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(Note: there is a 19 minute FREE MP3 which corresponds to this cheat sheet below)

<http://www.payperclicksearchmarketing.com/58.php>

5 Tips To Mastering Conversion Optimizer

- 1) **Understanding “Relevant Data”**. Google uses the account historical data to determine best bidding and exposure practices, mainly the last two week.
- 2) **Setting the Max CPA**. Use Google suggested bids, if you use a significantly lower CPA bid, expect significantly lower traffic.
- 3) **Adding New Keywords**. Add new keywords in waves. You’ll see fluctuations in performance as Google digest the changes.
- 4) **Maintenance & Optimization**. Avoid massive changes. Tweaking ad copy is great, but in small doses. To get more traffic you can always raise the CPA.
- 5) **Lowering The CPA**. Drop the CPA *slowly* – pennies. If you make too big of a drop, traffic will DROP. It is difficult to correct this once implemented.

Big “Don’ts” of Conversion Optimizer

- 1) **DON’T** set too low of a bid initially.
- 2) **DON’T** remove or change tracking code.
- 3) **DON’T** make massive keyword additions or ad copy changes.
- 4) **DON’T** drop CPA dramatically.
- 5) **DON’T** wait too long to turn it off.

In the event of significant performance dips due to changes made –

TURN OFF CONVERSION OPTIMIZER.

Let Google run data free from the optimizer in order to set things right.

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