

HOW TO HIRE THE BEST ADWORDS CONSULTANT FOR YOUR BUSINESS

If you are a business owner with an active website or blog, then you might just need the services of a Google adwords consultant sooner than you think as it can be quite tasking to effectively maintain a website or blog while having to deal with other responsibilities of your business.

Using Google adwords can be demanding and time consuming especially if you are not conversant with it. Setting up an adwords campaign on your own and abandoning it is even worse as this will result to an utter waste of your resources. In order to avoid this situation from occurring you need to employ a certified Google adwords consultant that will manage your website effectively from planning, organization to optimization and maintenance of on-going campaigns.

The benefits of hiring an expert to handle your adwords needs are immense e.g. it will give you ample time to focus on other aspects of your business, it lowers the risk of failure, no more trial and error options with advertising, adequate control over your PPC budget etc. to mention a few. However, finding the perfect Google adwords consultant that will be the best fit for your firm can be quite a challenge as there is a wide pool of certified professionals to choose from. Knowing how big of a struggle this can be, we have outlined some basic questions and factors that you should ask or take into consideration respectively before hiring a Google adwords consultant. These questions will help narrow your search and thus help you choose the best adwords consultant for your company.

1. Are you certified on Google adwords?

This is the first question you should ask your prospective consultant agency or individual. It is crucial for the interest of your business that you hire an adwords consultant that is certified on Google adwords platform as this implies that he/she passed their certification examination with 70% or above. This certification is important as individuals who made the pass mark become potential Google partners and are therefore privy to undergo trainings quarterly to ensure that their skills don't become redundant. You definitely need someone with access to these benefits on your team as new developments are always emerging in the world of adwords advertising and you wouldn't want to be left behind!

2. Did you learn adwords on your dime?

This may seem like a trivial question but it is a very important one. Learning to manage or boost your campaign via Google adwords using your own money makes you learn faster and your mistakes hurt more. Consultants who learned on their own terms are smarter and will find ways to manage your campaign effectively while optimizing cost. Before hiring an individual or company for your campaign needs, you should ask to see proof of former successful campaigns they built on their own dime.

3. What services do you offer?

If an individual or firm claims to specialize in pay per click {PPC} services while also offering Search Engine optimization{SEO}, social media, and lots more then this is definitely a red flag. You need a consultant that will be focused on just rendering PPC services to your firm. Anything else is a distraction and with the amount spent on these services, you can't afford to hire an adwords consultant who is focused on many things. You need a consultant who is focused on PPC and very little else.

4. What's your Experience?

The importance of adequate amount of experience in this line of work cannot be over emphasized. You should take some time to reach out to the previous clients listed in your prospective consultants' portfolio and ask their professional opinions of him/her, they will give you true responses and you can use this information to narrow down your search. A potential Google adwords consultant that has worked on previous campaigns that have the same structure as yours is a plus. This would mean that they have a general knowledge of the particular kind of keywords to target. You'd want to know if your prospective consultant has worked with other businesses in your specific market, and although every niche has its own unique footprint, it will be beneficial to your company if you hire someone that has a close past experience with your type of business as he/she will be able to understand your vision faster and better.

5. How often will I be provided with reports?

The purpose of this question in particular is to make sure that your Google adwords consultant keeps you in the loop throughout the length of your campaign. Some adwords professionals offer

reports monthly but it could be weekly, quarterly or even annually depending on the lifetime of your campaign. You should look for adwords consultants that will link your adwords accounts to your analytics accounts and give you reports based from the information of your traffic data. You will want to have knowledge of various data points e.g. number of clicks, total conversion, click through rates, your calculated cost per acquisition etc. as these information will help you determine the return on investment{ROI} of your adwords campaign.

6. What kinds of Key Performance Indicators {KPIs} do you use?

When asking this question, you should be wary of adwords consultants that mention position of your ad, number of clicks, or click through rate as this means that they probably aren't very good at their craft or well-informed about what the job entails. A good consultant will talk about volume of conversions, cost per actions and total profits. With Google adwords, it is possible to conveniently track the number of completed online forms, phone calls and total purchases that were done on your site as a result of your adwords campaign. Therefore, whatever company or individual you are considering hiring should be able to comfortably talk about conversion tracking and other relevant key performance indicators.

7. How will you determine the keywords I should use in my campaign?

The backbone of a successful adwords campaign is the focus of the keywords. An adwords consultant worth his/her salt will first seek your opinion on what you feel people enter into Google when looking for your products or services, he/she will then begin the research process based off from the information you provide. When he/she is done with the research, a list of recommendations will be presented to you in order to help you approve the keywords you want in your adwords advertisement. Keywords that are too broad tend to appear vague and ultimately lead to a waste of resources as they do not target your ideal client demographic especially for small businesses.

8. Who will be working on my account?

This is usually asked when considering an adwords consulting company for your advertisement needs. Although most companies may not like to share the details of the particular individual who will be managing your account, it is important that you ask. Usually, once your professional

relationship with a firm begins, your account is being handed over to maybe one or more expertly trained PPC personnel. You shouldn't be scared to ask about their details and you should even try to meet them in person to get a better feel of the individuals working on your campaign.

9. What system do they use for account management?

It is not unusual for agencies or individual to hold back specifics from you, however you should know that they have an adequate account management system and don't manage accounts on an ad hoc platform.

10. What will it cost?

Some adwords consultant firms or individuals charge a fixed amount every month while others charge a percentage of your profits from advertising. The price for adwords advertising varies from firms to individuals but the mode of payment is strictly based on a dollar-per-hour structure and usually ranges from about \$50-\$500 per hour. It is important to note that if an adwords consultant is good at his/her job, then they will cost close to nothing compared to the amount of profits you stand to make from their services. If you realise that you are earning less than or the same amount you are paying for this consulting services then you should probably fire your present adwords consultant and take your business someplace else.

Once the above questions have been employed in finding the right adwords consultant for you, you should also consider few basic factors that will aid a smooth transition of your business into the world of Google adwords advertising.

1. Define your budget for Google adwords

This is the specified amount that will be paid to Google at the end of the lifetime of your campaign or during its course. Consulting fees for Google adwords depend on basic factors like specific market, location and billing model. That is, the same fees that could be charged for political and legal firms' adwords needs will not be the same or will definitely be higher than that charged to local food or clothing businesses. You need to figure out certain factors affecting your budget like the amount you hope to earn per sale and the cost per click of the high

value items in your campaign. Once you have understood the details of your budget, you need to relay the information to your chosen consultant and be sure that he/she can work within that budget and still manage to bring you the most effective service.

2. Is my website ready for this?

It is good to have a little basic knowledge of Google adwords marketing before asking this question to your potential consultants so as not to be deceived. A consultant who wants to make you a client at all costs will tell you that your website is ready for adwords marketing once it passes the review and gets approval even though it is not. Although there is no standard website template or design that is assumed to be ready for conversions that are profitable, cluttered designs on your website may be wasting your funds. Apart from the availability of landing pages to generate sales, some key factors to check in order to determine if your website is ready are; contact information, illustrative image, testimonial, attractive headline, usability pertaining to mobile, and other important pieces. These factors will help you know if your site is ready for adwords so you don't waste resources.

3. Go with your Gut!

This may seem a bit far-fetched but your instincts play a huge role when it comes to making decisions that will affect your life or business. As much as we would love to tell you otherwise, choosing an agency or individual as a Google adwords consultant cannot be done just based on hard facts. You should continue to be in talks with different agencies and ask questions where you lack understanding. These agencies are here to serve you therefore you should make sure that you are comfortable with whatever choice you make. Agencies that communicate with you using impenetrable jargon or big ambiguous terms in a bid to confuse you should be avoided as they will not be able to handle challenges whenever they arise to your satisfaction. If you are in talks with a particular agency and they have answered all the above mentioned questions in ways that you understand or are satisfied with, then you have probably found your new adwords consultant!

Jumping on the bandwagon of a Google adwords advertising company without adequate and proper consideration of the basic terms outlined above might lead to a continuous loss of revenue. Before delegating part of your budget that is earmarked for advertising with an adwords

consulting company or individual, you need to be sure these questions can be effectively answered. Continuously wasting money on PPC is very common but it can definitely be avoided if you follow our steps. They will not only give you a better understanding of the Google adwords platform but will also give you a good knowledge of what qualities to look out for in a Google ads words consultant.