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Steps to Fix A Google Adword Slap

You discover on a routine adword search on your website that Google has slapped you - what do you do? Your campaign is in jeopardy, so you try fixing it by modifying the ad and changing the landing page. But it still won't run. The main keywords are dinged and your brand is in danger. Traffic is still so-so with generic keywords, but you want to it move like it used to. Is it better for you to begin again?

As frustrating as it is, you may have to scrap the domain and just start over. You can spend countless hours and lots of money trying to revamp a domain, adding additional content and article, but the truth is you will never revive it. It is DOA.

Choosing keywords that pertain to your brand, set up your landing page at a new domain. Look at where the heaviest volume of traffic is to those keywords and match them on the new setup when you adjust the website.

Another thing you can do is to write more content to add to your new domain. Create about six more paragraphs and add them to below your main fold landing area. This will improve the conversion process immensely, as well as improve your content under the quality guidelines.

Additionally, install a Wordpress blog on the domain too. Its easy to do and doesn't take long. It may not improve your quality score but it will improve things overall. Since Google is impressed with anything Wordpress, it may be worth the 30 minutes it takes to install it and post once in a while.

Upload your new campaign with Adwords Editor. Your quality score will improve by 2-3 points as opposed to using a manual upload or keyword too. You won't know what the future will bring, but you'll start off a head of the curve.

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