



AdWords New Interface: Faster, Cleaner, More Intuitive

Who they are

- www.GoldenPages.ie
Dublin, Ireland



What they needed

- Efficient tools to help manage their directory of products and services as well as client accounts.

What they did

- Began using the new AdWords interface.

What they accomplished

- All the convenience and time saving of AdWords' nifty new features, improved navigability and interactive graphs.

Before the Internet, there was the Golden Pages. A household name in Ireland for over 40 years, the Golden Pages has historically been the go-to resource for finding a panel-beater in Sandymount or a baker in Knocknagoshel. Now part of the Truvo Group, Golden Pages has moved online and is quickly establishing an online presence to match its distinctive golden print directory. As well as promoting its many products and services through GoldenPages.ie, it also acts as an agency for a host of its business advertisers, promoting them online directly.



Jude Murray, Search Strategist

For Jude Murray, Golden Pages' Search Strategist, the move online was a natural progression. "That's how people search for things and we know most people use Google as their first port of call. It's great to have a strong Golden Pages AdWords presence." The nature of their service does make for an innovative PPC strategy. How do you advertise, well, everything? "We are essentially the phone book so it is not very realistic to bid on everything", says Murray. Through some extensive reporting, Golden Pages prioritises and assigns budget to its different products and services. Murray smiles "There are methods behind our madness..."

"My favourite feature would be the keyword shortcuts..., they will be a really good way of navigating around an account."

Marketing an entire directory of products and services makes time management and resource allocation integral to the Golden Pages. Having efficient tools is also key. Golden Pages was an early adopter of the new AdWords interface. Murray says "We do daily reporting and we're communicating with customers all the time...first thing in the morning I review the previous day's activity." With AdWords as their key marketing tool Murray and her team are heavy AdWords users. On a daily basis they are creating reports and optimising campaigns so the overhaul of AdWords was to have a significant affect on how they each do their job.

"One of the first things I thought was that it looks very like Google Analytics", says Murray, "I think that's a good thing. I was impressed by the graphs and I like the way you can see two metrics at once." The new AdWords interface presents the user with a customisable graph on the campaign page. With the graph, the user has immediate access to a visual representation of, say, impressions vs. clicks or position vs. clickthrough rate for their chosen period of time. The improved visibility of data allows for quicker and smarter decisions. As well as comparisons with Analytics the new interface has borrowed from Editor for improved navigability. Instead of the cumbersome "click-in-click-out" navigation, users are now able to access all campaigns and ad groups immediately through a tree view on the left of the screen. "I like the way the campaigns are all visible", says Murray.

About Google Adwords

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads

The new interface aims at saving time for users. "My favourite feature would be the keyword shortcuts", says Murray. She gives an example: "So something like g+k will bring you directly to keywords. Once people have learned them, they will be a really good way of navigating around an account." When asked if these shortcuts will save time she says "Definitely. I use them, say, for going into the ad groups. It is intuitive and there are a few tips on navigating between the panes which are very useful as well." Also included in the interface is faster access to reports, in-line editing of keywords and a quicker, clearer breakdown of Google search and content spend. The key elements of a successful interface are for it to be fast, clear and intuitive. Murray is satisfied these have been achieved. "It's great to see AdWords getting a makeover."

