

3. Check out your marketplace AdWords activity

Before implementing (and spending your money) on AdWords campaigns, you need to consider what search terms are most likely to deliver new website visitors in a cost-effective manner.

In the same way that you assessed the competitiveness of your online marketplace for natural search listings, you should do the same thing for AdWords campaigns.

Check out your marketplace to get a feel for the **quantity** and **quality** of AdWords competitors.

Does your AdWords marketplace look crowded, competitive and costly?...

The screenshot shows a Google search for "debt management glasgow". The search results page is filled with sponsored links at the top, including "Debt Management Glasgow" from DebtAdvisoryCentre.co.uk, "Debt Management Help" from Abacus-Debt-Management.co.uk, and "Debt Management Scotland?" from ScottishDebtDirect.co.uk. Below the sponsored links, there are 380 results stored on the computer, including a map of Glasgow and several organic search results. A red callout box with a white background and red border points to the search results, containing the text: "Full AdWords listings and also well optimised natural search listings suggest a very competitive online marketplace."

...or does the lack of AdWords activity suggest that there are opportunities for you?

The screenshot shows a Google search for "green tea scotland". The search results page shows 17 results stored on the computer. There are a few sponsored links at the top, including "Green tea you'll like" from greenteaonline.co.uk and "Buy Premium Quality Tea" from Chah.co.uk. Below the sponsored links, there are several organic search results, including "Benefits Of Green Tea Scotland", "Acne And Green Tea Scotland", "Effects of green tea consumption on blood pressure", and "Private health insurance news: Co-payments get the green light in...". A red callout box with a white background and red border points to the search results, containing the text: "A lack of AdWords listings and also poorly optimised natural search listings suggest a good opportunity for AdWords campaigns."