



Google Ad Words Introductory Class

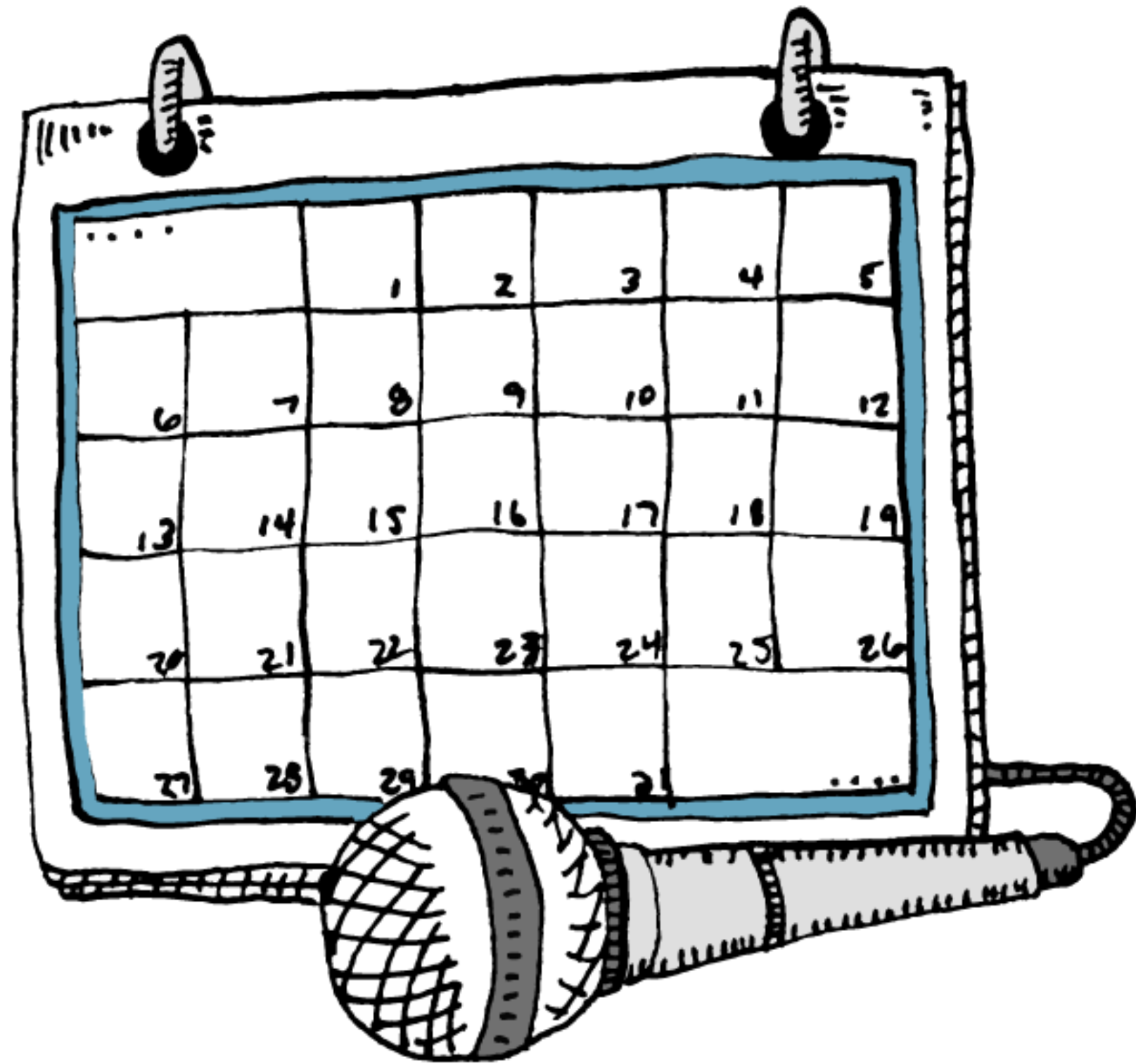
John Leech

Thursday April 28th 2022

9:30 AM

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Agenda



- 9:30 Session 1
 - Introductions
 - Things to Do Before you Start
 - Initial Keyword Research and Planning
 - Google Ad Words Account Structure
 - Creating Your Campaign and Settings to Watch
- 11:00 – 11:15 Break 15 Mins
- Session 2
 - Creating Ad Groups, Ads and Ad Extensions
 - Metrics to Monitor and Measure
 - Ongoing Optimisation
 - Questions and Answers
 - Follow Ups
- Optional Depending on Time – Forecasting Budgets

John Leech– WSI Ireland

My WSI Credentials



- 30 Year Career in Digital, Technology and eCommerce
- IBM Consultant and Solution Architect
- As eCommerce Director in Lenovo built a \$100 Million eCommerce Business spanning 14 countries
- Experiences of Multiple Agencies Running a \$1.8M Paid Search Budget
- Mix of Clients Currently
 - eCommerce Clients
 - Traditional Distribution and Sales Businesses
 - Leasing and Legal Services
 - Monthly Budgets from €500 to €50,000

Lenovo™

IBM

@
e-business

WSI | GLOBAL CONVENTION



1: Things to Do Before You Start



OBJECTIVE

- Not to Make You A Google Ads Expert
- Explain the Different Factors leading to Google Paid Search Success
- Outline the Basic Structure of Campaigns
- How to Set up Your Initial Campaign

Begin with Strategy

Business leaders often choose
Tactics before **Strategy**



Strategy Elements

Growth Objectives. Business Economics,
Appetite for Investment

**Business
Objectives**

Personas and Target Audience.
The Right Messages and Solutions

**Audience
Personas
and Message**

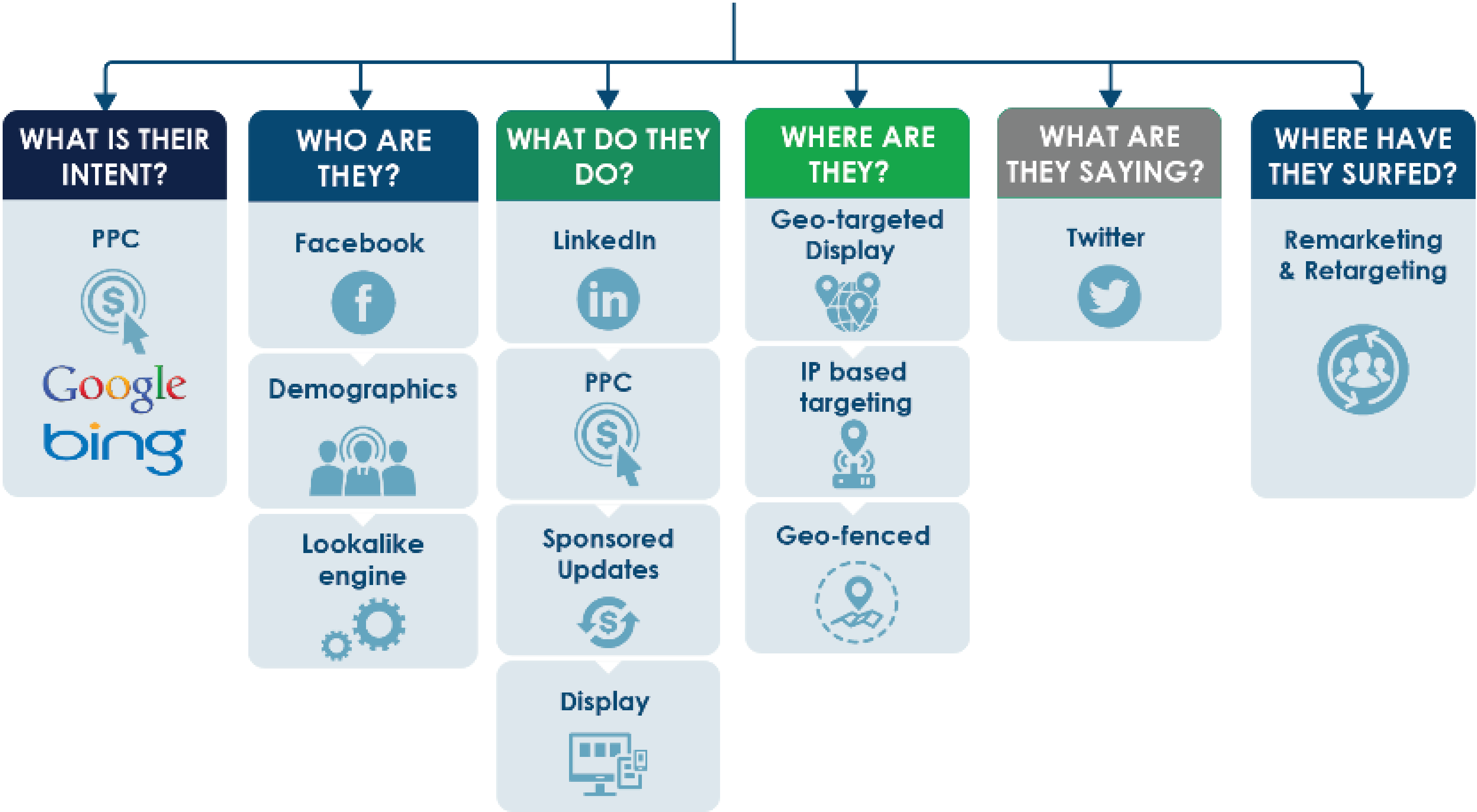
Match the Right Tactics
and Measurements.
Measure and Adjust as you Go.

**Right Tactics
Analytics
Execution**



DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?



Strategy and Message

- Identify your Market and Customers
 - What Problems do you Solve for them?
 - Where do they Look for Solutions?
- Research Your Competition
- Determine the message and your calls-to-action.
- Consider how you will convince customers to choose you over your competitors.
- Determine your campaign goals and KPIs.
 - More importantly ensure they align!

True for eCommerce Sites as well as Services Business

Audit Your Digital Presence



- What is your current Digital Presence Like ?
 - Credible Presence
 - Mobile Optimised
 - All properties claimed
 - Facebook, Twitter, LinkedIn
 - GoogleMyBusiness, Review sites
- Are you measuring Results ?
 - Analytics Installed
- Do you have KPI's set for your Website ?
 - What is your conversion rate for main pages ?

Create Your Google Account

- Go to
- <https://ads.google.com/home/>
- Click Start Now
- Switch to Expert Mode
- Ready to Create Your First Campaign

The screenshot shows the Google Ads setup interface. At the top, it says 'Google Ads | Start reaching more people'. The main heading is 'What do you want to promote?'. Below this, there's a 'Recommended' section because the user's Google My Business info is complete. The recommended option is 'Your Business Profile', which is highlighted in a light blue box. It lists three benefits: 'A good option if you want more calls or requests for directions to your business', 'Designed specifically for ads', and 'No extra cost'. There is a 'Preview your Business Profile' link below it. Under 'Other options', there is 'Your website' with two benefits: 'A good option if you want to get more website actions like purchases or bookings' and 'Best if you have Google Analytics set up on your website'. A 'Next' button is located at the bottom right of the main content area. At the bottom of the page, there is a question 'Are you a professional marketer?' with a 'Switch to Expert Mode' link highlighted by a purple box and a purple arrow pointing to it. Below this, there is a 'Need help?' section with contact information: 'Call for free ad setup help at 1800 806 563, 9.00 a.m.–6.00 p.m. Mon–Fri.' and a link to 'More help options'.

Control your Metrics



- Define a value for **every** conversion or result you want for your ads
 - Online Sale or Reservation (easy)
 - New Lead or Customer Enquiry
 - Sign-ups to Newsletters



- Conversion tracking MUST be implemented.
 - Identify extra URL parameters you might need to add for tracking purposes.
 - Link Adwords and Google Analytic Accounts
 - Still consider UTM Tracking for Ad URL's
 - Incorporate Remarketing.
 - Implement the Remarketing Tag from Day 1
 - If you're incorporating phone calls. Be sure to implement phone call tracking in AdWords.
 - TEST your tracking!
-
- You can import Conversions from Google Analytics
 - Or setup a new conversion tracking Tag and install that.
 - Often requires the support of your web Developer
 - Universal Analytics goes away July
 - Migrate to GA4

Key Metrics

- **Cost Per Lead (B2B Lead Generation)**
 - Advertising Cost Divided by Number of Leads Generated (Forms Submitted, Quotes Requested)
 - You need to understand the Conversion rate of those leads to business to know the true value of the campaign
- **Cost per Acquisition or Cost per Conversion (eCommerce)**
 - Cost of Advertising Campaign Divided by Revenue Generated
- **ROAS - Return on Ad Spend**
 - Revenue Generated as a Percentage of Advertising Spend
- Conversion Rate
 - % of Visitors Complete the required Action
- Cost Per Click
 - The cost of each click on your ad
- Click Through Rate
 - The percentage of people who see your ad and click on it
- Impressions
 - The number of times your ad is served to your Audience
- Clicks
 - The number of times someone Clicks on Your Ad (and you are charged)

Key Metrics

			Campaign 1	Campaign 2
Impressions	Number of Times Ad is shown		2,000	100,000
Click Through Rate	% Clicked On Ad Actions Generated		5.00%	0.50%
Clicks			100	500
Average Cost Per Click	Campaign Investment		€ 1.50	€ 0.30
Cost of Traffic			€ 150.00	€ 150.00
Conversion Rate	% of Vistiors		3.00%	0.20%
Orders/Leads	Return		3	1
Average Order Value			€275	€275
Revenue Generated			€825	€275
Cost per Acquistion	KPI's		€ 50.00	€ 150.00
Expense to Revenue			18.18%	54.55%
Return on Ad Spend			550%	183%

How to WIN with Google

You are competing for Google's Limited Resource – Ad Space



- Google will show Ads for two reasons
 - They get Clicked On therefore Google Gets Paid
 - Are Relevant to the Customer that Keeps Google No.1
- You can only win by delivering Right Ads to the Right Audience
 - Targeting Keywords, Time, Location, Device
 - There aren't any short cuts on this
 - Smaller Volumes but highly Targeted

Ad Rank – Who Appears Top of the List

- Bid Amount/Ad Rank Thresholds
 - Sometimes it is the only way
 - But Work through the following first
- Ad Quality – Quality Score
 - Click Through Rate
 - Relevance
 - Landing Page Experience
- Context of Search
 - Device, Time of Day, Search Terms
- Ad Extension Impact
 - Pick the Relevant Ones
 - Call Extensions

Quality Score



Quality Score Defined

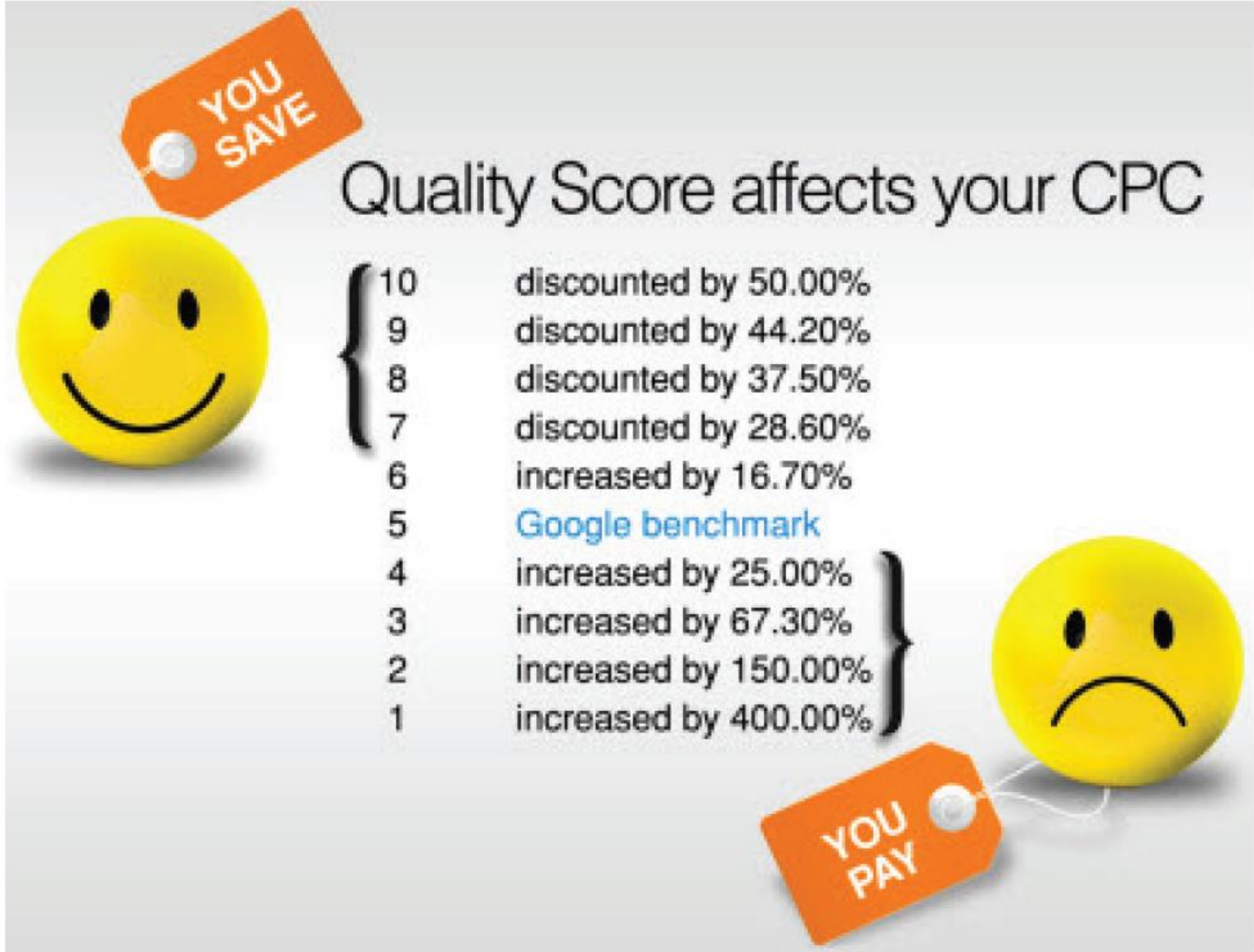
"Quality Score is an estimate of the quality of your ads, keywords and landing pages.

Higher quality ads can lead to lower prices and better ad positions." – Google

Influences

- Ad Formats
- CTR
 - Relevance to Search
 - Ad Extensions
- Landing Page Experience
 - Optimised to search
 - Keyword Relevant
- Relevance

Wordstream
WhitePaper –
How to
Compete with
the Big
Spenders

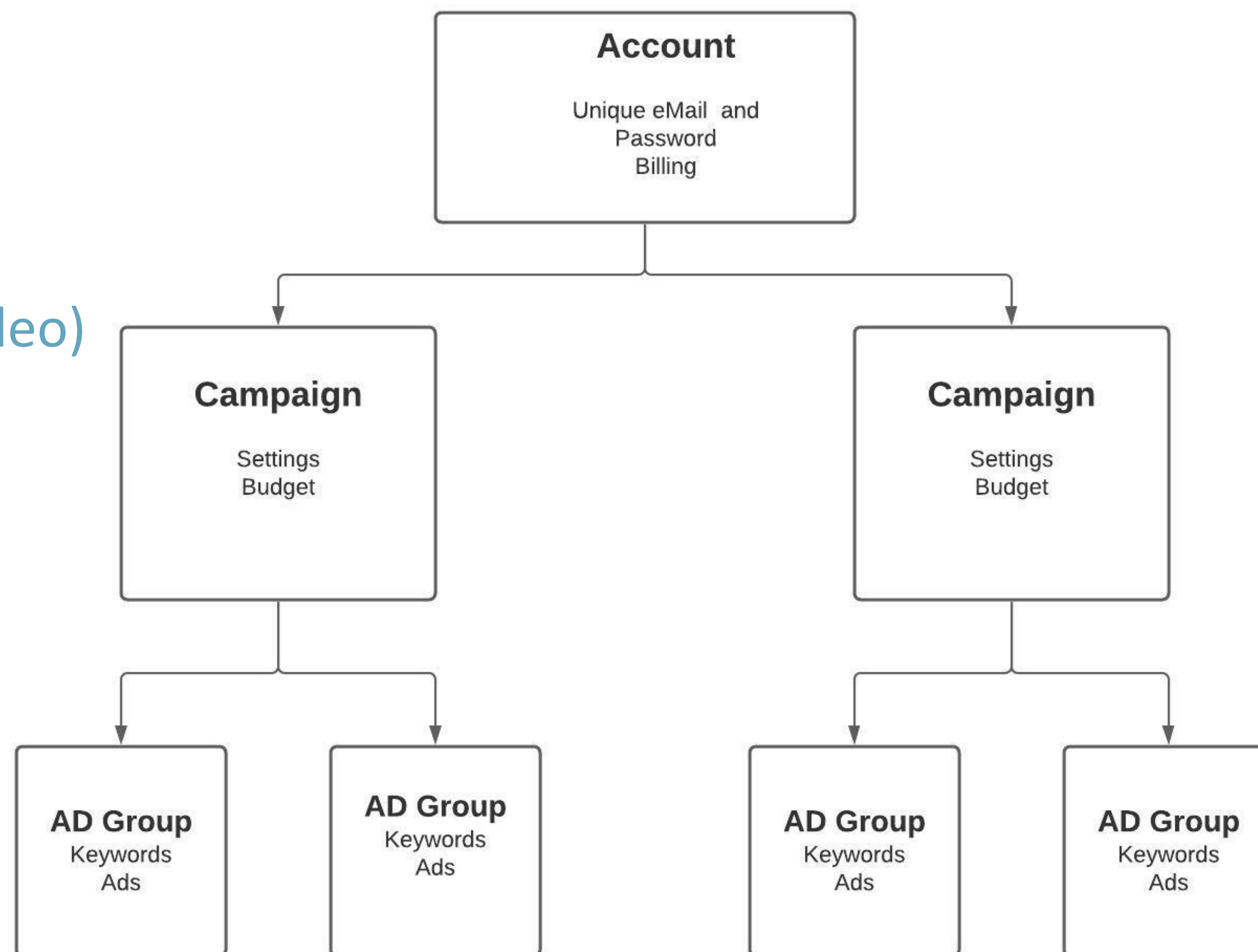




2: Google Ad Words Account Structure

Account Structure

- **Account**
 - Billing
- **Campaign**
 - Type (**Search**, Display, Shopping, Video)
 - Objective
 - Budget
 - **Bidding Strategy**
 - Location
 - Additional Settings
- **Ad Group**
 - **Keywords, Negative Keywords**
 - Ads
 - Ad Extensions
 - Max Bids, Bid Adjustments





3: Initial Keyword Research

The Marketing Funnel

- More keywords
- Less relevant keywords
- More traffic

- Less Keywords
- More Relevant Keywords
- Less Traffic
- Higher Conversion Rates
- Most Expensive



- First Job Understand the volume of Search for Your Keywords in Your Locations
- Beware of Vanity Metrics – Impressions and Clicks
- Know which Keywords are driving Conversions and the Value of those conversions
- Different Tactics are most cost effective at different stages of the Funnel



- Start By Listing Down 10-20 Search Terms you Think People Would Use to Search for Your Business or Product Offering
- Input them Google Keyword Planner
- Download the Result and Input into Google Forecasting Tool
- Generates an Initial Estimate
- Group Keywords into Similar and Relevant Groups

Keywords

- **Keyword**
 - Search Intent
 - Match Type
 - Broad
 - Phrase (included MBM)
 - Exact
- **Negative Keywords**
 - Searches that you don't want your Ad to appear for
 - Match Types
- **Search Terms**
 - Actual Search's That Trigger Your Ads
 - Review and Act Accordingly

Keywords Phrase Match	Negative keywords	Search Terms
"activated charcoal"	[charcoal bbq starter kit]	charcoal bbq ireland
"wood chips"	[charcoal bleach]	charcoal bbq
"Charcoal"	[charcoal grill eyre square]	charcoal bbq's
"smoking wood"	[charcoal grill galway phone number]	lumpwood charcoal ireland
"activated charcoal powder"	[charcoal latte]	bbq charcoal
"oak chips"	[charcoal lighter gel]	bbq charcoal ireland
"BBQ Wood Chips"	[charcoal monkey]	bbq charcoal dublin
"bbq lumpwood"	[charcoal number]	charcoal dublin
"Barbecue Wood Chips"	[charcoal shaker kitchen]	super charcoal grill ballybofey contact number
	[charcoal water purifying sticks]	charcoal water filter ireland
	[go anywhere charcoal barbecue]	activated charcoal ireland
		lumpwood charcoal dublin
		charcoal galway
		marienburg charcoal
		charcoal barbeques ireland
		weber charcoal
		weber go anywhere charcoal grill
		ignite charcoal
		wood chips ireland
		weber charcoal bbq ireland
		restaurant grade charcoal ireland
		binchotan charcoal
		big k charcoal
		charcoal filter

Switch to Google Ad Words Account



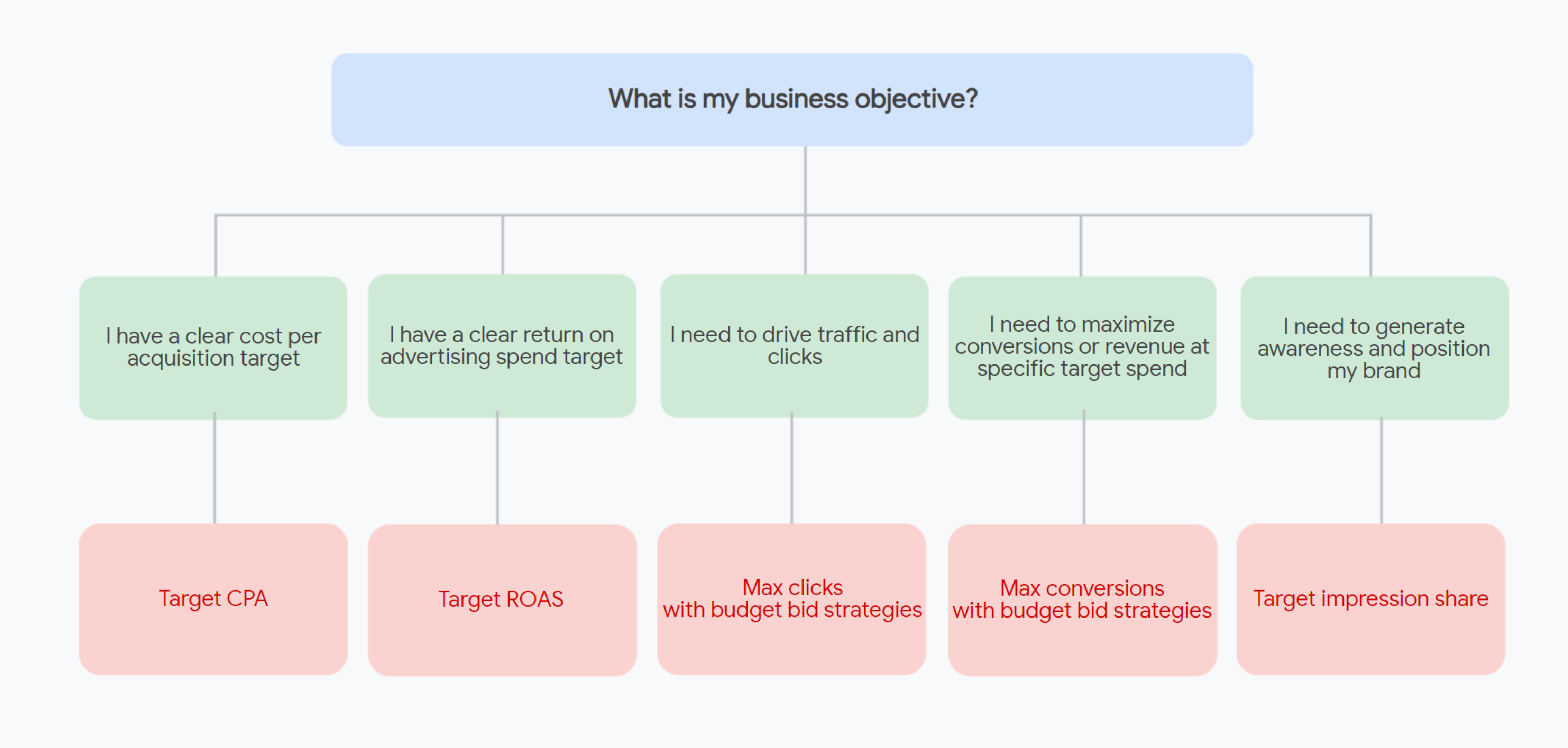
4: Creating Your Campaign

Campaign Settings

- Defaults to Change
- Networks
 - Remove Partners and Display
- Locations
 - People in Location

Campaign status	● Enabled	▼
Goal	Sales	▼
Networks	Google Search Network	▼
Locations	Ireland (country)	▼
Languages	English	▼
Budget	€5.00/day	▼
Bidding	Maximise clicks	▼
Start and end dates	Start date: 18 October 2021 End date: Not set	▼
Conversions	Set up conversion tracking for your account to track the actions that matter to you	▼
Value rules	No rule set	▼
Ad rotation	Optimise: Prefer best performing ads	▼
Campaign URL options	No options set	▼
Dynamic Search Ads setting	Get automated search targeting and customised ad headlines based on your website	▼
IP exclusions	No exclusions set	▼

Bidding Strategies



Bidding Strategies Available

- 1 **Target CPA (Cost Per Acquisition)**
- 2 **Target ROAS (Return On Ad Spend)**
- 3 **Maximize Conversions**
- 4 **Enhanced Cost Per Click (ECPC)**
- 5 Maximize Clicks
- 6 Manual CPC Bidding
- 7 Target Search Page Location
- 8 Target Outranking Share
- 9 CPM Bidding (Cost Per Thousand Impressions)
- 10 vCPM Bidding (Cost Per Viewable Thousand Impressions)
- 11 CPV Bidding (Cost Per View)
- 12 Target Impression Share Bidding

- Top Five Are Relevant to Search
- Normally Start with Enhanced CPC
- Then depending on Budgets
 - Maximise Conversions
 - Target CPA or Target RoAS
- Once Google has sufficient data these Algorithms Work
 - But they need to be watched for unexpected results
 - Set Alerts via rules to make sure something does not go Mad.....
- Can result in Fluctuations so if Budget is tight and thread carefully

Enhanced CPC (Manual Bidding)



- Google will Increase or Decrease Your Bid Amount based on the Likelihood of Driving a Sale
- Bids will try to be Averaged Out at Your Max Cost Per Click settings
- Good Starting Point while the Campaign is learning. Maintains CPC Control
- Google Account needs to collect Conversion Information for Other Strategies to Work Well

Maximise Clicks



- Google will automatically adjust your Bid in order to get the maximum number of clicks for your Budget
- Good for
 - Fixed Budget
 - Don't have conversion tracking in place
 - Don't have enough history to use other strategies
 - 15 Plus Conversions a Month at least for Maximise conversions to work

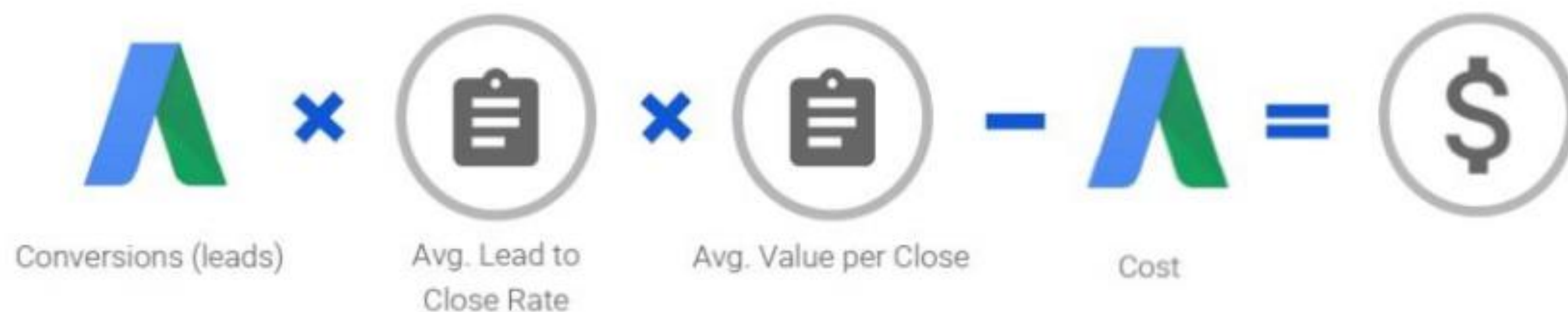
Maximise Conversions



- Google will automatically run your bidding for you to get you the most conversions for Daily Budget
- Review the Cost Per Acquisition to make sure the Cost Per Conversion is Affordable
- Good for
 - Fixed Budget
 - Don't have a Target Acquisition Cost
 - 15 Plus Conversions a Month

Target ROAS

- Sales Divided by Ad Spend Multiplied by 100%
 - Always Set as Percentage
- €10 in Sales Divided By €2 in Ad Spend Multiplied by 100 Equals 500% ROAS
 - Benchmark 300-400%
- Most Useful for eCommerce Environments with Variable Prices
 - All Conversions are not Equal
 - Analytics has to be Setup Correctly
- Works for Shopping Campaigns Also
- Needs to be Realistic





5: Creating Ad Groups Ad Copy and Ad Extensions

Remember First Principles

We are always talking to People!

- Is this something I would click on?
- Does this sound appealing?
- Does this ad make sense or is it just a bunch of keywords jammed together?
- Does the landing page answer the promise set in the ad copy?
- **Group Keywords around a Common Theme**
- **Write Ads corresponding to Keyword theme**
 - Responsive Text Ads Means Google Picks from the Headlines and Descriptions you provide to create an Ad

"shoes"	<p>Online Shoe Warehouse All Styles Up to 50% Off Shop our large selection of colors and styles. Free Shipping on orders over \$75!.</p>
"womens shoes"	<p>Shop Women's Shoes Online All Styles Up to 50% Off Shop our large selection of colors and styles. Free Shipping on orders over \$75!.</p>
"womens nike shoes"	<p>Women's Nike Shoes All Styles Up to 50% Off Shop our large selection of colors and styles. Free Shipping on orders over \$75!.</p>

- Leverage Keywords Where Possible
 - Match Searchers Intent
 - Capitalise is Best Practice
- Confirm Display URLs & Destination URLs
 - Land Traffic on the most Specific Page possible
- Measure of Success is CTR
 - Minimum 2% and go from there
 - CTR big influence on Quality Score
- You can test different URL's with different ads in same Ad Group

Nike.com - Nike Shoes

[www.nike.com/Shoes](#)

Shop the Official Nike Store for the Latest Nike Shoes & More. Types: Metcon, Pegasus, Air Force 1, VaporMax, Free, Cortez, Air Max, Huarache, Janoski.

Nike Men's New Releases

Shop our Latest Men's Shoes, Gear & Clothing. Available Now at Nike.

Nike Women's New Releases

Shop the Latest Women's Apparel, Shoes, & Gear at Nike.com Today.

Nike Air Max 270

Walk on Air.
Your biggest Heel Airbag.

Pegasus Turbo

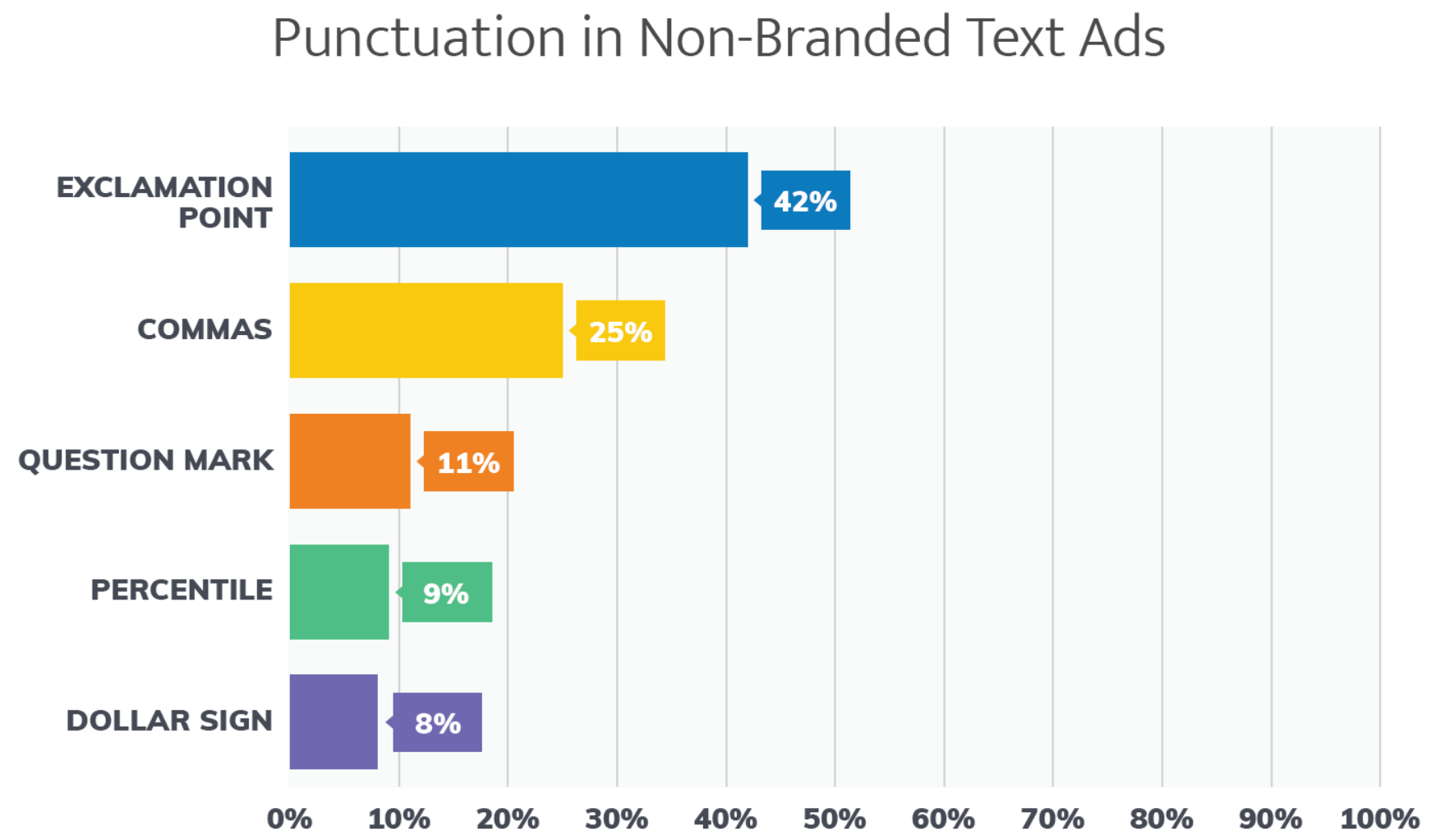
Our Fastest Marathon Shoe To Date.
Designed Specifically For Runners.

Responsive Search Ads

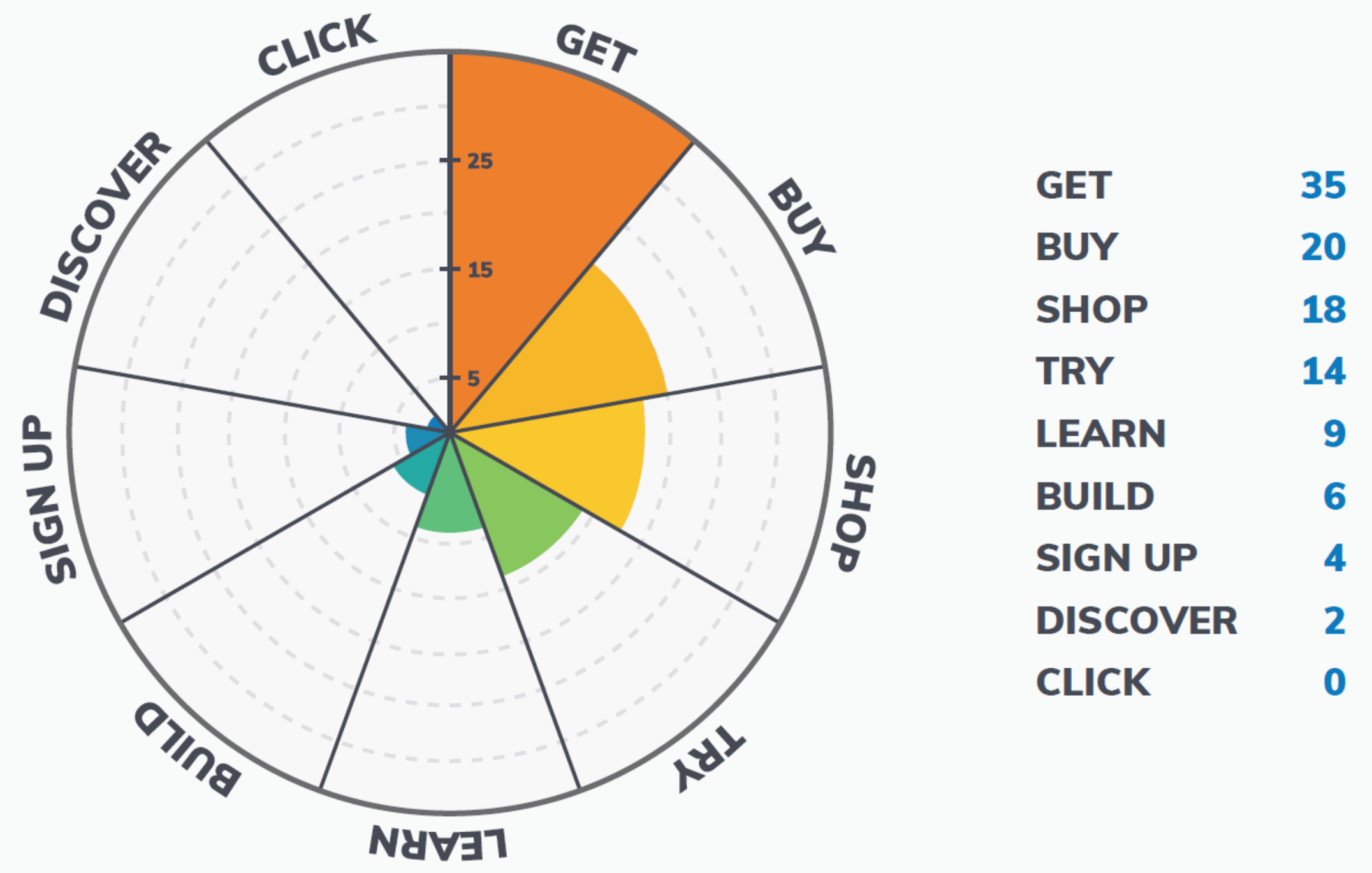
Responsive Ad		
Headlines		
Headline 1	The Great Charcoal Co	9
Headline 2	For All Your BBQ Needs	8
Headline 3	Premium&Sustainaable Charcoal	1
Headline 4	Premium BBQ Sauces	12
Headline 5	Premium BBQ Rubs	14
Headline 6	Home Made BBQ Sauces	10
Headline 7	Home Made BBQ Rubs	12
Headline 8	Premium Barbecue Sauces	6
Headline 9	Premium Barbecue Rubs	8
Headline 10	Best Range of Charcoal Product	0
Headline 11	Barbecue CookWare	11
Headline 12	Marabu Charcoal	15
Descriptions		
Description 1	Great Charcoal Co All The Best BBQ.Order Now Fast Delivery From Stock. Free Shipping	5
Description 2	Great Charcoal Co For the Best BBQ Sauces and Rubs. All Home Made And Available Order Now	1
Description 3	Great Charcoal Co Supplying The Best Charcoal and Own Specialist Sauces and Rubs Order Onlin	-3
Description 4	Great Charcoal Co BBQ Sauces, Rubs, Cookware and Charcoal. Order Now for Fast Delivery	4

Include a Call to Action

- Most best performing Ads only repeat two keywords
- Don't use Click here
 - Generally against Google Policy Anyway



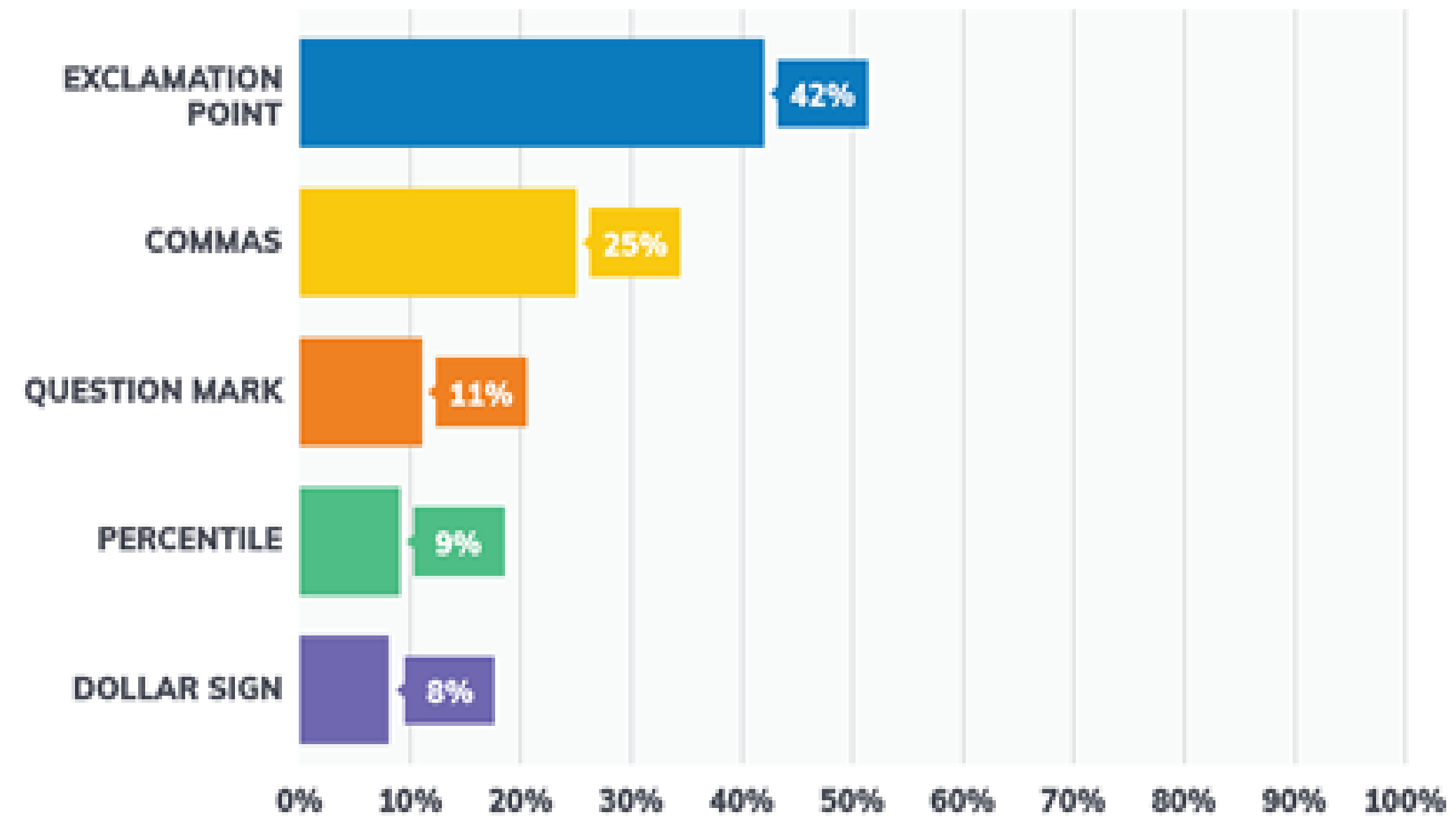
Popular CTAs in Top Performing Text Ads



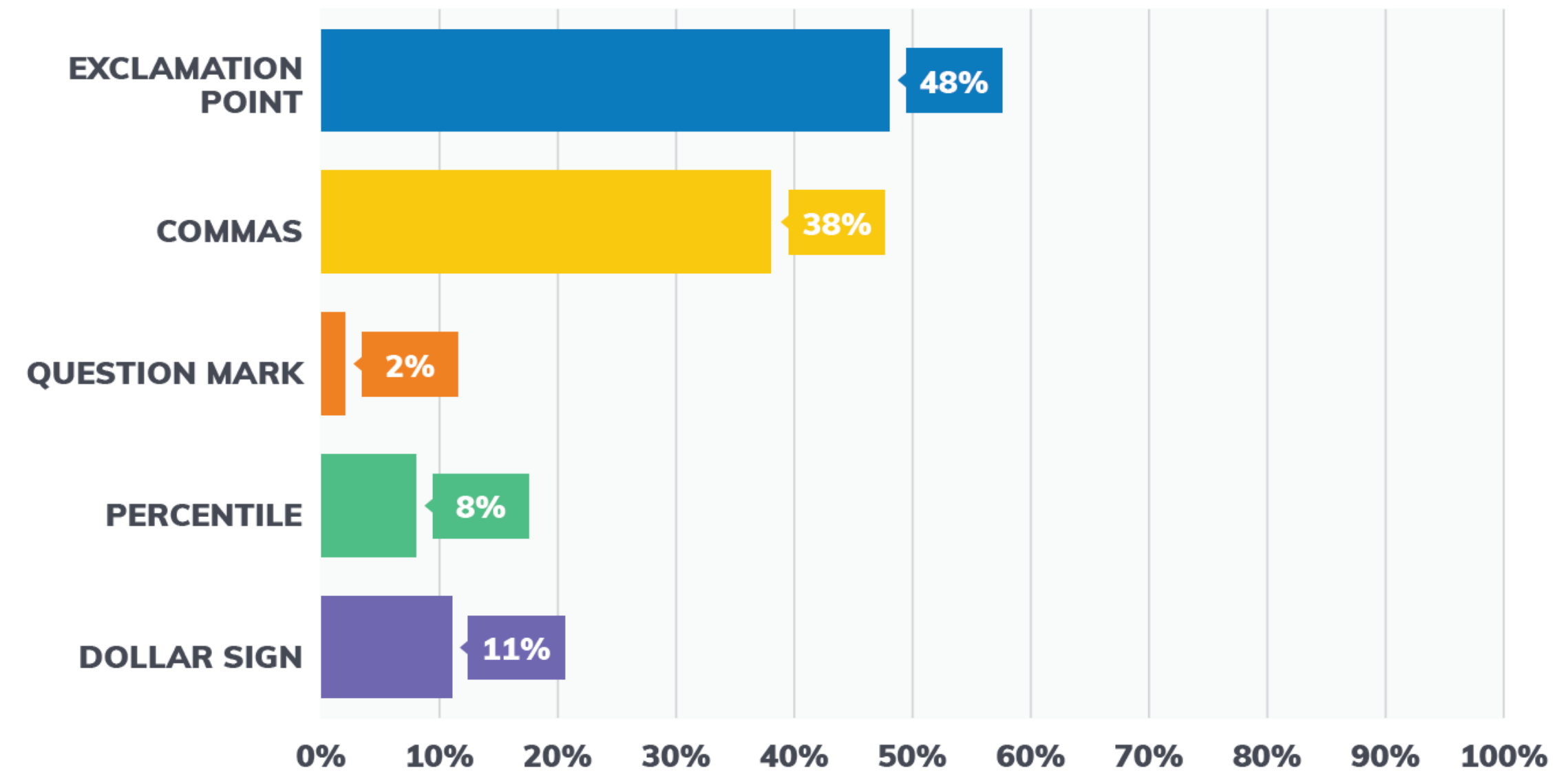
Source: Wordstream White Paper based on their Ad Grader Tool

Ad Copy Punctuation

Punctuation in Non-Branded Text Ads



Punctuation in Branded Text Ads



- Beware of Google policy – don't repeat punctuation marks

Use All Ad Extensions That Are Relevant

Financial Fraud & Ransomware | Educate Your Employees
 [Ad] www.cyberriskaware.com/CyberSecurity/PhishingAttack (01) 961 0016
 Improve User **Awareness** About **Cyber** Security Threats, Sign Up For a Free Trial
 Phishing Campaigns · Audit & Reporting · Phishing Simulation · Avoid Ransomware
 Services: Phishing Simulation, Security Awareness Training, Real-Time Intervention Awareness...

Solutions

Reduce Security Incidents
 With Cyber Risk Aware

Security Awareness

The Most User-Friendly Security
 Awareness Training And Mock

- **Sitelink**
 - **Links to internal pages (4to6)**
- **Callout**
- **Structured Snippet**
- **Call Extension**
 - **Phone number in the Ad**
- **Location**
 - **Linked to Google My Business**
- **Price**
- Promotion
- Dynamic

Chicago Hotels: From \$59 - Expedia.com
 [Ad] www.expedia.com/Chicago_IL_Hotels
 4.2 ★★★★★ rating for expedia.com
 More Choices, Best Prices, Trusted. 577 Hotels in Chicago, Illinois.
 No Change or Cancel Fees · Best Price Guarantee · New Expedia+ rewards
 Featured: Apartment Hotel, Arcade Hotel, Boutique Hotel, Business Hotel...
 Top 10 Budget Hotels - Top 10 Trending Hotels - Top 10 Luxury Hotels

1. Ratings (points to 4.2 ★★★★★ rating)
 2. Callouts (points to Featured: Apartment Hotel...)
 3. Structured (points to Top 10 Budget Hotels...)
 4. Sitelinks (points to Top 10 Trending Hotels...)

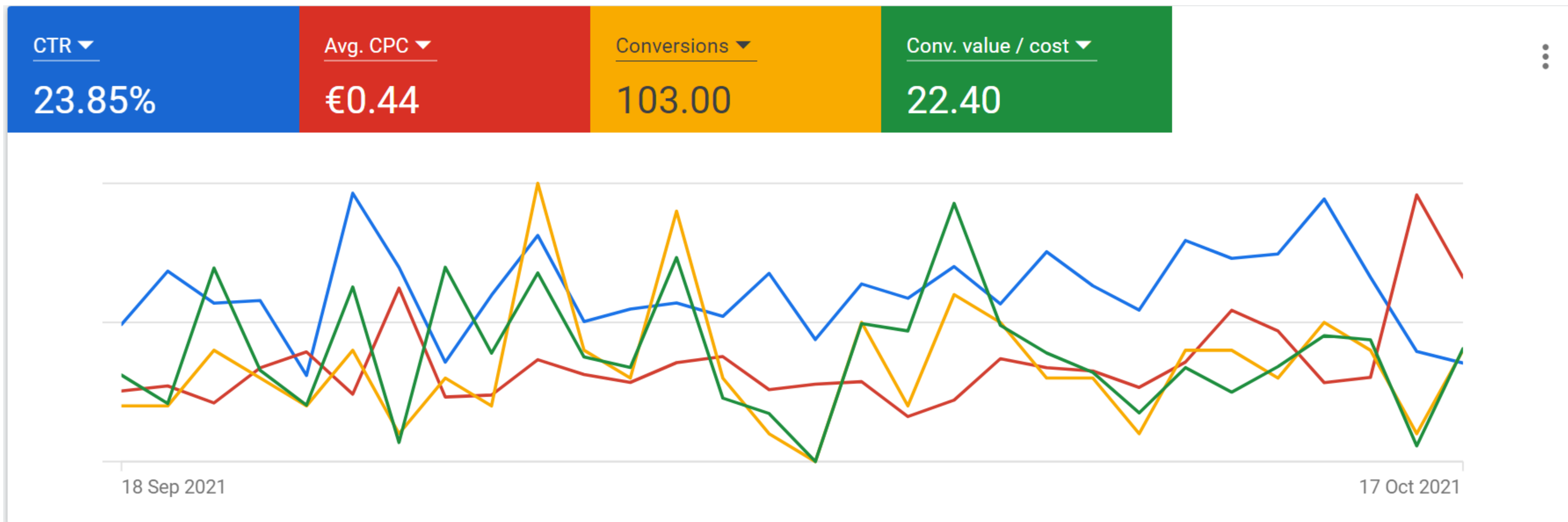
Google AdWords Text Ad with 4 Ad Extensions

- Free Real estate and counts towards Quality Score
- **Increases CTR by 10-15% typically**
- **Big Impact on Mobile Search (Location and Call)**
- Don't always show (google decides) so make sure important text is in the Ad



6: Metrics to Monitor and Measure

Overview Graphic in Ad Words Account



Metrics to Review

- Keywords
 - Impressions/Clicks/CTR - Drives Volume
 - Cost Per Click (Avr. CPC) - Drives Cost
 - No. Conversions - Drives Value
 - Remove High Cost , Low Converting Keywords
- Ad Copy
 - Click Through Rate (CTR) - How well is your Ad resonating with the searcher
 - Low CTR (below 2%)
 - Re-Write the Ad
- Landing Page
 - Conversion Rate
 - Should be at least 3%
 - Too Low Build a dedicated Landing page for the Campaign



7: Ongoing Optimisation Strategy

Resist the Urge to Look at Your Campaigns or to Make Changes Every Day.

- Review, Analyse Change
- Leave alone for 7-10 Days
- Repeat Process

Algorithms need time to learn and adjust.

**Too Many Changes mean the Algorithm is always in learning mode
That only hurts results**

Google Recommendations

● Enabled
Status: **Limited by budget**
Type: Search
Budget: €25.00/day
[More details](#)

Recommendations

Your campaign optimization score BETA

98.6%



Improve your score by following recommendations in the sections below

- ALL RECOMMENDATIONS**
- ADS & EXTENSIONS **+1.4%**

Add responsive search ads
+1.4%

Show more relevant ads to potential customers by creating responsive search ads

Responsive search ads can help improve your ad performance. You provide the headline and descriptions and Google’s machine learning technology automatically combines them into the ads that are expected to perform the best. [Learn more](#)

Recommended because you have ad groups with no responsive search ads

[BACK TO RECOMMENDATIONS](#)
[DOWNLOAD](#)
[DISMISS ALL](#)
[APPLY ALL](#)

Optimise for your return

- To Optimise Requires Data you can Trust
 - Clicks not Time
 - 500 – 1000 Clicks before you can really make a judgement.
 - Keywords
 - Start with Phrase Match to find relevant keywords
 - Then add good performing as exact
 - Add Lots of Negative Keywords
 - Cost Per Click
 - Bid Strategies. Bid Adjustments
 - You don't have to be No.1
 - Quality Score impacts your Ad Rank.
 - Conversion Rate
 - Landing Page Optimisation
 - Make sure visitors hit the right page matching their intent

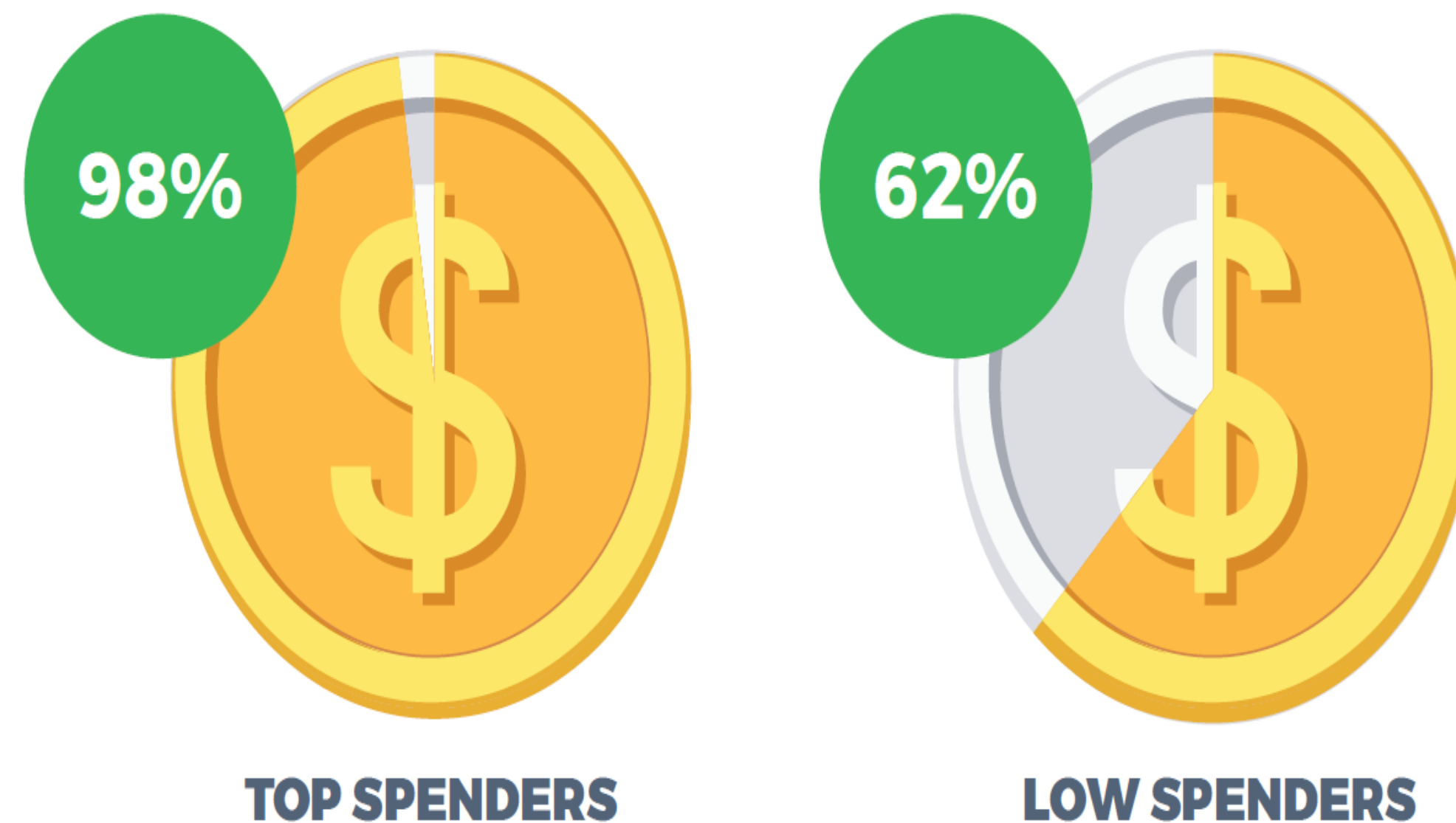
Start Narrow

- Be Selective in the Campaigns and Keywords you start With
 - Stops you bleeding money
 - Requires Significant effort and optimisation
 - Its easy to spend money on clicks and Impressions
- It generally takes 3+ Months of discovery
 - Depends on Cost Per Click and Budget
- Generally always bid on your Brand Terms (Beware in Hospitality though)
 - Even if you Rank 1 for your terms
 - Low cost
 - Dominate the Results Page
 - Should have high CTR which helps your overall Quality Score

Importance of Negative Keywords

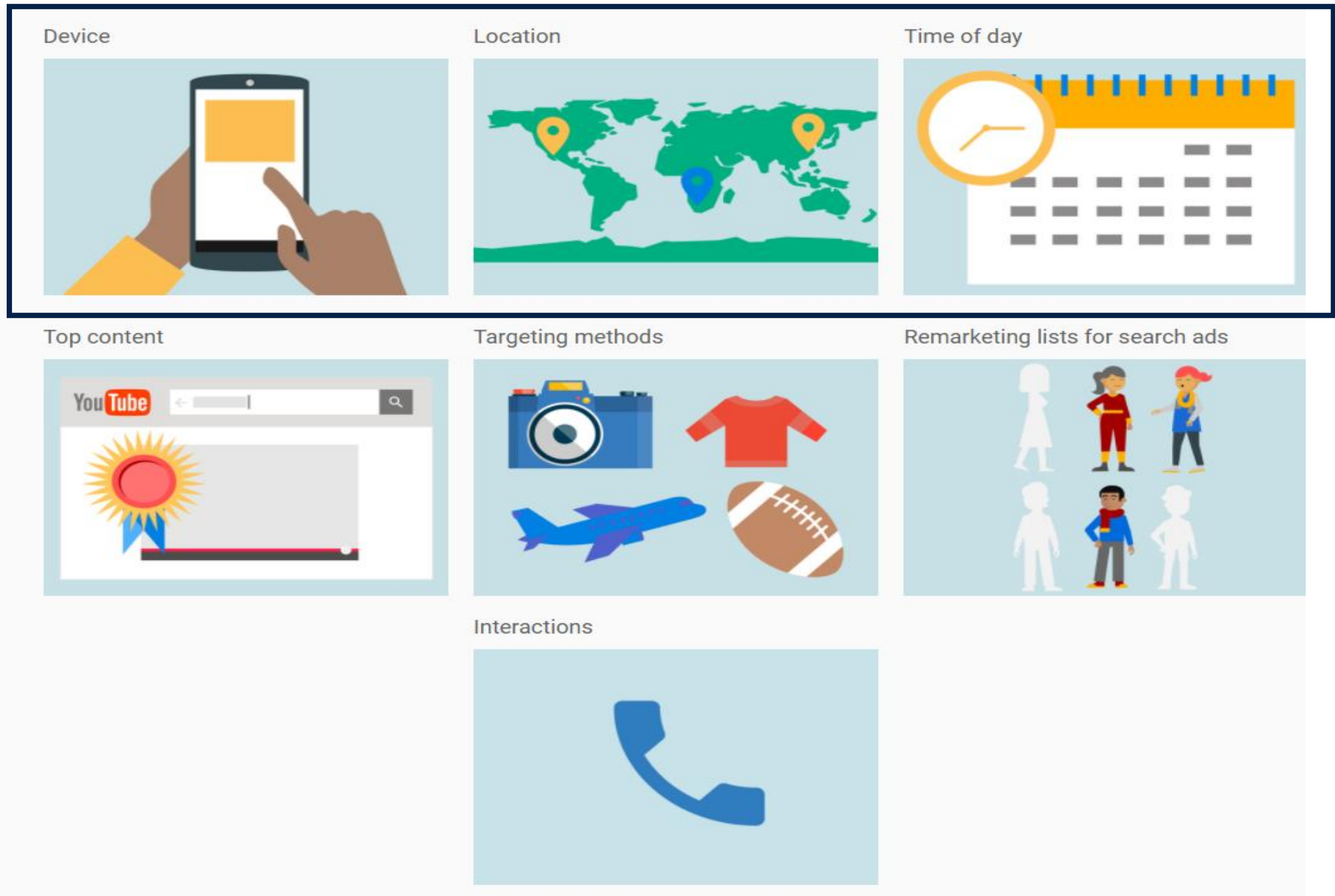
- **Generate List of negative keywords**
 - **Weed out wrong visitors**
 - **Wrong Intent**
 - **Review Search Terms that trigger Ads regularly**
 - **Manage Via Lists**
 - **Account, Campaign, Ad Group Level**

Percent of Accounts with More Than 250 Negative Keywords



Because **8%** of low-spending AdWords accounts have no negative keywords at all, and **62%** have less than 250; **98%** of top-spending accounts have more than 250 negative keywords.

Bid Adjustments



Generally worth considering once you have data to look at.

Important when running Automated Bidding Strategies but in some cases they conflict with Automated Bidding Strategies

Auction Insights

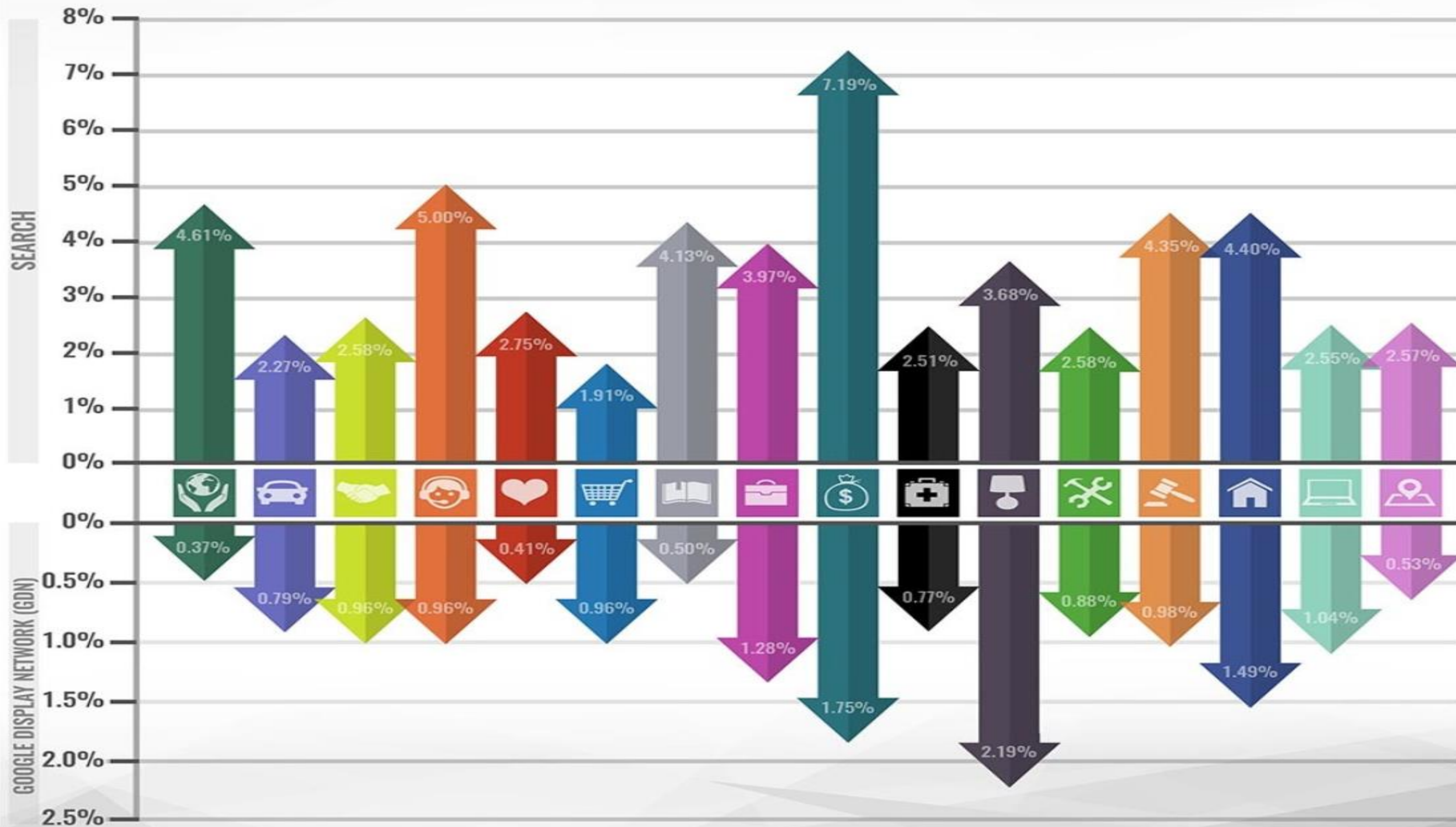
Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	41.65%	—	—	75.79%	25.63%	—
co-oplegalservices.co.uk	37.81%	41.22%	15.60%	22.81%	1.59%	38.97%
endeavour-law.co.uk	37.00%	36.33%	43.37%	73.06%	17.66%	35.09%
quickie-divorce.com	25.26%	29.98%	23.96%	35.71%	4.61%	38.66%
simpsonmillar.co.uk	12.77%	10.92%	45.39%	72.22%	21.90%	39.59%
slaterguson.co.uk	12.13%	13.16%	23.07%	41.38%	3.91%	40.39%
southgate.co.uk	10.05%	6.84%	34.03%	43.72%	5.38%	40.68%
cripps.co.uk	< 10%	3.99%	43.31%	60.43%	6.61%	40.93%
absolutebarrister.com	< 10%	7.64%	17.28%	31.61%	2.55%	41.10%

- Available in your Campaign
- Track who is competing for your terms
 - Are there new Competitors after arriving to your market ?
- Research their messaging and Ads

GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE CONVERSION RATE

The average conversion rate in AdWords across all industries is 2.70% on the search network and 0.89% on the display network.





Questions and Answers



Follow Ups and Hand Outs

Follow Ups

- Please Complete the Class Survey
 - <https://www.surveymonkey.com/r/8WCXD8>
- Class Slides and Handouts are available here
 - <https://wsi-businessbuilders.com/google-paid-search-introduction/>
- If you would like to schedule a Follow-up one on One Conversation about your Adwords Account Feel Free to use this link to book time on my diary
 - <https://app.hubspot.com/meetings/john670>



We help ideas realize their potential by leveraging the Internet & its many unrecognized opportunities.



WSI AT A GLANCE

For more than 20 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries.

We are a full-service digital marketing agency that helps businesses elevate their online brand, generate more leads and sales, and improve their overall marketing ROI.

WHAT WSI DOES

We help businesses realise their potential



- ✓ Acquire more traffic and leads through your online properties
- ✓ Build your brand awareness and online reputation
- ✓ Communicate with your customers more effectively
- ✓ Ensure your marketing strategies are driven by customer research and data-driven insights