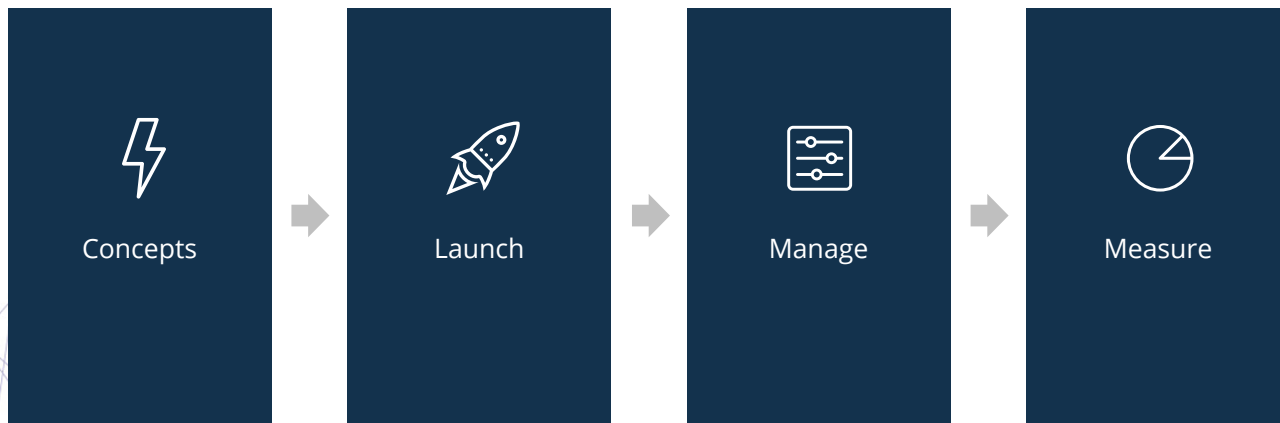




SEO and Google Ads

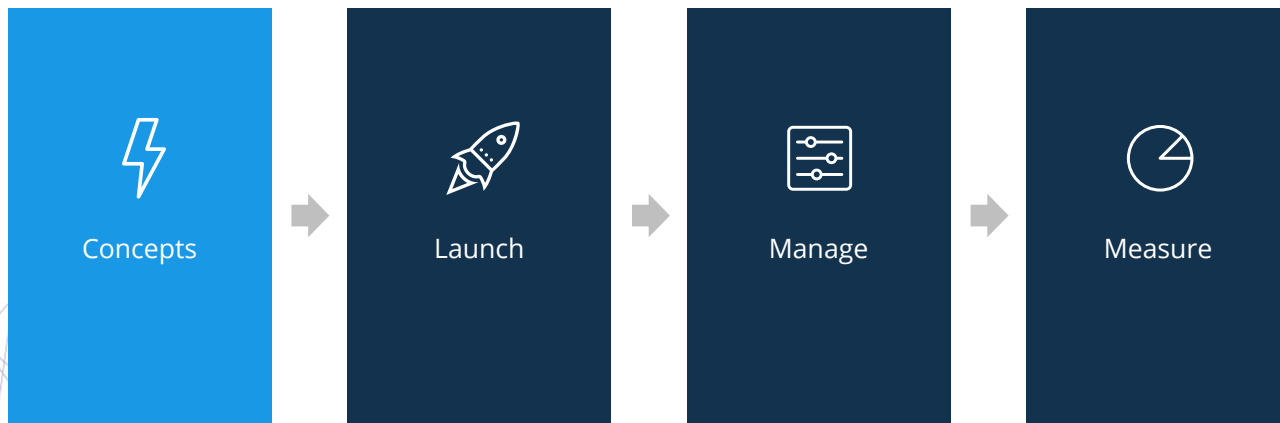


Paid Search





Paid Search





 PAID SEARCH

Concepts

 AGENDA

1. Paid Versus Organic Search
2. Search Engines
3. Benefits of Paid Search
4. Campaign Elements





Paid Versus Organic Search

What is paid search?



Paid Search Advertising means advertising within search results and only paying when the user clicks on an ad.

Digital Marketing Institute

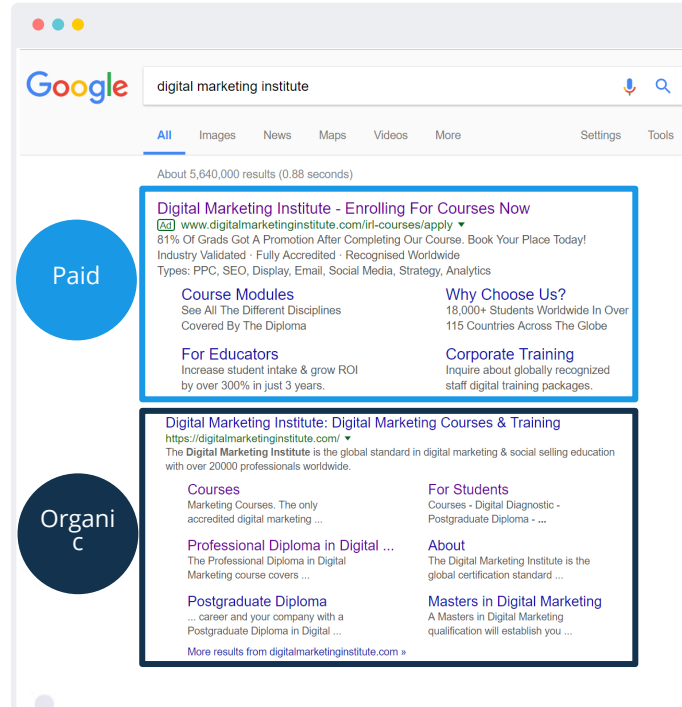




Paid Versus Organic Search

Differentiating between search formats

Paid Search ads appear above organic search listings and are the first thing a searcher sees when Google returns their search results

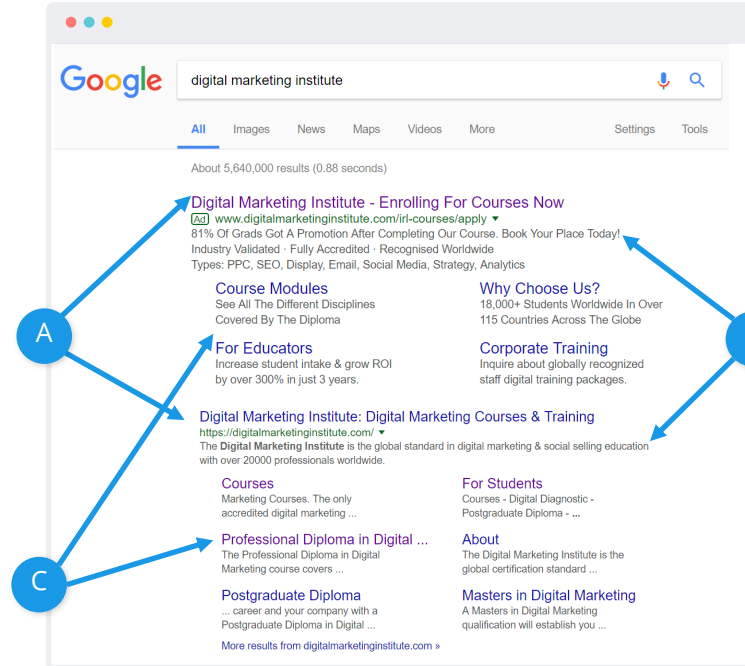




Paid Versus Organic Search

Similarities of paid and organic

- A. Clickable headline
- B. Non-clickable body copy
- C. Clickable site links





Paid Versus Organic Search

Differences between paid and organic

Paid

Traffic is paid: advertisers pay to serve for different user searches using keywords, landing pages and ads

Faster and more straight forward means to serve clickable links on the SERP

Paid results shown at the top or very bottom of the SERP with a small "Ad" note in the copy

Shorter and more control over the ad copy

Organic

Traffic is "free": results are optimized based on website content, html coding and link building

Results take time to serve

Organic results always shown below paid results

Organic results dynamically created by the search engine organic algorithm



Paid Versus Organic Search

Strategic considerations



Fill Gaps



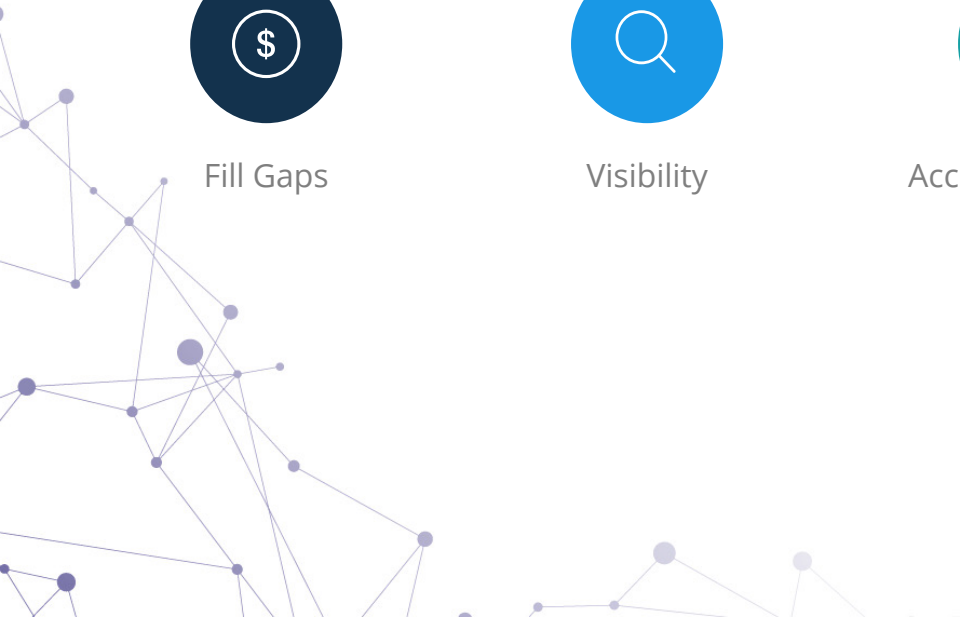
Visibility



Access to Market






Device Preference





Search Engines

Widely used search platforms - % Market Share

			
US	87.1%	5.3%	6.5%
EU	91.2%	1.9%	3.7%
UAE	94.3%	0.9%	4.1%
AU	97.0%	1.4%	1.2%
JPN	67.7%	28.0%	3.7%
GLOBAL	92.0%	2.2%	2.5%



Search Engines

How consumers use search engines

1. Identify a need or want

2. Search for solutions

3. Evaluate alternatives

6. Post purchase
evaluation

5. Purchase

4. Decide to purchase





Search Engines

Evolution of AdWords

2000

AdWords Launched

AdWords was launched on the 23rd of October 2000.
Priced as CPM

2005

Quality Score & GA Integration Launched

Quality score introduced to determine minimum bids. Google Analytics integrated with AdWords

2009

Site Link Extensions Launched

Add additional links below your search ads to increase deeper click through into your site

2003

Content Network Launched

Google launches AdSense and the early stages of the Google Display Network

2008

Search Keyword Tool Launched

Google introduces automated keyword research to help advertisers grow their accounts with ease

2010

Phone Extensions Launched

Recognizing the increase in mobile search, searchers can now call businesses directly from AdWords Ads



Search Engines

Evolution of AdWords

2010

Remarketing Launched

Now advertisers can create audience lists and serve ads back to people who have visited their site before

2015

Gmail Ads Launched

Target users with ads directly in Gmail

2016

Expanded Text Ads Launched

Biggest change to search ads in 15 years, now features two headlines, free-form body copy and URL paths

2014
Location Extensions Launched

Link AdWords to My Business (maps) to physical locations for businesses

2016
Removal of Right Hand Side Search Ads

Removal of right hand side search ad units increase the number of top ads to a max of 4 and 3 below organic search as mobile search dominates

2017
AdWords Beta Interface Launched

Dramatic change to AdWords interface launched globally. Now a faster, more streamlined interface



Benefits of Paid Search

Why use paid search?

Business objectives

Quick access to market

Mobile position #1

Leverage buyer intent

Organic optimization

Advertising features

Tracking

Time sensitive promotions

Compete in marketplace



Benefits of Paid Search

Key benefits

- ✓ Relevance
- ✓ Timing
- ✓ Qualified visitor
- ✓ Control
- ✓ Accountability
- ✓ Visibility
- ✓ Measurability
- ✓ Mobile micro-moments



Campaign Elements

Three basic elements

Keywords

The cornerstone of paid search advertising

Ads

What users will see when they search on a search engine

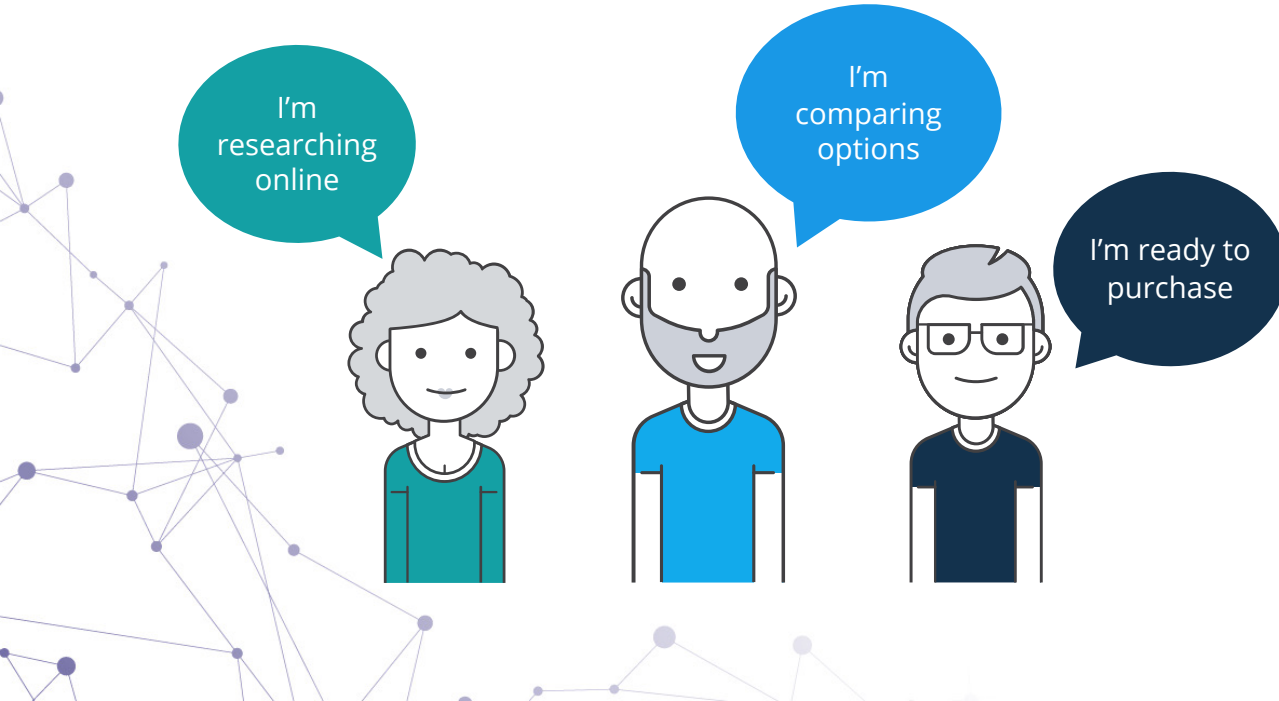
Landing Pages

Where the user lands after they click on an ad



Campaign Elements

Keyword lists





Campaign Elements

Ad copy

Relevant

Contains keywords and uses the language of the consumer

Attractive

Includes an offer or USP/ESP

Directional

Uses a CTA to direct the searcher to what you would like them to do, purchase, download etc.



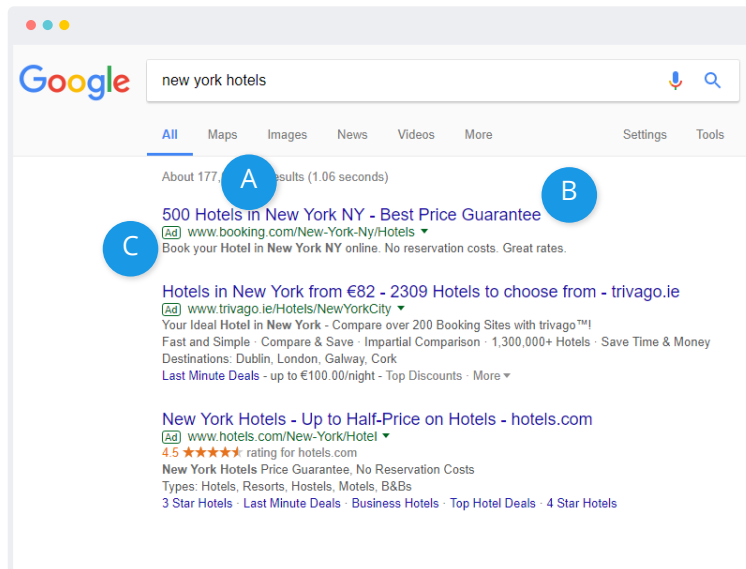
Campaign Elements

Ad copy

A. Relevance to New York Hotels

B. Attractive offer to book

C. Directional CTA to drive action





Campaign Elements

What are landing pages?





Campaign Elements

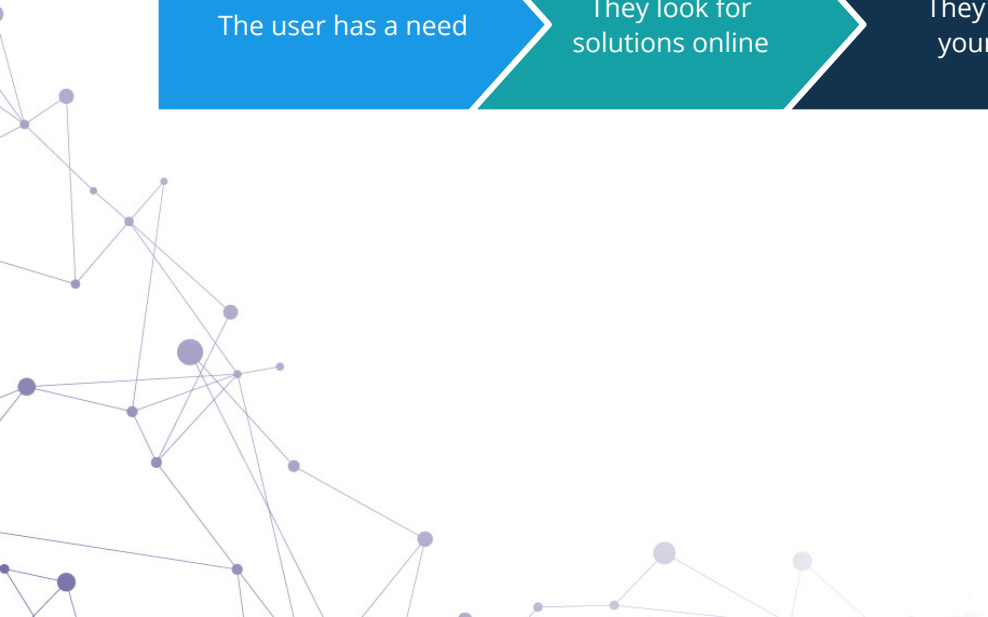
What is a good landing page?

The user has a need

They look for
solutions online

They click
your ad

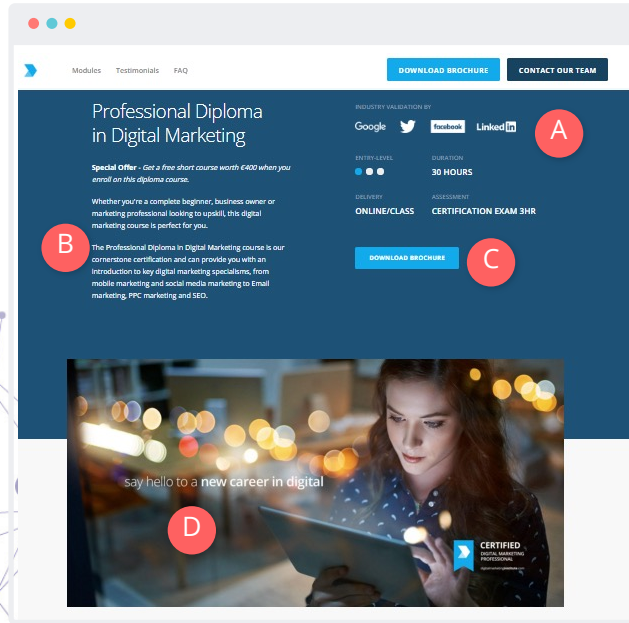
They land on
your website





Campaign Elements

Landing page

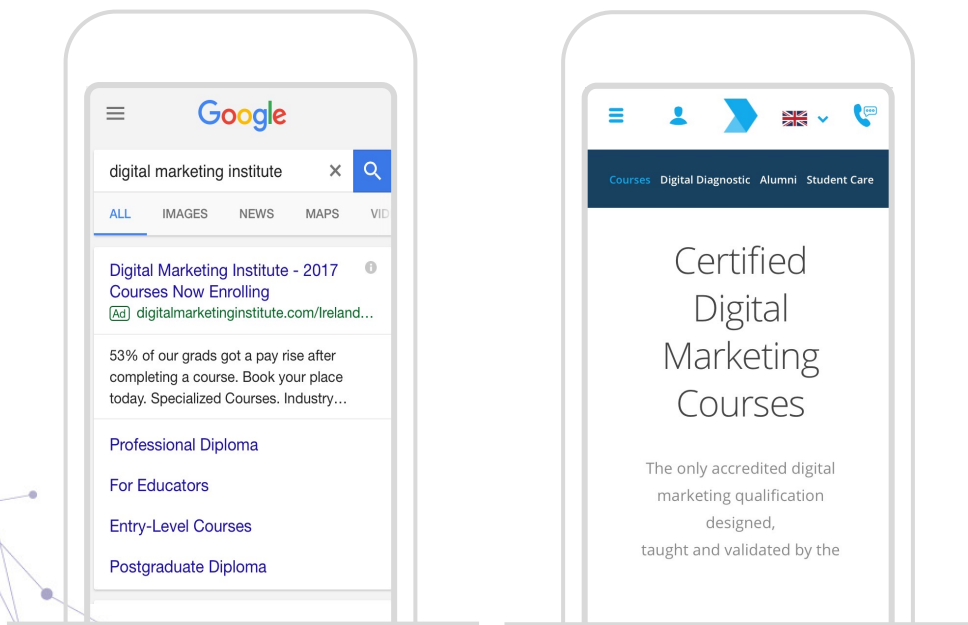


- A. Details (summary)
- B. Personal, relevant Copy
- C. Directional CTA to drive action
- D. Aspirational hero image



Campaign Elements

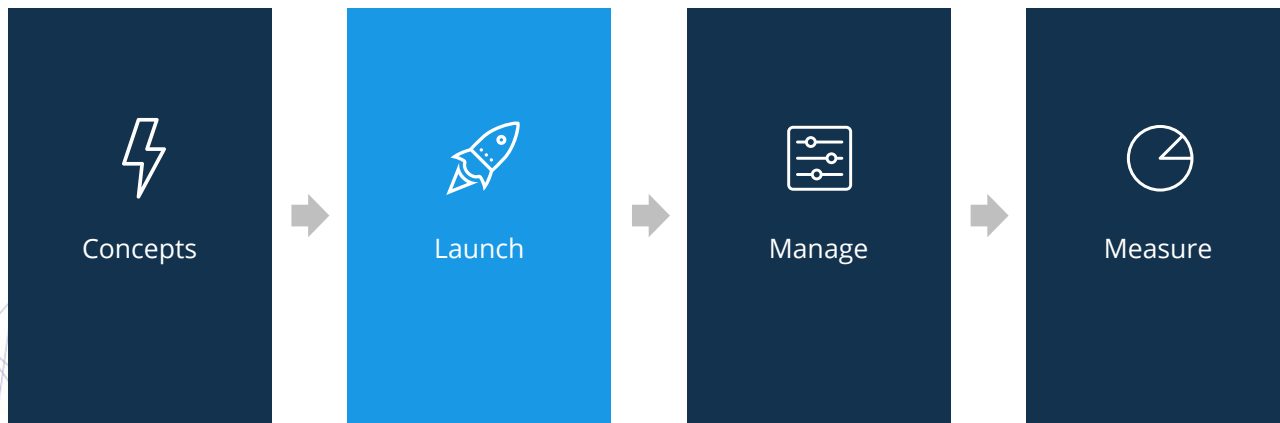
Mobile landing page







Paid Search





 PAID SEARCH

Launch

 AGENDA

1. Google AdWords
2. Account Structure
3. Account Elements
4. Keyword Research
5. Campaign Creation





Google AdWords

What is Google AdWords?



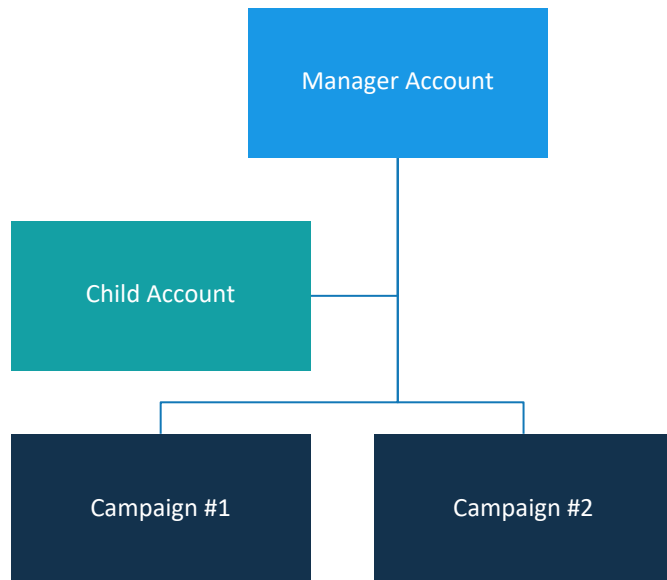
Google AdWords is an online advertising service by Google for businesses who want to serve clickable ads on the Google search results page.





Google AdWords

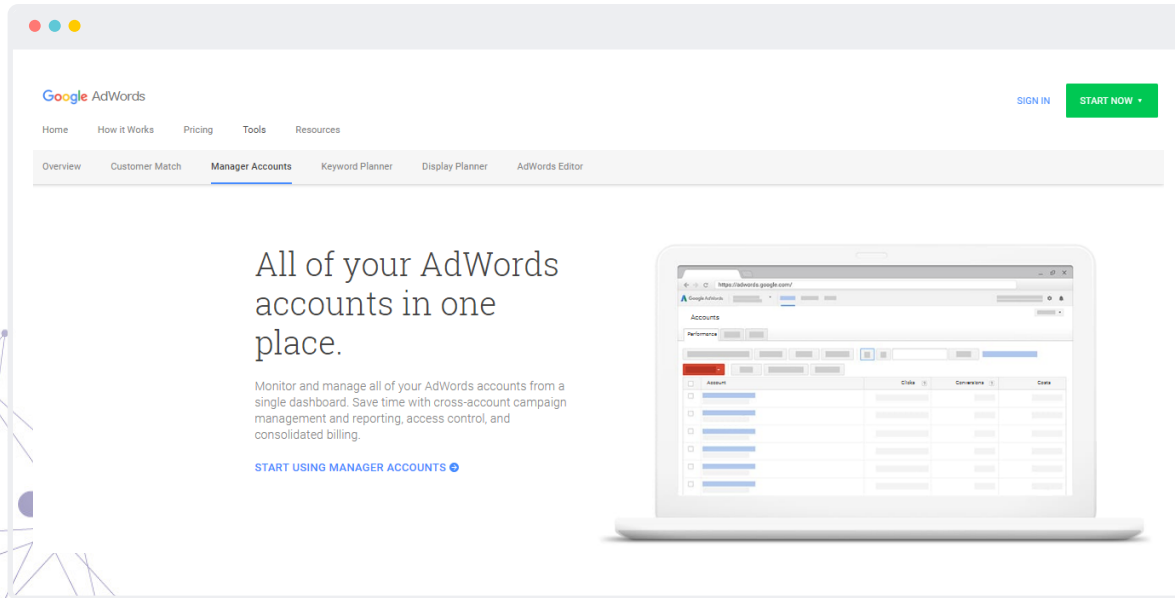
Account types





Google AdWords

Create an AdWords manager account



The screenshot shows the Google AdWords Manager Accounts dashboard. At the top, there's a navigation bar with links for Home, How it Works, Pricing, Tools, and Resources. On the right, there are 'SIGN IN' and 'START NOW' buttons. Below this is a secondary navigation bar with links for Overview, Customer Match, Manager Accounts (which is highlighted), Keyword Planner, Display Planner, and AdWords Editor. The main content area features the heading 'All of your AdWords accounts in one place.' followed by a paragraph explaining the benefits of a single dashboard for monitoring and managing multiple accounts. A link 'START USING MANAGER ACCOUNTS' is provided. To the right, a laptop displays a preview of the 'Accounts' section, showing a table with columns for Account, Date, and Conversions.

Google AdWords

Home How it Works Pricing Tools Resources

Overview Customer Match **Manager Accounts** Keyword Planner Display Planner AdWords Editor

All of your AdWords accounts in one place.

Monitor and manage all of your AdWords accounts from a single dashboard. Save time with cross-account campaign management and reporting, access control, and consolidated billing.

[START USING MANAGER ACCOUNTS](#)

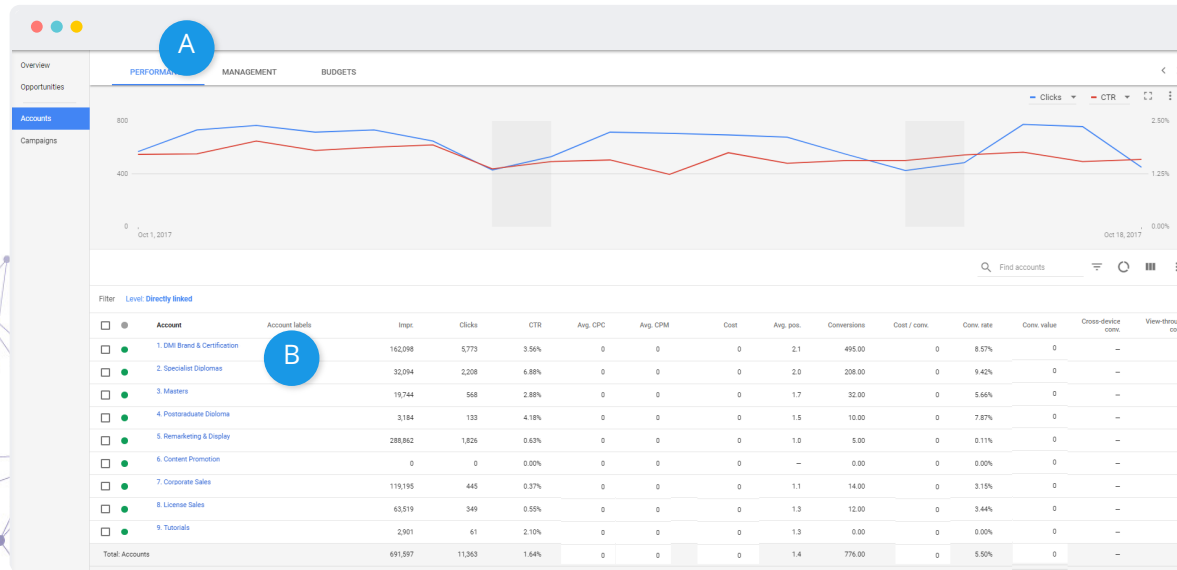
Accounts

Account	Date	Conversions	Cost
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			



Google AdWords

Features of a manager account



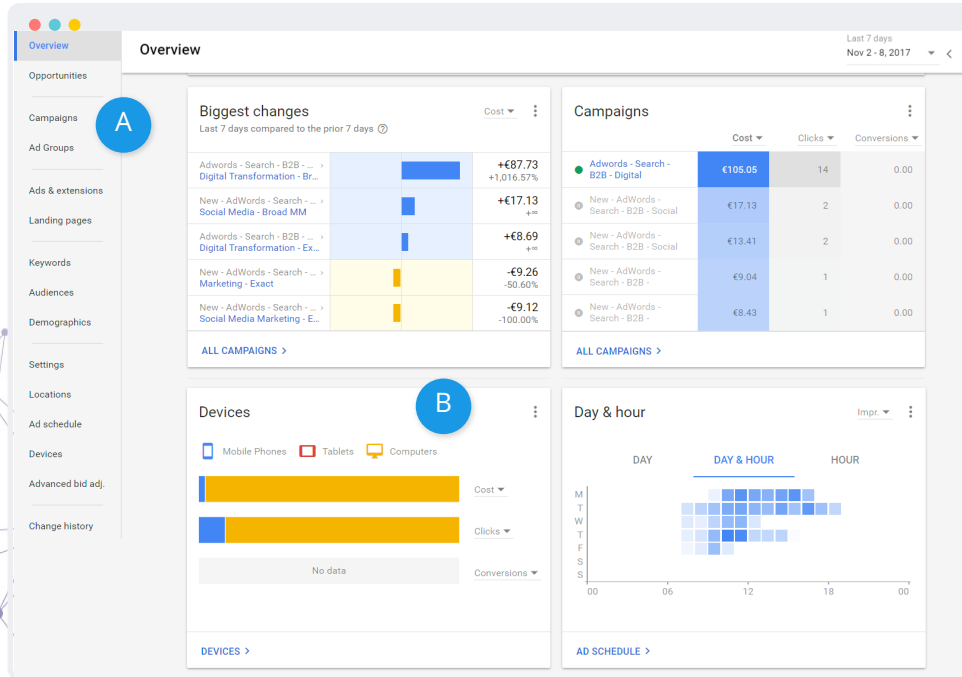
A. Manger Account

B. Child Accounts



Google AdWords

Features of a child account



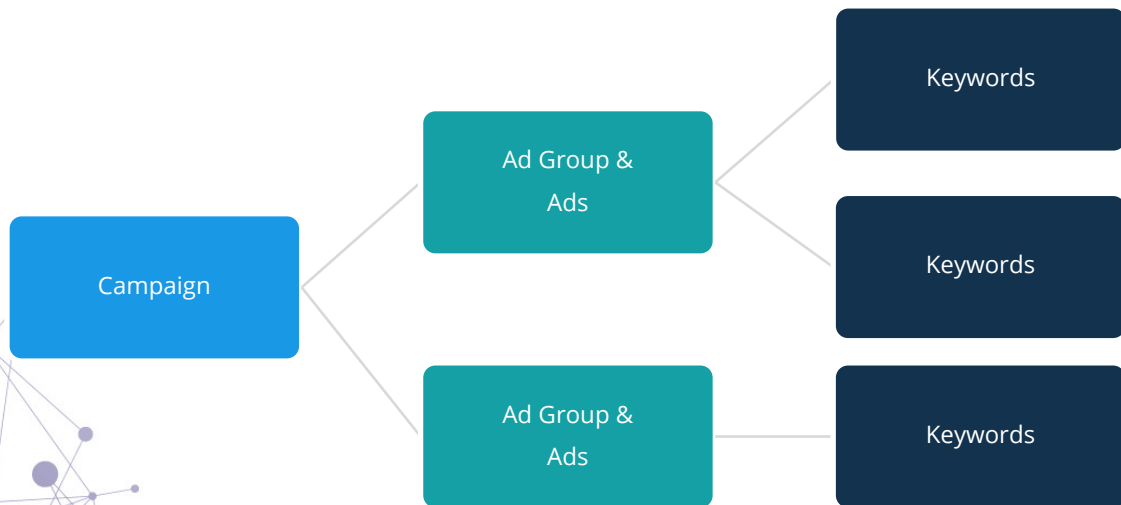
A. Navigation Tabs

B. Performance Overview



Account Structure

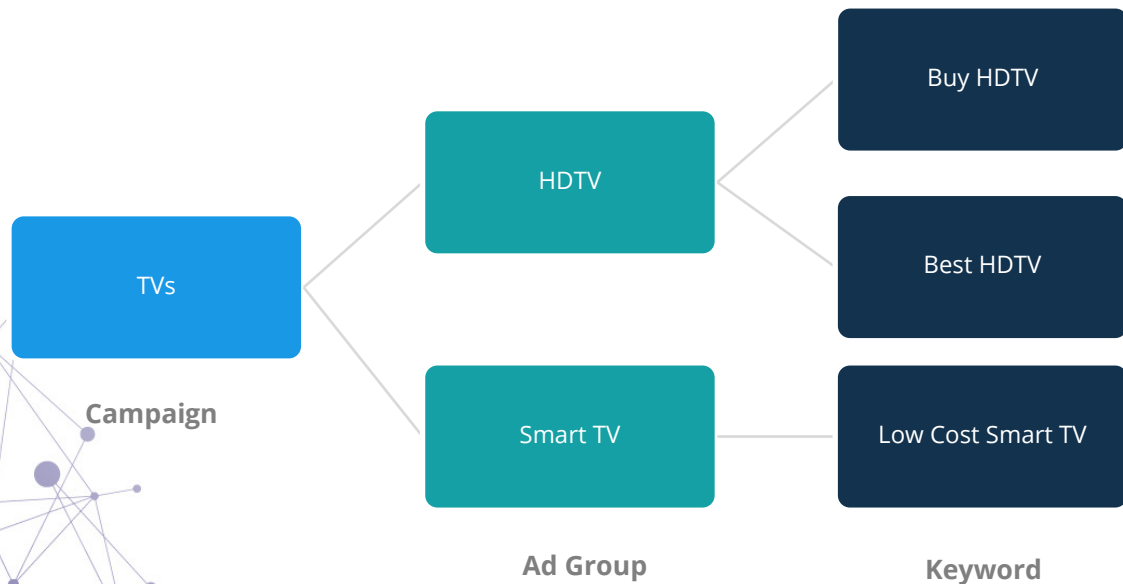
Structure of a campaign





Account Structure

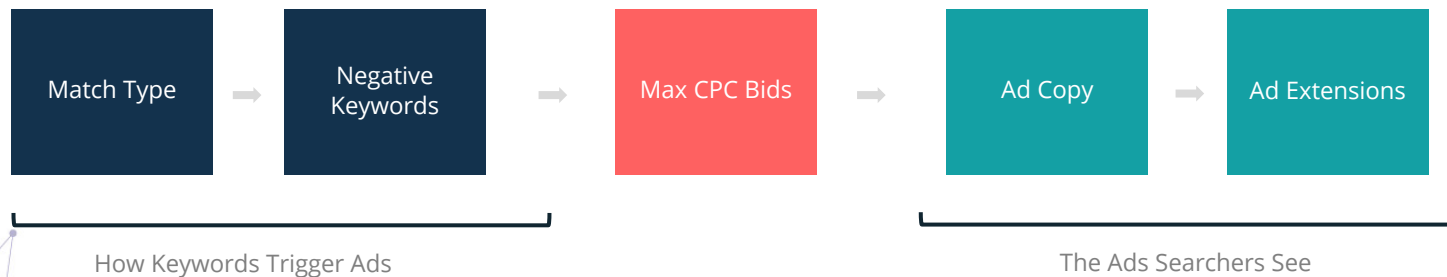
Structure of a campaign





Account Structure

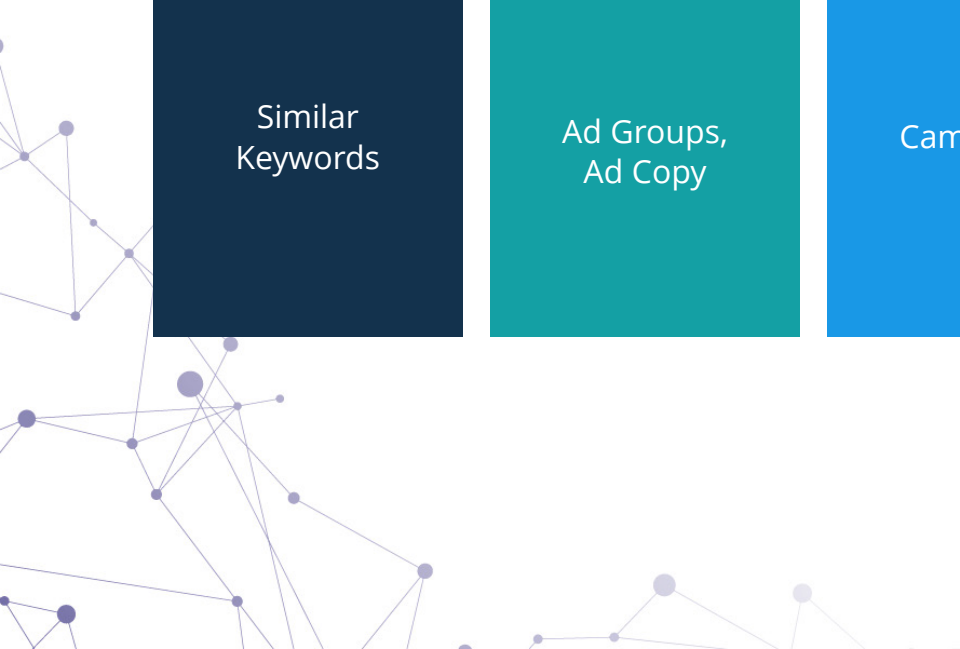
Factors determining how campaigns work





Account Structure

How to structure your account



Similar
Keywords

Ad Groups,
Ad Copy

Campaigns

Search
Volumes



Account Elements

Keywords

Overview

Opportunities

Campaigns

Ad Groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

SEARCH KEYWORDS

NEGATIVE KEYWORDS

MORE

2 Nov 2017

+

<input type="checkbox"/>	<input type="radio"/>	Keyword	Campaign	Ad group	Status
Total: All but removed keywords					
<input type="checkbox"/>	<input checked="" type="radio"/>	[Digital Transformation]	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Exact	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	[Digital Transformation Training]	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Exact	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	+Digital +Transformation +Training	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Broad	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	+Digital +Transformation	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Broad	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	[training company]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
<input type="checkbox"/>	<input checked="" type="radio"/>	[company learning]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
<input type="checkbox"/>	<input checked="" type="radio"/>	[company training]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
<input type="checkbox"/>	<input checked="" type="radio"/>	[training companies]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
<input type="checkbox"/>	<input checked="" type="radio"/>	[company trainings]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused

Keyword List

Keyword Level



Account Elements

Ad Groups

Ad Group Level

Ad Groups

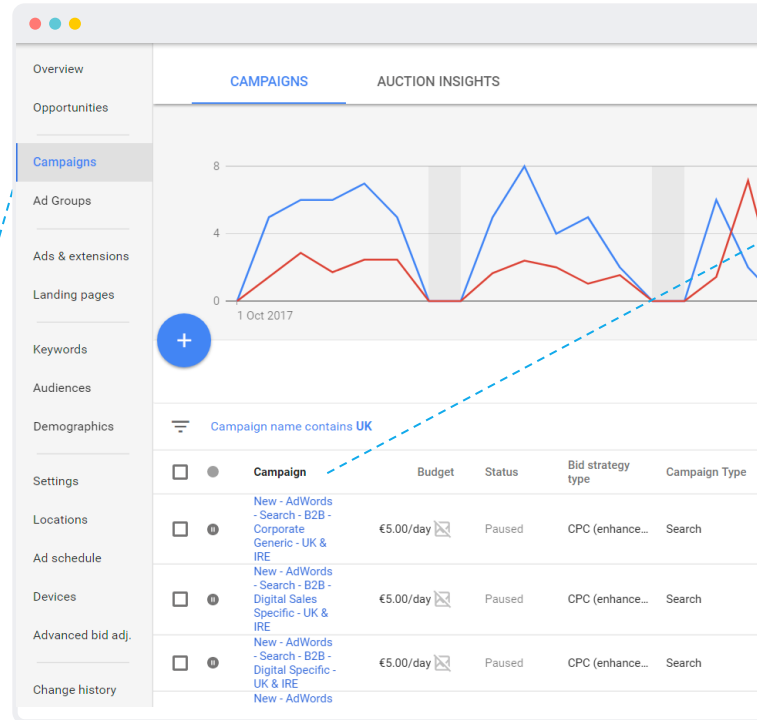
<input type="checkbox"/>	<input type="radio"/>	Ad group	Campaign	Status	Default max CPC	Clicks	Impr.
Total: Ad groups						20	2,757
<input type="checkbox"/>	<input checked="" type="radio"/>	Company Training - Broad MM	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Company Training - Broad MM	New - AdWords - Search - B2B - Corporate Generic - US	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Company Training - Exact	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Company Training - Exact	New - AdWords - Search - B2B - Corporate Generic - US	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Corporate Training - Broad MM	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Corporate Training - Broad MM	New - AdWords - Search - B2B - Corporate Generic - US	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Corporate Training - Exact	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Corporate Training - Exact	New - AdWords - Search - B2B - Corporate Generic - US	Campaign paused	€3.50 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Digital - Broad MM	New - AdWords - Search - B2B - Digital Specific - UK & IRE	Campaign paused	€0.90 (enhanced)	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Digital - Broad MM	New - AdWords - Search - B2B - Digital Specific - US	Campaign paused	€0.90 (enhanced)	0	0



Account Elements

Campaigns

Campaign Level

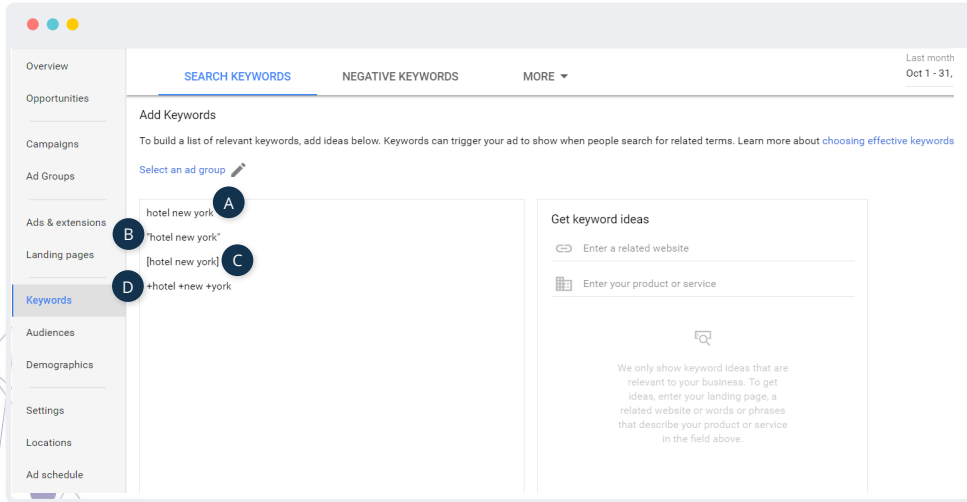


Campaigns



Account Elements

Keyword match types

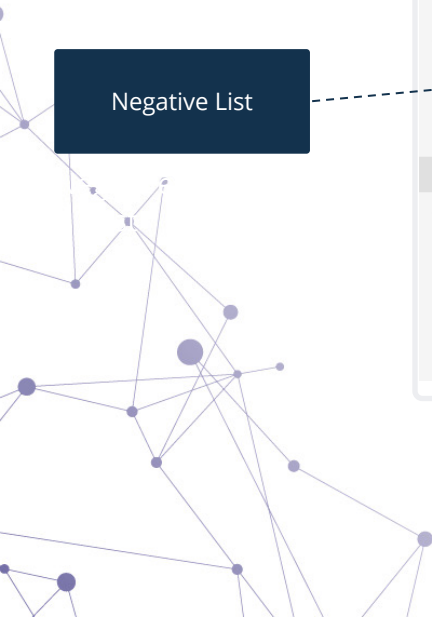


A. Broad Match

B. Phrase Match

C. Exact Match

D. Modified Broad Match



Negative keywords

Negative Keyword Level

Negative List



Account Elements

Bids

AD GROUPS MORE ▾				
+				
<input type="checkbox"/>	Ad group	Campaign	Status	Default max. CPC
Total: Ad groups				
<input type="checkbox"/>	Digital Marketing Institute - Exact	AdWords - Search - Digita...	Eligible	€11.74 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	Digital Marketing Courses Top Conversion - All Visitors - Exact	AdWords - Search - Non...	Eligible	€8.41 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	Digital Marketing - Broad MM	AdWords - Search - Digita...	Eligible	€1.53 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	Digital Marketing Institute - Broad MM	AdWords - Search - Digita...	Eligible	€29.46 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	Digital Marketing Courses Top Conversion - All Visitors - Broa...	AdWords - Search - Non...	Eligible	€12.92 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	Digital Marketing Courses Top Conversion - All Visitors - Exact	AdWords - Search - Non...	Eligible	€8.83 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	Digital Marketing - Broad MM	AdWords - Search - Digita...	Eligible	€3.93 (enhanced) <input checked="" type="checkbox"/>

Ag Group Bids

SEARCH KEYWORDS NEGATIVE KEYWORDS SEARCH TERMS MORE ▾					
+					
<input type="checkbox"/>	Keyword	Campaign	Ad group	Status	Max. CPC
Total: All but removed keywords					
<input type="checkbox"/>	[digital marketing]	AdWords - Search - Digita...	Digital Marketing - Exact	Eligible	€4.02 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	'digital marketing'	AdWords - Search - Non...	Digital Marketing	Eligible	€7.50 <input checked="" type="checkbox"/>
<input type="checkbox"/>	+digital +marketing +courses	AdWords - Search - Non...	Digital Marketing Course...	Eligible	€9.56 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	+digital +marketing +courses	AdWords - Search - Non...	Digital Marketing Course...	Eligible	—
<input type="checkbox"/>	[digital marketing]	AdWords - Search - Digita...	Digital Marketing - Exact	Eligible	€9.10 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	+digital +marketing +courses	AdWords - Search - Non...	Digital Marketing Course...	Eligible	€12.50 (enhanced) <input checked="" type="checkbox"/>
<input type="checkbox"/>	[digital marketing courses]	AdWords - Search - Non...	Digital Marketing Course...	Eligible	€11.40 (enhanced) <input checked="" type="checkbox"/>

Keyword Bids



Account Elements

Text ads

New text ad

Select an ad group

Final URL
<https://digitalmarketinginstitute.com/students/courses/profess>

Headline 1
Digital Marketing Institute

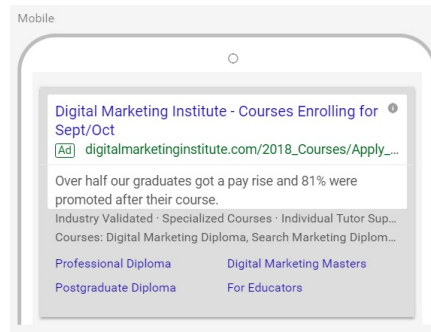
Headline 2
Courses Enrolling for Sept/Oct

Display path
digitalmarketinginstitute.com
/ 2018 Courses / Apply Now

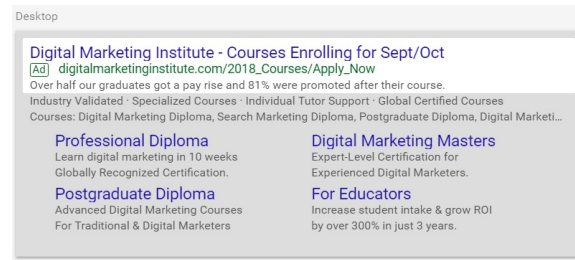
Description
Over half our graduates got a pay rise and 81% were promoted after their course.

Ad URL options

SAVE NEW AD CANCEL



Mobile



Desktop



Account Elements

Ad extensions

Ad Level

Opportunities

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Devices

Change history

ADS EXTENSIONS AUTOMATED EXTENSIONS MORE

Extension type: All

<input type="checkbox"/>	Extension	Added to	Level	Status
Sitelink extension				
<input type="checkbox"/>	The Insider Read about the latest digital trends in the corporate world.	New - AdWords - Sear...	Campaign	Approved
<input type="checkbox"/>	Staff Digital Training Grow your revenue with our bespoke digital training solutions	New - AdWords - Sear...	Campaign	Approved
<input type="checkbox"/>	Industry Validated All training programs are validated by industry giants such as Google.	New - AdWords - Sear...	Campaign	Disapproved: Punctuation and symbols
<input type="checkbox"/>	Customised Training We listen to your needs & customise each digital training package	New - AdWords - Sear...	Campaign	Approved
Call extension				
<input type="checkbox"/>	01 531 1200	New - AdWords - Sear...	Campaign	Approved
Callout extension				
<input type="checkbox"/>	Out of the Box Solutions	New - AdWords - Sear...	Campaign	Approved
<input type="checkbox"/>	Grow ROI by 300%	New - AdWords - Sear...	Campaign	Approved
<input type="checkbox"/>	Employee Digital Training	New - AdWords - Sear...	Campaign	Approved

Ad Extension Level


Levels

- A. Sitelink Extension
- B. Call Extension
- C. Callout Extension
- D. Full Extension List



Keyword Research

What is keyword research?



Keyword Research is the process by which lists of keywords relating to a product or service are created using tools like the Google Keyword Planner.

Digital Marketing Institute

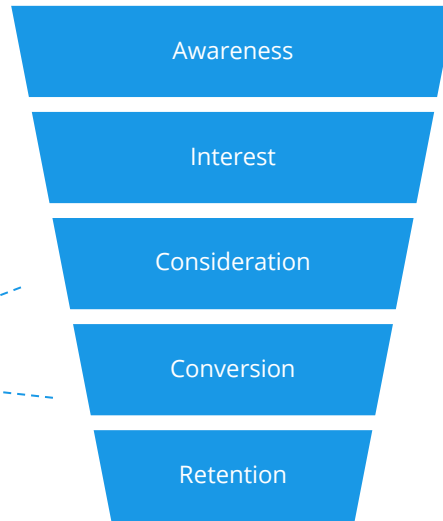
A decorative network diagram in the bottom left corner, consisting of various sized grey dots connected by thin grey lines, forming a complex web-like structure.



Keyword Research

Differences for PPC and SEO

PPC typically engages people when they are closer to making a purchase



Organic Search is usually at the top of the funnel



Keyword Research

Google Keyword Planner

[Return to previous AdWords](#)

PLANNING
Keyword Planner
Ad Preview and Diagnosis

SHARED LIBRARY
Audience manager
Portfolio bid strategies
Negative keyword lists
Shared budgets
Placement exclusion lists

BULK ACTIONS
All bulk actions
Rules
Scripts
Uploads

MEASUREMENT
Conversions
Google Analytics
Search attribution

Search for new keywords using a phrase, website or category

Enter one or more of the following:
Your product or service
cheap iphone case
tough iphone case

Your landing page
www.example.com/page

Your product category
Enter or select a product category

Targeting
All locations
English
Google
Negative keywords
broken, faulty, overheating
Date range
Show avg. monthly searches
for last 12 months

Customise your search
Keyword filters
Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan
Keywords to include

Get ideas

Steps to using the tool

- A. Enter Some Keywords
- B. Use Your Landing Page
- C. Select Your Product Category
- D. Set targeting
- E. Get Ideas

Steps B & C are not recommended

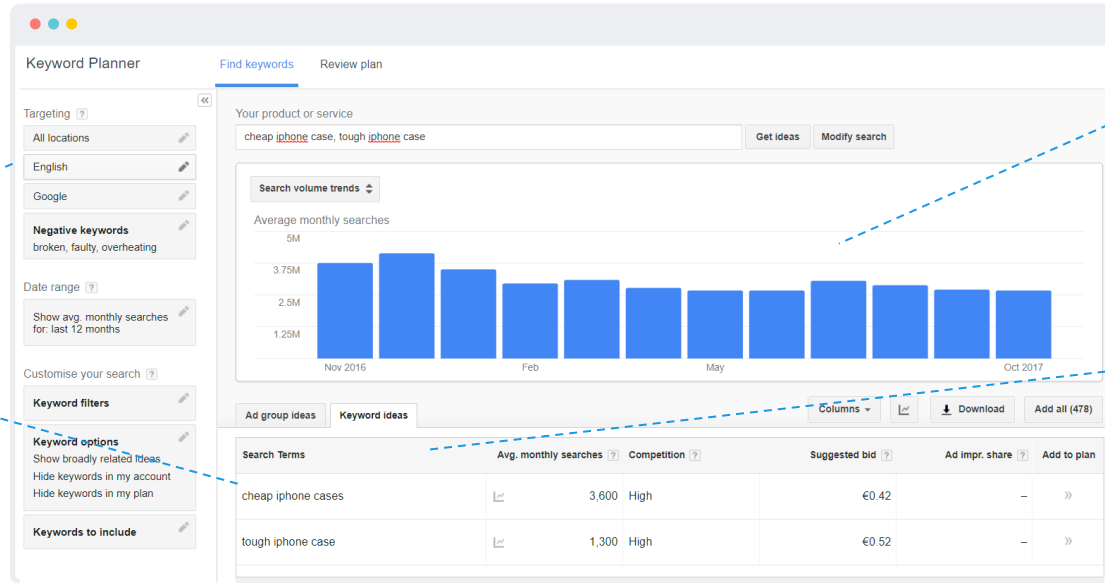


Keyword Research

Google Keyword Planner benefits

Set country & language data

Keyword Planner results



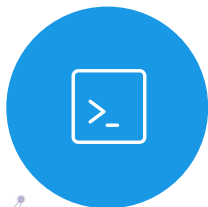
Search volume summary

Keyword idea data



Campaign Creation

Elements of a search campaign



Name



Goal



Location



Language



Daily Budget



Campaign Creation

Campaign set-up

The screenshot shows the Google Ads Campaign Creation interface. A blue arrow points from the 'CAMPAIGNS' tab to the 'Campaign type' section. The 'Campaign type' section is titled 'Select a campaign type' and displays five options: Search Network, Display Network, Shopping, Video, and Universal App. Below this, the 'CAMPAIGNS' tab is selected, showing a list of campaigns. The list includes a 'Total: Campaigns' section and a list of individual campaigns, each with a checkbox and a green dot indicating status.

Campaign type

Select a campaign type

- Search Network**
Reach customers interested in your product or service with text ads
- Display Network**
Run different kinds of ads across the web
- Shopping**
Promote your products with Shopping ads
- Video**
Reach and engage viewers on YouTube and across the web
- Universal App**
Drive app installs across Google's networks

CAMPAIGNS MORE ▾

0 Sep 1, 2017

☐ Campaign

Total: Campaigns

- ☐ AdWords - Search - Digital Marketing - Top Conversion - Broad MM - UK
- ☐ AdWords - Search - Digital Marketing - Top Conversion - Broad MM - Global
- ☐ AdWords - Search - Digital Marketing - Top Conversion - Broad MM - AU
- ☐ AdWords - Search - Digital Marketing - Top Conversion - Broad MM - New EU



Campaign Creation

Campaign set-up

☒ Use goals Select the actions you'd like customers to take ?

Influence consideration ?

Visit your website

Drive action ?
Express interest on your website and 2 more

Express interest on your website

Buy on your website


Call your business




Campaign Creation

Campaign set-up

Networks



Search Network
Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords
☒ Include Google search partners ?



Display Network
Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet
☐ Include Google Display Network ?



Uncheck Google Display Network



Campaign Creation

Campaign set-up

Locations

Select locations to target ⓘ

☐ All countries and territories

☐ Ireland

☒ Enter another location

Targeted locations (1)

New York, New York, United States city

Reach ⓘ 23,903,522 ⓘ

A **B** [Advanced search](#)

Languages

Select the languages your customers speak ⓘ

C ⓘ

- A. Enter target location
- B. Target specific locations
- C. Enter audience language



Campaign Creation

Campaign set-up

- A. Set bid strategy
- B. Set daily budget
- C. Modify delivery method

Bidding

A

Select your bid strategy ⓘ
Maximize conversions (recommended) ▼

AdWords automatically sets your bids to help you get the most conversions within your budget.
[Learn more](#)

Daily budget

B

Enter a daily budget
€ 5

^ Delivery method

C

☒ Standard
☐ Accelerated

Your daily budget is the most you're willing to spend each day on your campaign. Actual daily spend may vary. ⓘ

Standard: spend your budget evenly over time.



Campaign Creation

Ad group elements

Keywords

Keyword Lists are organised into Ad Groups

Ads

Ads are created to match the type of keywords in the Ad Group

Bids

Set single bids for all of the keywords in an ad group for simple management



Campaign Creation

Ad group set-up

1 Select campaign settings

2 Set up ad groups

3 Create ads

Set up ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Cheap iPhone Cases

cheap **iphone** case
cheapest **iphone** case
low cost **iphone** case
best **iphone** case

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Get keyword ideas

Enter a related website

Enter your product or service

We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website, or words or phrases that describe your product or service in the field above.



Campaign Creation

Ad copy set-up

Create ads

For each ad group, we recommend you create at least three ads that closely relate to the theme of your keywords.

Ad group: Cheap iPhone Cases
Keywords: cheap iphone case, chespest iphone case, low cost iphone case and 1 more

NEW AD

New text ad

Final URL
www.example.com

Headline 1
Enter Your Headline Here

Headline 2
A second headline/company name

Display path
example.com / add_keywords / add_an_offer

Description
Write about your product, special offer and include a CTAs to direct searchers!

Ad URL options

12 / 15

12 / 15

79 / 80

1 of 2 previews

Mobile

Enter Your Headline Here - A second headline/company name

example.com/add_keywords/add_an_offer

Write about your product, special offer and include a CTAs to direct searchers!

Industry Validated - Specialized Courses - Individual Tutor Sup...

Courses: Digital Marketing Diploma, Search Marketing Diplom...

Professional Diploma

Digital Marketing Masters

Postgraduate Diploma

For Educators

Highlight ad



Campaign Creation

Ad group level bids

<input type="checkbox"/> <input type="radio"/> Ad group	Status	Default max. CPC	Clicks	Impr.	CTR
Total: Ad groups			17	730	2.33%
<input type="checkbox"/> <input checked="" type="radio"/> digital marketing certification	Eligible	€14.00 (enhanced) <input checked="" type="checkbox"/>	0	2	0.00%
<input type="checkbox"/> <input checked="" type="radio"/> digital marketing degree courses	Eligible	€8.00 (enhanced) <input checked="" type="checkbox"/>	0	0	0.00%
<input type="checkbox"/> <input checked="" type="radio"/> part time digital marketing courses	Eligible	€8.00 (enhanced) <input checked="" type="checkbox"/>	0	0	0.00%
<input type="checkbox"/> <input checked="" type="radio"/> digital marketing course	Eligible	€9.00 (enhanced) <input checked="" type="checkbox"/>	2	3	66.67%



Campaign Creation

Ad extension set-up

Overview

Opportunities

Ad Groups

Ads & extensions

Landing pages

Keywords

Campaign status: **Paused** Type: **Search** Budget: **€5.00/day** [More details](#) ▼

ADS **EXTENSIONS** AUTOMATED EXTENSIONS MORE ▼

+

Extension type: **All**

<input type="checkbox"/>	Extension	Added to	Level	Status
	Sitelink extension			

Choose Extension



Campaign Creation

Ad extension options

The screenshot displays the Google Ads interface for a campaign named "Search & Certification (PDDM)". The left sidebar shows the navigation menu with "Ads & extensions" selected. The main content area lists various ad extensions with a plus sign next to each:

- + Sitelink extension
- + Callout extension
- + Structured snippet extension
- + Call extension
- + Message extension
- + Location extension
- + Affiliate location extension
- + Price extension
- + App extension
- + Review extension
- + Promotion extension

Below the list, a table shows the status of added extensions. The table has columns for "Added to", "Level", and "Status".

Added to	Level	Status
Account	Account	Approved
Account	Account	Approved
Account	Account	Approved
Account	Account	Approved



Campaign Creation

Benefits of ad extensions

Structured Snippets
add details

Deep links drive action

The screenshot shows a Google search for 'digital marketing institute'. The search results include a snippet for 'Digital Marketing Institute - Enrolling For Courses Now' with a link to 'www.digitalmarketinginstitute.com/iri-courses/apply'. Below this, a 'Types' section lists 'PPC, SEO, Display, Email, Social Media, Strategy, Analytics'. A 'Structured Snippets' section is highlighted with a blue box, containing two columns of information: 'Course Modules' (See All The Different Disciplines Covered By The Diploma) and 'Why Choose Us?' (18,000+ Students Worldwide In Over 115 Countries Across The Globe). Below this, there are sections for 'For Educators' (Increase student intake & grow ROI by over 300% in just 3 years.) and 'Corporate Training' (Inquire about globally recognized staff digital training packages.). The main search result is 'Digital Marketing Institute: Digital Marketing Courses & Training' with a link to 'https://digitalmarketinginstitute.com/'. Below this, there are sections for 'Courses' (Marketing Courses, The only accredited digital marketing ...), 'Professional Diploma in Digital ...' (The Professional Diploma in Digital Marketing course covers ...), 'Postgraduate Diploma' (... career and your company with a Postgraduate Diploma in Digital ...), 'For Students' (Courses - Digital Diagnostic - Postgraduate Diploma - ...), 'About' (The Digital Marketing Institute is the global certification standard ...), and 'Masters in Digital Marketing' (A Masters in Digital Marketing qualification will establish you ...). At the bottom, there is a link to 'More results from digitalmarketinginstitute.com »'.

Google digital marketing institute

All Images News Maps Videos More Settings Tools

About 5,640,000 results (0.88 seconds)

Digital Marketing Institute - Enrolling For Courses Now
www.digitalmarketinginstitute.com/iri-courses/apply
81% Of Grads Got A Promotion After Completing Our Course. Book Your Place Today!
Industry Validated... Fully Accredited... Recognised Worldwide

Types: PPC, SEO, Display, Email, Social Media, Strategy, Analytics

Course Modules See All The Different Disciplines Covered By The Diploma	Why Choose Us? 18,000+ Students Worldwide In Over 115 Countries Across The Globe
For Educators Increase student intake & grow ROI by over 300% in just 3 years.	Corporate Training Inquire about globally recognized staff digital training packages.

Digital Marketing Institute: Digital Marketing Courses & Training
<https://digitalmarketinginstitute.com/>
The **Digital Marketing Institute** is the global standard in digital marketing & social selling education with over 20000 professionals worldwide.

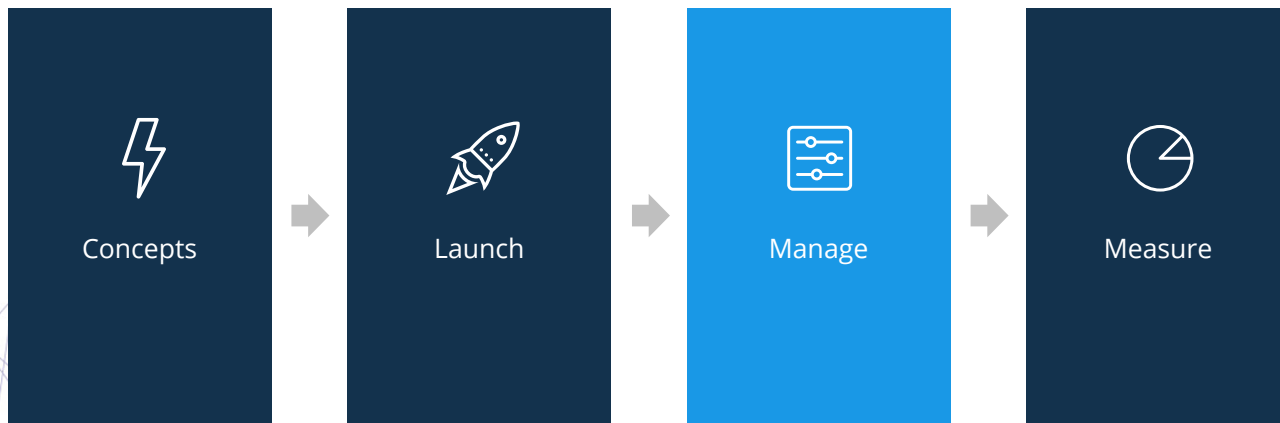
Courses Marketing Courses, The only accredited digital marketing ...	For Students Courses - Digital Diagnostic - Postgraduate Diploma - ...
Professional Diploma in Digital ... The Professional Diploma in Digital Marketing course covers ...	About The Digital Marketing Institute is the global certification standard ...
Postgraduate Diploma ... career and your company with a Postgraduate Diploma in Digital ...	Masters in Digital Marketing A Masters in Digital Marketing qualification will establish you ...

More results from digitalmarketinginstitute.com »





Paid Search





 PAID SEARCH

Manage

 AGENDA

1. Budget Management
2. Bidding
3. Campaign Optimization





Budget Management

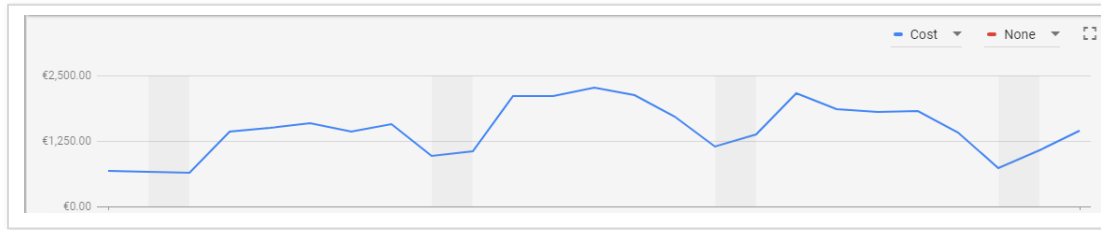
Set a budget to manage spend

	Daily budget	Status	Bid strategy type	Campaign type
- UK	€50.00	Limited by	CPC (enhanc...	Search
Daily budget € 100	€100.00	Limited by	CPC (enhanc...	Search
Actual daily spend may vary ?	€150.00	Limited by	CPC (enhanc...	Search
CANCEL SAVE	€200.00	Eligible	Manual CPC	Search



Budget Management

Manage daily spend



Daily budget	Status	Bid strategy type	Campaign type
€300.00 <input type="checkbox"/>	Eligible	CPC (enhanc...	Search
€200.00 <input type="checkbox"/>	Eligible	Target CPA	Search
€200.00 <input checked="" type="checkbox"/>	Eligible	CPC (enhanc...	Search
€200.00 <input type="checkbox"/>	Eligible	CPC (enhanc...	Search
€200.00 <input checked="" type="checkbox"/>	Eligible	CPC (enhanc...	Search
€200.00 <input checked="" type="checkbox"/>	Eligible	CPC (enhanc...	Search
€300.00 <input checked="" type="checkbox"/>	Eligible	CPC (enhanc...	Search
€300.00 <input type="checkbox"/>	Eligible	CPC (enhanc...	Search

Set the maximum each campaign can go up to in a day and track total spend over time to ensure you don't go over budget



Budget Management

Use budget trackers

Total Budget	% Budget Share	Spend	% Spent	Budget Remaining
€17,195.83	32.83%	€17,349.15	100.89%	-€153.32
€20,500.00	39.14%	€20,145.57	98.27%	€354.43
€13,682.66	26.12%	€13,651.37	99.77%	€31.29
€1,001.51	1.91%	€1,001.51	100.00%	€0.00



Budget Management

Forecast to estimate performance

Impressions X CTR =
Clicks

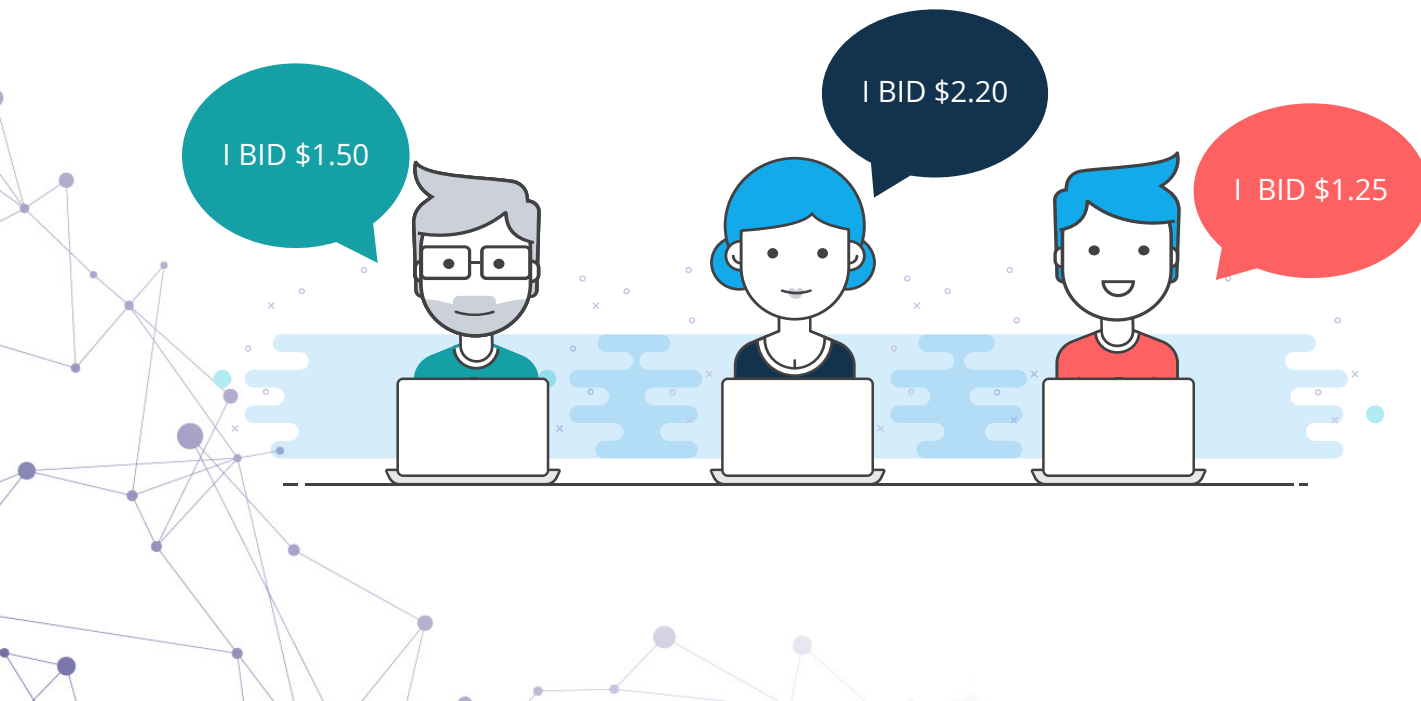
Clicks X CPC =
Budget

Impressions	CTR	Clicks	CPC	Budget Required
10,000	10%	1,000	€1.5	€1500



Bidding

The bid auction





Bidding

Ad Rank & Quality Score

Max CPC Bid

X

Quality Score

=

Ad Rank



Bidding

How much to pay for a click?

Set your Max CPC

Status	Max. CPC	Impr.	Clicks	CTR	Avg. CPC
		112,719	5,434	4.82%	€5.15
Eligible	€3.20 (enhance)	1,104	356	32.25%	€1.42
Eligible	€4.83 (enhance)	1,027	167	16.26%	€2.19
Eligible	Max. CPC			35.96%	€1.67
Eligible	€3.13			14.29%	€1.60
Eligible				33.33%	€0.88
Eligible	To use the ad group default bid of €11.74, leave this blank			13.98%	€2.99
Eligible				32.71%	€1.89
Eligible	€6.20 (enhance)	80	12	15.00%	€1.97



Bidding

Landing pages

Hover to see status

Status	Max. CPC	Impr.	Clicks	CTR
		112 719	5 434	4.82%
Eligible				32.25%
Eligible				16.26%
Eligible				35.96%
Eligible				14.29%
Eligible				33.33%
Eligible				13.98%
Eligible				32.71%
Eligible				15.00%
Eligible	€3.05 (enhance)	58	21	36.21%

This keyword is eligible to run ads

Ad showing in search results?

✓ An ad is showing now

[TEST AGAIN](#)

Quality Score 10/10

Expected clickthrough rate Above average

Ad relevance Above average

Landing page experience Above average

[Learn more](#)



Bidding

Bid strategies

Bidding

Manual CPC

Automated bid strategies

Maximize conversions (recommended)

Target CPA

Target ROAS

Maximize clicks

Target search page location

Target outranking share

Enhanced CPC

Daily budget

Start and end dates

Manual bid strategies

Manual CPC

With Manual CPC bidding, you set your own maximum cost-per-click (CPC) for your ads

Learn more

CANCEL

SAVE

Flexible bid options for different KPIs



Bidding

Bid strategies



Write better Ads



Add negative keywords



Improve Landing page



Test bid strategies

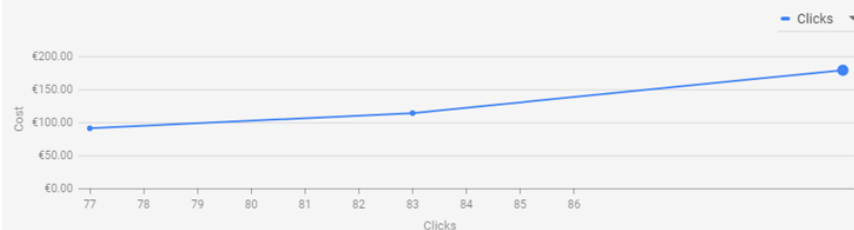


Bidding

Bid Simulator

Keyword bid simulator:

Explore how your bid can impact your Search traffic, then apply any changes to your keyword. [Learn more](#)



Max. CPC	Clicks	Cost	Impr.	Top Impr.	Conv.	Total conv. value
<input checked="" type="radio"/> €3.13 (current)	91	€179.00	252	248	13	1,560.00
<input type="radio"/> €1.58	83	€114.00	247	243	12	1,440.70
<input type="radio"/> €1.35	77	€91.00	244	241	11	1,357.29
<input type="radio"/> € Set a different bid						

CANCEL

APPLY



Bidding

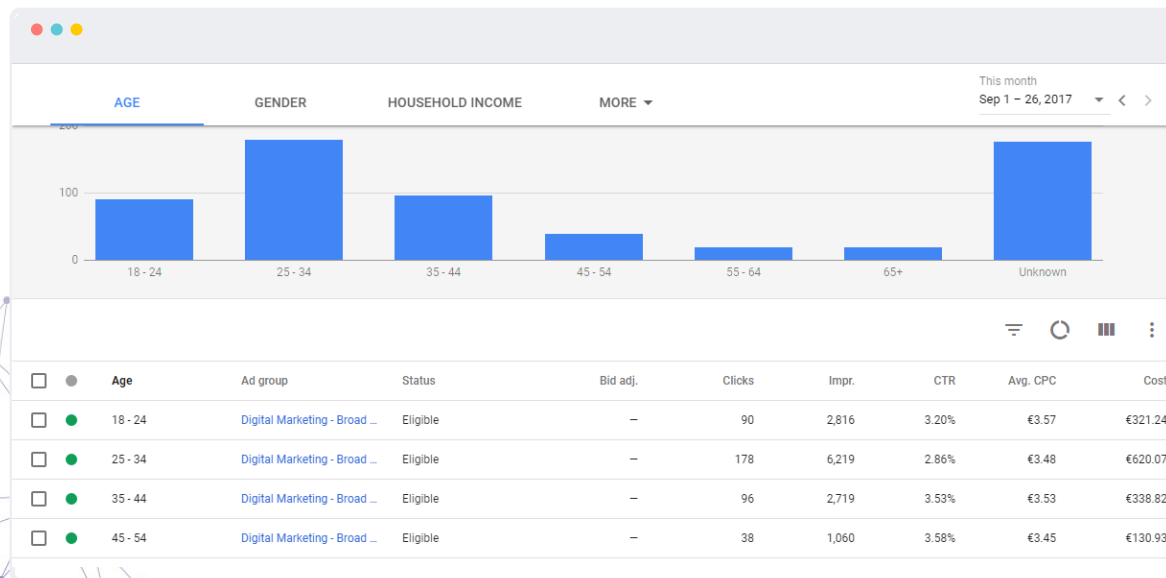
Deciding on bid levels

Conversions	Conv. rate	Search impr. share	Search lost IS (rank)	Quality Score	Est. first position bid	Est. first page bid
481.00	8.83%	61.40%	18.24%			
8.00	9.76%	99.03%	0.97%	10/10	€0.75	€0.13
37.00	10.34%	99.70%	0.30%	10/10	€0.82	€0.09
25.00	14.97%	94.03%	5.97%	10/10	€0.83	€0.30
31.00	12.55%	99.18%	0.82%	10/10	€1.03	€0.33
1.00	5.00%	98.41%	1.59%	10/10	€0.50	€0.25
0.00	0.00%	100.00%	0.00%	10/10	€0.54	€0.08
9.00	20.00%	97.97%	2.03%	10/10	€0.80	€0.09



Campaign Optimization

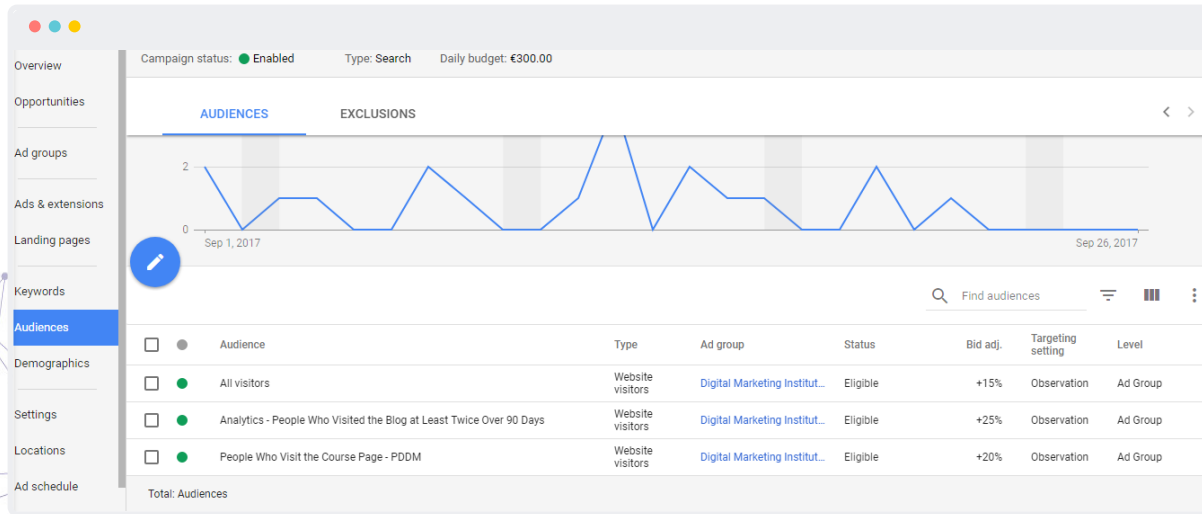
Bid adjustments





Campaign Optimization

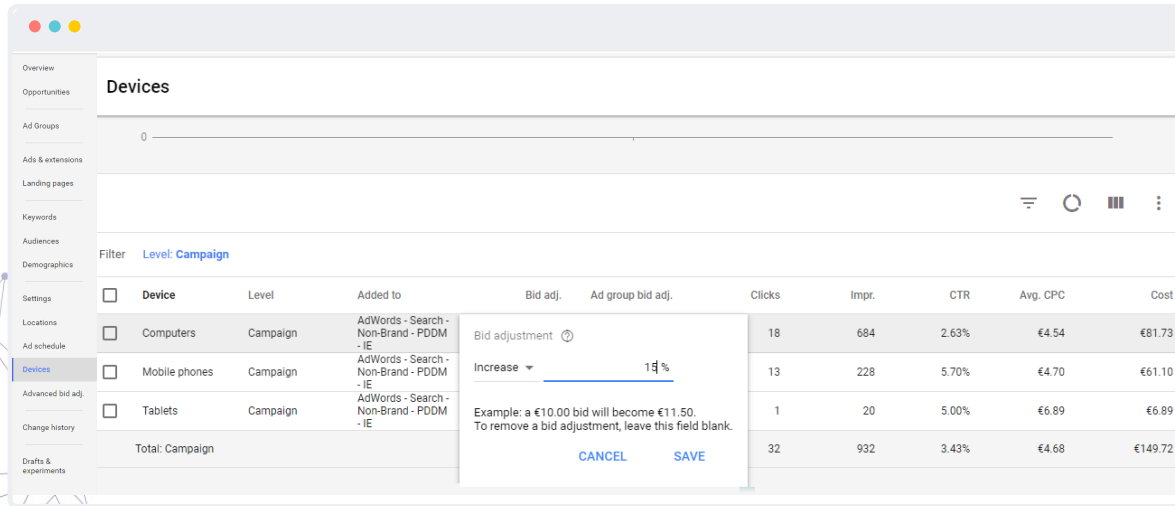
Optimize for audiences





Campaign Optimization

Optimize for devices



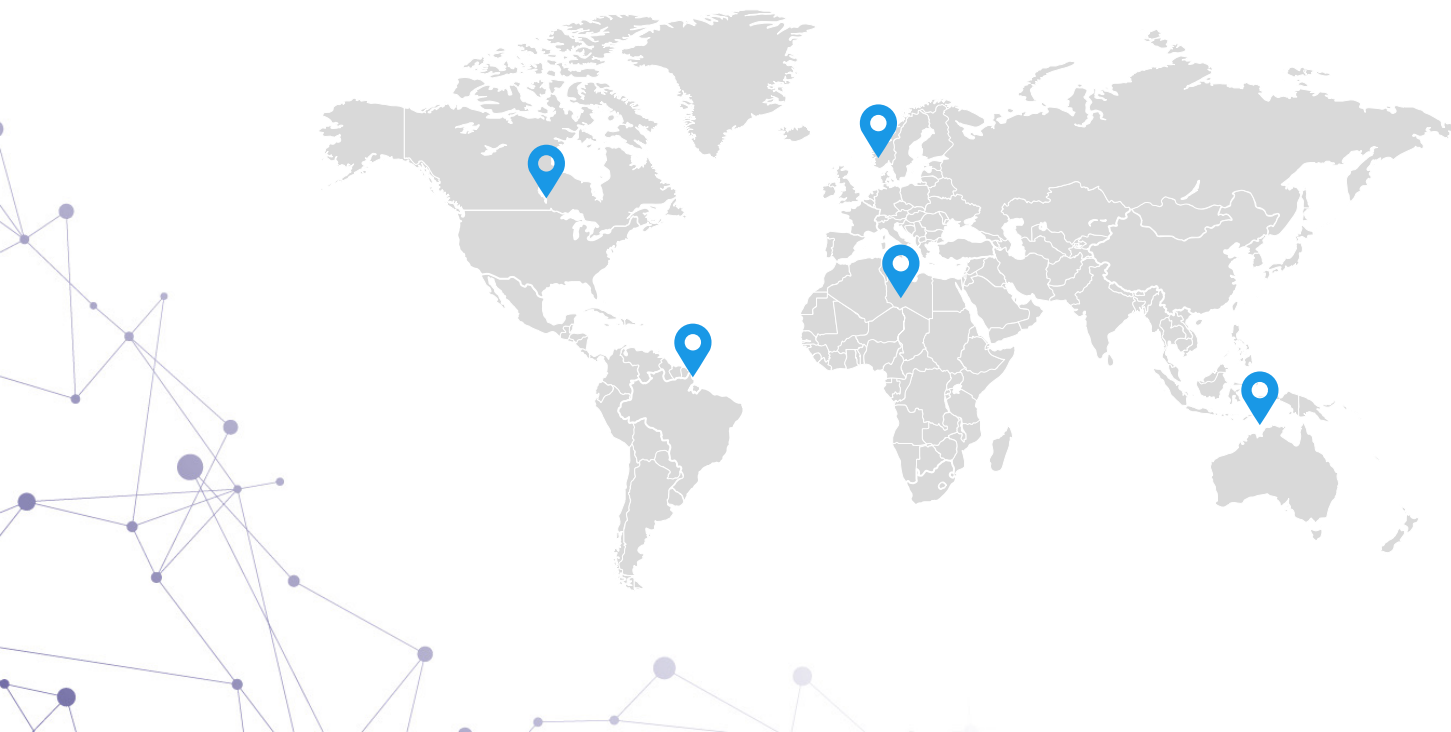
The screenshot shows the Google Ads 'Devices' optimization interface. On the left is a sidebar with navigation links: Overview, Opportunities, Ad Groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, **Devices**, Advanced bid adj., Change history, and Drafts & experiments. The main area is titled 'Devices' and shows a filter set to 'Level: Campaign'. Below the filter is a table with columns: Device, Level, Added to, Bid adj., Ad group bid adj., Clicks, Impr., CTR, Avg. CPC, and Cost. The table lists three device categories: Computers, Mobile phones, and Tablets, each with a 'Campaign' level and associated performance metrics. A 'Total: Campaign' row is at the bottom. A 'Bid adjustment' dialog box is open over the 'Mobile phones' row, showing an 'Increase' of 19% and a text example: 'Example: a €10.00 bid will become €11.50. To remove a bid adjustment, leave this field blank.' The dialog has 'CANCEL' and 'SAVE' buttons.

Device	Level	Added to	Bid adj.	Ad group bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> Computers	Campaign	AdWords - Search - Non-Brand - PDDM - IE	Bid adjustment ⓘ		18	684	2.63%	€4.54	€81.73
<input type="checkbox"/> Mobile phones	Campaign	AdWords - Search - Non-Brand - PDDM - IE	Increase ▾ 19%		13	228	5.70%	€4.70	€61.10
<input type="checkbox"/> Tablets	Campaign	AdWords - Search - Non-Brand - PDDM - IE	Example: a €10.00 bid will become €11.50. To remove a bid adjustment, leave this field blank.		1	20	5.00%	€6.89	€6.89
Total: Campaign					32	932	3.43%	€4.68	€149.72



Campaign Optimization

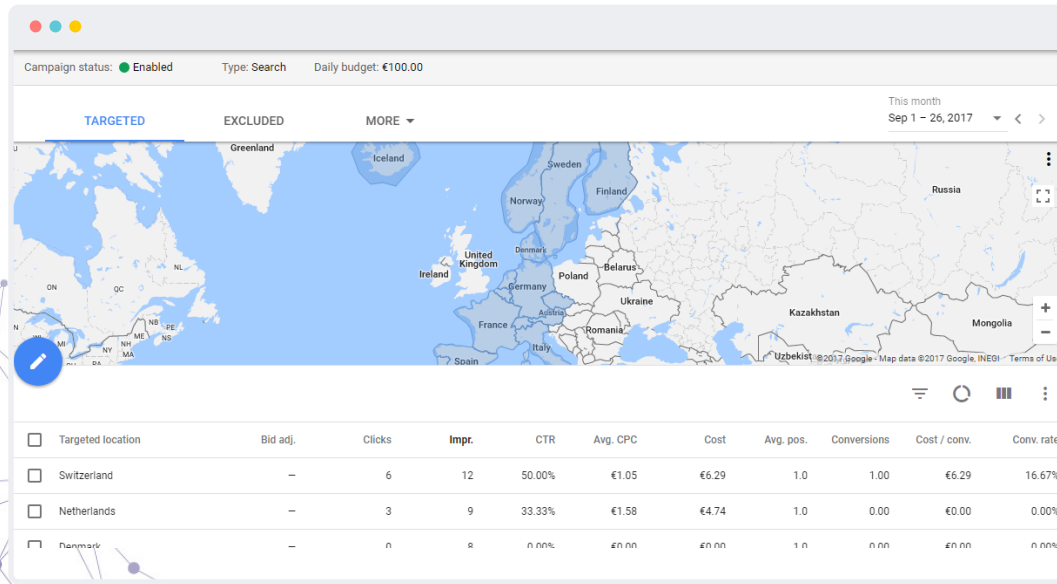
Location & language targeting

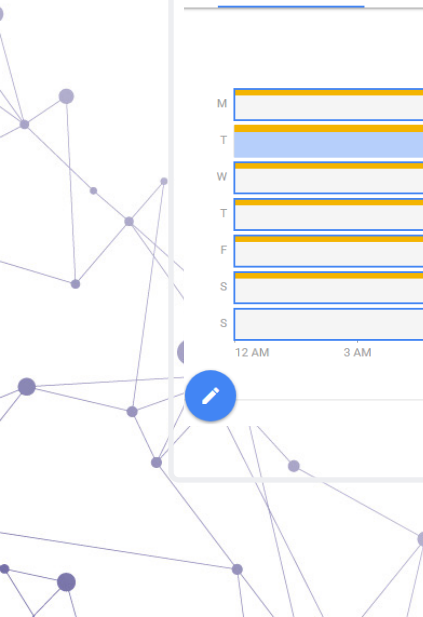




Campaign Optimization

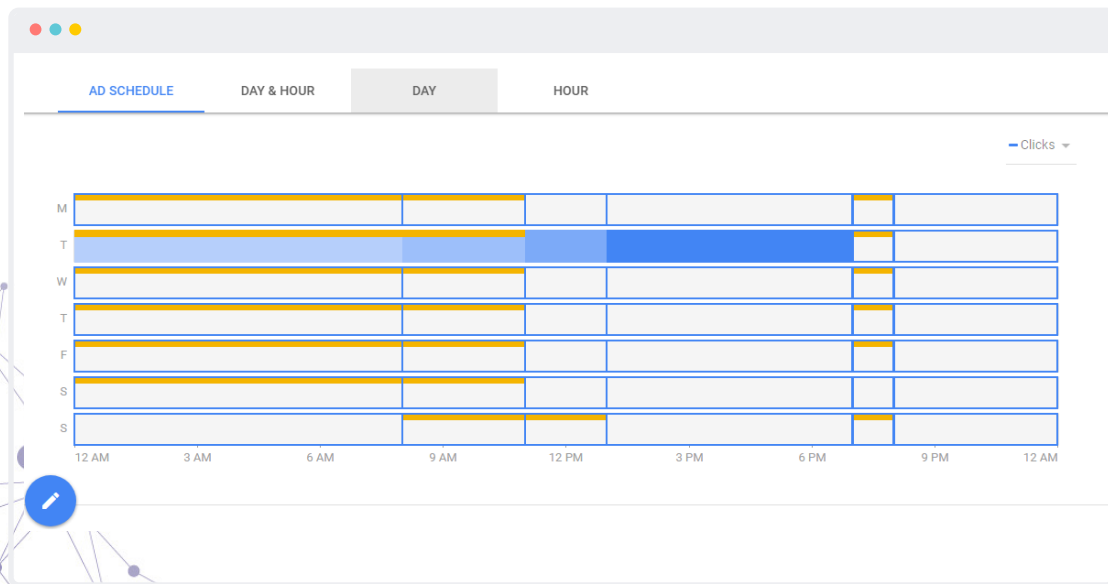
Optimize for locations





Optimize for time of day

Optimize for time of day





Campaign Optimization

What is AdWords Editor?

The screenshot displays the Google AdWords Editor interface. The top navigation bar includes the Google AdWords Editor logo, a menu icon, and links for ACCOUNTS, GET RECENT CHANGES, CHECK CHANGES, POST, VIEW STATISTICS, and SETTINGS. The left sidebar contains a CAMPAIGNS section with a search bar and a list of campaigns, and a MANAGE section with a search bar and a list of entities. The main area shows a table of campaigns with columns for Campaign name, Status, and Campaign Type. A dropdown menu is open for the 'Status' column, showing options: Enabled (selected), Paused, and Removed. The bottom right corner shows the version (12.1.1) and zoom level (100%).

Campaign name	Status	Campaign Type
AdWords - Search - Non-Brand - PDDSP - Digital Strategy Courses - AU	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Digital Strategy Courses - EU	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Digital Strategy Courses - Global	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Digital Strategy Courses - IE	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Digital Strategy Courses - New EU	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Digital Strategy Courses - UK	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Digital Strategy Courses - USA	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Non-Brand Social Selling Courses - AU	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Non-Brand Social Selling Courses - EU	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Non-Brand Social Selling Courses - Global	Eligible	Search Network only
AdWords - Search - Non-Brand - PDDSP - Non-Brand Social Selling Courses - IE	Eligible	Search Network only

Version 12.1.1 100%



Campaign Optimization

Features & uses of AdWords Editor

Post changes

Choose item in Level

Edit items here

Choose campaigns to edit

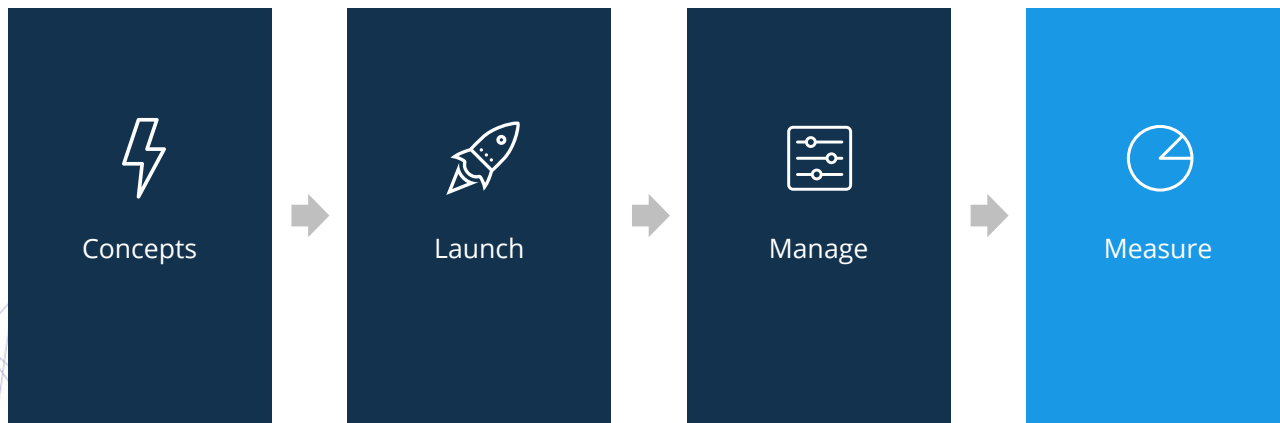
Choose Level

The screenshot displays the Google AdWords Editor interface. The top navigation bar includes 'Google AdWords Editor', 'ACCOUNTS', 'GET RECENT CHANGES', 'CHECK CHANGES', 'POST', and 'VIEW STATISTICS'. The left sidebar contains sections for 'CAMPAIGNS' (listing various search campaigns), 'MANAGE' (showing entity types like Campaigns and Ad groups), and 'KEYWORDS AND TARGETING' (showing 604 keywords and 522 negative keywords). The main area shows a table of keywords with columns for Ad group, Status, Labels, Keyword, Match type, and Bid. The keyword 'sem marketing training classes for beginners' is selected. Below the table, the 'Edit selected keywords' section shows details for the selected keyword, including 'URL options', 'Labels', 'Comments', 'Keyword', 'Dest. URL', 'Final URL', 'Final mobile URL', 'Match type' (Exact), 'Max. CPC (EUR)' (7.95), 'Max. CPV (EUR)' (<default>), 'Bid strategy' (<default>), and 'Status' (Enabled).





Paid Search





 PAID SEARCH

Measure

 AGENDA

1. Campaign Measurement
2. Advanced Measurement





Campaign Measurement

Key Performance Indicators

Conversions

Success can be measured by the number of conversions/ sales, leads etc. attributed to a campaign

Awareness

Awareness of your product can be achieved by increasing the total number of impressions from generic searches so more people see it when searching

Brand Searches

Brand searches tend to be lower than generic. When your brand search increases, it's a good indicator of increased awareness or brand value among searchers



Campaign Measurement

Conversion tracking



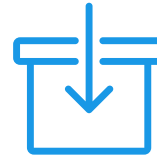
Leads



Purchases



Phone Calls



Downloads



Campaign Measurement

Track different actions

Website



Track sales and other actions on your website

App



Track app installs and in-app actions

Phone calls



Track calls from your ads or your website

Import



Import conversions from another system



Campaign Measurement

Add conversion tracking

Conversion name	Purchase	8 / 100
Category	Select the category that best describes this conversion action ⓘ Purchase/Sale ▾	
Value	Select how to track the value of each conversion <input checked="" type="radio"/> Use the same value for each conversion US Dollar (USD \$) ▾ 35 <input type="radio"/> Use different values for each conversion <input type="radio"/> Don't use a value Select this option if each conversion is worth the same amount to your business. Each time a conversion happens, AdWords will record the value you enter here as the conversion value. Learn more	
Count	Select how many conversions to count per click or interaction <input checked="" type="radio"/> Every <input type="radio"/> One "Every" is recommended for purchases, where every conversion adds value. Example: If someone clicks your ad, then makes 3 purchases, AdWords will count 3 conversions. Learn more	
Conversion window	30 days ▾	
View-through conversion window	1 day ▾	
Include in "Conversions"	Yes ▾	
Attribution Model	Last click ▾	
CREATE AND CONTINUE CANCEL		



Tag options	Select whether to track conversions on a page load or click ⓘ <input checked="" type="radio"/> Page load Add the tag to the page a customer reaches after completing a conversion <input type="radio"/> Click Add the tag to a button on your website, such as a "Buy now" button
Tag	Copy the tag below. Paste it between the <body></body> tags of the page to track. <pre><!-- Google Code for Purchase Conversion Page --> <script type="text/javascript"> /*<![CDATA[*/ var google_conversion_id = 936146307; var google_conversion_language = "en"; var google_conversion_format = "3"; var google_conversion_color = "ffffff"; var google_conversion_label = "v6LxCKvssHUQg-unsM"; var google_remarketing_only = false; /*]]>*/ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> <div style="display:inline;" height="1" width="1" style="border-style:none;" alt="" src="//www.googleadservices.com/pagead/conversion/936146307/?label=v6LxCKvssHUQg- v6LxCKvssHUQg-unsM"></div> </noscript></pre></td></tr></table></div>]]></pre>



Campaign Measurement

Paid search metrics

Impressions

Clicks

CPC

CTR

CPM

CPA

Avg.
Position

Conversions

Conversion
Rate

Cost Per
Conversion

Impression
Share

Impression
assisted
conversions

Quality
Score



Campaign Measurement

Choose your metrics

Modify columns for campaigns

Search:

Your columns
Drag and drop to reorder

- ☐ Campaign
- ☐ Daily budget
- ☐ Status
- ☐ Bid strategy type
- ☐ Campaign type
- ☐ Clicks

☐ Save your column set

APPLY **CANCEL**

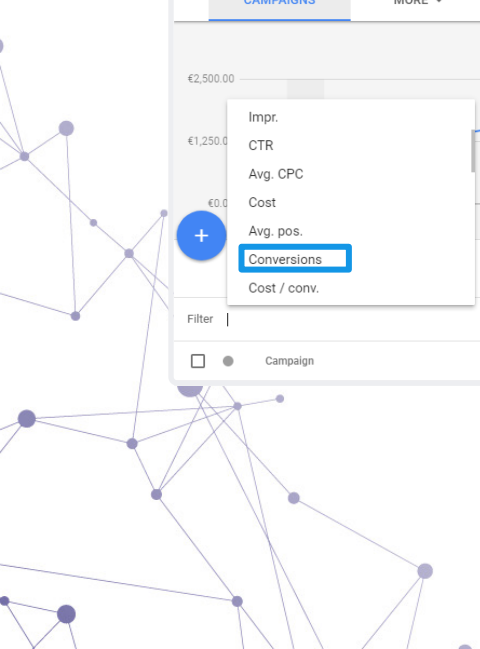
Find campaigns

☐ Campaign

Total: Campaigns

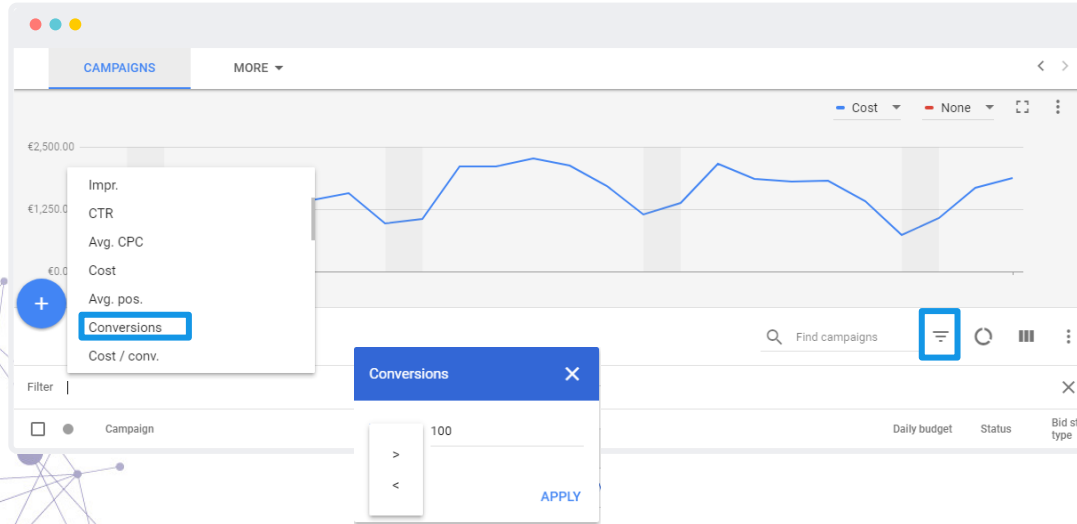
Modify columns

Custom



Add filters to understand metrics

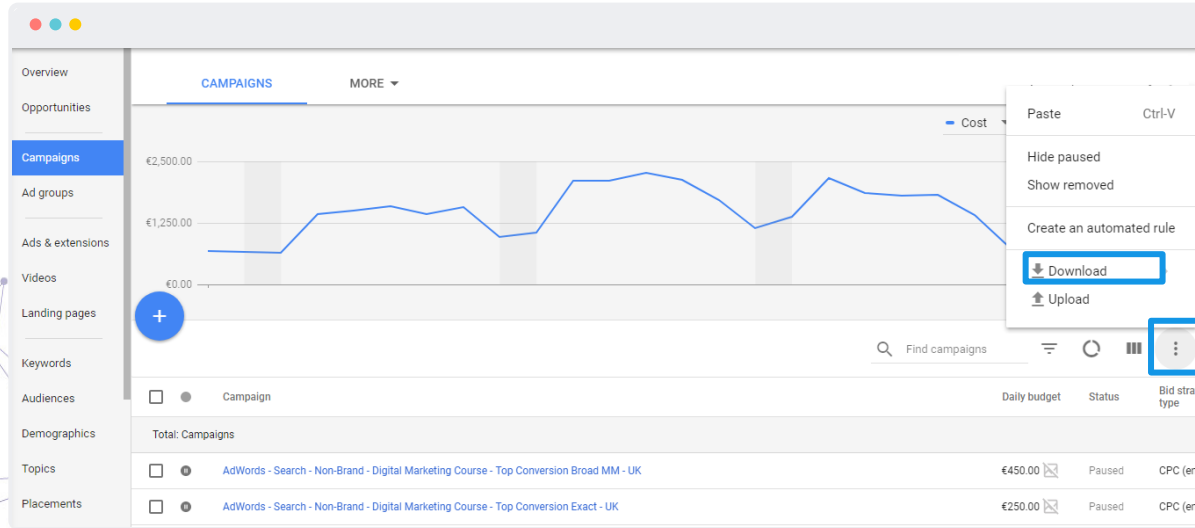
Add filters to understand metrics





Campaign Measurement

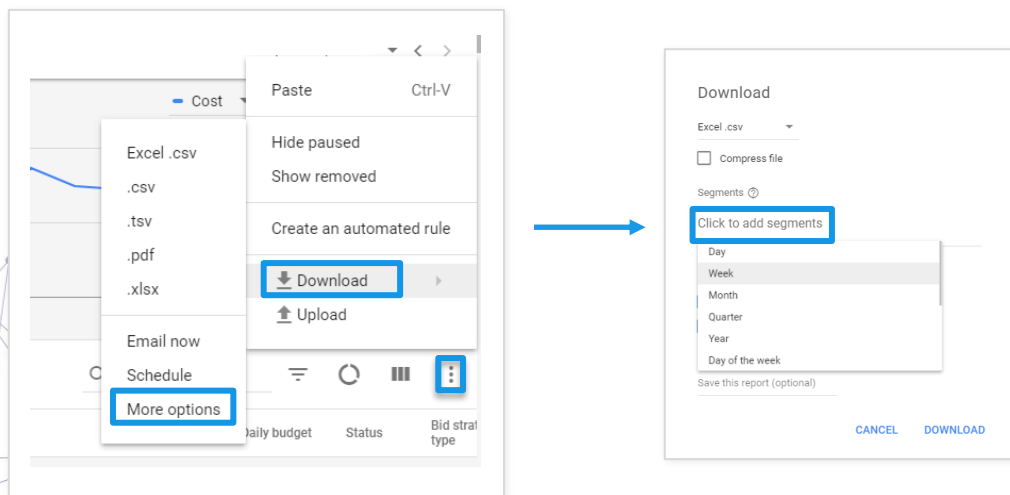
Report on all levels of your account





Campaign Measurement

Add segments to metric reports





Campaign Measurement

Use pivot tables

Campaign report

Day of	Campa	Campa	Daily bi	Status	Bid str	Campa	Clicks	Impr.	CTR
1	Tuesday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	108	866	12.47%
2	Wednesday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	108	907	11.91%
3	Monday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	72	389	18.51%
4	Monday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	72	389	18.51%
5	Thursday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	76	849	8.95%
6	Thursday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	60	392	15.31%
7	Friday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	70	656	10.67%
8	Wednesday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	57	385	14.81%
9	Thursday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	53	419	12.65%
10	Monday	Paused	AdWords	£350.00	Paused	CPC (enh) Search	59	470	12.55%
11	Tuesday	Enabled	AdWords	£400.00	Eligible	Maximize Search	98	4,551	2.15%
12	Tuesday	Paused	AdWords	£350.00	Paused	CPC (enh) Search	52	384	13.54%
13	Friday	Paused	AdWords	£350.00	Paused	CPC (enh) Search	53	368	14.40%
14	Wednesday	Paused	AdWords	£350.00	Paused	CPC (enh) Search	50	469	10.66%
15	Friday	Paused	AdWords	£250.00	Paused	CPC (enh) Search	52	319	16.30%
16	Monday	Enabled	WG-AdW	£500.00	Eligible	CPC (enh) Search	70	4,153	1.69%
17	Tuesday	Enabled	AdWords	£200.00	Eligible	Maximize Search	132	4,626	2.85%
18	Thursday	Paused	AdWords	£350.00	Paused	CPC (enh) Search	42	412	10.19%
19	Sunday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	50	501	9.98%
20	Saturday	Paused	AdWords	£450.00	Paused	CPC (enh) Search	54	456	11.84%
21	Tuesday	Enabled	WG-AdW	£400.00	Eligible	CPC (enh) Search	55	948	5.80%
22	Monday	Enabled	AdWords	£400.00	Eligible	Maximize Search	83	3,685	2.25%
23	Monday	Paused	AdWords	£50.00	Paused	CPC (enh) Search	51	3,487	1.46%
24	Tuesday	Paused	AdWords	£50.00	Paused	CPC (enh) Search	52	3,789	1.37%

PivotTable Name: Active Field

PivotTable Fields

Column Labels

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Grand Total
48	42	52	53	53	22	22	290
19	7	30	11	38	12	12	89
8							8
88	89	29	95	22	16	8	387
88	152	98	91	78	55	74	626
51	52	42	45	47	38	34	309
4	12						16
14	18	22	18	17	4	5	96
9							9
12	9	24	18	9	9	10	89
15							6
38	48	42	31	28	84	26	247
1							1
15		16	20	14	18	19	102
6	1	15	8	5	7	5	52
1							1
2							2
17	16	9	17	13	9		81
16	8	6	9	7	4	9	59
15	10	10	10	10	14	8	100
8	7	5	3	10	7	4	44
1							1
63	85	69	70	58	19	27	391
35	23	21	11	9	7	15	112
54	57	45	48	16	17	17	308

PivotTable Field List

Choose fields to add to report:

- ☐ Campaign status
- ☒ Campaign
- ☐ Daily Budget
- ☐ Status
- ☐ Bid strategy type
- ☐ Campaign type
- ☐ Clicks
- ☐ Impr.
- ☐ CTR
- ☐ Avg. CPC
- ☐ Cost
- ☐ Avg. pos.

Drag fields between areas below:

Report Filter: ☐ Column Labels

Row Labels: ☐ Values

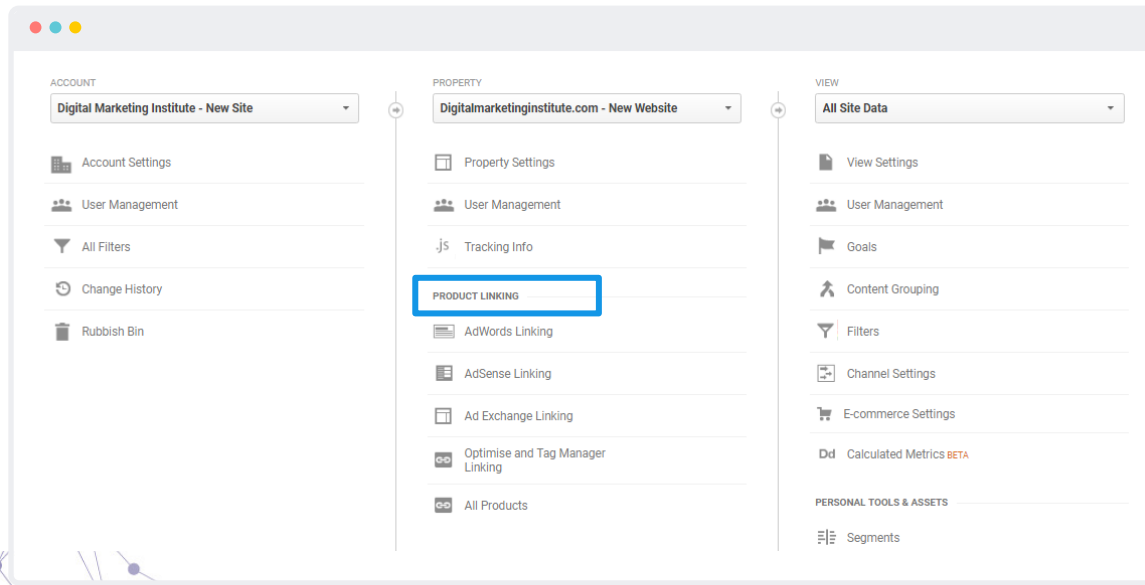
Campaign: ☐ Sum of Clicks

☐ Defer Layout Update



Campaign Measurement

Link AdWords to Google Analytics





Campaign Measurement

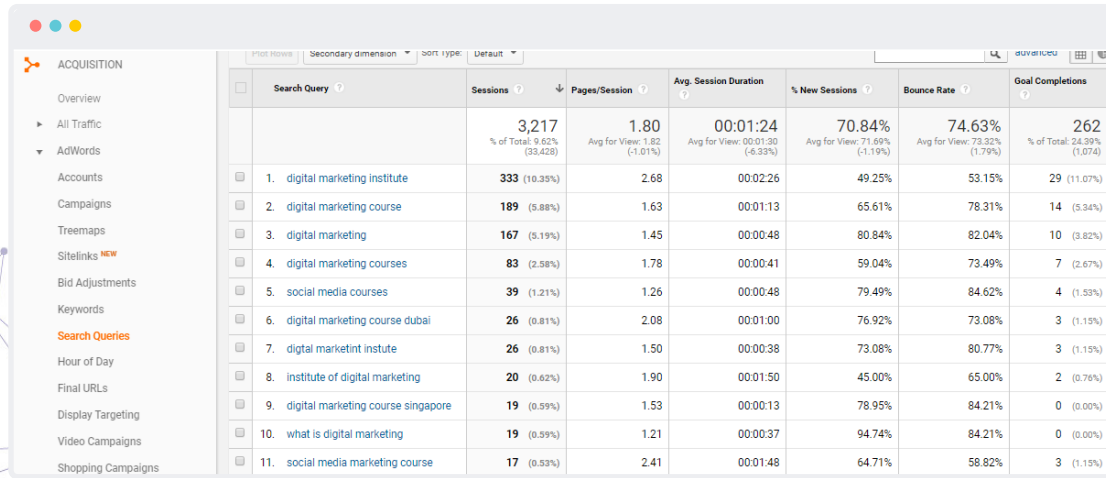
Access Google Analytics in AdWords

The screenshot displays the Google Ads interface. On the left, a sidebar menu lists various campaign management options: Overview, Opportunities, Campaigns (highlighted), Ad groups, Ads & extensions, Videos, Landing pages, Keywords, Audiences, Demographics, and Topics. A blue circle with a white plus sign is positioned below the 'Campaigns' menu item. The main content area is divided into several tabs: PLANNING, SHARED LIBRARY, BULK ACTIONS, MEASUREMENT, and SETUP. The 'MEASUREMENT' tab is active, and within it, the 'Google Analytics' option is highlighted with a blue border. Other options in the 'MEASUREMENT' tab include Conversions and Search attribution. The 'SETUP' tab contains options like Billing & payments, Business data, Account access, Linked accounts, and Preferences. Below the tabs, there is a search bar labeled 'Find campaigns' and a filter section. The filter section shows a 'Campaign' filter selected, and a table with columns for 'Daily budget', 'Status', and 'Bid strategy type'. The table currently shows 'Total: Campaigns'.



Campaign Measurement

View AdWords data in Google Analytics



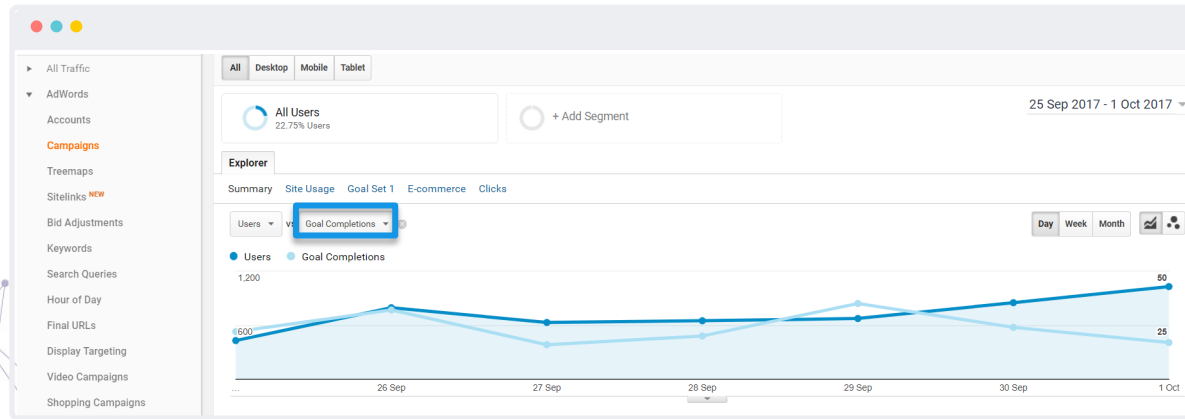
The screenshot displays the Google Analytics 'Acquisition' section, specifically the 'Search Queries' report. The left sidebar shows the navigation menu with 'Search Queries' highlighted. The main table lists search queries with columns for Sessions, Pages/Session, Avg. Session Duration, % New Sessions, Bounce Rate, and Goal Completions. The table includes a summary row for all queries and a list of 11 specific search queries, each with its performance metrics and percentage of total.

Search Query	Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
	3,217 % of Total: 9.62% (33,428)	1.80 Avg for View: 1.82 (-1.01%)	00:01:24 Avg for View: 00:01:30 (-6.33%)	70.84% Avg for View: 71.69% (-1.19%)	74.63% Avg for View: 73.32% (1.79%)	262 % of Total: 24.39% (1,074)
1. digital marketing institute	333 (10.39%)	2.68	00:02:26	49.25%	53.15%	29 (11.07%)
2. digital marketing course	189 (5.88%)	1.63	00:01:13	65.61%	78.31%	14 (5.34%)
3. digital marketing	167 (5.19%)	1.45	00:00:48	80.84%	82.04%	10 (3.82%)
4. digital marketing courses	83 (2.58%)	1.78	00:00:41	59.04%	73.49%	7 (2.67%)
5. social media courses	39 (1.21%)	1.26	00:00:48	79.49%	84.62%	4 (1.53%)
6. digital marketing course dubai	26 (0.81%)	2.08	00:01:00	76.92%	73.08%	3 (1.15%)
7. digital marketint instute	26 (0.81%)	1.50	00:00:38	73.08%	80.77%	3 (1.15%)
8. institute of digital marketing	20 (0.62%)	1.90	00:01:50	45.00%	65.00%	2 (0.76%)
9. digital marketing course singapore	19 (0.59%)	1.53	00:00:13	78.95%	84.21%	0 (0.00%)
10. what is digital marketing	19 (0.59%)	1.21	00:00:37	94.74%	84.21%	0 (0.00%)
11. social media marketing course	17 (0.53%)	2.41	00:01:48	64.71%	58.82%	3 (1.15%)



Advanced Measurement

Deep dive into AdWords with Google Analytics





Advanced Measurement

Import Google Analytics Data into AdWords



Google Analytics

Gain insight into the actions people take on your website after an ad click or impression. Import site engagement metrics, track Analytics goals and transactions as conversions, and import Analytics remarketing audiences.

[DETAILS](#)

Google Firebase

See how your ad campaigns affect app installs and in-app actions for your Android and iOS apps. Use Firebase audiences to create mobile app remarketing lists, and see AdWords cost data in Firebase.

[DETAILS](#)

Google Play

Create remarketing lists based on current users of your app. Track in-app purchases as conversions to gain insight into which ads drive action.

[DETAILS](#)

Salesforce®

Measure how your online ads drive offline conversions by importing sales funnel data from your Salesforce.com Sales Cloud accounts.

[DETAILS](#)



Advanced Measurement

Link Search Console to AdWords

Third-party app analytics

Link a third-party app analytics provider or your own software development kit (SDK) to your AdWords account to see user lists and conversions for your Android and iOS apps.

[DETAILS](#)

Google Merchant Center

Use your product data from Merchant Center in AdWords. You'll be able to advertise your products with Shopping campaigns, dynamic remarketing, and more.

[DETAILS](#)

YouTube

Gain insight into how viewers engage with your videos. Remarket to people who interact with your channel, track actions people take after watching video ads, and drive clicks with call-to-action overlays.

[DETAILS](#)

Search Console

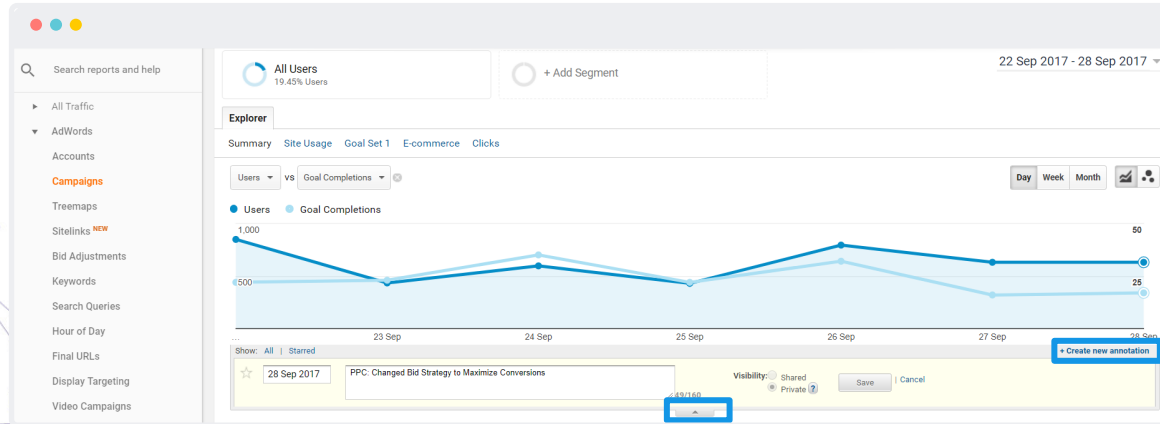
See how your ads and organic search listings perform (both alone and together) by importing organic search results from Search Console.

[DETAILS](#)



Advanced Measurement

Use annotations





Advanced Measurement

Change history

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Campaign status: Enabled Type: Search Daily budget: €300.00

Change history

This month
Sep 1 - 26, 2017

All changes (24+) Ad changes (13+) Bid changes (5+) Budget changes (1+) Keyword changes (4+) Network changes (0+) Status changes (13+)

<input type="checkbox"/> User / Date & Time	Change	Campaign	Ad group
<input type="checkbox"/> cathalmeinn Sep 26, 2017, 4:09:53 PM UNDO	4 expanded text ads removed	AdWords - Search - Digital Marketing Institute -	Digital Marketing Institute - Exact
<input type="checkbox"/> cathalmeinn Sep 25, 2017, 8:56:42 PM UNDO	Enhanced CPC disabled Campaign bid strategy type changed from 'Manual CPC' to 'Maximize conversions'	AdWords - Search - Digital Marketing Institute -	AdWords - Search - Digital Marketing Institute -
<input type="checkbox"/> cathalmeinn Sep 25, 2017, 5:26:19 PM UNDO	1 exact match keyword max CPC increased	AdWords - Search - Digital Marketing Institute -	Digital Marketing Institute - Exact
<input type="checkbox"/> cathalmeinn Sep 25, 2017, 5:23:42 PM UNDO	1 budget amount increased	AdWords - Search - Digital Marketing Institute -	
<input type="checkbox"/> cathalmeinn@digitalmarketinginstitute.com	1 campaign active	AdWords - Search - Digital Marketing Institute -	





Module complete. Well done