

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.*