
GOOGLE ADWORDS BOOTCAMP DAY 1

Alex Sierra, CEO Sigma Ridge



WELCOME TO GENERAL ASSEMBLY

GA Campus Locations



A Leader in Education

Today's complex, global economy requires a skilled workforce that can leverage technology to fuel success. Since 2011, General Assembly has transformed careers and teams through pioneering, experiential education in today's most in-demand skills.

GA's robust suite of courses includes all the fundamental pillars of innovation to give individuals and teams options for growth and development. These skills — coding, data, design, digital marketing, and product management — foster innovation and drive the modern economy.



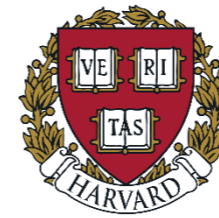


Alexander Sierra

CEO, Sigma Ridge

Alexander Sierra has a diverse background. He has a bachelor's degree in Aerospace Engineering from the University of Florida, A master's in Finance from Harvard University, and an MBA from the University of Massachusetts. Over 23 years of experience as a leader in Consulting, Sales & Marketing. Alex has managed teams of over 130 direct reports in 13 different countries and Marketing budgets of over 25 million dollars a year. He has been able to achieve year-over-year growth for his clients from 25% to 120%.

His consulting practice **-Sigma Ridge-** was a spinoff from the Harvard University Consulting club where he works with companies like Cisco, Dell, and some of the largest fashion companies in the US.



Please tell us about yourself

- Name
- Current professional work
- What are you hoping to get from this bootcamp?

What you'll learn

- Learn how to build successful Google Ads campaigns that work for user acquisition, e-commerce, and lead generation.
- Find out how to run successful A/B testing
- Discover how to optimize spending and avoid throwing your money down the Google Ads wishing well.
- Find out the most important strategies to maximize conversions and ROI for your Google Ads campaigns.

Agenda

- Google Ads Overview (a lot of info **don't fall asleep!**)
- Google ads (NOT Adwords)
 - Campaign Type
 - Keywords
 - Impressions
 - Clicks
 - Clickthrough Rate
 - Page Rank / Ad Rank
 - Landing Page
 - Call to Action (CTA)
 - Bidding
 - Campaigns, Ad Groups
 - Ad Extensions
- Google ads application
- Review
- Testing and Optimization
- Partners, Ad Extensions, Campaign settings
- Display Advertising
- Recap

Google Ads Certification Exams

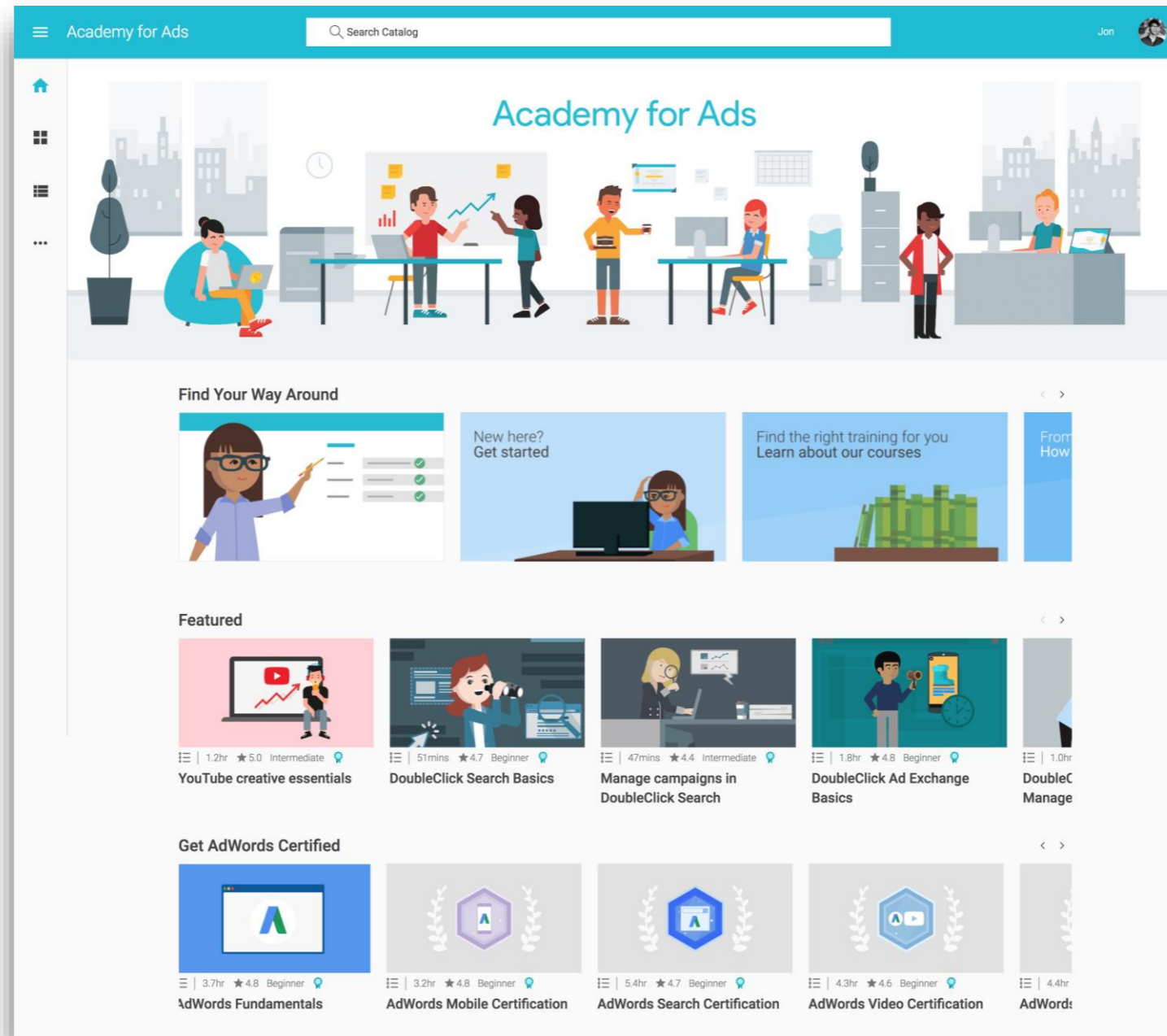
Assessment	Description
Google Ads Fundamentals	The Google Ads Fundamentals assessment covers basic and intermediate concepts, including the benefits of online advertising and Google Ads, and best practices for managing and optimizing Google Ads campaigns.
Search Advertising	The Search Advertising assessment covers basic and advanced concepts, including best practices for creating, managing, measuring, and optimizing search ad campaigns across the Search Network.
Display Advertising	The Display Advertising assessment covers advanced concepts and best practices for creating, managing, measuring, and optimizing Display campaigns.
Mobile Advertising	The Mobile Advertising assessment covers the basic and advanced concepts of mobile advertising, including ad formats, bidding and targeting, and campaign measurement and optimization.
Video Advertising	The Video Advertising assessment covers basic and advanced concepts, including best practices for creating, managing, measuring, and optimizing video advertising campaigns across YouTube and the web.
Shopping Advertising	The Shopping Advertising assessment covers basic and advanced concepts, including creating a Merchant Center account and product data feed, and creating and managing Shopping campaigns.

Google Ads Certification Exams

Exam	Passing score	Time limit
AdWords Fundamentals	80%	120 minutes
Search Advertising	80%	120 minutes
Display Advertising	80%	120 minutes
Mobile Advertising	80%	90 minutes
Video Advertising	80%	90 minutes
Shopping Advertising	80%	90 minutes

<https://support.google.com/google-ads/answer/9028754>

Google Ads Certification Exams



<https://academy.exceedlms.com/student/catalog>



HOW DOES SEARCH FIT INTO ONLINE MARKETING?

WHY WE USE PAID SEARCH

HOW **EFFICIENT** IS SEARCH ADVERTISING?

- **High intent**

Consumers are actively trying to buy your product or service.

- **Responsive**

You can reach thousands of people looking for your products within minutes.

- **Testable**

Quantifiably determine the best performing ads and easily optimize.

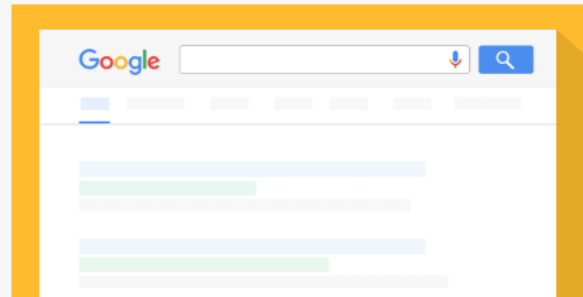
- **Targeted**

Show different ads based on location, time of day, device, etc.

- **Profitable**

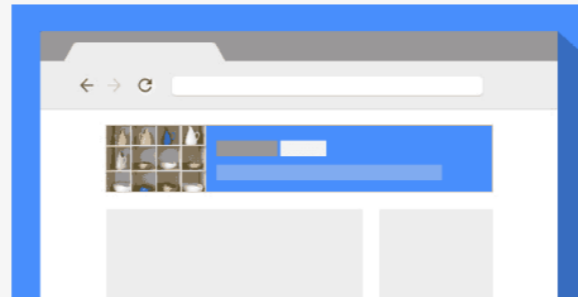
Return-on-investment typically falls between 200% and 600%.

Google Ad Types



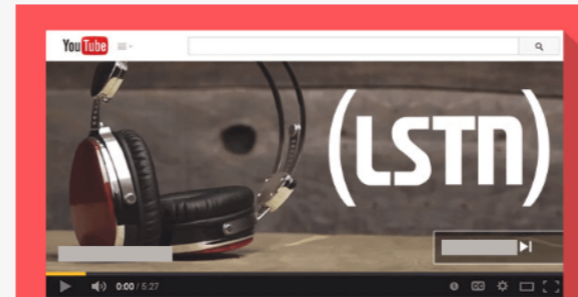
Search Ads

Your ad appears next to search results on Google. Talk about good timing.



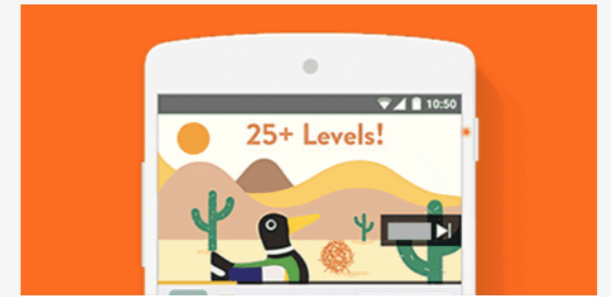
Display Ads

With text and banner ads across Gmail and a network of over two million websites and apps, your ad can show up where your customers are.



Video Ads

Your business comes to life in front of new customers on YouTube. It's a unique way to share your story.

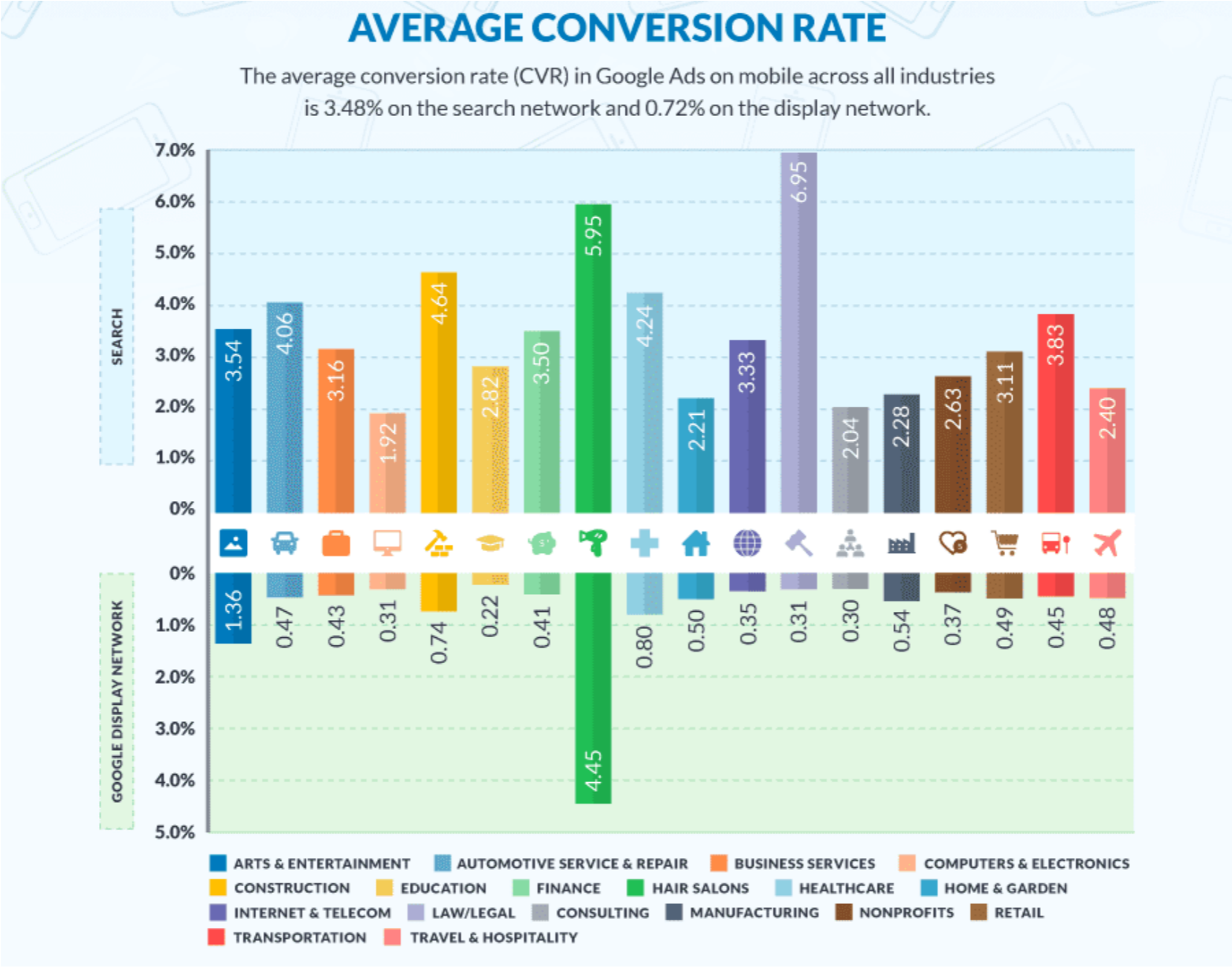


App Ads

Promote your app by running ads across the entire Google network – no design experience required.



WHY WE USE PAID SEARCH



Source: <https://www.smartinsights.com/paid-search-marketing-ppc/paid-search-display-network/google-adwords-conversion-rate-averages-by-industry-infographic/>



WHY WE USE PAID SEARCH



Source: <https://www.smartinsights.com/paid-search-marketing-ppc/paid-search-display-network/google-adwords-conversion-rate-averages-by-industry-infographic/>

WHY WE USE PAID SEARCH



Source: <https://www.smartinsights.com/paid-search-marketing-ppc/paid-search-display-network/google-adwords-conversion-rate-averages-by-industry-infographic/>

WHY WE USE PAID SEARCH

Industry	Average CPA (Search)	Average CPA (GDN)
Advocacy	\$96.55	\$70.69
Auto	\$33.52	\$23.68
B2B	\$116.13	\$130.36
Consumer Services	\$90.70	\$60.48
Dating & Personals	\$76.76	\$60.23
E-Commerce	\$45.27	\$65.80
Education	\$72.70	\$143.36
Employment Services	\$48.04	\$59.47
Finance & Insurance	\$81.93	\$56.76
Health & Medical	\$78.09	\$72.58
Home Goods	\$87.13	\$116.17
Industrial Services	\$79.28	\$51.58
Legal	\$86.02	\$39.52
Real Estate	\$116.61	\$74.79
Technology	\$133.52	\$103.60
Travel & Hospitality	\$44.73	\$99.13

Source: <https://www.smartinsights.com/paid-search-marketing-ppc/paid-search-display-network/google-adwords-conversion-rate-averages-by-industry-infographic/>



It's the only advertising channel where you can get in front of people who are actively trying to buy your product or service.

I want to go to there.

SEARCH MARKETING

A long, empty rectangular search input field with a thin blue border. On the right side of the field is a small, colorful microphone icon, indicating voice search functionality.

Google Search

I'm Feeling Lucky

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) in the background of the image.

Google

Our mission

From the beginning, our mission has been to organize the world's information and make it universally accessible and useful.



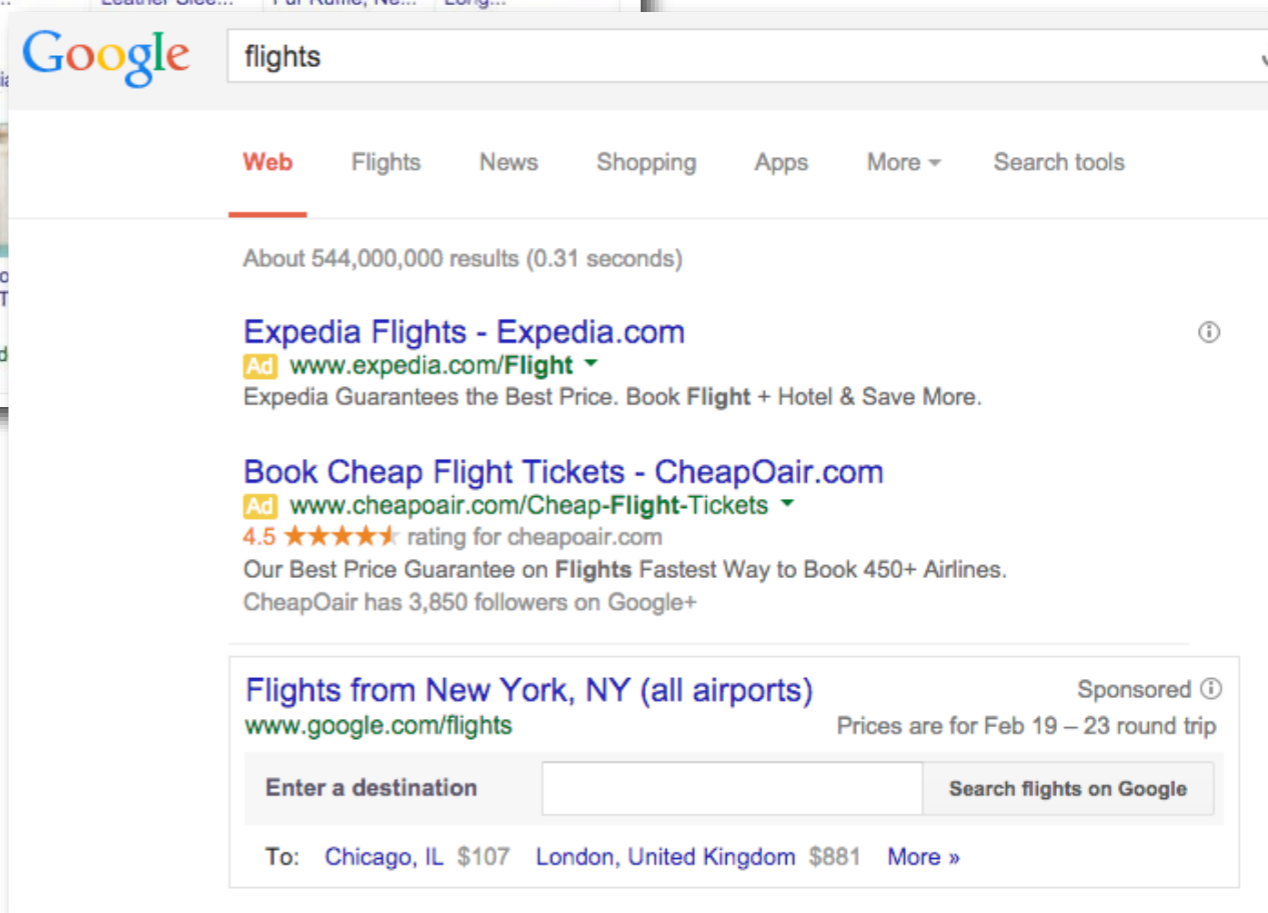
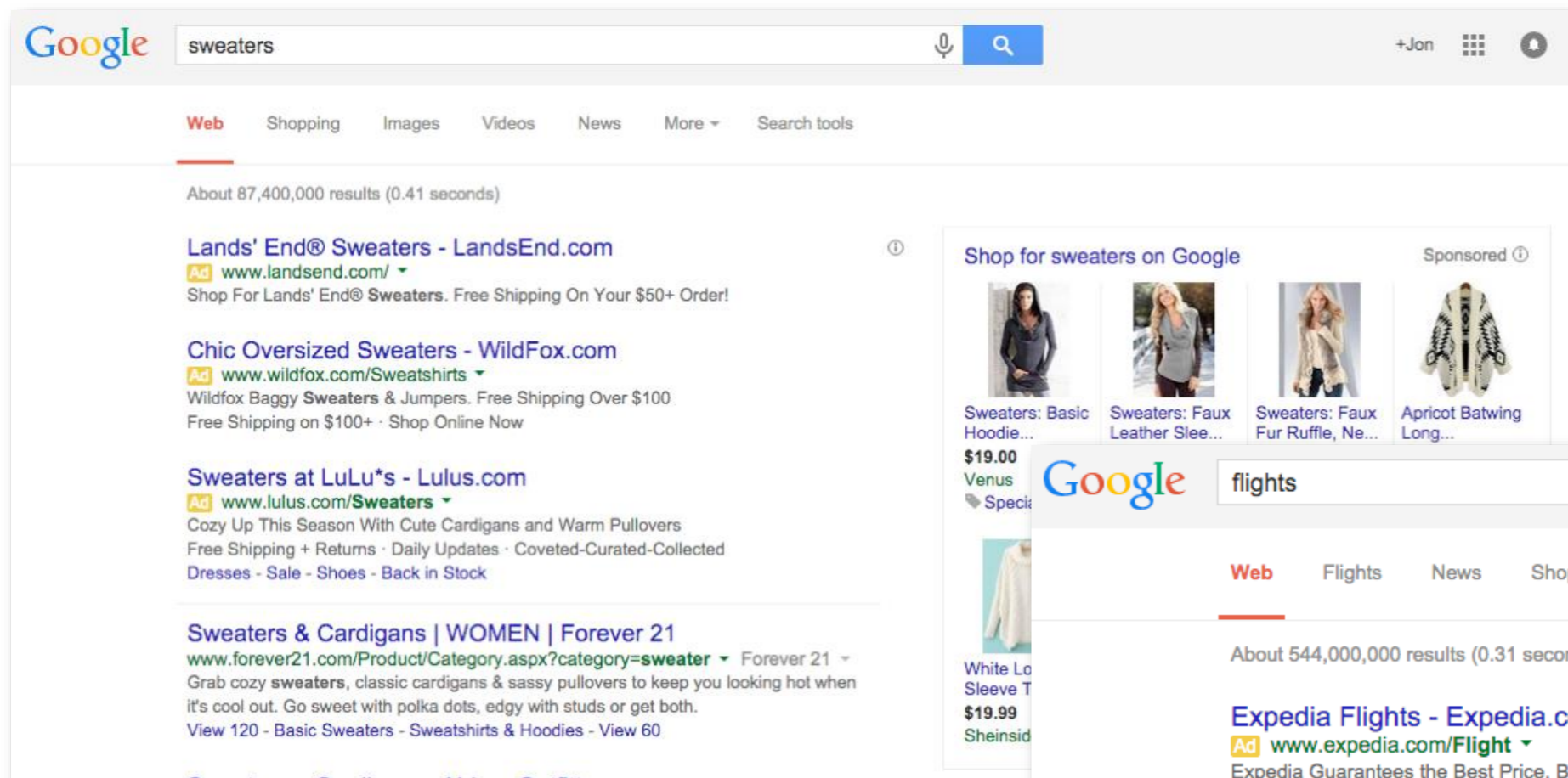


Activity

INSTRUCTIONS

1. Search or Google “Sailboat” on an incognito window
2. Now search the same on your phone

SEARCH ACCOUNTS FOR MORE THAN HALF OF TRAFFIC + HALF OF REVENUE



- **77.8 percent** of US search ad revenues for 2017 is expected to be earned by Google. ([eMarketer](#))

SEARCH ACCOUNTS FOR MORE THAN HALF OF TRAFFIC + HALF OF REVENUE

- **51 percent** of all website traffic comes from organic search, **10 percent** from paid search, **5 percent** for social, and **34 percent** from all other sources.
- **73 billion**: The estimated number of phone calls that will be generated from mobile search alone by the end of 2018.
- As at December 2018, **there are approximately 1.94 billion websites in the world.**

SEARCH ENGINE OPTIMIZATION

SEO IS ORGANIC
SEM IS PAID



About 441,000,000 results (0.72 seconds)

Scented Playology Dog Toys | Shop Now | playologypets.com

(Ad) www.playologypets.com/ ▼

Millions Of Microbeads Of All-Natural, Irresistible Scent In Each **Toy**.

[Checkout Our Products](#) · [Find a Store Near You](#) · [The Science. How it Works](#) · [Product Benefits](#)

Dog Toys at Chewy.com | 24/7 Award-Winning Support.

(Ad) www.chewy.com/DogToys/ ▼

★★★★★ Rating for chewy.com: 5.0 - 411,562 reviews - Order accuracy: 95–100%

Dog Toys at Chewy, Free 1-2 Day Shipping, Low Prices, 24/7 Expert Help, Shop Now

Prices 10/10 · 24/7 Customer Service · Service 10/10 · Fast, Free Shipping · Overall 10/10

[Interactive Toys](#) · [Chew Toys For Dogs](#) · [Balls & Dog Fetch Toys](#) · [Stuffed Plush Dog Toys](#)

Dog Toys & Puppy Toys: Low Prices - Free Shipping | Chewy.com

<https://www.chewy.com/b/toys-315> ▼

Results 1 - 36 of 1560 - Make the most of playtime with **dog toys** from Chewy. Discover fetch toys, chew toys, squeaky toys, tug toys and more that were made to ...

[Dog chew toys](#) · [Dog Plush Toys](#) · [Puppy / Toys / Dog](#) · [KONG / Toys / Dog](#)

The Best Dog Toys, from Plush to Tough and More at BarkShop

<https://barkshop.com/dog-toys> ▼

Sniffing out the best **dog toys** ever? From durable super chewer toys to soft and snuggly plushies, we've got the perfect toy for Fido. Check out BarkShop today!

[Top Reviewed Toys](#) · [Oh My Dog You're 1!?](#) · [Super Chewer](#) · [Plush](#)

Dog & Puppy Toys: Indestructible Chew Toys | PetSmart

<https://www.petsmart.com/dog/toys/> ▼

437 Items - Every kind of **toy** for every kind of **dog**. We have balls for fetch, puppy **toys** for teething, indestructible and tough **toys**, interactive games, along with ...

Dog Toys: Maximize Fun & Learning For Dogs - Dr. Foster and Smith

Shop for dog toys on Google

Sponsored ⓘ



Busy Buddy Jack
Dog Toy, Medium

\$9.95

Chewy.com

★★★★★ (234)



Busy Buddy
Kibble Nibble D...

\$14.95

Chewy.com

★★★★★ (169)



KONG Plush
Teddy Bear Dog...

\$1.99

Chewy.com

★★★★★ (765)



Busy Buddy
Calming Dog To...

\$18.95

Chewy.com

★★★★★ (16)



Busy Buddy
Magic Mushroo...

\$14.95

Chewy.com

★★★★★ (142)



KONG Jumbler
Ball Dog Toy...

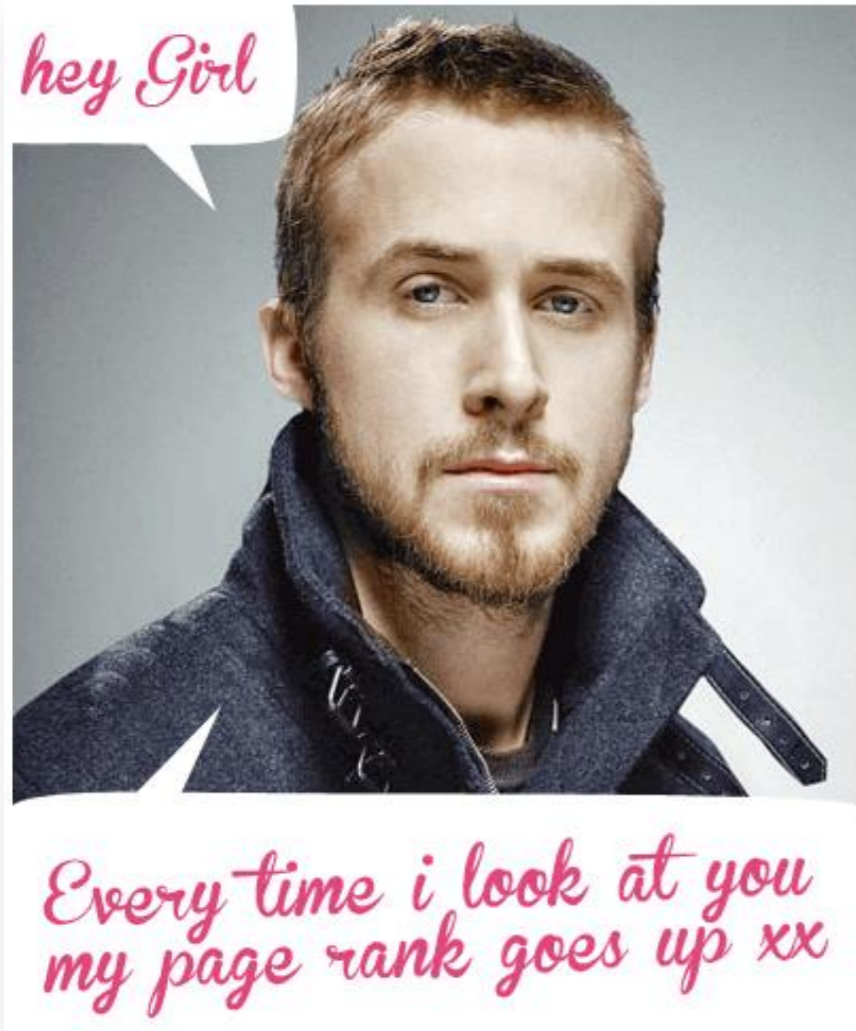
\$12.59

Chewy.com

★★★★★ (3k+)



SEARCH MARKETING



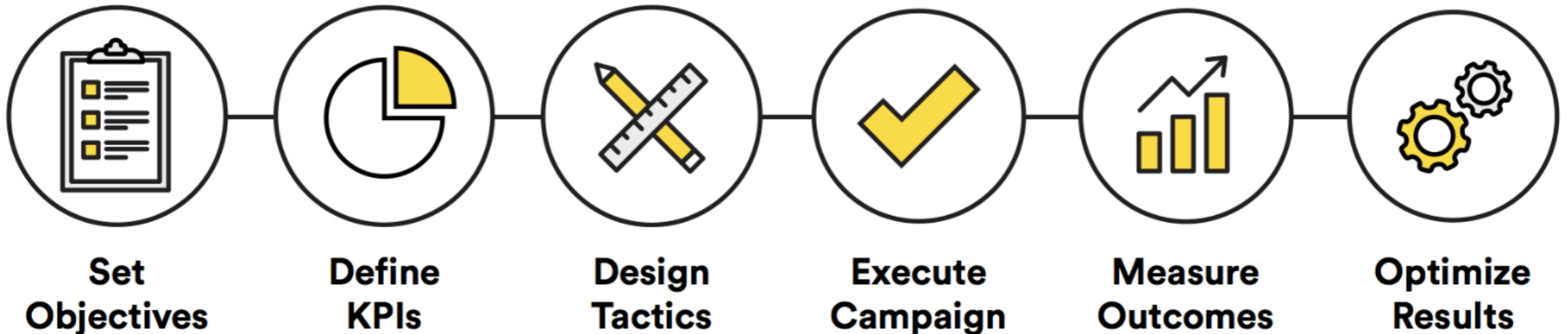
- 80% of consumers search for a product/service before purchasing it
- 70% read online reviews before making purchase decisions
- 68% of consumers begin their decision-making while searching with a keyword
- Websites that blog regularly receive 55% more traffic and over 80% more leads compared to websites that don't
- Over 70% of search **clicks** are organic



PAID SEARCH

Revisiting the Objective-First Framework

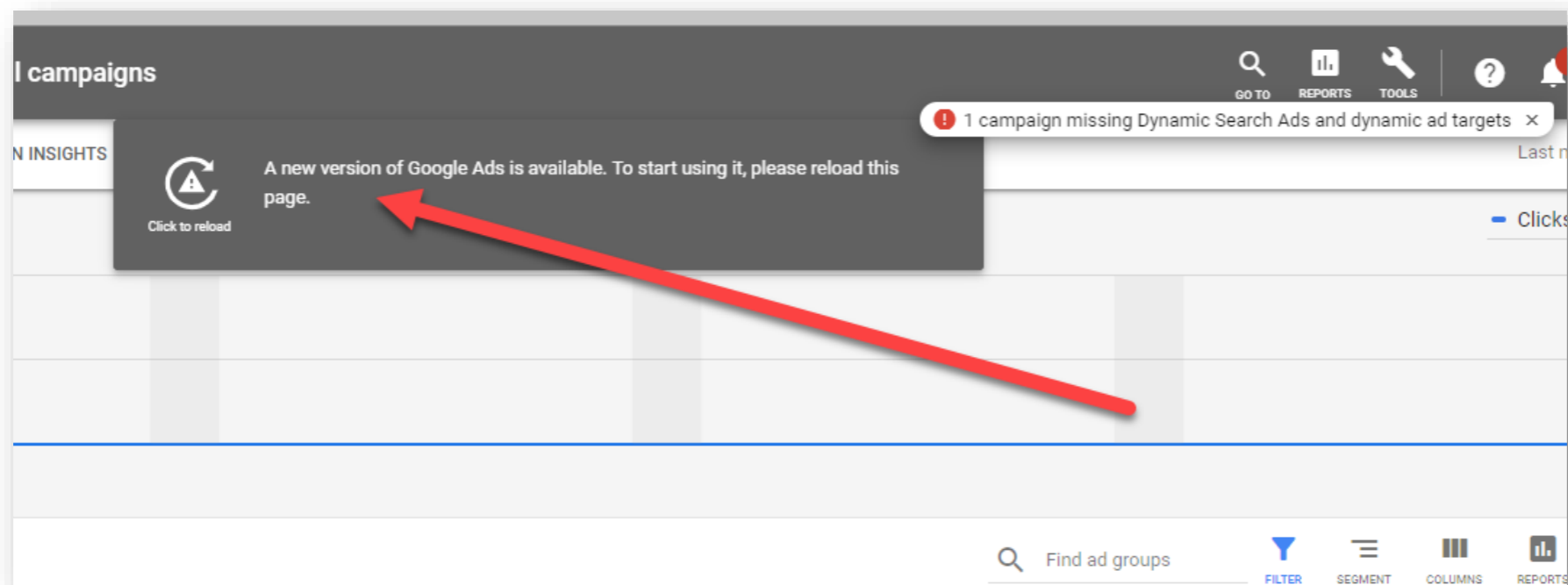
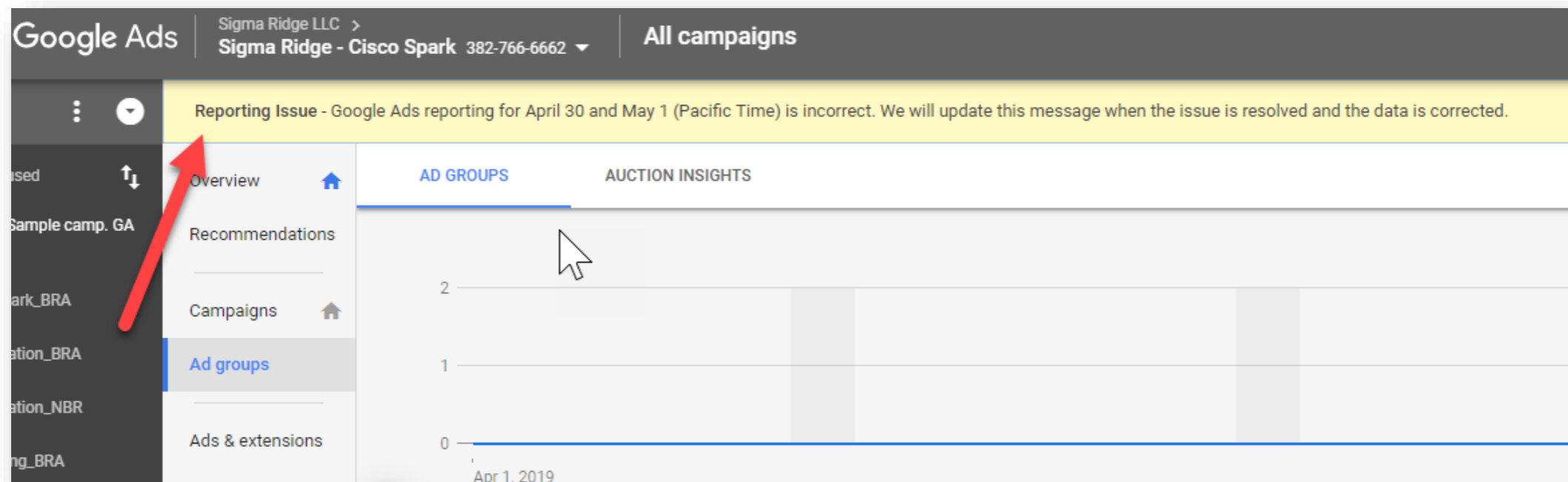
Now that we know what we want to achieve, how do we do it?



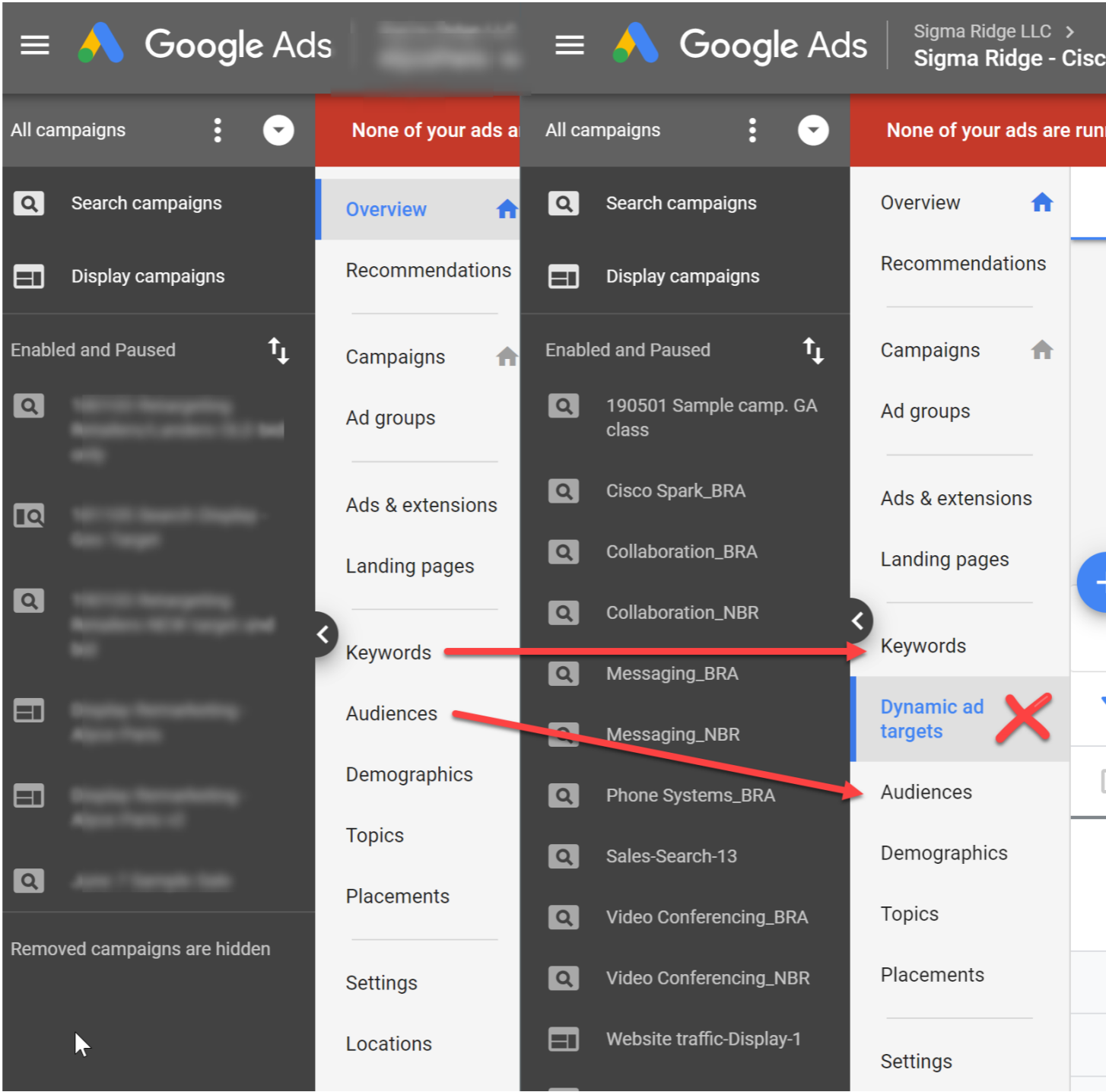
GOOGLE ADS

- CAMPAIGN TYPE
- KEYWORDS
- IMPRESSIONS
- CLICKS
- CLICKTHROUGH RATE
- PAGE RANK / AD RANK
- LANDING PAGE
- CALL TO ACTION (CTA)
- BIDDING
- CAMPAIGNS, AD GROUPS
- AD EXTENSIONS

Before we start with campaigns



Before we start with campaigns



Where it all begins, campaigns

Google Ads

Sigma Ridge LLC

All campaigns

1

2

3

4

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

CAMPAIGNS

AUCTION INSIGHTS

2

1

0

Mar 1, 2019

+

4

Find campaigns

FILTER

Campaign status: All but removed

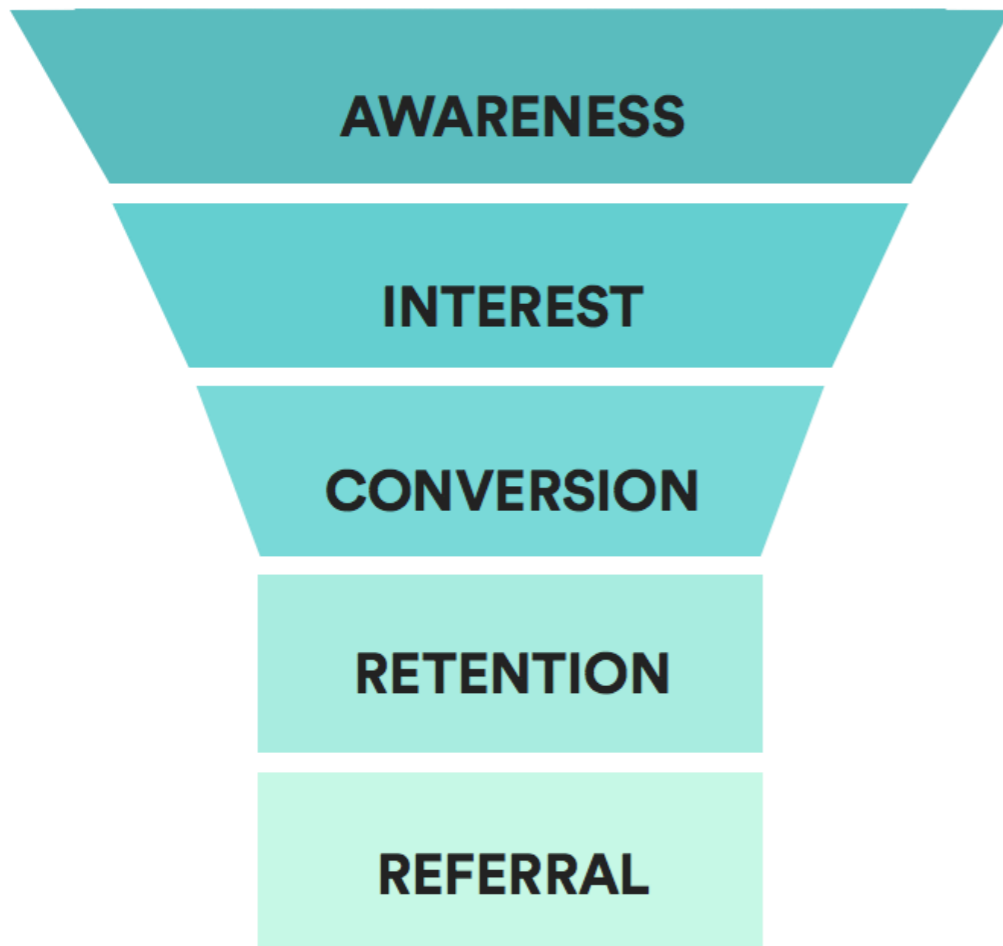
Add filter

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Campaign type	Clicks	Impr.	CTR	Avg.
<input type="checkbox"/>	<input checked="" type="radio"/>	<div><div></div><div></div></div>	\$8.00/day	Paused	Search	0	0	—	
<input type="checkbox"/>	<input checked="" type="radio"/>	<div><div></div><div></div></div>	\$10.00/day	Paused	Search	0	0	—	

34 | © 2018 General Assembly

<https://ads.google.com>

Marketing objectives are typically rooted in the funnel.




- Brand Marketing:
“I want to make people aware and excited about what we have to offer!”
- Customer Acquisition:
“I want to grow my bottom line by gaining new customers.”
- Retention and Loyalty:
“I want to engage my customers and get them to buy more!”

Keep in mind: Business goal, Conversion goal, Personas and products

Smart Campaigns are based on goals, funnels, personas

Select the goal that would make this campaign successful to you ?

 **Sales**

Drive sales online, in app, by phone, or in store


CAMPAIGN TYPES
Search • Display • Shopping • Video


1


2


3


4



Brand awareness and reach


Leads


Website traffic


Product and brand consideration

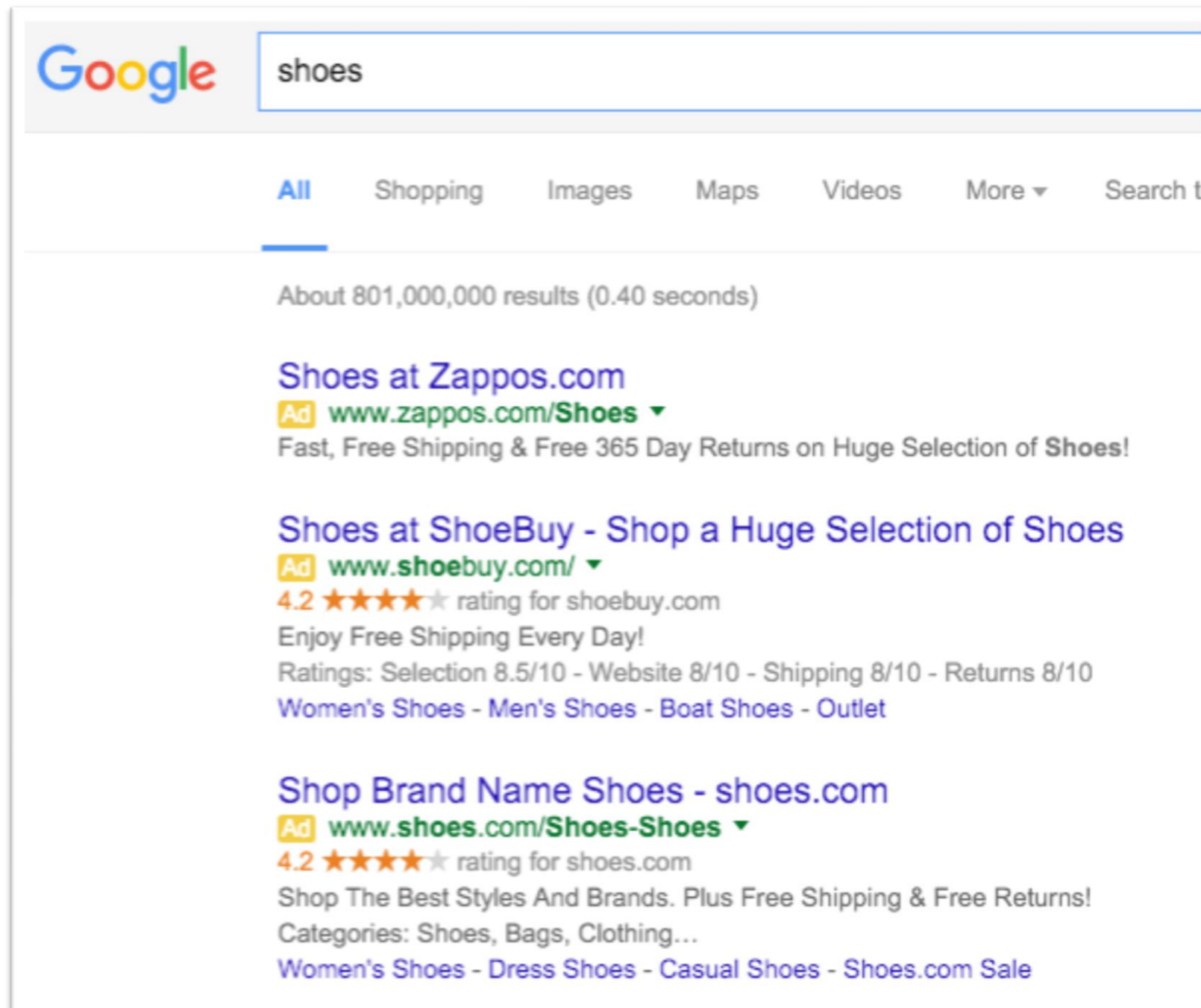

App promotion


Create a campaign without a goal's guidance

CONTINUE

CANCEL

CAMPAIGN TYPE: SEARCH NETWORK



CAMPAIGN TYPE: DISPLAY NETWORK

← → ↺ 🏠

https://hbr.org/2017/03/do-search-ads-really-work


🔍 ☆ 🌐 🗑️


Apps


INSIGHT CENTER

Interacting with AI

How humans and machines will work together.

Sponsored by 




 Harvard Business Review

Latest Magazine Popular Topics Podcasts Video Store The Big Idea Visual Library Reading Lists Case Selections


Do Search Ads Really Work?

FROM THE MARCH-APRIL 2017 ISSUE

📌 Save 📄 Share 💬 Comment 9 📏 Text Size 🖨️ Print 💰 \$6 Buy Copies



WHAT TO READ NEXT




Advertising Analytics 2.0

HBR WEBINAR

Driving Digital Strategy

Featuring Sunil Gupta



REGISTER MAY 21 @ NOON US ET

Sponsored by  redhat

CAMPAIGN TYPE: SHOPPING


Google

Star wars heels




Q


All




Images



Maps



Shopping



More

Settings

Your location: New Rochelle, NY

SORT BY: DEFAULT

MY LIST (0)

Sponsored

Show only

New items

☐

Price

Up to \$30

\$30 – \$60

\$60 – \$100

Over \$100

\$ to \$

GO

Color

Brand

Star Wars

Crocs

Irregular Choice

Ellie Shoes

Vans

adidas

☐


☐

☐

☐


☐

☐




\$65.00

from Etsy - MileHighHeel
MileHighHeel Star Wars Heels.




\$70.00

from Etsy - MileHighHeel
MileHighHeel Star Wars Heels




\$70.00

from Etsy - MileHighHeel
MileHighHeel Star Wars High Heels.




\$75.00

from Etsy - MileHighHeel
MileHighHeel R2D2 Heels




\$42.00

from Auscosplay.com
Auscoplay Star Wars Shoes Imperial Naval




\$57.39

from Etsy - GroovyShoesetsy
GroovyShoesetsy R2D2 Heels Starwars



\$46.70


from Etsy - Walkincreation
Walkincreation Star Wars R2D2 Inspired



\$43.00

from Auscosplay.com
Star Wars Cosplay Shoes Jedi Knight Obi-

39



CAMPAIGN TYPE: VIDEO NETWORK

YouTube

Search

Ad · 0:04

Visit advertiser's site

Capital One

For consumers only. Approval required. Offered by Capital One, N.A. Member FDIC. Food and beverages provided by a third party. Cafés available in select locations. Go to [locations.capitalone.com](#) for locator. ©2018 Capital One.

Trump Dodges Questions on Mueller, Tax Returns, WikiLeaks: A Closer Look

2,676,812 views

29K

1.1K

SHARE

SAVE

Display Network:
A group of more than **2 million websites**, videos, and apps where your ads can appear.

Display Network sites reach over 90% of Internet users worldwide*. With the Display Network, you can use targeting to show your ads in particular contexts (like “outdoor lifestyles” or “cnn.com”), to particular audiences (like “young moms” or “people shopping for a new sedan”), in particular locations, and more.

*Source: Comscore.

GOOGLE ADS

- ☐ CAMPAIGN TYPE
- ☒ **KEYWORDS**
- ☐ IMPRESSIONS
- ☐ CLICKS
- ☐ CLICKTHROUGH RATE
- ☐ PAGE RANK / AD RANK
- ☐ LANDING PAGE
- ☐ CALL TO ACTION (CTA)
- ☐ BIDDING
- ☐ CAMPAIGNS, AD GROUPS
- ☐ AD EXTENSIONS

KEYWORDS



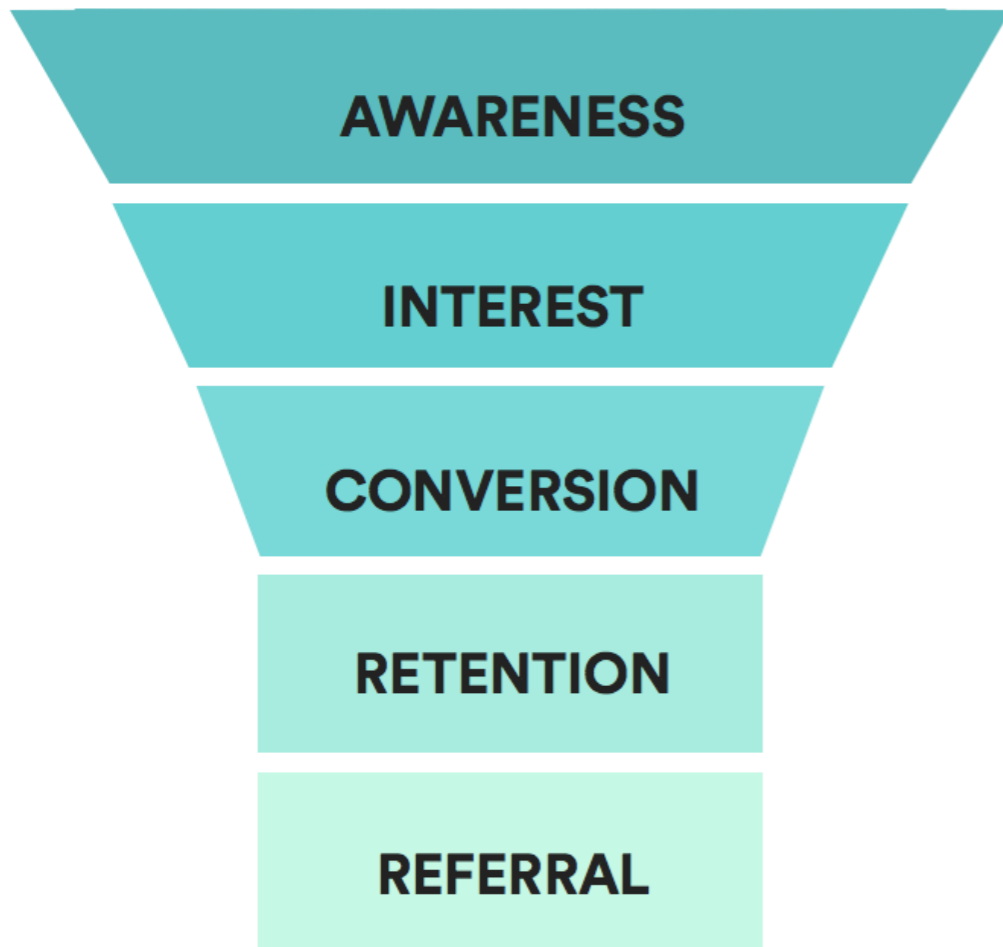
Keywords start here



Google Search

I'm Feeling Lucky

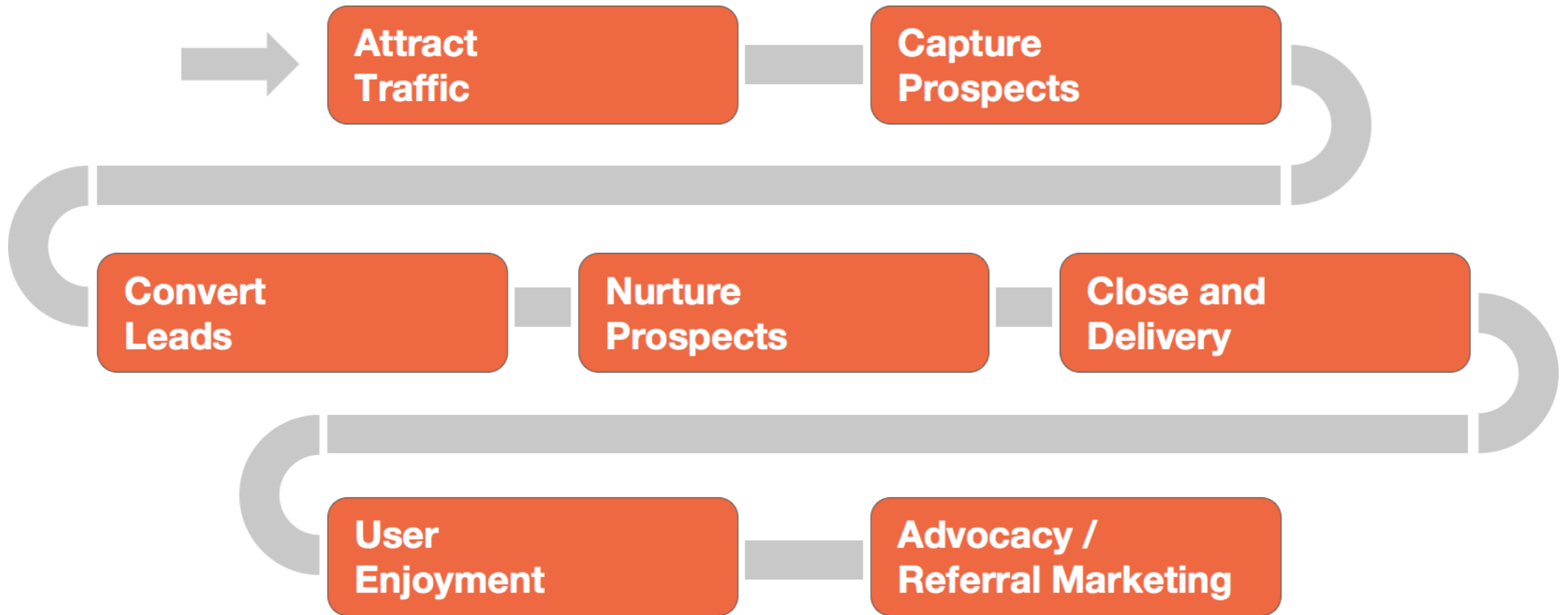
Marketing objectives are typically rooted in the funnel.



- Brand Marketing:
“I want to make people aware and excited about what we have to offer!”
- Customer Acquisition:
“I want to grow my bottom line by gaining new customers.”
- Retention and Loyalty:
“I want to engage my customers and get them to buy more!”

Keep in mind: Business goal, Conversion goal, Personas and products

Lead Pipeline

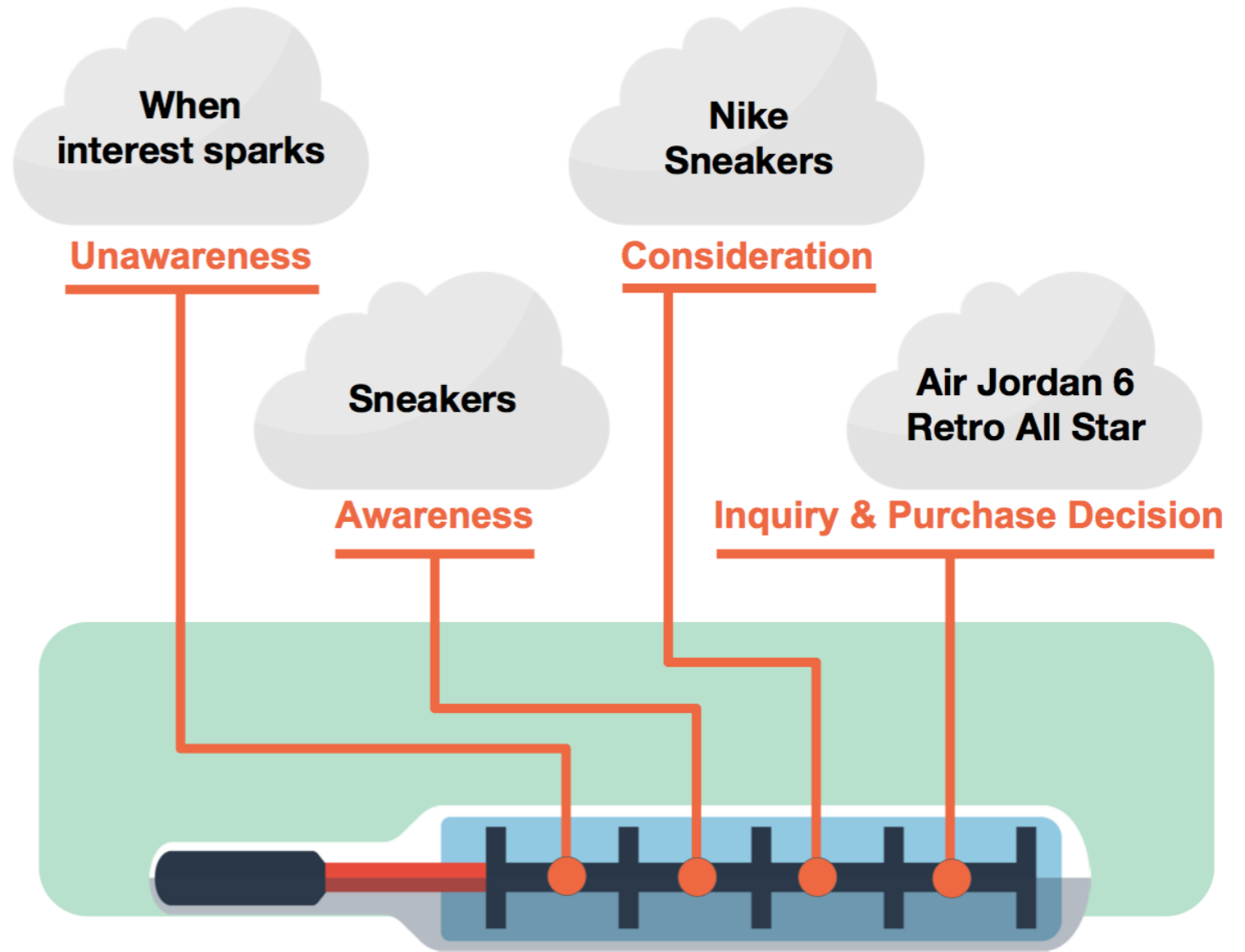


KEYWORD RESEARCH

Understand
your
prospects



Craig
CEO of Big Furniture, LLC



INTENT VS. VOLUME FUNNEL

**LOW
INTENT**

Shoes

Footwear

**MEDIUM
INTENT**

Kids Shoes

Comfortable Footwear

**HIGH
INTENT**

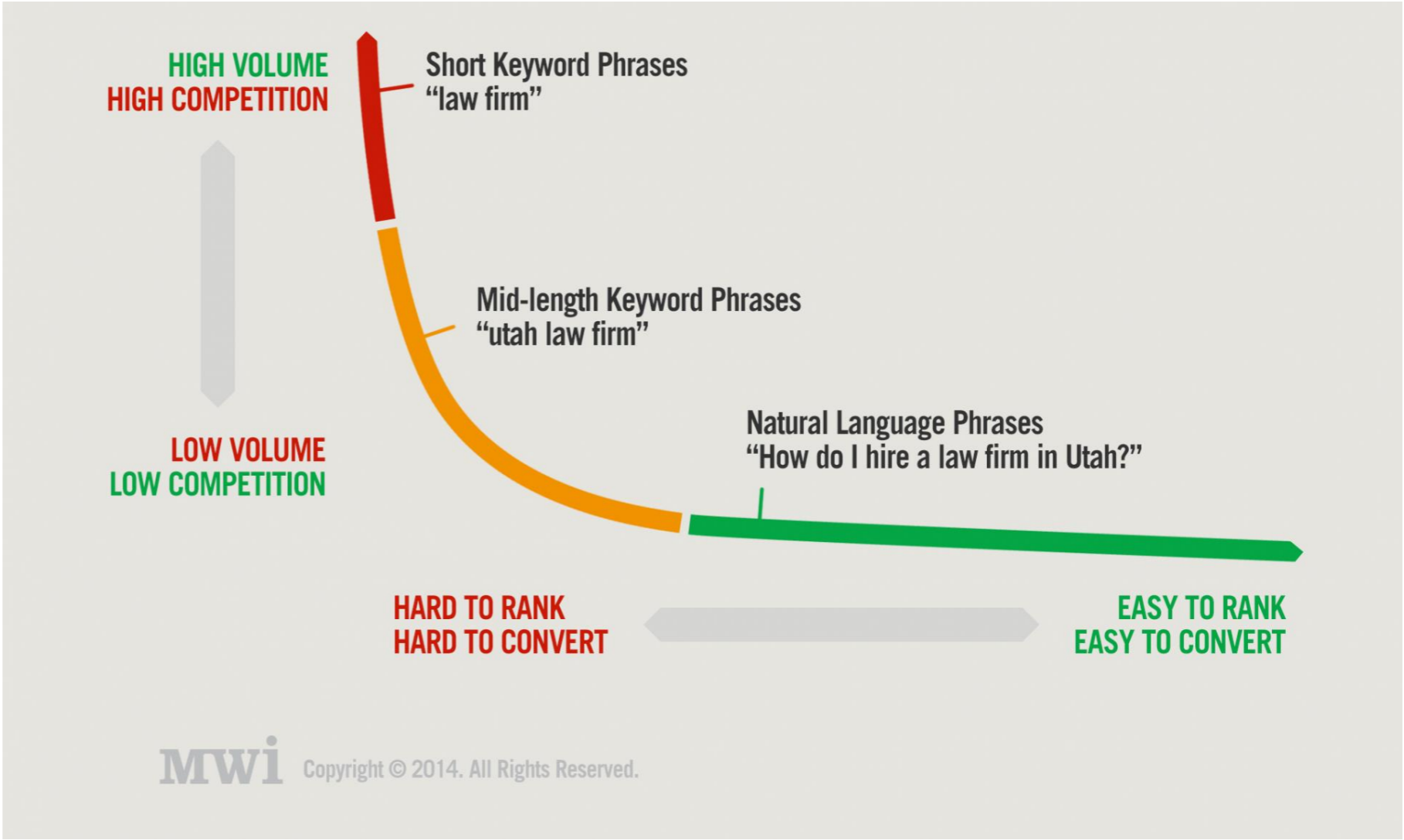
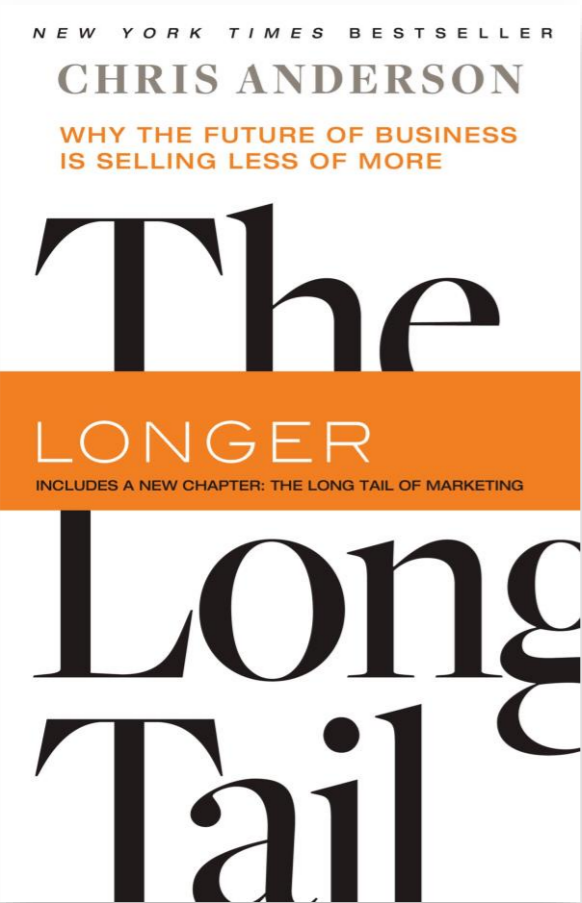
Kids Shoes at Old Navy

Buy Comfortable
Camping Footwear

**HIGH
VOLUME**

**LOW
VOLUME**

Keywords Lists

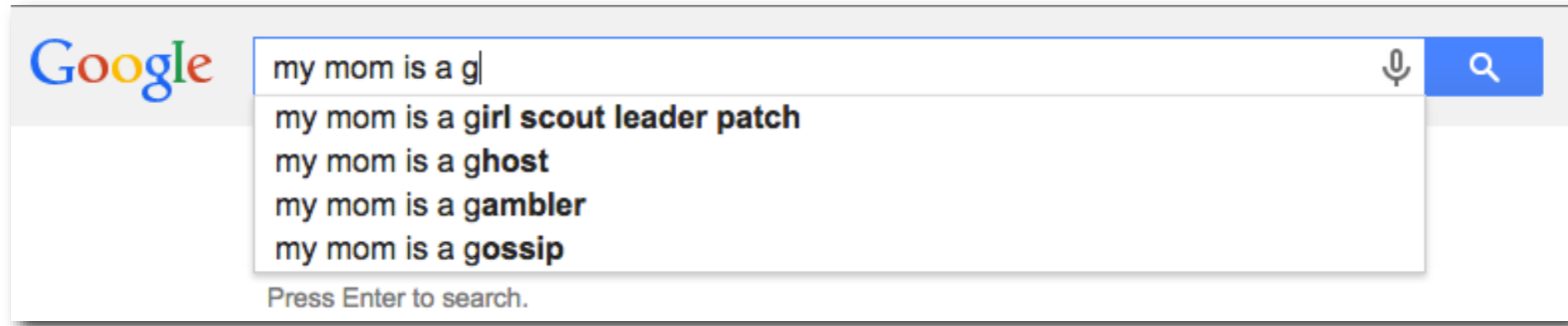


KEYWORD RESEARCH TIPS

1. Use Google Keyword Planner
2. 3rd Party Tools: SEMrush, Spyfu,
3. Google predictive search
4. Google Trends

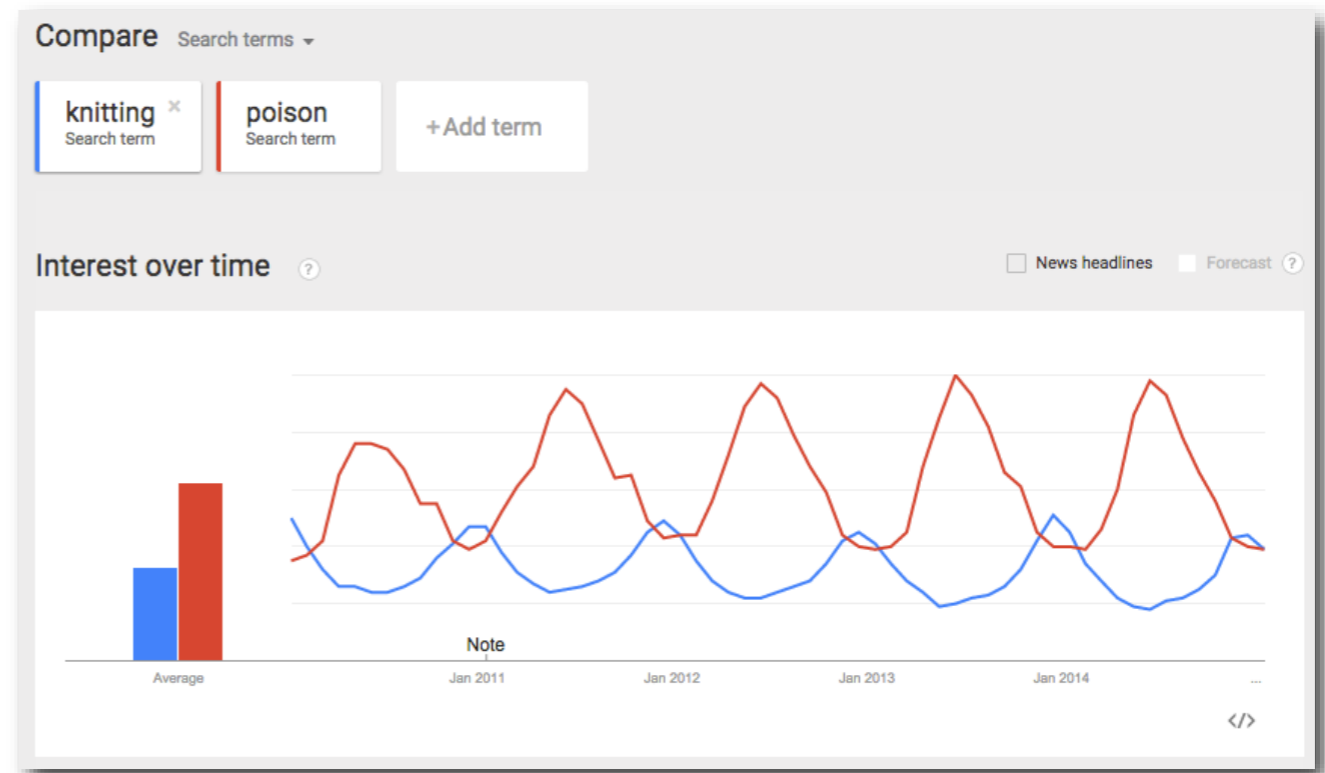
TAGS + KEYWORDS

Use Google Predictive Search to see the most popular phrases on the web.



Use Google Trends Explore to see query behavior.

<https://trends.google.com/trends/>



KEYWORD PLANNER

Google Ads

Keyword plan

GO TO

REPORTS

1

?

146-048

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing

PLANNING

SHARED LIBRARY

BULK ACTIONS

MEASUREMENT

SETUP

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Q Cisco online sales

Found 485 keyword ideas

Show broadly related ideas; Exclude adult ideas Add filter

Keyword

Avg. monthly searches

Locations: United States

Language: English

Search networks: Google

Q Cisco online sales

Found 485 keyword ideas

Show broadly related ideas; Exclude adult ideas Add filter

DOWNLOAD KEYWORD IDEAS

Last 24 months

Apr 2017 - Mar 2019

FILTER

COLUMNS

RESET

<input type="checkbox"/> Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Organic impression share	Competition (indexed value)	Organic average position
<input type="checkbox"/> cisco ipo	10 - 100	Low	-	\$146.19	\$325.74		-	12	-
<input type="checkbox"/> cisco voip system	100 - 1K	High	-	\$17.05	\$103.50		-	100	-
<input type="checkbox"/> cisco telephone system	100 - 1K	High	-	\$14.55	\$71.25		-	99	-
<input type="checkbox"/> cisco sales phone num...	10 - 100	Low	-	\$4.43	\$57.19		-	24	-
<input type="checkbox"/> cisco voip phones	1K - 10K	High	-	\$16.50	\$52.49		-	97	-
<input type="checkbox"/> cisco business phones	100 - 1K	High	-	\$13.29	\$42.88		-	100	-
<input type="checkbox"/> cisco ip phone	1K - 10K	High	-	\$12.93	\$40.00		-	100	-
<input type="checkbox"/> cisco products for sale	10 - 100	High	-	\$8.58	\$36.21		-	95	-
<input type="checkbox"/> cisco office phone syste...	10 - 100	High	-	\$14.59	\$34.12		-	98	-



KEYWORD RESEARCH

How hot are
your prospects?



Craig
CEO of Big Furniture, LLC

[sneakers]

"sneakers"

+sneakers

Awareness

"I am uncomfortable, but not ready to seek out a solution"



KEYWORD RESEARCH

How hot are
your prospects?



Craig
CEO of Big Furniture, LLC

[nike sneakers]

"nike sneakers"

+nike +sneakers

Consideration

"I am hurting, it is time to find a solution"



KEYWORD RESEARCH

| How hot are
your prospects?



Craig
CEO of Big Furniture, LLC

[Air Jordan 6
Retro 'All Star']

"Air Jordan 6
Retro 'All Star'"

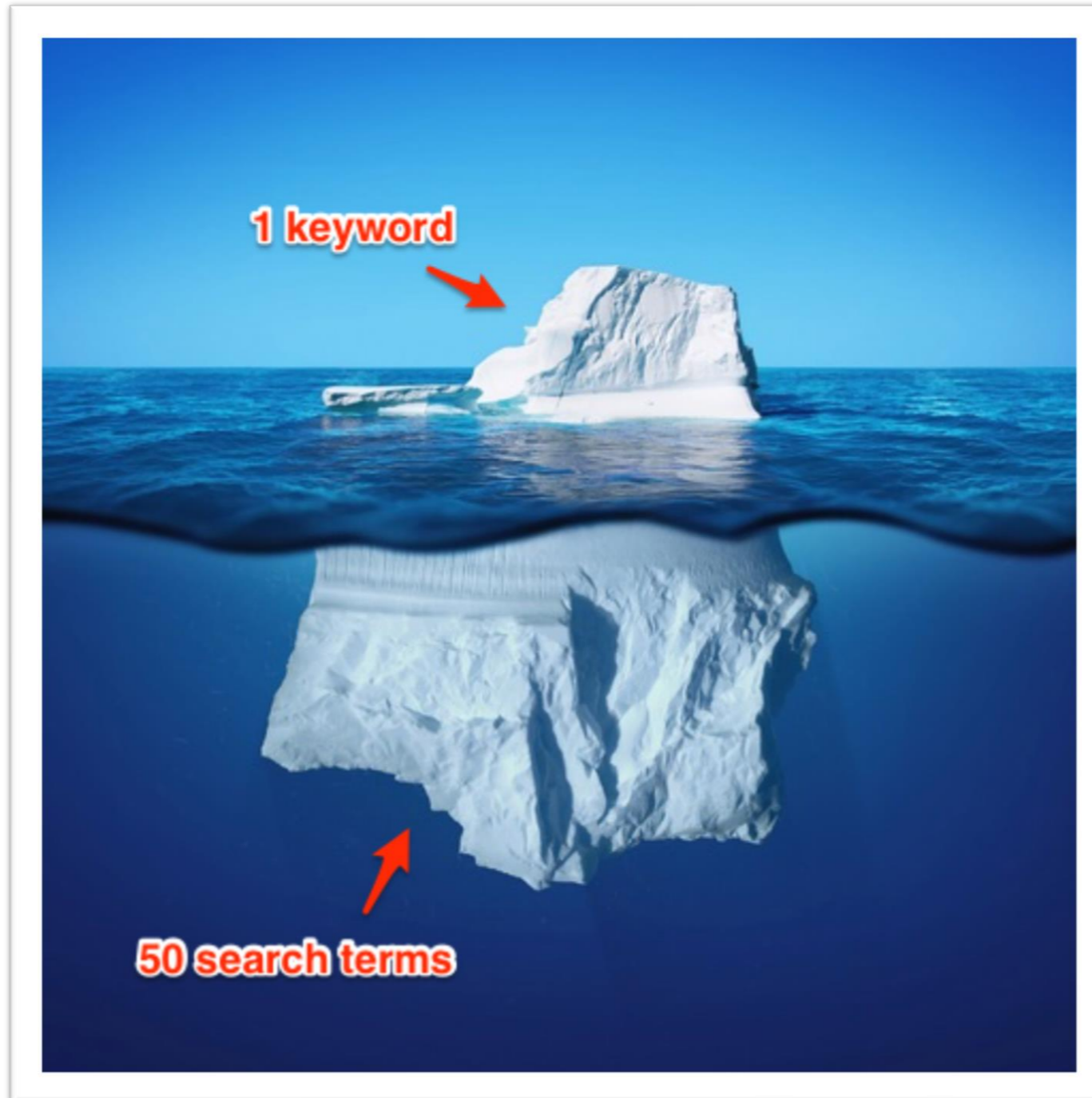
+Air +Jordan +6
+Retro +All Star

Inquiry and Purchase Decision

"I need a solution right now!"



Keywords Lists



—

ACTIVITY



DIRECTIONS

1. Use the Keyword Planner to find a general list of keywords for your campaign(s)
2. Write a list of 20 keywords you think best describe your business
3. Input those keywords into the Keyword Planner
4. At least 50% of the keywords will have 3+ words
5. Refine the list into this worksheet: <http://bit.ly/KeyPlanSigma>

DELIVERABLE



KEYWORD MATCH TYPES

Broad Match (aka Expanded Broad Match). Keyword: mens formal shoes
Matches: womens shoe, formal dresses, mans flip flops, horse shoes
Initial Bids: 20%

Anchor Modified Broad Match (BMM). Keyword: mens formal +shoes
Matches: womens shoe, formal shoes, cheap boys shoe, horse shoes
Initial Bids: 40%

Dual Anchor Modified (BMM). Keyword: +mens formal +shoes
Matches: mens shoe, mans shoe formal, horse shoes for men
Initial Bids: 60%

Fully Modified (BMM). Keyword: +mens +formal +shoes
Matches: formal man shoe, formal mens horse shoes
Initial Bids: 80%

Phrase Match. Keyword: "mens formal shoes"
Matches: cheap mens formal shoes in miami
Initial Bids: 80%

Exact Match.
Keyword: [mens formal shoes]
Matches: mens formal shoes
Initial Bids: 100%

Broad Match: Matching search query only needs to loosely match 1 word of any of the terms contained within your bidden keyword to display your ad.

Targeting & Control: Keyword matching is very loose with a low level of control.

Bidding Strategy: Initial bids should be set at a minimum.

Anchor Modified Broad Match: Matching search query must match the designated "anchor" word contained in the bidden keyword to display ad.

Targeting & Control: Limited keyword targeting with minimum level of control.

Bidding Strategy: Initial bids should be low for testing and new keyword discovery.

Dual Anchor Modified Broad Match: Matching search query needs to match the 2 designated "anchor" words contained in bidden keyword.

Targeting & Control: Selective keyword targeting with a moderate level of control.

Bidding Strategy: Initial bids should be moderate.

Fully Modified Broad Match: Matching search query needs to match all of the designated "anchor" words contained within your bidden keyword.

Targeting & Control: Very good keyword targeting with higher level of control.

Bidding Strategy: Initial bids can be set at a competitive level.

Phrase Match: Matching search query needs to contain within it the entire bidden keyword in the exact order that the words appear.

Targeting & Control: Good keyword targeting with high level of control.

Bidding Strategy: Initial bids can be set at a competitive level.

Exact Match: Matching search query needs to contain the exact bidden keyword and cannot contain additional terms.

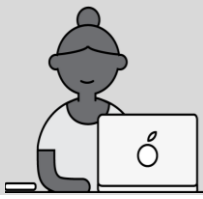
Targeting & Control: Exact keyword targeting with high level of control.

Bidding Strategy: Initial bids can be highly competitive.

KEYWORD MATCH TYPES

- Broad = Reaches anything Google considers 'relevant.'
- +Modified Broad = Add a plus in front of any word in the keyword phrase to indicate it must be included in the search.
- "Phrase" = "cute women's shoes" – the phrase is contained in the search (e.g. buy cute women's shoes)
- [Exact] = [cute women's shoes] – exactly matches the term
- (-) = Negative. If (-) is in front of a word, it won't activate the ad.
- This includes Singular, plural, misspellings: [men's formal shoes] ... man formal shoe
- It will also ignore "function words" like to, for the, and, over





Computers Out: Keyword Research **Activity 2**

15 minutes



DIRECTIONS

Create keyword versions for each Match Type: Choose 3 long tail keywords on your list (3+ words) for this exercise

<http://bit.ly/KeyPlanSigma>

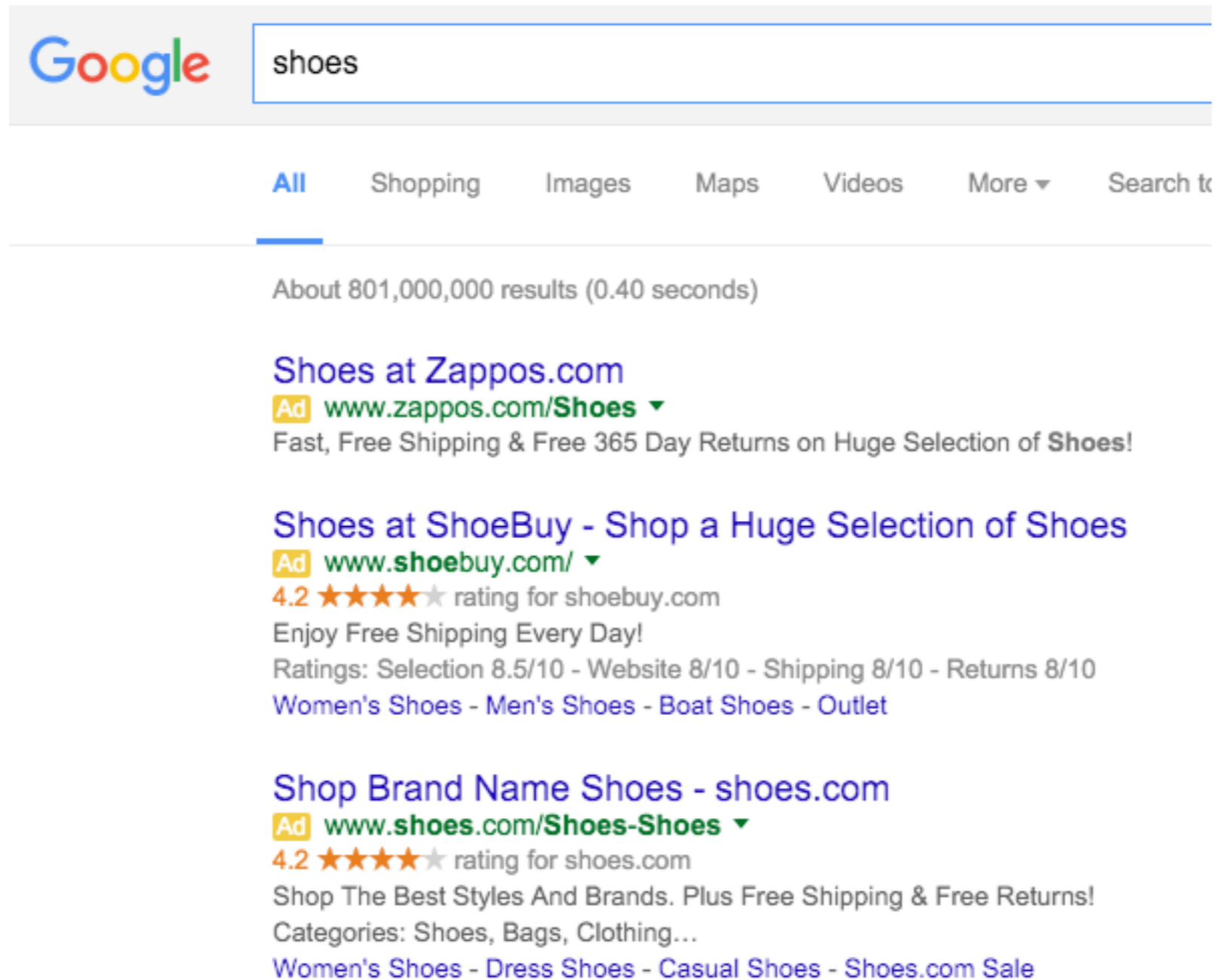
DELIVERABLE



COMMON TERMS FOR GOOGLE ADS

- ❑ CAMPAIGN TYPE
- ❑ KEYWORDS
- IMPRESSIONS
- ❑ CLICKS
- ❑ CLICKTHROUGH RATE
- ❑ PAGE RANK / AD RANK
- ❑ LANDING PAGE
- ❑ CALL TO ACTION (CTA)
- ❑ BIDDING
- ❑ CAMPAIGNS, AD GROUPS
- ❑ AD EXTENSIONS

IMPRESSIONS



The screenshot shows a Google search for 'shoes'. The search bar contains the word 'shoes'. Below the search bar, there are tabs for 'All', 'Shopping', 'Images', 'Maps', 'Videos', 'More', and 'Search tools'. The 'All' tab is selected. Below the tabs, it says 'About 801,000,000 results (0.40 seconds)'. There are three paid advertisements listed:

- Shoes at Zappos.com**
Ad www.zappos.com/Shoes ▼
Fast, Free Shipping & Free 365 Day Returns on Huge Selection of **Shoes!**
- Shoes at ShoeBuy - Shop a Huge Selection of Shoes**
Ad www.shoebuy.com/ ▼
4.2 ★★★★★ rating for shoebuy.com
Enjoy Free Shipping Every Day!
Ratings: Selection 8.5/10 - Website 8/10 - Shipping 8/10 - Returns 8/10
[Women's Shoes](#) - [Men's Shoes](#) - [Boat Shoes](#) - [Outlet](#)
- Shop Brand Name Shoes - shoes.com**
Ad www.shoes.com/Shoes-Shoes ▼
4.2 ★★★★★ rating for shoes.com
Shop The Best Styles And Brands. Plus Free Shipping & Free Returns!
Categories: [Shoes](#), [Bags](#), [Clothing...](#)
[Women's Shoes](#) - [Dress Shoes](#) - [Casual Shoes](#) - [Shoes.com Sale](#)

COMMON TERMS FOR GOOGLE ADS

- ☐ CAMPAIGN TYPE
- ☐ KEYWORDS
- ☐ IMPRESSIONS
- ☒ **CLICKS**
- ☐ CLICKTHROUGH RATE
- ☐ PAGE RANK / AD RANK
- ☐ LANDING PAGE
- ☐ CALL TO ACTION (CTA)
- ☐ BIDDING
- ☐ CAMPAIGNS, AD GROUPS
- ☐ AD EXTENSIONS

CLICK THROUGH RATE

CLICK THROUGH RATE (CTR) = CLICKS / IMPRESSIONS

COMMON TERMS FOR GOOGLE ADS

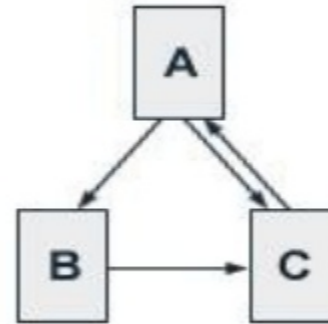
- ☐ CAMPAIGN TYPE
- ☐ KEYWORDS
- ☐ IMPRESSIONS
- ☐ CLICKS
- ☐ CLICKTHROUGH RATE
- ☒ **PAGE RANK / AD RANK**
- ☐ LANDING PAGE
- ☐ CALL TO ACTION (CTA)
- ☐ BIDDING
- ☐ CAMPAIGNS, AD GROUPS
- ☐ AD EXTENSIONS

PAGE RANK

PageRank (PR) is an algorithm used by Google Search to rank web pages in their search engine results. **PageRank** was named after **Larry Page**, one of the founders of Google. **PageRank** is a way of measuring the importance of website pages.

PageRank

$$PR(p_i) = \frac{1-d}{N} + d \sum_{p_j \in M(p_i)} \frac{PR(p_j)}{L(p_j)}$$



Consider an imaginary web of 3 web pages. And the inbound and outbound link structure is as shown in the figure. The calculations can be done by following method :

$$\begin{aligned} PR(A) &= 0.5 + 0.5 PR(C) \\ &= 0.5 + (0.5 * 1) \\ &= 1 \\ PR(B) &= 0.5 + 0.5 (PR(A) / 2) \\ &= 0.5 + 0.5 (1/2) \\ &= 0.5 + (0.5 * 0.5) \\ &= 0.5 + 0.25 \\ &= 0.75 \\ PR(C) &= 0.5 + 0.5 ((PR(A) / 2) + PR(B)) \\ &= 0.5 + 0.5 (1/2 + 0.75) \\ &= 0.5 + 0.5 (1.25) \\ &= 0.5 + 0.625 \\ &= 1.125 \end{aligned}$$

AD RANK

HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.

$$\text{AD RANK} = \text{CPC BID} \times \text{QUALITY SCORE}$$

The best combined
CPC Bid x Quality Score
gets the best position:



This is the maximum bid you specify for your keyword.



This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.

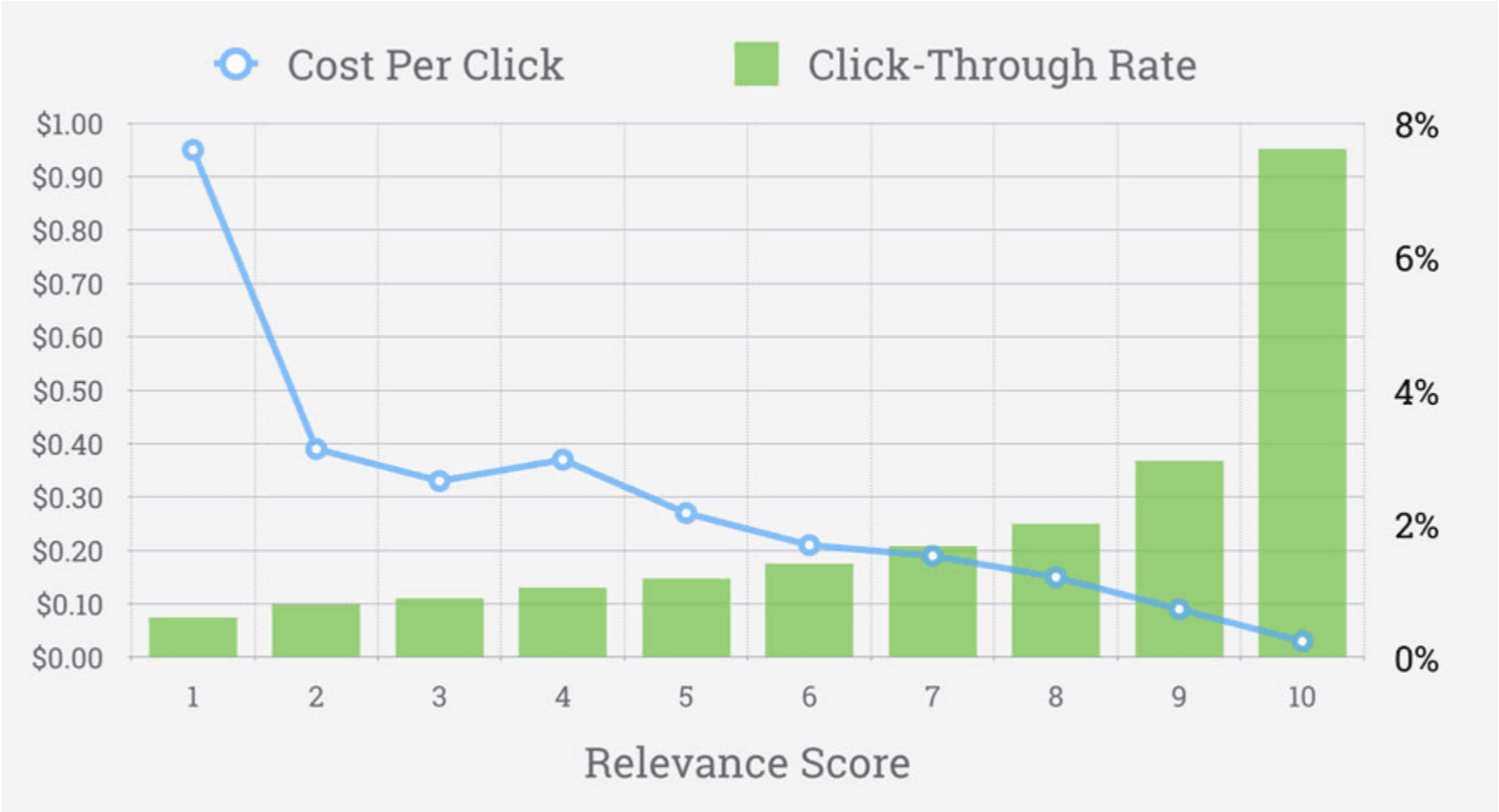


$$\text{Max Bid} \times \text{Quality Score} = \text{Ad Rank} \rightarrow \text{Position}$$

QUALITY SCORE



QUALITY SCORE



AD RANK

HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.

$$\text{AD RANK} = \text{CPC BID} \times \text{QUALITY SCORE}$$

The best combined
CPC Bid x Quality Score
gets the best position:



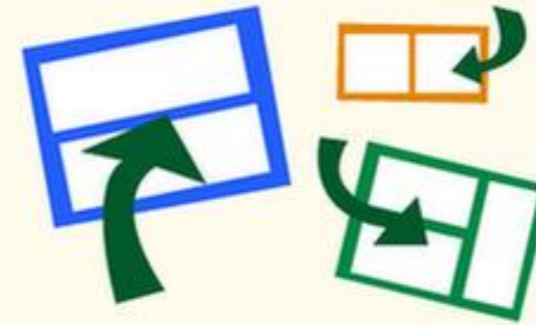
This is the maximum bid you specify for your keyword.



This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.



$$\text{Max Bid} \times \text{Quality Score} = \text{Ad Rank} \rightarrow \text{Position}$$

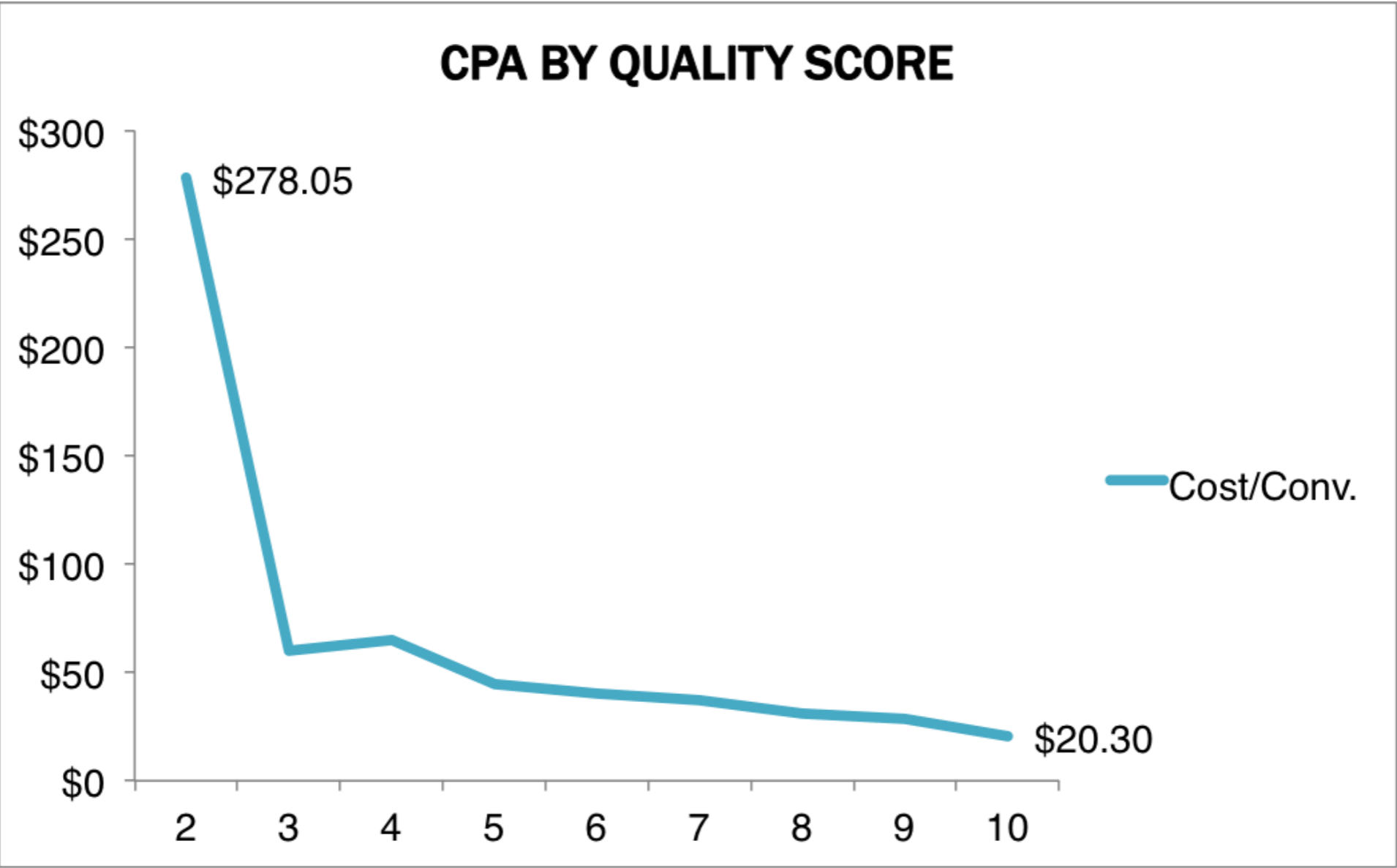


AD RANK



AD RANK

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00 	10 	20	$\frac{16}{10} + 0.01 =$ \$1.61 
Advertiser II	\$4.00 	4 	16	$\frac{12}{4} + 0.01 =$ \$3.01 
Advertiser III	\$6.00 	2 	12	$\frac{8}{2} + 0.01 =$ \$4.01 
Advertiser IV	\$8.00 	1 	8	Highest CPC 



AD RANK

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Dynamic ad targets

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

SEARCH KEYWORDS

NEGATIVE KEYWORDS

SEARCH TERMS

All time

Oct 2, 2017 – Jun 2, 2018

+

Find keywords

Keyword status: All but removed

<input type="checkbox"/>	<div></div>	Keyword	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Quality Score	Ad relevance	Landing page exp.
Total: All but removed keywords				2,300	96,466	2.38%	\$1.58	\$3,632.98			
<input type="checkbox"/>	<div></div>	college students	—	0	43	0.00%	—	\$0.00	8/10	Above average	Above average
<input type="checkbox"/>	<div></div>	"grants for college students"	—	0	0	—	—	\$0.00	8/10	Above average	Above average
<input type="checkbox"/>	<div></div>	fashion scholarship fund	—	16	160	10.00%	\$0.82	\$13.07	7/10	Average	Above average
<input type="checkbox"/>	<div></div>	"fashion scholarship fund"	—	32	262	12.21%	\$0.67	\$21.28	7/10	Average	Above average
<input type="checkbox"/>	<div></div>	best scholarship websites	—	0	1	0.00%	—	\$0.00	6/10	Below average	Average
<input type="checkbox"/>	<div></div>	job vacancies fashion industry	—	0	1	0.00%	—	\$0.00	6/10	Average	Below average
<input type="checkbox"/>	<div></div>	fashion scholarship fund	—	0	6	0.00%	—	\$0.00	6/10	Average	Average
<input type="checkbox"/>	<div></div>	"fashion scholarship fund"	—	1	19	5.26%	\$1.08	\$1.08	6/10	Average	Average
<input type="checkbox"/>	<div></div>	scholarships	—	5	279	1.79%	\$1.78	\$8.92	5/10	Above average	Average
<input type="checkbox"/>	<div></div>	macys	—	2	81	2.47%	\$1.83	\$3.65	5/10	Below average	Average
<input type="checkbox"/>	<div></div>	scholarship foundation	—	1	122	0.82%	\$1.24	\$1.24	5/10	Above average	Average
<input type="checkbox"/>	<div></div>	fashion design career	—	0	21	0.00%	—	\$0.00	5/10	Below average	Below average



AD RANK

There are three possible statuses your keywords can have:

1. **Above average**

2. **Average**

3. **Below average**

Having an **"average"** or **"above average"** status means that there are no major problems with this keyword's ad relevance when compared to all other keywords across Google Ads.

A **"below average"** status means that your ad or keyword may not be specific enough or that your ad may cover too many topics. Try creating tightly-themed ad groups by making sure that your ads are closely related to a smaller group of keywords.

Google

shoes

All

Shopping

Images

Maps

Videos

More

Search tools

About 801,000,000 results (0.40 seconds)

Shoes at Zappos.com

Ad www.zappos.com/Shoes

Fast, Free Shipping & Free 365 Day Returns on Huge Selection of Shoes!

Shoes at ShoeBuy - Shop a Huge Selection of Shoes

Ad www.shoebuy.com/

4.2 rating for shoebuy.com

Enjoy Free Shipping Every Day!

Ratings: Selection 8.5/10 - Website 8/10 - Shipping 8/10 - Returns 8/10

Women's Shoes - Men's Shoes - Boat Shoes - Outlet

Shop Brand Name Shoes - shoes.com


Ad www.shoes.com/Shoes-Shoes

4.2 rating for shoes.com

Shop The Best Styles And Brands. Plus Free Shipping & Free Returns!

Categories: Shoes, Bags, Clothing...

Women's Shoes - Dress Shoes - Casual Shoes - Shoes.com Sale



DSW Designer Shoe Warehouse

4.2 (42) · \$\$ · Shoe Store

Discounted brand-name shoes & handbags

213 W 34th St · (212) 967-9703

Open until 9:30 PM

Website

Directions

New Balance New York

3.4 (39) · Shoe Store

Athletic footwear, apparel & accessories

150 5th Ave · (212) 727-2520

Open until 9:00 PM

Website

Directions

Steve Madden

3 reviews · Shoe Store

Source for trendy men's/women's footwear

861 Broadway # 1 · (212) 206-1682


Open until 9:00 PM

Website

Directions

Shop for shoes on Google


Sponsored



Nike Foamposite One, Nike

\$180.00 - VILLA

Free shipping



Jordan Retro 7 Gr, Jordan

\$80.00 - VILLA

Designer Shoes for Less

Ad www.shoedazzle.com/shoes-shoes-shoes

4.3 rating for shoedazzle.com

Discover Discounts on Hot Footwear.

Shop Stylish Shoes Online Now!

JustFab™ Women's Shoes

www.justfab.com/

4.2 rating for justfab.com

Get Your Shoes Handpicked for You!

2 Pairs for \$39.95 + Free Shipping.

Brand Name Shoes for Less

www.zulily.com/

Up to 70% Off All Shoes, Socks, & More. Exclusive Deals - Join Now!

Womens Shoes at Macy's®

www.macys.com/Shoes

Shop Womens Shoes at Macy's

Buy Online, Pick Up In-Store!

FitFlop™ New Range SS16

www.fitflop.com/SS16

Love Doesn't Have To Hurt The Feet.

Buy Comfy Shoes & Sandals Online.

Shoes Up To 70% Off

www.nordstromrack.com/Shoes

Why Pay More For Shoes? Score

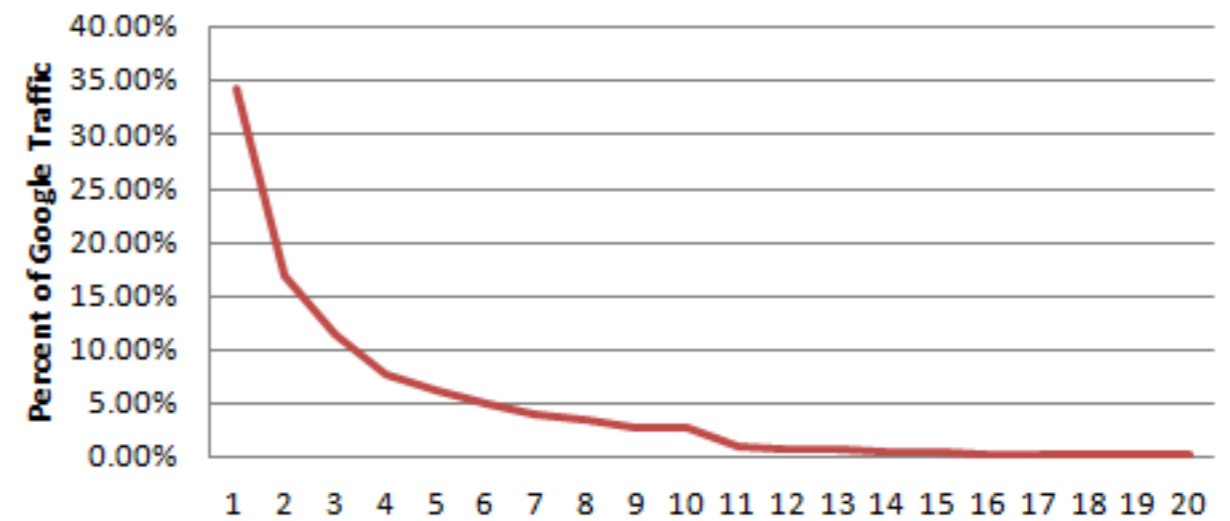
Free S&H Over \$100 +90-Day Returns!



AD RANK



Percent Of Traffic by Google Result



Based on a sample of 8,253,240 impressions across the Chitika network



COMMON TERMS FOR GOOGLE ADS

- ❑ CAMPAIGN TYPE
- ❑ KEYWORDS
- ❑ IMPRESSIONS
- ❑ CLICKS
- ❑ CLICKTHROUGH RATE
- ❑ PAGE RANK / AD RANK
- **LANDING PAGE**
- ❑ CALL TO ACTION (CTA)
- ❑ BIDDING
- ❑ CAMPAIGNS, AD GROUPS
- ❑ AD EXTENSIONS

LANDING PAGE

CAR LEASING

Want a cheap new lease car? Start HERE!

My cheapest leasing deals!

Click to chat is closed

ABARTH CAR LEASING

500
500 Convertible
595
595 Convertible
Punto Evo

ALFA ROMEO LEASE CARS

Giulietta

CARS.com

THE CARS FROM LING VALENTINE

Version 2.17.1.

You can trust me! ... In 2012 I'll rent over £50 million of cars (at RRP)

WIN!

SPECIAL LING VIZ T-SHIRT!

Play stupid game

WIN

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home

Cars and Vans

How It Works

Price Lists

me! About Ling

WAH! 1500+ Letters Customers

Fun Stuff

Quote/Order

Business Customer Pricing

Personal Customer Pricing

NEW SEXY

christine full rap here

FREE CAR

Search Cars Here

Go

@LINGsCARS Follow Me

LING'S LIVE TWITTER FEED

microsarah: good w/b d3sign cc @BabySkinGlove if http://t.co/PP44p7m79t

rssema: BLOW MY MIND: Ling's Cars http://t.co/B7h1uQk2

douglasmenzer: RT @LINGsCARS: RT @xiz @pleas... Cars: http://t.co/yPnT6Nhsq >> Damn you!

LIVE VIZ

Intro Film

News

Blog

Office TV

Contact

Moan

Links

Play Quiz

Privacy Policy

Google Visitors

EU cookie law. Piss off Von Rumpy. Me... I hammer visitors to death with cookies, so I can find out what they want. Cookies allow my website to serve visitors the content they need. Get used to it. The EU cookie law is an ass. - Ling

Privacy and Electronic Communications (EC Directive) Regulations 2011 BLAH

cookiescar buyer? YES YES YES YES; cookiesidentify_left_or_right_hand_wolfram? yes!

You can't find a car?

Apply for a CAR QUOTE

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turn'd me doon!"

Deborah Meaden "Harrumph! I'm out!"

UK WARNING: Customers reporting many other internet prices are hiding true lease costs!

BEWARE DODGY COMPANIES SELLING HIGH INITIAL RENTAL "6+" LEASES

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PLAY STUPID CRASH GAME!

CHEAP INSURANCE

Google Spider Food

View LIVE visitors:

40 online

78

LANDING PAGE

1



Influencer marketing software

Google Search

I'm Feeling Lucky

2

Marketing Data Done Right - Domo.com

Ad www.domo.com/

Domo's Business Management Platform Helps You Boost ROI. See A Demo!
Your dream business cloud w/o you having to build it – Killer StartUps
Game-Changing Features · 450+ Data Connectors · Domo Solution Pricing

3



Domo for Online Marketers



The Challenge.

Whether you're a digital marketer, social media manager, marketing automation pro, or beyond, the most important performance metrics are often hard to measure. Information like:

- ROI by channel
- Revenue and lead attribution
- Cost per acquisition and customer LTV

The Domo Solution.

Domo's enterprise business management platform that solves that problem by bringing real-time online marketing data—from your CRM, web analytics, PPC, social media, marketing automation, financials, and more—into a single place.



Watch a quick custom video demo.

First Name

Last Name

Business Email

Phone

Company

Job Title

Department

Company Size

WATCH DEMO

Domo helps businesses of all sizes, in every industry:

LANDING PAGE

Lets do our own test



Influencer marketing software

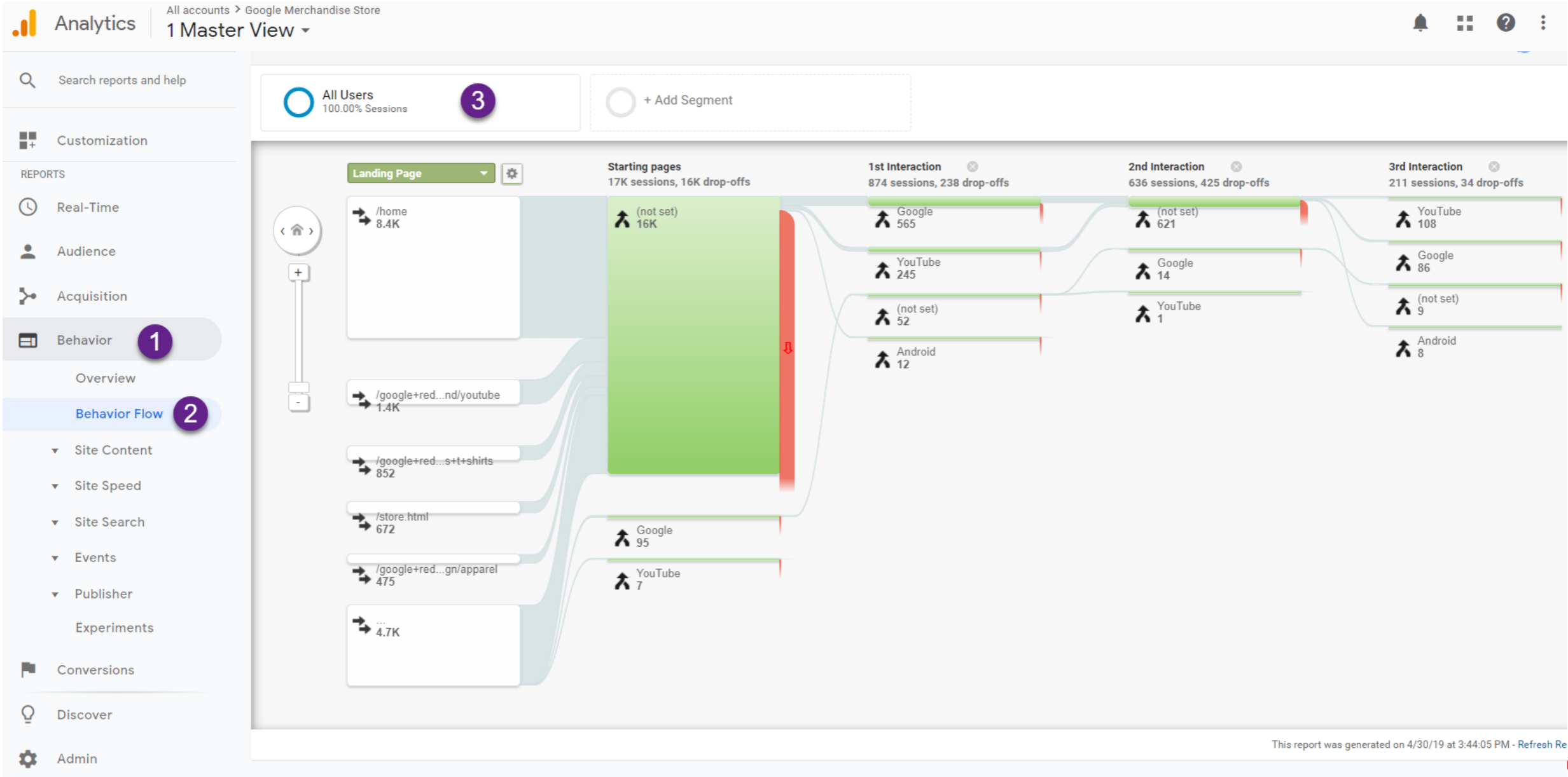


Google Search

I'm Feeling Lucky

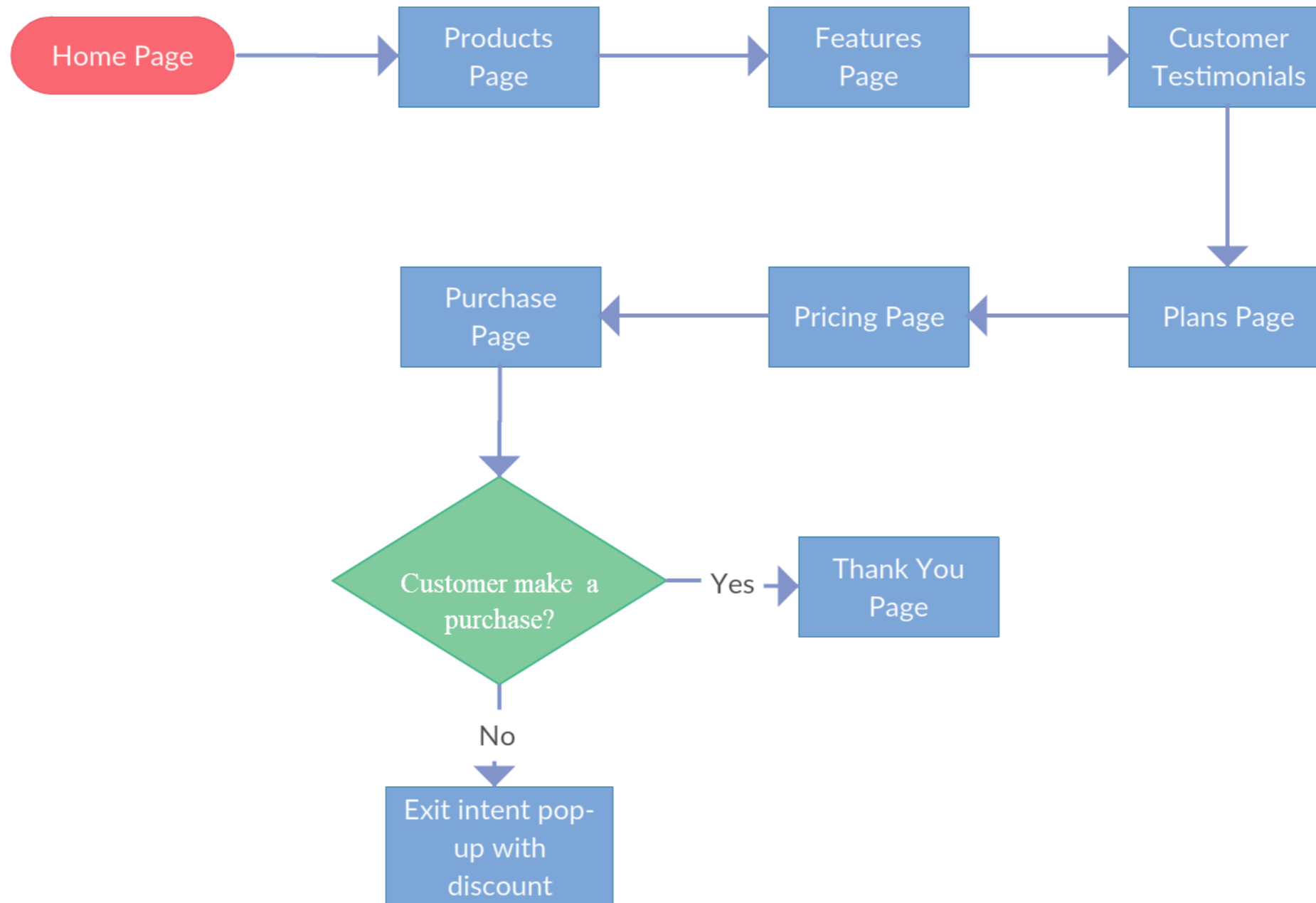
BOUNCE RATE

Website flow sample



BOUNCE RATE

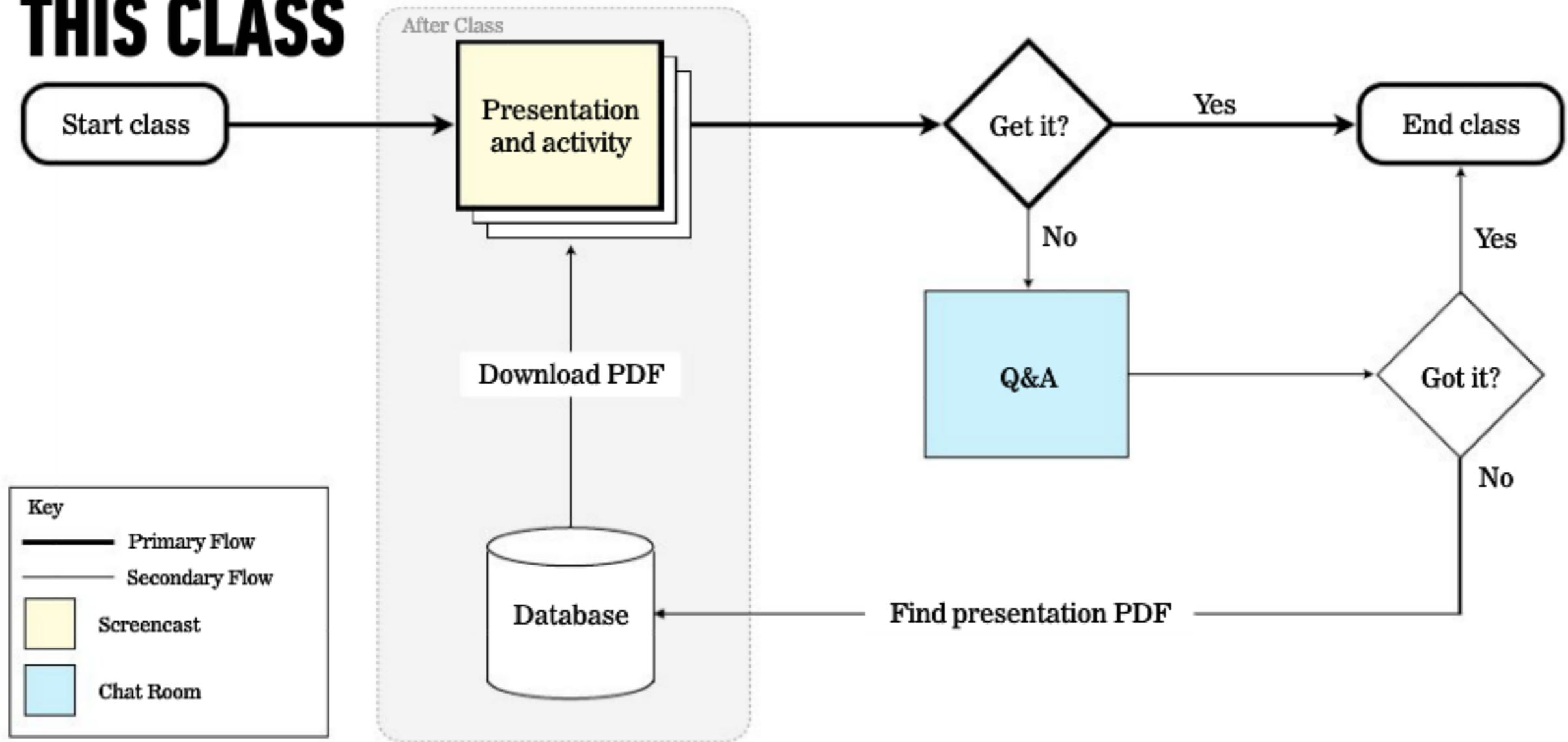
Website flow sample



BOUNCE RATE

Website flow sample

THIS CLASS



The Puzzle Pieces of a User Flow

These are the standard titles, shapes, and functions of the pieces used in a flow:

“Start/End”



The beginning or end point of the flow.

“Arrow”



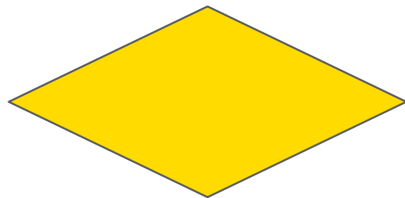
The connection between points.

“Process”



What a user does.

“Decision”



The choice a user must make.



Solo Exercise: Finding Data on User Flows

15 minutes



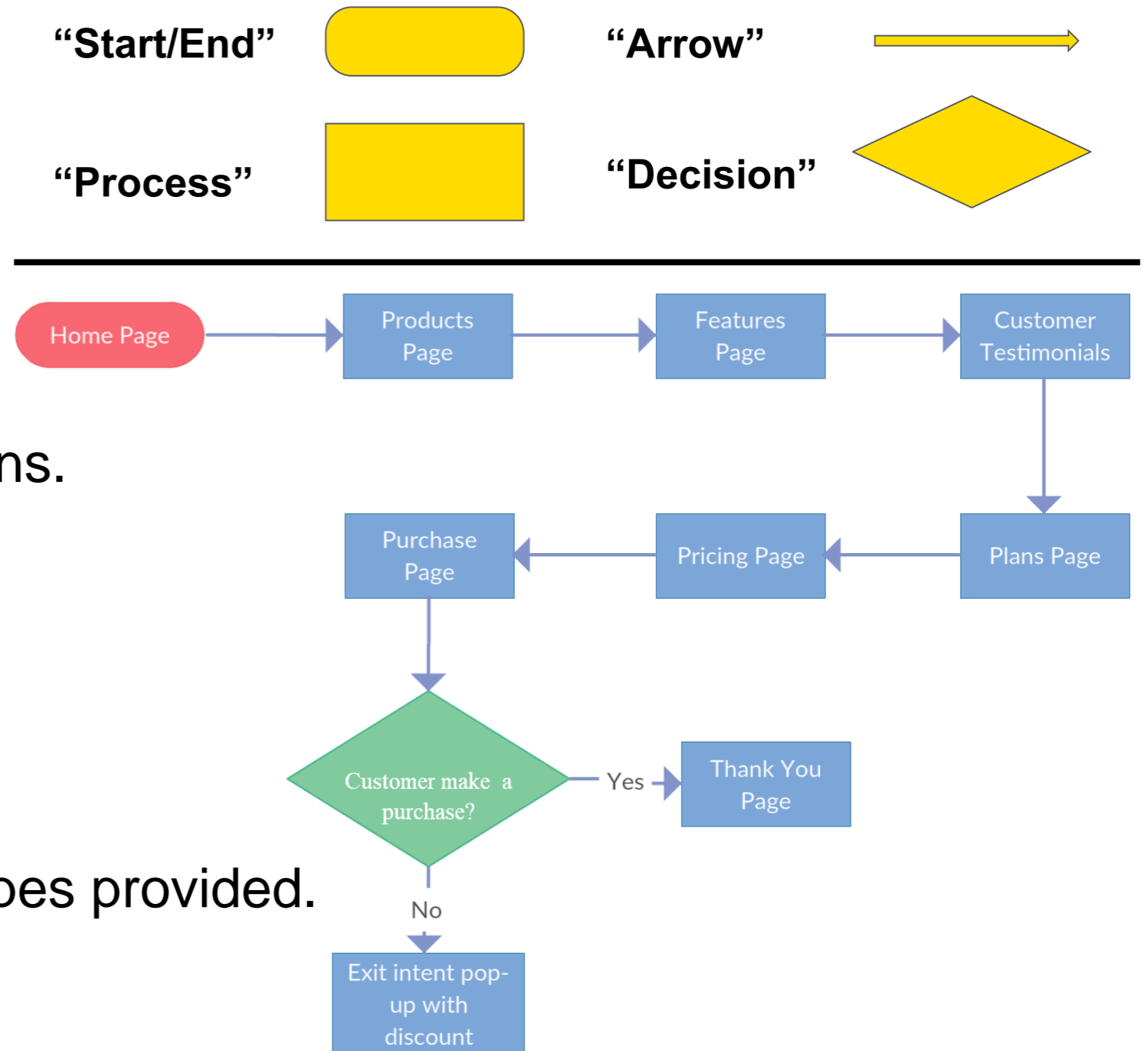
1. Define your objective, e.g.:

- Build a mailing list.
- Drive sales.
- Increase app downloads.
- Encourage webinar registrations.

2. Define your target audience:

- Who are you targeting?

Draw your user flow using the shapes provided.





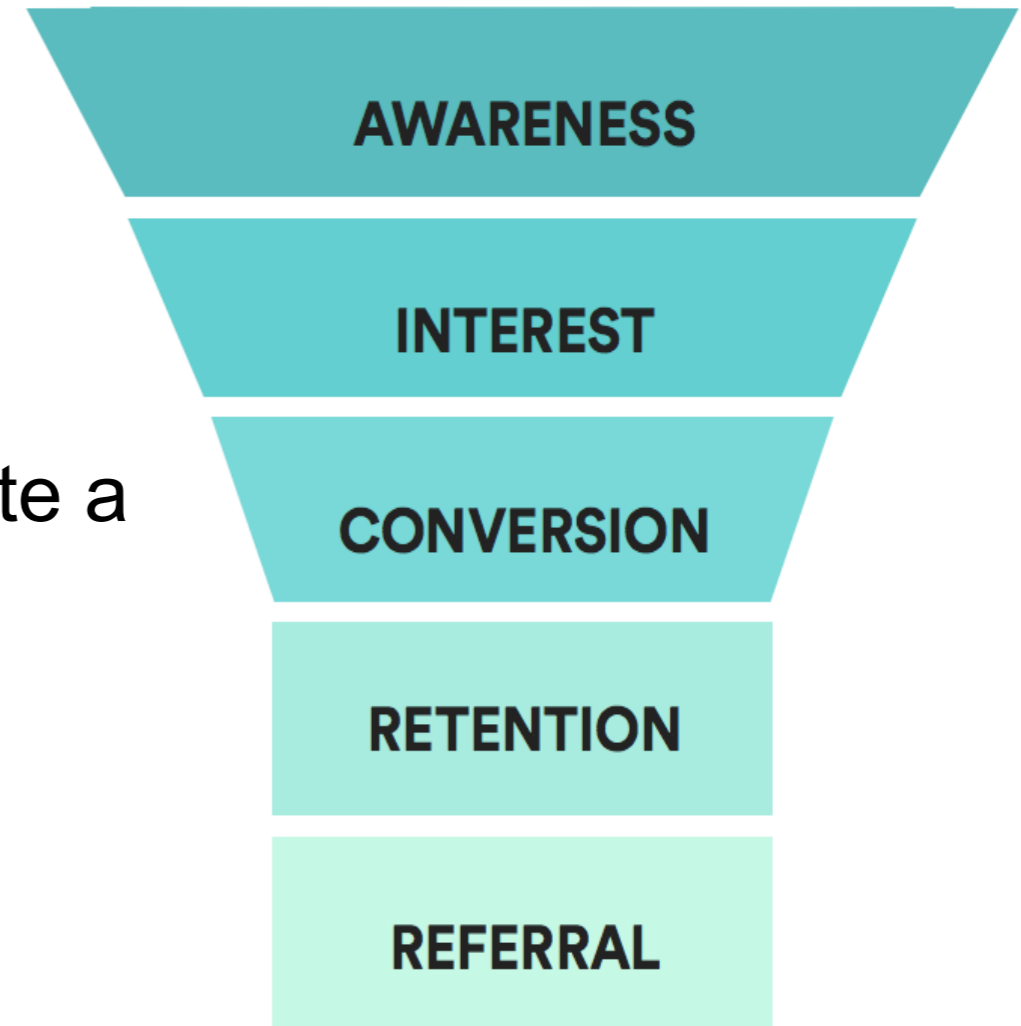
Solo Exercise: **LANDING PAGE ACTIVITY**

15



REMEMBER THE WEBSITE FLOW?

1. Choose the best landing page for your ads
2. If your ideal landing page doesn't exist, write a description and/or sketch it



COMMON TERMS FOR GOOGLE ADS

- ☐ CAMPAIGN TYPE
- ☐ KEYWORDS
- ☐ IMPRESSIONS
- ☐ CLICKS
- ☐ CLICKTHROUGH RATE
- ☐ PAGE RANK / AD RANK
- ☐ LANDING PAGE
- ☒ CALL TO ACTION (CTA)
- ☐ BIDDING
- ☐ CAMPAIGNS, AD GROUPS
- ☐ AD EXTENSIONS

CALL TO ACTION (CTA)

Shoes at Zappos.com

Ad www.zappos.com/Shoes ▼

Fast, Free Shipping & Free 365 Day Returns on Huge Selection of **Shoes!**

Shoes at ShoeBuy - Shop a Huge Selection of Shoes

Ad www.shoebuy.com/ ▼

4.2 ★★★★★ rating for shoebuy.com

→ Enjoy Free Shipping Every Day!

Ratings: Selection 8.5/10 - Website 8/10 - Shipping 8/10 - Returns 8/10

[Women's Shoes](#) - [Men's Shoes](#) - [Boat Shoes](#) - [Outlet](#)

Shop Brand Name Shoes - shoes.com

Ad www.shoes.com/Shoes-Shoes ▼

4.2 ★★★★★ rating for shoes.com

→ Shop The Best Styles And Brands. Plus Free Shipping & Free Returns!

Categories: [Shoes](#), [Bags](#), [Clothing...](#)

[Women's Shoes](#) - [Dress Shoes](#) - [Casual Shoes](#) - [Shoes.com Sale](#)

COMMON TERMS FOR GOOGLE ADS

- ❑ CAMPAIGN TYPE
- ❑ KEYWORDS
- ❑ IMPRESSIONS
- ❑ CLICKS
- ❑ CLICKTHROUGH RATE
- ❑ PAGE RANK / AD RANK
- ❑ LANDING PAGE
- ❑ CALL TO ACTION (CTA)
- **BIDDING**
- ❑ CAMPAIGNS, AD GROUPS
- ❑ AD EXTENSIONS

PAID SEARCH

BIDDING STRATEGY

BIDDING

Google Ads

Keyword plan

GO TO

REPORTS

1

?

146-048

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing

PLANNING

SHARED LIBRARY

BULK ACTIONS

MEASUREMENT

SETUP

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Q Cisco online sales

Found 485 keyword ideas

Show broadly related ideas; Exclude adult ideas Add filter

Keyword

Avg. monthly searches

Locations: United States

Language: English

Search networks: Google

Q Cisco online sales

Found 485 keyword ideas

Show broadly related ideas; Exclude adult ideas Add filter

DOWNLOAD KEYWORD IDEAS

Last 24 months

Apr 2017 - Mar 2019

FILTER

COLUMNS

RESET

<input type="checkbox"/> Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Organic impression share	Competition (indexed value)	Organic average position
<input type="checkbox"/> cisco ipo	10 - 100	Low	-	\$146.19	\$325.74		-	12	-
<input type="checkbox"/> cisco voip system	100 - 1K	High	-	\$17.05	\$103.50		-	100	-
<input type="checkbox"/> cisco telephone system	100 - 1K	High	-	\$14.55	\$71.25		-	99	-
<input type="checkbox"/> cisco sales phone num...	10 - 100	Low	-	\$4.43	\$57.19		-	24	-
<input type="checkbox"/> cisco voip phones	1K - 10K	High	-	\$16.50	\$52.49		-	97	-
<input type="checkbox"/> cisco business phones	100 - 1K	High	-	\$13.29	\$42.88		-	100	-
<input type="checkbox"/> cisco ip phone	1K - 10K	High	-	\$12.93	\$40.00		-	100	-
<input type="checkbox"/> cisco products for sale	10 - 100	High	-	\$8.58	\$36.21		-	95	-
<input type="checkbox"/> cisco office phone syste...	10 - 100	High	-	\$14.59	\$34.12		-	98	-



BIDDING

Flexible Bid Strategy	When to use it or not	Where it can be applied
Maximize Clicks – set bids to get the most clicks for a target spend amount Flexible version of auto bidding	Use when your goal is to get traffic to your site. Do not use when you have strict ROI and CPA goals	Campaigns, ad groups, and keywords
Target Search Page Location – have Google set your bids in accordance to the First Page or Top of Page bid estimates	Use when you want to be on the first page or top of page and cost is not an issue. Do not use if you have a small budget or strict ROI and CPA goals	Campaigns, ad groups, and keywords
Target Cost-per-Acquisition – sets bids in accordance to reach your target CPA goal. Google will set bids to get you as many conversions as possible within an average CPA Flexible version of Conversion Optimizer	Use when you want to get the most conversions for a target CPA. Do not use when you want control over bids and ad scheduling	Campaigns and ad groups

CT

<p>Enhanced Cost-per-Click – adjusts the bid you manually set up or down based on a click’s likelihood to convert</p> <p>Flexible version of Enhanced CPC</p>	<p>Use when you want to get more conversions but still want control over your bids.</p> <p>Do not use when you are limited by budget</p>	<p>Campaigns and ad groups</p>
<p>Target Return on Ad Spend (ROAS) – sets bids to maximize conversion value while aiming to reach an average return on ad spend</p>	<p>Use when conversions have different values and you want them to meet a target return.</p> <p>Do not use when you do not know the different values of your conversions.</p>	<p>Campaigns, ad groups, and keywords</p>

CT

CT

BIDDING STRATEGY

$$\begin{array}{ccccccc} \text{Expected} & & & & \text{Average} & & \text{Max. Willing} \\ \text{Revenue} & & \text{Conversion} & & \text{Margin} & & \text{to Spend} \\ \text{from} & \times & \text{Rate} & \times & & = & \text{Per Visit} \\ \text{Acquisition} & & & & & & \\ \$100 & & 15\% & & 50\% & & \$7.5 \end{array}$$

BIDDING STRATEGY

$$\begin{array}{ccccccc} \text{Expected} & & & & \text{Average} & & \text{Max. Willing} \\ \text{Revenue} & & \text{Conversion} & & \text{Margin} & & \text{to Spend} \\ \text{from} & \times & \text{Rate} & \times & & = & \text{Per Visit} \\ \text{Acquisition} & & & & & & \\ \$100 & & 5\% & & 20\% & & \$1 \end{array}$$

BIDDING STRATEGY

CPA = Cost / Conversions

Ok, now I'm really going to blow your mind with some math trickery. Let's break down that CPA formula—cost is actually number of clicks multiplied by your CPC and conversions are the number of clicks multiplied by conversion rate.

Cost = Clicks x CPC

Conversions = Clicks x Conversion Rate

Nix clicks from the equation and you'll discover that CPA can also be found by dividing CPC by conversion rate.

CPA = CPC / Conversion Rate

Now, if that's the case, simple algebra tells me that CPA multiplied by conversion rate will give me my CPC.

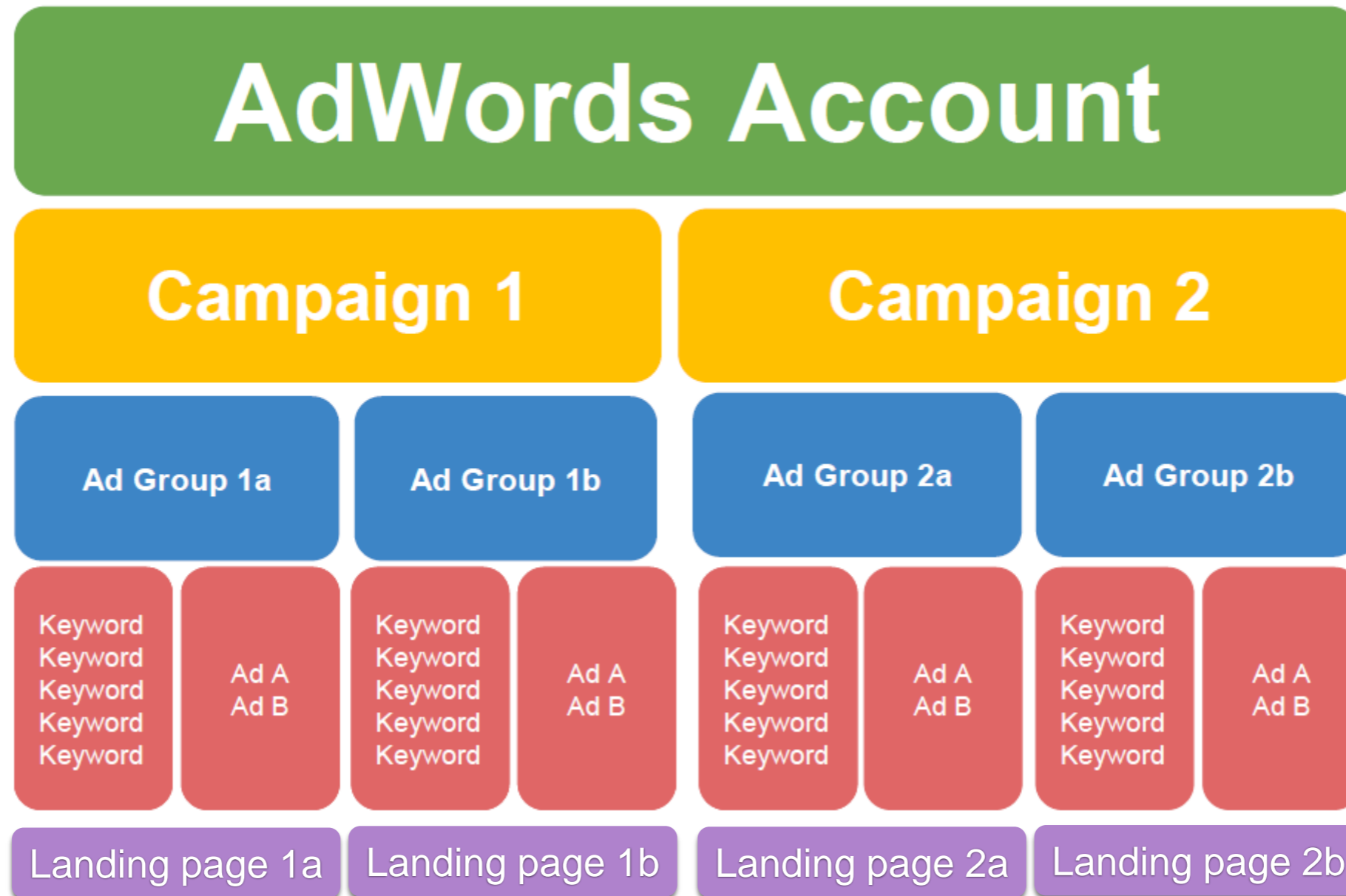
CPC= CPA x Conversion Rate

The bottom line is here, if you know your *goal*/CPA and your current conversion rate by ad group, you know *exactly* what you're willing to pay for a click to the keywords in that given ad group. Use this information to drive your bid decisions moving forward.

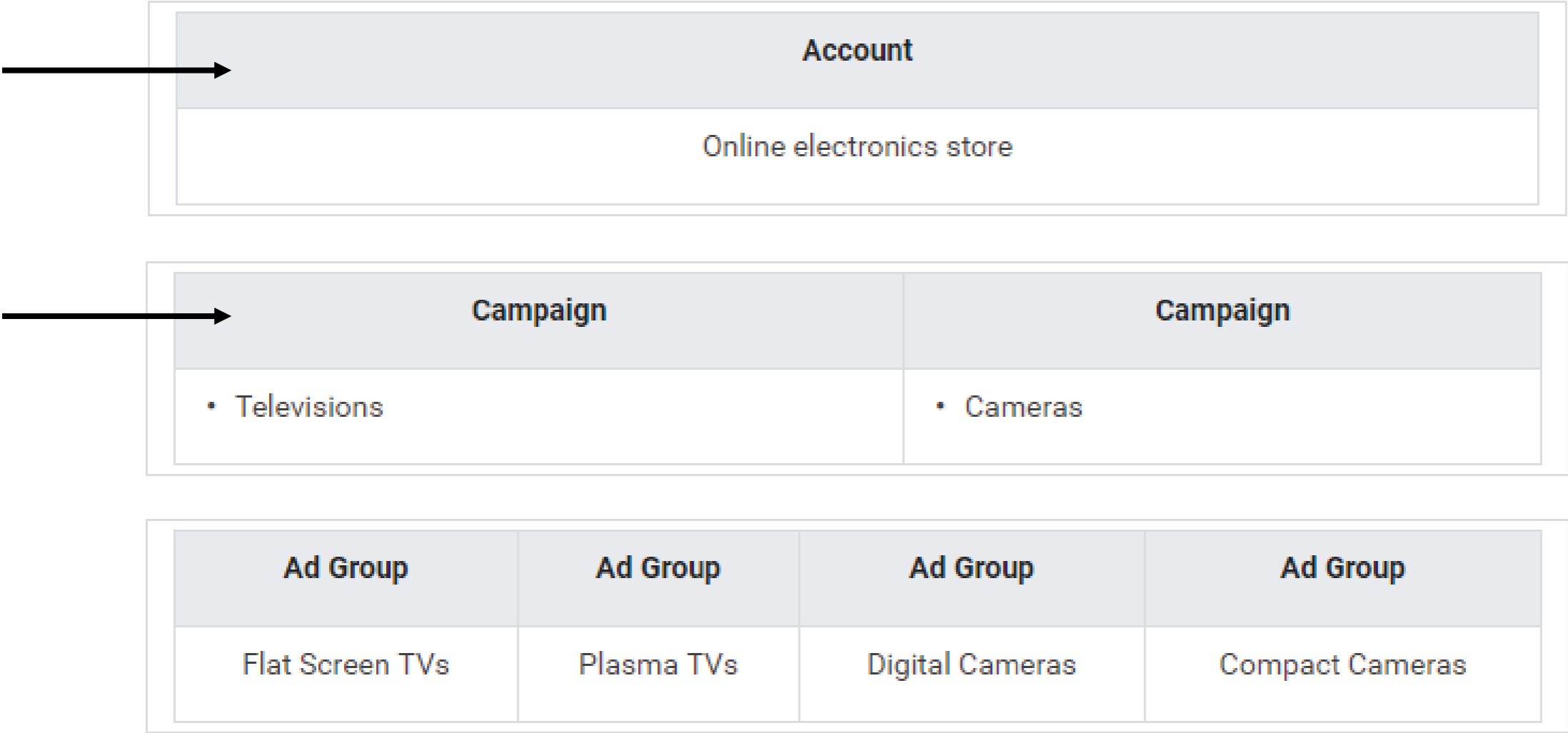
COMMON TERMS FOR GOOGLE ADS

- ☐ CAMPAIGN TYPE
- ☐ KEYWORDS
- ☐ IMPRESSIONS
- ☐ CLICKS
- ☐ CLICKTHROUGH RATE
- ☐ PAGE RANK / AD RANK
- ☐ LANDING PAGE
- ☐ CALL TO ACTION (CTA)
- ☐ BIDDING
- ☒ CAMPAIGNS, AD GROUPS
- ☐ AD EXTENSIONS

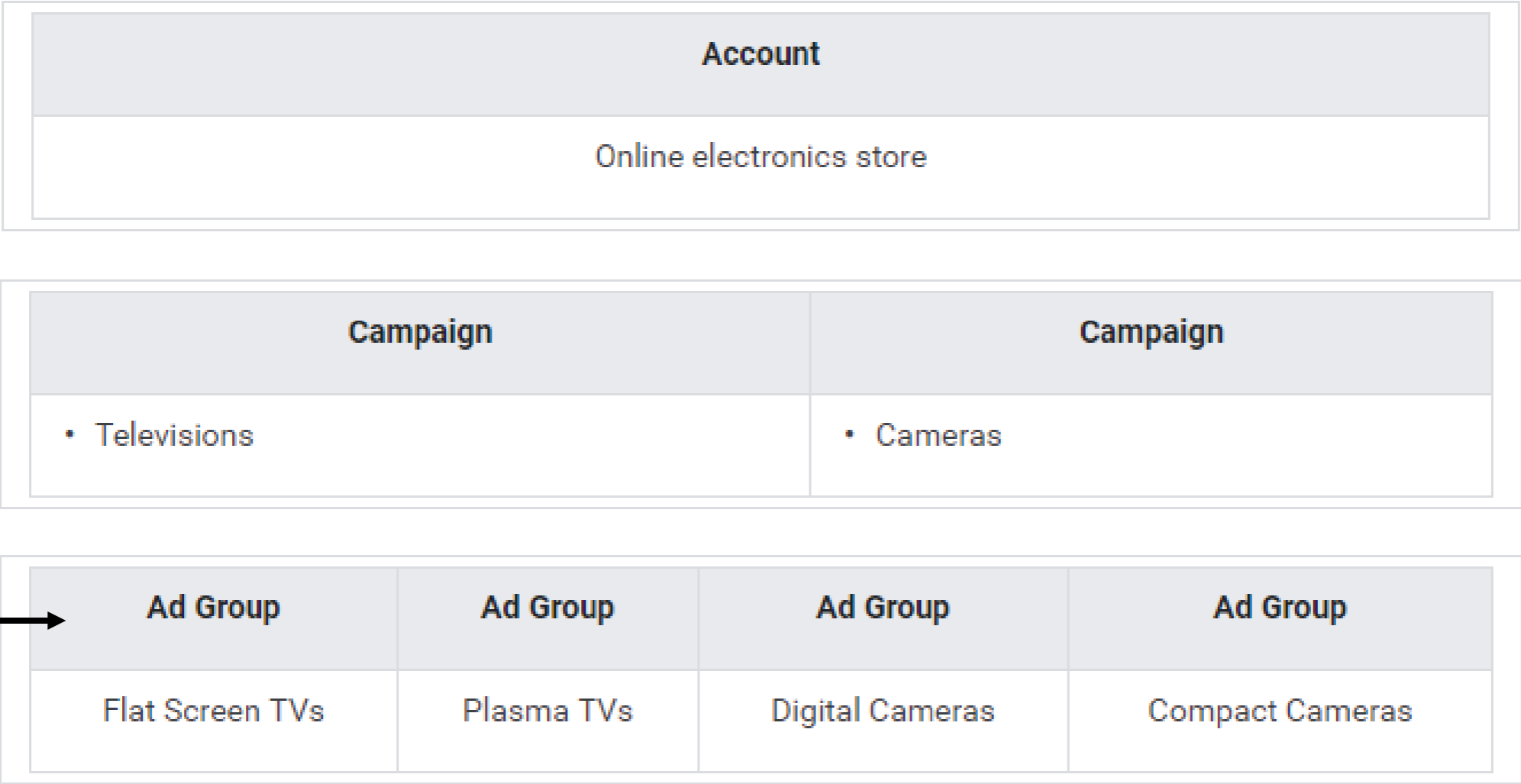
STRUCTURE FOR CAMPAIGNS, AD GROUPS...



CAMPAIGNS, AD GROUPS



CAMPAIGNS, AD GROUPS



CAMPAIGNS, AD GROUPS

AdGroups need a **name**, an **ad** and **keywords**.

AdGroups will share Ad Extensions (set at the Campaign level) and so should have a common theme. A new feature of Enhanced Campaigns is that you can now set Ad Extensions at the AdGroups level as well as the Campaign level.

Here is an example of three AdGroups in our Coffee Bean campaign.

<i>Gourmet</i>	<i>Dark Roast</i>	<i>French Roast</i>
<i>Gourmet Coffee Beans</i>	<i>Dark Roast Coffee Beans</i>	<i>French Roast Coffee Beans</i>
<i>Gourmet Whole Coffee Beans</i>	<i>Dark Roast Whole Coffee Beans</i>	<i>French Roast Whole Coffee Beans</i>
<i>Gourmet Ground Coffee Beans</i>	<i>Dark Roast Ground Coffee Beans</i>	<i>French Roast Ground Coffee Beans</i>



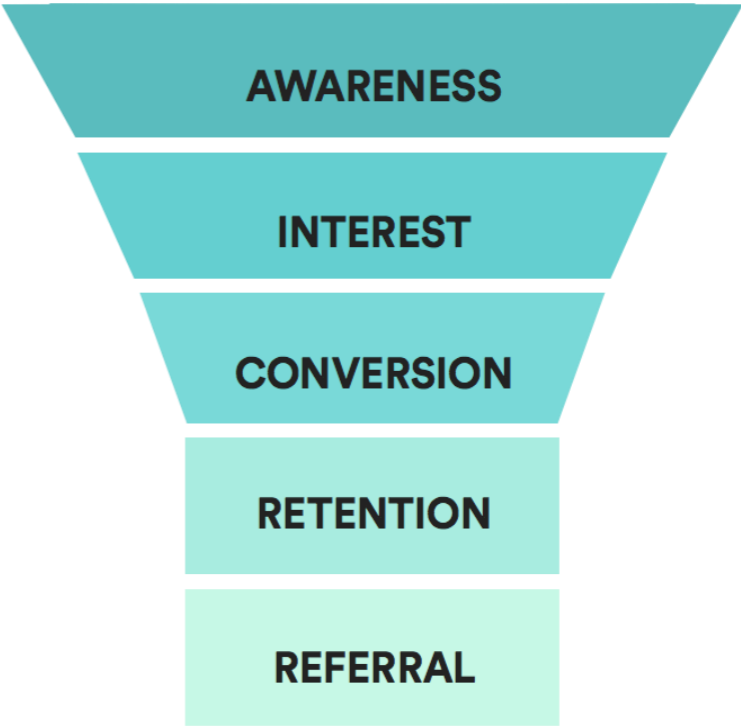


Solo Exercise: CAMPAIGN AD GROUP ACTIVITY

SETUP YOUR CAMPAIGNS AND AD GROUPS

As you create your structure think:

- 1.Brand Objectives
- 2.Products and categories
- 3.Clients (Personas)
- 4.Locations –languages?



Campaign	Campaign
• Televisions	• Cameras

Ad Group	Ad Group	Ad Group	Ad Group
Flat Screen TVs	Plasma TVs	Digital Cameras	Compact Cameras

DELIVERABLE

At least one Campaign, a few Ad Groups, and several keywords in those Ad Groups



COMMON TERMS FOR GOOGLE ADS

- ❑ CAMPAIGN TYPE
- ❑ KEYWORDS
- ❑ IMPRESSIONS
- ❑ CLICKS
- ❑ CLICKTHROUGH RATE
- ❑ PAGE RANK / AD RANK
- ❑ LANDING PAGE
- ❑ CALL TO ACTION (CTA)
- ❑ BIDDING
- ❑ CAMPAIGNS, AD GROUPS
- AD EXTENSIONS

Manual Extensions

- Sitelinks
- Call-out
- Structured snippets
- Call
- Message
- Location
- Affiliate location
- Price
- App
- Review



AD EXTENSIONS



Mushroom Foraging Tours

Ad www.example.com
Find chanterelle, porcini, oyster mushrooms with a fungi guide!
"So impressed. Brought home a pound of ceps." - exampleblog.com

San Francisco to New York - Up to 30% Off on all Flights

Ad www.acmetravel.com/flights
Up to 30% off flights when you book by March 31.
Nonstop Flights: Average 5/day from San Francisco to New York City
Daily Flight Deals - Top Destination Flights - International Flights

Walter's Bakery for Dogs

Ad www.example.com
Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

- Hours
- Specials
- Biscuits
- Special diets

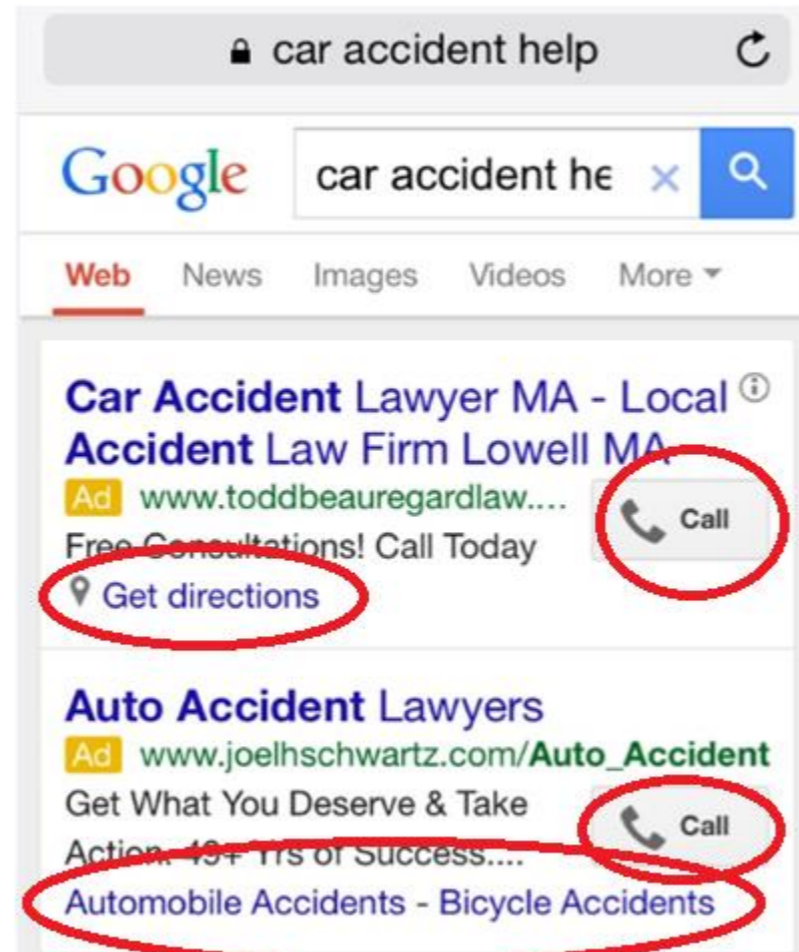
Nike.com - Nike Official Store

Ad www.nike.com/
Shop for Nike Shoes and Gear. Available Now at Nike.com
Free Shipping With Nike+ - Free 30 Day Returns - No Minimums
Nike has 3,771,377 followers on Google+

Nike New Releases Shop our Latest Shoes, Gear & Clothing. Available Now at Nike.	New Nike Pegasus 32 Find Your Fast with The New Nike Air Zoom Pegasus 32 - Shop Now.
Custom Nike Shoes Create Your Customized Footwear. For Performance, Fit and Style.	New Nike Free Shoes Shop the Latest Free 3.0, 4.0 & 5.0 Styles Exclusive Colors at Nike.com



AD EXTENSIONS



{lpurl}?keyword={keyword}

TRACKING TEMPLATES

Tracking parameters pass information about the click for your account, campaign, or ad group in the tracking template. There are two types of tracking parameters:

- Custom parameters represent an advertiser-defined value that can be set in the tracking template. For example, you could define `{_campaign}=branding` or `{_campaign}=leads` in your campaign's custom parameters and set your account tracking template to `{lpurl}?source_campaign={_campaign}` [Learn more](#)

- ValueTrack parameters represent the value in a URL parameter (e.g. the `{network}` in the URL parameter `network={network}`). The `{network}` parameter will record the network the click came from ([Search Network](#) or [Display Network](#)) in your ad's landing page URL. [Learn more](#)

PAID SEARCH

HOW GOOGLE SERVES ADS

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Settings

Locations

Ad schedule

Devices

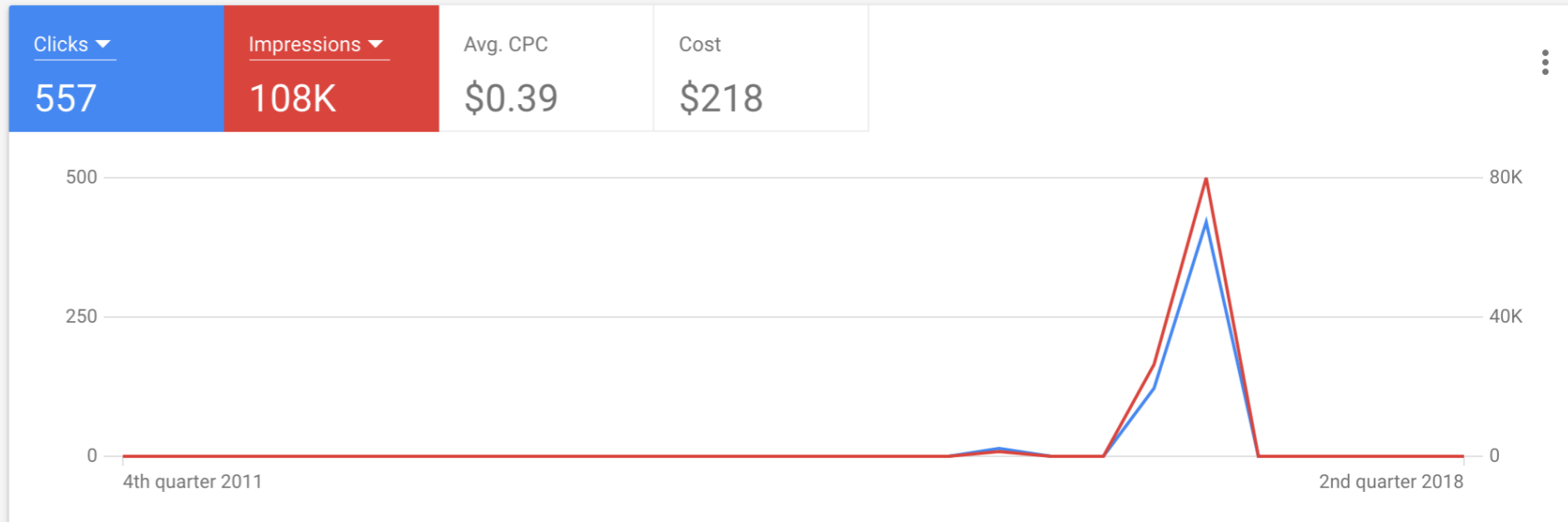
Advanced bid adj.

Change history

Overview

All time

Oct 20, 2011 – Jun 2, 2018



Campaigns

	Cost	Clicks	CTR
AdWords Bootcamp - December 2016	\$136.61	398	0.55%
AdWords Bootcamp - October 2016	\$53.71	80	0.34%
Campaign #2	\$9.47	20	2.65%
Bootcamp - Freelance	\$7.06	6	0.60%
Campaign #1	\$6.89	14	3.81%

ALL CAMPAIGNS >

Page 1 of 3

Search keywords

	Cost	Clicks	CTR
nyc	\$5.92	4	0.56%
adopt a dog	\$4.47	6	4.44%
pet dogs for adoption	\$2.54	3	1.75%
adoption for dogs	\$1.85	2	0.66%
dogs up for adoption	\$0.81	1	10.00%

ALL KEYWORDS >

Page 1 of 10

THEN COME ADS

Expanded Text Ads have 5 **elements**.

- ▶ Two headline fields (up to 30 characters each)
- ▶ A single, expanded description field (up to 80 characters)
- ▶ A display URL that uses your final URL's domain
- ▶ Two optional "Path" fields, used in the ad's display URL (up to 15 characters each)



WRITING ADS

Final URL ?

www.Jonchang.nyc/lead-gen

Headline 1 ?

Hire a Facebook Expert Today

Headline 2 ?

Great For New Businesses

Path ?

jonchang.nyc /

Freelance

 /

Consultant

Description ?

New York Social Media Advertising Free Consultation.Get Real traffic

Sample ads

[View more](#)

New College Programs For You - Plan For Your Future

Ad

[www.example.com/Online_Courses](#)

Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

Preview ?

Mobile | [Desktop](#)

Hire a Facebook Expert Today - Great For New Businesses

Ad

[jonchang.nyc/Freelance/Consultant](#)

New York Social Media Advertising Free Consultation.Get Real traffic

PRO TIPS

- Line 1 should highlight what you're offering, aka the Benefit.
- Line 2 should include a clear CTA. *Tell me what I should do!*
- If the user's search term appears in your ad, the text will **be bolded**.
- Most tests indicate that seeing the actual keyword(s) in the ad copy generates higher clickthroughs (hence, dynamic keyword insertion).

AD COPY CONCEPTS

Value

- Affordable
- Low cost
- Save on
- Include Price

Quality

- High quality
- US made
- Money back guarantee
- Great service assured

Product

Information

- Unique selling proposition
- The “only” product

Testimonials

- Fred from New York says “great service”

BEST PRACTICES

Do

- Keep in mind limited Real Estate
- Be Specific
- Highlight your Value Prop
- Relate ads to keywords
- Include a Call-to-action
- Take advantage of all characters
- Use a unique display URL
- Maintain strong relationship between Ads and LP's

Don't Do

- Length
- Exaggerated punctuation (only one ! allowed)
- ALL CAPS
- Curse words
- The word “click”
- Link to non-owned properties
- Use of trademarked terms

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Settings

Locations

Ad schedule

Devices

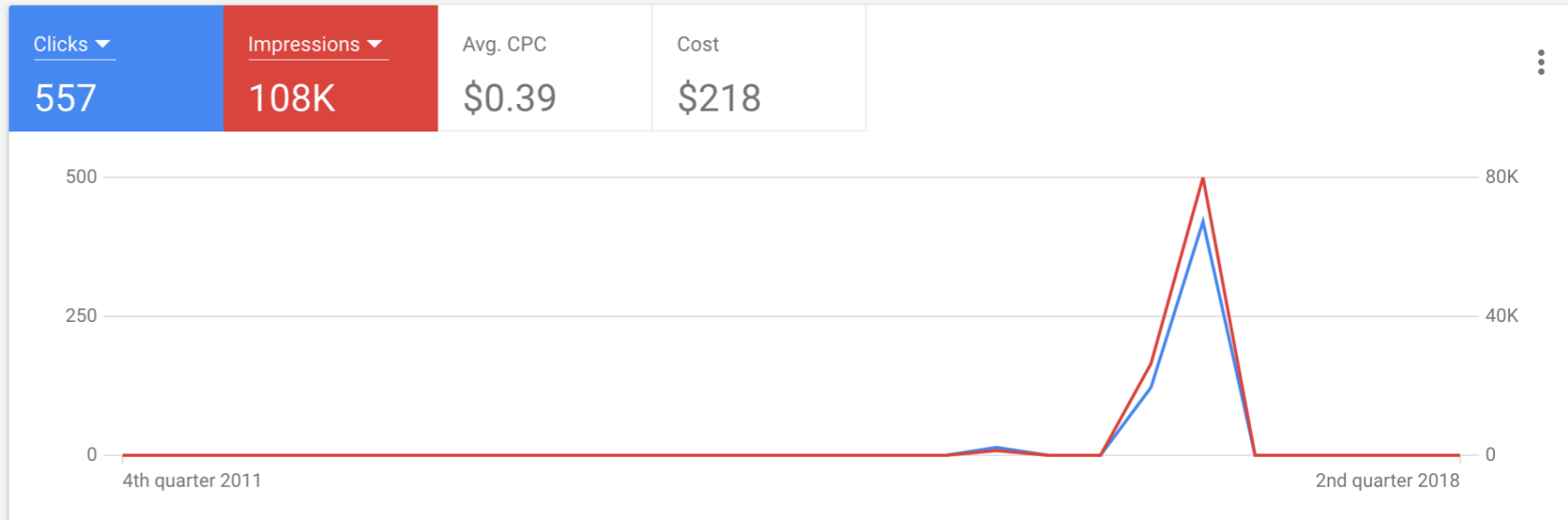
Advanced bid adj.

Change history

Overview

All time

Oct 20, 2011 – Jun 2, 2018



Campaigns

	Cost	Clicks	CTR
AdWords Bootcamp - December 2016	\$136.61	398	0.55%
AdWords Bootcamp - October 2016	\$53.71	80	0.34%
Campaign #2	\$9.47	20	2.65%
Bootcamp - Freelance	\$7.06	6	0.60%
Campaign #1	\$6.89	14	3.81%

ALL CAMPAIGNS >

Page 1 of 3

Search keywords

	Cost	Clicks	CTR
nyc	\$5.92	4	0.56%
adopt a dog	\$4.47	6	4.44%
pet dogs for adoption	\$2.54	3	1.75%
adoption for dogs	\$1.85	2	0.66%
dogs up for adoption	\$0.81	1	10.00%

ALL KEYWORDS >

Page 1 of 10

—

ACTIVITY



Solo Exercise: **BUILD YOUR AD**

35

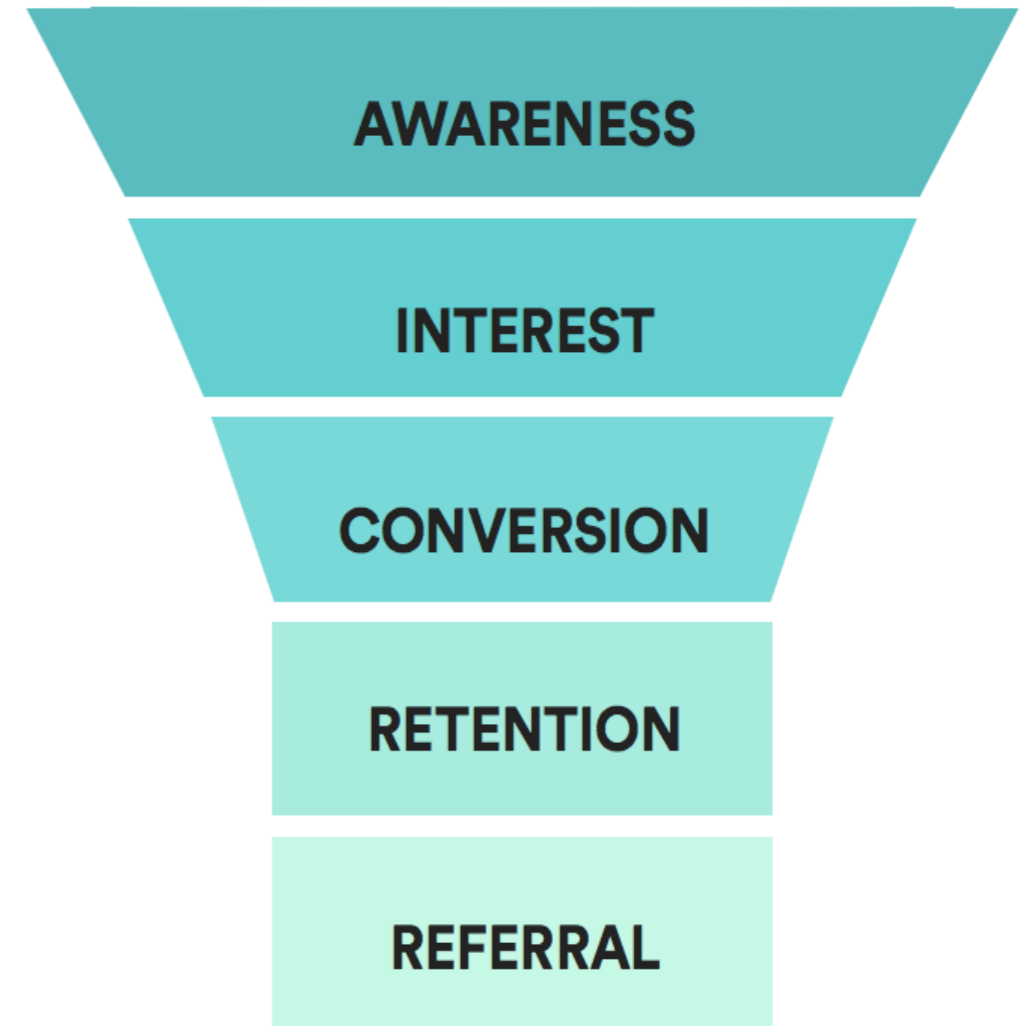


DIRECTIONS

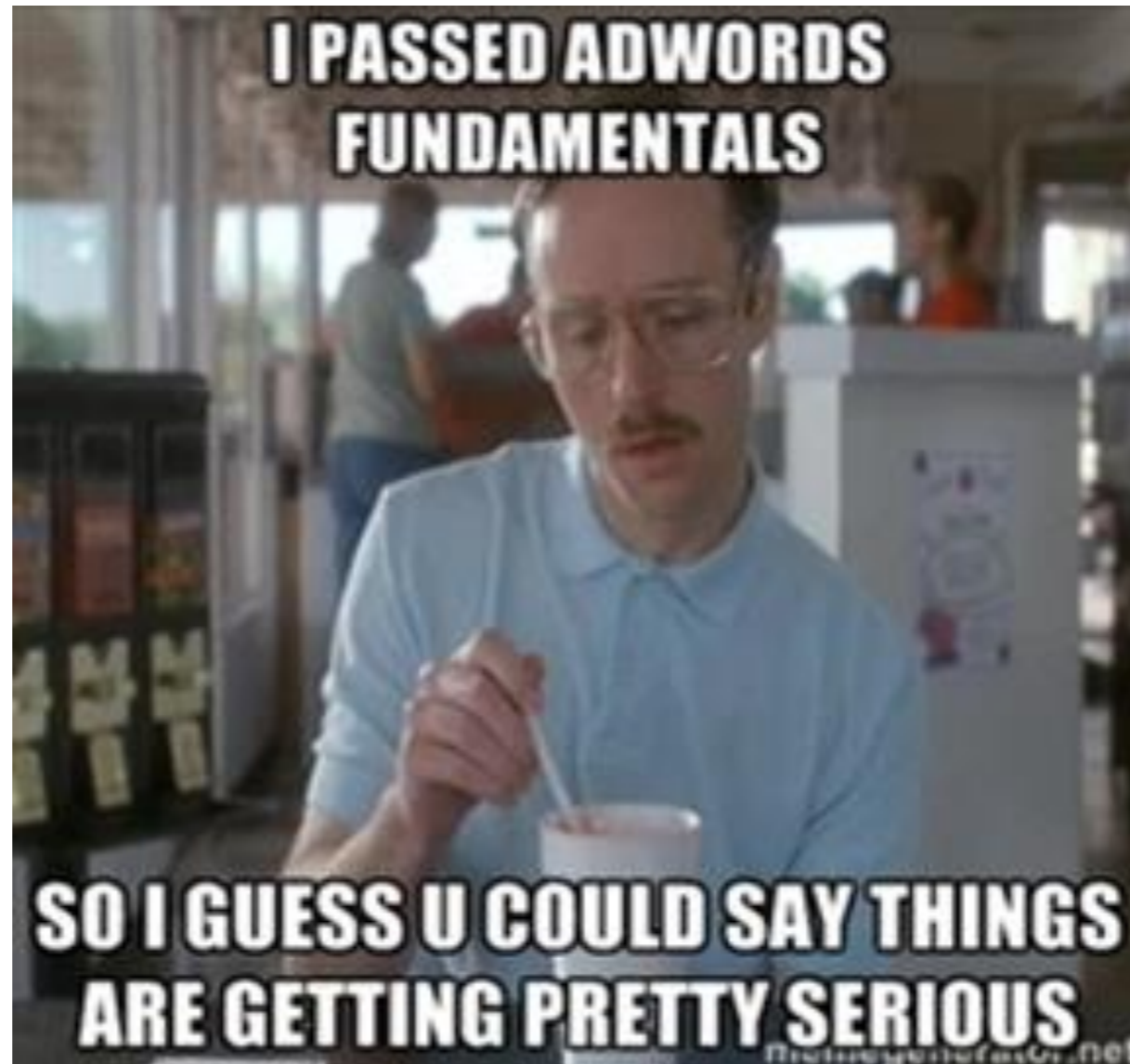
1. Write at least 2 Ads for the objective you identified earlier. Save your Ads to your Ad Group. Give each group a name. These will be your new Ad Groups.
2. Pick another Ad Group, and write 4 ads for that AdGroup. Change your approach to better address the keywords, theme, and intent of the keywords contained in your new AdGroup.

DELIVERABLE

6 Ads: 2 in one AdGroup and 4 in another AdGroup



AdWords Certification Exams



FURTHER LEARNING (OPTIONAL)

Download AdWords Editor:

- ▶ AdWords Editor is a desktop tool used to build out and manage many campaigns. It can do rapid duplication and bulk edits to help with creating keyword lists of hundreds or thousands of terms.
- ▶ <http://www.google.com/intl/en/adwordseditor/>

Example AdWords Questions and Answers

- ▶ <http://coodie.com/adwords-search.php>

Read more about AdWords!

- ▶ <http://searchengineland.com/library/google/google-adwords>

Sign up for Google Partners

- ▶ <https://support.google.com/partners/answer/3198387>

THANK YOU.

A QUICK LOOK AT ADWORDS EDITOR

What is **AdWords Editor**?

AdWords Editor is a desktop tool used to build out and manage many campaigns. It can do rapid duplication and bulk edits to help with creating keyword lists of hundreds or thousands of terms.

Where do I get it?

Here. <http://www.google.com/intl/en/adwordseditor/>