Good Call

A Guide to Driving Calls with AdWords

If you want to find out more about how to drive calls with AdWords, download the full guide at g.co/GoogleBP.

Determine if driving calls is your most valuable goal

1. Decide if you want to drive clicks and calls alongside one another, or just calls.
   Why: If the value of calls relative to clicks is high enough, you may want to focus on driving calls exclusively.

Set up your call ads for success

2. Write ad text that showcases your company’s value and drives customers to call.
   Why: Users need a compelling reason to dial their phone.

3. Schedule ads that drive calls when you have someone there to answer.
   Why: Don’t waste your money and your users’ time by generating a call you can’t accept.

4. Use aggregated AdWords call data to make more informed decisions about scheduling staff to answer those calls.
   Why: Seeing your call lengths and frequencies can help inform how you staff and run your call center.

Measure the calls you receive

5. Use Google forwarding numbers.
   Why: This option provides you with details about the calls that you receive and allows you to track calls as conversions.

6. Track calls as conversions.
   Why: Conversion tracking gives you important information that you can use to improve the performance of your campaigns.

7. Track website call conversions.
   Why: Not all users call right away - some people need more information from your website before picking up the phone. Regardless of when someone calls you, be sure that you capture that call.

Take steps to try to improve the performance of your call ads

8. Understand the types of conversions your campaigns and keywords are driving.
   Why: The trends that you notice can influence your strategy. Call-heavy campaigns and keywords may benefit from different bidding and messaging.

9. Bid according to the value that calls deliver for you.
   Why: You can do a better job maximizing return on investment by understanding a call’s value.

10. Optimize your website to receive calls - make sure phone numbers are prominently displayed on desktop and that they’re clickable on mobile.
    Why: Optimizing your site itself can have a tremendous effect on your overall call volume, especially when users visit your site on their mobile phones.

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