How-To Guide: Online Advertising and Google AdWords

Content Provided by Google

Google Online Advertising

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Agenda

- Trends in the Internet
- What is AdWords?
- What is an AdWords Ad?
- Effective Keywords
- Tips for Creating Good Ads
- The AdWords Account
- Additional Resources

Trends in the Internet

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Mission: Organize the world's information and make it universally accessible and useful

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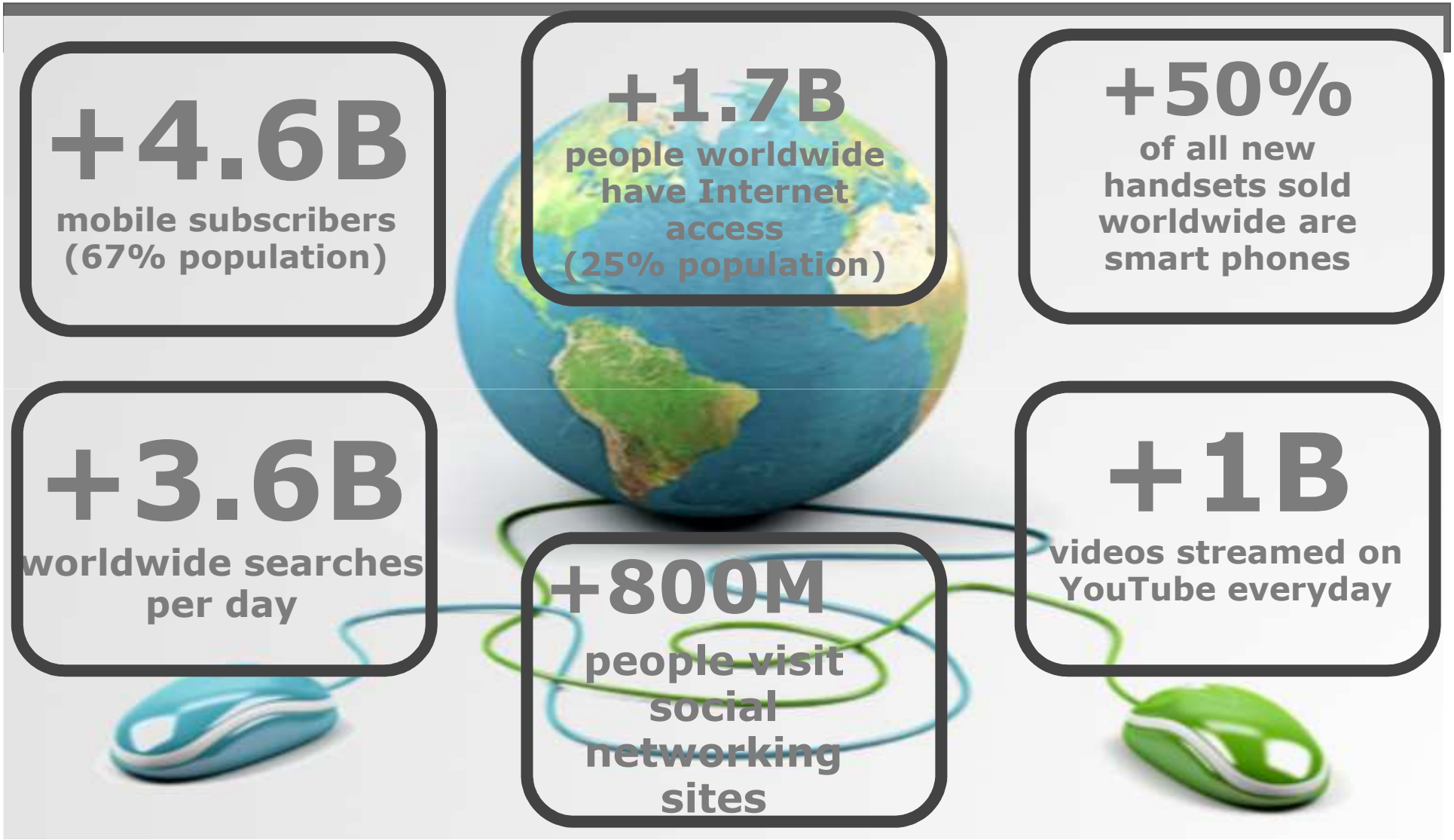

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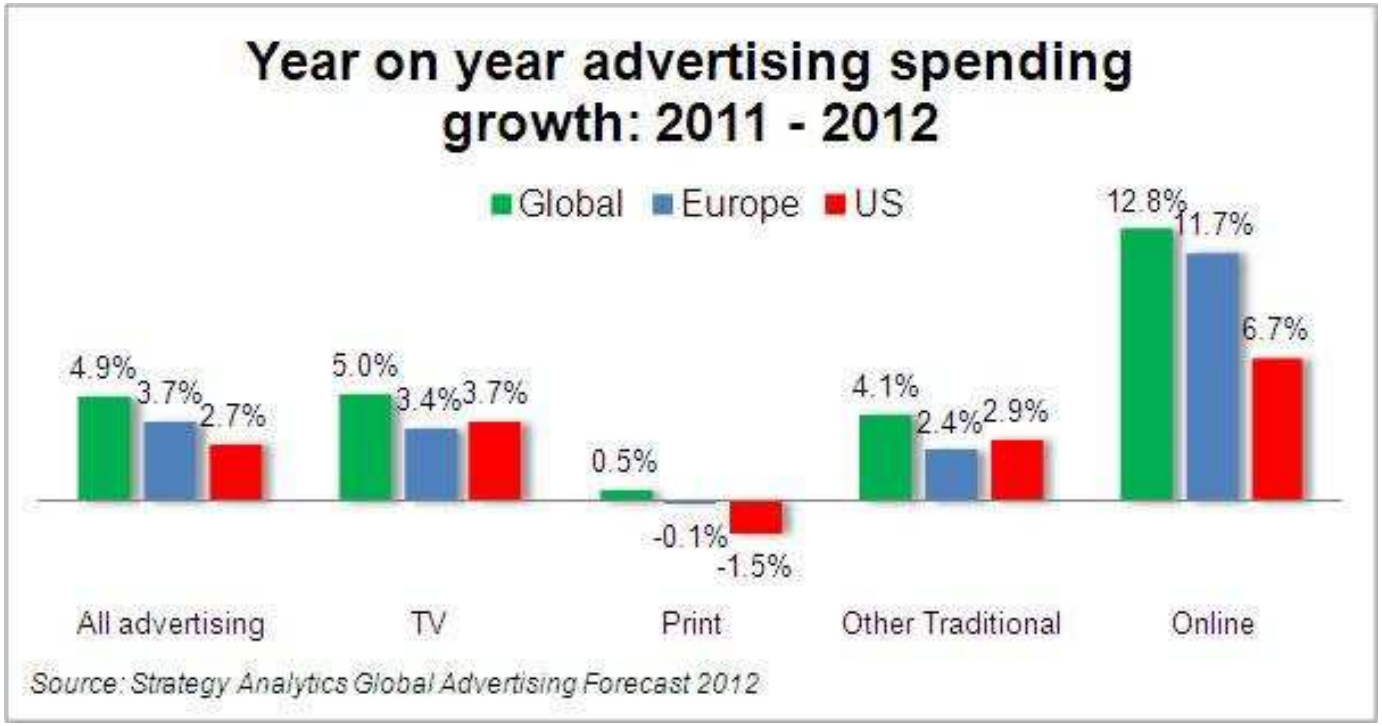
Internet Advertising

- Strongest growth sector in advertising
- Growing +10% year over year
- Outperforming traditional media



Proprietary and Confidential

What is AdWords?

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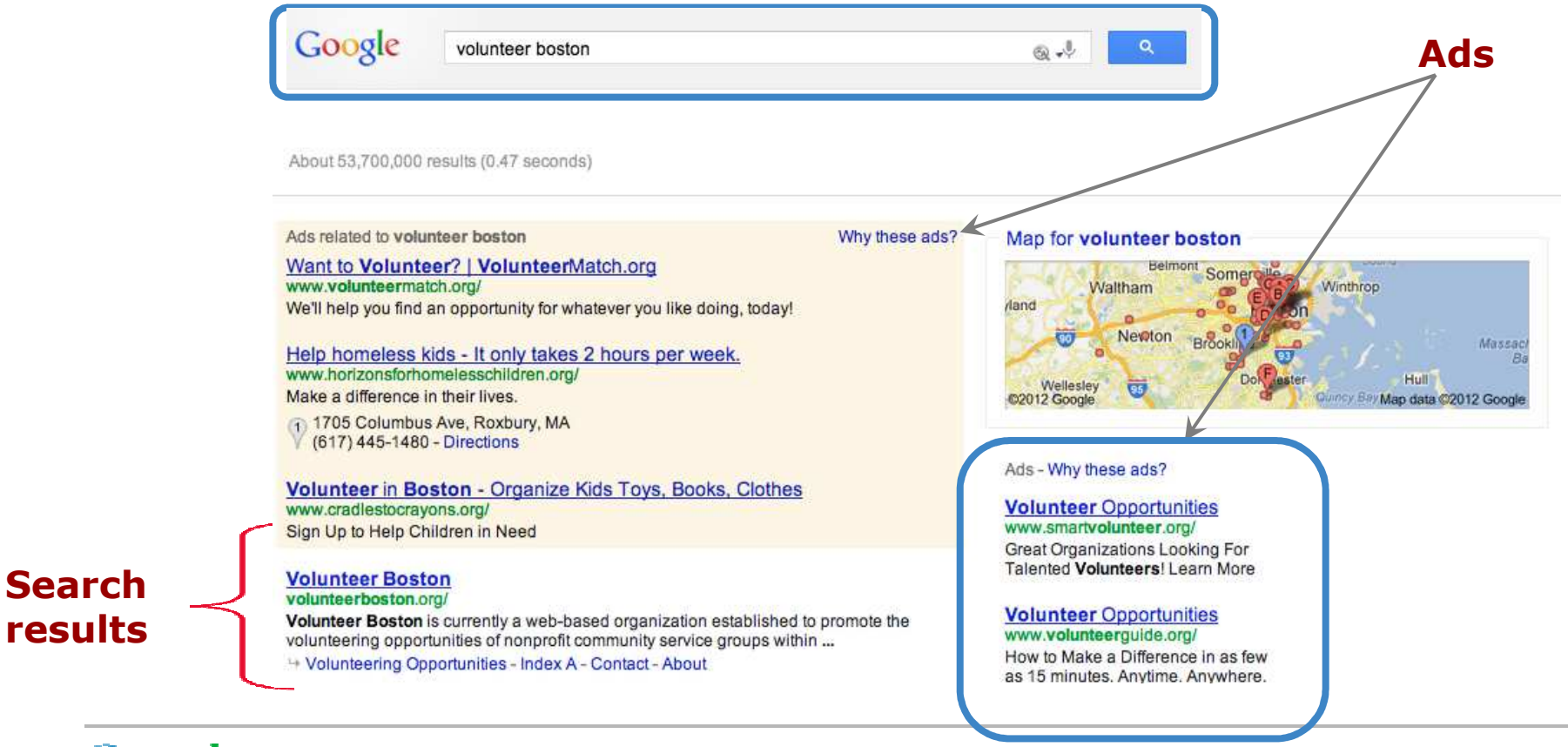
A Way to Reach Your Audience

When users search …AdWords ads are displayed along with the search results



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How Does it Work?

- Advertisers create ads
  - Target keywords, create budget for bids
- Google runs an auction when a user searches
  - For every single query – every user, everywhere around the world
  - Happens almost instantaneously
- "Winner" gets an ad on Search Results page
- Ad's position (called ad rank) is calculated based on a combination of bid and quality

What is an AdWords Ad?

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AdWords Ads

Ads have both visible and non-visible components

Visible

Ad Title

Display URL

Two lines of description

Not Visible

- Keywords
- Bid
- Budget
- Targeting
- Quality Score
- Destination URL

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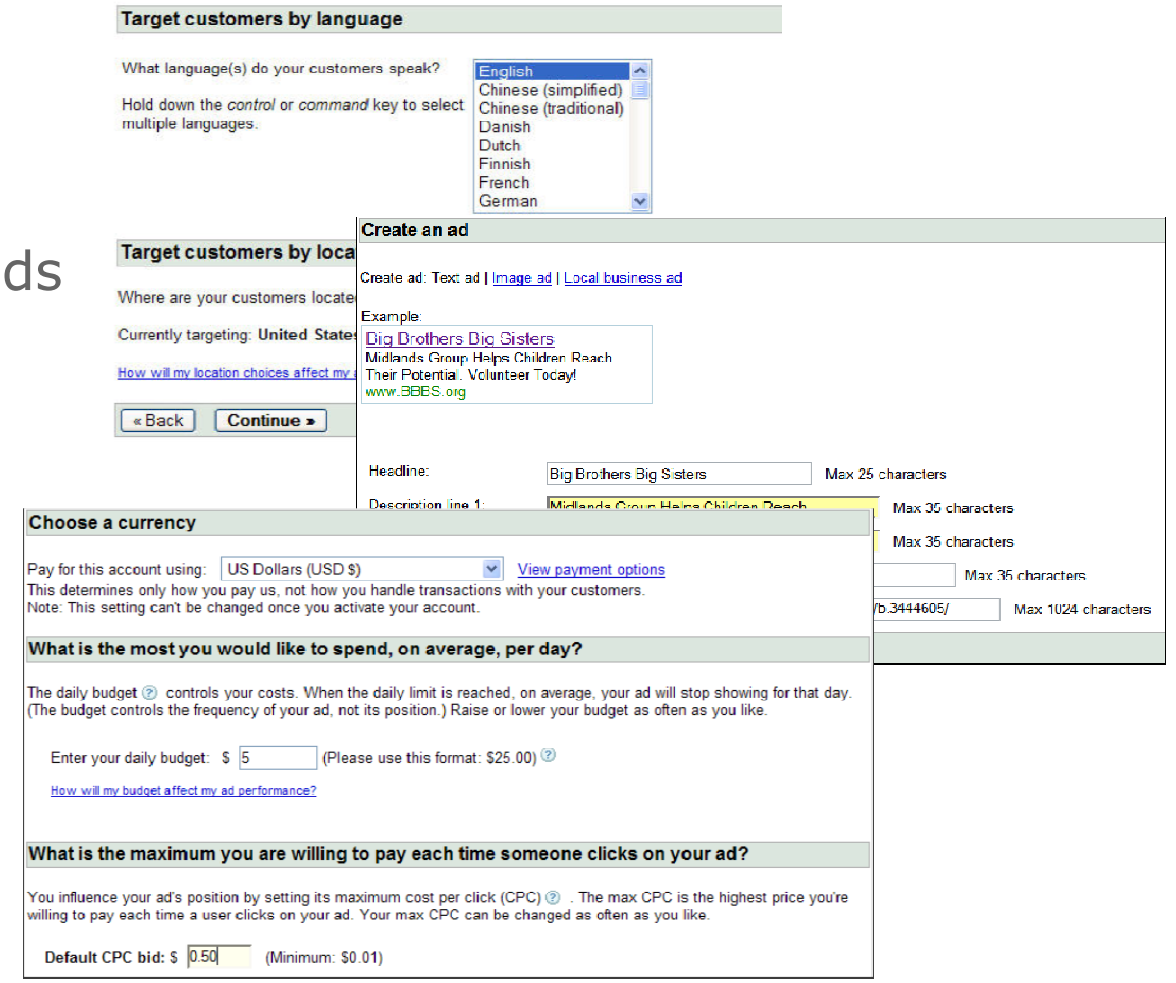
Entering the Auction

1. Target customers
2. Input the ad
3. Choose keywords
4. Create budget for bids



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What is Bidding?

For each ad …

- *Maximum Cost Per Click* (Max CPC)
  - The most that you are willing to pay for a single **click** on your ad

- *Daily budget*
  - Controls how much you pay per **day**

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What is a Keyword?

A keyword ...

- A word or phrase that you identify as being relevant to your ad
- Can be part of ad text or not
- Can trigger an ad
- Are not case-sensitive

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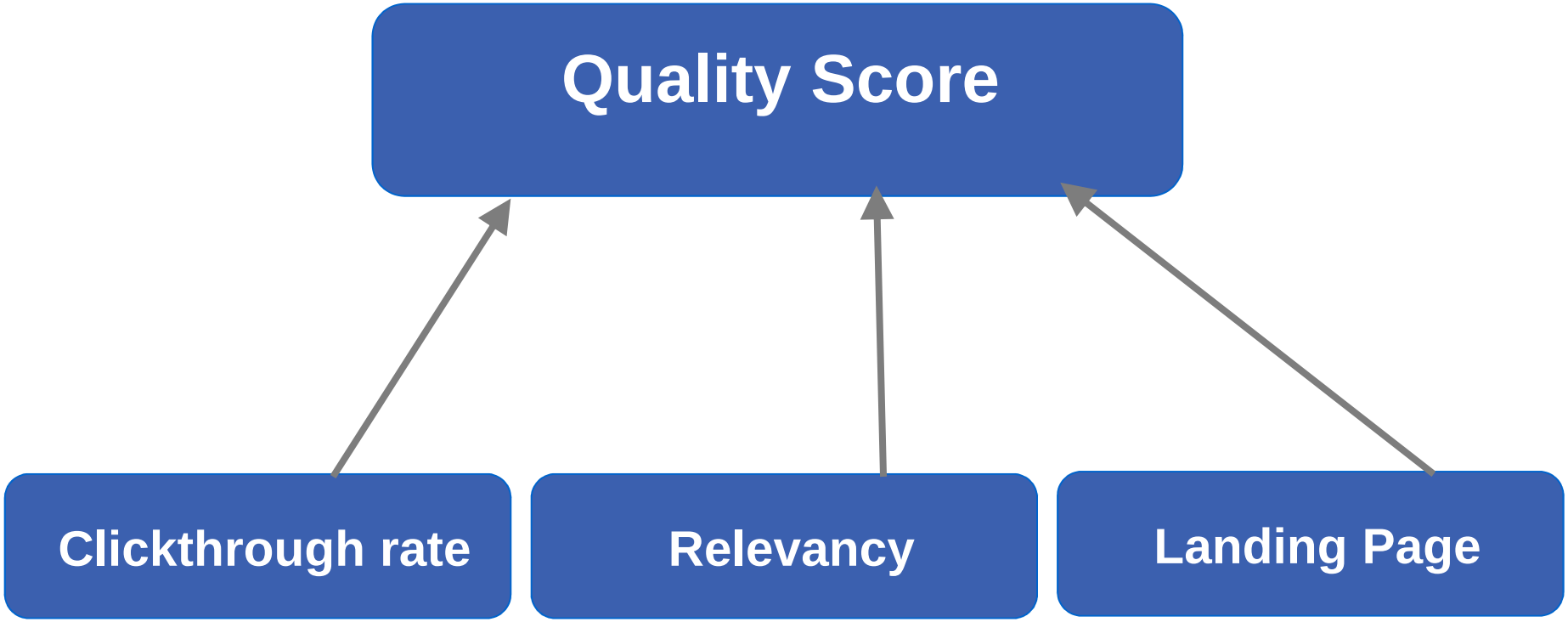
What is a Quality Score?

An estimate of how Google expects the keyword to perform



Effective Keywords

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The Goldilocks Principle for Keywords

Not too hot or too cold - Make them just right

vacation	**florida vacation rental**	3br vacation rental south beach
tax	**tax preparation nyc**	tax preparation 14th Street
store	**dvd storage**	faux leather dvd storage
bags	**handmade leather bags**	handmade black croc bags
accounting	**accounting software**	accounting software for petsitters

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Relevant Keywords

For a user searching for "animal shelter"

Effective keywords:

- animal shelter
- adopt dog
- rescue kittens

Ineffective keywords:

- pets
- animals
- shelter
- cat care
- adopt rescued dog from New York City shelter

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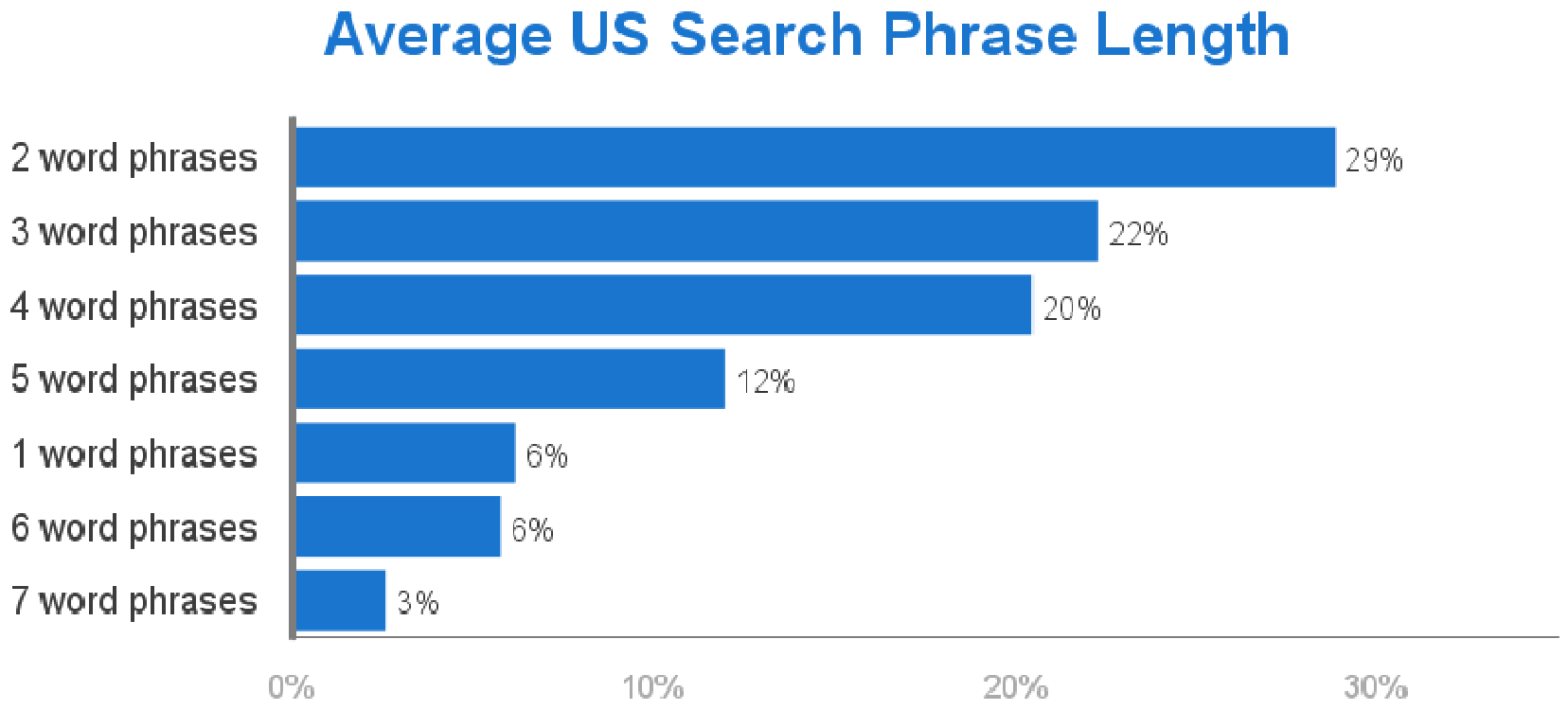
Specific Keywords

Choose enough words – 94% of people use multi-word phrases



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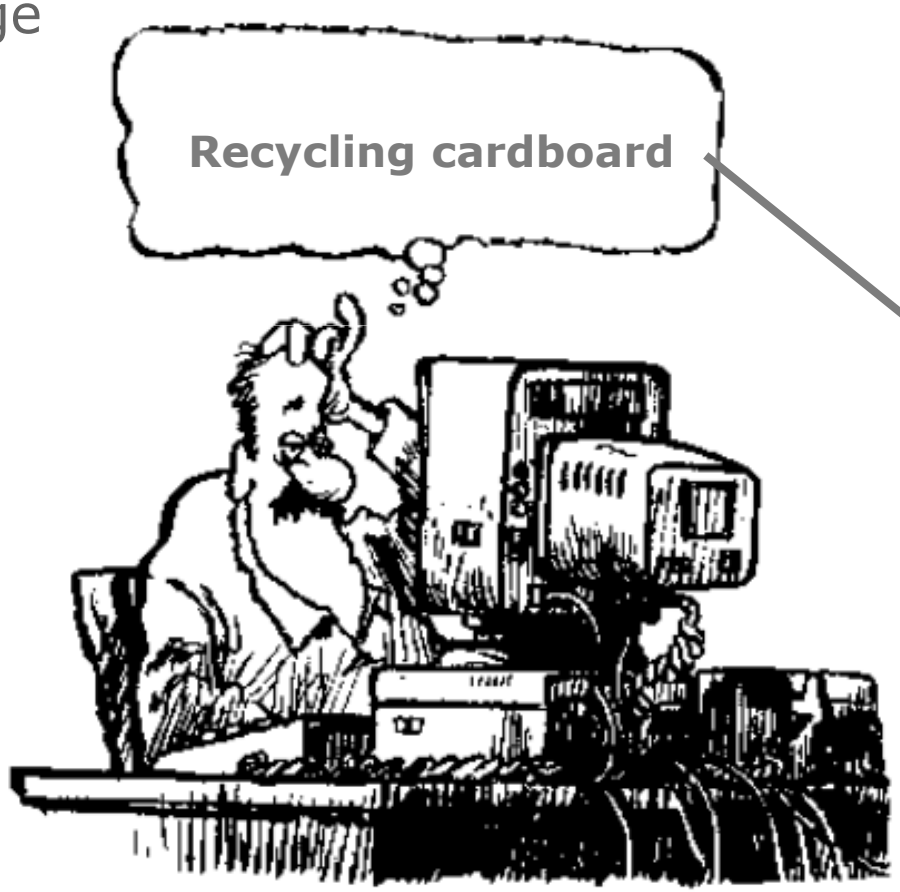
Include Keywords in Ad Text

Terms that match are displayed in bold text on the Google results page



Cardboarding Recycling
We Make **Recycling** Fast & Convenient.
Drop Off **Cardboard** and More Today!
www.EarthDayNorthIowa.org

Tip: Inter-capitalize your website name!

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How Keywords Match Search Queries

Match Type	Definition	Example	Your ad shows when someone searches for…
Broad	Queries include the keyword, synonyms, or combinations with the keyword in any order	Caribbean Cruise	• Caribbean holiday Cruises • Cruise holiday in Caribbean • Cruise in Carribean
"Phrase"	Queries must be typed in the exact order you specified in quotes. Can have other words before and/or after	"Caribbean Cruise"	• Cheap Caribbean Cruise • Caribbean Cruise deals • Luxury Caribbean Cruise
[Exact]	Queries must match *exactly* what you specified as a keyword	[Caribbean Cruise]	• Caribbean Cruise
-Negative	Queries with this keyword do *not* display the ad	- Tom	Will **not** show on search for: • Tom Cruise

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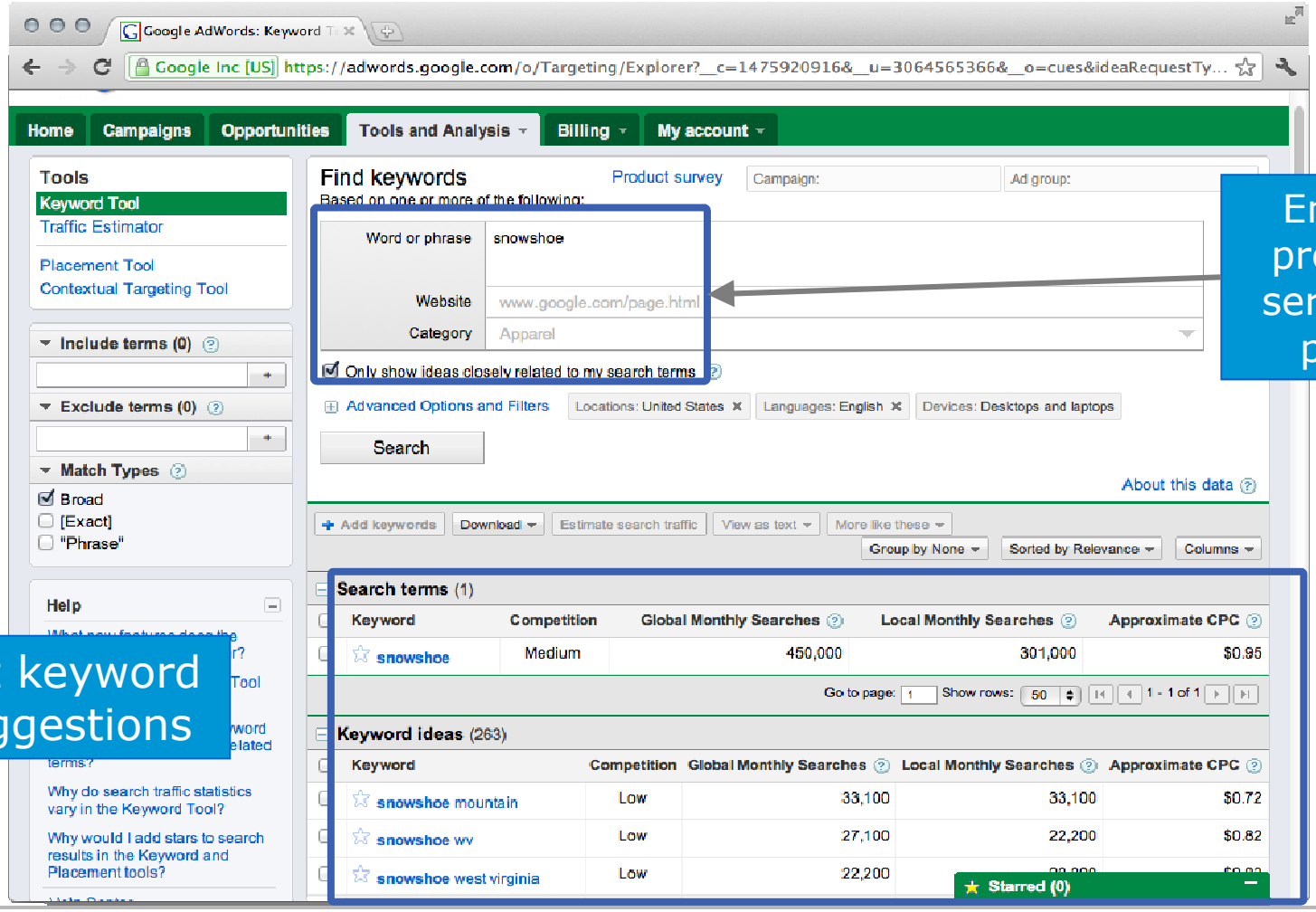
Use the Keyword Tools for Ideas



Enter the product or service you provide

Get keyword suggestions

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Tips for Creating Good Ads

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What is a Good AdWords Ad?

A good ad ...

- Is relevant to the keywords in the query
- Gets a high clickthrough rate (CTR)
- Stands out from your competitors
- Includes a call to action
- Achieves a high quality score

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Ask Yourself Three Questions to Help Write Great Ads

What sets your organization apart?

- "We offer free quotes"
- "We're having a sale"
- "All products are custom made"

How can you describe your products or services?

- "Collectors item"
- "Sizes 8-16"
- "Evening classes available"

What is your call to action?

- "Sign up for our mailing list"
- "Order a copy of our brochure"
- "Request a call back"

Send visitors to the most useful page on your website!

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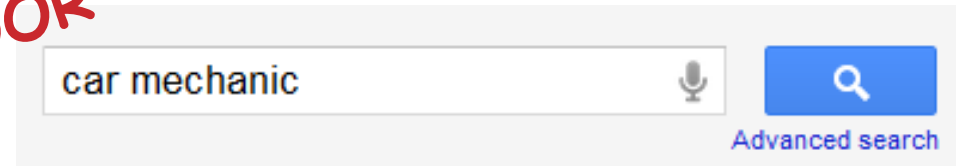
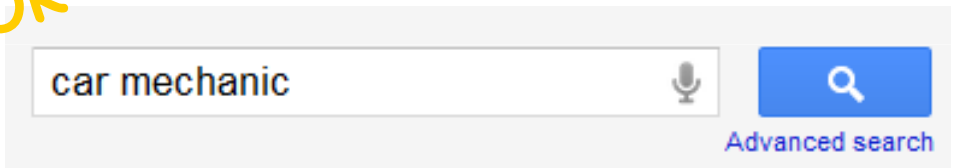
Creating Good Ads

POOR



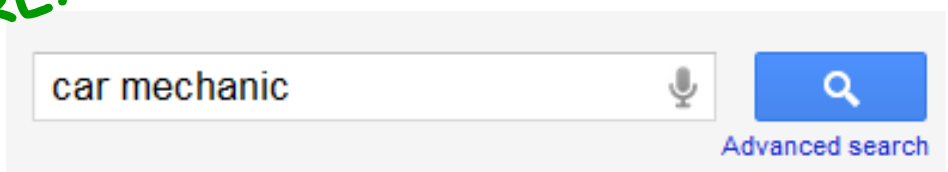
Cars Cars Cars
All Makes and Models!
You broke it. I fix it!
YourCarDoesNotWork.com

OK



Car Repairs
All Makes and Models! Auto Repair Specialist. Call for Quotes!
YourCarDoesNotWork.com

GREAT!



Professional Car Mechanic
All Makes & Models. Experienced Mechanic. BBB A+. Call Today!
YourCarDoesNotWork.com

The AdWords Account

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Campaign Best Practices

Before starting, think about your goals:

- Structure your campaign to mirror your website

- Create separate campaigns per theme or type of service
  - Easy account management
  - Better control of budget allocation
  - Execute changes quickly

- Use language and location targeting if relevant
  - Create separate campaigns for multi-location advertising

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Structure Your Account for Success

What should your account look like?

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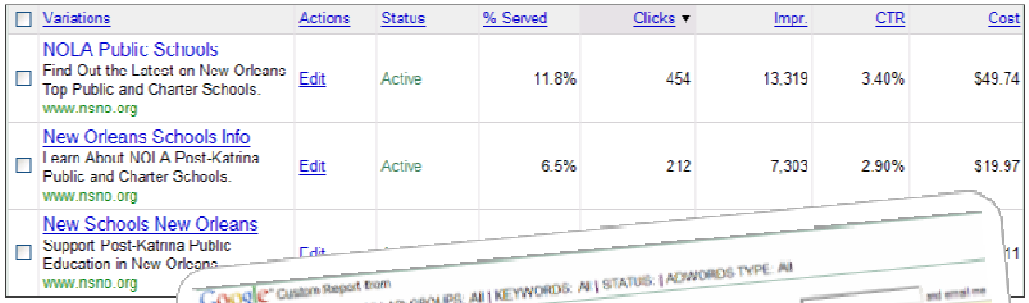
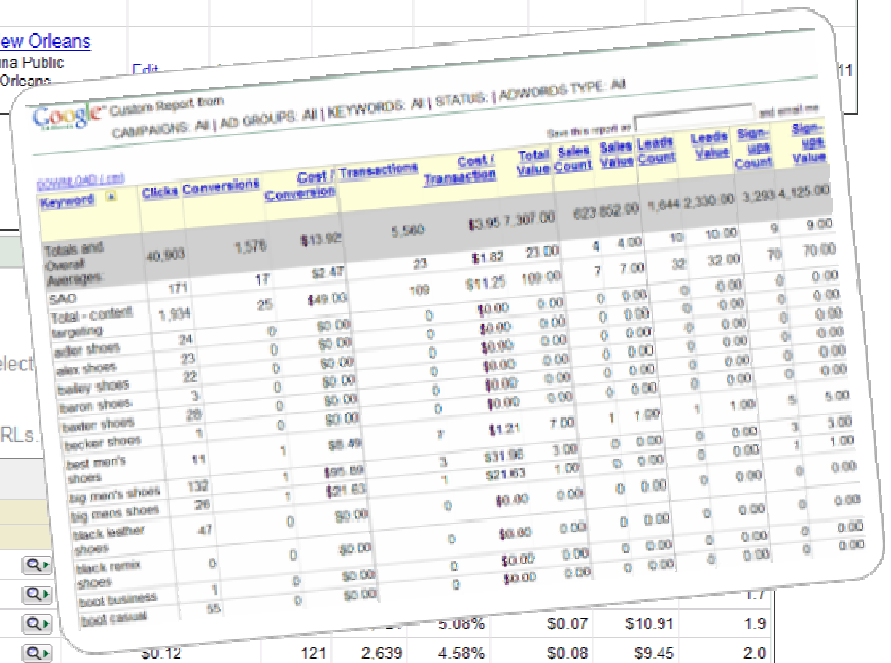
Track Your Ad's Performance

- Ads
- Keywords
- Detailed reports
- Conversions
- Google Analytics



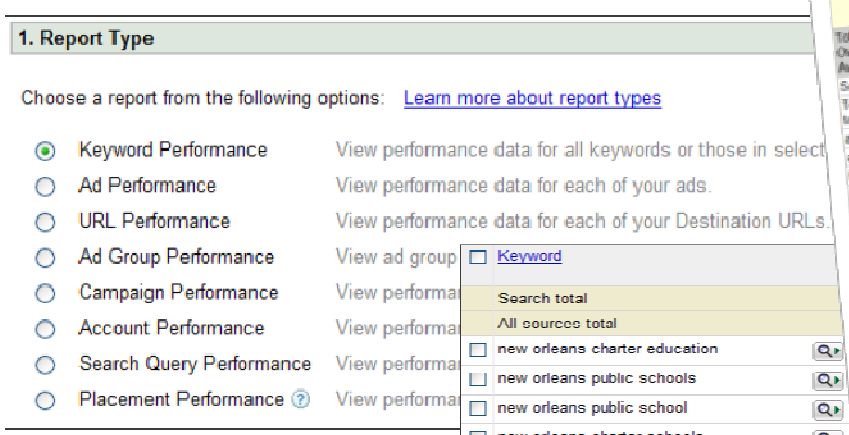
Variations	Actions	Status	% Served	Clicks ▼	Impr.	CTR	Cost
NOLA Public Schools Find Out the Latest on New Orleans Top Public and Charter Schools. www.nsno.org	Edit	Active	11.8%	454	13,319	3.40%	$49.74
New Orleans Schools Info Learn About NOLA Post-Katrina Public and Charter Schools. www.nsno.org	Edit	Active	6.5%	212	7,303	2.90%	$19.97
New Schools New Orleans Support Post-Katrina Public Education in New Orleans www.nsno.org	Edit						11



Google Custom Report from

CAMPAIGNS: All | AD GROUPS: All | KEYWORDS: All | STATUS: | ADWORDS TYPE: All

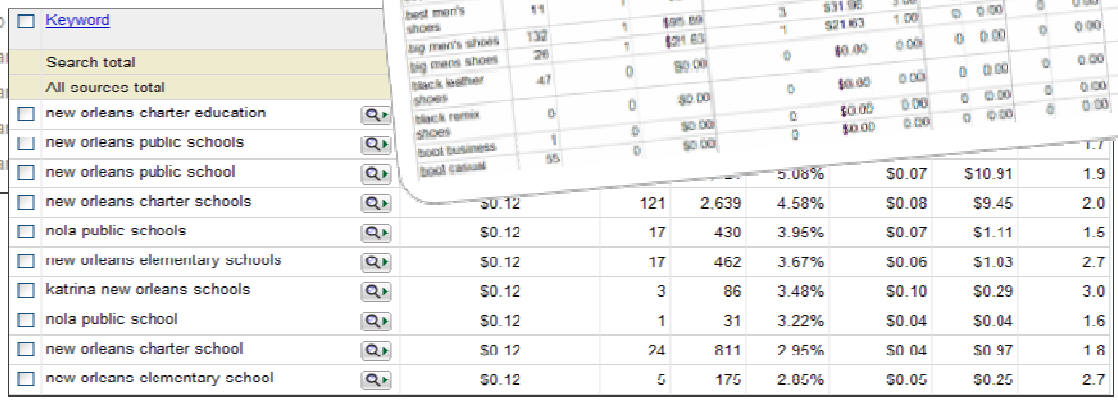
Keyword	Clicks	Conversions	Cost / Conversion	Transactions	Cost / Transaction	Total Value	Sales Count	Sales Value	Leads Count	Leads Value	Sign-ups Count	Sign-ups Value
Totals and Overall Averages	40,903	1,576	$13.92	5,560	$3.95	7,307.00	623	852.00	1,644	2,330.00	3,293	4,125.00
SAO	171	17	$2.47	23	$1.82	23.00	4	4.00	10	10.00	9	9.00
Total - content targeting	1,934	25	$49.00	109	$11.25	109.00	7	7.00	32	32.00	70	70.00
adler shoes	24	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
alex shoes	23	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
bailey shoes	22	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
baron shoes	3	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
baxter shoes	29	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
becker shoes	1	1	$8.49	1	$1.21	7.00	1	7.00	1	1.00	5	5.00
best men's shoes	11	1	$95.89	3	$31.96	3.00	0	0.00	0	0.00	3	3.00
big men's shoes	132	1	$21.63	1	$21.63	1.00	0	0.00	0	0.00	1	1.00
big mens shoes	26	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
black leather shoes	47	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
black remix shoes	0	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
boot business	1	0	$0.00	0	$0.00	0.00	0	0.00	0	0.00	0	0.00
boot casual	55											



1. Report Type

Choose a report from the following options: Learn more about report types

- (•) Keyword Performance — View performance data for all keywords or those in select
- ( ) Ad Performance — View performance data for each of your ads.
- ( ) URL Performance — View performance data for each of your Destination URLs.
- ( ) Ad Group Performance — View ad group
- ( ) Campaign Performance — View performa
- ( ) Account Performance — View performa
- ( ) Search Query Performance — View performa
- ( ) Placement Performance — View performa



Keyword							
Search total							
All sources total							
new orleans charter education	$0.12	121	2,639	4.58%	$0.08	$9.45	2.0
new orleans public schools	$0.12	17	430	3.95%	$0.07	$1.11	1.5
new orleans public school	$0.12	17	462	3.67%	$0.06	$1.03	2.7
new orleans charter schools	$0.12	3	86	3.48%	$0.10	$0.29	3.0
nola public schools	$0.12	1	31	3.22%	$0.04	$0.04	1.6
new orleans charter school	$0.12	24	811	2.95%	$0.04	$0.97	1.8
new orleans elementary school	$0.12	5	175	2.85%	$0.05	$0.25	2.7

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Using Google Analytics

Google Analytics

Where and why are visitors abandoning my shopping cart?

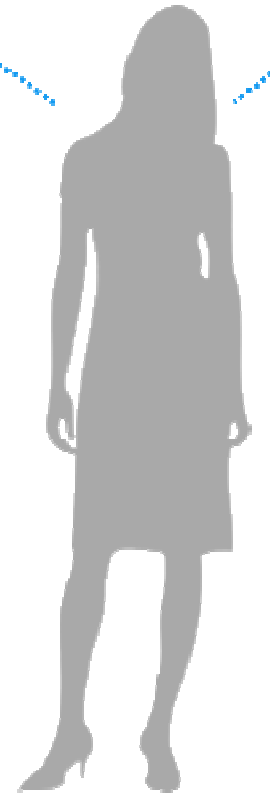
Where are my visitors coming from?

Is my website design driving people away?

What do people do while on my site?

Which marketing initiatives are the most effective?

What keywords resonate with prospects and have the power to convert them?



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Additional Resources

Google Optimizer Tools
Google Website Optimizer
Google Insights for Search
Google AdWords Editor

AdWords
Help Center: www.adwords.google.com/support/aw
AdWords Application: www.google.com/adwords

Learn With Google
www.google.com/ads/learn/

Small Business Center
www.google.com/adwords/smallbusinesscenter/

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