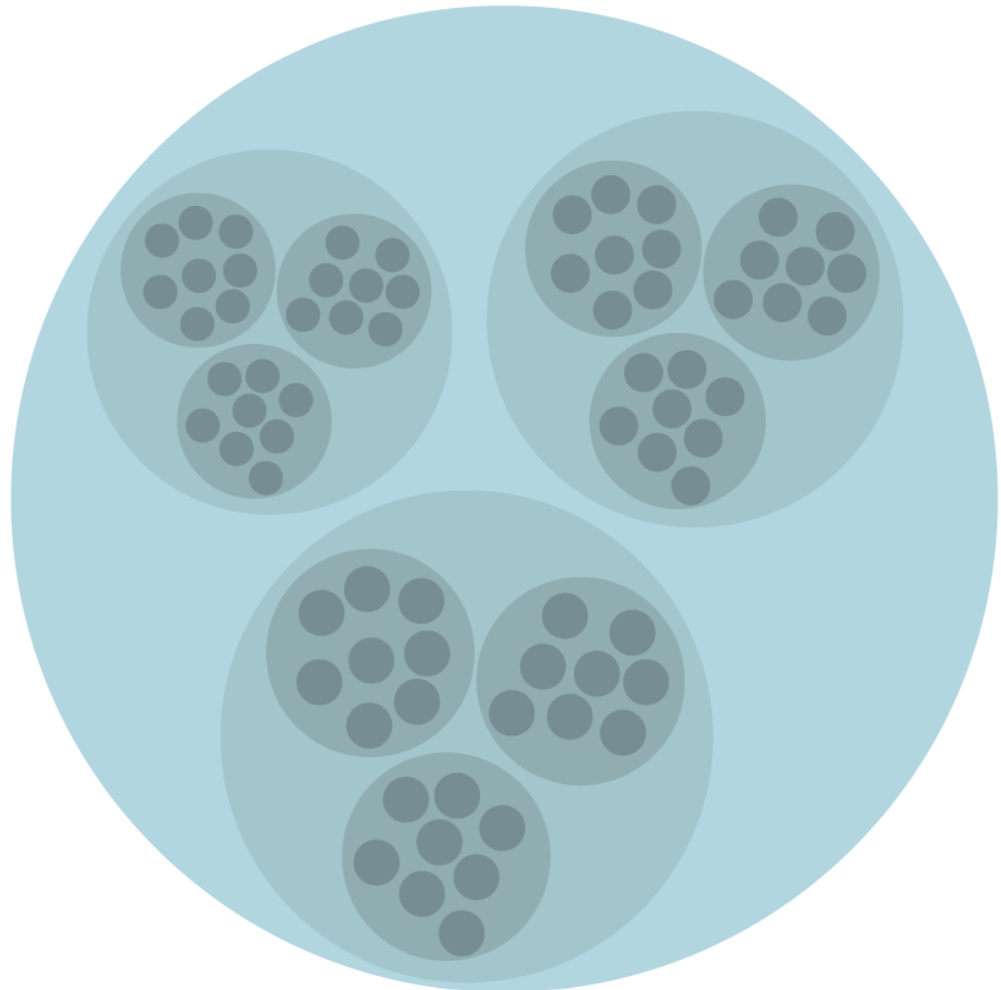
	Keyword A	Keyword B
Conversion rate	**1,00%**	**1,33%**
Cost	20 000	15 000
Conversions	100	100
CPA	200	150
Revenue	150 000	150 000

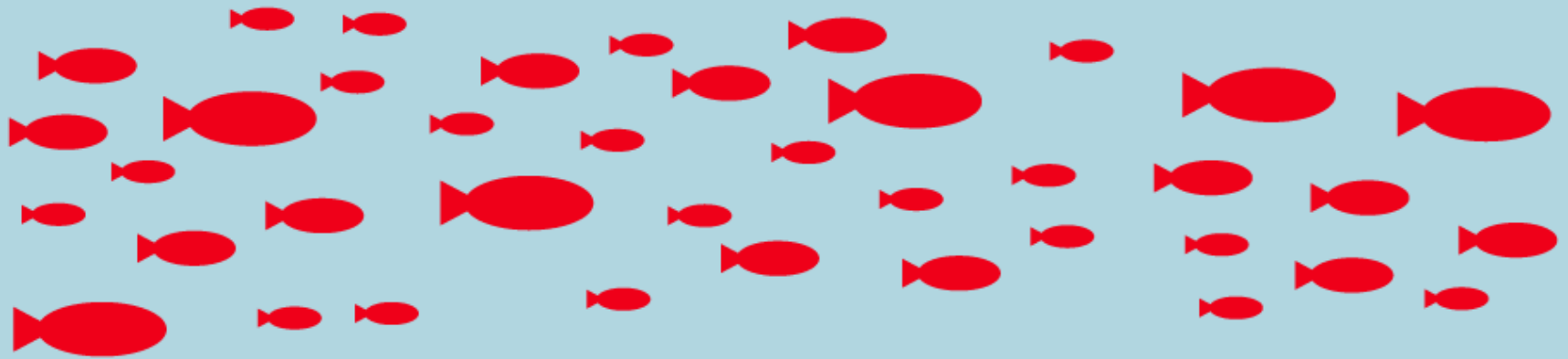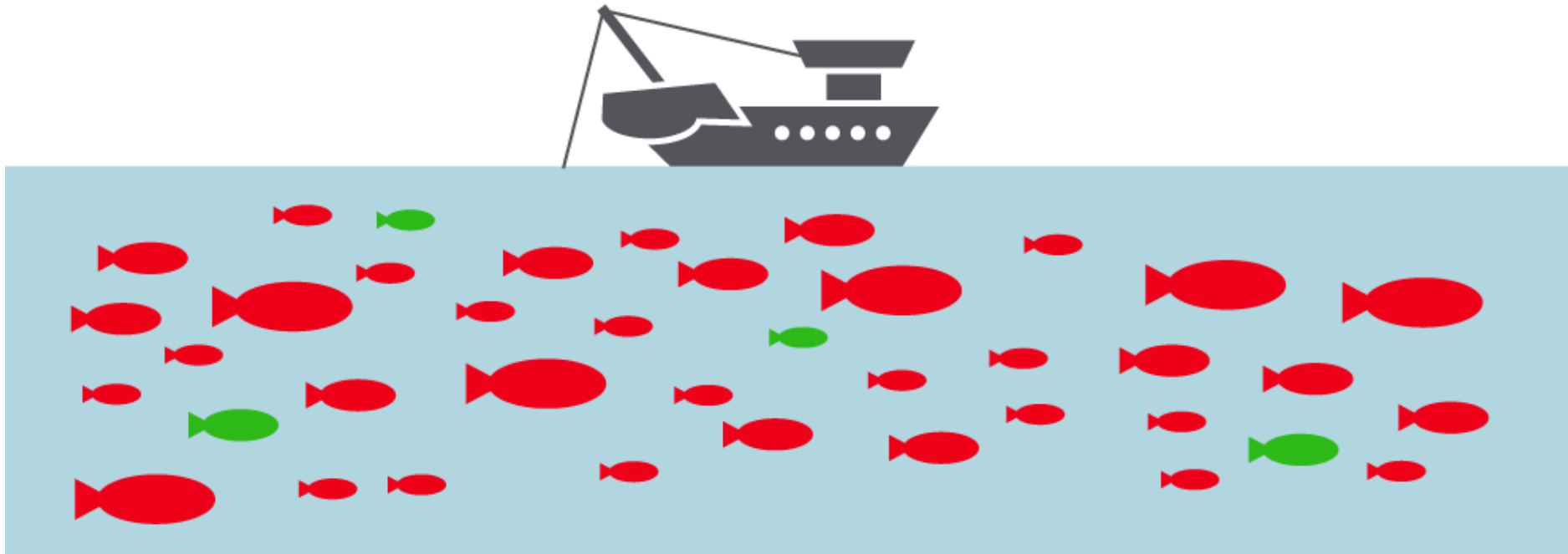# Evaluating effectivenes in PPC

CAMPAIGN

AD GROUP

KEYWORD

SEARCH TERM

Search terms

Keyword
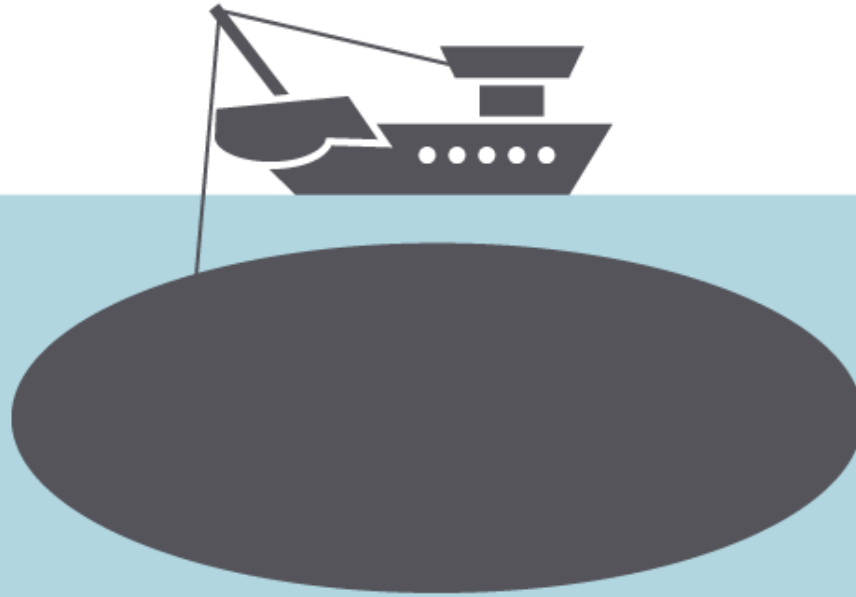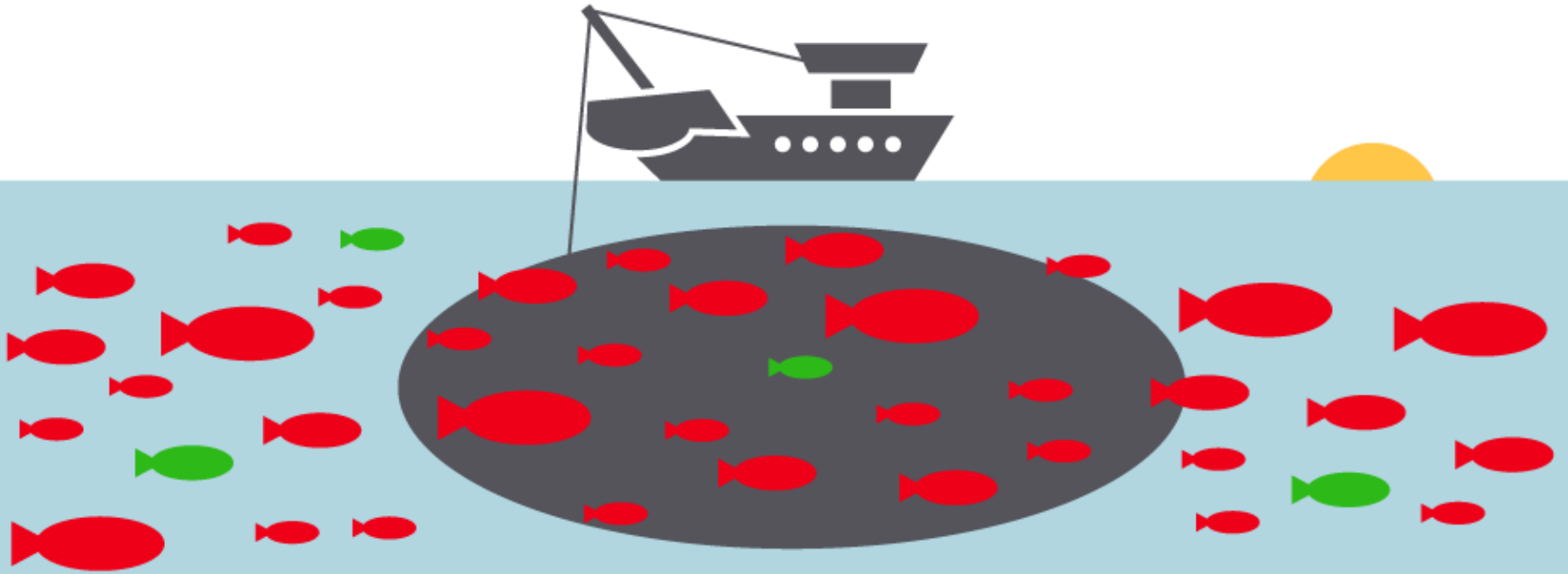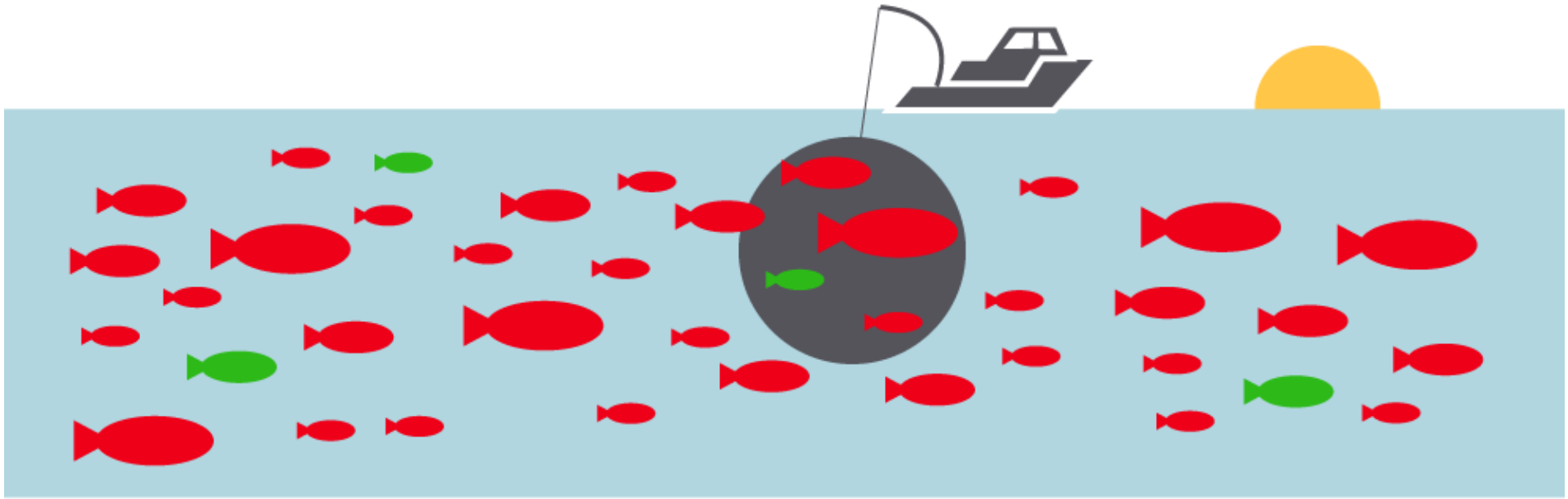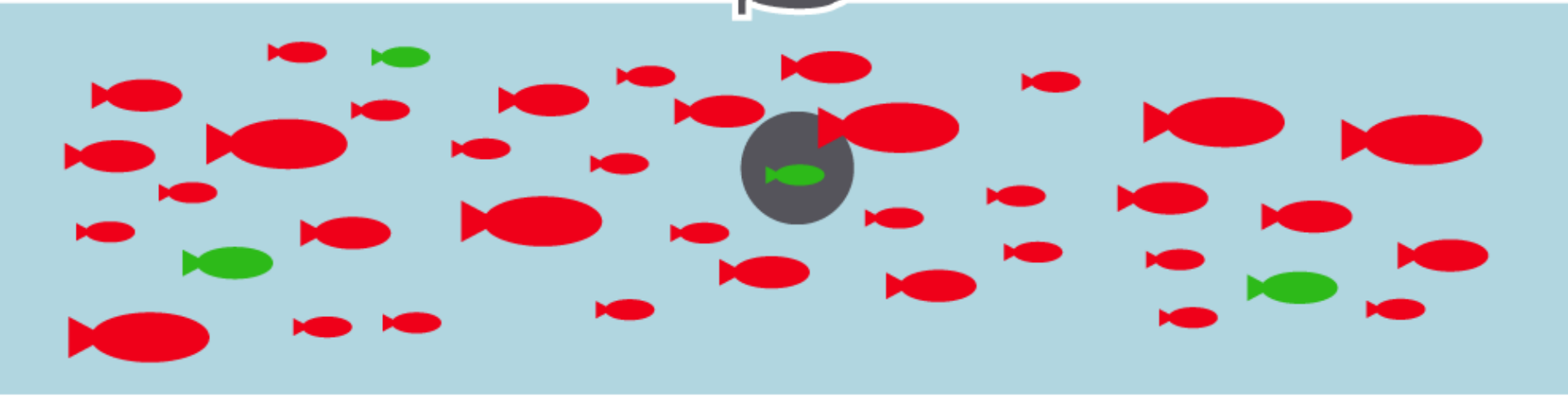
Clicks

Conversions

Keyword match

Broad match

Phrase match

Exact match

Separation
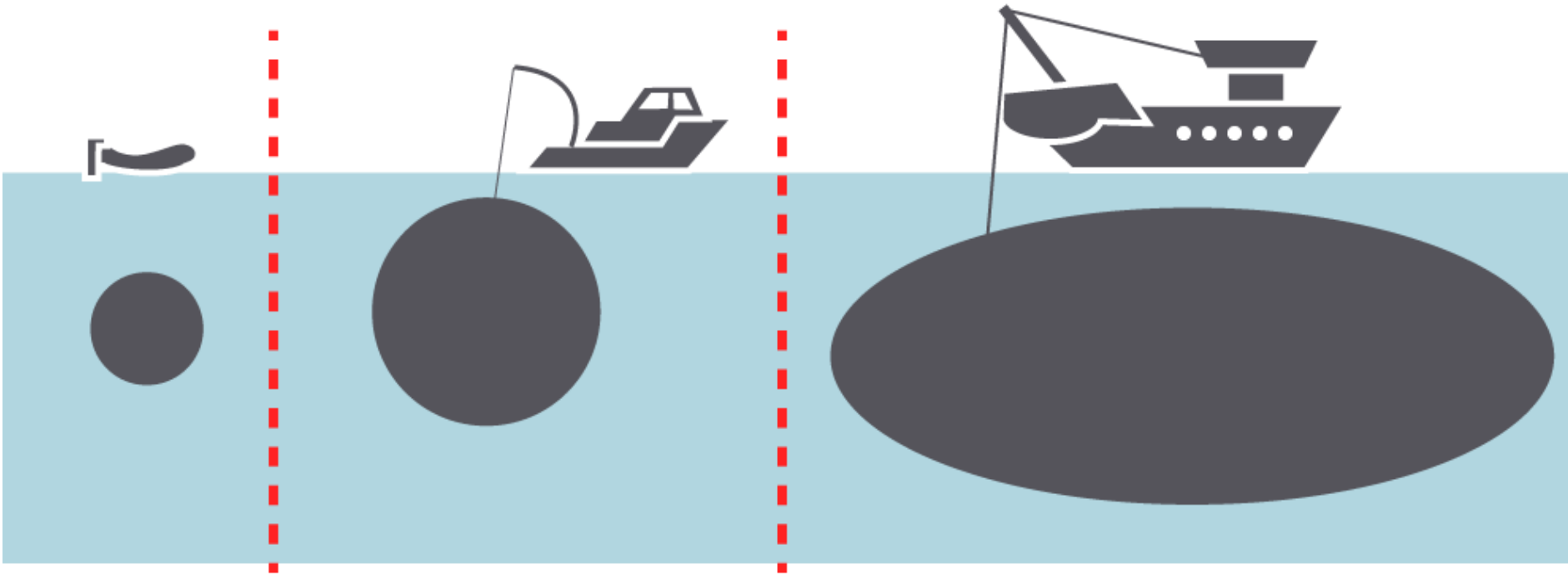
Principle (P), (B), (E) – full version

Campaign	Targetting	Negative targetting	Search terms
	[blue wigs]		
Wigs (E)	Exact		blue wigs
	„blue wigs"	-[blue wigs]	
Wigs (P)	Phrase	Exact	cheap blue wigs
	blue wigs	-„blue wigs"	
Wigs (B)	Broad	Phrase	wigs with blue mustache

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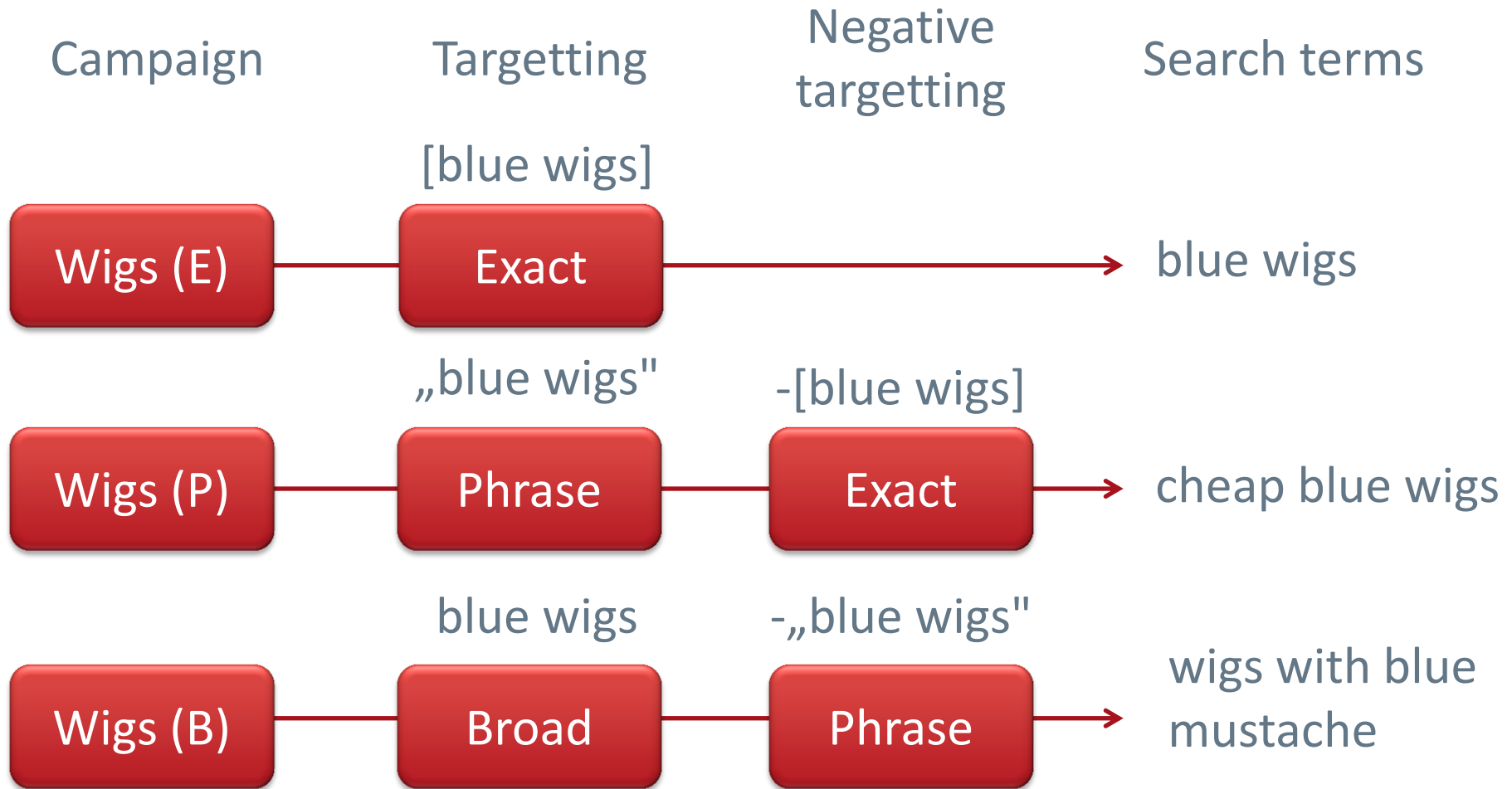
Principle (P+E), (B) – semi-version

Campaign   Targetting   Negative targetting   Search terms

[blue wigs]

Wigs (P+E)   ——   Exact   ——————→   blue wigs

„blue wigs"

—— Phrase   ——————→   cheap blue wigs

blue wigs   -„blue wigs"

Wigs (B)   ——   Broad   ——   Phrase   ——→   wigs with blue mustache

Happy fishing!

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