

Maximize Your Google AdWords Profits

Your online advertising campaign is like a professional athlete, with the right training and management, you see solid results and a return on your investment. But without attention to performance trends and changing best practices, your revenue can suffer while costs increase. Google AdWords is an advertising channel

many companies cannot afford to ignore. Google invests heavily in tools to help ensure you maximize your reach and spend, but those goals are not always aligned with advertisers' objectives to target only qualified prospects and efficiently use budgets. Like the trainers professional athletes rely on to keep them at peak performance, AdWords Doctor helps you analyze and optimize your AdWords campaign performance at every level. AdWords Doctor offers a comprehensive set of tools and analytics that aid in-house PPC campaign managers and SEM agencies to get the most out of every AdWords dollar spent.

AdWords Doctor automatically analyzes all of your campaigns, ad groups, keywords, creatives, and placements to recommend the latest best practices, alert you to trends and potential issues. AdWords Doctor helps you answer questions Google's tools don't, like:

- Spend is up, but from which specific campaigns and ad groups?
- Which channels (search/content) are delivering the most conversions? Is my spend proportional?
- Which ads are underperforming?
- Are there keywords that are hurting other keywords' quality scores?
- Do I have an invalid landing pages or display URLs?

With thousands of ad groups, keywords, and creatives, optimizing your AdWords account can be time consuming and distract from more strategic tasks.



INCREASE YOUR RETURN ON ADVERTISING

AdWords Doctor scans your account and identifies opportunities to maximize your budget, best practices you can apply to reduce your cost per conversion, and isolate spend leakage like potentially fraudulent placements. With AdWords Doctor, not only do you save huge amounts of time manually extracting, analyzing, and implementing changes, but you will see a tangible improvement to your return on advertising. At a fraction of the cost most PPC tools cost, and without having your data ever leave your site, AdWords Doctor keeps you in full control. We encourage you to take advantage of our [ROI calculator](#).

KEY BENEFITS

- Increase revenue by using your budget more effectively
- Reduce cost per conversion by eliminating wasted spend on unqualified targets
- Improve Quality Score, Click-through-Rate, and conversion rates with deep analysis
- Focus time on strategic activities while AdWords Doctor automates analysis
- Make better decisions with better analytics than AdWords provides

FEATURE HIGHLIGHTS

- Campaign and AdGroup health score analysis
- More than 36 predefined alerts
- Best practice recommendations
- Extensive historical intelligence and graphical analysis
- Keyword and creative performance analysis to improve your AdWords Quality Scores
- Secure - your AdWords data never leaves your network
- Integrated with AdWords Editor - no Google API fees

SYSTEM REQUIREMENTS

- Windows XP or higher
- AdWords Editor 9.7.1 or higher