

Your Adwords Conversion Is Very Important

Are you using Google Adwords to promote your product or service? Are you getting the results you want? You'll only know this information if you are tracking the conversion rates of the click-through you are paying for. Then, depending on what you learn about the conversions, you may need to refine your campaign.

A conversion rate is defined as the percentage of people who actually purchase your product or service compared to the number of people who came to your website by clicking on your Adwords ad. This number is the conversion percentage and the higher the percentage, the more effective your ad campaign. If you have extremely low numbers, you need to do something to increase those numbers such as refine your ads or choose better keywords or websites for displaying the ads.

Google provides inside the Adwords application a tool for tracking conversions for each campaign and each ad you run. This allows you to learn what your rates are and see which ads are doing their job well. If one ad or a whole campaign isn't doing well, then you can look for patterns that can clue you in about how to change and make the campaign more effective.

The more data you gather about conversion the better you will be able to tune your site because the fact that a visitor clicks your ad, lands on your site to see what you have to offer does not necessarily makes it a buyer or a lead. Your site colors, navigation and structure also have a very important effect on your conversion rates.

It doesn't matter whether you are the world's number 1 adwords campaign creator if your site is ugly, difficult to use or navigate or is not offering what you stated in the ad you will have very low conversion rates. A fine example of this is the ad that states that a product or service is free only to find out when you go to the site that you have to pay. Make sure that your ad and your website are offering the same thing with the same conditions.

About the Author

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