GoSocial
Digital Skills

SEO and Google Ads

Paid Search

Concepts		Launch		Manage		Measure

Paid Search

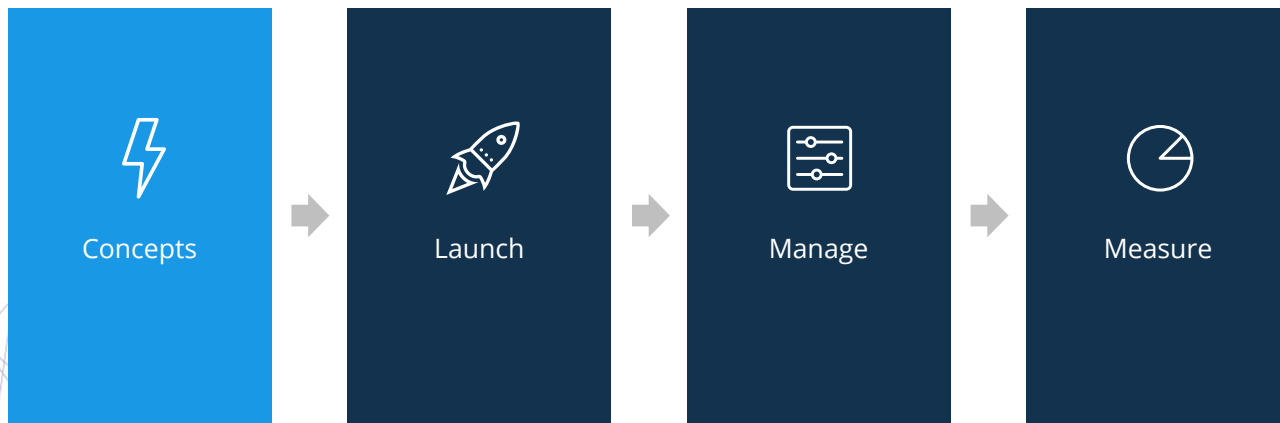| Concepts | Launch | Manage | Measure |
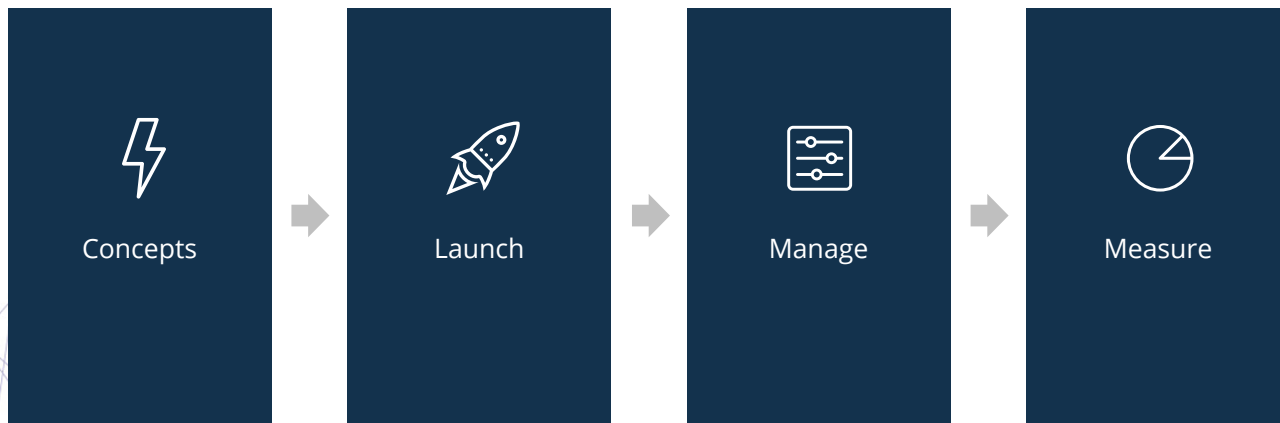
Concepts

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.
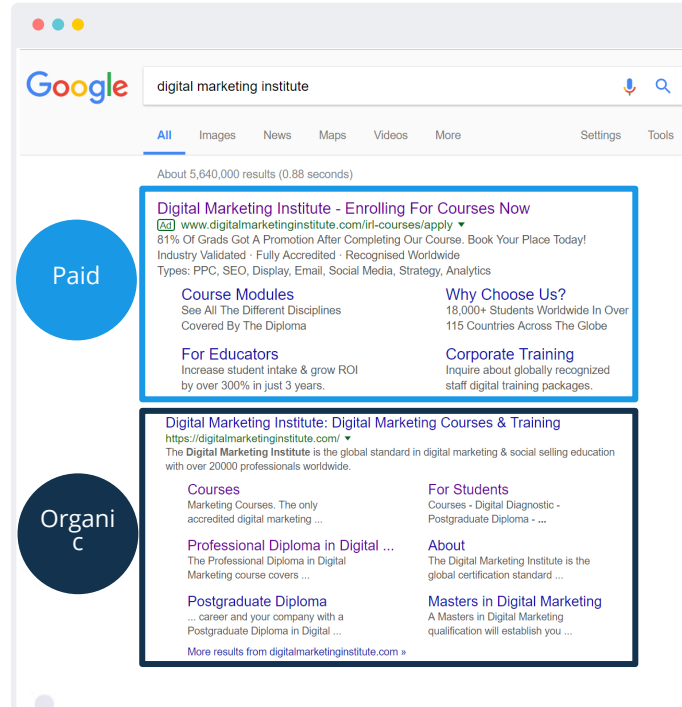
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Paid Versus Organic Search

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
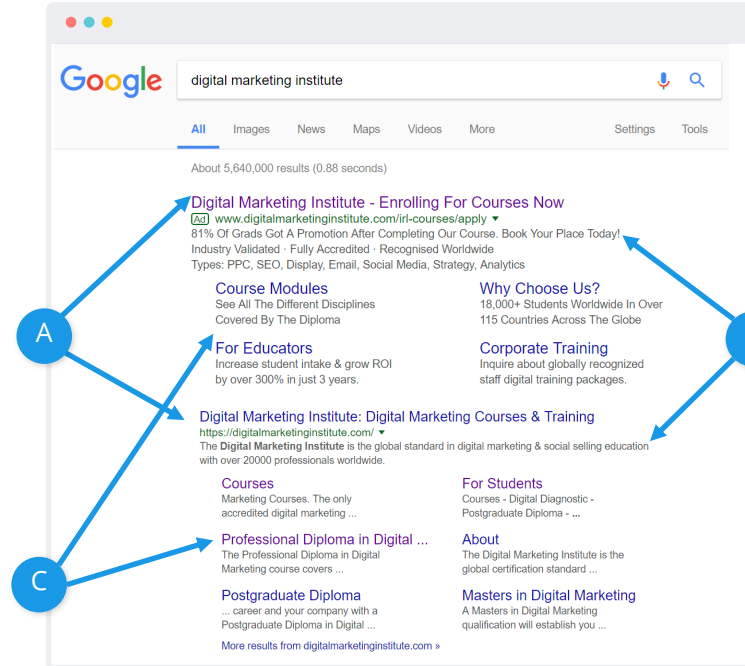
Paid Versus Organic Search

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	Organic
Traffic is paid: advertisers pay to serve for different user searches using keywords, landing pages and ads	Traffic is "free": results are optimized based on website content, html coding and link building
Faster and more straight forward means to serve clickable links on the SERP	Results take time to serve
Paid results shown at the top or very bottom of the SERP with a small "Ad" note in the copy	Organic results always shown below paid results
Shorter and more control over the ad copy	Organic results dynamically created by the search engine organic algorithm

Paid Versus Organic Search

Strategic considerations

Fill Gaps

Visibility

Access to Market

Device Preference
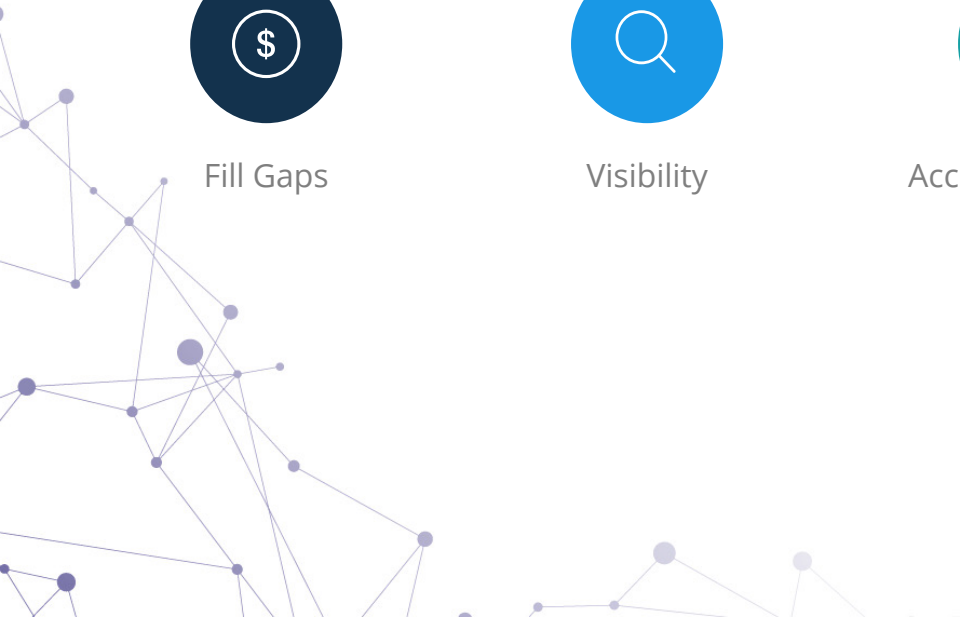
Search Engines

Widely used search platforms - % Market Share

	Google	YAHOO!	Bing
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 in15 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	Advertising features
Quick access to market	Tracking
Mobile position #1	Time sensitive promotions
Leverage buyer intent	Compete in marketplace
Organic optimization	

Benefits of Paid Search

Key benefits

✓ Relevance

✓ Accountability

✓ Timing

✓ Visibility

✓ Qualified visitor

✓ Measurability

✓ Control

✓ 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
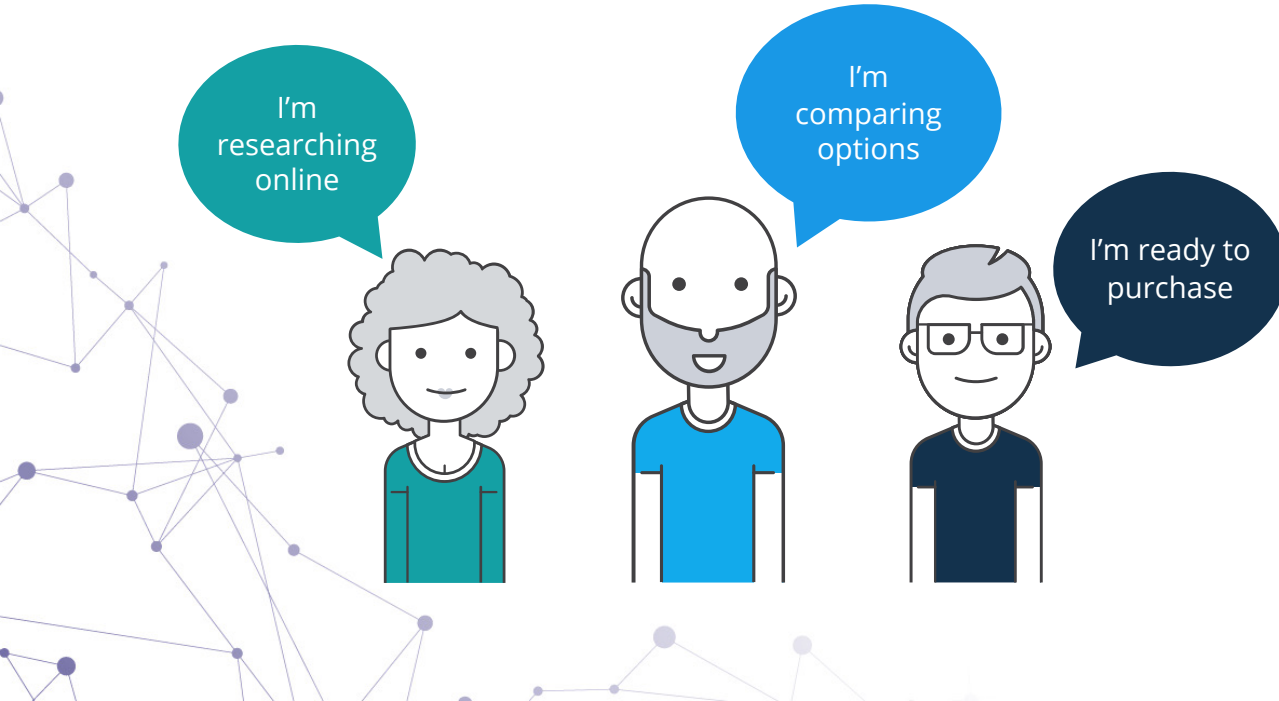
Campaign Elements

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
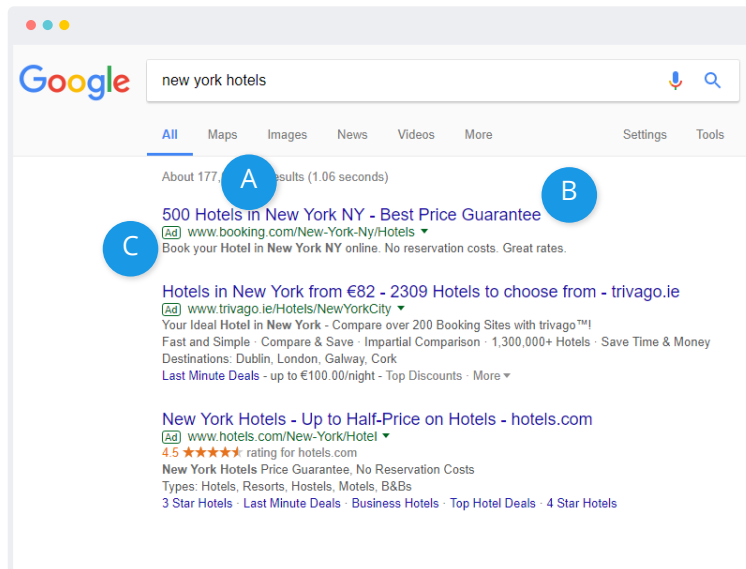
Campaign Elements

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 |
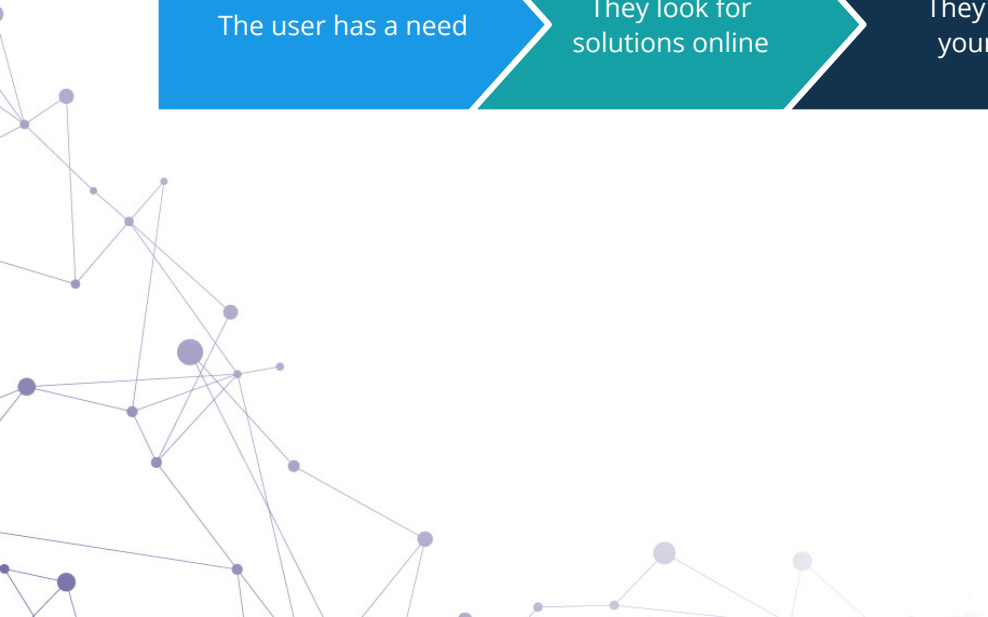
Campaign Elements

Landing page
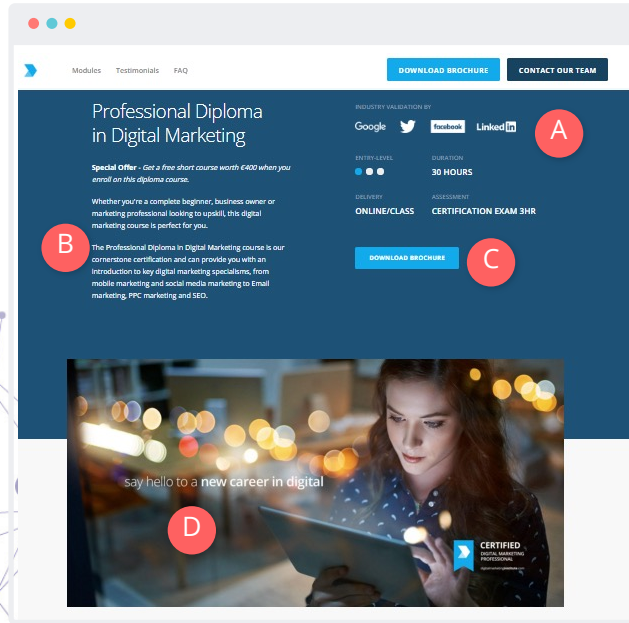
A.   Details (summary)

B.   Personal, relevant Copy

C.   Directional CTA to drive action

D.   Aspirational hero image

Campaign Elements

Mobile landing page

Paid Search

Concepts		Launch		Manage		Measure
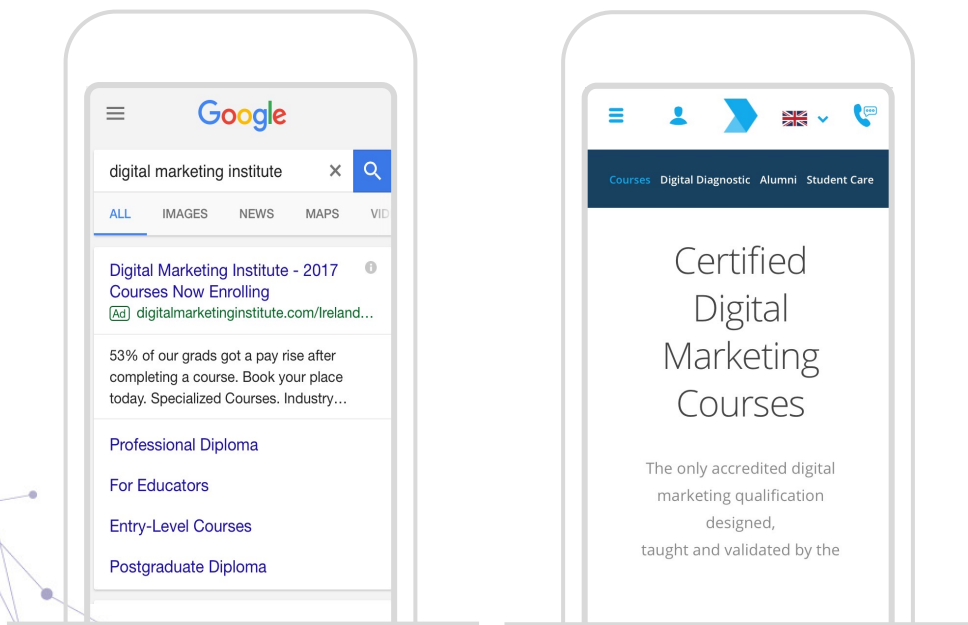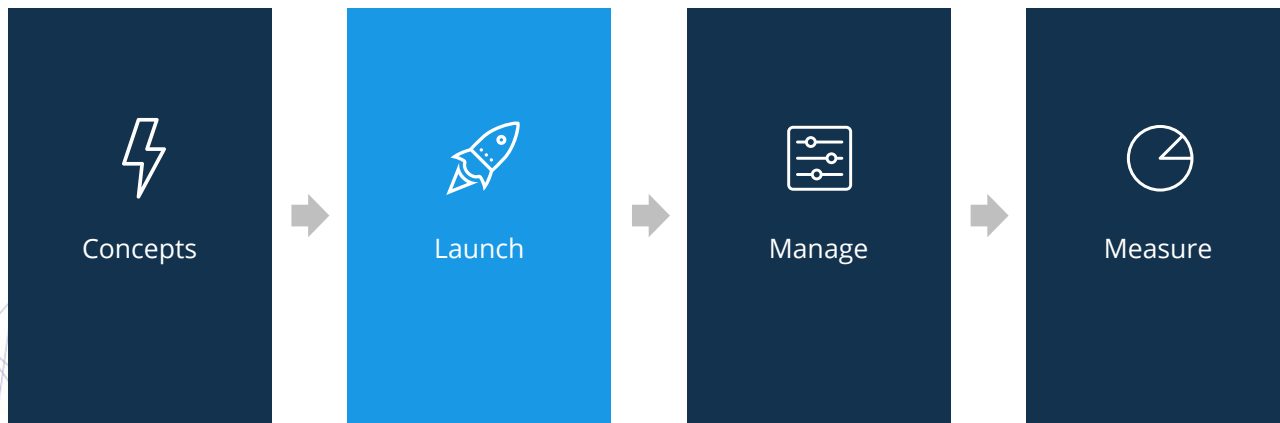
Launch

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
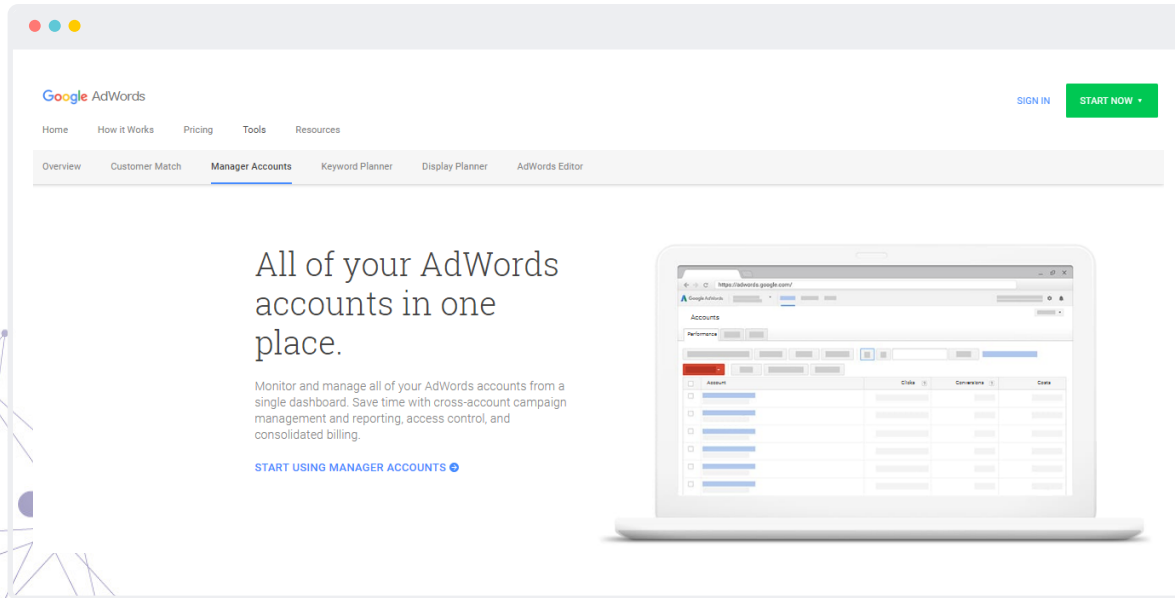
Account types
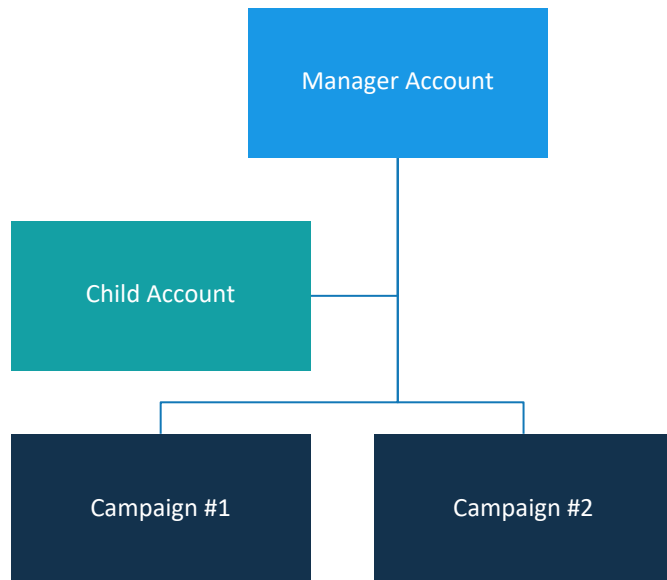
Google AdWords

Create an AdWords manager account

Google AdWords

Features of a manager account
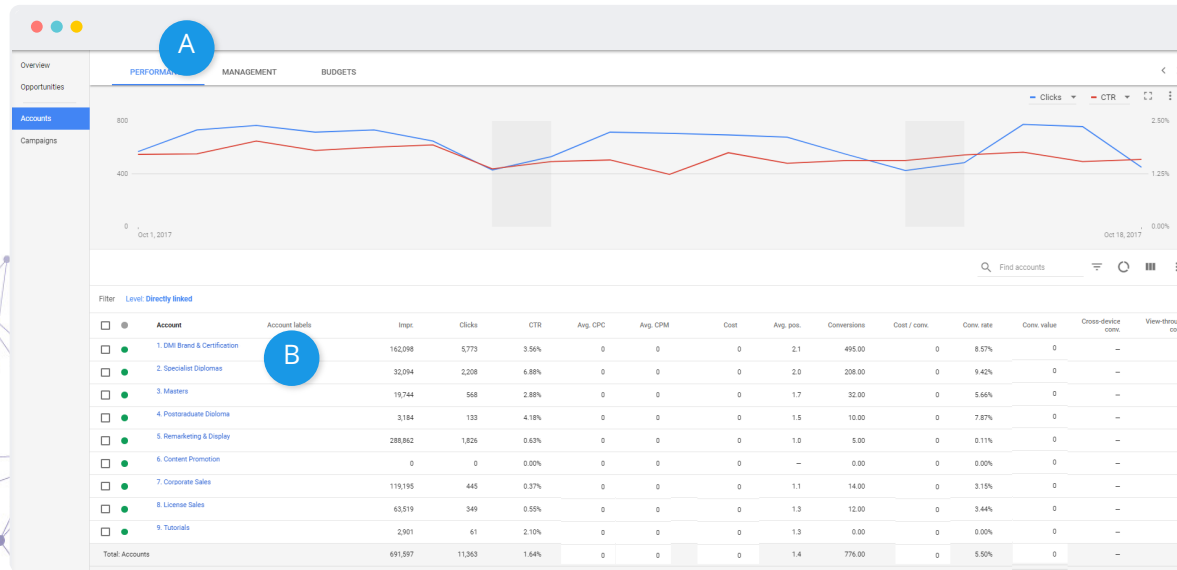
A. Manger Account

B. Child Accounts

Google AdWords

Features of a child account
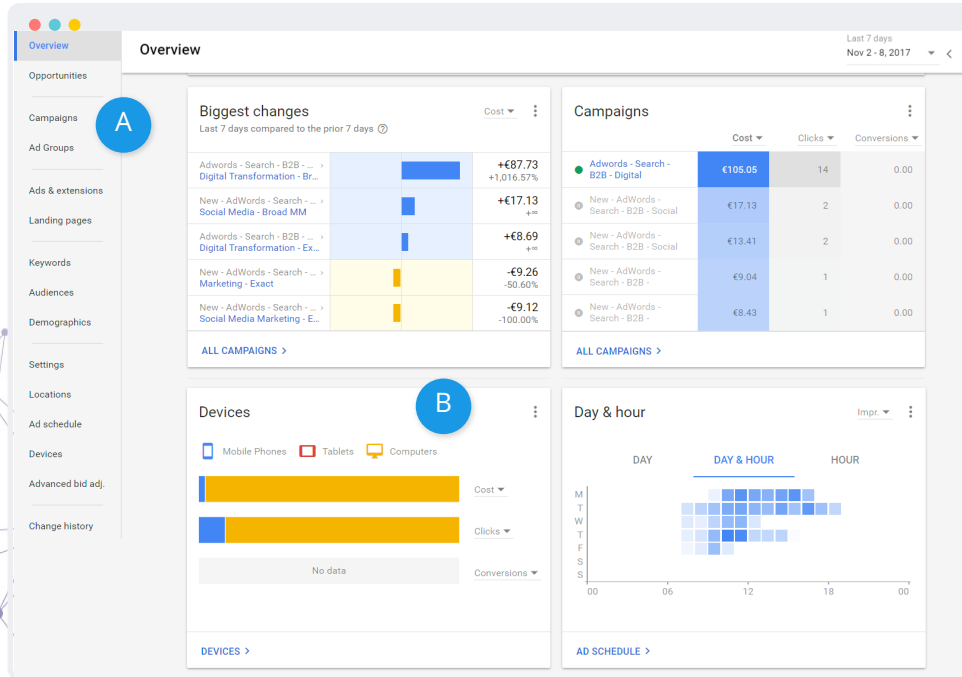
A. Navigation Tabs

B. Performance Overview

Account Structure

Structure of a campaign
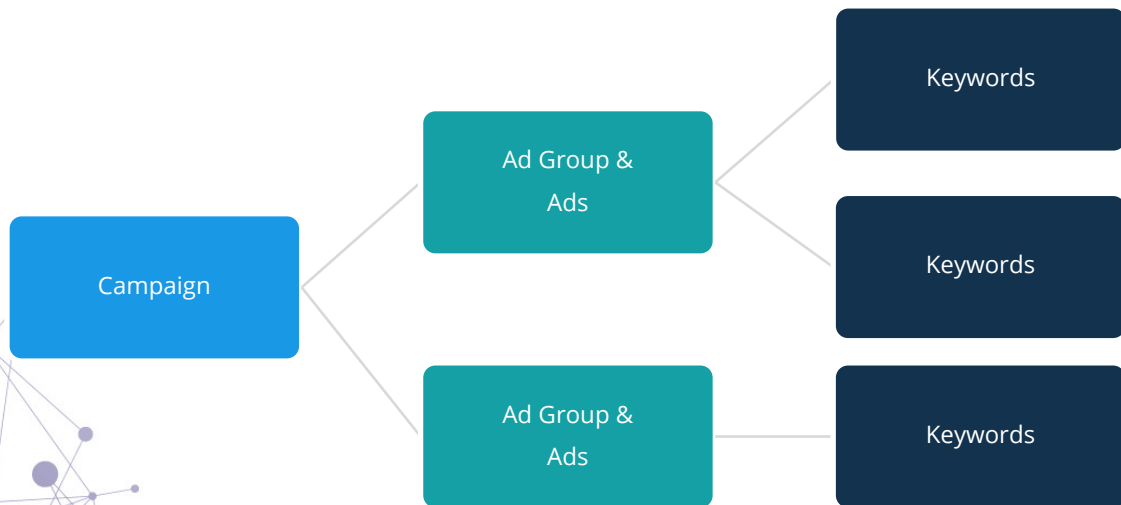
Account Structure

Structure of a campaign
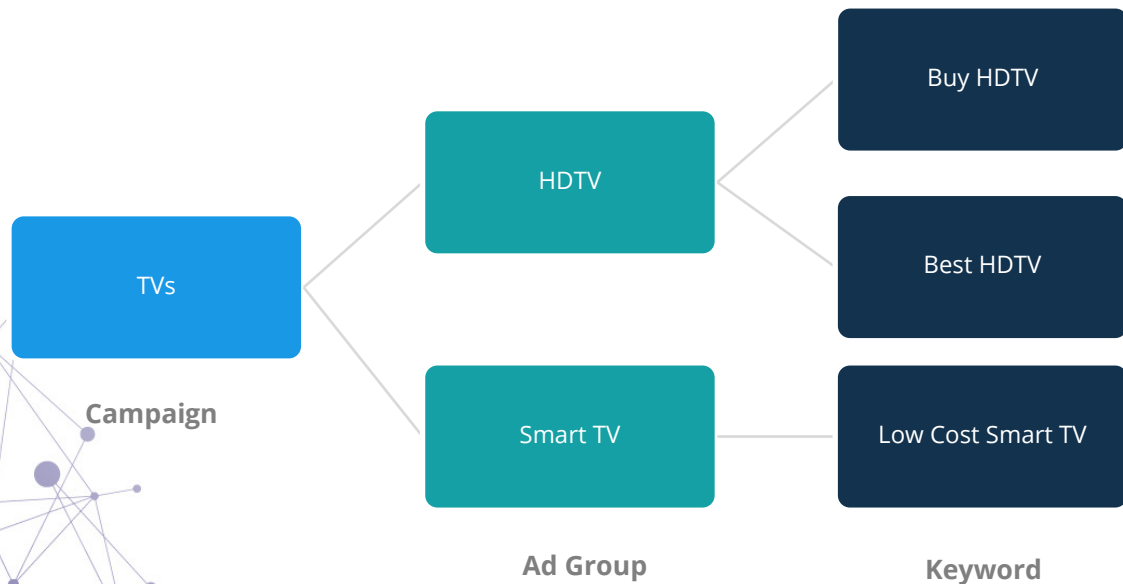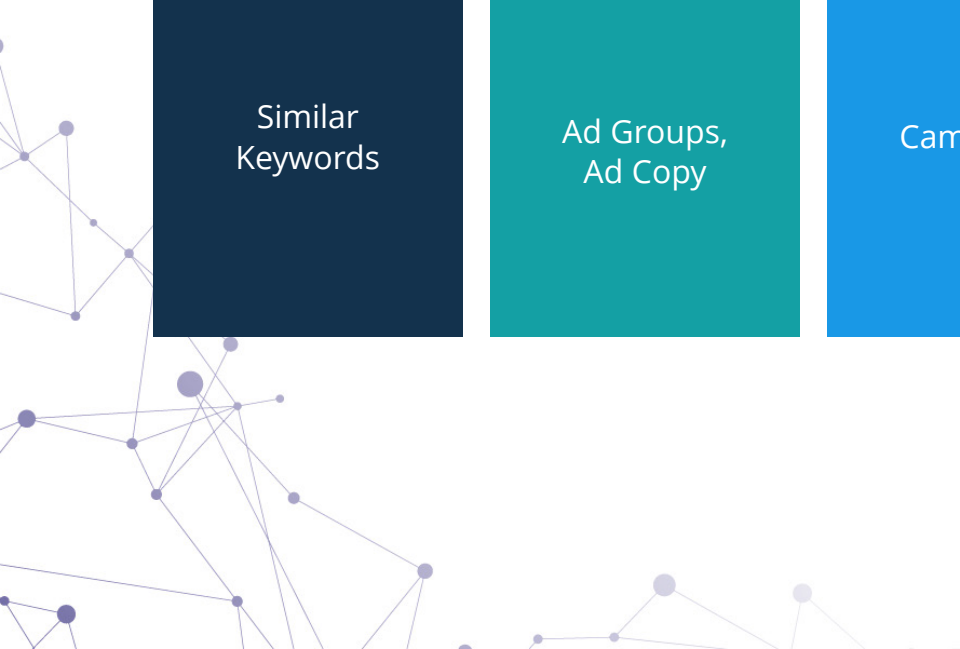
Account Structure

Factors determining how campaigns work

| Match Type | → | Negative Keywords | → | Max CPC Bids | → | Ad Copy | → | Ad Extensions |

How Keywords Trigger Ads

The Ads Searchers See
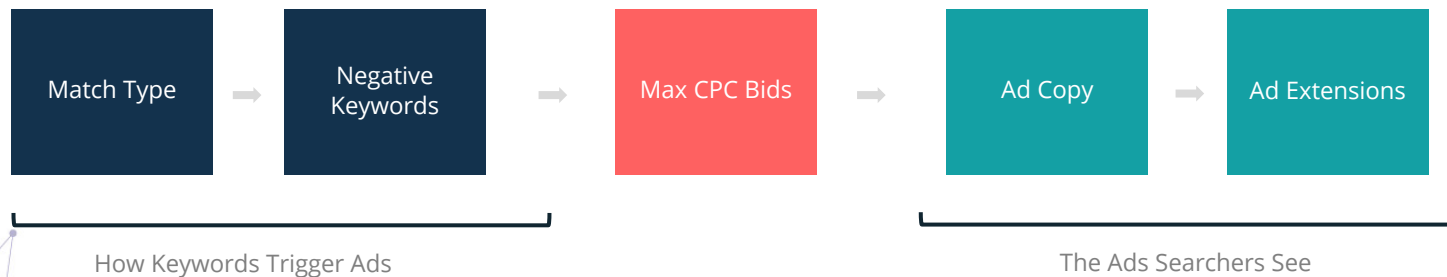
Account Structure

How to structure your account

| Similar Keywords | Ad Groups, Ad Copy | Campaigns | Search Volumes |

Account Elements

Keywords

Keyword List

Keyword Level

		Keyword	Campaign	Ad group	Status
Overview					
Opportunities			2 Nov 2017		
Campaigns					
Ad Groups					
Ads & extensions					
☐	●	Keyword	Campaign	Ad group	Status
		Total: All but removed keywords			
Landing pages	☐	●	[Digital Transformation]	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Exact	Eligible
	☐	●	[Digital Transformation Training]	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Exact	Eligible
Keywords	☐	●	+Digital +Transformation +Training	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Broad	Eligible
Audiences	☐	●	+Digital +Transformation	Adwords - Search - B2B - Digital Transformation	Digital Transformation - Broad	Eligible
Demographics	☐	●	[training company]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
Settings	☐	●	[company learning]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
Locations	☐	●	[company training]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
Ad schedule						
Devices	☐	●	[training companies]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
Advanced bid adj.	☐	●	[company trainings]	New - AdWords - Search - B2B - Corporate Generic - UK & IRE	Company Training - Exact	Campaign paused
Change history						

SEARCH KEYWORDS NEGATIVE KEYWORDS MORE ▾

Account Elements

Ad Groups

Account Elements
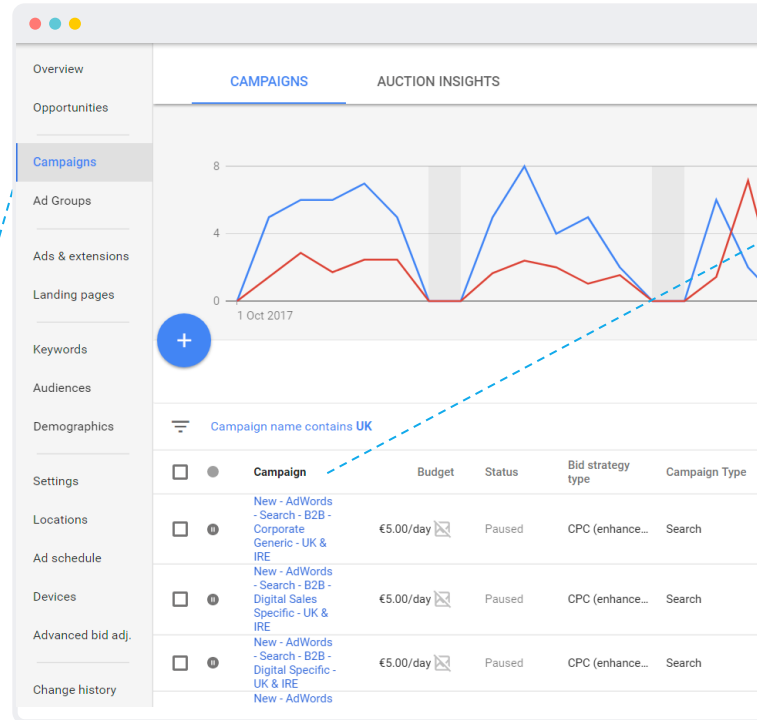
Campaigns

Account Elements

Keyword match types

Account interface showing SEARCH KEYWORDS, NEGATIVE KEYWORDS, MORE tabs.

Add Keywords

To build a list of relevant keywords, add ideas below. Keywords can trigger your ad to show when people search for related terms. Learn more about choosing effective keywords

Select an ad group

- (A) hotel new york
- (B) "hotel new york"
- (C) [hotel new york]
- (D) +hotel +new +york

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.

A. Broad Match

B. Phrase Match

C. Exact Match

D. Modified Broad Match

Account Elements

Negative keywords

Account Elements

Bids

Ag Group Bids

Keyword Bids

Account Elements

Text ads
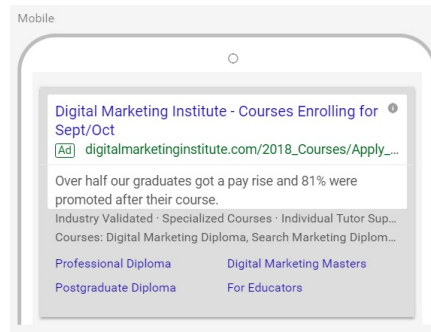
Mobile
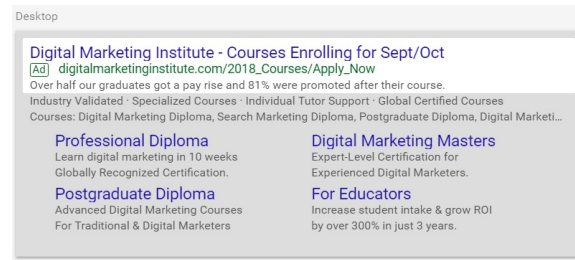
Desktop

Account Elements

Ad extensions

Ad Extension Level

Ad 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.

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Keyword Research

Differences for PPC and SEO

Awareness

Interest

Consideration

Conversion

Retention

Organic Search is usually at the top of the funnel

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

Keyword Research

Google Keyword Planner

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

Search volume summary

Set country & language data

Keyword idea data

Keyword Planner results
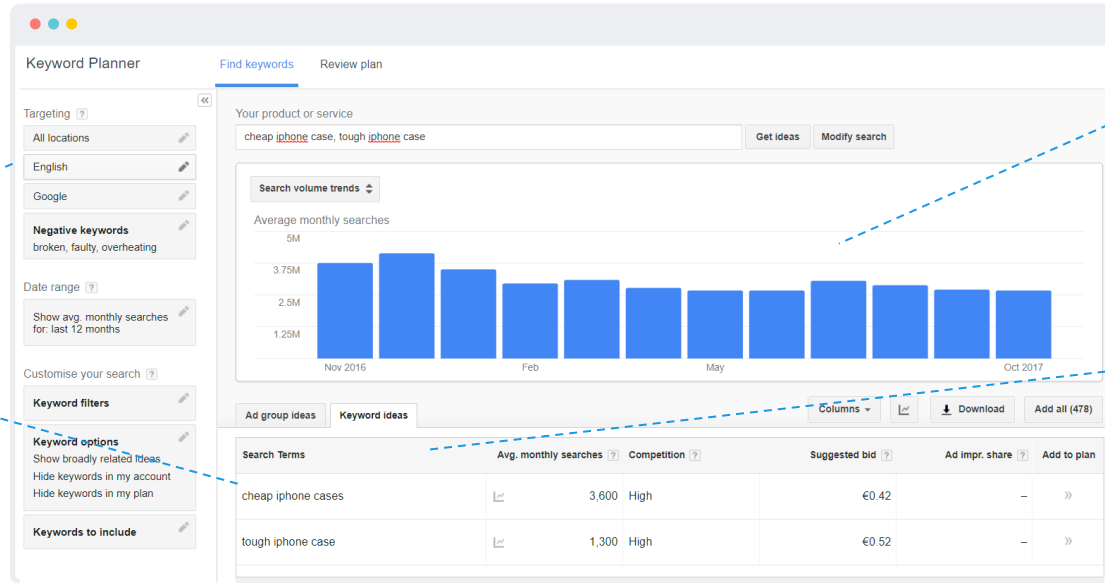
Campaign Creation

Elements of a search campaign
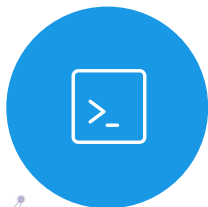
Name

Goal

Location

Language

Daily Budget

Campaign Creation

Campaign set-up

Campaign Creation

Campaign set-up

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

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

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

⌃ Delivery method

C

◉ Standard

○ Accelerated

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

Campaign Creation

Ad copy set-up

Campaign Creation

Ad group level bids

		Ad group	Status	Default max. CPC	Clicks	Impr.	CTR
☐	⬤						
		Total: Ad groups			17	730	2.33%
				(enhanced			
☐	🟢	digital marketing certification	Eligible	€14.00 (enhanced	0	2	0.00%
☐	🟢	digital marketing degree courses	Eligible	€8.00 (enhanced	0	0	0.00%
☐	🟢	part time digital marketing courses	Eligible	€8.00 (enhanced	0	0	0.00%
☐	🟢	digital marketing course	Eligible	€9.00 (enhanced	2	3	66.67%

Campaign Creation

Ad extension set-up

Campaign Creation

Ad extension options

Campaign Creation

Benefits of ad extensions

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
Ad www.digitalmarketinginstitute.com/irl-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

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See All The Different Disciplines   18,000+ Students Worldwide In Over
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Structured Snippets add details

Deep links drive action

Paid Search

Concepts → **Launch** → **Manage** → **Measure**
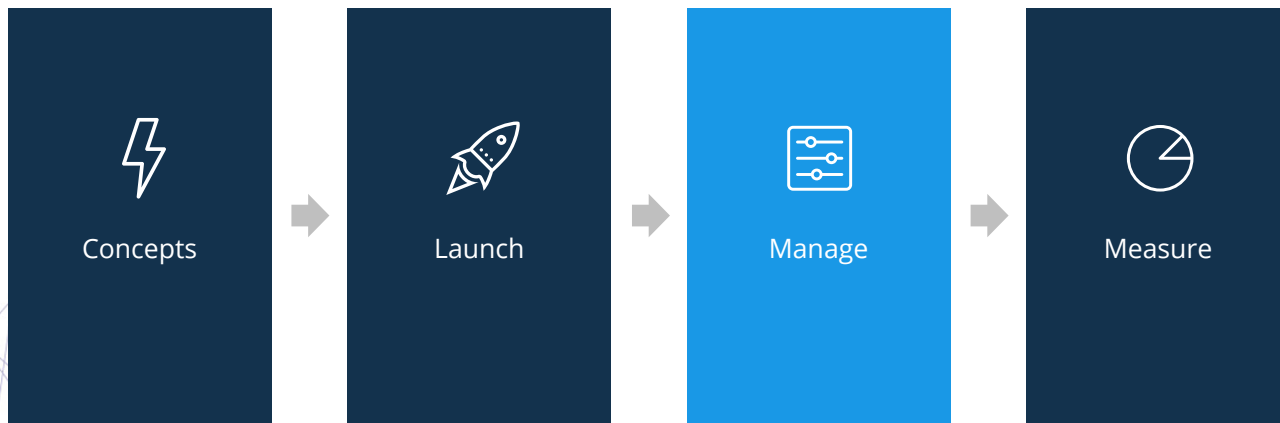
Manage

AGENDA

1. Budget Management
2. Bidding
3. Campaign Optimization

Budget Management

Set a budget to manage spend

Budget Management

Manage daily spend
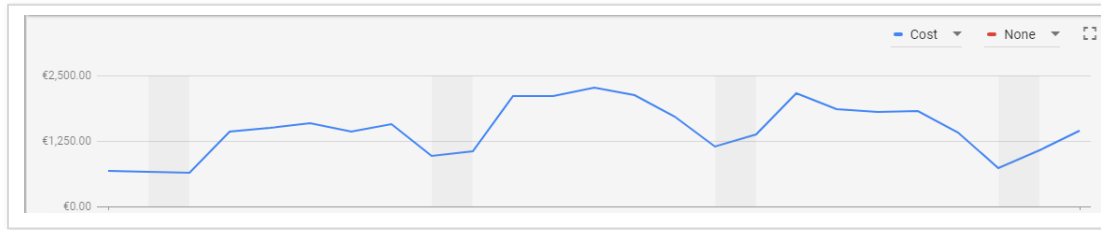
Daily budget	Status	Bid strategy type	Campaign type
€300.00	Eligible	CPC (enhanc...	Search
€200.00	Eligible	Target CPA	Search
€200.00	Eligible	CPC (enhanc...	Search
€200.00	Eligible	CPC (enhanc...	Search
€200.00	Eligible	CPC (enhanc...	Search
€200.00	Eligible	CPC (enhanc...	Search
€300.00	Eligible	CPC (enhanc...	Search
€300.00	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
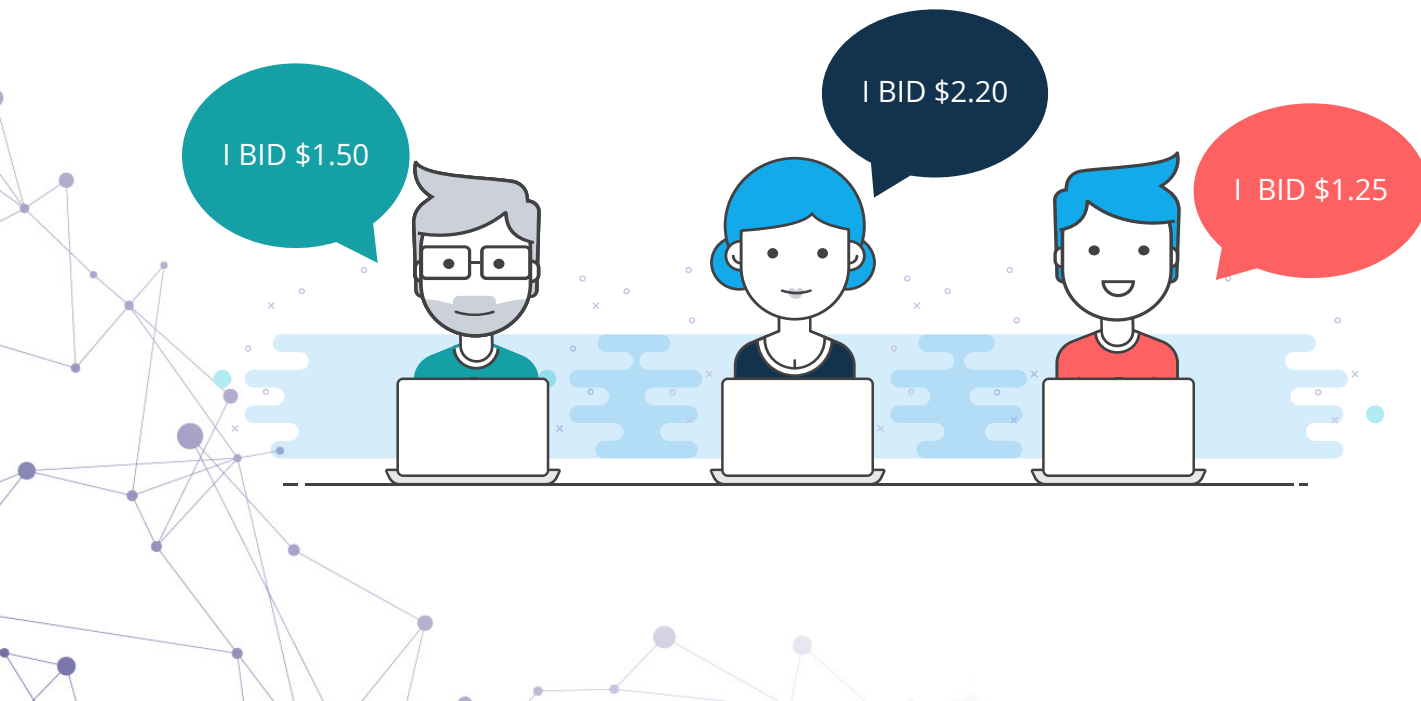
Bidding

Ad Rank & Quality Score

Max CPC Bid	X	Quality Score	=	Ad Rank

Bidding

How much to pay for a click?

Status	Max. CPC	Impr.	Clicks	CTR	Avg. CPC
		112,719	5,434	4.82%	€5.15
Eligible	€5.98 (enhance)	1,104	356	32.25%	€1.42
Eligible	€4.83 (enhance)	1,027	167	16.26%	€2.19
Eligible				35.96%	€1.67
Eligible				14.29%	€1.60
Eligible				33.33%	€0.88
Eligible				13.98%	€2.99
Eligible				32.71%	€1.89
Eligible	€6.20 (enhance)	80	12	15.00%	€1.97

Max. CPC

€ 3.13

To use the ad group default bid of €11.74, leave this blank

CANCEL   SAVE

Set your Max CPC

Bidding

Landing pages

Hover to see status

Status	Max. CPC	Impr.	Clicks	CTR
		112.719	5.434	4.82%
Eligible				32.25%
Eligible			7	16.26%
Eligible			6	35.96%
Eligible			0	14.29%
Eligible			0	33.33%
Eligible			5	13.98%
Eligible			7	32.71%
Eligible			2	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		With Manual CPC bidding, you set your own maximum cost-per-click (CPC) for your ads

Automated bid strategies

Maximize conversions (recommended)

Target CPA

Target ROAS

Maximize clicks

Target search page location

Target outranking share

Enhanced CPC

Manual bid strategies

Manual CPC

Learn more

CANCEL   SAVE

Daily budget

Start and end dates

Flexible bid options for different KPIs

Bidding

Bid strategies

✓ Write better Ads

✓ Add negative keywords

✓ Improve Landing page

✓ Test bid strategies

Bidding
Bid Simulator

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
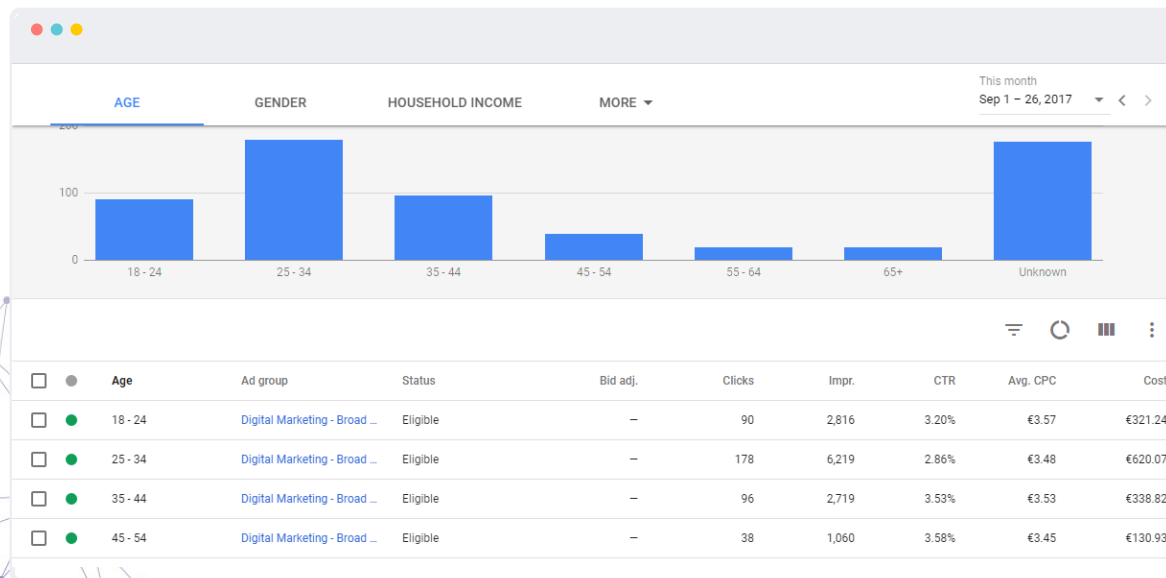
Campaign Optimization
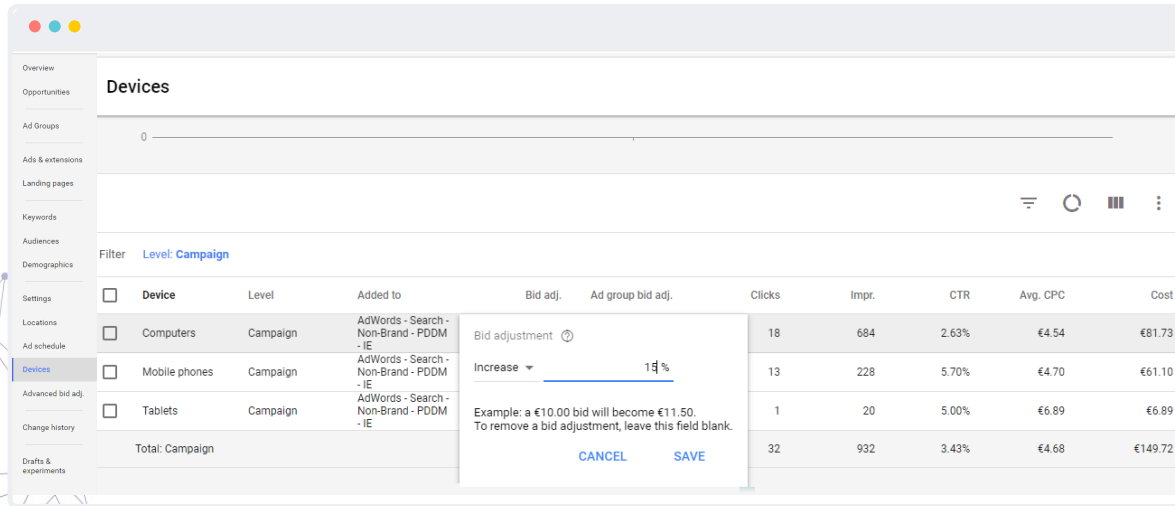
Optimize for audiences

Campaign Optimization

Optimize for devices

Campaign Optimization

Location & language targeting
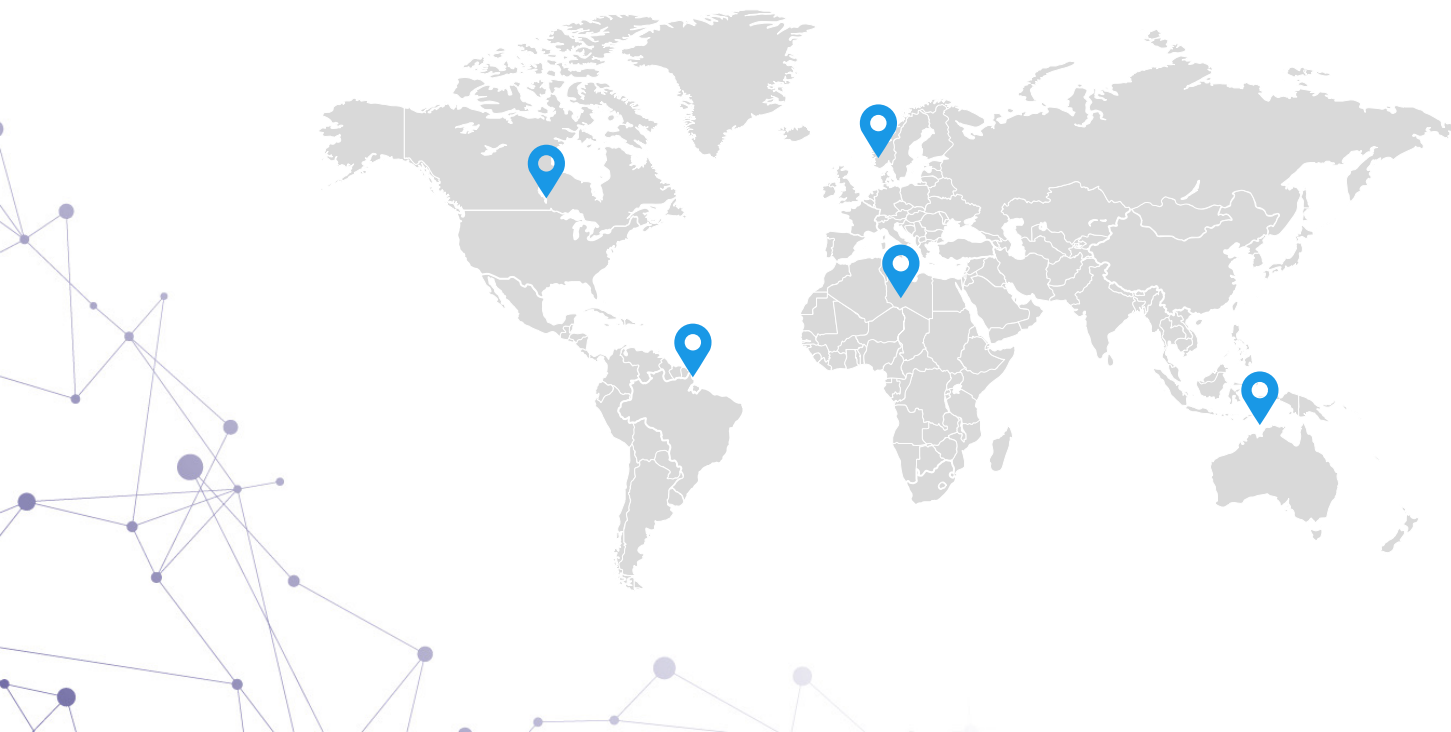
Campaign Optimization

Optimize for locations

Campaign Optimization
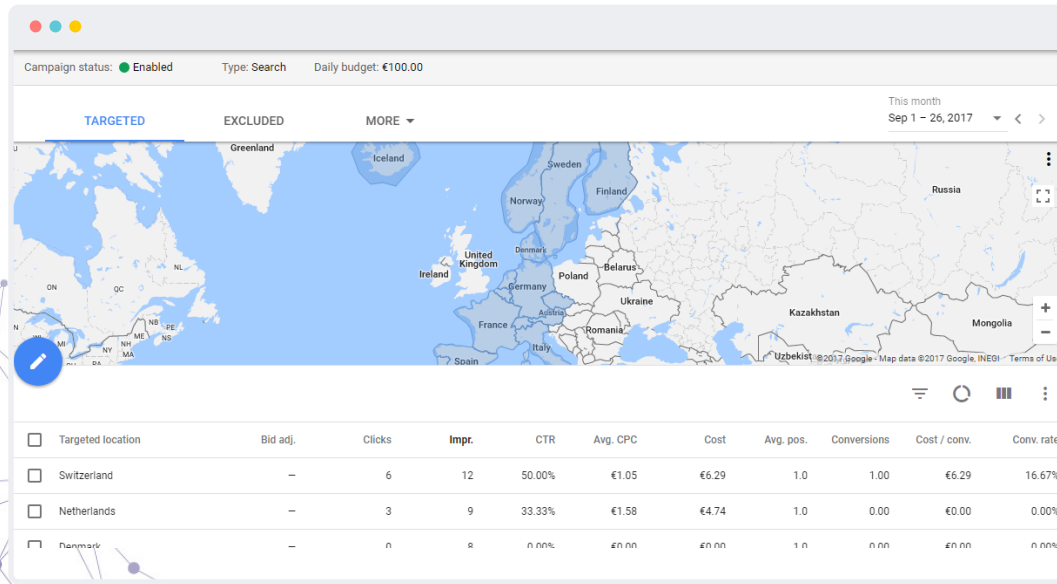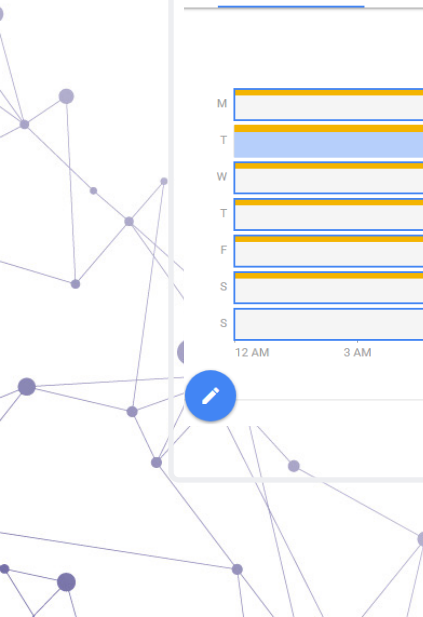
Optimize for time of day
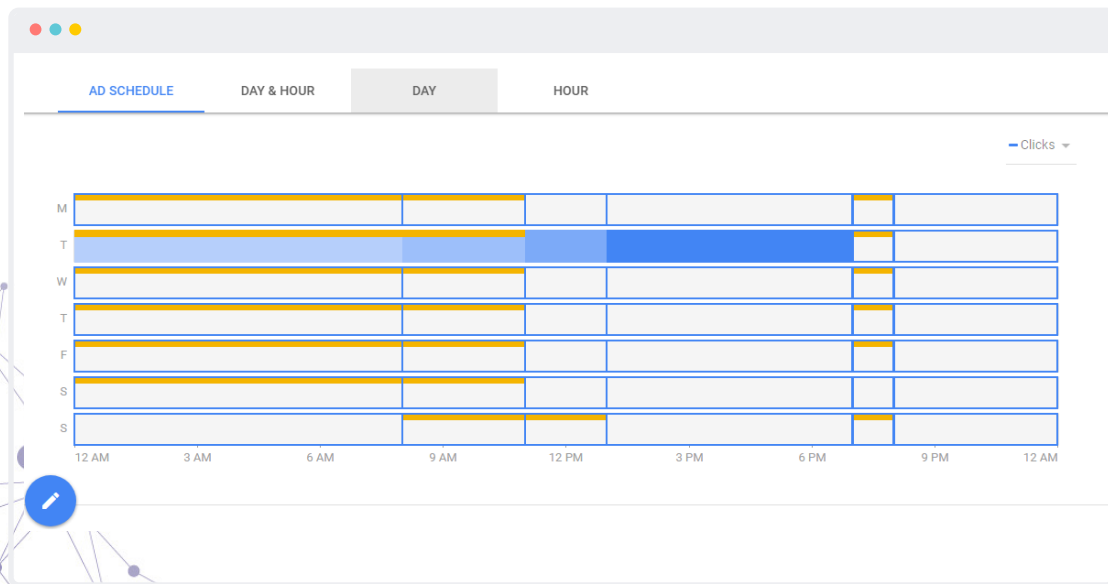
Campaign Optimization

What is AdWords Editor?

Campaign Optimization
Features & uses of AdWords Editor

Post changes

Choose campaigns to edit

Choose item in Level

Choose Level

Edit items here

Paid Search

Concepts → Launch → Manage → Measure

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
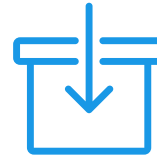
Downloads

Campaign Measurement

Track different actions

Campaign Measurement

Add conversion tracking

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

Campaign Measurement
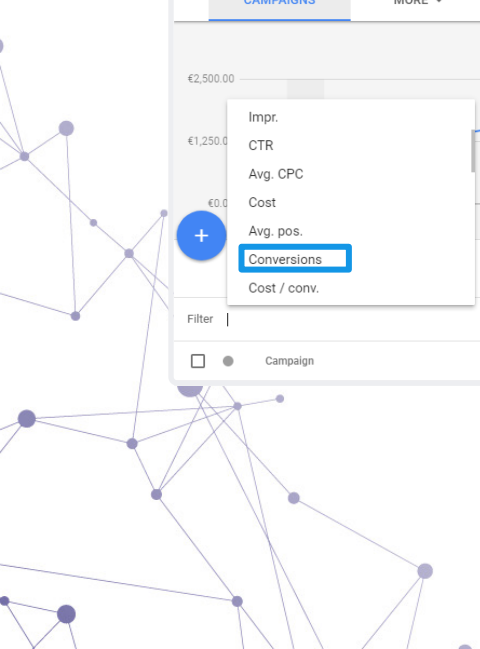
Add filters to understand metrics
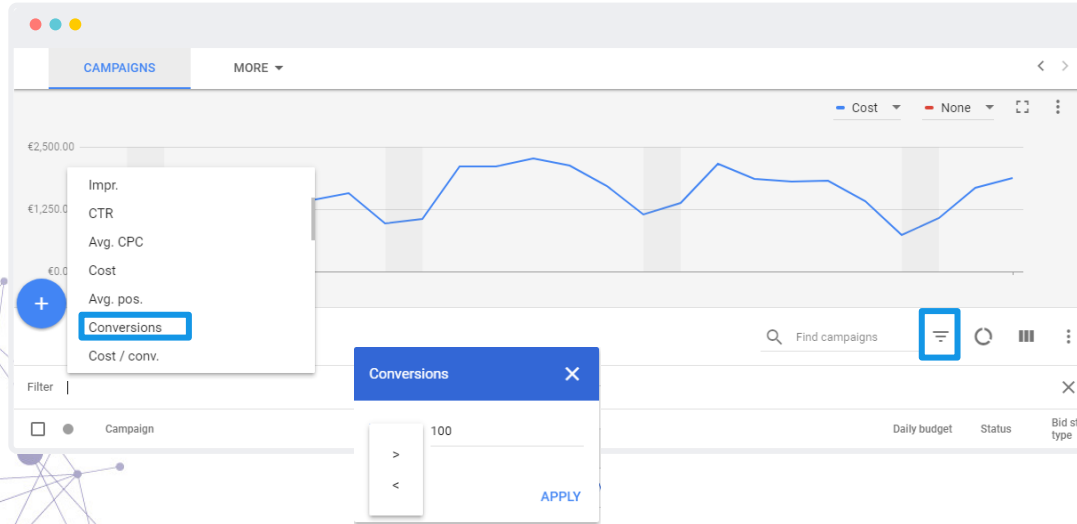
Campaign Measurement

Report on all levels of your account
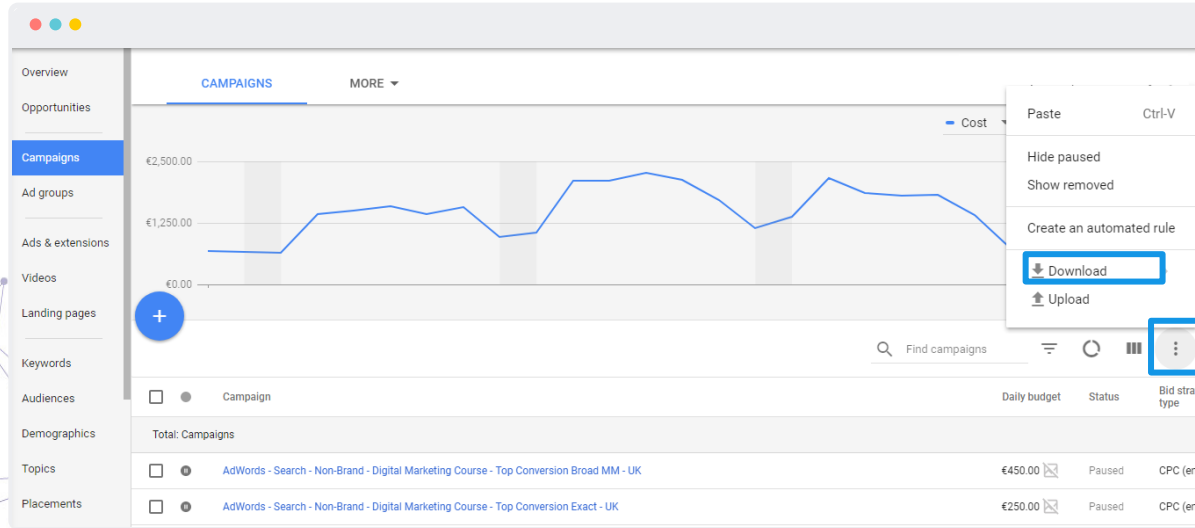
Campaign Measurement

Add segments to metric reports
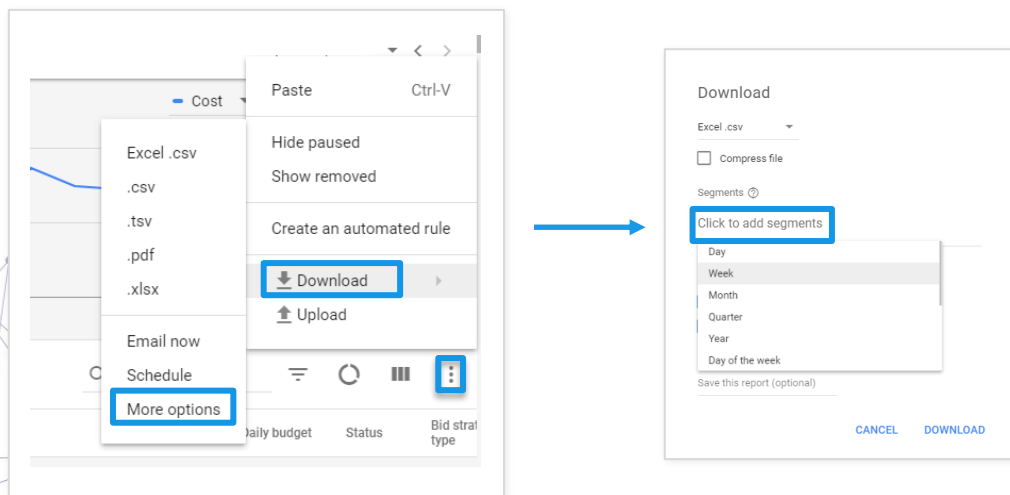
Campaign Measurement

Use pivot tables

Campaign Measurement

Link AdWords to Google Analytics

Campaign Measurement

Access Google Analytics in AdWords

Campaign Measurement

View AdWords data in Google Analytics

Advanced Measurement
Deep dive into AdWords with Google Analytics
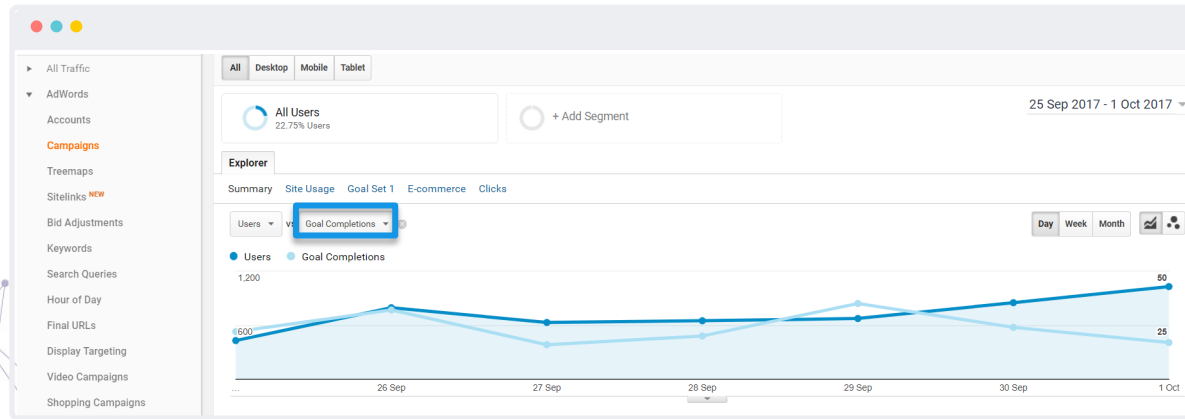
Advanced Measurement

Import Google Analytics Data into AdWords

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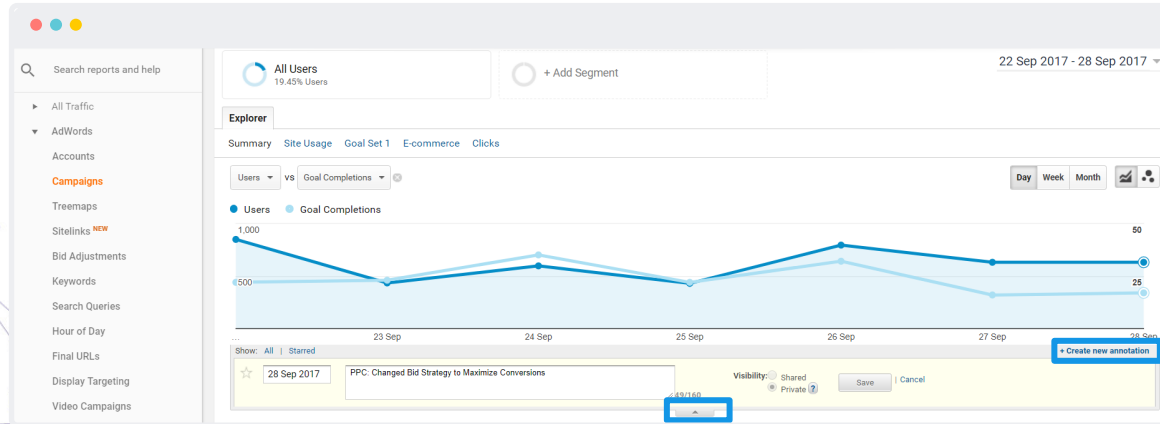
See how your ads and organic search listings perform (both alone and together) by importing organic search results from Search Console.

DETAILS

Advanced Measurement

Use annotations

Advanced Measurement

Change history

Module complete. Well done