



ACCELERATE – LESSON 10 – GOOGLE ADWORDS

On completion of this lesson you should:

- *Be aware of what Google AdWords is and what you can use it for*
- *Be aware of how Google AdWords works*
- *Be aware of the cost system*
- *Understand how to create a Google Ads Account*
- *Understand how to create a Google Ad Campaign*
- *Learn about different options of targeting your Ads*

In this lesson, as with many lessons in the Accelerate program, we are going to assume a certain level of knowledge for this lesson, and presume that you:

- have already got a website that you can drive a Google Adwords campaign
- have a Google account that you can launch a Google Adwords campaign from

If you haven't, we suggest you participate in the following modules:

- Website Design & Development
- PPC

INTRODUCTION

What is Google Adwords?

There are many ways you can run paid campaigns online but for the purposes of this lesson we are going to focus on mobilising a Google AdWords campaign. We won't be focusing too much on what Google Adwords is, the benefits of it, quality scores (which are very important), or key metrics as these are covered in Lesson 10 - Pay Per Click from our Get Up To Speed program. If Google Adwords is completely new to you, we strongly recommend you purchase this single module to support your learning, otherwise you may find this lesson quite advanced.

Now that we have that out of the way, let's get into the lesson.

Google Adwords is Google's online advertising program. It's a great tool to help you reach new customers and grow your business. With Google AdWords, you can reach people as they search for words or phrases (which are called keywords) or browse websites with themes related to your business. Your ad can appear on Google and its partner websites. With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad.

Why use Google AdWords as part of your digital marketing campaign?

As you now know, there are many different options when it comes to marketing activities you can choose as part of your digital marketing campaign. Google Adwords is a good option to include if you:

- 1) Have no initial online presence or very little to start with i.e. you are a startup, launching a product that no one knows about
- 2) Are running a quick fire campaign i.e. need to get traffic to your website in a hurry perhaps towards a product launch, crowdfunding campaign or event
- 3) Need to test and measure what sorts of ad copy people respond to before you launch a wider campaign
- 4) Need to market your business to people in a set location
- 5) Know your market are searching for a specific keyword or key phrase that is directly related to what you have to offer

There are many other reasons to use Google Adwords, but these are some which make it a good choice depending on the objectives of your digital marketing campaign and target market.



Your ads appear beside relevant content

People click on your ads

And connect to your business

How Google Adworks works

Before we get into the specifics of how to mobilise a Google Adwords, we need to run through a few key aspects of how Google Adwords works, and explore keywords, placements, Ad Rank, bids, and Quality Score.



KEYWORDS

Keywords are words or phrases you choose that can trigger your Google ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the Google Network that are related to fresh flower delivery.

To get your ads to appear when people search for your product or service, the keywords you choose need to match the words or phrases that people use, or should be related to the content of the websites your customers visit. Some keywords are more competitive than others, and you will have to pay more each time people click. So first you start with research to find the best keywords to use.

To research keywords for your Google Adwords campaign you'll need to conduct research on Google's free Keyword Planner. To use this you'll need a Google account. This may be the Google/gmail account you already have, or you may set up a separate Google account to run your ads. It depends if you're good with usernames and passwords and don't mind logging in and out of different Google worlds.

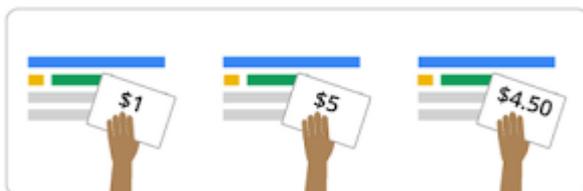
Once you have your account go to:

<https://adwords.google.com/ko/KeywordPlanner/Home> and log in.

In terms of conducting the keyword research, watch this short video clip from Google:

<https://youtu.be/j5Lr67HkAHI>

Setting your bid



The keyword research will reveal the approximate cost per click (CPC) you can expect to pay for people clicking on the ads targeting these keywords.

If you're new to online advertising, you can let AdWords manage your bids automatically to bring you the most possible clicks within your budget. If you are more experienced and confident you can set the bid you are prepared to pay, or a maximum daily or campaign budget.

How to set your bid for your first campaign

1. Sign in to your AdWords account at <https://adwords.google.com.au>.
2. Choose a bidding option:
For automatic bidding, select "Automatically set my bids to get the most clicks within my budget". (This is the option we recommend for new advertisers.)
For manual bidding, select "I'll set my bids manually" and enter a bid.
3. Click Save.

Writing effective ad text

Your ads are the voice of your products and services. The more relevant and engaging they are to your customers, the more likely it is that they'll get clicks. Here are some tips for writing effective ad text:

1. Try different headlines or calls-to-action

You'll want to encourage customers to perform the action that you want them to take on your site. A strong, clear call-to-action tells customers what they can expect and nudges them towards your desired action. Use strong verbs like Buy, Call today, Order, Sign up or Get a quote to tell your customers what they can do on your site.

2. Include specific prices or promotions

Highlight features or areas that make your business stand out from the competition, such as prices, special discounts, exclusive offers or free delivery. The more that you can set yourself apart from competitors, the more likely you'll appeal to potential customers.

3. Match your ad to your keywords

As much as possible, make sure that your ad text is closely related to your keywords. This can catch the attention of people who searched for those words, and show that your ad is related to what they want.

5. Match your ad to your landing page

When people click your ad and visit your website, you'll want them to land on the page that's most relevant to what you're advertising, perhaps a special page designed just for your digital marketing campaign. You may also create two or even three pages to send your ad back to and do what is called split testing. You can have different images, different calls to action and different price points on the landing page, to test which combinations achieve a higher conversion rate of the desired action once people click on your Google ad and arrive on the website.

How to add your first text ad

1. Sign in to your AdWords account at <https://adwords.google.com.au>.
2. In the text ad box, enter your landing page URL. This is where people will be taken when they click your ad.
3. Enter a headline, Display URL and short description.
4. Once you've finished writing your ad, click Save.

CHOOSE WHERE & WHEN YOUR AD APPEARS

As you get started with your campaign setup, you'll be asked to pick a campaign type and campaign subtype. The campaign type ("Search Network with Display Select", "Search Network only", "Display Network only", "Shopping" or "Video") determines where customers will be able to see your ads. The campaign subtype (for example, "Standard" or "All features") determines which settings and options are available, such as the types of ads you can design. These options let you tailor your campaign to match your business goals and focus on the features that are most relevant to you.

Campaign types are centred around Google's advertising networks: the Google Search Network, the Google Display Network and the YouTube Network. These networks make up all of the places where your ads can appear, including Google sites, websites that show relevant Google ads and other placements like mobile apps. You'll choose a network setting by selecting a campaign type for your campaign.

You can choose from the following campaign types targeting these networks:

"Search Network only"

"Display Network only"

"Search Network with Display Select" (a combination of both networks)

"Shopping"

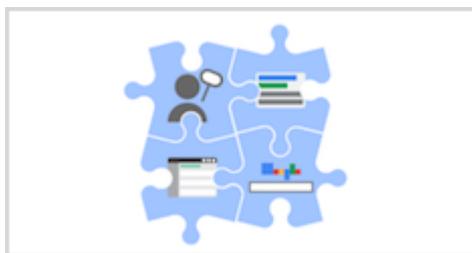
"Video"

Watch this video for more: <https://youtu.be/S-g86ckiMBA>

Also see this help file for more information:

<https://support.google.com/adwords/answer/2567043?vid=1-635765714985229776-1710968072>.

Ad Rank: How Google determines which ads appear in which positions



Now let's suppose that multiple advertisers use the same keyword to trigger their ads or want their ads to appear on the same websites. Google uses Ad Rank to determine whose ads will appear, and in what order.

Your Ad Rank is based on a combination of:

- Your bid, which is how much you're willing to spend

- The quality of your ads and website (also known as Quality Score or QS - a score out of 10 with 10 being excellent and 1 being poor)
- Expected impact from your ad extensions and other ad formats

How costs are calculated in AdWords

AdWords gives you control over your advertising costs. There's no minimum amount that you have to spend. Instead, you set an average daily budget and choose how you'll spend your money so there are no nasty surprises.

Choose a bidding strategy

Most people starting out in AdWords use the basic CPC bidding strategy, which means they accrue costs based on the number of clicks they get on their ads. If you use the CPC bidding strategy, the amount you're charged per click depends in part on the **maximum cost-per-click bid** you set in your account, also called "max CPC" bid. This represents the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments, or using **Enhanced CPC**).

In fact, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad (including any applicable service fees that may apply to Display Network campaigns). So you'll often pay less than your maximum bid. The actual amount you pay is called your **actual CPC**.

Campaign Settings

The campaign settings you select will apply to all ads within the same campaign. The type of campaign you choose determines which settings are available to you. The settings cover three basic areas related to your ad:

- How much you'll pay by setting your budget and bid (you can always adjust them later)
- What, besides text and a link, to include in your ad using ad extensions
- Where you want your ads to appear using settings for geographic locations, languages and placement on the web (called Networks)

Here's an overview of the campaign settings you'll need to address when you set up a new AdWords campaign:

Campaign name

This is where you enter a name for your campaign. Although AdWords enters a default campaign name for you, you should choose a name that clearly describes the theme of the campaign so that you can easily find it in your account. Your campaign name isn't visible to your customers.

Type

The campaign type determines which settings we'll show you as you create or edit your campaign. The type you choose tailors the campaign setup to just what's appropriate for your goals, eliminating unrelated features. We recommend new advertisers start with a "Search Network with Display Select" campaign type, which offers a wide variety of potential placements for your ads.

You'll also choose a campaign sub-type or marketing objective. The sub-type or objective determines which settings and options are available so you can focus on the features most relevant to your business goals. If you prefer a simpler overview of your campaign and feature options, consider using the "Standard" campaign subtype; use "All features" if you want to see everything about your campaign and feature options.

Networks

The Networks setting indicates where you want your ad to appear based upon the campaign type you chose. For example, with the Google Search Network, your ad can appear on Google search sites and non-Google search sites (like AOL) that partner with Google to show search ads, called [search partners](#). With the Google Display Network, your ad shows on other sites that partner with Google to show ads. To change your Networks, you'll need to change your campaign type or create a new campaign.

Devices

Campaigns target all types of devices, which include desktops, tablets, and mobile devices. Later, you can choose to customize ads for different devices.
Locations and languages

Your campaign's ads are eligible to show to customers in your targeted geographic locations, or to customers who have selected your targeted language as their interface language. We recommend choosing the language you serve your customers in.

Bidding and budget

Choose to manually set your bids for clicks on your ads or let AdWords do it for you. Depending on your campaign type, you may see additional bidding options to choose from.

Your bid strategy controls how you pay for users to interact with your ads. Your default bid is the most you'll pay per click for ads in an ad group. Your budget is the average amount you're comfortable spending each day on your campaign. The budget you choose is entirely up to you, and you can adjust it at any time.

Ad extensions

Include even more information with your ads, such as location information, links to pages on your website, and your phone

number.

Advanced settings

Once you're comfortable using AdWords' most essential settings, consider adopting one or more of these optional features to help get your ad campaign on the same schedule as your customers (these settings are available for campaigns with "All features" enabled):

Schedule: Set a campaign start and end date.

Ad scheduling: Choose certain days or hours of the week for your ads to show.

Ad delivery: By default, AdWords shows your ads when they're more likely to get clicks or conversions, but you can choose to show your ads more evenly throughout the day.

Understand how your AdWords account is structured

It's no secret that organization is an essential ingredient for success, and AdWords is no exception. Before you begin creating your campaigns and ads, it's important to learn how AdWords is structured to help you create effective campaigns that target the right audience.

AdWords is organized into three layers: account, campaigns, and ad groups.

1. Your account is associated with a unique email address, password, and billing information.
2. Your ad campaign has its own budget and settings that determine where your ads appear.

Your ad group contains a set of similar ads and the words and phrases, known as **keywords**, that you want to trigger your ads to show.

Once your Account is set, you can start creating your ad:

1. Visit AdWords at <https://adwords.google.com>.
If you've already created a campaign in your account, click the Campaigns tab. Then proceed to step 2.
If you have an AdWords account but haven't created a campaign yet, click Create your first campaign. Then proceed to step 4.
2. Click the + Campaign button on the Campaigns tab.
3. From the drop-down menu, select the campaign type you want to use. Most advertisers use "Search Network with Display Select" (recommended for new advertisers), "Search Network only," or "Display Network only," though other campaign types are available. Learn more about [choosing your campaign type](#).

Google AdWords Home Campaigns Opportunities Tools

Search

All online campaigns Last 7 days: May 30, 2014 - Jun 5, 2014

Campaigns Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network

All enabled campaigns Segment Filter Columns Search

+ CAMPAIGN Edit Details Bid strategy Automate Labels

	Budget ?	Status ?	Clicks ?
Search Network with Display Select Best opportunity to reach the most customers			
<input type="checkbox"/> Search Network only Google search and search partners	\$15.00/day	Eligible	0
<input type="checkbox"/> Display Network only Google's network of partner websites	\$10.00/day	Eligible	0
<input type="checkbox"/> Shopping Best way to create Product Listing Ads	\$5.00/day	Eligible	0
Online video	\$20.00/day	Eligible	0
<input type="checkbox"/> Campaign #3	\$5.00/day	Pending	0
<input type="checkbox"/> Fechas	\$3.00/day	Eligible	0
<input type="checkbox"/> Fond Foods	\$2.00/day	Eligible	0
<input type="checkbox"/> Forwarding numbers example	\$2.00/day	Eligible	3
<input type="checkbox"/> Mickaboo (Search Network)	\$10.00/day	Eligible	0
<input type="checkbox"/> Mickaboo (Search Network)	\$1.00/day	Eligible	11
Total - all enabled campaigns			15
Total - Search ?			0
Total - Display Network ?			15
Total - Shopping			0
Total - all campaigns	\$184.00/day		15

Go to page: 1 Show rows: 10 14 1 - 10 of 14

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library

Bulk operations

Reports and uploads

Labels

All video campaigns

- 4.
5. You'll be taken to the "Select campaign settings" page. Give your campaign a name.
6. If you'd like to change your campaign type, click the drop-down menu next to "Type." Then, choose a campaign subtype, such as "Standard" (recommended for new advertisers) or "All features." Your subtype options will vary depending on the campaign type you choose. For "Display Network only" campaigns, choose a marketing objective such as "Drive

action" and then "Call your business." Learn more about [campaign subtypes](#).

7. Make your choices for the following settings (you can find additional information about these settings in "[Understanding your campaign settings](#)" above):

- Locations
- Languages
- Bid strategy
- Budget
- Ad extensions

8. Click Save and continue. You can edit your campaign settings at any time.

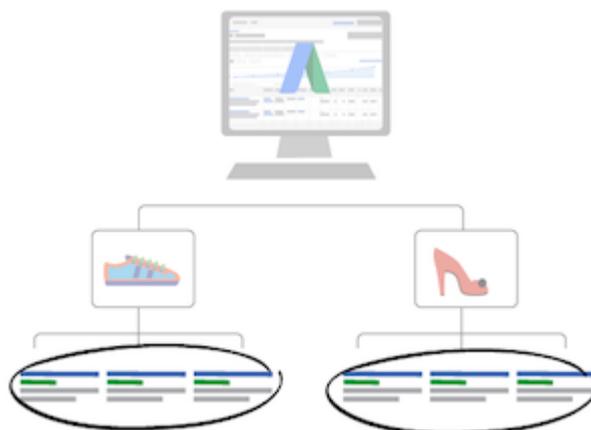
Tip

If you've already set up a similar campaign and you want to use the same settings, you can save time by loading the settings from your existing campaign into your new campaign. You'll see the "or load settings from" option and drop-down menu just under the campaign type.

Or you can quickly copy and paste an existing campaign from the "Edit" drop-down menu on the "Campaigns" tab. Just check the box next to the campaign you want to copy, select "Copy" from the "Edit" drop-down, then select "Paste" from the drop-down to create the new campaign.

Create your first ad group

After you've saved your campaign settings, you'll be taken to the "Create ad and keywords" page. This is where you'll create the first **ad group** within your campaign. Each ad campaign consists of one or more ad groups. If you create a "Search Network only - Standard" campaign, you can add multiple ad groups on the "Create ad groups" page.



About ad groups

An ad group is made up of a set of keywords, ads, and bids. Each ad campaign consists of one or more ad groups.

Ad groups allow you to group your keywords with the most relevant ads. This helps ensure that you show the most relevant ad when someone searches for a particular word or phrase. We recommend creating separate ad groups for the different product types you offer.

Example

Let's say you're a caterer and you want to promote both your wedding and party catering services. You might want to create two ad groups, one for wedding catering and another for party catering.

In your wedding catering ad group, you'll include keywords related specifically to wedding catering, such as "wedding banquet caterer" or "wedding party." Then, you'll create several ads specifically about your wedding catering service.

Because your wedding-related keywords and ads are in the same ad group, your wedding catering ad will show to people searching for that specific service.

You'll do the same in your party catering ad group, with keywords and ads that specifically address your party catering service.

Create your ad and choose keywords

On the "Create ad and keywords" page, you'll choose your ad format, create your ad, and select the keywords you think your customers would use when searching for information related to your products or services.

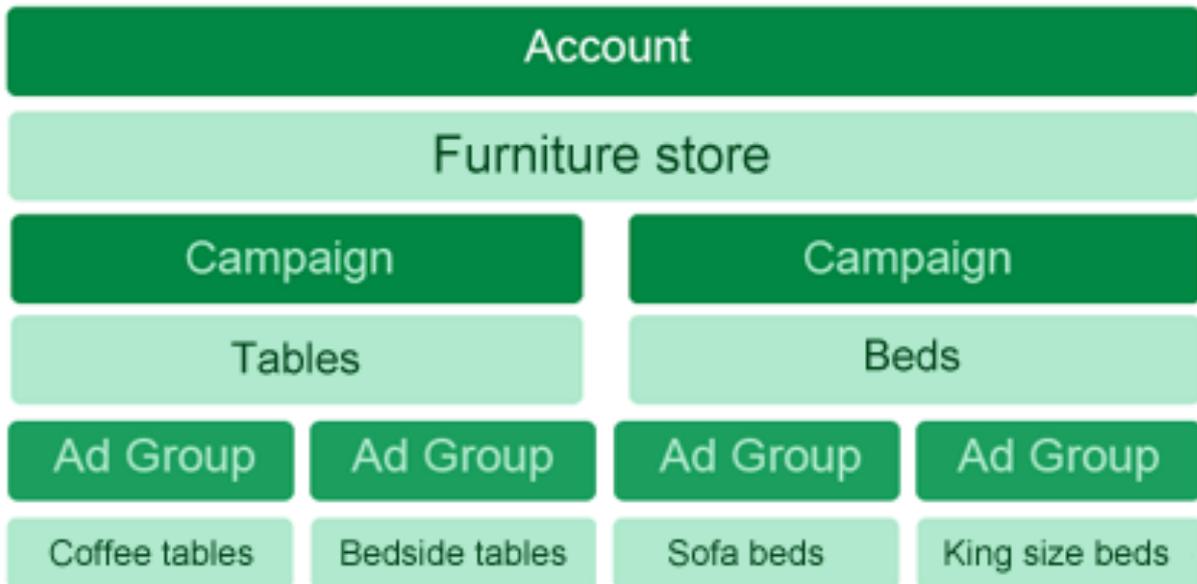
Google will cover how to create a text ad (the ad format we recommend for newer advertisers), but you can choose from many different ad formats depending on your advertising goals. These formats include video ads, image ads, WAP mobile ads, app or digital content ads, and more.

[Learn about all available ad formats and how to choose what's right for you.](#)

Keep in mind

Once you've finished creating your campaign, including at least one ad group, ad, and keyword, and completed your billing information, your new campaign is enabled by default. When your ad is approved, it will be eligible to show to customers. You can pause your campaign at any time. Learn how to [edit your campaign status](#).

Example:



How much you want to spend

Once you understand who your customers are, think about how much you want to spend to reach them with your ads, and what results you're expecting for your campaign to be a success.

AdWords lets you set an average daily budget for each campaign based on your advertising goals and the general amount you're comfortable spending each day. Get tips on [setting a campaign budget](#). Not sure what you'll be charged for? [Find out how AdWords calculates costs](#).

Help your ads reach the right people by understanding your customers

Before you create your first ad campaign, take the time to build a mental profile of the customers you're trying to reach. Considering your customers' preferences, habits, and traits can help you choose the right settings for your campaign.

Target ads to geographic locations



AdWords location targeting allows your ads to appear in the geographic locations that you choose: countries, areas within a country, a radius around a location, or location groups. Location targeting helps you focus your advertising on the areas where you'll find the right customers, and restrict it in areas where you don't -- which could help increase your return on investment (ROI) as a result.

When it comes to advertising on AdWords, consider the real estate adage: "Location, location, location!" Regardless of how great your ad is, it probably won't perform as well if it doesn't appear in the right places. Reach your customers where they are and where your business can serve them by using AdWords location targeting. You can set and then adjust your location targeting settings at any time.

What to consider when choosing your location targets:

- Be sure to target the locations where your customers are -- which isn't necessarily the same place that your business is located. For example, if you own an e-commerce company, target all the locations you ship to, not just where your business is physically located.
- If you target an area where your business *isn't* located, you won't be able to see your ad when you search on Google.com. However, you can use the [Ad Preview Tool](#) to find your ad.
- If you target a small radius, your ads might only show intermittently or not at all. That's because small targets might not meet our targeting criteria.
- It's also a good idea to keep your language and location targeting settings consistent. For example, if you're targeting English-speaking users in England, remember to target the English language, and be sure that your ads are written in English.

Excluding ads from geographic locations

Where your ads should appear is important -- but where they shouldn't appear is just as crucial to your campaign's success. Location exclusion can allow you to prevent your ad from showing in certain parts of your targeted locations, such as a region within a country, or a city within a state. This helps you use your budget wisely by preventing your ad from showing to people who most likely wouldn't have access to what you're offering.

You can exclude locations one-by-one for more control, or for added convenience, you can exclude a large amount of locations all at once with the bulk locations feature.

Who might benefit from excluding areas within targeted locations:

- A business that doesn't ship to or provide services in a city or region within a larger area.
- A business that offers a special promotion that isn't eligible in a few regions of a targeted area.

As you can see, Google AdWords lets you design your Ads and campaigns in heaps of different ways. It gives you exact details and information about how to set up a good and successful Ad, that is perfectly targeted and specified on your potential customer.