GOOGLE ADWORDS BOOTCAMP

DAY 2

WELCOME BACK!

ALEX SIERRA, CEO SIGMA RIDGE

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
- Display Advertising
- Google ads editor
- Attribution models
- UTM Codes
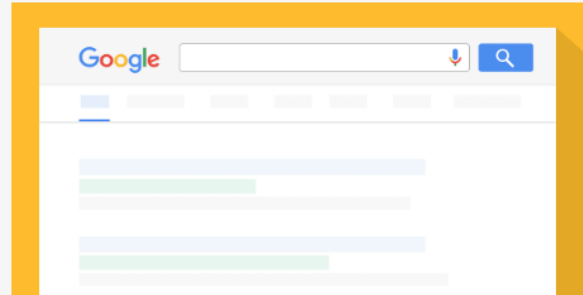- Testing and Optimization
- Campaign settings

REVIEW
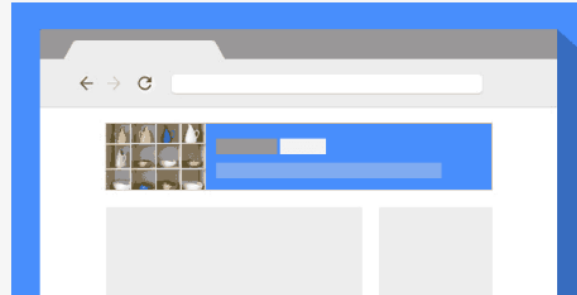
SEARCH ENGINE OPTIMIZATION
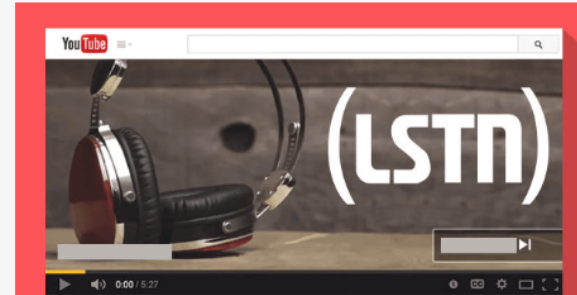
SEO IS ORGANIC
SEM IS PAID

Google Ad Types

Search Ads

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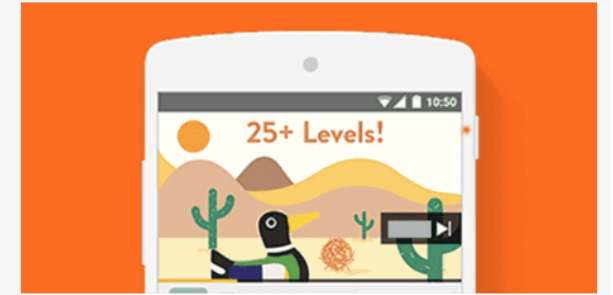
→

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.
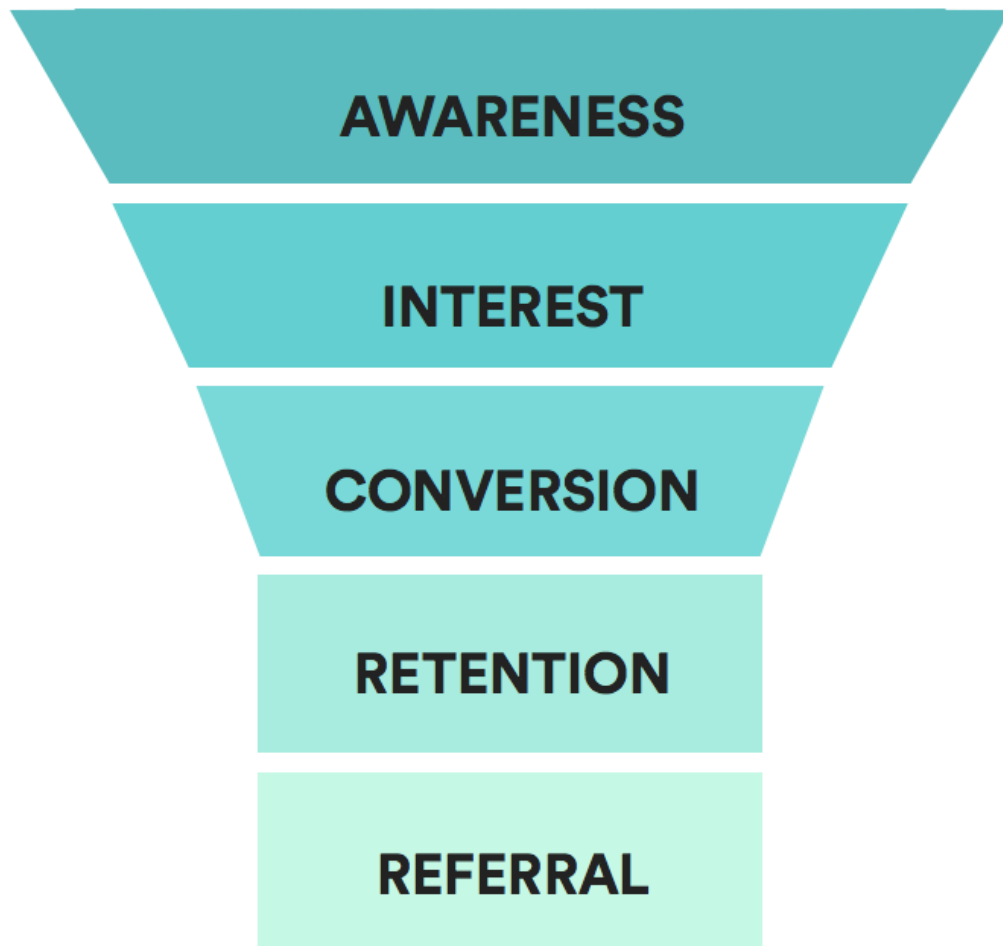
→

App Ads

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

→

Marketing objectives are typically rooted in the funnel.

AWARENESS

INTEREST

CONVERSION

RETENTION

REFERRAL

- 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!"

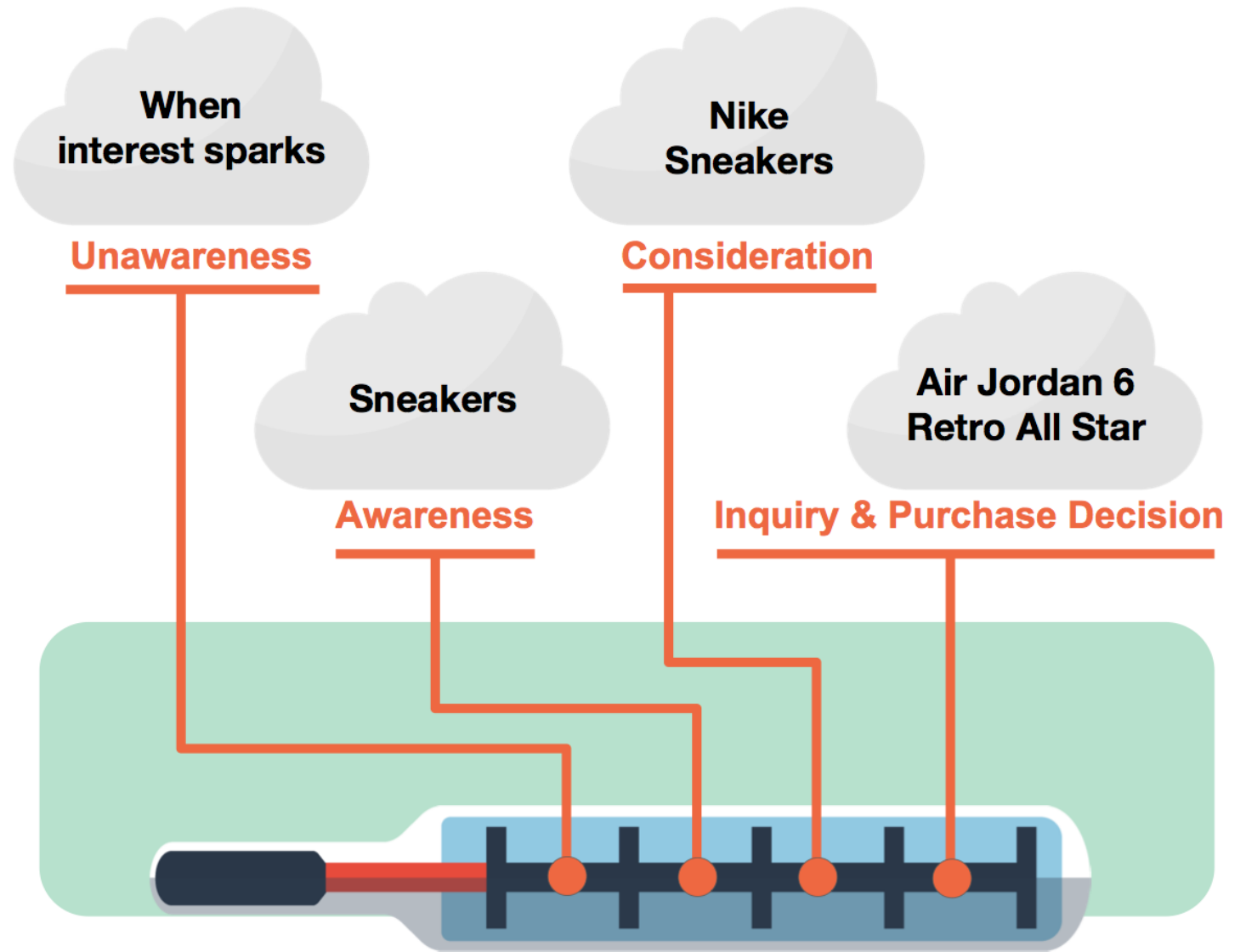**Keep in mind: Business goal, Conversion goal, Personas and products**

KEYWORD RESEARCH

INTENT VS. VOLUME FUNNEL

LOW INTENT	MEDIUM INTENT	HIGH INTENT
Shoes	Kids Shoes	Kids Shoes at Old Navy
Footwear	Comfortable Footwear	Buy Comfortable Camping Footwear

HIGH VOLUME   **LOW VOLUME**

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%

Pay Per Click Keyword Match Types - July 2010 - Infographic by WebRanking.com

Broad Match: Matching search query only needs to loosely match 1 word of any of the terms contained within your bidded 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 bidded 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 bidded 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 bidded 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 bidded 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 bidded keyword and cannot contain additional terms.
Targeting & Control: Exact keyword targeting with high level of control.
Bidding Strategy: Initial bids can be highly competitive.

QUALITY SCORE

AD RANK

LANDING PAGE

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.

Gourmet	*Dark Roast*	*French Roast*
Gourmet Coffee Beans	*Dark Roast Coffee Beans*	*French Roast Coffee Beans*
Gourmet Whole Coffee Beans	*Dark Roast Whole Coffee Beans*	*French Roast Whole Coffee Beans*
Gourmet Ground Coffee Beans	*Dark Roast Ground Coffee Beans*	*French Roast Ground Coffee Beans*

STRUCTURE FOR CAMPAIGNS, AD GROUPS…

AD EXTENSIONS

DISPLAY ADS FORMAT

Supported sizes and formats

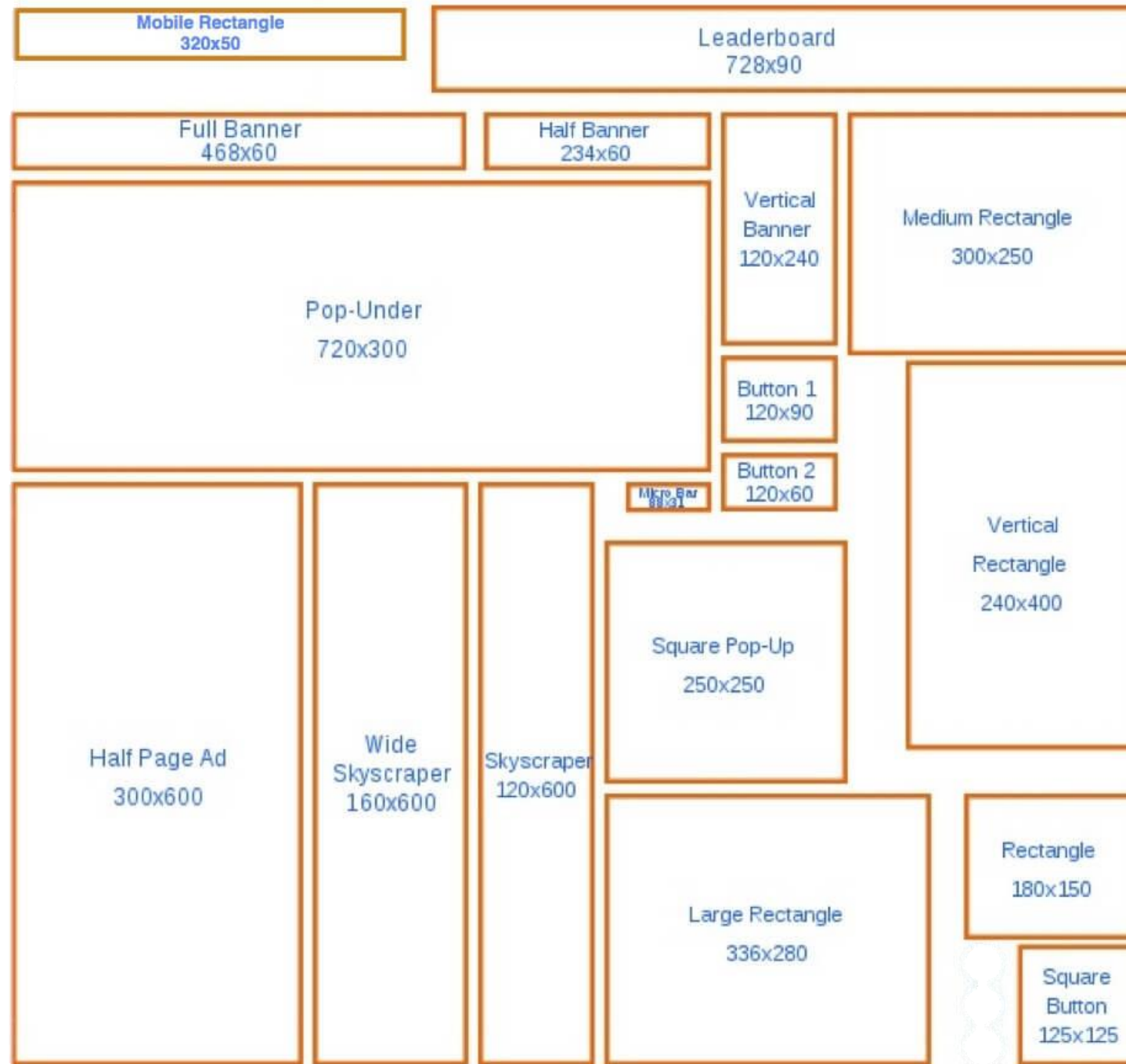### File types

Image Formats	GIF, JPG, PNG
AMPHTML Formats	ZIP containing 1 HTML document and up to 39 media assets.
Max. size	150 KB

Ad sizes

Square and rectangle

200 × 200	Small square
240 × 400	Vertical rectangle
250 × 250	Square
250 × 360	Triple widescreen
300 × 250	Inline rectangle
336 × 280	Large rectangle
580 × 400	Netboard

Leaderboard

468 × 60	Banner
728 × 90	Leaderboard
930 × 180	Top banner
970 × 90	Large leaderboard
970 × 250	Billboard
980 × 120	Panorama

Skyscraper

120 × 600	Skyscraper
160 × 600	Wide skyscraper
300 × 600	Half-page
300 × 1050	Portrait

Mobile

300 × 50	Mobile banner
320 × 50	Mobile banner
320 × 100	Large mobile banner

DISPLAY ADS FORMAT

Mobile Rectangle
320x50

Leaderboard
728x90

Full Banner
468x60

Half Banner
234x60

Vertical Banner
120x240

Medium Rectangle
300x250

Pop-Under
720x300

Button 1
120x90

Button 2
120x60

Micro Bar
88x41

Vertical Rectangle
240x400

Square Pop-Up
250x250

Half Page Ad
300x600

Wide Skyscraper
160x600

Skyscraper
120x600

Large Rectangle
336x280

Rectangle
180x150

Square Button
125x125

ADS EDITOR

https://ads.google.com/home/tools/ads-editor/

Attribution

- The rule, or set of rules, that determines how credit for conversions is assigned to various touchpoints before a conversion

- Without some form of attribution model, you are not taking into account the full value of your marketing efforts
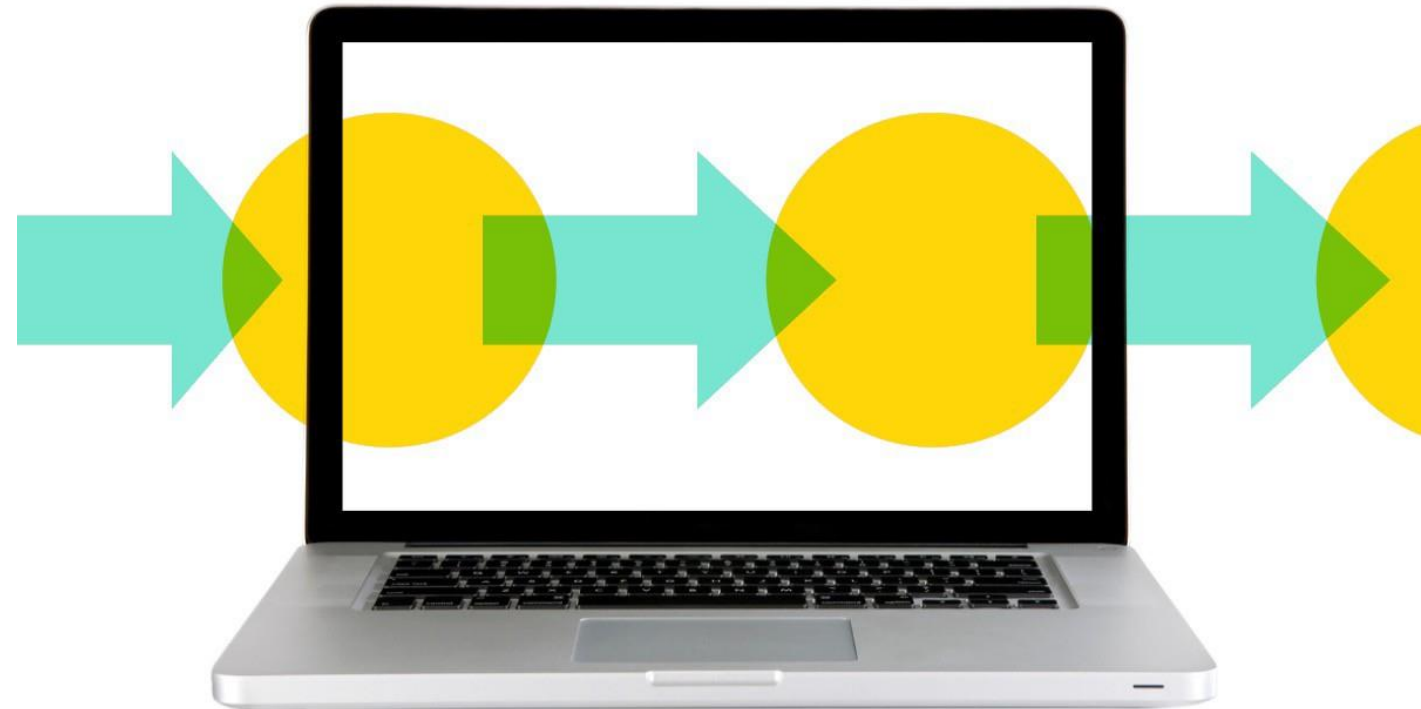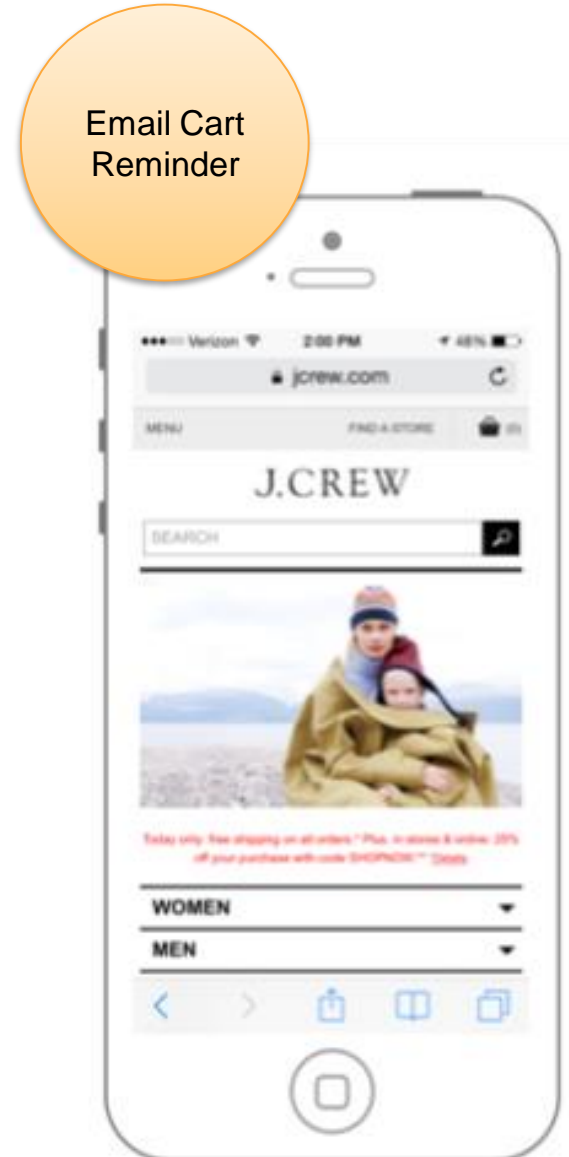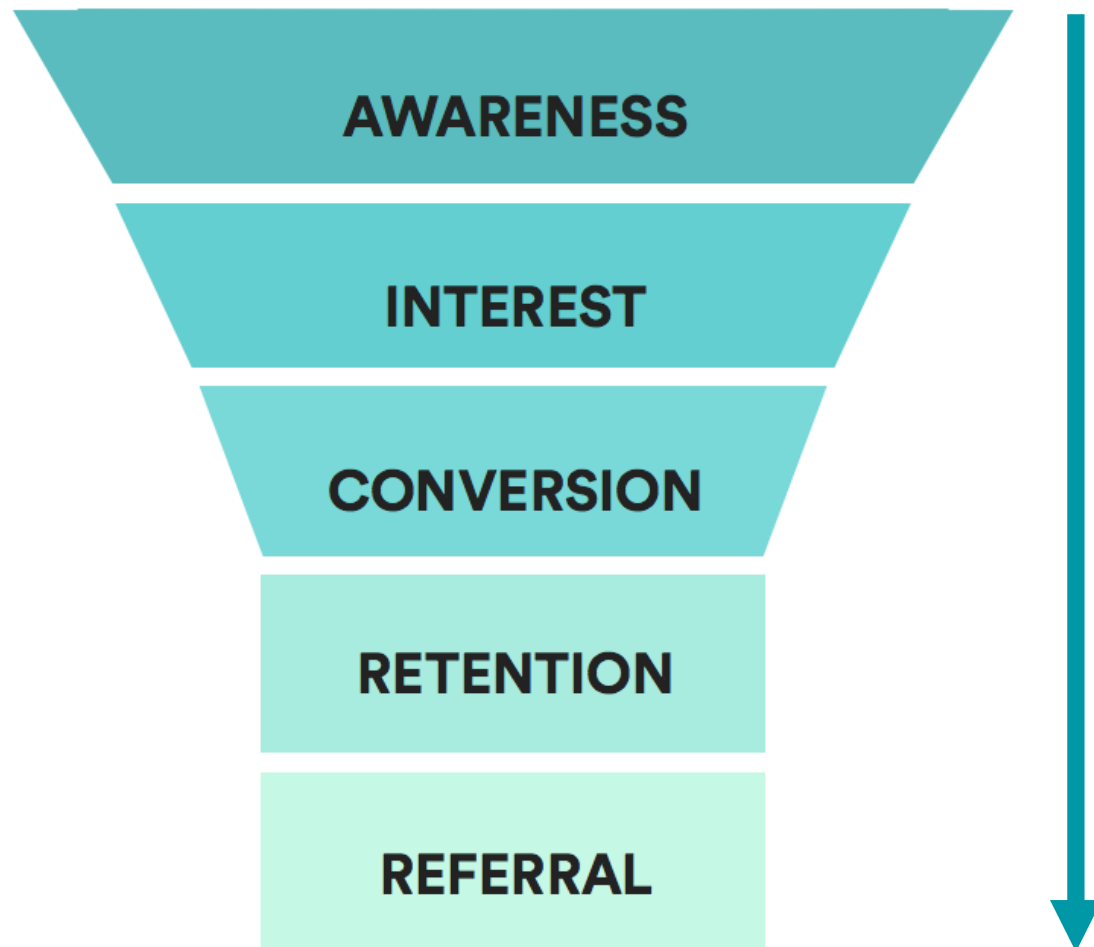
Attribution: Who Gets The Credit?

Email Cart Reminder

Web Retargeting

Social

SMS

Marketing objectives are typically rooted in the funnel.

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REFERRAL

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  "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!"

Attribution
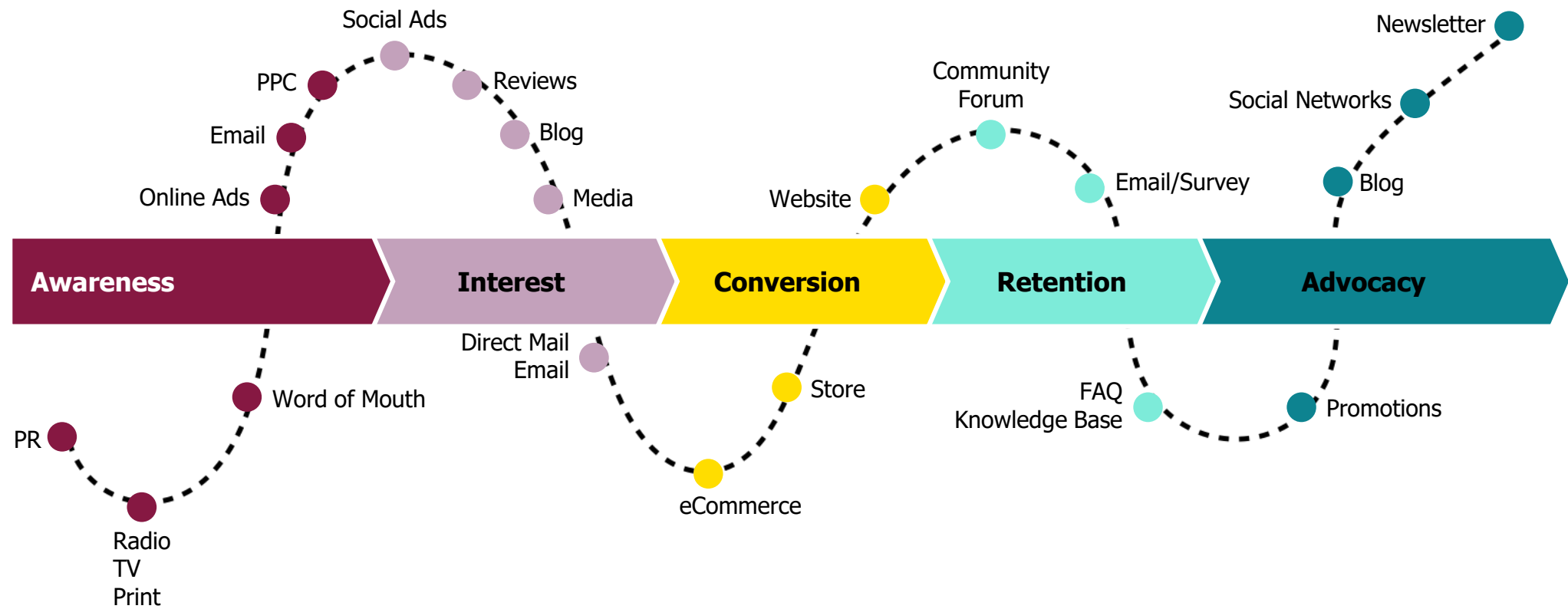
Four things to know about attribution

1. No channel is **independent**

2. There is **no perfect** attribution model

3. Attribution is art **& Science**

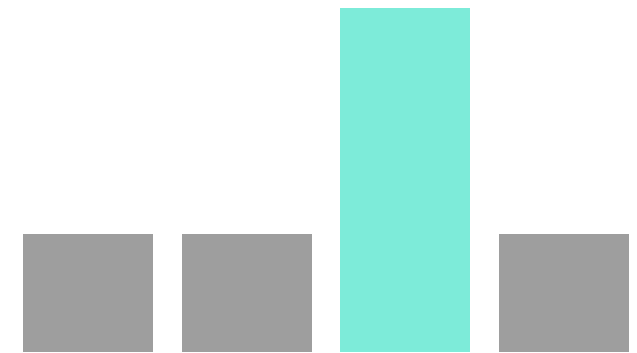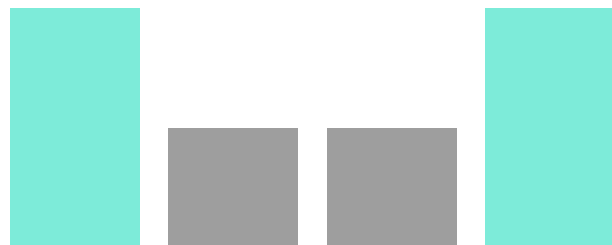4. There is **no complete** data set

Bring Out The Models

First interaction

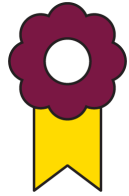Last interaction

Last non-direct interaction

Position-based

Time decay

Linear

Choosing your model

Campaign goal

Awareness
- First interaction
- Last interaction
- Position-based

Demand generation
- First interaction
- Linear
- Position-based

Conversions
- Last interaction
- Last non-direct Interaction
- Time decay

Engagement
- First interaction
- Position-based

Choosing your model
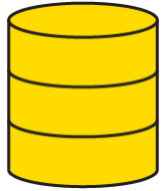
2 **Sales cycle**

	Last interaction	Linear		Position-based
Shorter	- -			**Longer**
	First interaction	Last non-direct		Time decay
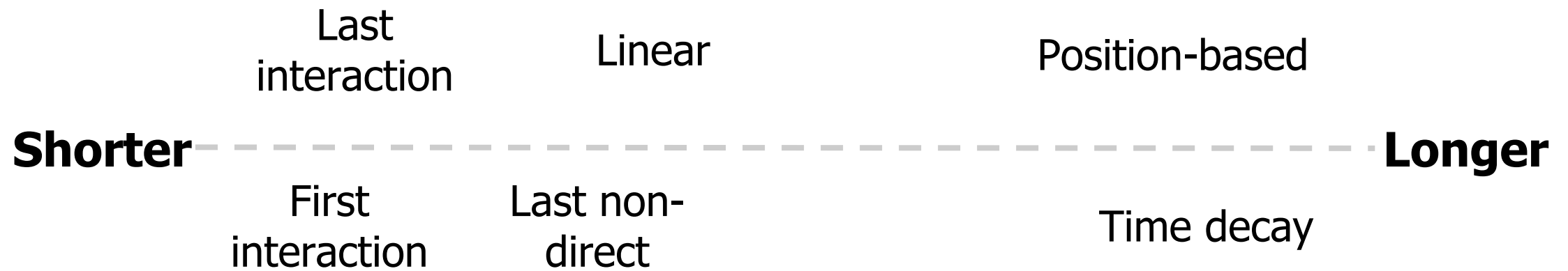
Choosing your model

🟡 **Tech stack**

First
interaction   Linear   Position-based

**Less
complex** - **More
complex**

Last
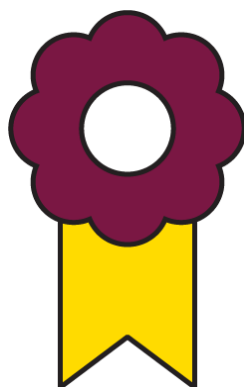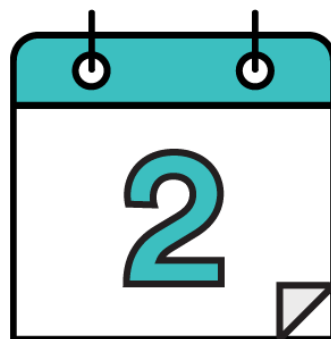interaction   Last non-direct   Time decay

Choosing your model

Campaign goal

What am I trying to measure and accomplish?

- Awareness/Demand, New Product or Brand, single point campaigns: FI
- Conversion, easy & default for Google Analytics: LI
- Interest marketing: LN-DI
- Awareness & Conversion: PB
- Promotion: TD
- Awareness TO conversion: Linear

Sales cycle

How long is my sales cycle?

- Short Sales Cycle: LI, PB (U), FI
- Long sales Cycle: LN-DI, TD, Linear

Tech stack

What data am I able to gather and analyze?

- Not a lot of data: FI, LI
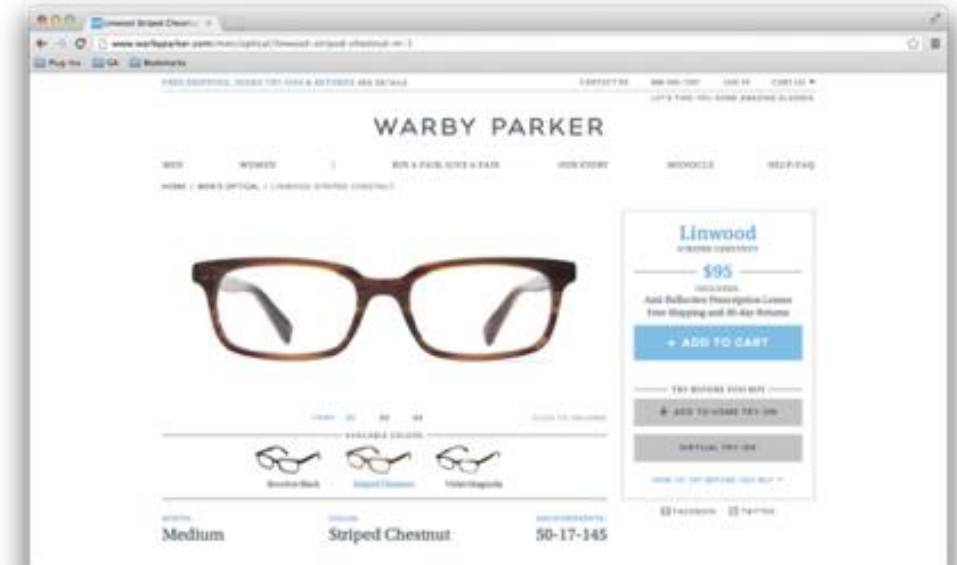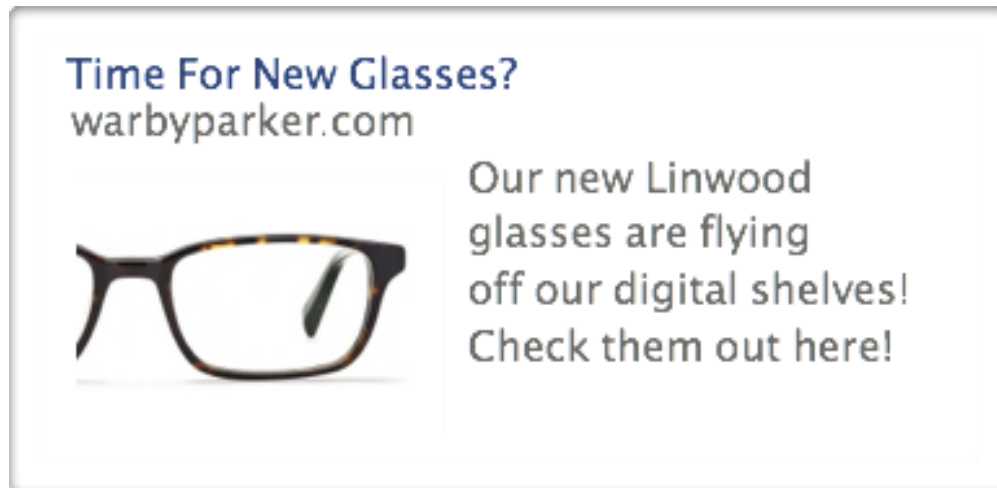- A lot of Data: LN-DI, PB (U), TD, Linear

Activity

Pick your attribution model (10 minutes)

UTM CODES

GA

UTM Codes in Action (Urchin Tracking Module)

HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?

VS

HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?utm_source=tellapart&utm_medium=retargeting&utm_campaign=product_feed_retargetting

UTM Codes – How to Create Your Own

You need the following to create your tagged URL: https://ga-dev-tools.appspot.com/campaign-url-builder/

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL	www.sigmaridge.com

The full website URL (e.g. `https://www.example.com`)

* Campaign Source	facebook

The referrer: (e.g. `google` , `newsletter`)

Campaign Medium	banner

Marketing medium: (e.g. `cpc` , `banner` , `email`)

Campaign Name	180901 Free_Consultation

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term	marketing help

Identify the paid keywords

Campaign Content	cute puppy

Use to differentiate ads

=

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

www.sigmaridge.com?utm_source=facebook&utm_medium=banner&utm_campaign=180901%20Free_Consultation&utm_term=marketing%20help&utm_content=cute%20puppy

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

📋 Copy URL   🔗 Convert URL to Short Link (authorization required)

UTM Code Principles

- **Before you deploy any campaign, creative, email, or link, ask yourself:** "Why are we not tracking this?" The answer should unilaterally be, "Well, we need to."

- UTM codes are only helpful if people are actually looking at the reports after you deploy them.

- Any UTM code you add to a URL will override the "source." For example, without a UTM code, traffic from Reddit would appear as "reddit.com." However, if you added "source=reddit_blog," Reddit would then show as "reddit_blog" in Google Analytics.

UTM Coding: Pro Tips

- **_Encourage_** others in your organization to add UTM parameters to everything they do (within reason).
- You can even add UTM codes within your site (tag links on your blog that drive back to your main website so you can separate who came from your blog).
- **Develop a simple naming convention** and circulate it to other departments (e.g., "medium" must always be "medium=web" if it's coming from a website, or "medium=email" for any inbound email efforts.)
- Be consistent in your campaign tagging structure.
- Keep an Excel spreadsheet handy with your campaign tag structure until you memorize it.
- There is no "right" way to do this. Experiment until you find the right level of tagging for you.

- You are sending weekly emails to leads on your B2B list, driving them to your blog.

- You are conducting a sweepstakes for free tickets on Facebook and Twitter in order to drive traffic to your site and build your email list.

- You are promoting the sweepstakes with a video campaign featuring your influencer, Guy Fieri.

- Create UTM structures for these three campaigns.

http://bit.ly/SigmaUrl

TEST & OPTIMIZATION

GA

HOW DO YOU CREATE EXPERIMENTS?

WHY DO WE EXPERIMENT?

EXPERIMENTATION = DATA-DRIVEN DECISION MAKING

Determine how well a tactic worked, then develop ways to optimize

https://hbr.org/2017/06/a-refresher-on-ab-testing

WHAT QUALIFIES AS A VALID TEST?

DESIGNING YOUR EXPERIMENTS: FRAMEWORK

1. Define quantifiable success metrics
2. Explore before you refine
3. Less is more. Reduce choices.
4. Words matter. Focus on your call to action.
5. Fail fast.
6. Start today.
7. What is your main KPI?
8. What do customers need to do to get there?
9. In what part of the conversion funnel does this test fall? How does this relate to your main KPI?

STOLEN FROM DAN SIROKER

LET'S GO BACK TO YOUR MIDDLE SCHOOL SCIENCE CLASSROOM FOR A MINUTE...

...WHAT IS the scientific method?

WHAT IS EXPERIMENTATION?

What To Do   Strategize   How To Do It

Concept

Execute   Act   Data-Driven Strategy   Test   Execute

Analyze

Why

What Happened

Strategize
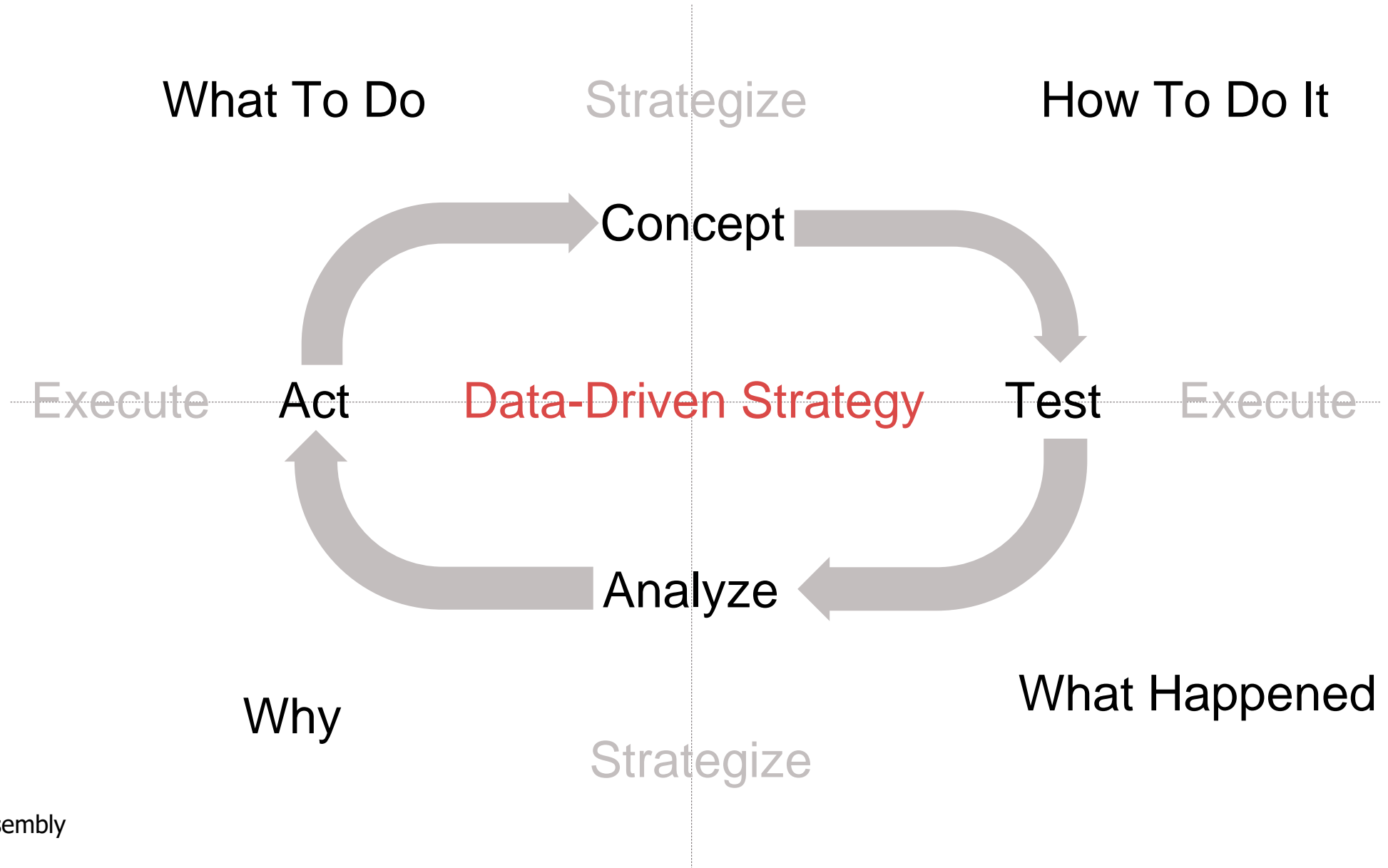
WHO PERSONAS
WHAT COPY/IMAGES
WHERE PLATFORM
WHEN TIME/DATE/SEASON
HOW
WHY UX/UI
BEHAVIOR

WHAT COULD YOU TEST WITH THIS AD?

Looking To Invest? - wealthfront.com
Ad www.wealthfront.com/ ▼
Invest without the hassle with an automated **investment** service.
Daily Tax-Loss Harvesting · Automatic Rebalancing · Automatic Investing · Direct Indexing
Tax-Optimized US Index · Lower Your Tax Bill · Tax Efficiency · Works Non-Stop

- Phrasing / Language
- Call to action
- Offers
- Targeting
- Keywords
- Location
- Age
- Language
- Day of Week, Time of Day
- Devices
- Ad destination (i.e. landing page)
- Bid amount

Solo Exercise: WHAT COULD YOU TEST WITH THIS SITE?

https://www.warbyparker.com/eyeglasses/women/linwood/violet-magnolia

DESIGNING YOUR EXPERIMENTS: FRAMEWORK

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3. Less is more. Reduce choices.
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6. Start today.

STOLEN FROM DAN SIROKER

CONTROL

IMAGE VARIATION

⬆ +19%

EXPERIMENT DESIGN: TEST YOUR HYPOTHESIS

OPTION 1: Run "Free Shipping" ad on all keywords for 1 week & compare Conversion Rate to average conversion rate.

OPTION 2: Run "free shipping" ad on half of keywords for 1 week + CONTROL ad on other half & compare conversion rates.
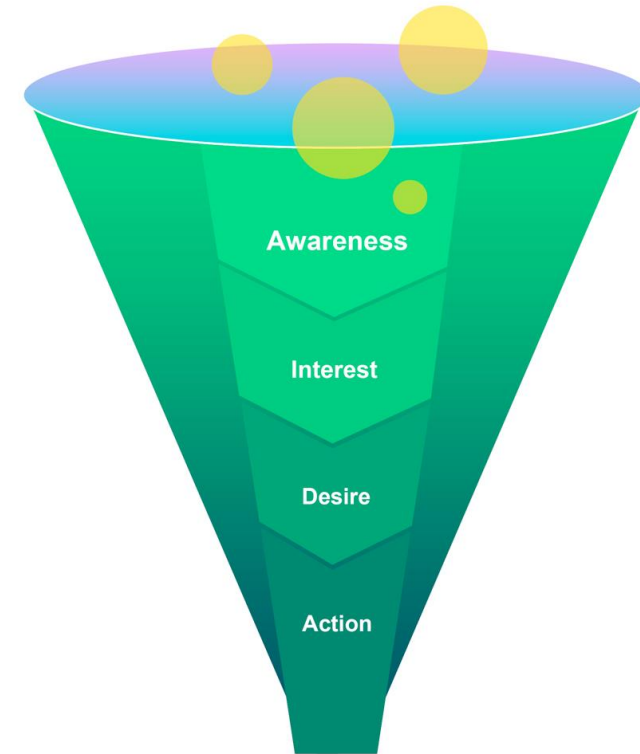
OPTION 3: Run "free shipping" ad + CONTROL ad on same keywords AT SAME TIME & compare conversion rates.

PREMATURE OPTIMIZATION IS THE ROOT OF ALL EVIL.

- DONALD KNUTH

Check your current data use visualization tools

DESIGNING YOUR EXPERIMENTS: FRAMEWORK

1. Define quantifiable success metrics
2. Explore before you refine
3. Less is more. Reduce choices.
4. Words matter. Focus on your call to action.
5. Fail fast.
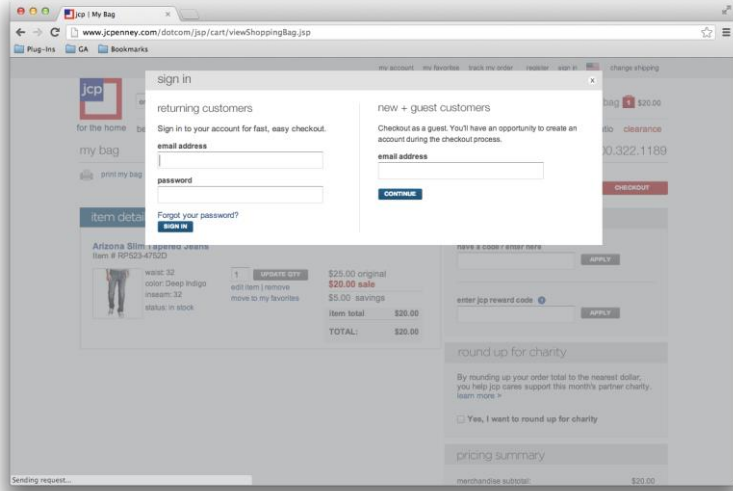6. Start today.

OPTIMIZATION: CUSTOMER JOURNEY

LANDING PAGES

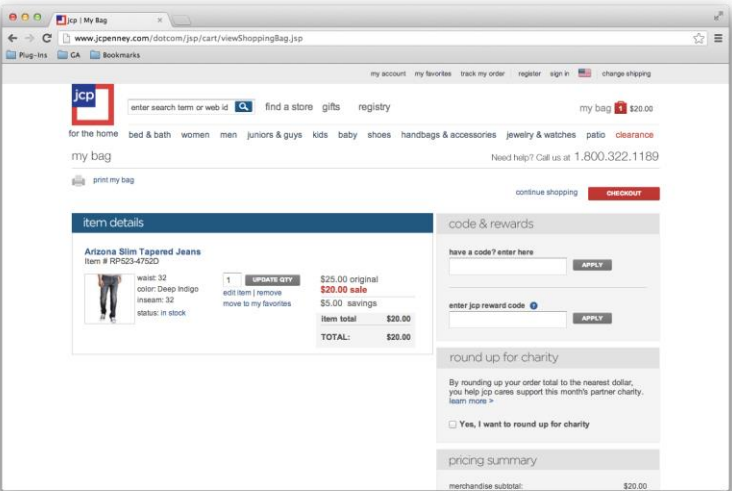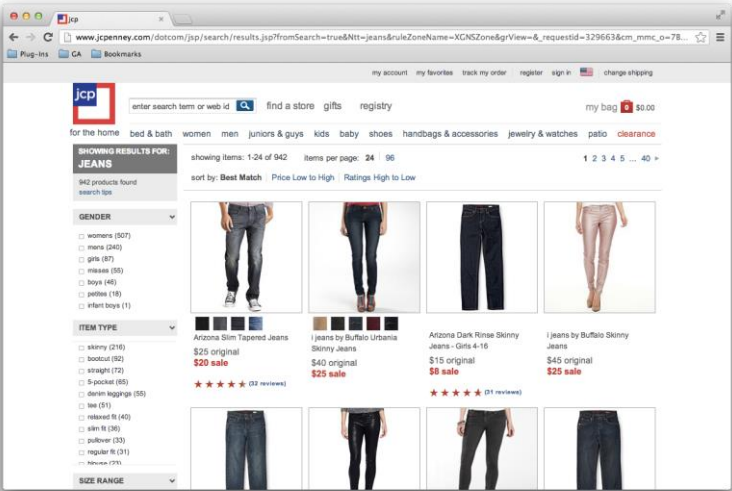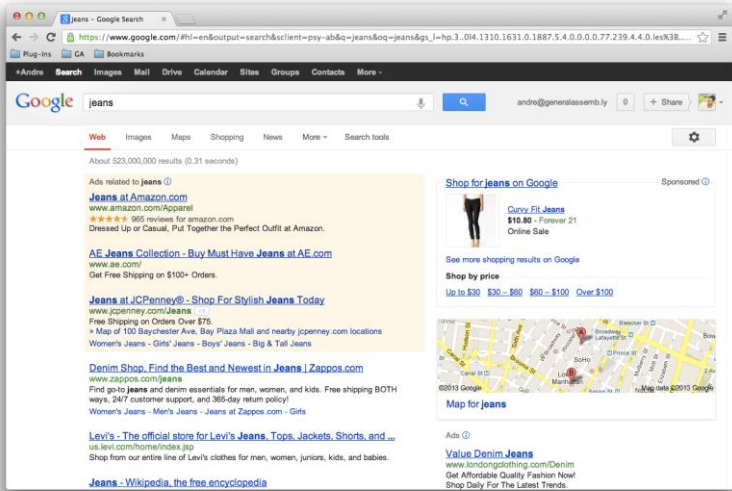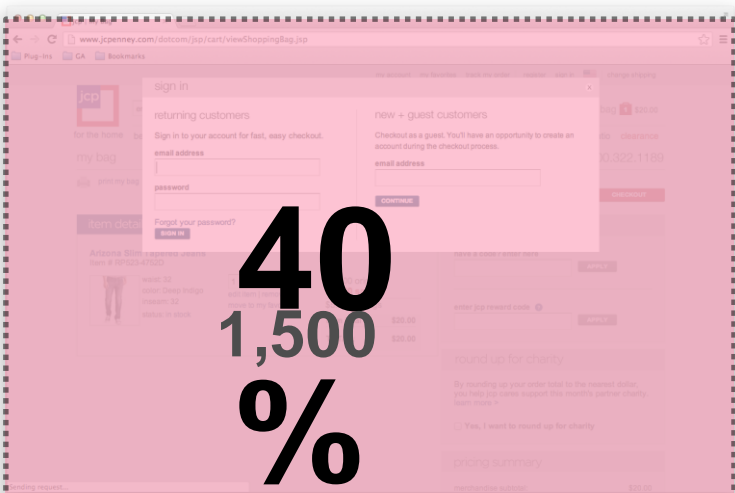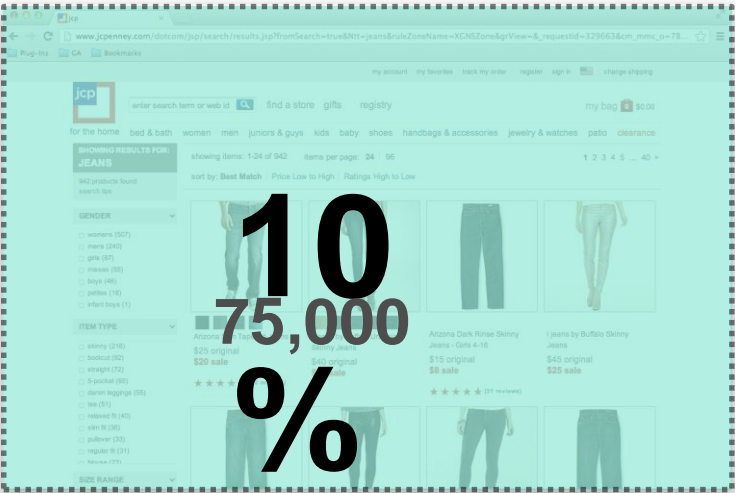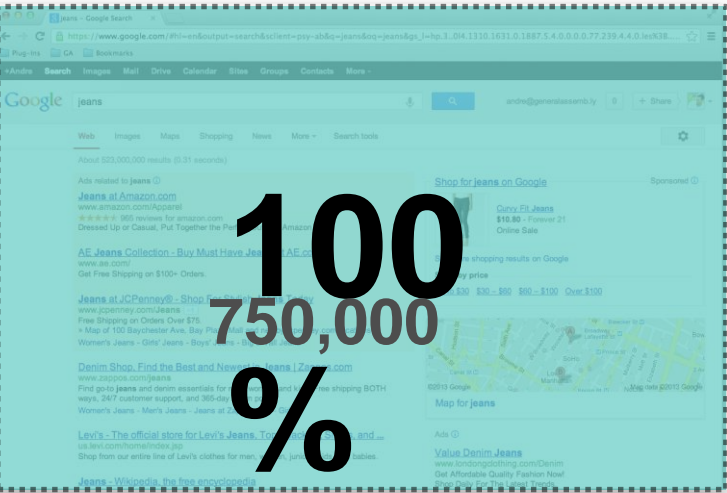*"Landing page experience refers to how good we think someone's experience will be when they get to your landing page"* Google.

"User experience's greatest impact to SEO is through the increase it creates in organic sharing and distribution" Rand Fishkin, Moz.

CONVERSION FUNNELS

CONVERSION FUNNELS

100% 750,000

10% 75,000

5% 3,750

40% 1,500

landing pages

'CLICK THROUGH' AND 'LEAD PAGE' LANDING PAGES

LANDING PAGES

IMPACT

LANDING PAGES

H.BLOOM

LANDING PAGES

VELARO
LIVE CHAT

What to ask your data

- Should I take action based on these results?

- Does x really affect y?

Statistical Significance
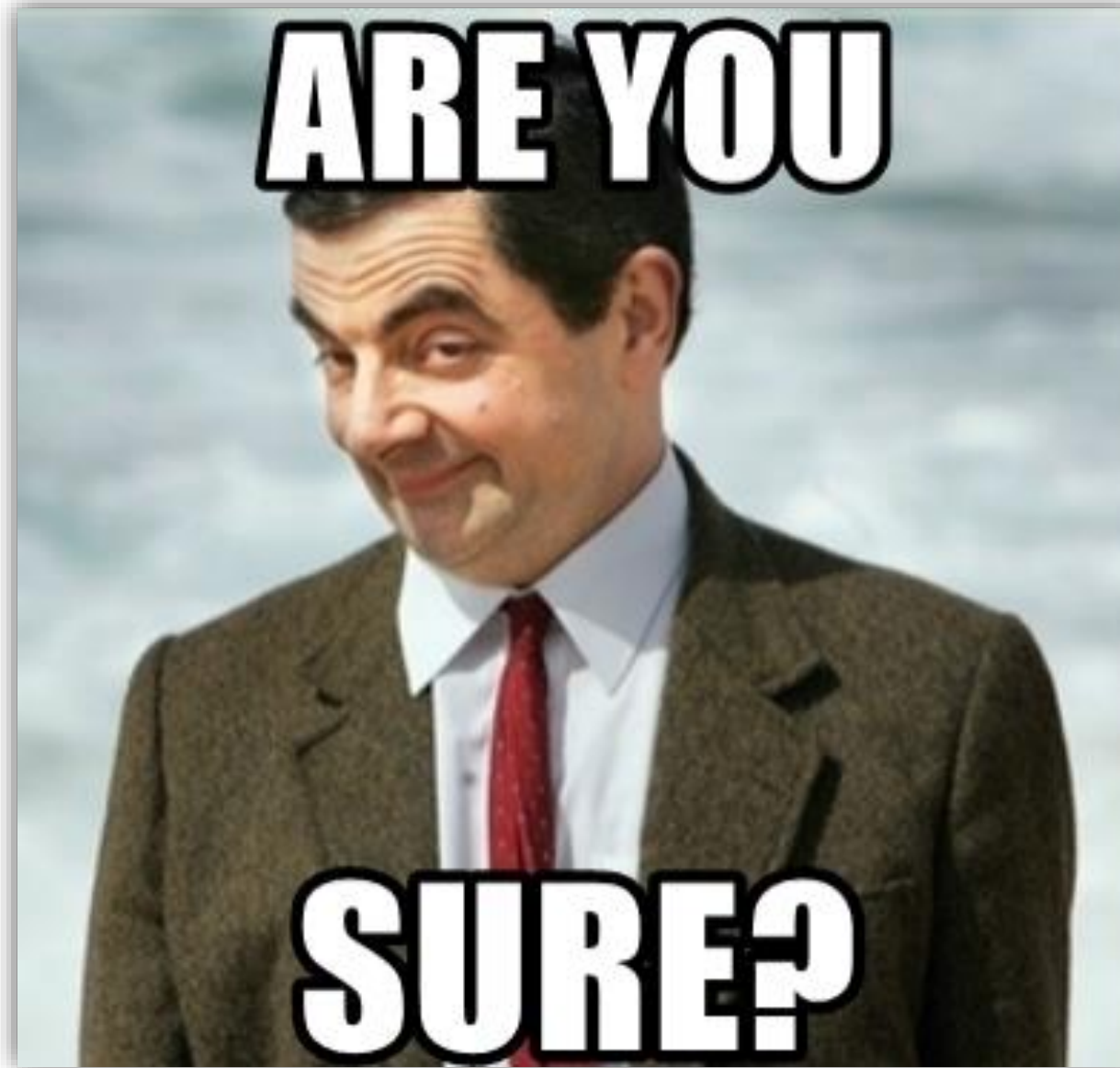
Case study

For Sigma Ridge Statistical Significance is the difference between a hunch and a fact. Between getting the job or not.

Statistical Significance

https://www.youtube.com/watch?v=R13BD8qKeTg
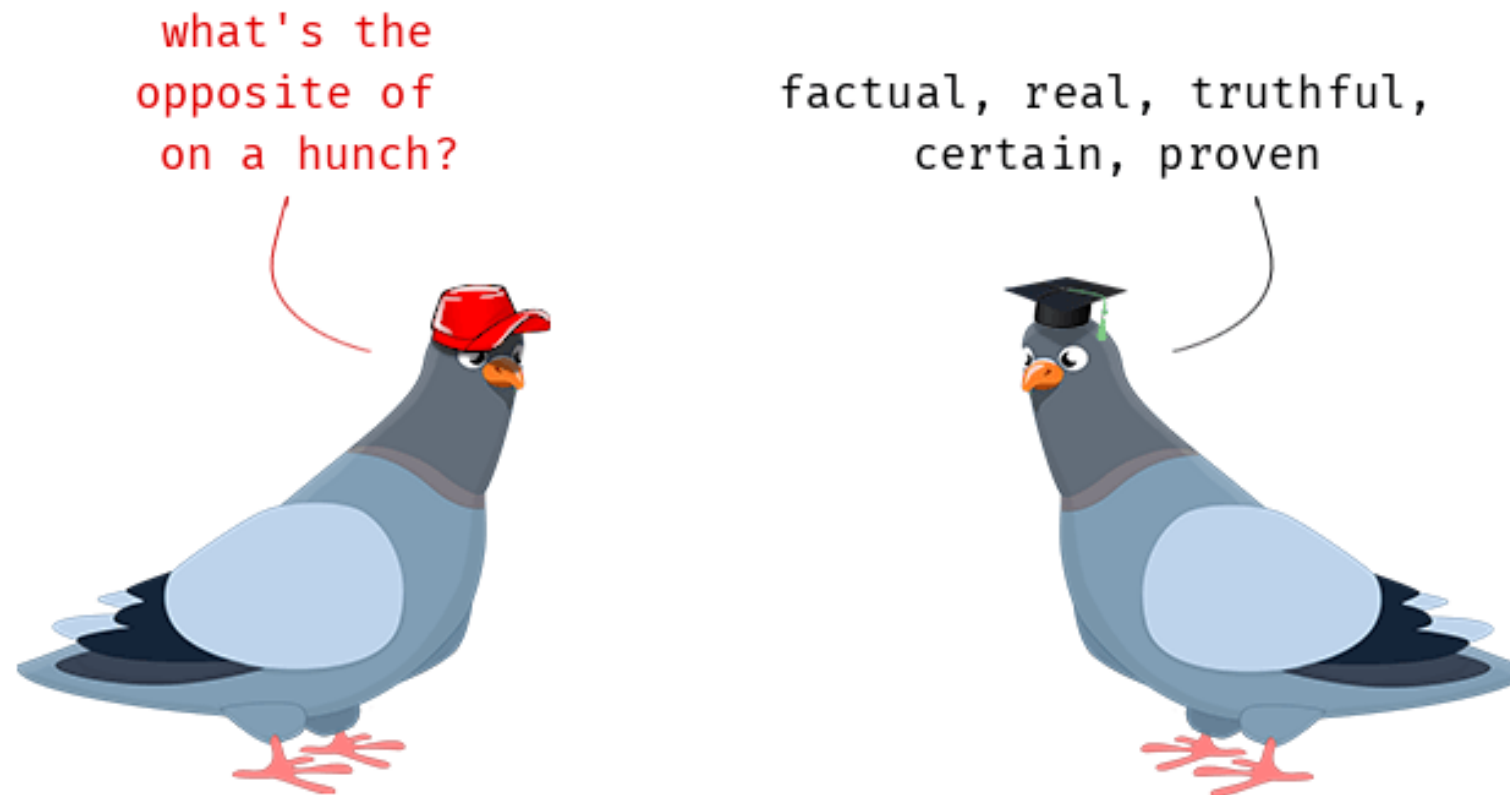
Use significance to review your insights

Null hypothesis

- What we currently have
- What we assume to be true
- Status quo

$$H_0$$

Alternative hypothesis

- The new guess, theory
- Opposite to what we had
- The "new"

$$H_1 \; or \; H_A$$

Use significance to review your insights

A Dominos pizza manager is worried that his cheese distribution machine for each pizza is giving clients extra cheese for free!! -Anything more than 6 ounces of cheese is free cheese to the clients. The manager doesn't like that!

He makes **30** pizzas to see if the average weight of cheese is over 6 ounces.

Null hypothesis

$$H_0: \mu = 6 \text{ ounces}$$

Alternative hypothesis

$$H_1: \mu > 6 \text{ ounces}$$

Use significance to review your insights

The National Sleep Foundation recommends that teenagers aged 14 to 17 years old get at least 8 hours of sleep per night for proper health and wellness.

A statistics class at a large high school suspects that students at their school are getting less than 8 hours of sleep on average. To test their theory, they randomly sample 42 of these students and ask them how many hours of sleep they get per night. The mean from the sample is $\bar{x} = 7.5$ hours.

Here's their alternative hypothesis:

H_a : The average amount of sleep students at their school get per night is...

What is an appropriate ending to their alternative hypothesis?

Null hypothesis

$$H_0: \mu \geq 8 \text{ hours}$$

Alternative hypothesis

$$H_a: \mu < 8 \text{ Hours}$$

Source, Khan Academy

Use significance to review your insights

Step 1: Form two hypotheses to test

Null hypothesis

Email B is getting a higher conversion rate than Email A due to **random chance**.

$$H_0: \text{CR (B)} = \text{CR (A)}$$

Alternative hypothesis

Email B is getting a higher conversion rate because it's **more effective** than Email A.

$$H_A: \text{CR (B)} > \text{CR (A)}$$

Use significance to review your insights

Step 2: Run your test, get your data

Email options	Email A	Email B
Visits	5,300	5,200
Orders	46	55
Conversion rate	0.87%	1.06%

Use significance to review your insights

Step 3: Calculate the p-value

Probably not random chance; null
hypothesis is **incorrect**

p-value < .05   Results are statistically significant

p-value > .05   Results are not statistically significant

Probably random chance; null
hypothesis is **correct**

Use significance to review your insights

Traditional approach to null hypothesis testing (skeptics version)

Source: https://emcrit.org/pulmcrit/demystifying-the-p-value/
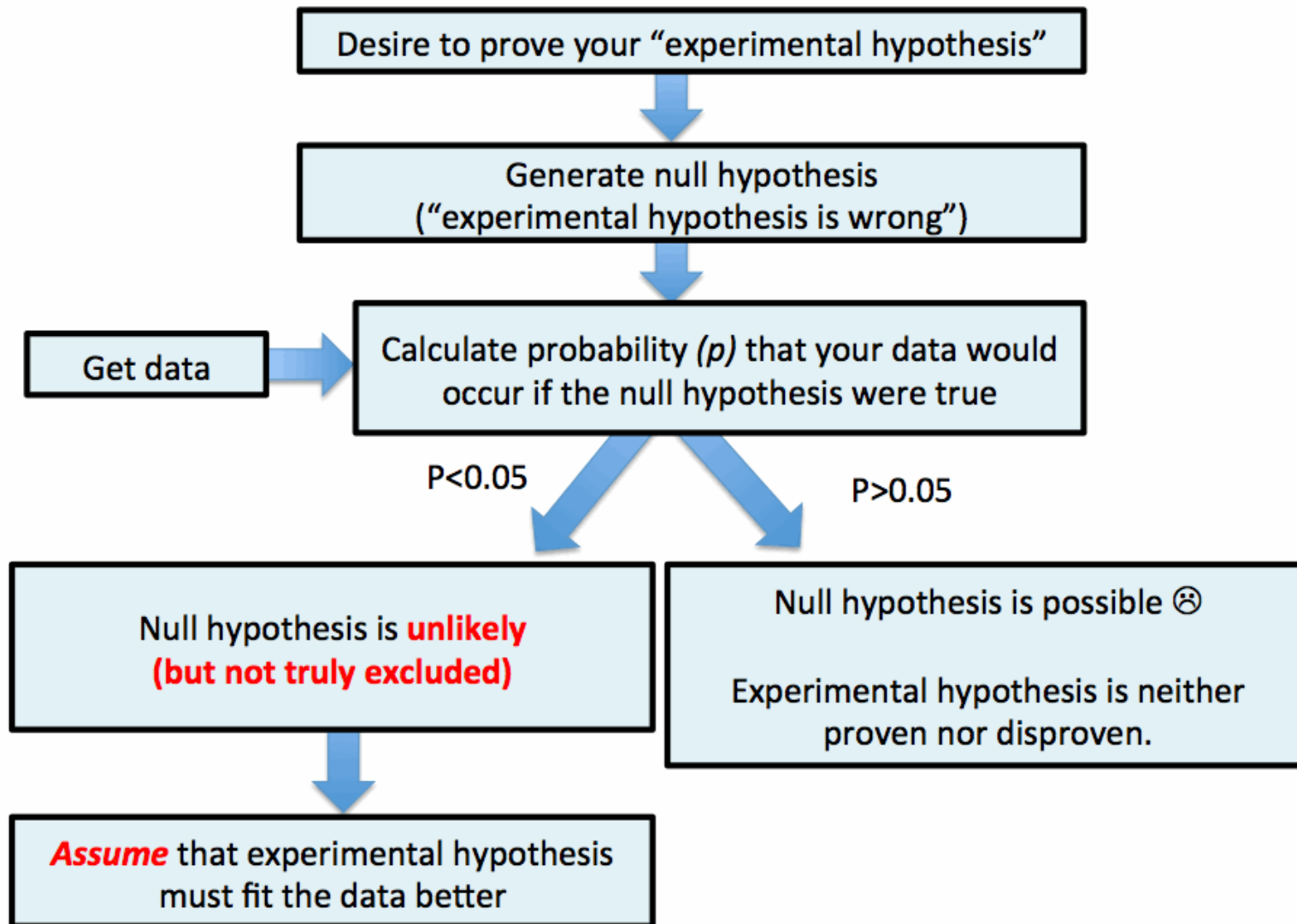
Which one won?

$$p\text{-value} = .15 > 0.05$$

Null hypothesis

Email B is getting a higher conversion rate than Email A due to **random chance**.

Alternative hypothesis

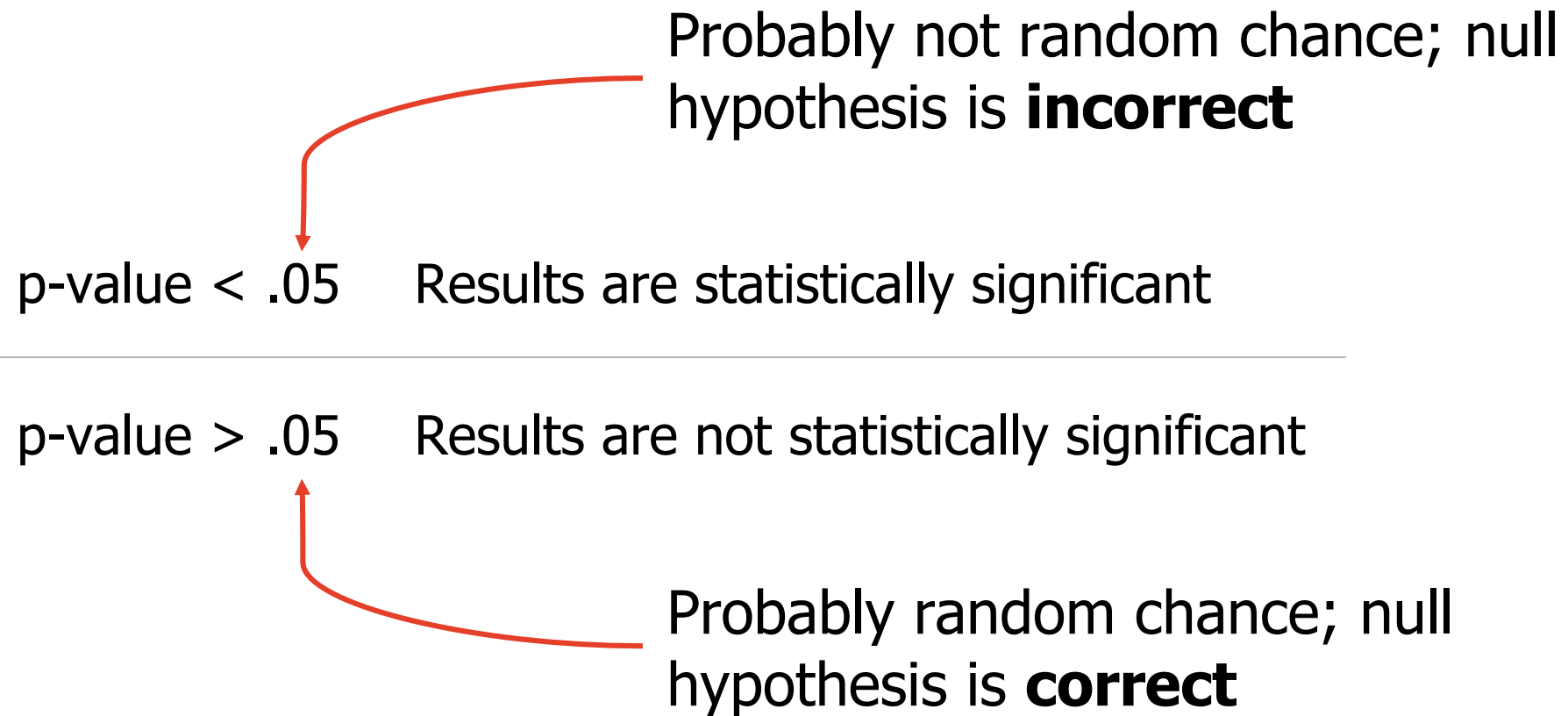Email B is getting a higher conversion rate because it's **more effective** than Email A.

Use AB Testguide's calculator to determine the winner and p-value for the A/B test.

https://abtestguide.com/calc/

Email options	Email A	Email B
Visits	5,300	5,200
Orders	46	55
Conversion rate	0.87%	1.06%

Maggie, Marketer

"I want to know which of the two email options performed better."

AB Testguide

Is your test result significant? Does it have enough power?
Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

○ Pre-test analysis
● Test evaluation

Test data

Visitors A
5300

Conversions A
46

Visitors B
5200

Conversions B
55

[Apply changes]

Settings

Hypothesis (?)
● One-sided
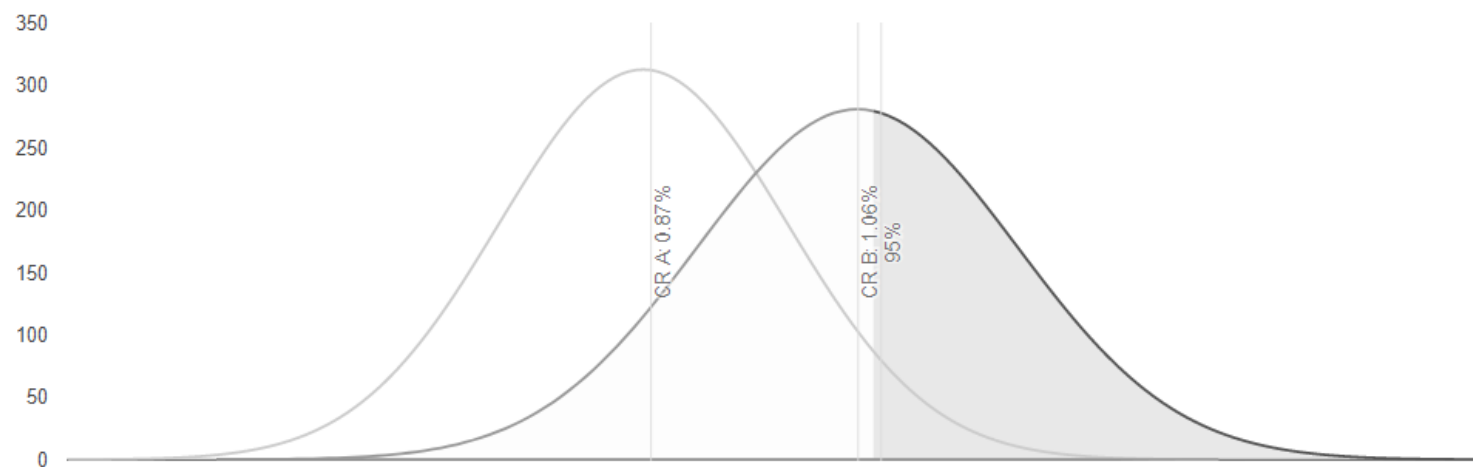○ Two-sided

Confidence (?)
○ 90%
● 95%
○ 99%

Test result

The test result is _not_ significant.
The observed difference in conversion rate (21.86%) isn't big enough to declare a significant winner. There is no real difference in performance between A and B or you need to collect more data.

A ▌ 0.87%
B ▌ 1.06%
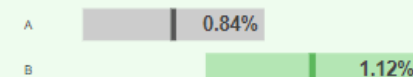
The expected distributions of variation A and B.

CR A: 0.87%
CR B: 1.06% 95%
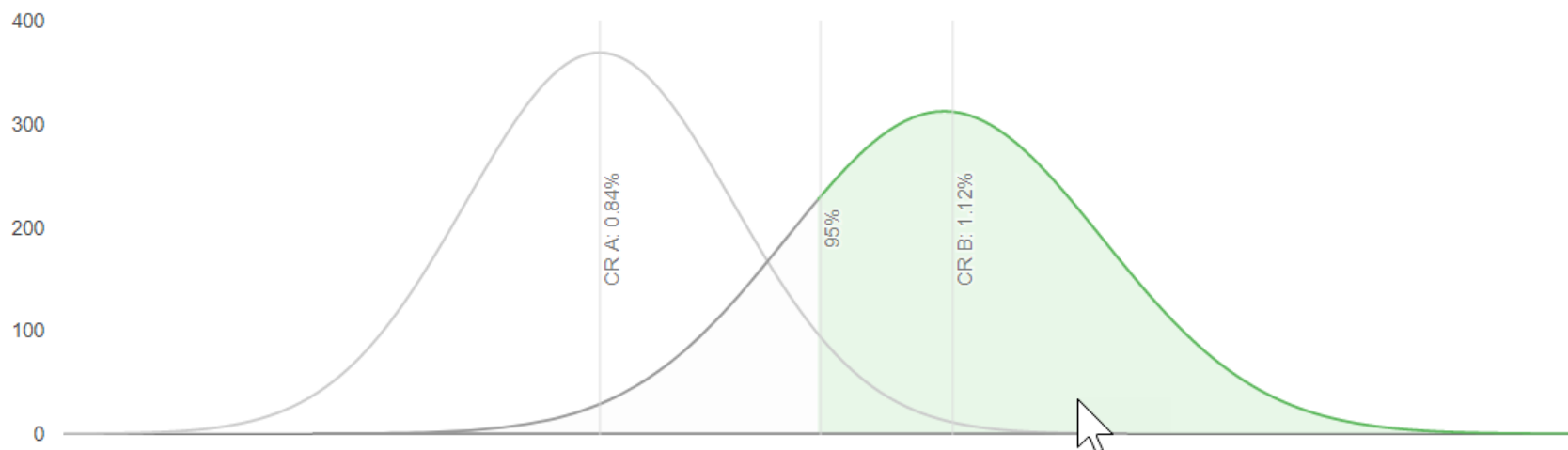
Conversion Rate Control
Conversions A / Visitors A
0.87%

Conversion Rate B
Conversions B / Visitors B
1.06%

Relative uplift in Conversion Rate
$CR_B - CR_A / CR_A$
21.86%

Observed Power
44.45%

p value
0.1598

Z-score
$(CR_B - CR_A) / SE_{difference}$
0.9952

Standard error A
$(CR_A * (1-CR_A) / Visitors_A)^{1/2}$
0.001274

Standard error B
$(CR_B * (1-CR_B) / Visitors_B)^{1/2}$
0.001419

Std. Error of difference
$SE_{difference} = (SE_A^2 + SE_B^2)^{1/2}$
0.001907

Use significance to review your insights

Step 4: Do something

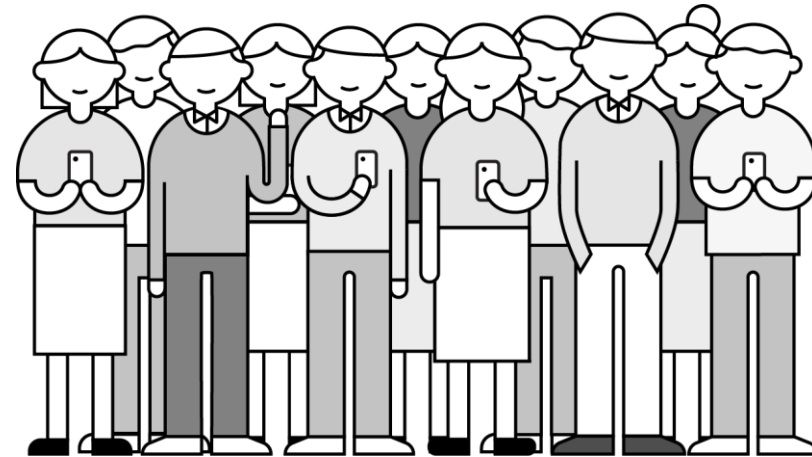p-value < .05 ➡ Take action!

p-value > .05 ➡ More testing needed

What do I do if it's not significant?

Step 4: Do something

**Wait!
Run the test longer**

**Get more people
to test**

Make Your Case

1. Use AB Testguide to determine if the results from the second test are statistically significant.

Email options	Email A	Email B
Visits	7,150	6,800
Orders	60	76
Conversion rate	0.84%	1.12%

2. What next steps will you recommend for Maggie to take?

Maggie, Marketer

"I ran the A/B test again, for a longer time period, and have new results to share. Can you let me know if they're statistically significant?"

Activity: Plan your campaigns - 30 minutes

DIRECTIONS

1. 5 minute: Re-assess your work from yesterday

2. 2 minutes: Determine your Ads objectives (ie - sign ups, purchases, etc.) and business model/category.

3. 5 minutes: Research keywords based on each objective, then create a separate campaign for each objective.

4. 5 minutes: Collect keywords into Ad Groups for each campaign. Aim for 5-20 keywords per Ad Group.

5. 2 minutes: Pick landing pages for each Ad Group.

6. 5 minutes: Write at least two Ads for each Ad Group. Don't forget to use the keywords you've selected in your Ads where possible.

7. 5 minutes: Calculate your Max CPC to set your bids for each Ad Group.

THANK YOU.