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How to Successfully Drive Highly-Targeted Traffic to Your Landing Pages

Still having trouble attracting traffic to your site? Don't sweat it with these strategies.

by Nicole Blanckenberg

There are plenty of ways you can drive traffic to your website and landing pages. But if you want the type of traffic that converts, it needs to be good-quality targeted traffic. The key to getting targeted traffic is segmenting your marketing ensuring to supply highly relevant ads and content while building good SEO and social presence long-term. For short-lived promotions and new landing pages, the latter won't help you get that juicy traffic quick enough, which is where paid traffic drivers come in. And the leader in paid traffic? Without a doubt, Google Ads!

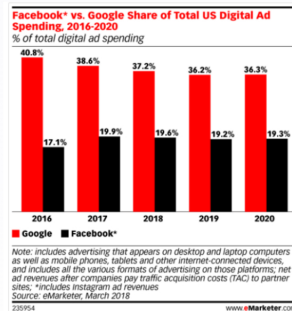


Image via eMarketer

Google Ads offer a bunch of remarketing and targeting options for search, display, YouTube, Shopping and partner sites, allowing you to build personalized campaigns that bring in highly-targeted traffic to your landing pages. The key: optimization and management. In this post, we will show you how to successfully drive highly-targeted traffic to your landing pages with these top 6 Google Ads tips and tricks.



1. Watch Your Google Ads Quality Score Like a Hawk

Quality Scores are a rating out of 10 given by Google, based on your keyword relevance, the quality of your landing page, the overall performance of your account and your CTRs (click-through-rates). The lower your Quality Score is, the less likely Google will choose your bids over your competitors'. The higher your Quality Score is, the more likely Google will push your bids in front of your competitors, which is what you need to not only help you bring that highly-targeted traffic to your landing pages but ensure you get good ROIs while you do it. Here are three top things you should do to help you improve your quality scores:

- Create well-structured campaigns with smaller ad groups, to ensure delivered ads are more relevant to your

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Create them as detailed campaigns with similar ad groups to ensure delivered ads are more relevant to your target audience.

- Use negative keywords to eliminate irrelevant searchers from your campaigns.
- Make sure your landing pages are optimized and the content is relevant to your ads. Visit Shogun's [9 Best Practices for Successful eCommerce Landing Pages](#) post to get you started.

To keep a close eye on your current Quality Score, make sure you add it to your metrics column. Additionally, you can add the Qual.Score (hist.) metric to see how your Quality Score has changed over time.

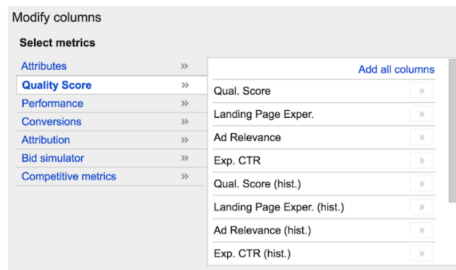


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2. Segment Your Geo-Targeting into Smaller Groups

Are you targeting all your potential shoppers in all your available countries at once? Just because you can sell in multiple countries doesn't mean you should be casting a wide net with your geo-targeting. To drive good traffic to your landing pages, you need to build campaigns that are targeting specific locations and create ads that appeal to that market specifically. For even better results, try targeting different locations within the cities or countries you are marketing to segment your market further. You can achieve this by analyzing your conversion data to pinpoint specific areas; you can get more out of your budget while getting highly-targeted traffic. To edit your campaign's location settings, go to the 'settings' section in your Google Ads dashboard. Here are four reasons why segmentation is key to ensuring you're successfully driving targeted traffic to your landing pages:

- Delivering strong marketing messages in the language of your audience
- Higher chance of matching what you're selling to what your customers need
- More conversions and higher profits
- Better customer retention and brand loyalty

3. Remarket, Remarket, Remarket

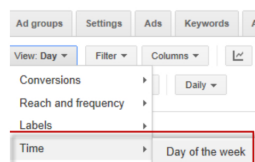
Who better to market your new promotional landing pages to than people already familiar with your brand or products? In fact, some case studies have stated that remarketing can increase your CTRs exponentially and push up your conversions by over **50%**. Furthermore, you could, in fact, pay up to **4X less** for those increased clicks. Google Ads offer advertisers four types of remarketing options:

- Video remarketing campaigns target either previous views of your YouTube videos or website visitors in video ads.
- Display Network remarketing display ads.
- Dynamic remarketing ads display remarketing ads based on your potential shoppers' previous behavior and product interests.
- RLSA (Remarketing Lists for Search Ads) target previous shoppers and traffic in search platform.

The secret to creating remarketing campaigns that successfully drive highly-targeted traffic is building good remarketing lists. If you're new to AdWords remarketing, here's a Google remarketing list building guide. [\[embed\]https://youtu.be/GiHCllfx7PA\[/embed\]](https://youtu.be/GiHCllfx7PA)

4. Schedule Your Ads During High-Traffic Times

But what if you're on a tight advertising budget and still want to drive that targeted traffic? A quick fix for this is to look at your landing page, conversions and ad data to find the times that your potential shopper is spending their time online, on your site and on their browsers. Then, by using AdWords ad scheduling for your successful campaigns, you can ensure they are only being delivered during those high-converting times, preventing you from spending money delivering ads to your target audience when they are less likely to be online.



Destination URL	Day
Top movers	Week
Geographic	Month
User locations	Quarter
Distance	Year
Search terms	Hour of day
Paid & organic	

Another consideration is time zones. As we mentioned previously, geo-targeting segments can help bring more relevant traffic—you can solidify this by limiting those campaigns to the time zone of that specific location. **Pro Tip:** The default delivery for Google Ads campaigns is "standard" delivery unless you've manually changed this during the creation of your campaign. This means your ads will be distributed throughout the day until you reach your daily limit. If you want faster results, especially in cases where you're launching ads for a new promotion or landing page with a limited timeframe, use Google Ads' advanced settings to select "accelerated" delivery.

5. Use the Right Match Type

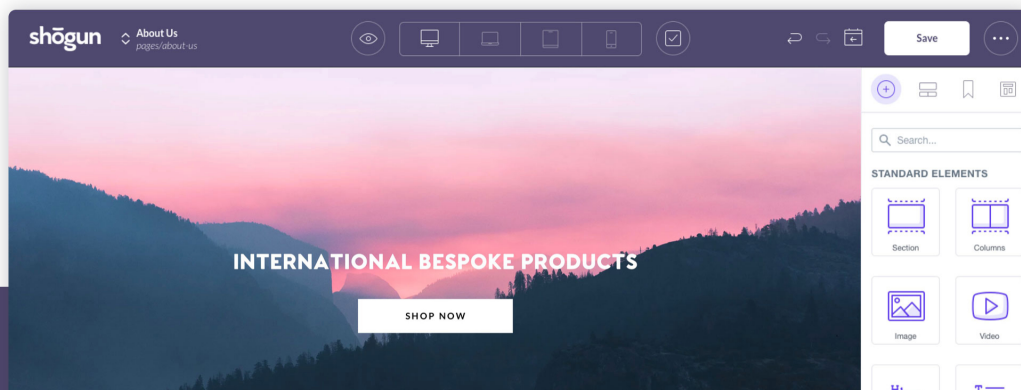
Another hack to drive more targeted traffic to your landing pages from Google Ads is to ensure you are using the right match type for your campaigns. When creating a Google campaign, this will be set to the default, 'broad match,' which means that your keywords will be matched more loosely to the search terms of a potential shopper. There are 4 types of match types to choose from: broad, exact, phrase, and a combination of exact and broad: broad match modifier.

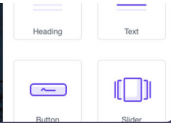
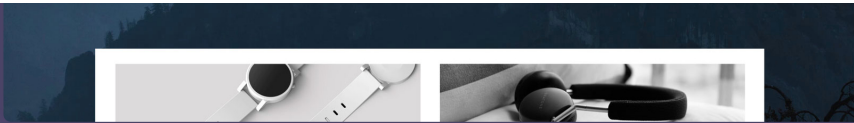
Match Type	Symbol	Matches	Example Keyword	Example Searches
Broad Match	Keyword	close variations, synonyms, misspellings, related searches	Women's dresses	ladies dress
Broad Match Modifier	+Keyword	Related searches, close variations in any variation but no synonyms	+women's +dresses	dresses for ladies
Phrase Match	"Keyword"	phrase and close variations of phrase	"Women's dresses"	buy womens dresses
Exact Match	[Keyword]	Only the keywords as inserted	[Women's dresses]	women's dresses

If you are using broad match, it's crucial that you have also included negative keywords - otherwise, the traffic being driven is more likely to be less targeted. And less targeted traffic means fewer possible conversions.

The Bottom Line

When all else fails, consult an expert. For Google Ads to be truly successful it takes testing, optimization, and constant management. Campaigns need to be continuously tweaked based on your unique market and business circumstances as well as by environmental changes such as keyword trends, Google search specifications, Google updates, bid competition and more. You need to tweak and test to find the best campaign structure and optimization for your brand, A/B testing until you reach the best ROIs for you. This takes time - time most of us running our own online businesses can't afford to waste. **Traffic Booster** algorithms will automatically tweak your campaigns for you at an affordable price, leaving you with more time to work on other marketing avenues, sales funnels, landing pages or your next big promotional idea. -- Author Bio: Nicole Blanckenberg is the Inbound Marketing Manager at [StoreYa](#). StoreYa offers a suite of marketing and advertising apps which help eCommerce businesses drive traffic, increase sales, leads and social following. We support more than 200,000 business owners from 186 countries. .





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