



How-To Guide: Online Advertising and Google AdWords

Content Provided by 

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

Google Online Advertising



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



Google Online Advertising

NYCBUSINESS
SOLUTIONS ←

+4.6B

mobile subscribers
(67% population)

+1.7B

people worldwide
have Internet
access
(25% population)

+50%

of all new
handsets sold
worldwide are
smart phones

+3.6B

worldwide searches
per day

+800M

people visit
social
networking
sites

+1B

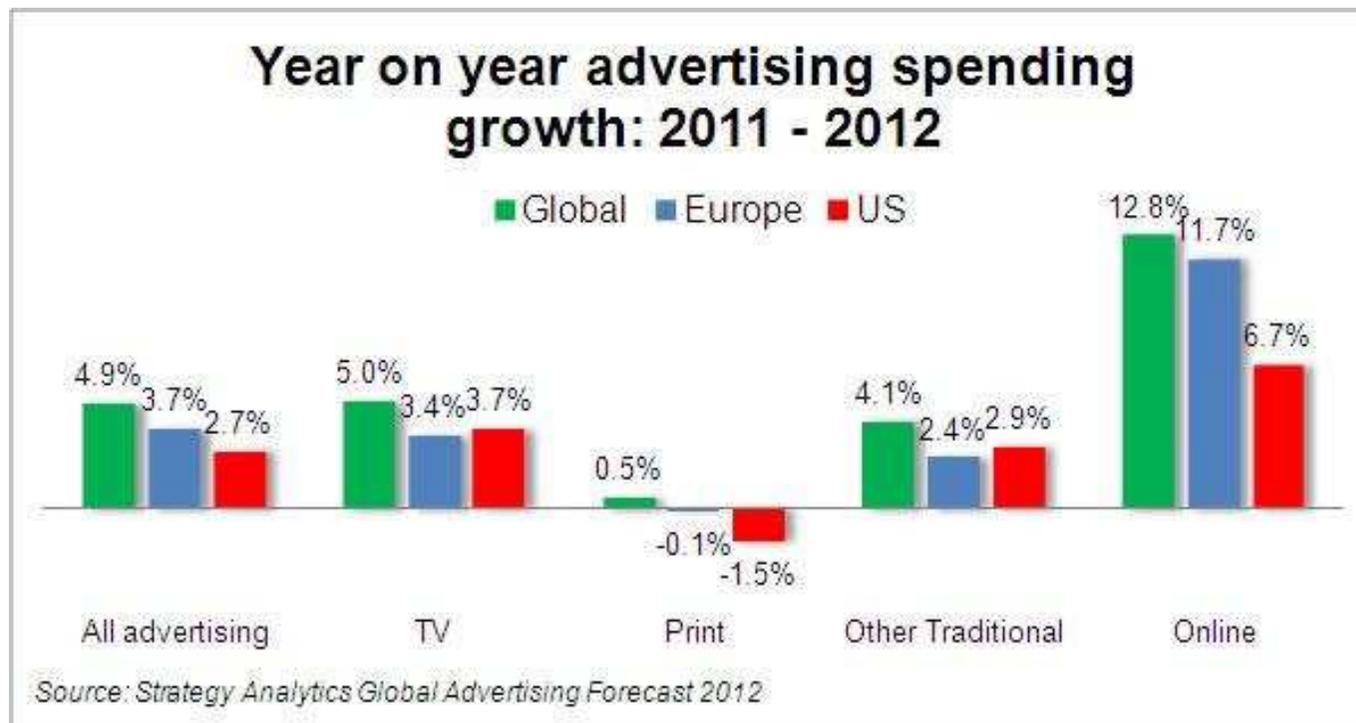
videos streamed on
YouTube everyday

Google

Google Online Advertising

Internet Advertising

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



What is AdWords?

Google Online Advertising

A Way to Reach Your Audience

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

The image shows a Google search interface for the query "volunteer boston". The search bar shows the query and a search button. Below the search bar, it indicates "About 53,700,000 results (0.47 seconds)".

The search results are divided into two main sections:

- Search results:** This section includes:
 - An ad for "Want to Volunteer? | VolunteerMatch.org" with the URL www.volunteermatch.org/ and the text "We'll help you find an opportunity for whatever you like doing, today!".
 - An ad for "Help homeless kids - It only takes 2 hours per week." with the URL www.horizonsforhomelesschildren.org/ and the text "Make a difference in their lives." and address "1705 Columbus Ave, Roxbury, MA (617) 445-1480 - Directions".
 - An ad for "Volunteer in Boston - Organize Kids Toys, Books, Clothes" with the URL www.cradlestocrayons.org/ and the text "Sign Up to Help Children in Need".
 - A result for "Volunteer Boston" with the URL volunteerboston.org/ and the text "Volunteer Boston is currently a web-based organization established to promote the volunteering opportunities of nonprofit community service groups within ..." and links "Volunteering Opportunities - Index A - Contact - About".
- Ads:** This section includes:
 - A map titled "Map for volunteer boston" showing the Boston area with red markers indicating volunteer locations.
 - An ad titled "Volunteer Opportunities" with the URL www.smartvolunteer.org/ and the text "Great Organizations Looking For Talented Volunteers! Learn More".
 - Another ad titled "Volunteer Opportunities" with the URL www.volunteerguide.org/ and the text "How to Make a Difference in as few as 15 minutes. Anytime. Anywhere."

Annotations on the image include:

- A red bracket on the left side of the search results section labeled "Search results".
- A red arrow labeled "Ads" pointing from the top right towards the map and the bottom-right ad.
- A blue box around the bottom-right ad.
- A blue box around the map.
- Text "Why these ads?" with arrows pointing to the map and the bottom-right ad.

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?

AdWords Ads

Ads have both visible and non-visible components

Visible

Ad Title

[Adopt a Shelter Dog](#)

Display URL

www.sadlemaefoundation.org/

Save a life, adopt a pet today!
Find the perfect furry friend here.

Two lines of description

Not Visible

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

Google Online Advertising



Entering the Auction

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

Target customers by language

What language(s) do your customers speak?

Hold down the *control* or *command* key to select multiple languages.

- English
- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch
- Finnish
- French
- German

Target customers by location

Where are your customers located?

Currently targeting: **United States**

[How will my location choices affect my ad performance?](#)

Create an ad

Create ad: Text ad | [Image ad](#) | [Local business ad](#)

Example:

[Big Brothers Big Sisters](#)
Midlands Group Helps Children Reach Their Potential. Volunteer Today!
[www.BBBS.org](#)

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

URL: Max 1024 characters

Choose a currency

Pay for this account using: [View payment options](#)

This determines only how you pay us, not how you handle transactions with your customers.
Note: This setting can't be changed once you activate your account.

What is the most you would like to spend, on average, per day?

The daily budget [?] controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: \$ (Please use this format: \$25.00) [?]

[How will my budget affect my ad performance?](#)

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) [?]. The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Default CPC bid: \$ (Minimum: \$0.01)



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**

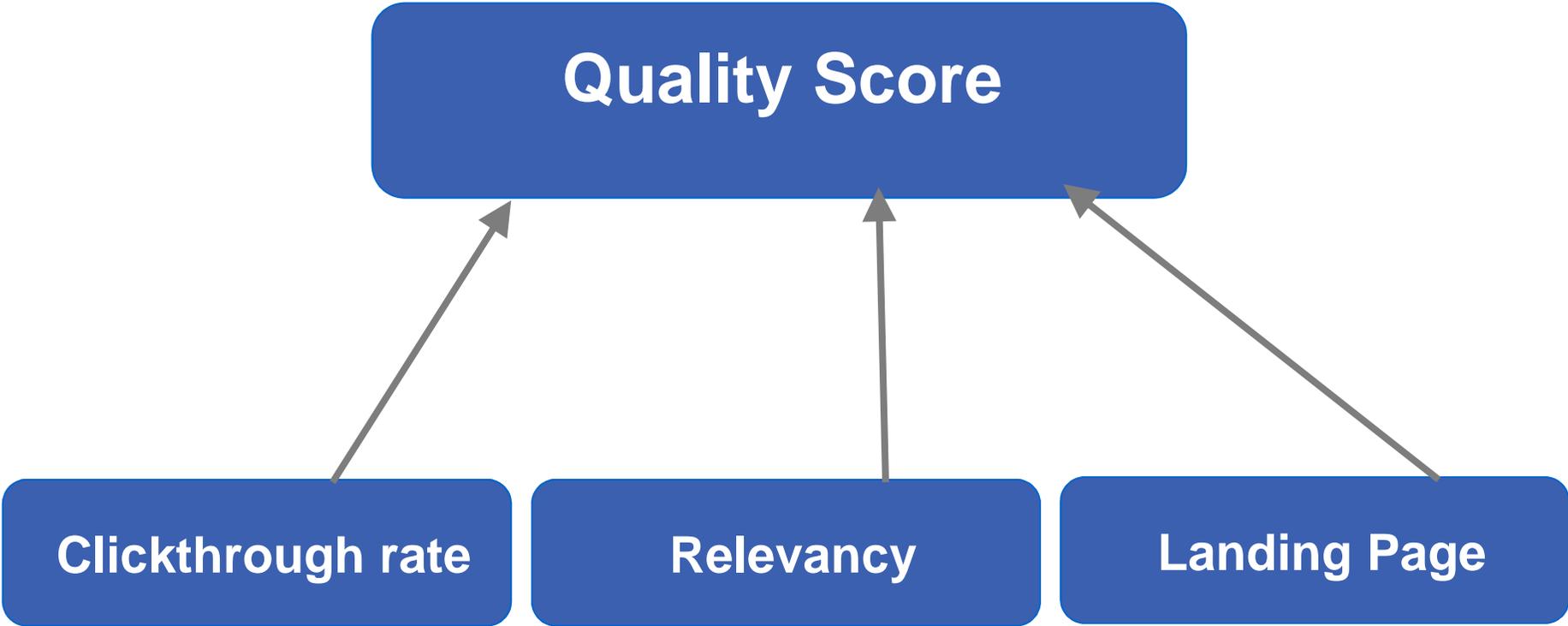
What is a Keyword?

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

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



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

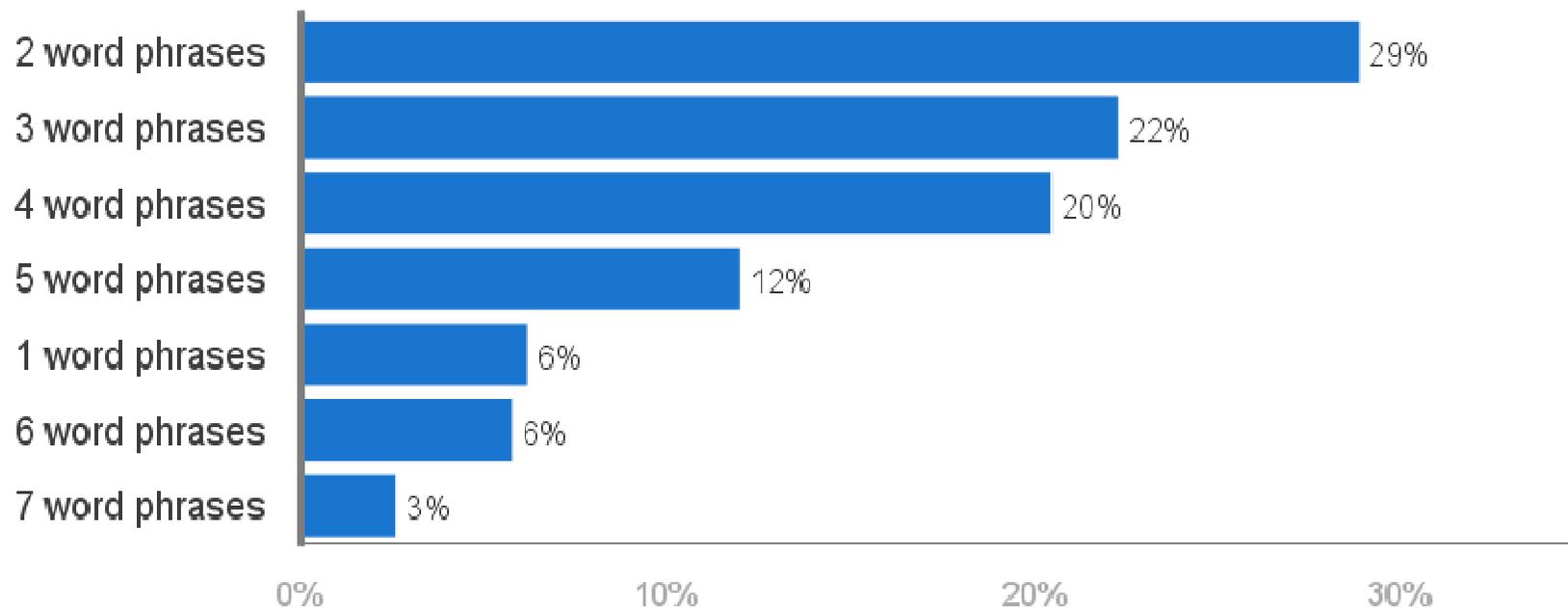
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Specific Keywords

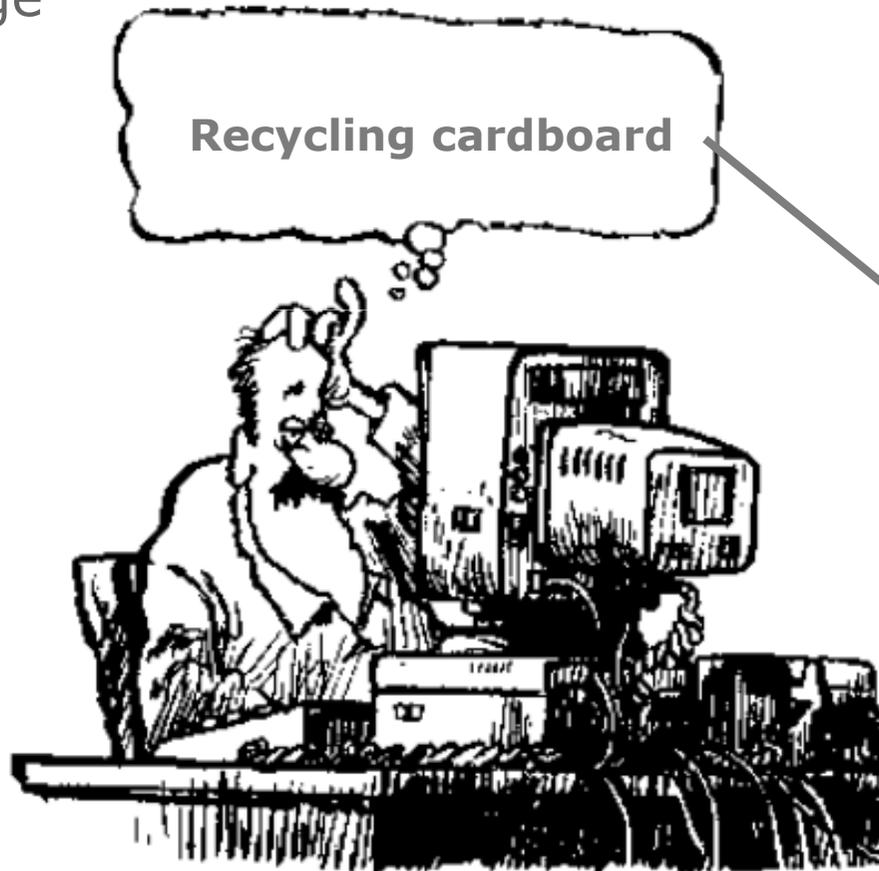
Choose enough words – 94% of people use multi-word phrases

Average US Search Phrase Length



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!

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	<ul style="list-style-type: none"> • Caribbean holiday Cruises • Cruise holiday in Caribbean • Cruise in Carribbean
"Phrase"	Queries must be typed in the exact order you specified in quotes. Can have other words before and/or after	"Caribbean Cruise"	<ul style="list-style-type: none"> • Cheap Caribbean Cruise • Caribbean Cruise deals • Luxury Caribbean Cruise
[Exact]	Queries must match <i>exactly</i> what you specified as a keyword	[Caribbean Cruise]	<ul style="list-style-type: none"> • Caribbean Cruise
-Negative	Queries with this keyword do <i>not</i> display the ad	- Tom	Will not show on search for: <ul style="list-style-type: none"> • Tom Cruise

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Use the Keyword Tools for Ideas

Tools and Analysis

Tools

- Keyword Tool
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool

Include terms (0)

Exclude terms (0)

Match Types

- Broad
- [Exact]
- "Phrase"

Help

Find keywords

Based on one or more of the following:

Word or phrase	snowshoe
Website	www.google.com/page.html
Category	Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters

Locations: United States Languages: English Devices: Desktops and laptops

Search

About this data

Search terms (1)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
☆ snowshoe	Medium	450,000	301,000	\$0.95

Go to page: 1 Show rows: 50 1 - 1 of 1

Keyword ideas (263)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
☆ snowshoe mountain	Low	33,100	33,100	\$0.72
☆ snowshoe wv	Low	27,100	22,200	\$0.82
☆ snowshoe west virginia	Low	22,200	22,200	\$0.82

★ Starred (0)

Get keyword suggestions

Enter the product or service you provide

Tips for Creating Good Ads

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

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?

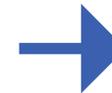
- “Sign up for our mailing list”
- “Order a copy of our brochure”
- “Request a call back”

Send visitors to the most useful page on your website!

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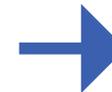
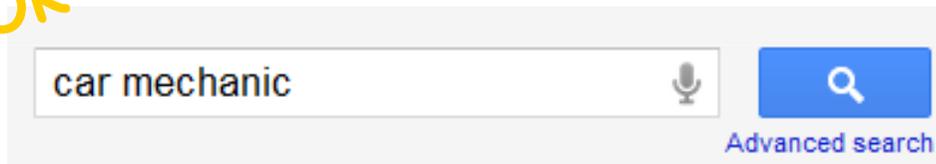
Creating Good Ads

POOR



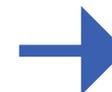
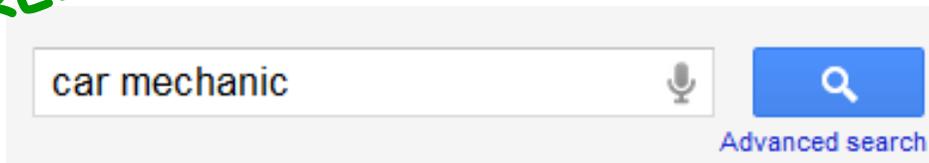
[Cars Cars Cars](#)
All Makes and Models!
You broke it. I fix it!
[YourCarDoesNotWork.com](#)

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

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

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
<input type="checkbox"/> NOLA Public Schools Find Out the Latest on New Orleans Top Public and Charter Schools. www.nsn.org	Edit	Active	11.8%	454	13,319	3.40%	\$49.74
<input type="checkbox"/> New Orleans Schools Info Learn About NOI A Post-Katrina Public and Charter Schools. www.nsn.org	Edit	Active	6.5%	212	7,303	2.90%	\$19.97
<input type="checkbox"/> New Schools New Orleans Support Post-Katrina Public Education in New Orleans. www.nsn.org	Edit						

Google Custom Report from

CAMPAIGNS: All | AD GROUPS: All | KEYWORDS: All | STATUS: | ACWORDS 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	40,803	1,578	\$13.92	5,560	\$3.95	7,307.00	623	652.00	1,644	2,330.00	3,293	4,125.00
SAO	171	17	\$2.47	23	\$1.82	21.00	4	4.00	10	10.00	9	9.00
Total - content targeting	1,934	25	\$49.00	109	\$11.25	109.00	0	0.00	0	0.00	0	0.00
elder shoes	24	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
sex shoes	23	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
bulky shoes	22	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
beron shoes	3	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
becker shoes	28	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
best men's shoes	11	1	\$8.49	1	\$1.21	7.00	1	1.00	1	1.00	5	5.00
big men's shoes	132	1	\$95.89	3	\$31.96	3.00	0	0.00	0	0.00	3	3.00
big mens shoes	26	1	\$21.63	1	\$21.63	1.00	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	95	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00

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 performance
- Account Performance** View performance
- Search Query Performance** View performance
- Placement Performance** View performance

Keyword	Clicks	Conversions	Cost / Conversion	Transactions	Cost / Transaction	Total Value	Sales Count	Sales Value	Leads Count	Leads Value	Sign-ups Count	Sign-ups Value
Search total												
All sources total												
<input type="checkbox"/> new orleans charter education												
<input type="checkbox"/> new orleans public schools												
<input type="checkbox"/> new orleans public school												
<input type="checkbox"/> new orleans charter schools												
<input type="checkbox"/> nola public schools												
<input type="checkbox"/> new orleans elementary schools												
<input type="checkbox"/> katrina new orleans schools												
<input type="checkbox"/> nola public school												
<input type="checkbox"/> new orleans charter school												
<input type="checkbox"/> new orleans elementary school												



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Using Google Analytics



Where and why are visitors abandoning my shopping cart?

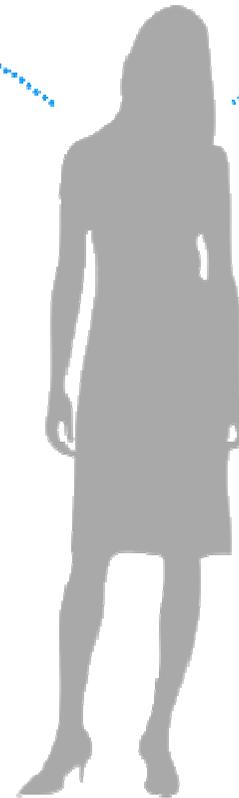
Is my website design driving people away?

Which marketing initiatives are the most effective?

Where are my visitors coming from?

What do people do while on my site?

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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Welcome!

NYC Business Solutions is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: www.nyc.gov/nycbusiness.



BUSINESS COURSES
learn business skills



FINANCING ASSISTANCE
access a loan



TRAINING
boost staff skills



RECRUITMENT
save money when hiring



CERTIFICATION
become M/WBE certified



LEGAL ASSISTANCE
receive legal advice



INCENTIVES
access tax credits & other incentives



NAVIGATING GOVERNMENT
cut through red tape