



# Essential PPC Testing Tips For Beginners

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Your customer journey doesn't end with your advert – and neither should your testing.

# Make sure you have enough data



Nothing is ever perfect the first time around.

Testing is a fundamental aspect of successful pay per click (PPC) advertising and will help you avoid wasting money on ads that aren't working.

Start testing early so you can yield meaningful results from your ads more quickly.

Without data, it's impossible to figure out if anything you're doing is making an impact.

A good rule of thumb is to wait until you get about 100 clicks before analysing your results. This will help you get meaningful results from your testing.



# 1. Big changes instead of minor tweaks

Changing the odd word or keyword match type may be worthwhile but rather than tinkering with such minor changes you are better off testing bigger ideas.

For example, you could set up a new ad group of keywords or highlight a different benefit in your headlines.

For instance, one ad might say:

**Brown Leather Sofa Bed | Free Delivery Available | Built To Last For Decades**

**Ad** [www.sofabedkings.com](http://www.sofabedkings.com) ▼

Handcrafted exclusive design sofas that are built to last. Explore the brand new range. Get free UK delivery on every order. Buy yours now.

While the other might say:

**Brown Leather Sofa Bed | Hand Built In the UK | 100% Unique Designs**

**Ad** [www.sofabedkings.com](http://www.sofabedkings.com) ▼

Finish your home in style with this unique centrepiece handcrafted in the UK. Every piece is built to order. Get yours today – with free UK delivery on every order.

It's not one or two words that's changed. It's whole ad and focus.

## 2. The copy makes a difference

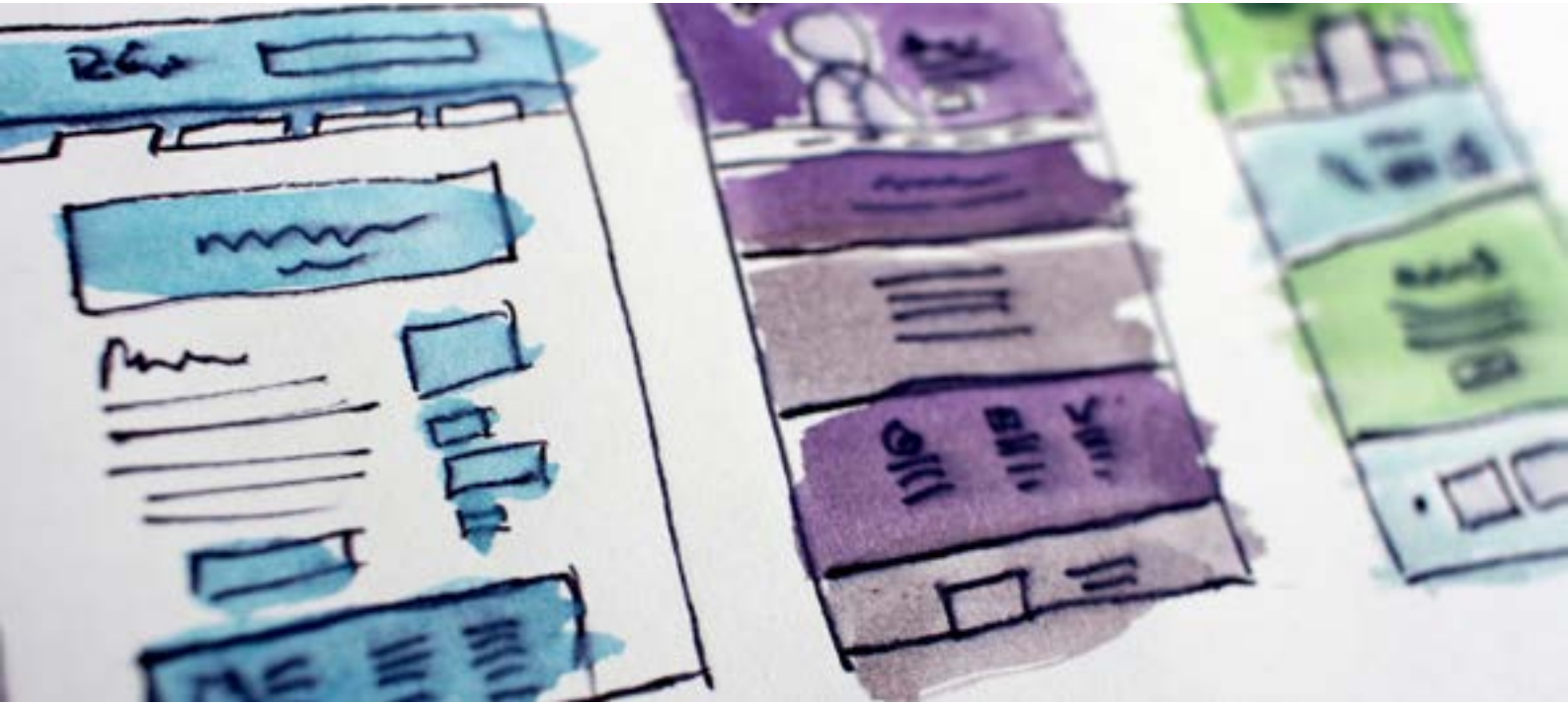


The majority of your testing should focus on testing the copy in your ads.

**The headline is the most important aspect because it may be the only part people read.**

Mentioning the key benefits of your product in your headline will help persuade people it is worth buying. Compare how ads with different benefits perform to see which ones matter most to customers. You also want to try and make some emotional connection with your potential customers.

Your call to action is another crucial piece of copy to test. You can try out more forceful wording like “Buy Now” to see if encourages your customers to take action.



## 3. Think beyond your ad

Of course, it's no good having a killer ad only to have people click away the instant they see your landing page.

So make sure you test creating an effective landing page.

Don't shy away from big redesigns either because they could be exactly what you need to make a real impact.



Try testing landing pages with different types of rich media, such as videos or picture backgrounds.

**Including a video on your landing page can help boost conversions by as much as 80%.**

Once more, your call to action is key here, so try using different wording for it and moving its position on the page. Including trust signals like social proof and media mentions are also still relevant.

Whatever you do, don't forget to make sure your landing page works well on the devices your buyers tend to use.



## Key Takeaways



Testing is the only guaranteed way to make your PPC campaigns better.

Every part of your ads can be tested. From the keyword, extensions, copy, targeting and the landing pages afterwards. They all make a difference and can boost your results.

This doesn't mean you won't run into unsuccessful tests every now and again. Don't lose heart if you don't land on a winning ad straight away, you will still learn valuable lessons you can use to optimise your ads.

All that's left to do is get started.



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