Google Adwords

Getting Started

Reusser
Design

GETTING STARTED

1. Create a campaign in AdWords

2. Define marketing goals

   - Make purchase on website
   - Visit website
   - Take an action on website (fill out form, request directions, etc.)
   - Call business
   - See ad (visibility)
   - Visit business

3. Depending on the goal(s), you will create a campaign for each individual goal for optimum results.

4. Choose a campaign type

   - *"I want the simplest way to reach the most people interested in my product or services."*

     If this answer is most true, you will want to use **Search Network with Display Select**, meaning your ads will display on the **Google Search Network**, and selectively on the **Google Display Network.**

     Google Search Network: Your text ads will display on Google next to search results that contain keywords within your ad group.

     Google Display Network: Your text ads will selectively show on websites with related content such as blog posts having to do with your keywords.

   - *"I want to reach people searching for my products or services."*

     If you want people to find your product or service when performing a Google search, then you will want to use **Search Network Only** to ensure that the ads display among search results.

     When people search, they are more likely to be interested in what you offer, leading to a higher likelihood of a click-through-rate and valuable action on your website.

   - *"I want to reach people across the internet who might be interested in my products or services."*

     If you're after brand recognition and top-of-mind awareness, the best option is to utilize the **Google Display Network**. Rather than displaying your ads in Google search results, your budget will be spent on ads showing up across various websites that relate to your products or services. This is a good way to increase brand awareness while they are viewing related content.

5. Location Targeting

- *"I want to reach customers located in a specific neighborhood."*

  If you want to show your ads to customers within a specific distance from your business, or any location you specify, select the **radius targeting** option.

- *"I want to reach customers in a particular city or region, or multiple cities or regions."*

  Selecting the **specific cities or regions within a country** option allows you to multi-select several geographical locations. This is a good option for multi-location businesses or brands that want to increase awareness in specific areas of the country.

- *"I want to reach customers in certain areas within a country, such as states or provinces."*

  When choosing **specific states or provinces within a country**, you are able to limit the display of your ads to not show in states you don't serve. It allows you to focus your advertising efforts on specific states within a country.

- *"I want to reach customers across a country or multiple countries."*

  Targeting your ads to **a country or multiple countries** is a good idea if you are an online retailer that ships worldwide, or if you are an international business selling to several countries. The downfall to this option is that large distribution of ads will use the budget very quickly.

6. Bid Strategy

   Most new advertisers use cost-per-click (CPC) bidding, which means you only pay if someone clicks on your ad.

- *"I'm uncertain how to manage my bids or I just don't have the time to do it effectively."*

  If this is true, it is recommended to use the automated **Maximize Clicks** bid strategy letting AdWords manage your bids to bring you the most possible clicks within your budget.

- *"I know how to manage my bids effectively and can invest the time."*

  You can use **Manual CPC Bidding** to set your own bids for individual ad groups or keywords. You decide how much a website visit from a potential customer is worth to you, and you can adjust the bids as you go.

7. Budget

   Set a daily budget (and lifetime budget) to ensure your bids are within the overall marketing budget for your clients.

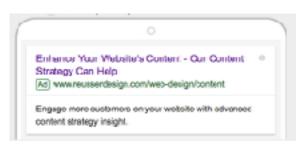## CREATING YOUR ADS

1. Create an Ad Group

   - Enter your landing page
   - Name your Ad Group (general)
   - Select keywords and long-string keywords

   Ad Groups should focus on specific business goals and core competencies while remaining general enough to create specific ads within the groups.

2. Create Ads

   - Final URL
   - Headline 1 (30 characters)
   - Headline 2 (30 characters)
   - Path (optional but recommended – display URL)
   - Description (80 characters)

   While it's important to have engaging and eye-catching ads, it's also important to be honest and descriptive about what the ad is leading to. If the ad looks like one thing but leads to something different, it will drastically hurt your website's bounce rate and Google will interpret that the ads aren't landing in front of the right people.

3. Duplicated Ads in an Ad Group

   - Choose the ad you want to duplicate
   - Select "Copy and Edit"
   - Update content accordingly

   This option creates multiple ads in the same ad group very quickly. It remembers the keywords and provides a great way to do A/B testing within the same group.

4. Measuring Results

   - Clicks
   - Impressions

- Click-through-rate (CTR)
- Average cost-per-click (CPC)
- Overall cost
- Average position

When measuring results, you have the option to look at a campaign overview, individual ad groups, each ad within the group, and even individual keywords. If at any point an ad or keyword isn't performing well, you have the option to easily pause the status and come back to it later if need be.