

CASE: HOLMEGRUPPEN

AdWords i en travl hverdag



HVEM ER KRISTIAN?



Cand.IT

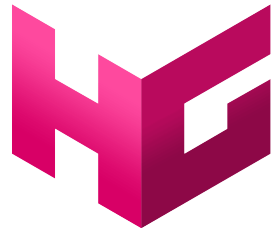


UX Designer



København





HOLME GROUP

ECOMMERCE OPERATOR



oak hair

Premium Quality Extensions



lookperfect

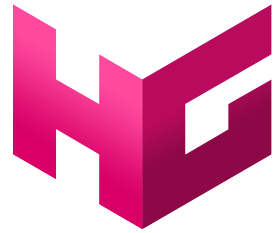
Hårpleje & skønhedsprodukter



fashiongirl.dk




Hair Extensions & Accessories





HOLME GROUP

ECOMMERCE OPERATOR

		
<ul style="list-style-type: none">• Danmark• Sverige• Norge• Tyskland• Holland• Spanien• Belgien• Frankrig• Østrig• Schweiz• Finland• Polen• Storbritannien• .com	<ul style="list-style-type: none">• Danmark• Sverige• Tyskland• Finland• Holland• .com	<ul style="list-style-type: none">• Danmark• Sverige



PARTNERSKABER



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Markedsplads for sponsorerede indlæg



banatic

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EMBED EASILY ON YOUR SITE

WORKS GREAT ON SMARTPHONES & TABLETS

CUSTOMIZE YOUR DESIGN

BEAUTIFUL SUBSCRIPTION BOXES IN NO TIME

email-lead generering



MIN HVERDAG

intern seo linkbuilding analytics
social media management nyhedsbreve
produkttekster projektledelse TRUSTPILOT
div. møder **adwords** oversættelser
grafikproduktion webudvikling blogging
user experience google webmaster tools
affiliate marketing facebook annoncering
content marketing



18 AKTIVE ADWORDS-KONTI

My Client Centre | [Jump to client](#)

Google AdWords My Client Centre Client reporting

Accounts Filter Columns Columns Find

Alerts

Automated rules

Scripts

Conversions

Pending invitations

Labels across all accounts

Danmark

FashionGirl

+ CREATE ACCOUNT Link existing accounts Arrange accounts Labels Automate

Client	Account ID	Account Name	Account Type	Phone Number
<input type="checkbox"/>	LookPerfect.dk	HolmeGruppen ApS	ApS	957-679-8002
<input type="checkbox"/>	FashionGirl.dk	HolmeGruppen ApS	ApS	480-451-5080
<input type="checkbox"/>	FashionGirl24.nl	HolmeGruppen ApS	ApS	677-836-9904
<input type="checkbox"/>	LookPerfect.se	HolmeGruppen ApS	ApS	462-483-1975
<input type="checkbox"/>	FashionGirls.se	HolmeGruppen ApS	ApS	727-486-6581
<input type="checkbox"/>	FashionGirl.be	HolmeGruppen ApS	ApS	845-187-5781
<input type="checkbox"/>	OakHair.dk	HolmeGruppen ApS	ApS	331-550-3189
<input type="checkbox"/>	OakHair.nl	HolmeGruppen ApS	ApS	986-205-8922
<input type="checkbox"/>	FashionGirl24.fr	HolmeGruppen ApS	ApS	982-263-2702
<input type="checkbox"/>	FashionGirl24.co.uk	HolmeGruppen ApS	ApS	975-649-6983
<input type="checkbox"/>	WePromote.dk	WePromote.dk		748-206-4606
<input type="checkbox"/>	Fashiongirl.fi	HolmeGruppen ApS	ApS	685-833-6034
<input type="checkbox"/>	FashionGirl.de	HolmeGruppen ApS	ApS	632-991-2228
<input type="checkbox"/>	FashionGirl24.com	HolmeGruppen ApS	ApS	588-427-4508
<input type="checkbox"/>	OakHair.se	HolmeGruppen ApS	ApS	476-969-5463
<input type="checkbox"/>	FashionGirl24.de	HolmeGruppen ApS	ApS	444-061-4210
<input type="checkbox"/>	FashionGirl.es	HolmeGruppen ApS	ApS	313-469-4534
<input type="checkbox"/>	DELETE!			274-012-2773
<input type="checkbox"/>	FashionGirl.no	HolmeGruppen ApS	ApS	100-588-8861



- 0 Google Shopping
- 1 PLA
- 2 Branding
- DSA
- G – Argan Olie
- G – Balsam / Conditioner
- G – Bølgejern – Crepejern
- G – Føntørrer / Hårtørrer
- G – Frisørprodukter
- G – Glattejern
- G – Hårbørster med vildsvinehår
- G – Hårelastikker
- G – Hårkur
- G – Hårlak / Hårspray
- G – Hårprodukter
- G – Hårpudder
- G – Hårvoks
- G – Hovedbund
- G – Krøllecreme
- G – Krøllejern
- G – Pigkrøllejern
- G – Rejseføntørrer
- G – Saltvandsspray
- G – Shampoo
- G – Silver shampoo
- G – Skælshampoo
- G – Solbeskyttelse til håret
- G – Sulfatfri shampoo
- G – Tan in a can
- G – Til mænd
- G – Tørshampoo
- G – Varmebeskyttende

- M – Affinage
- M – Alterna
- M – American Crew
- M – BabyLiss
- M – Batiste
- M – Biosilk
- M – BLAX
- M – Curlformers
- M – Cutrin Bio+
- M – D:Fi
- M – Dennis Knudsen
- M – Essie Neglelak
- M – Frisørens Vital System
- M – Fudge
- M – GHD
- M – Gold
- M – Goldwell
- M – Hempz
- M – HH Simonsen
- M – ID
- M – Invisibobble
- M – Joico
- M – JorgObé
- M – Kevin Murphy
- M – KMS California
- M – L'Oréal
- M – Label.M
- M – Moroccanoil
- M – Osis+
- M – Paul Mitchell

- M – Pureology
- M – Redken
- M – Redken Shampoo
- M – Remington
- M – Renati Voks
- M – Revlon
- M – Sexy Hair
- M – Sunspa
- M – Tangle Teezer
- M – Tigi
- M – Trevor Sorbie
- M – Uniq One
- M – Zenz
- Remarketing
- RLSA – Branding

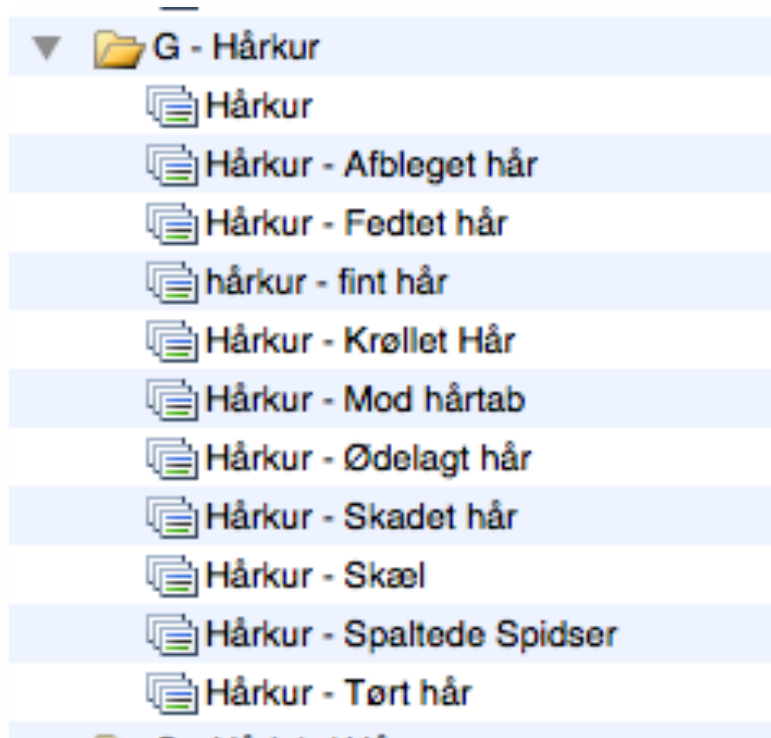
LookPerfect.dk

G = Generisk søgeord

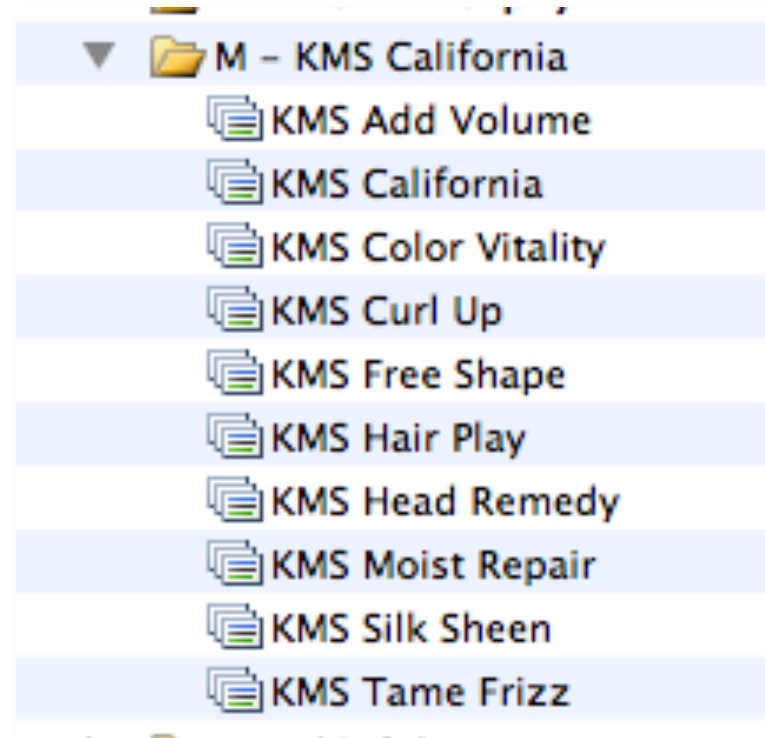
M = Brandede søgeord



ANNONCEGRUPPER



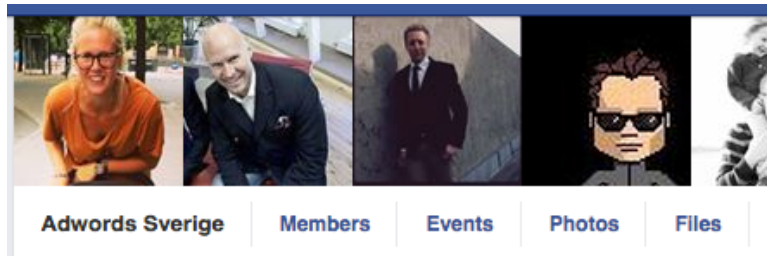
Annoncegrupper for generiske søgeord



Annoncegrupper for brandede søgeord



LOKALE ADWORDS-SPECIALISTER



Kristian Holme Hosbond Poulsen

September 16 · København

Hi there,

We are a danish e-commerce company looking for a swedish Adwords expert. We primarily sell hair extensions and hair accessories, so if you have any experience in this niche it will be a plus.

Interested? Please email kristian@holmegruppen.dk - read more about us at <http://holmegruppen.dk>

Like · Comment

4 people like this.



Karl Lindberg You've got 44 new e-mails? 😊

September 16 at 4:03pm · Like · 2

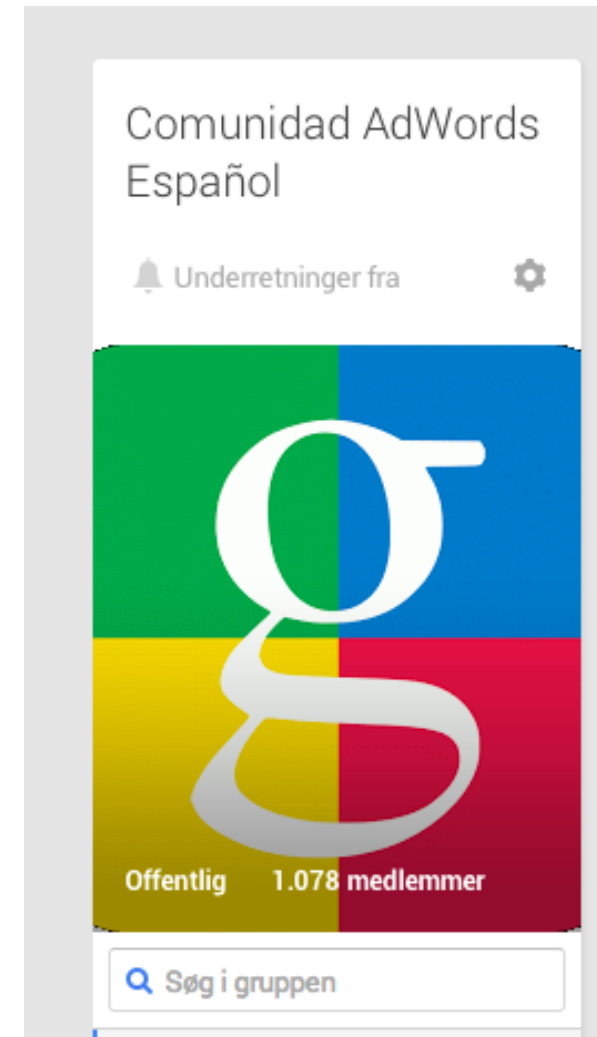


Marc Tersman Toll haha

September 16 at 6:47pm · Like



Write a comment...



ADWORDS – MIN FREMGANGSMÅDE!

- Hvilke søgetermer konverterer?
- Hvilke søgetermer konverterer ikke?
- Hvilke søgetermer kan med fordel flyttes over i deres egen annoncegruppe?
- Er min annonce og landingside relevant?



My Client Centre | FashionGirL.dk | FashionGirL.dk (Client ID: 480-451-5080)

Google AdWords Home Campaigns Opportunities Tools

Manager ID: 683-420-7971 holmegruppen@gmail.com

All online campaigns > 4.0 - Kunstige Negle > Ad group: Kunstige Negle

Kunstige Negle . Kun 19,- FashionGirL.dk/KunstigeNegle Kunstige Negle på Tilbud - Spar 50% Prisgaranti + Dag-til-Dag-Levering!

Enabled Ad group bids (Max. CPC) Edit ? Default bid DKK1.00 [?] Active bid adjustments: Device

Settings Ads **Keywords** Audiences Ad extensions Auto targets Dimensions

All enabled keywords Segment Filter Columns Search

+ KEYWORDS Edit Details Bid strategy Automate Labels

		Keyword	Status	Max. CPC	Qual. score	Est. top page bid	Est. first page bid	Clicks	CTR	Impr.	Avg. CPC	Cost	Avg. Pos.	Click conversion rate	Converted clicks	Conversions	Cost / converted click	Cost / conv.	View through conversions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[kunstige negle]	Eligible	DKK2.20 (enhanced)	10/10	DKK2.58	DKK1.55	1,097	5.67%	19,348	DKK1.43	DKK1,567.57	5.2	4.01%	44	131	DKK35.63	DKK11.97	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+kunstige +negle	Eligible	DKK1.39 (enhanced)	10/10	DKK3.06	DKK1.10	860	3.08%	27,909	DKK1.82	DKK1,561.95	4.6	3.60%	31	87	DKK50.39	DKK17.95	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"kunstige negle"	Eligible	DKK1.02 (enhanced)	10/10	DKK3.01	DKK1.02	563	2.04%	27,629	DKK1.30	DKK732.21	6.0	2.49%	14	50	DKK52.30	DKK14.64	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[billige negle]	Eligible	DKK1.93 (enhanced)	9/10	DKK1.93	DKK1.27	12	7.19%	167	DKK1.44	DKK17.29	3.4	16.67%	2	6	DKK8.64	DKK2.88	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[billige kunstige negle]	Eligible	DKK1.74 (enhanced)	9/10	DKK2.48	DKK1.74	12	23.53%	51	DKK2.18	DKK26.13	3.7	0.00%	0	0	DKK0.00	DKK0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[kunstige negle matas]	Eligible	DKK2.00 (enhanced)	7/10	DKK2.40	DKK0.95	0	0.00%	19	DKK0.00	DKK0.00	3.2	0.00%	0	0	DKK0.00	DKK0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+billige +negle	Eligible	DKK1.70 (enhanced)	9/10	DKK3.24	DKK1.60	17	3.53%	481	DKK1.28	DKK21.83	5.4	0.00%	0	0	DKK0.00	DKK0.00	
		Total - all paused and removed keywords			--	--	--	2,663	1.75%	152,508	DKK1.20	DKK3,196.52	6.4	1.65%	44	136	DKK72.65	DKK23.50	
		Total - all enabled keywords			--	--	--	2,561	3.39%	75,604	DKK1.53	DKK3,926.98	5.3	3.55%	91	274	DKK43.15	DKK14.33	

Shared library

Bulk operations

Reports

Labels

All time: 12 Sep 2010 - 11 Nov 2014

Vælg All time



My Client Centre | FashionGirL.dk | FashionGirL.dk (Client ID: 480-451-5080)

Google AdWords Home Campaigns Opportunities Tools Manager ID: 683-420-7971 holmegruppen@gmail.com

All online campaigns > 4.0 - Kunstige Negle > Ad group: Kunstige Negle

Kunstige Negle . Kun 19,- FashionGirL.dk/KunstigeNegle Kunstige Negle på Tilbud - Spar 50% Prisgaranti + Dag-til-Dag-Levering! Enabled

Ad group bids (Max. CPC) Edit ?
 Default bid DKK1.00 ?
 Active bid adjustments: Device

Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions

All enabled keywords Segment Filter Columns Search

+ KEYWORDS Edit Details Bid strategy Automate Labels

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Keyword	Status	Est. top page bid	Est. first page bid	Clicks	CTR	Impr.	Avg. CPC	Cost	Avg. Pos.	Click conversion rate	Converted clicks	Conversions	Cost / converted click	Cost / conv.	View through conversions
<input checked="" type="checkbox"/>	<input type="checkbox"/>	[kunstige negle]	Eligible	DKK2.58	DKK1.55	1,097	5.67%	19,348	DKK1.43	DKK1,567.57	5.2	4.01%	44	131	DKK35.63	DKK11.97	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	+kunstige +negle	Eligible	DKK3.06	DKK1.10	860	3.08%	27,909	DKK1.82	DKK1,561.95	4.6	3.60%	31	87	DKK50.39	DKK17.95	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	"kunstige negle"	Eligible	DKK3.01	DKK1.02	563	2.04%	27,629	DKK1.30	DKK732.21	6.0	2.49%	14	50	DKK52.30	DKK14.64	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	[billige negle]	Eligible	DKK1.93 (enhanced)	DKK1.27	12	7.19%	167	DKK1.44	DKK17.29	3.4	16.67%	2	6	DKK8.64	DKK2.88	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	[billige kunstige negle]	Eligible	DKK1.74 (enhanced)	DKK1.74	12	23.53%	51	DKK2.18	DKK26.13	3.7	0.00%	0	0	DKK0.00	DKK0.00	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	[kunstige negle matas]	Eligible	DKK2.00 (enhanced)	DKK0.95	0	0.00%	19	DKK0.00	DKK0.00	3.2	0.00%	0	0	DKK0.00	DKK0.00	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	+billige +negle	Eligible	DKK1.70 (enhanced)	DKK1.60	17	3.53%	481	DKK1.28	DKK21.83	5.4	0.00%	0	0	DKK0.00	DKK0.00	
		Total - all paused and removed keywords		--	--	2,663	1.75%	152,508	DKK1.20	DKK3,196.52	6.4	1.65%	44	136	DKK72.65	DKK23.50	
		Total - all enabled keywords		--	--	2,561	3.39%	75,604	DKK1.53	DKK3,926.98	5.3	3.55%	91	274	DKK43.15	DKK14.33	

SEARCH TERMS
Selected
All

AUCTION INSIGHTS
Selected
All
Keyword diagnosis

Shared library
Bulk operations
Reports
Labels



adwords.google.com

My Client Centre | FashionGirl.dk (Client ID: 480-451-5080)

Google AdWords Home Campaigns Opportunities Tools

Manager ID: 683-420-7971 holmegruppen@gmail.com

All time: 12 Sep 2010 - 11 Nov 2014

Search

All online campaigns > 4.0 - Kunstige Negle > Ad group: Kunstige Negle

Kunstige Negle . Kun 19 - FashionGirl.dk/KunstigeNegle
Kunstige Negle på Tilbud - Spar 50% Prisgaranti + Dag-til-Dag-Levering!

Enabled

Ad group bids (Max. CPC) Edit
Default bid DKK1.00
Active bid adjustments: Device

Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions

Segment Filter Columns

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords.

To make sure you can see data in this report, choose a date range that includes clicks on your keywords.

Filter

Conversions >= 1

+ Add another

Apply Clear Save filter Enter filter name

Opsæt evt. filter for at se hvilken søgetermer Som konverterer

Download

Search term	Match Type	Added / Excluded	Keyword	Clicks	Imp.	CTR	Cost	Cost/Imp.	Avg. Pos.	Converted clicks
				5,224	228,112	2.29%	DKK1.36	DKK7,123.50	6.0	135
<input type="checkbox"/> kunstige negle	Exact match	Added	[kunstige negle]	1,061	18,002	5.89%	DKK1.43	DKK1,515.72	5.1	40
<input type="checkbox"/> kunstige negle	Exact match	Added	"kunstige negle"	77	3,939	1.95%	DKK0.85	DKK65.41	8.4	6
<input type="checkbox"/> kunstige negle	Exact match	Added	kunstige negle	138	3,989	3.46%	DKK1.12	DKK154.46	6.5	5
<input type="checkbox"/> billige kunstige negle	Exact match	Added	billige kunstige negle	88	671	13.11%	DKK1.58	DKK139.28	4.0	4
<input type="checkbox"/> kunstige negle til at lime på	Phrase match	None	+kunstige +negle	19	41	46.34%	DKK1.64	DKK31.08	4.0	3
<input type="checkbox"/> kunstige negle full cover	Phrase match	None	+kunstige +negle	7	24	29.17%	DKK1.55	DKK10.86	4.4	2
<input type="checkbox"/> kunstige negle matas	Exact match	Added	kunstige negle matas	11	104	10.58%	DKK0.85	DKK9.40	3.6	2
<input type="checkbox"/> billige negle	Exact match	Added	[billige negle]	10	120	8.33%	DKK1.43	DKK14.34	3.2	2
<input type="checkbox"/> kunstig negle	Exact match (close variant)	Added	[kunstige negle]	14	287	4.88%	DKK1.45	DKK20.29	5.1	2
<input type="checkbox"/> negle kunstige tilbud	Broad match	None	+kunstige +negle	1	1	100.00%	DKK1.16	DKK1.16	6.0	1

Download til Excel for bedre overblik

Shared library

Bulk operations

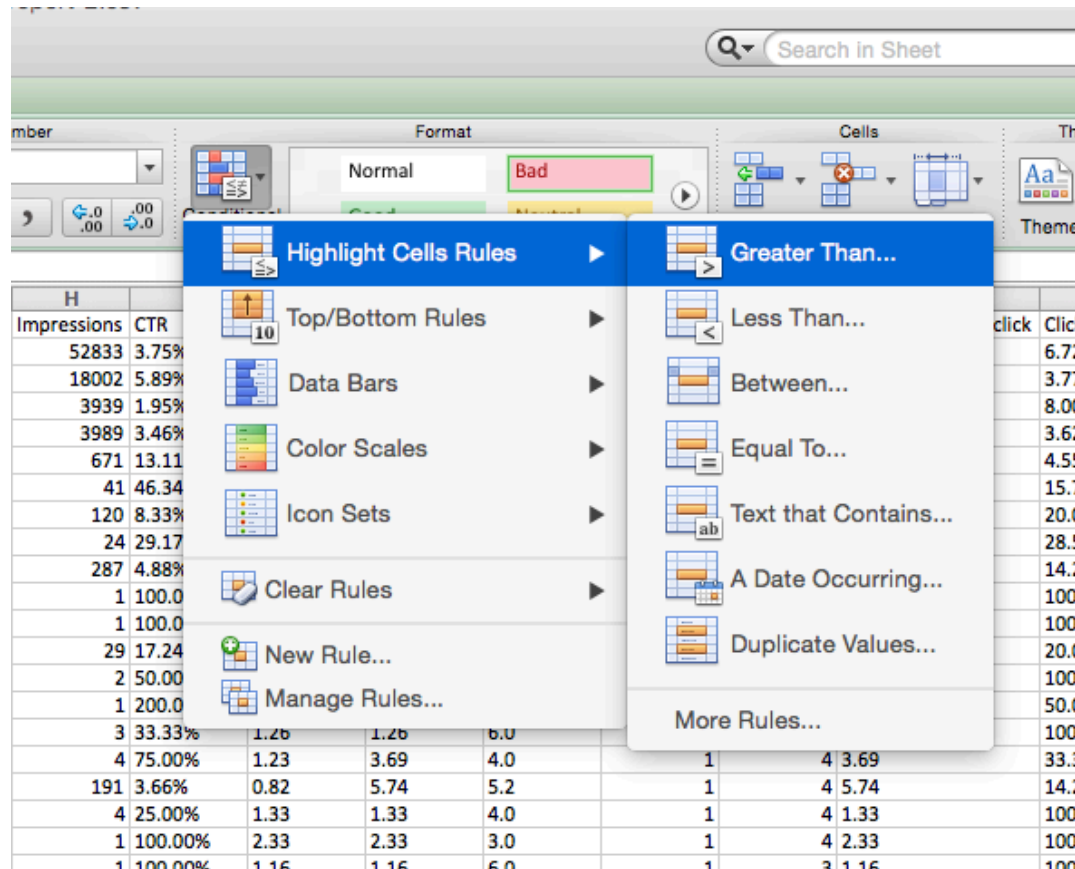
Reports

Labels

Brugernes søgetermer



EXCEL - BRUG CONDITIONAL FORMATING TIL AT GØRE DIN DATA MERE VISUEL



Fx: highlight med grøn de søgetermer som har en konverteringsrate over 2%

Highlight med rød hvis Cost per conversion er over XX kroner.

Også helt genial i forbindelse med SEO-arbejde.

Osv.



Search term report-2.csv

Search in Sheet

Home Layout Tables Charts SmartArt Formulas Data Review

Font: Calibri (Body) 12

Alignment: abc, Wrap Text

Number: General

Format: Normal, Bad, Good, Neutral

Cells: Insert, Delete, Format

Themes: Aa

Ad group	Campaign	Match Type	Search term	versions	Cost / converted click	Click convers
Total				404	19.04	6.72%
Kunstige Neg 4.0 - Kunstigi exact			kunstige negle	120	37.89	3.77%
Kunstige Neg 4.0 - Kunstigi exact			kunstige negle	20	10.58	8.00%
Kunstige Neg 4.0 - Kunstigi exact			kunstige negle	18	30.93	3.62%
Kunstige Neg 4.0 - Kunstigi exact			billige kunstige negle	9	34.82	4.55%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle til at lime på	8	10.36	15.79%
Kunstige Neg 4.0 - Kunstigi exact			billige negle	6	7.17	20.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle full cover	5	5.43	28.57%
Kunstige Neg 4.0 - Kunstigi exact (close v			kunstig negle	5	10.14	14.29%
Kunstige Neg 4.0 - Kunstigi broad			køb kunstige negle billigt	5	2.62	100.00%
Kunstige Neg 4.0 - Kunstigi broad			granske negle	4	0.91	100.00%
Kunstige Neg 4.0 - Kunstigi broad			billige akryl negle	4	6.44	20.00%
Kunstige Neg 4.0 - Kunstigi broad			bestil negle	4	1.06	100.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle 10 kr	4	2.68	50.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle i holbæk	4	1.26	100.00%
Kunstige Neg 4.0 - Kunstigi phrase			røde kunstige negle	4	3.69	33.33%
Kunstige Neg 4.0 - Kunstigi phrase			falske negle til børn	4	5.74	14.29%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle til salg	4	1.33	100.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle til små fingre	4	2.33	100.00%
Kunstige Neg 4.0 - Kunstigi broad			negle kunstige tilbud	3	1.16	100.00%
Kunstige Neg 4.0 - Kunstigi broad			akryl negle	3	26.32	3.23%
Kunstige Neg 4.0 - Kunstigi broad			kunstige designer negle	3	1.19	100.00%
Kunstige Neg 4.0 - Kunstigi broad			negle tipper	3	29.81	2.63%
Kunstige Neg 4.0 - Kunstigi broad			lave negle selv	3	9.05	16.67%
Kunstige Neg 4.0 - Kunstigi broad			billige negle startset	3	0.90	100.00%
Kunstige Neg 4.0 - Kunstigi broad			falske negle	3	14.56	8.33%
Kunstige Neg 4.0 - Kunstigi broad			negle århus	3	12.44	7.14%
Kunstige Neg 4.0 - Kunstigi broad			kunstige negle billige	3	8.62	16.67%
Kunstige Neg 4.0 - Kunstigi broad			negle aarhus	3	3.25	50.00%
Kunstige Neg 4.0 - Kunstigi broad			depend færdiglavet kunstige franske negle	3	2.81	100.00%
Kunstige Neg 4.0 - Kunstigi broad			negle	3	152.42	0.59%
Kunstige Neg 4.0 - Kunstigi broad			franske negle	3	14.31	14.29%
Kunstige Neg 4.0 - Kunstigi broad			meget billigt negle ting	3	2.05	100.00%
Kunstige Neg 4.0 - Kunstigi broad			billige kunstige negle	3	12.46	11.11%
Kunstige Neg 4.0 - Kunstigi broad (sessic			billigt gele negle startset	3	1.24	100.00%
Kunstige Neg 4.0 - Kunstigi broad (sessic			gele negle startset	3	8.84	16.67%
Kunstige Neg 4.0 - Kunstigi phrase			køb kunstige negle	3	12.19	14.29%
Kunstige Neg 4.0 - Kunstigi phrase			hele falske negle	3	1.58	50.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle 30 kr	3	1.07	100.00%
Kunstige Neg 4.0 - Kunstigi phrase			billige kunstige negle online	3	2.31	100.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle fransk manicure	3	4.19	50.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle hurtig levering	3	2.59	100.00%
Kunstige Neg 4.0 - Kunstigi phrase			kunstige negle odense	3	3.52	33.33%
Kunstige Neg 4.0 - Kunstigi phrase			selvkøbende kunstige negle	3	11.41	16.67%

Normal View Ready

NYE ANNONCEGRUPPER

- Akryl Negle
- Negletipper
- Franske Negle
- Falske Negle

TILFØJ NEGATIVE SØGEORD

- holbæk, århus, odense etc.

TILFØJ EXACT MATCH

- [billige kunstige negle]
- [billige negle]

GRUPPERINGER AF SØGEORD I ADWORDS EDITOR



RELEVANS, RELEVANS & RELEVANS!

Keyword
[moroccanoil]
[moroccan oil]
[moroccanoil shampoo]
[moroccanoil]
[moroccanoil]
[moroccanoil tilbud]
[moroccanoil billigt]
[marrocan oil]
[moroccanoil pris]
[moroccanoil oil]

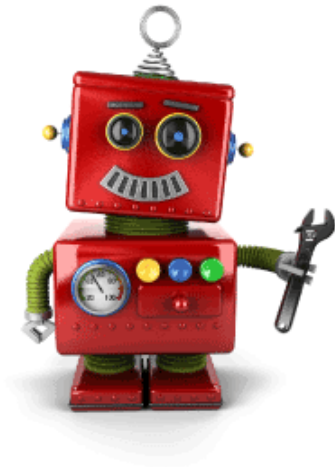
FRI FRAGT på MoroccanOil®
www.lookperfect.dk/Moroccanoil
ALT MoroccanOil til Billige Priser.
- Kæmpe Udvalg. Gratis Levering!

The screenshot shows the MoroccanOil® product page on lookperfect.dk. The page features a navigation menu, a list of brands (MÆRKER A-Z), and a grid of products including MoroccanOil® original Oil, Treatment, Light Oil, and Moisture Repair Shampoo. A promotional banner at the top right states "Fri gratis fragt når du køber MoroccanOil - Brug værdikoden = oil".

Relevans mellem kampagne, annoncegruppe, annonce, keywords og landing page.



NÅR DET SKAL GÅ STÆRKT!



OPTMYZR

One-Click Optimizations and Reporting for AdWords

Optmyzr.com



KVALITETSSCORE OVERBLIK



OPTIMIZATION INBOX

Accounts Settings and Plan Team Help ▾

Performance Statistics Optimizations Inbox **NEW**

Search

Account	Tool Name	Last Run	Last Updated	#ideas
All	All			Min. → Max.
FashionGirl.dk	Keyword Lasso	Never	55 minutes ago	158
FashionGirls.se	Keyword Lasso	Never	7 hours ago	112
LookPerfect.dk	Keyword Lasso	Never	3 hours ago	74
FashionGirl24.nl	Keyword Lasso	Never	1 hour ago	57
Fashiongirl.fi	Keyword Lasso	Never	12 hours ago	52
FashionGirl.be	Keyword Lasso	Never	4 minutes ago	21
FashionGirl.de	Keyword Lasso	Never	4 hours ago	18
LookPerfect.dk	Conversion Grabber	3 days ago	3 hours ago	18
FashionGirls.se	Conversion Grabber	3 days ago	7 hours ago	16
FashionGirl.dk	Conversion Grabber	3 days ago	55 minutes ago	13
OakHair.dk	Keyword Lasso	Never	11 hours ago	13



ONE CLICK OPTIMIZATIONS

Optimization Dashboard - One-Click Optimizations™

Increase Traffic and Sales

Keyword Lasso™ (Conversion Lasso) Conversion Booster

This optimization automatically suggests converting/high performing search queries that should be added as keywords in the account. Drive more sales and relevant traffic by pairing the search queries with the right ads and bids in the form of keywords.

☰ Appx Suggestions: 158 (count was updated 57 minutes ago) Applied: Never [Review Fresh Suggestions »](#)

First Page Bridger™ Conversion Booster

This optimization identifies good keywords that are just shy of making the first page with your current bids. With just a small increase in bid, they can get more impressions and drive more conversions. We've done the analysis, your approval is all that is needed!

☰ Appx Suggestions: 6 (count was updated 57 minutes ago) Applied: 8 days ago [Review Fresh Suggestions »](#)

Conversion Grabber™ Labs Conversion Booster

This optimization finds high converting keywords that can benefit from an increase in bids. These keywords seem to convert well but have a low impression share and lose out on traffic due to ad rank. Increase your share of the pie and drive more sales!

☰ Appx Suggestions: 13 (count was updated 57 minutes ago) Applied: 3 days ago [Review Fresh Suggestions »](#)

Reduce Costs

Keyword De-duper™ CTR Elevator

Prevent keywords from competing with each other in the account. Instantly remove duplicate keywords with just a click!

☰ Appx Suggestions: 0 (count was updated 57 minutes ago) Applied: Never [Review Fresh Suggestions »](#)

Traffic Sculptor™ CTR Elevator

Make sure Google shows the ads you want for each keyword rather than other less relevant ads from your account. If you're using any broad or phrase match keywords, this optimization helps you drive traffic to the ad groups you want.

☰ Appx Suggestions: 2 (count was updated 57 minutes ago) Applied: 8 days ago [Review Fresh Suggestions »](#)

Display Placements Exclusion (Beta) Labs NEW! Display Cost Saver

Find Placements that are resulting in wasted spend, and no conversions. Currently available for accounts with conversion data.

[Review Fresh Suggestions »](#)

One Word Keywords Labs

Review keywords that are single word in length, and have a match type of broad or phrase.

☰ Appx Suggestions: 5 (count was updated 57 minutes ago) Applied: Never [Review Fresh Suggestions »](#)

Ad Optimization

AB Testing for Ads - Pruner AB Testing

Find and remove underperforming ads in all ad groups.

[Review Fresh Suggestions »](#)



Conversion Grabber

This optimization finds high converting keywords that can benefit from an increase in bids. These keywords seem to convert well but have a low impression share and lose out on traffic due to ad rank. Increase your share of the pie and drive more sales!

Apply Changes

Filter Level:

Aggressive

NEW Save custom filters and reuse later.

Show/Hide custom filters

3 suggestion(s) found. 3 selected.

New Bid for selected keywords:

Current Bid



10%

Update

Collapse All

Expand All

Select All

Unselect All

Download

Campaign: 01 - Hair Extensions

AdGroup: Clip On Pidennykset

Change Bid	Keyword	Conversions	Cost per conv	Conv value	Impr Share lost	Avg Pos	Current Bid	New Bid
<input checked="" type="checkbox"/>	[clip on hiustenpidennykset]	3	15.22	227.31	36.70	6.2	3.94	4.33

AdGroup: Hiustenpidennykset - Halpa

Change Bid	Keyword	Conversions	Cost per conv	Conv value	Impr Share lost	Avg Pos	Current Bid	New Bid
<input checked="" type="checkbox"/>	[halvat hiustenpidennykset]	1	6.71	70.87	39.61	6.4	4.06	4.47

AdGroup: Teippidennykset

Change Bid	Keyword	Conversions	Cost per conv	Conv value	Impr Share lost	Avg Pos	Current Bid	New Bid
<input checked="" type="checkbox"/>	teippidennys	1	37.79	125.92	59.86	5.5	2.41	2.65



5 ADWORDS TIPS & TRICKS



#1 BRUG ADWORDS SCRIPTS

Scripts jeg bruger:

- Anomaly detector (hvis dine kampagner historisk set afviger fra normalen)
- Tjek for 404-sider (døde links)
- Sporing af kvalitetsscore
- Søgeord med dårlig kvalitetsscore skal sættes på pause

<http://www.freeadwordsscripts.com>



#2 SKIL DIG UD FRA KONKURRENTERNE

Revisoren fra København - revisormatchr.dk

Annonce www.revisormatchr.dk/København ▾

Bliv matchet med den bedste revisor Vi finder revisoren der passer dig

Revisor København - revision-raadgivning.dk

Annonce www.revision-raadgivning.dk/ ▾

Statsautoriseret Revisor København Bestil et Uforpligtende Møde her!

Professionel rådgivning · Revision og regnskab

📍 Park Alle 350 A, Brøndby

Revisor i København - agera.dk

Annonce www.agera.dk/Revisor_København ▾ 77 34 80 81

Få tilbud fra Revisor i København. 3 Tilbud - Gratis & Uforpligtigende

Få gratis tilbud: Revisor - Få 3 tilbud fra revisorer - Find lokal revision her

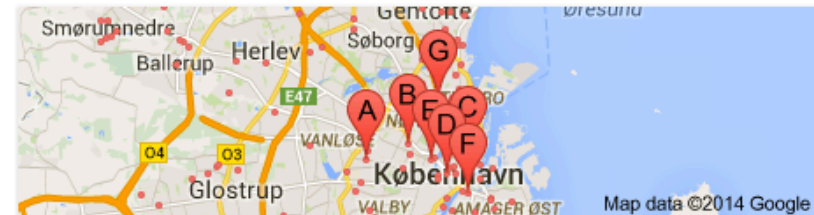
Revisor København - Revision til Fornuftige Priser

www.revisionkbh.dk/ ▾

Revision København har gennem mange år, været en professionel og kvalitetsbevidst revisor for en lang række store og små kunder. Vi anbefaler dig at have et ...

Medarbejdere - Nyheder - Karriere - Personlig indkomst

[Revision og revisor København Rejsehel...](#)



Kort over revisor københavn

Annoncer ⓘ

Revisorer København

www.regnskabsexperter.dk/ ▾

89 88 45 75

Aut. Revisorer ordner dit regnskab!

Ring/Skriv for uforpligtende tilbud

Revisor København

www.schyberglykke.dk/Revisorfirma-Kbh ▾

Revisorfirma i København - Revisor

med mange års erfaring - Ring Nu



#2 SKIL DIG UD FRA KONKURRENTERNE

Discokugle® *TILBUD* 99 kr
www.discokuglen.dk
Discokuglen med 100% Festgaranti.
Prisgaranti + Dag-til-Dag-Levering!

Eksperimentér med:

- Priser
- Paranteser
- Trademarks
- Garantier
- Gratis fragt
- Registreret varemærke
- Smiley
- Procenter (spar op til 80%)
- Rabatkoder,
- Kundetestimonials
- Specialtegn
- Tydelig Call to action (køb nu, find din nye grill her..)
- 5.500 glade kunder
- #1 Discokugle i Danmark



#3 BRUG FILTRE

Filter

Qual. score <= 5

Converted clicks <= 1

Dårlig kvalitetsscore og ingen konverteringer (overvej at pause)

Filter

Cost > DKK 100.00

Converted clicks = 0

Dyre keywords som ikke konverterer (overvej at pause)

Filter

Impressions >= 100

Clicks = 0

Mange impressions, men ingen clicks (er annonce / søgeord relevant?)

Filter

Converted clicks >= 1

Avg. position worse than 5

Lav placering, men konverterer. (overvej at forøg evt. Buddet)

Filter

Cost / converted click > DKK 100

Conversions >= 1

Dyre konverteringer (Mindsk budde)

#4 HENT INSPIRATION - SEMRUSH

The screenshot displays the SEMrush interface for the domain **douglas.de**. The main report is titled "douglas.de - SEMrush's main report for domain (for google.de database)".

Overview Metrics:

- SEMrush rank: 245
- SE Traffic: 1,096,335
- SE Traffic price: \$655,401
- Ads Traffic: 91,755
- Ads Traffic price: \$85,108
- AdSense ads: 0

Traffic Chart: A line chart showing SE Traffic (blue) and Ads Traffic (orange) from March 2013 to January 2014. SE Traffic shows a steady increase from approximately 0.8 million to over 1.0 million.

Organic Keywords (16,437 total):

Keyword	Pos	Volume	CPC
douglas	1 (1)	823,000	0.06
ralph lauren	9 (9)	823,000	0.55
douglas.de	1 (1)	40,500	0.05
parfum	1 (2)	33,100	1.56
douglas box	1 (1)	27,100	0.65

Ads Keywords (17,312 total):

Keyword	Pos	Volume	CPC
essence	1 (1)	60,500	0.48
weleda	1 (1)	40,500	0.55
coco chanel	1 (2)	33,100	1.19
douglas gutschein	1 (1)	33,100	1.34
parfum	1	33,100	1.56

Competitors in organic search (26,265 total):

Domain	Competition level	Common keywords	SE Keywords
easycosmetic.de	[Bar]	4,172	5.3k

Competitors in Ads (7,343 total):

Domain	Competition level	Common keywords	Ads Keywords
parfumdreams.de	[Bar]		



#5 PAS PÅ MED AT SAMMENLIGNE MED FORRIGE MÅNED

The screenshot shows a date selection dropdown menu. The selected period is "Last 30 days: 12 Oct 2014 - 10 Nov 2014". The menu lists several options: Custom, Today, Yesterday, This week (Sun - Today), This week (Mon - Today), Last 7 days, Last week (Sun - Sat), Last week (Mon - Sun), Last working week (Mon - Fri), Last 14 days, This month, Last 30 days (checked), Last month, and All time. Below the menu, there is a "COMPARE" toggle switch set to "ON". Underneath, there are radio button options for "Previous period", "Same period last year" (checked), and "Custom". An "Apply" button is at the bottom of the menu. At the very bottom of the page, there is a data row: "DKK106.05 | 4.55% | 0 | --".

- Sammenlign hellere med samme periode sidste år for at give et mere retvisende billede.
- Pas på med at checke tal alt for ofte. Daglige udsving kan påvirke dit humør.

Mange parametre spiller ind:

Vejr, sæson, børnepenge, højtider..



TOOLS I FORBINDELSE MED ADWORDS

- Keyword Planner
- Optmyzr.com
- Semrush.com
- Ubersuggest.com
- Excel
- Analytics
- Wordstream AdWords grader
- Impersonal.me
- Kombinator.dk



Spørgsmål?

