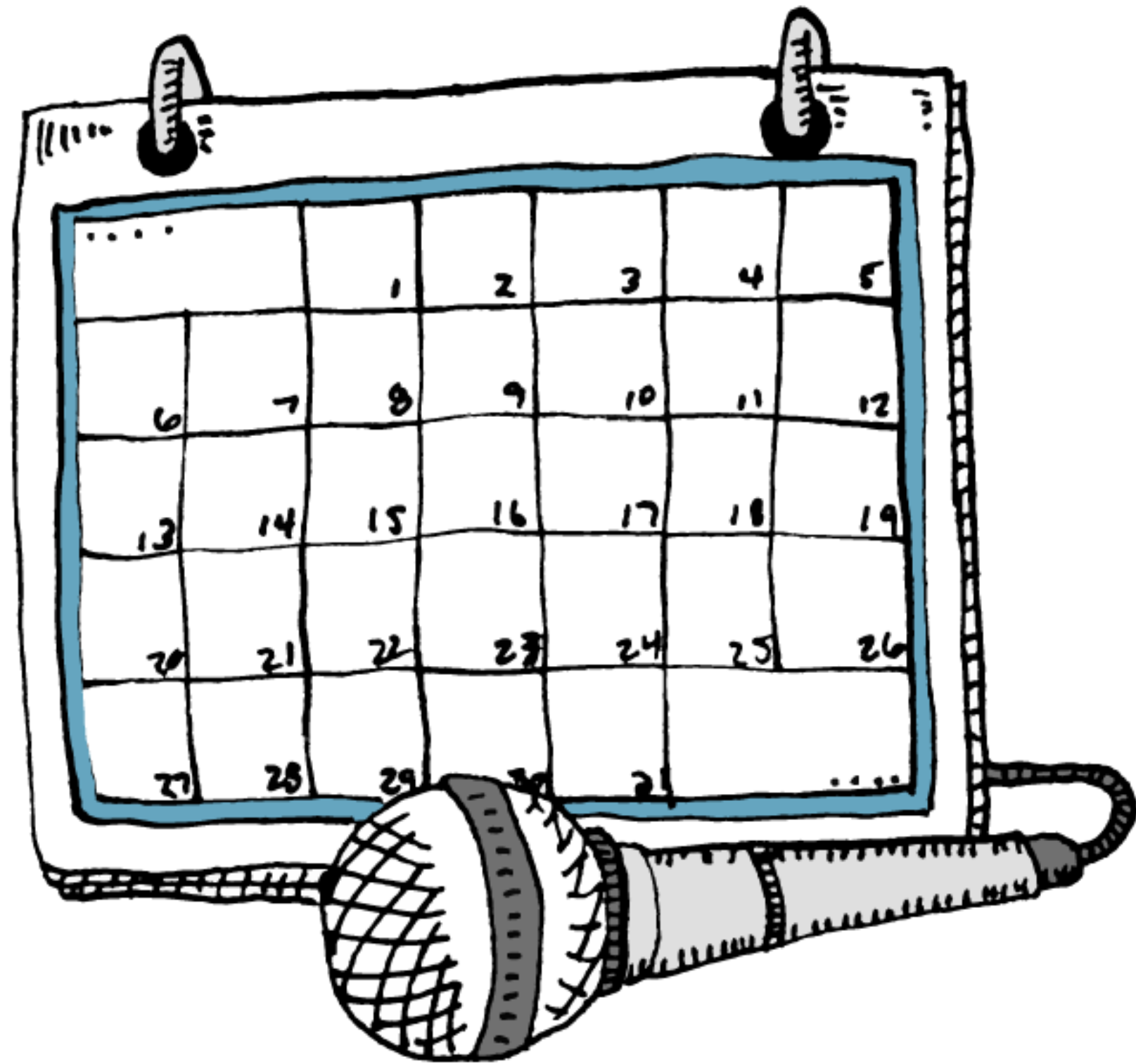# WSI

Google Ad Words Introductory Class

John Leech

Wednesday May 8th 2024

Agenda

- 9:30 Session 1
  - Introductions/Level Set
  - 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

A recording of the session and a copy of the slides will be available

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 spaning 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

Quick Poll

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
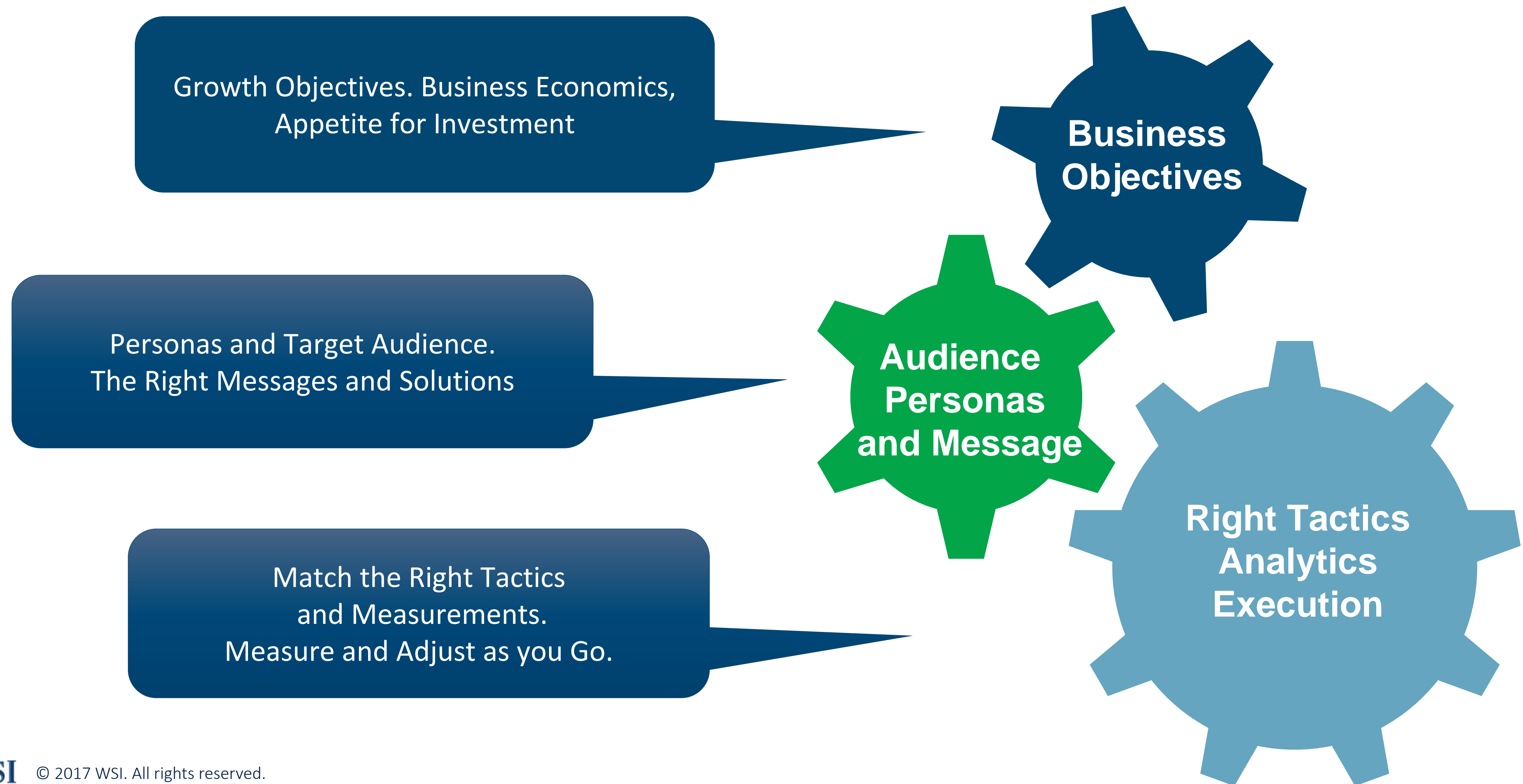- How to Set up Your Initial Campaign

Begin with Strategy

Business leaders often choose
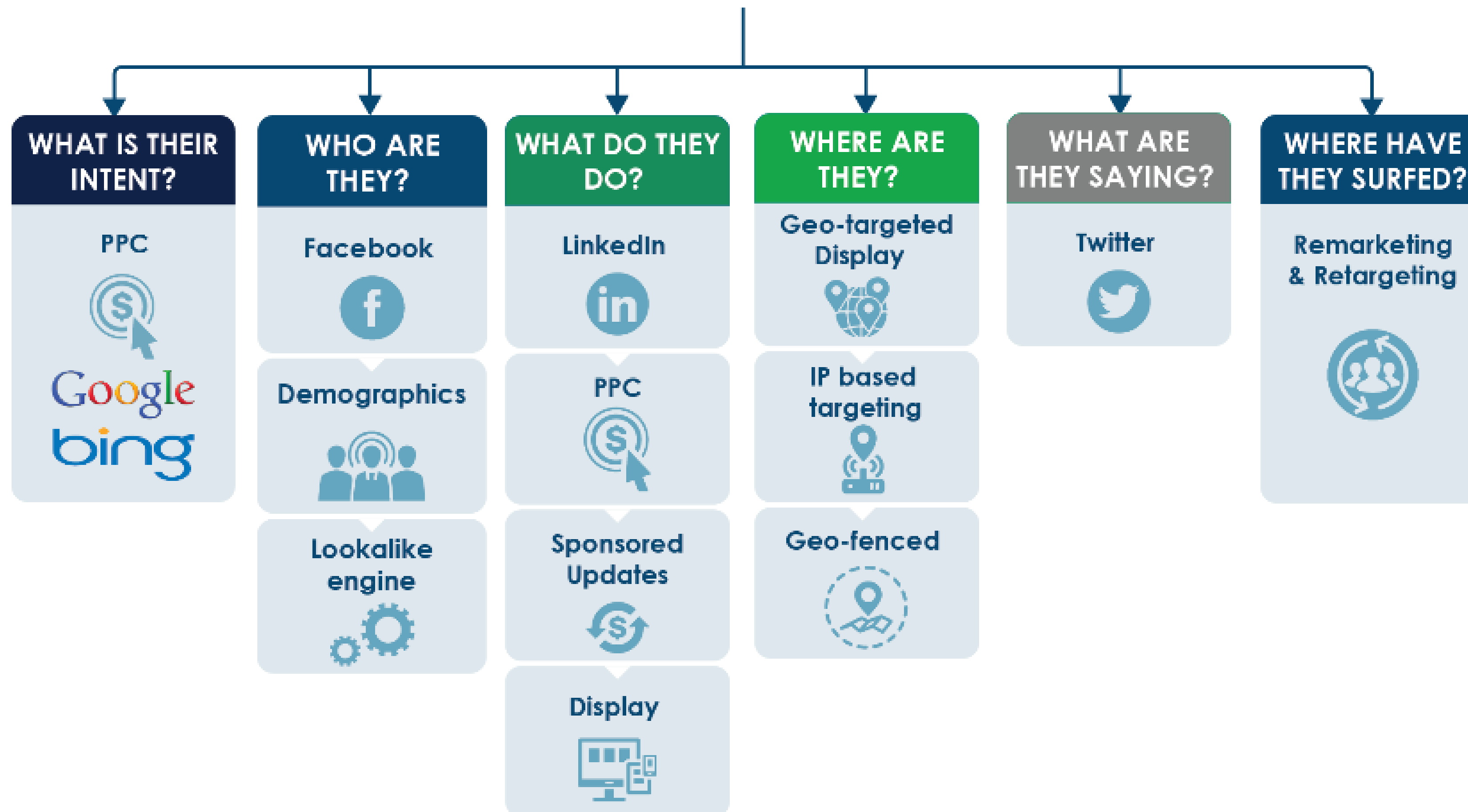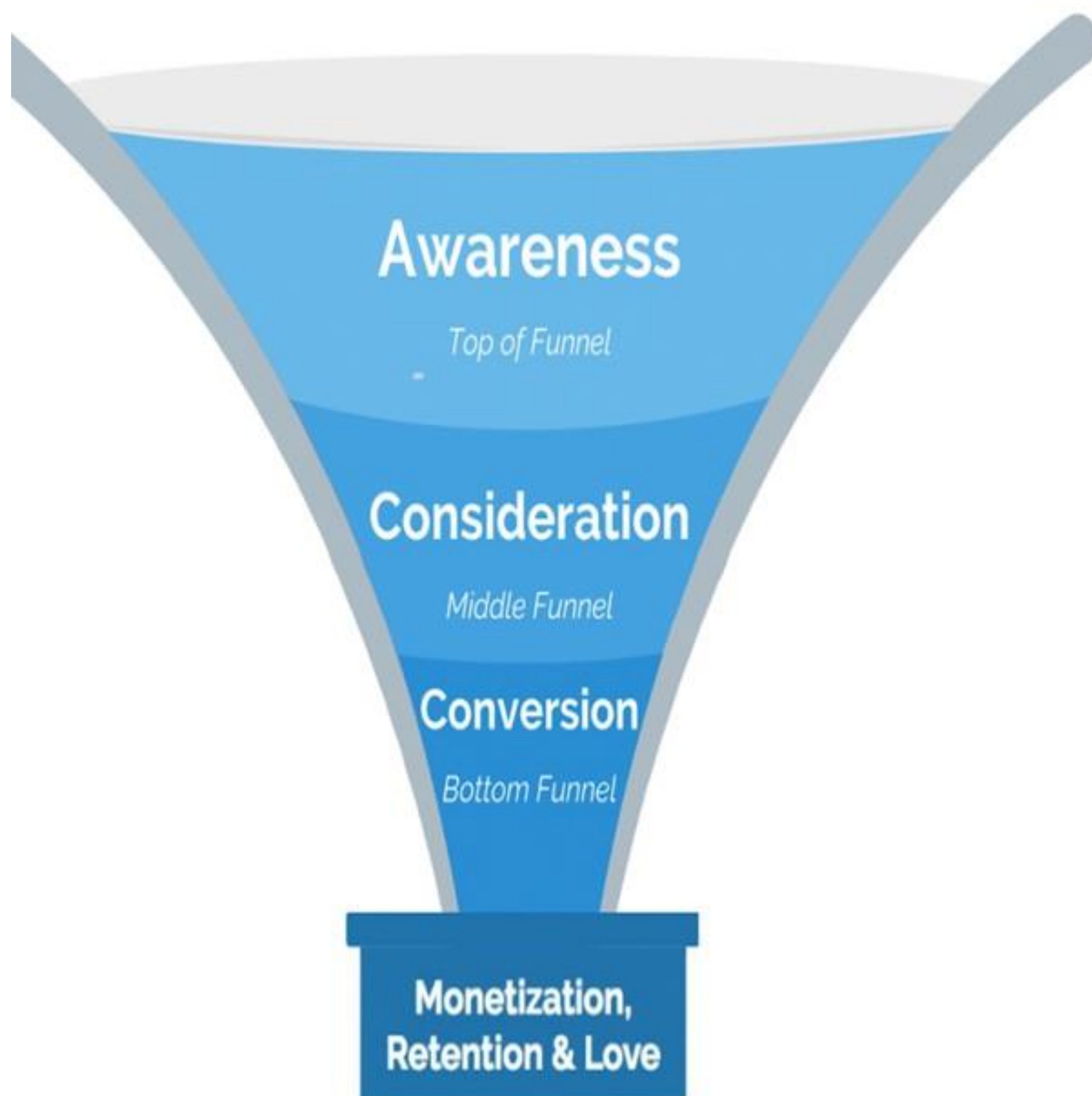
Tactics before **Strategy**

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?

WHAT IS THEIR INTENT?	WHO ARE THEY?	WHAT DO THEY DO?	WHERE ARE THEY?	WHAT ARE THEY SAYING?	WHERE HAVE THEY SURFED?
PPC	Facebook	LinkedIn	Geo-targeted Display	Twitter	Remarketing & Retargeting
Google bing	Demographics	PPC	IP based targeting		
	Lookalike engine	Sponsored Updates	Geo-fenced		
		Display			

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Where are they on their Journey

Top of Funnel: Awareness	Social Platforms
Acquire New Visitors (Pixeling)	Programmatic Display
Segment Visitors	
Branding	
Middle Funnel: Consideration	eMail
Drive Visitors back to the Site	Display and Social Audiences
Convert Visitors to Leads	Re-Targeting
Bottom Funnel: Conversion	Paid Search
Convert Leads into Customers	eMail
Maximise Cart Value	Re-Targeting
Branding	
Monetise & Retention	eMail
Maximise Customer Lifetime Value	
Reduce Refunds & Churn	
Branding	

And we can see the impact from Analytics
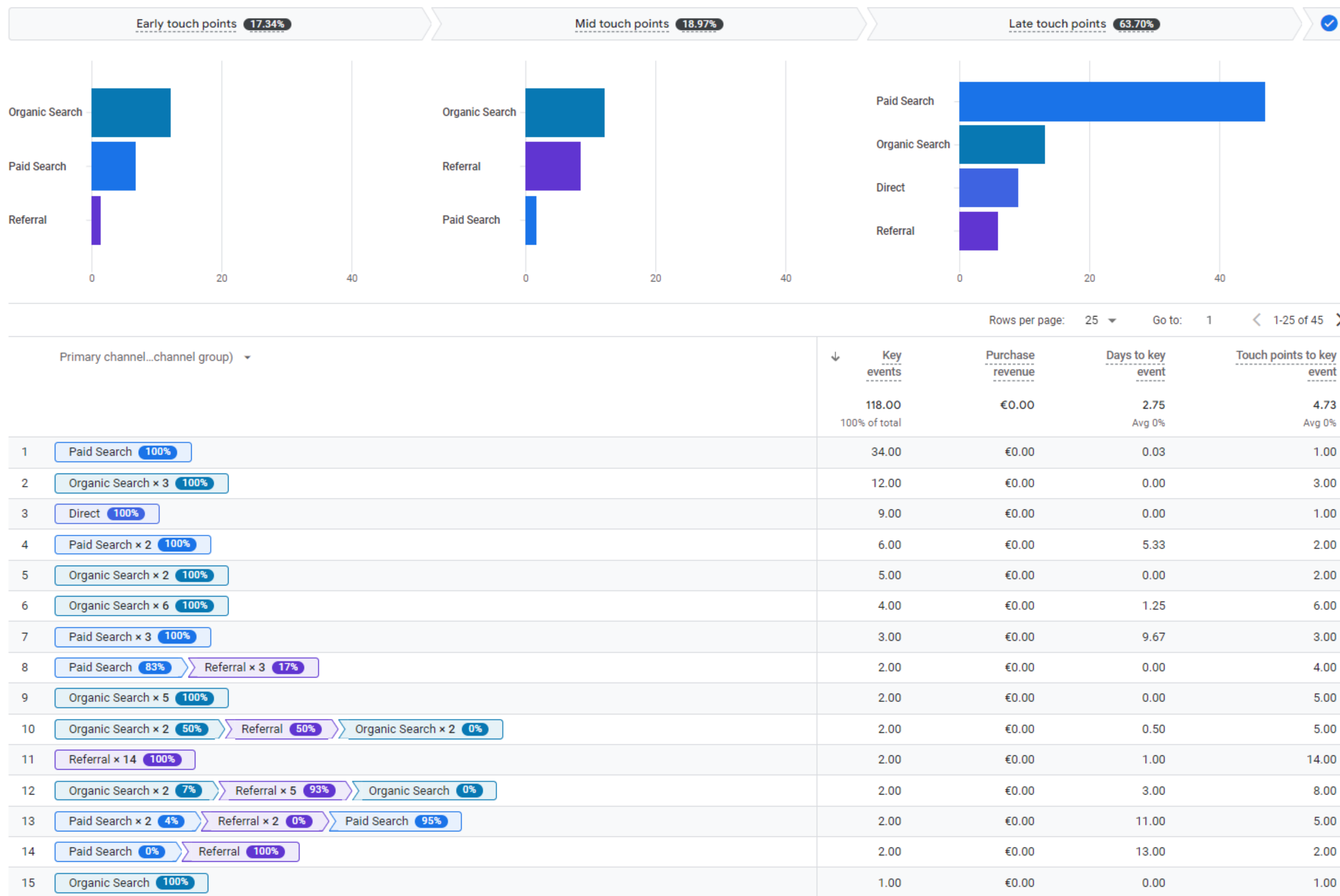
Strategy and Message

- 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

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

- 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
- GA4 has now replaced Universal Analytics
- For WordPress Sites use Google Tag Manager to install Tags
- For Shopify sites use Google App

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 numbers of times someone Clicks on Your Ad   (and you are charged)

Business Metrics

Campaign Metrics

Key Metrics

		Campaign 1		Campaign 2
Impressions	Number of Times Ad is shown	2,000		100,000
Click Through Rate	% Clicked On Ad	5.00%		0.50%
Clicks	Actions Generated	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		3		1
Average Order Value	Return	€275		€275
Revenue Generated		€825		€275
Cost per Acquistion		€ 50.00		€ 150.00
Expense to Revenue	KPI's	18.18%		54.55%
Return on Ad Spend		550%		183%

Who Wins With Google ?

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
    - Less Transparent with Smart Bidding
- 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

Quality Score affects your CPC

10	discounted by 50.00%
9	discounted by 44.20%
8	discounted by 37.50%
7	discounted by 28.60%
6	increased by 16.70%
5	Google benchmark
4	increased by 25.00%
3	increased by 67.30%
2	increased by 150.00%
1	increased by 400.00%

YOU SAVE

YOU PAY

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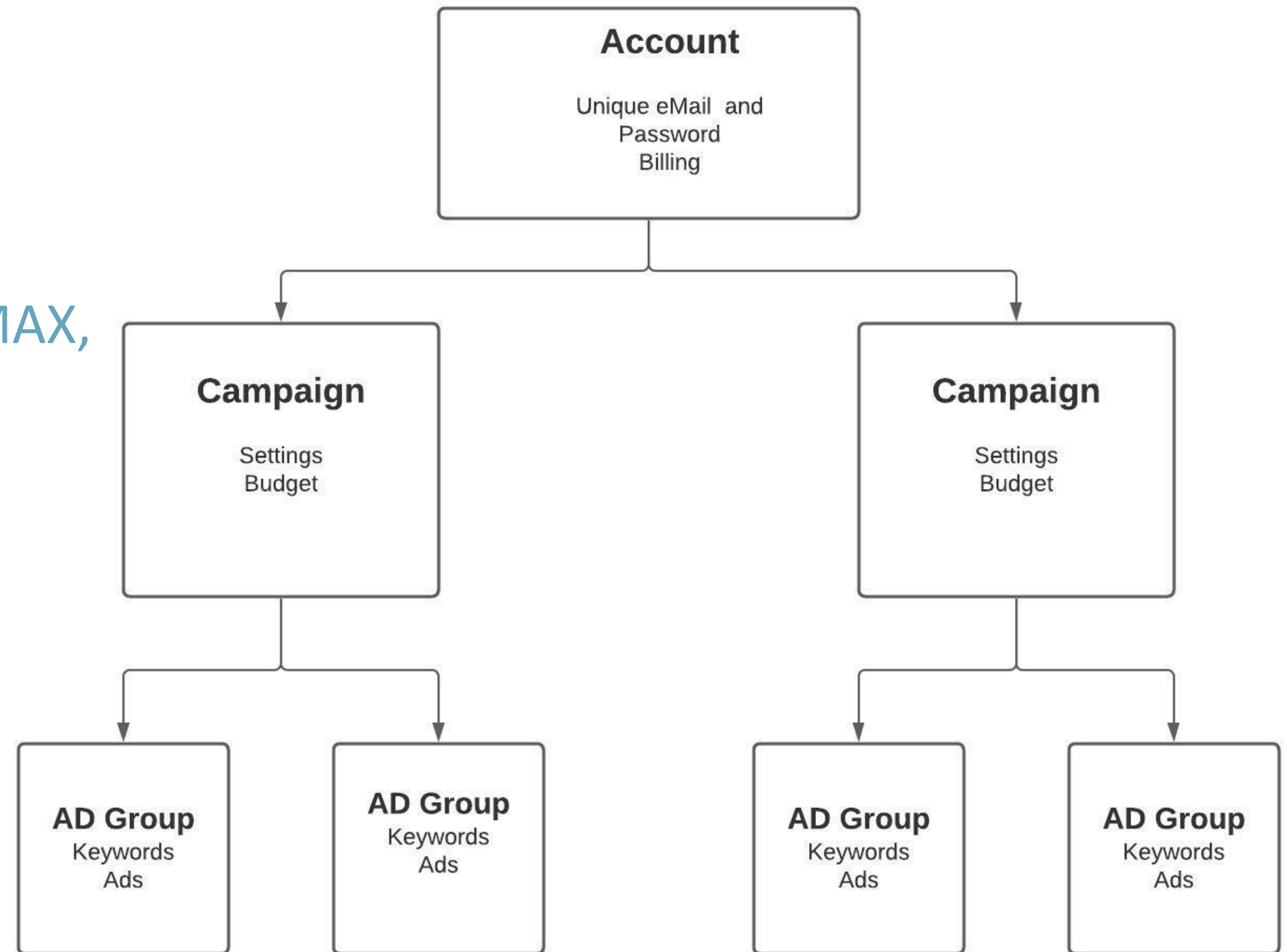# 2: Google Ad Words Account Structure

Account Structure

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

Account
Unique eMail and Password
Billing

Campaign
Settings
Budget

Campaign
Settings
Budget

AD Group
Keywords
Ads

AD Group
Keywords
Ads

AD Group
Keywords
Ads

AD Group
Keywords
Ads

3: Initial Keyword Research

Two Important Definitions

- ## Keywords
  - The Terms you use to Target your audience and their Match Types (Broad, Phrase, Exact)

- ## Search Terms
  - The actual words people type into Googles Search Bar

The Marketing Funnel

- More keywords
- Less relevant keywords
- More traffic

The Purchase Funnel

- 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

Keywords and Keyword Research

- 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
"Barbecque 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

Best Performing Words

- Two Measures of Success
  - Impressions
  - Click Through Rate
- Ultimately Though
  - Cost Per Conversion

1. Your
2. Free
3. Now
4. Get
5. Online
6. Our
7. Save
8. Best
9. Shipping
10. You

Popular Words in Top Performing Text Ads

- Write with your customer in mind
- Don't be too proud to use Free etc.

Source: Wordstream White Paper based on their Ad Grader Tool

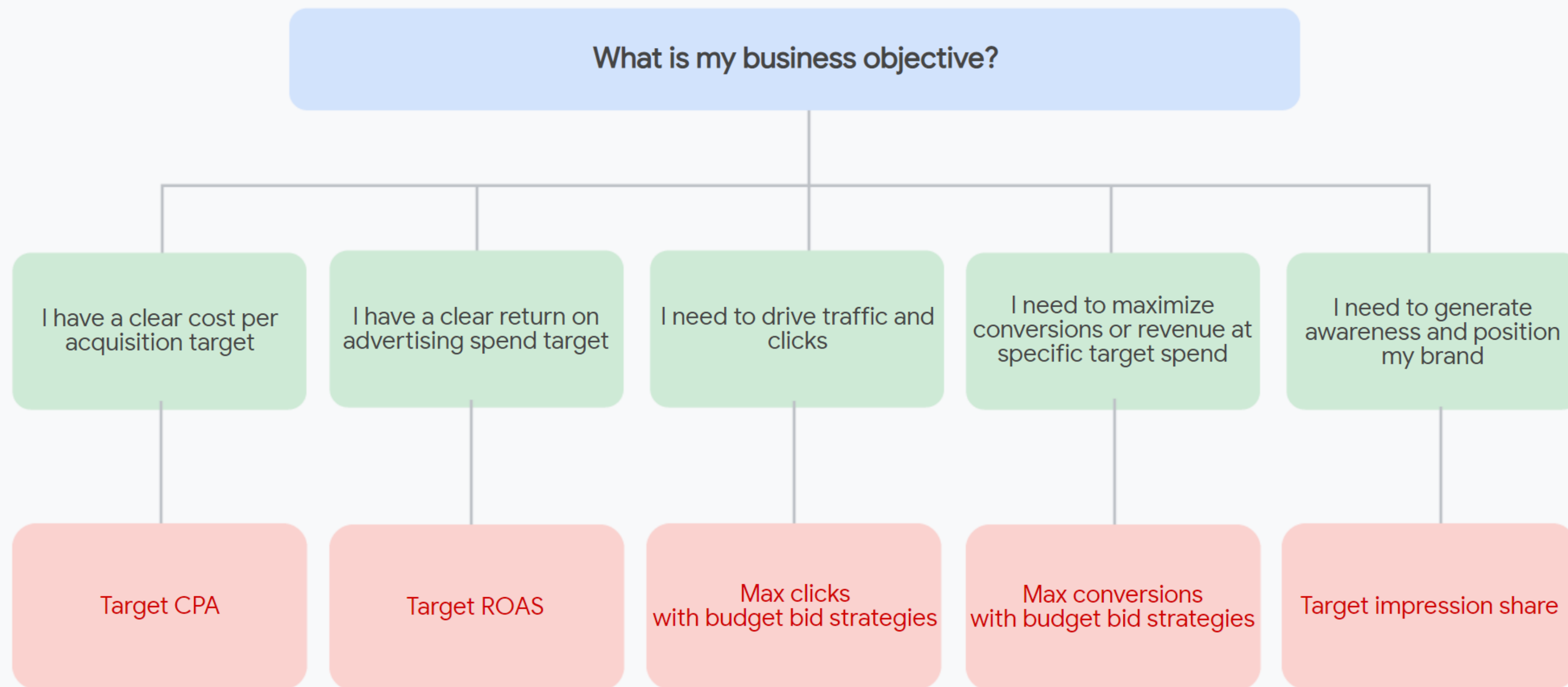# Switch to Google Ad Words Account

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

```
                        What is my business objective?

   I have a clear    I have a clear     I need to drive    I need to maximize    I need to generate
   cost per          return on          traffic and        conversions or        awareness and position
   acquisition       advertising        clicks             revenue at            my brand
   target            spend target                          specific target spend

   Target CPA        Target ROAS        Max clicks         Max conversions       Target impression share
                                        with budget        with budget
                                        bid strategies     bid 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

No Longer Available

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 Multipled 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

Conversions (leads) × Avg. Lead to Close Rate × Avg. Value per Close - Cost = $

15Min Break
Start Back at 11:20

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

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Ad Copy

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

Nike.com - Nike Shoes
Ad 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.

- 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

Responsive Search Ads

Campaign Name		
	ERP Planning and Strategy	
Responsive Ad		
Headlines		
Headline 1	Lumenia Consulting	12
Headline 2	ERP Systems Strategy	10
Headline 3	Schedule a Free Consultation	2
Headline 4	ERP Strategy Services	9
Headline 5	ERP Implementation Experts	4
Headline 6	100's of Successful Projects	2
Headline 7	Reduce ERP Implementation Risk	0
Headline 8	ERP Selection and Evaluation	2
Headline 9	ERP Implementation Consultants	0
Headline 10	ERP Upgrade Project Planning	2
Headline 11	ERP Business Case Creation	4
Headline 12	ERP Budgeting Experts	9
Headline 13	ERP Transformation Experts	4
Headline 14	ERP Project RoadMaps	10
Headline 15	ERP Planning & Strategy	7
Descriptions		
Description 1	Lumenia Independent ERP Consultants: Developing the Right ERP Strategy For Your Business	2
Description 2	Lumenia Independent ERP Consultants. Expert Knowledge And ERP Implementation Experience.	2
Description 3	ERP Strategy Development. Set Your Project Up for Success. Book a Call With Our Team Now	2
Description 4	Talk With An Experienced Consultant To Ensure The Success Of Your ERP Project. Book Now!	2
Final URL	https://lumeniaconsulting.com/lumenia-services/erp-planning/erp-strategy	

Include a Call to Action

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

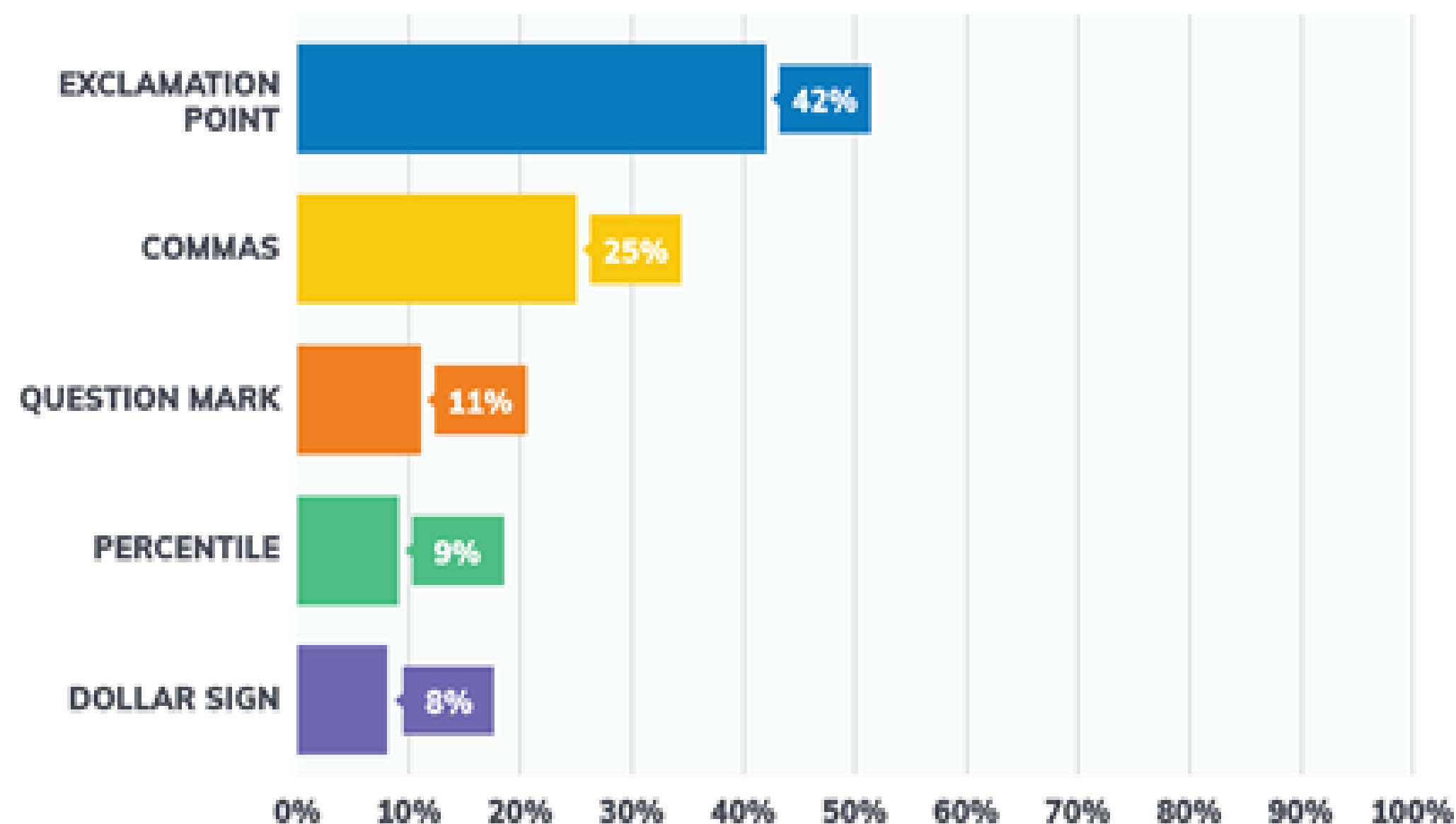

Punctuation in Non-Branded Text Ads
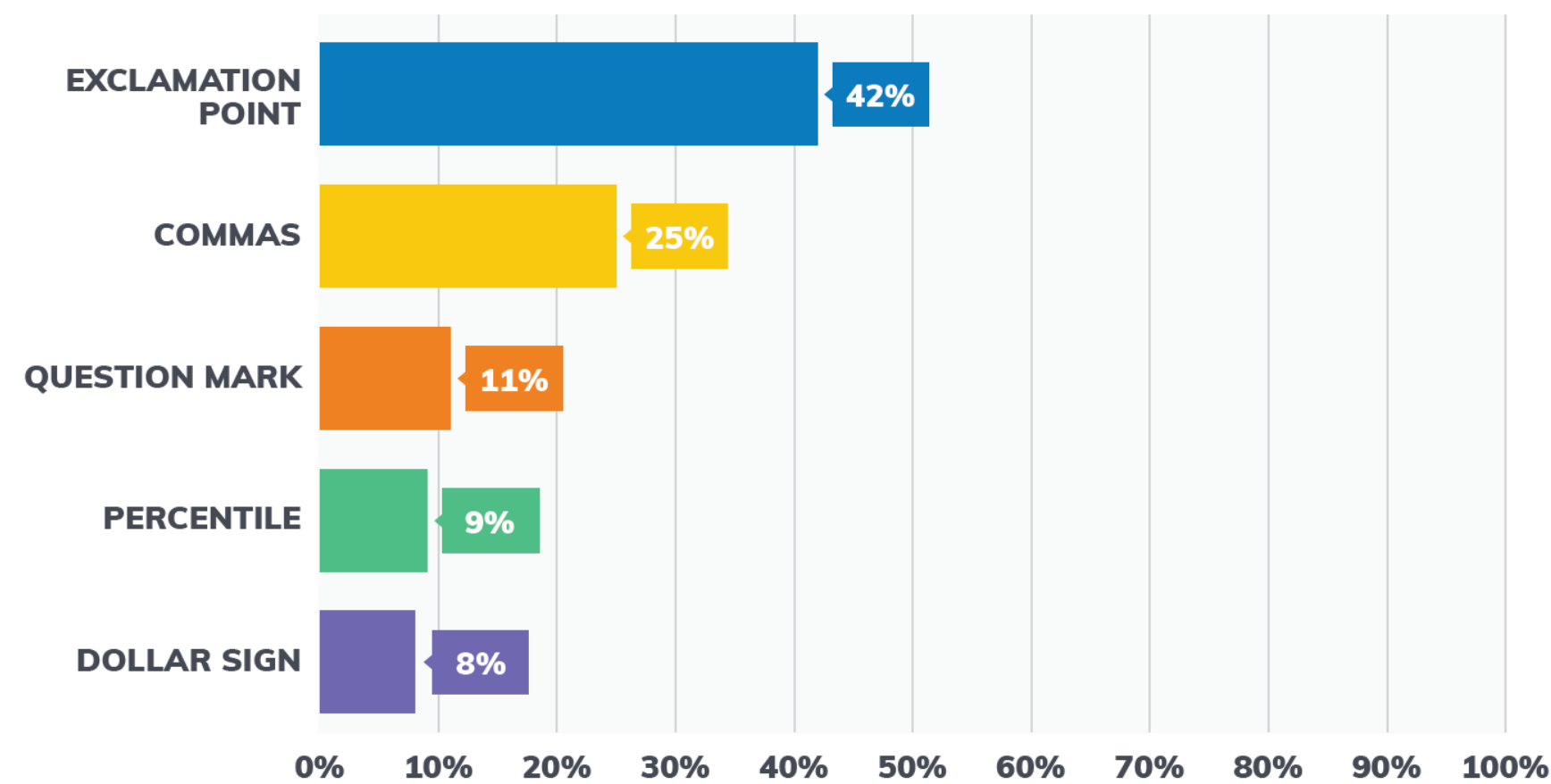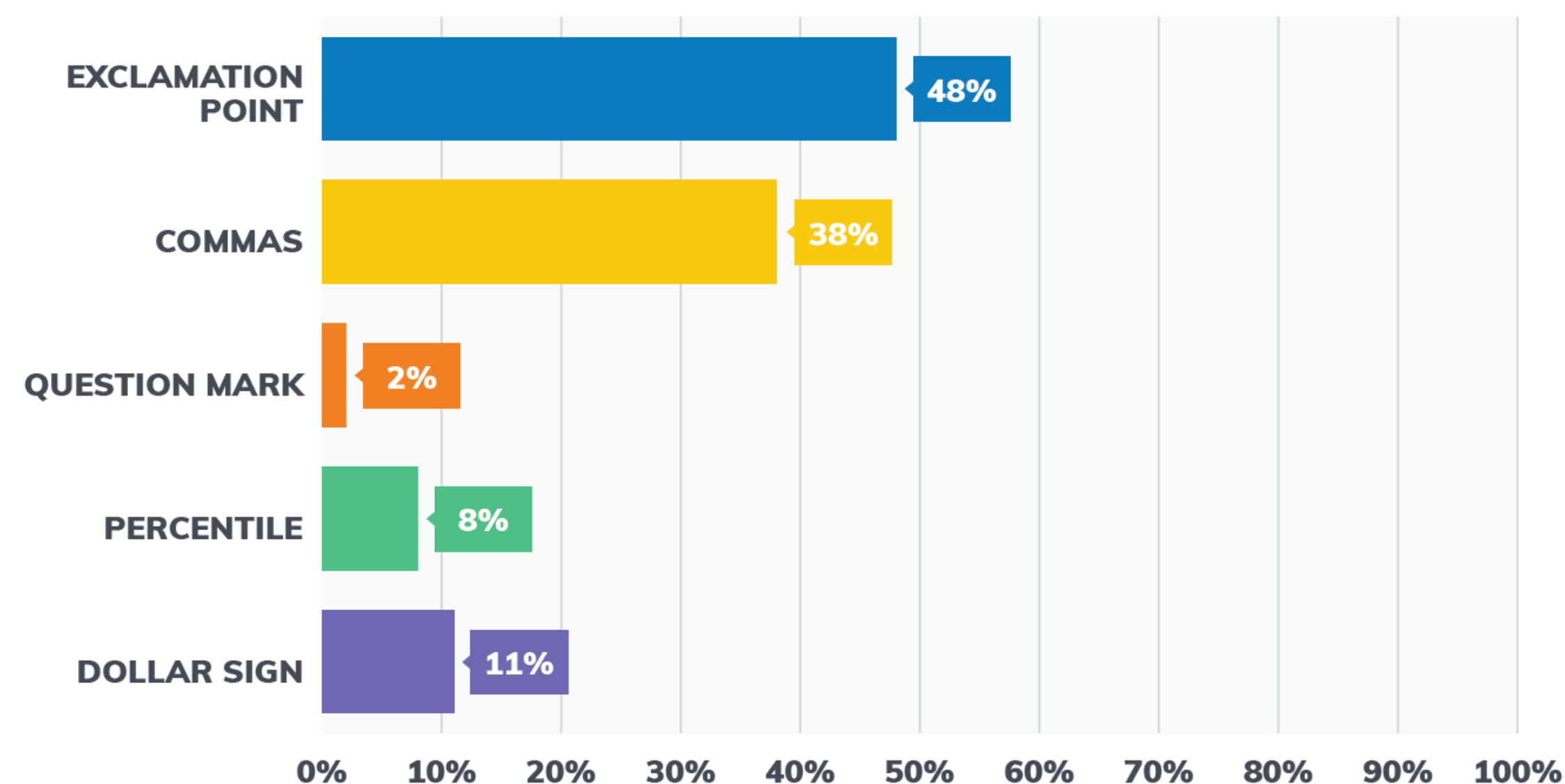
Popular CTAs in Top Performing Text Ads

GET	35
BUY	20
SHOP	18
TRY	14
LEARN	9
BUILD	6
SIGN UP	4
DISCOVER	2
CLICK	0
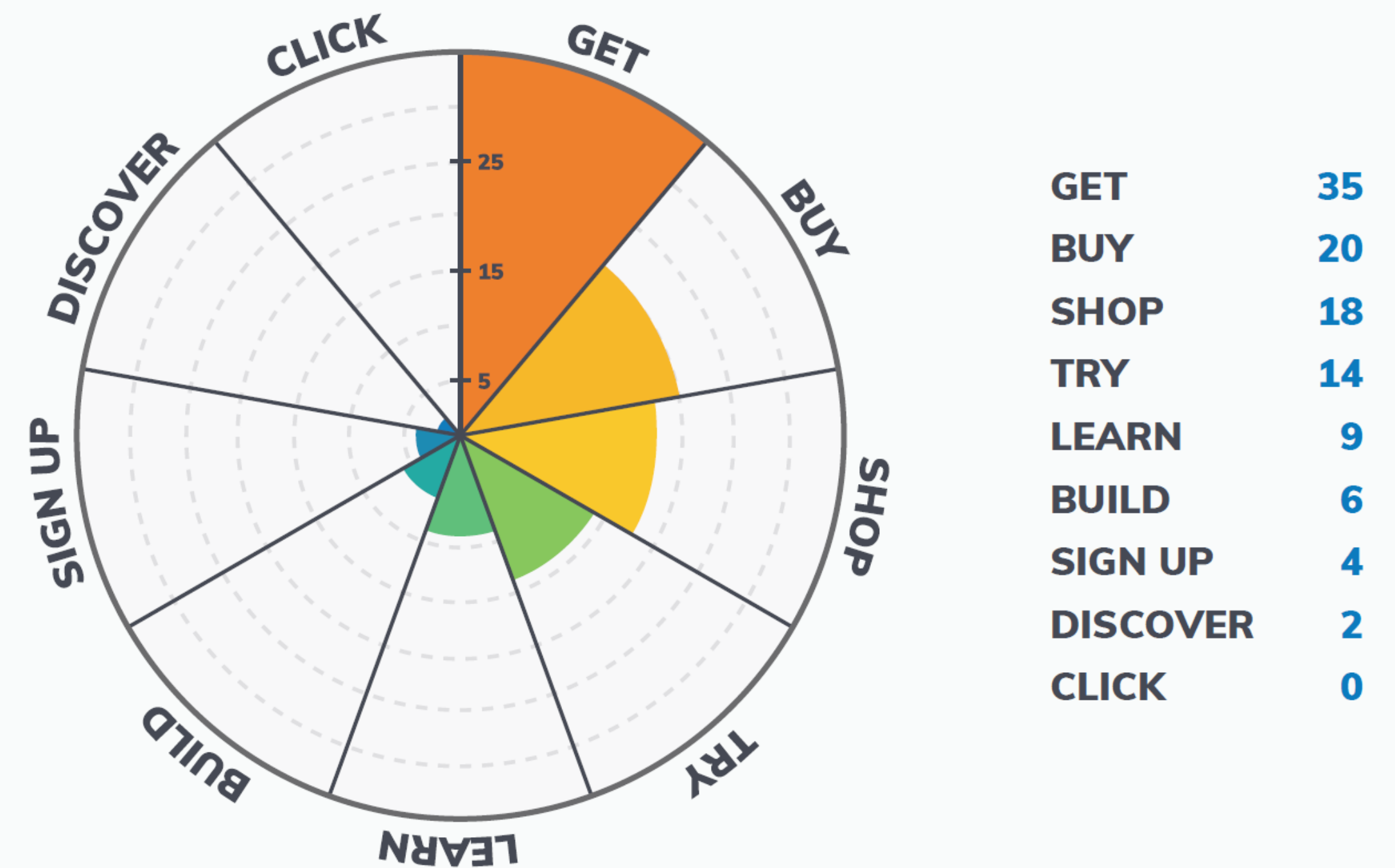
Source: Wordstream White Paper based on their Ad Grader Tool

Ad Copy Punctuation

Punctuation in Non-Branded Text Ads

Punctuation	Value
EXCLAMATION POINT	42%
COMMAS	25%
QUESTION MARK	11%
PERCENTILE	9%
DOLLAR SIGN	8%

Punctuation in Branded Text Ads

Punctuation	Value
EXCLAMATION POINT	48%
COMMAS	38%
QUESTION MARK	2%
PERCENTILE	8%
DOLLAR SIGN	11%

- 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

Chicago Hotels: From $59 - Expedia.com
Ad www.expedia.com/Chicago_IL_Hotels ▾
4.2 ★★★★☆ rating for expedia.com   1. Ratings
More Choices, Best Prices, Trusted. 577 **Hotels** in **Chicago**, Illinois.   2. Callouts
No Change or Cancel Fees · Best Price Guarantee · New Expedia+ rewards
Featured: Apartment Hotel, Arcade Hotel, Boutique Hotel, Business Hotel...   3. Structured
Top 10 Budget Hotels - Top 10 Trending Hotels - Top 10 Luxury Hotels   4. Sitelinks

Google AdWords Text Ad with 4 Ad Extensions

- **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

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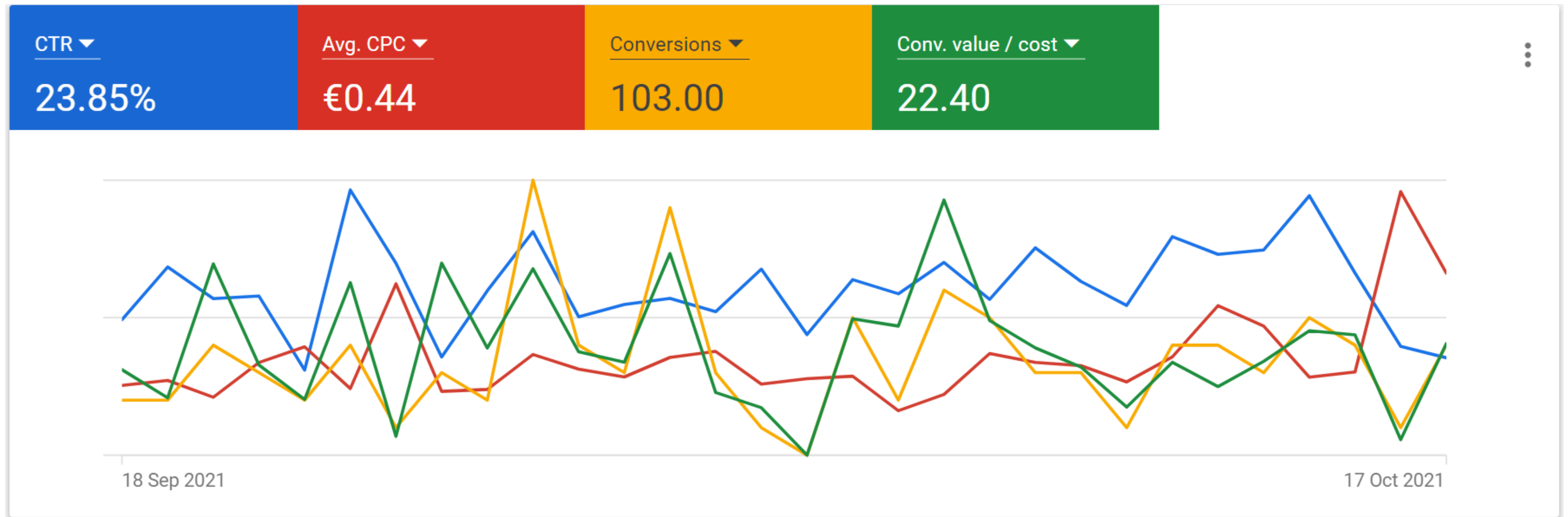- Don't always show (google decides) so make sure important text is in the Ad

Use All Ad Extensions That Are Relevant
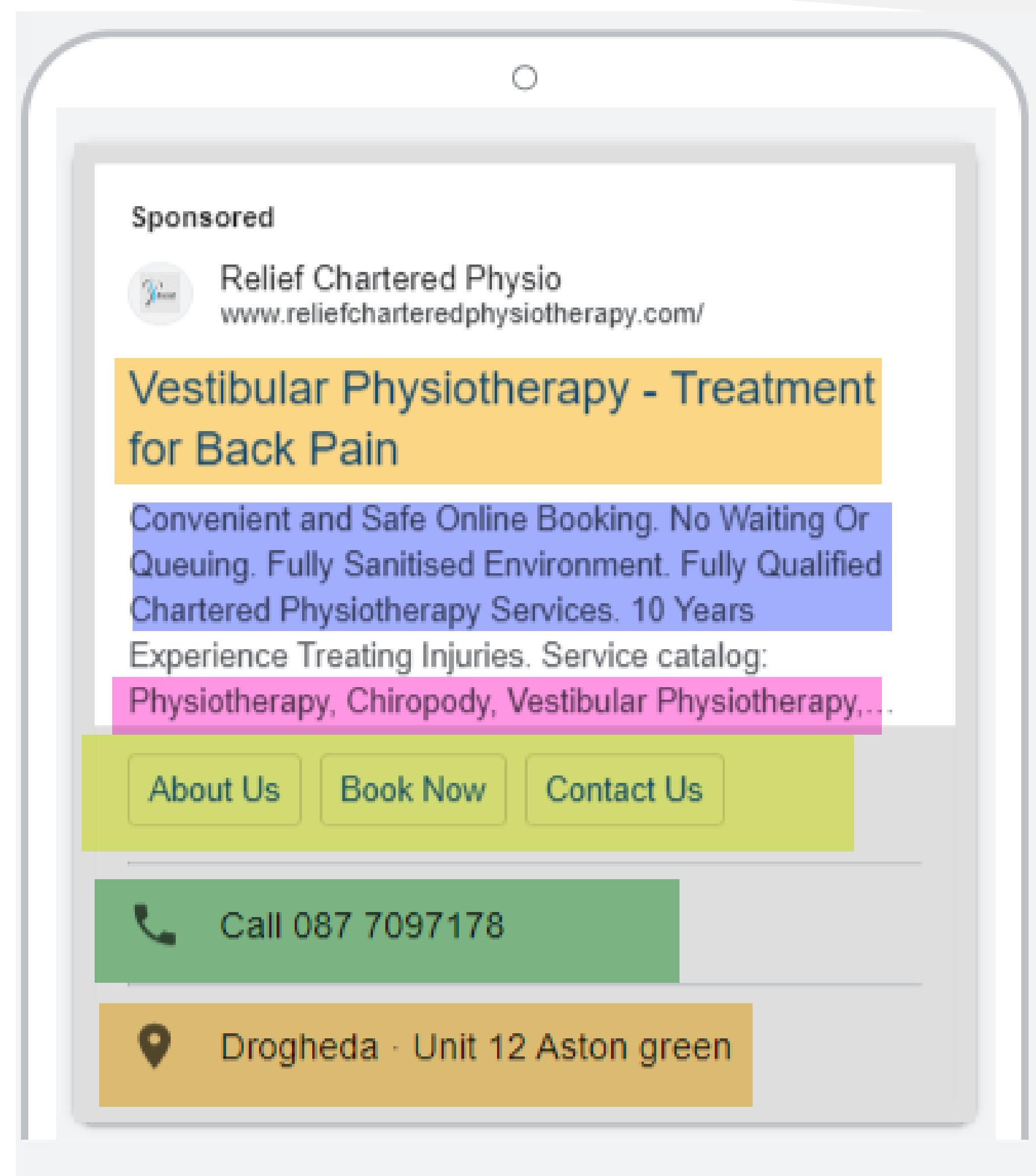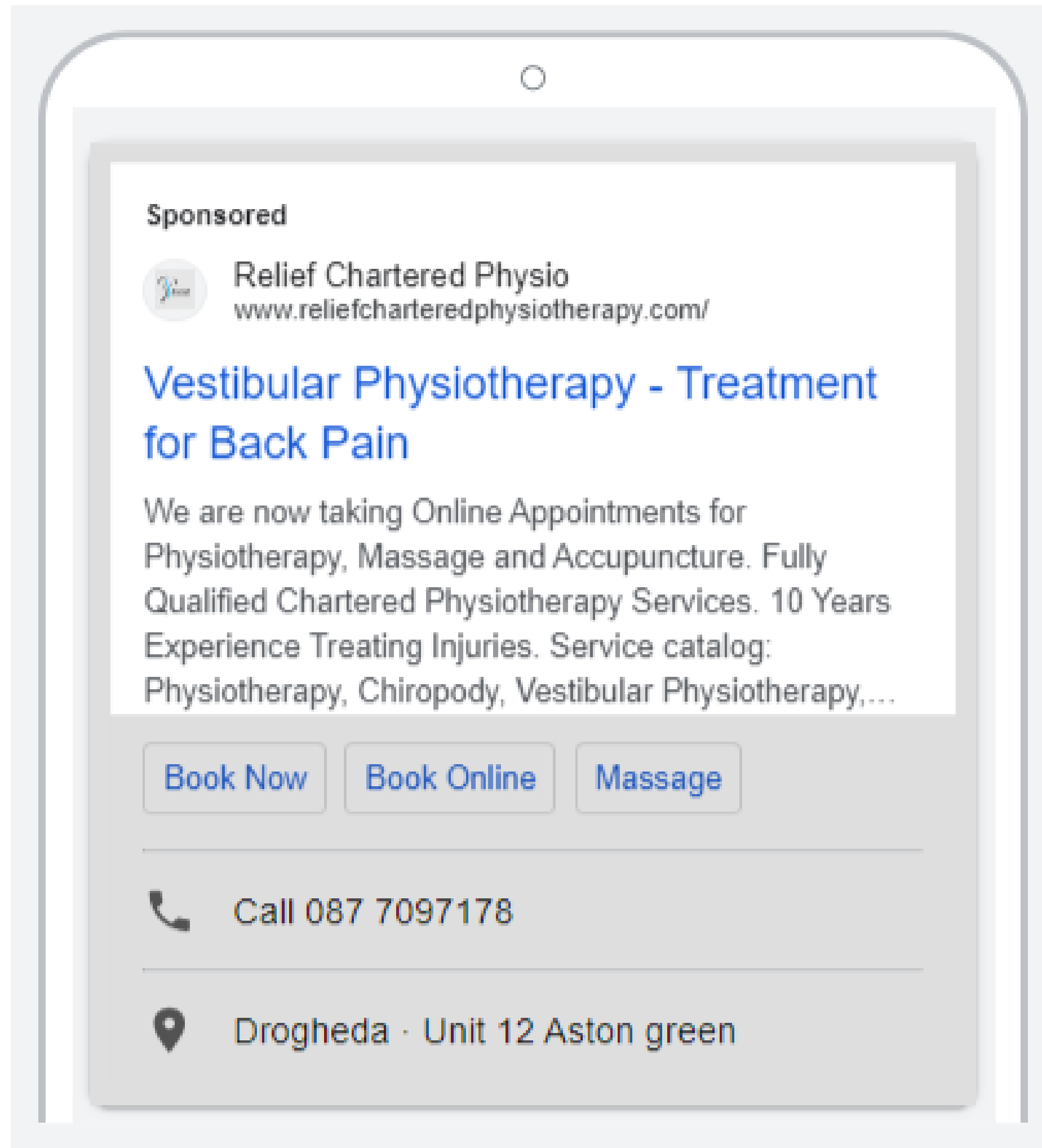
6: Metrics to Monitor and Measure

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%
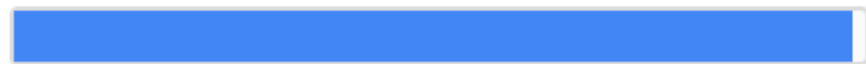
Improve your score by following recommendations in the sections below

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

98% TOP SPENDERS

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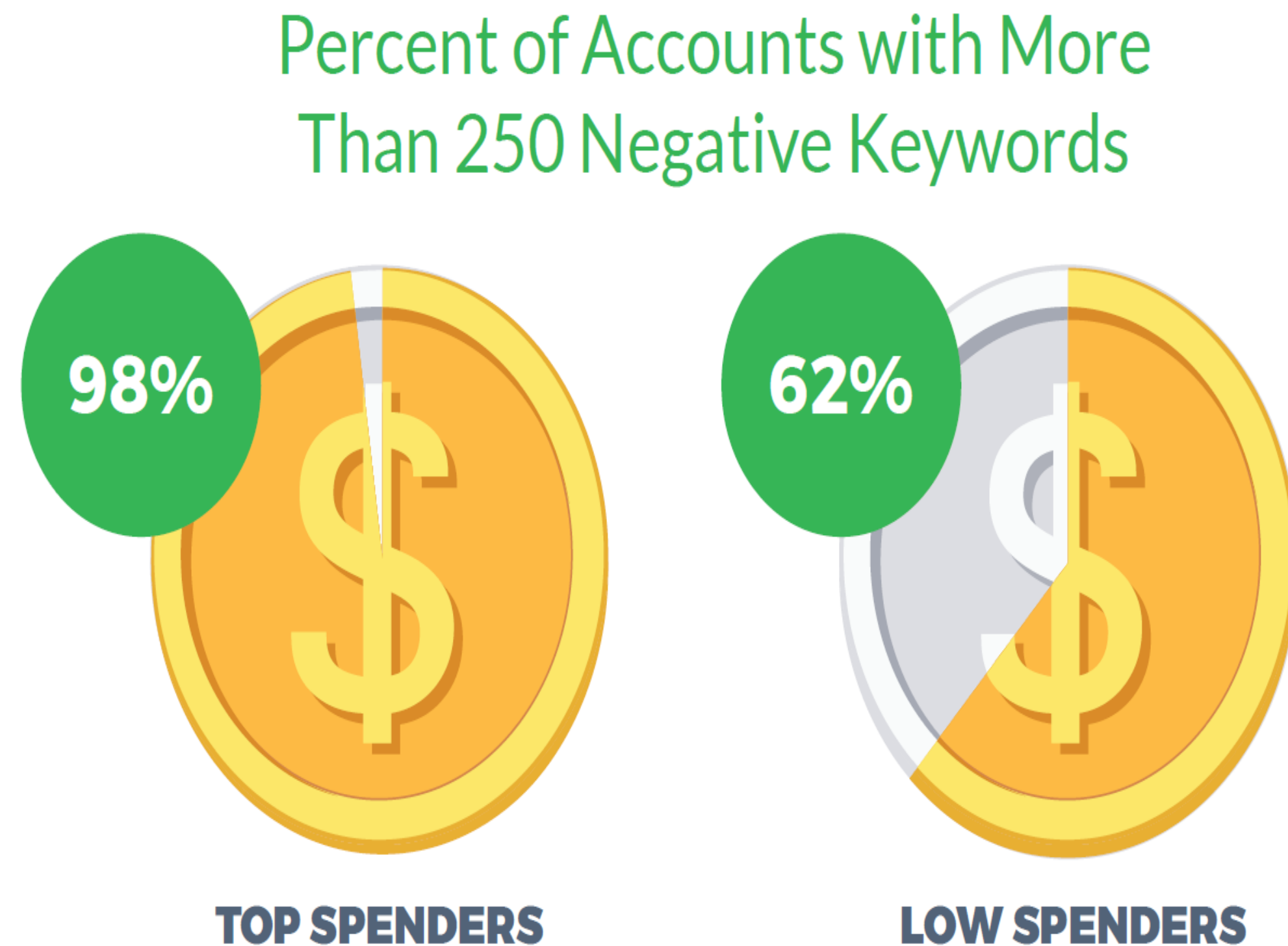
Because **8% of low-spending AdWords accounts have no negative keywords** at all, and 62% have less than 250; **98% of top-spending accounts have more than 250 negative keywords.**

Bid Adjustments
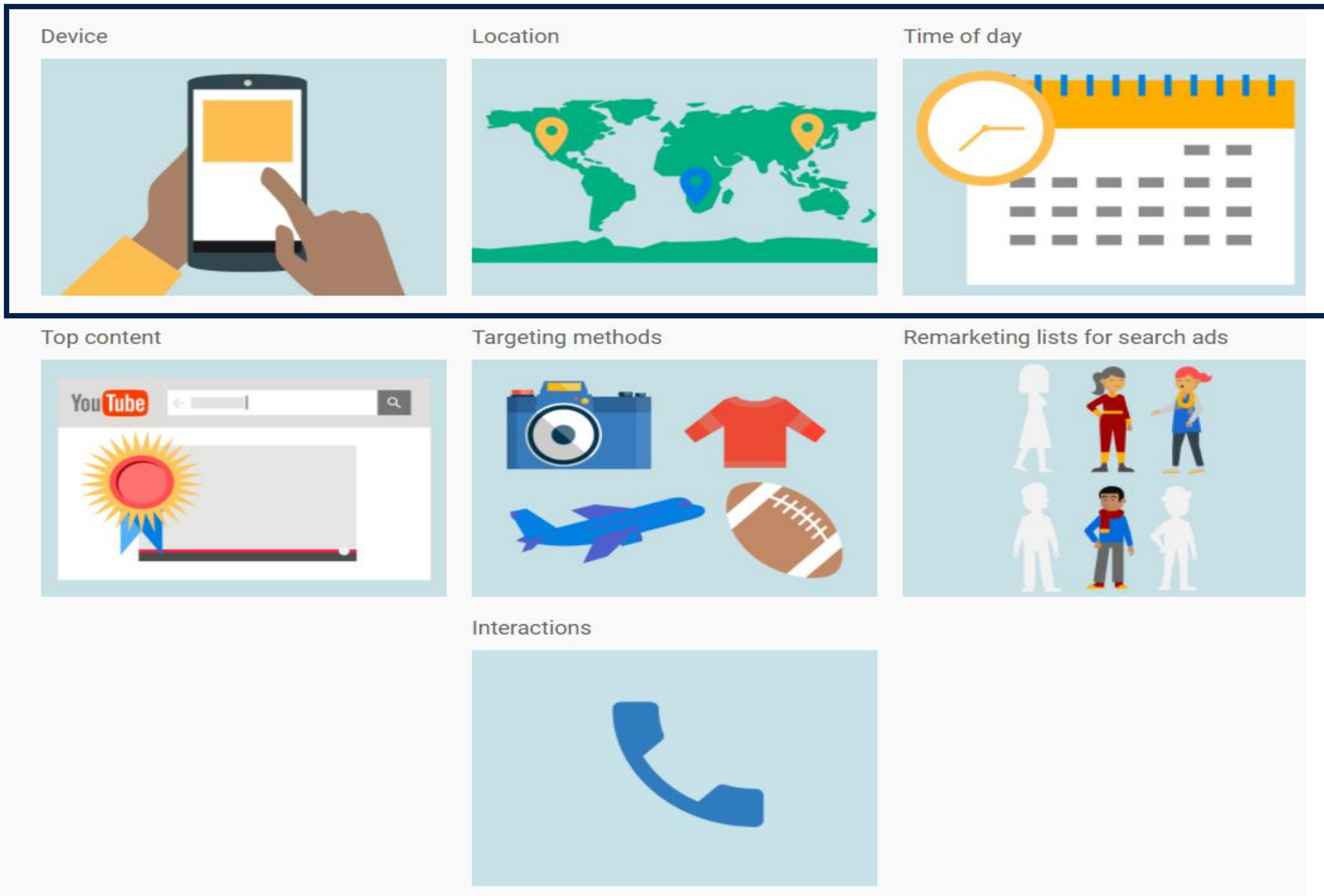
Generally worth considering once you have data to look at.

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%
slatergordon.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%

(Toolbar: ADD FILTER — Search ad groups — SEGMENT — COLUMNS — DOWNLOAD — EXPAND)

- 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

Questions and Answers

WSI
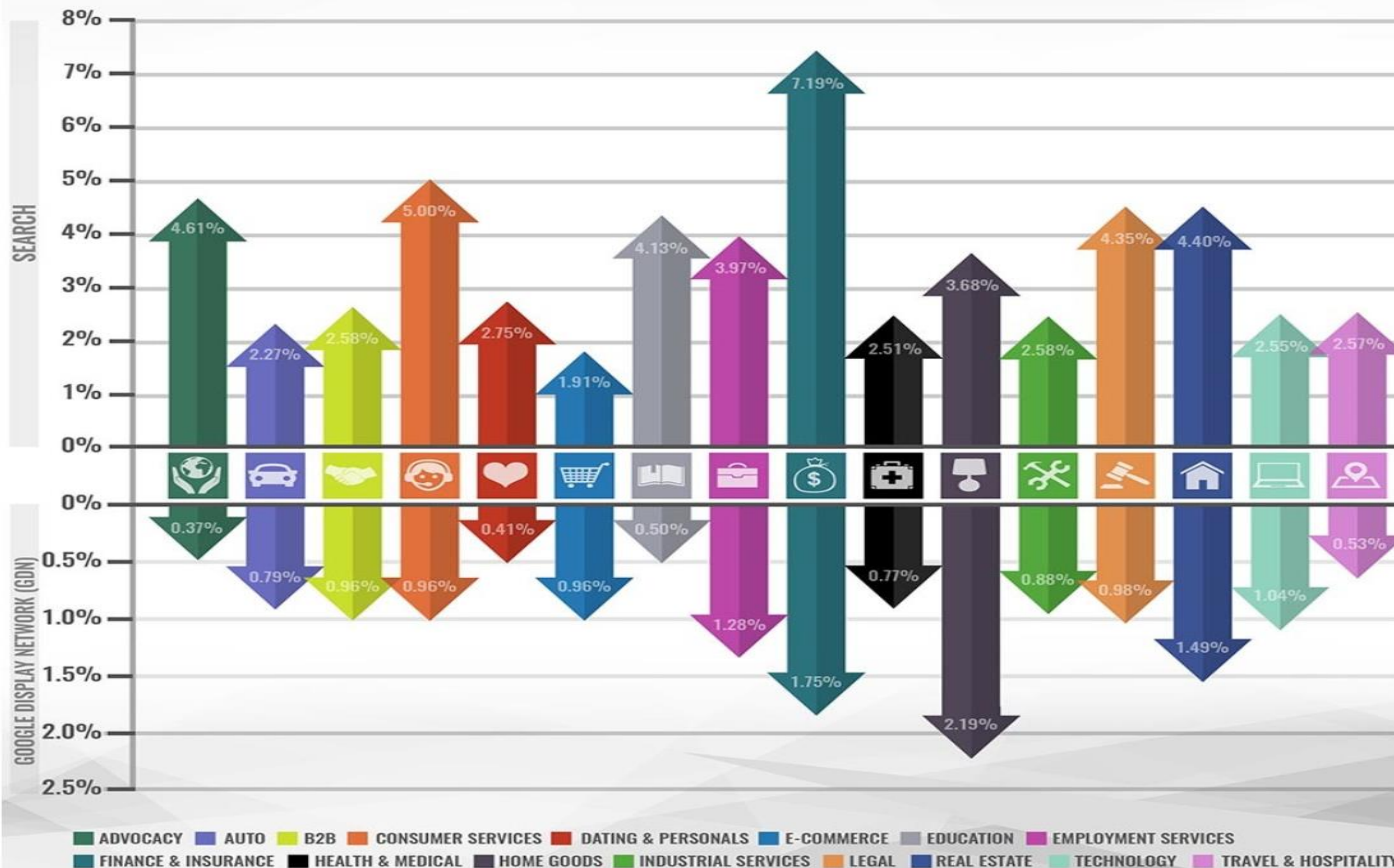
Follow Ups and Hand Outs

Follow Ups

- Please Complete the Class Survey
  - https://www.surveymonkey.com/r/XZGSFQZ
- 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