

# MIND YOUR LANGUAGE

## How Men Talk About Mental Health

### Appendix: Google Ads Analysis

#### Search Queries

	What People Searched for	Chats
1	beat stress chat	19 (6.88% percentage of ads served)
2	nhs online chat	14 (5.07%)
3	stress	9 (3.26%)
4	suicidal thoughts	9 (3.26%)
5	anger issues	5 (1.81%)
6	anger management classes	5 (1.81%)
7	anxiety and depression help	5 (1.81%)
8	anxiety help	5 (1.81%)
9	anxiety helpline uk online chat	5 (1.81%)
10	anxiety remedies	5 (1.81%)
11	anxiety shaking inside	5 (1.81%)
12	best way to reduce anger	5 (1.81%)
13	can stress kill you	5 (1.81%)
14	controlling stress and anxiety	5 (1.81%)
15	depression helpline	5 (1.81%)
16	died it feel good to have sex	5 (1.81%)
17	how can i tell if i have mental illness	5 (1.81%)
18	how to beat anxiety	5 (1.81%)
19	how to calm anxiety	5 (1.81%)
20	how to cope with depression	5 (1.81%)
21	how to fight suicidal thoughts	5 (1.81%)
22	how to overcome anxiety	5 (1.81%)
23	how to relieve stress	5 (1.81%)
24	how to stop an anxiety attack	5 (1.81%)
25	i can t seem to handle stress	5 (1.81%)

## Keywords

	Keyword Engaged With	Chat - Start Live Chat
1	mental health depression	31(13.96% percentage of ads served)
2	suicide help	21 (9.46%)
3	anxiety stress	17 (7.66%)
4	nhs website	13 (5.86%)
5	help with anger	11 (4.95%)
6	stress	11 (4.95%)
7	suicide helpline	11 (4.95%)
8	anger	10 (4.50%)
9	feeling down	9( 4.05%)
10	stresses	9 (4.05%)
11	how to deal with stress	8 (3.60%)
12	beat stress	6 (2.70%)
13	how to stress	5 (2.25%)
14	stressed	5 (2.25%)
15	symptoms	5 (2.25%)
16	how to relieve stress	4 (1.80%)
17	(not set)	3 (1.35%)
18	beating stress	3 (1.35%)
19	how to control anger	3 (1.35%)
20	how to reduce stress and anxiety	3 (1.35%)
21	stress relief	3 (1.35%)
22	best thing for stress and anxiety	2 (0.90%)
23	dealing with stress	2 (0.90%)
24	how to help with stress	2 (0.90%)
25	sex	2 (0.90%)

### What's the difference between Search Queries and Keywords?

'Search query' refers to the words an internet searcher actually uses, eg 'how to manage stress'. 'Keyword' refers to terms used in the query that produce the search results. Keywords are used by organisations publicising a good or service to bid for clients through algorithms. So these are search query-related the keywords on which the Men's Health Forum was bidding.

## Staff Descriptor 1

Headline 1	Headline 2	Description	Clicks	CTR	Conversions
Beat Stress For Men.	Email A Mental Health Expert.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	657	4.72%	12
Beat Stress For Men.	Email A Counsellor.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	73	4.14%	0
Beat Stress For Men.	Email A Therapist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	237	3.44%	1
Beat Stress For Men.	Email A Psychologist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	4	2.15%	0
Beat Stress For Men.	Email Our Stress Team.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	2	1.38%	0

## Staff Descriptor 2

Headline 1	Headline 2	Description	Clicks	CTR	Conversions
Beat Stress.	Email A Mental Health Expert.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	9	4.79%	0
Beat Stress.	Email Our Stress Team.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	11	4.35%	0
Beat Stress.	Email A Therapist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	132	3.34%	2
Beat Stress.	Email A Counsellor.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	26	3.19%	0
Beat Stress.	Email A Psychologist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	37	1.99%	1

## Directive

	Headline 1	Headline 2	Description	Clicks	CTR	Conversions
1	Beat Stress For Men.	Email A Counsellor.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	73	4.14%	0
2	Beat Stress.	Email A Counsellor.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	26	3.19%	0
3	Beat Stress For Men.	Email A Mental Health Expert.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	657	4.72%	12
4	Beat Stress.	Email A Mental Health Expert.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	9	4.79%	0
5	Beat Stress For Men.	Email A Psychologist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	4	2.15%	0
6	Beat Stress.	Email A Psychologist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	37	1.99%	1
7	Beat Stress For Men.	Email A Therapist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	237	3.44%	1
8	Beat Stress.	Email A Therapist.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	132	3.34%	2
9	Beat Stress For Men.	Email Our Stress Team.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	2	1.38%	0
10	Beat Stress.	Email Our Stress Team.	Free From The Men's Health Forum. Anonymous Live Chat Wednesdays 7pm to 10pm.	11	4.35%	0