



Checklist 2: Selecting Best Keywords For Your Campaign

Project Name: _____

Date: _____

Yes No

Keyword search and selection is one of the key components of Bing ads campaign. The right keyword selection helps create an effective advertising campaign. When selecting your keywords, it is important to understand crucial factors of the keywords including competitor keywords, the intent of the search/keyword, relevance, as well as differentiating negative keywords and keyword match types. Effective keyword selections calls for a better understanding of your target audience in terms of their preferences, as well as the terms that are most likely to use in their searches. In addition to predicting likely terms and understanding your audience's patterns, it is important to ensure that your selected keywords appear at the most opportune place and time to boost the rate of engagement. Here is a checklist highlighting factors to consider when selecting keywords for your Bing ads campaign.

Selecting Keywords

- 1 Select keywords that are relevant to your target audience.
- 2 Consider using the high-volume, low-competition keywords.
- 3 Check that all keyword overlaps are eliminated.

Notes



Checklist 2: Selecting Best Keywords For Your Campaign

- 4 Ensure your keywords are aligned with your conversion goals.

- 5 Identify and remove keywords that are dormant (have not converted in months).

- 6 Include variations in your keyword list.

- 7 Check that your keywords observe specificity.

- 8 Check that your keywords are related to the products and services offered.

- 9 Check that your keywords are the correct match types.

- 10 Search and test new keywords often to ascertain their effectiveness.

- 11 Use smaller and tight themes for your ad group keywords.

Notes



Checklist 2: Selecting Best Keywords For Your Campaign

12 Consider reducing your CPA to improve the quality of your leads.

13 Build campaigns and messages using your selected keywords.

14 Check that your ad groups replicate your website's structure.

15 Always track and measure the performance of each keyword.

16 Narrow targeting to specific ads and landing pages.

Negative Keywords

17 Identify your negative keyword match types.

18 Determine your negative keyword options before the campaign is live.

Notes



Checklist 2: Selecting Best Keywords For Your Campaign

19 Consider applying multi-level negatives.

Notes:

There are myriad tools in the market that help with keyword searches and keyword planning. Options include Bing's Search term reports, Bing Webmaster Tools, Mergewords, Keyword suggestion tool. Also, consider using the concatenation technique to grow/expand your keyword list.

Notes