

# Google AdWords

The Basics and More.

# About Search Integrations

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## NEW ENGLAND BORN – INTERNATIONALLY DRIVEN

- Search Integrations is an innovative and strategic digital marketing firm built to provide scalable and turn-key solutions to businesses of all sizes.
- A youthful approach and state of the art technology has allowed the to deliver real results for their clients utilizing digital services.
- Their experienced team and “can do attitude” helps beat the competition in the digital marketplace.
- They are as committed to making your business successful as they are to theirs. Their tools will not only enhance your bottom line, but will make you a leader within your industry.

Together with Search Integrations, the sky is the limit. Let them help you reach the sky.

# About the Presenter

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## Matthew Trant

*President and CEO of Search Integrations*

- Matt Trant is a digital marketing pioneer having held high-level positions over the last decade within the agency world and internally with various eCommerce organizations.
- Matt served as Vice President of Digital + Analytics of Cashman + Katz Integrated Communications and Digital Director for Octagon Strategy Group, CK's public affairs arm.
- Family is everything to Matt. He is married to his high school sweetheart, Jillian and is father to two rescue pups- Kiara and Prim. He resides in Colchester, CT and is an avid sports fan.
- Matt is a partner of Bear Hands Brewing Company, a brewery located in Plainfield, CT.



Search *i*ntegrations

# Common Digital Marketing Acronyms + Definitions

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Clicks: The number of people who have clicked on a paid search ad

Impressions (Impr.): The number of times an ad was displayed in Google search results

Click Through Rate (CTR): The percentage of people saw an ad and clicked on it (Divide Clicks by Impressions)

Cost-per-Click (CPC): The actual cost the advertiser pays when their ad is clicked

Max CPC: The maximum amount an advertiser is willing to pay for a single click

Cost-per-Mille (CPM): The cost an advertiser pays per one thousand views

Search Engine Result Page (SERP): The page that displays the results when completing a Google search

# Initial Questions Before Starting Google AdWords

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## Is AdWords right for your business?

- Are people aware of your product/service to the point that they are searching online for it?
- Is your target audience so niche that keywords are too broad?
- Are you the small guy in a competitive and expensive market?
- Is your website updated, mobile friendly and ready for traffic?
- What are your goals? Your budget?
- Is your website layout, copy and CTA (call to action) set up to achieve your goals?
- Are you prepared to commit and run AdWords for three or more months?

## Creating an AdWords Account

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Creating an AdWords account is easily done in just 4 simple steps.

1. Go to [google.com/adwords](https://google.com/adwords)
2. Sign in with an existing Google email address or sign up for a new one – it's free! Also gives you access to Google+, Youtube, etc.
3. Enter the URL for the business that you want to advertise for
4. Create your first campaign

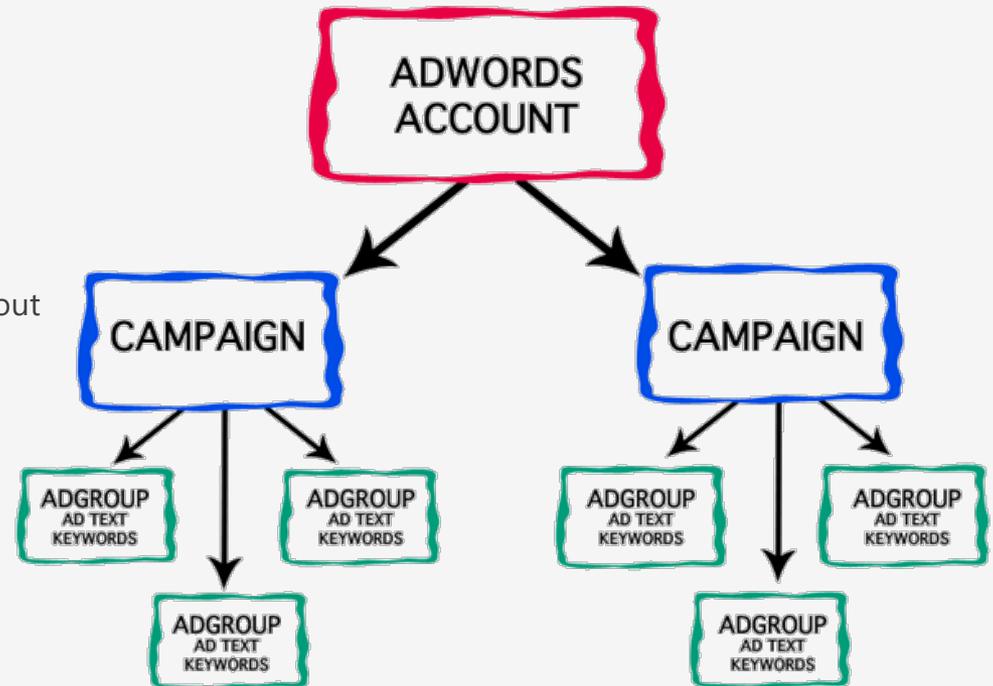
# AdWords Structure + Your Organization's Structure

AdWords accounts are made up of 2 basic building blocks that then hold an advertisers keywords and ad copy.

- Campaigns
- AdGroups

When setting up your own structure, it is best to break out campaigns by categories like:

- Budgets
- Geographical Locations
- Site Categories and Structure
- Advertising Network (Search or Display)



# What are Keywords

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Keywords are the way users search for your product or service. There are 2 parents and 4 types of keywords that can be used to display an ad on Google.

## Keywords

- Exact Match (highly recommended)
- Phrase Match (close second)
- Modified Broad Match (increased exposure and research)
- Broad Match (rarely recommended)

## Negative Keywords

- Exact Match
- Phrase Match
- Broad Match



# Keyword Match Types Explained

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## Exact match (example)

Ads may show on searches that are an **exact term** and close variations of that exact term.

Example keyword: [women's hats]

Example search: *women's hats*

## Phrase match (example)

Ads may show on searches that are a **phrase**, and **close variations** of that phrase.

Example keyword: "women's hats"

Example search: *buy women's hats*

## Broad match modifier (example)

Ads may show on searches that contain the modified term (or close variations, but not synonyms), in any order.

Example keyword: +women's +hats

Example search: *hats for women*

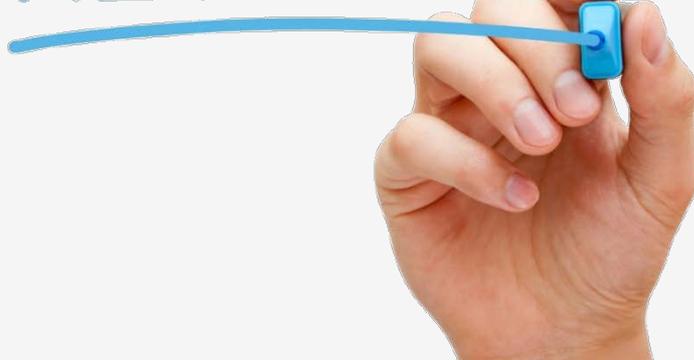
# Researching Keywords

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There are endless ways that an advertiser can research keywords...

- Review your website and determine what you have already determined as valuable to your business
- Look at what your competitors websites are optimizing for keywords
- Build a list from your own product/service knowledge expertise
- Use Google's Keyword Tool to research new keyword ideas and get search volume data for keywords you have already found
- Run searches on Google for your known keywords and look at the related searches at the bottom of the SERP

KEYWORDS



# Ad Copy Basics

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## Ad Structure:

- Headline (25 characters max)
- Display URL
- Description Line 1 (35 characters max)
- Description Line 2 (35 characters max)
- Final URL

The screenshot shows a Google Ad for searchintegrations.com. The ad structure is as follows:

- Headline:** searchintegrations.com - Search Integrations
- Display URL:** Ad www.searchintegrations.com/
- Description Line 1:** CT Digital Marketing Agency. Digital Integration & Optimization.
- Description Line 2:** Real Time Results - Level the Playing Field
- Final URL:** Services, Bidding Algorithm, Contact Us, Join the Team

Arrows from the list on the left point to these specific elements in the ad screenshot.

For a full look at Google Ad Copy policies visit: <https://support.google.com/adwordspolicy/answer/6008942?hl=en>

# Writing Ad Copy

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There are a lot of best practices and strategies that will improve the CTR of your ad. For an in-depth article on some of these tips visit: <http://searchintegrations.com/blog-10-tips-for-writing-better-ad-copy-for-paid-search.php>

Things to consider:

- RELEVANCE (AD/KEYWORD AND USER INTENT)
- TEST AD COPY COMPONENTS
- FULFILLING CUSTOMER NEEDS AND COMPETITIVE EDGE
- USE KEYWORDS TO DETERMINE USER INTENT
- CALL TO ACTION
- KEEP ADS FRESH AND USE TIME SENSITIVE COPY WHEN RELEVANT
- PROPER USE OF AD EXTENSIONS
- BE SPECIFIC AND USE EXACTS WHEN APPROPRIATE
- DYNAMIC KEYWORD INSERTION
- SPEAK TO THE INDIVIDUAL VS. THE GROUP ... GET PERSONAL

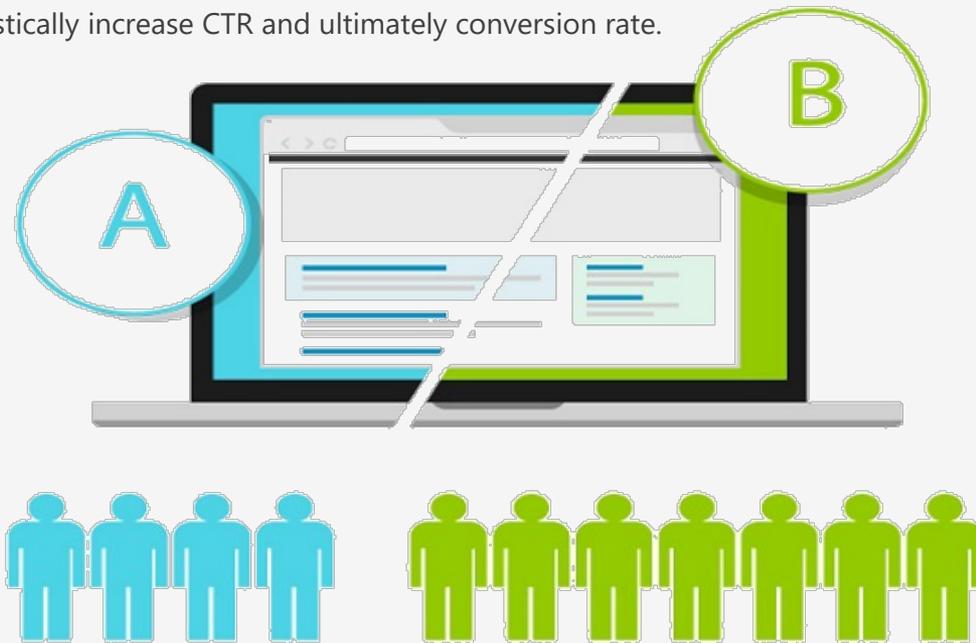
# A/B Testing Ad Copy

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## WHAT IS AB TESTING?

A/B testing (also known as split testing or bucket testing) is a method of comparing two versions of a webpage or app against each other to determine which one performs better. AB testing uses data & statistics to validate new design changes and improve your conversion rates.

A/B testing ad copy should be a constant event in every successful AdWords program. Testing Headlines, Description Lines and the Final URL can help drastically increase CTR and ultimately conversion rate.



# Quality Score

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A quality score grades how relevant your advertisements and landing page are to your keywords.

Despite its importance, Quality Score is often one of the most difficult concepts to for new AdWords advertisers to understand. Essentially, the higher your Quality Score (on a scale of 1 to 10), the less you will have to pay per click for your ad to appear in a certain position on the search results page.

It's therefore possible for an advertiser with an ad in the first position on the page to be paying less than a competitor in position 2, because of higher Quality Score.



# Ad Extensions

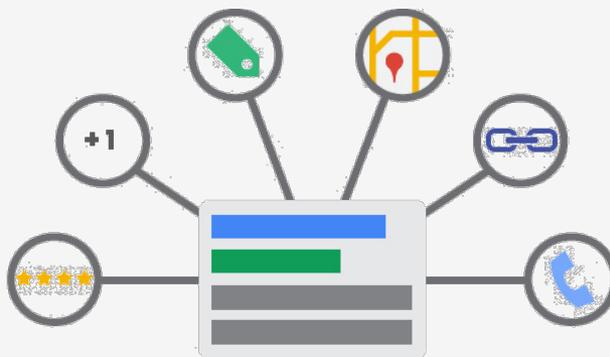
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Ad extensions are a type of ad format that show extra information (“extending” from your text ads) about your business.

Similar to higher ad positions, ad extensions give your ad more prominence on the search results page. This additional section has two main benefits:

**Improved visibility:** Ad extensions tend to improve your ad’s visibility.

**More value:** Ad extensions often increase your total number of clicks by improving the click through rate (CTR) of your ads. They provide valuable ways for users to learn more about your business or interact with your ad, such as making a phone call to your business or providing more links to your website.



# Ad Extension Examples

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Location Extension:

## Amherst Ice Cream Parlour

**Ad** [www.example.com](http://www.example.com)

(413) 123-4567

Our specialty is pistachio.

English majors, buy 1 get 1 free.

 100 Dardanelles Rd, Amherst MA

Review Extension:

## Mushroom Foraging Tours

**Ad** [www.example.com](http://www.example.com)

Find chanterelle, porcini, oyster mushrooms with a fungi guide!

"So impressed. Brought home a pound of ceps." - [exampleblog.com](http://exampleblog.com)

Sitelink Extension:

## Walter's Bakery for Dogs

**Ad** [www.example.com](http://www.example.com)

Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

- [Hours](#)
- [Specials](#)
- [Biscuits](#)
- [Special diets](#)

Callout Extension:

## Acme Electronics

**Ad** [www.example.com](http://www.example.com)

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping • 24-7 customer service • Price matching

Structured Snippet Extension:

## Oval Coffee Tables - overstock.com

**Ad** [www.overstock.com/furniture](http://www.overstock.com/furniture) ▾

4.6 ★★★★★ rating for overstock.com

Buy Oval Coffee Tables For Less. 17 Million Houses Made Homes!

99% on-time shipping • Free shipping over \$50 • 5% rewards with Club O

Style: Traditional, Modern, Contemporary, Transitional, Casual...

[Living Room Furniture](#) - [Bedroom Furniture](#) - [Dining Room Furniture](#)

# Tracking Performance using Google AdWords & Analytics

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AdWords and Analytics (both Google products) are built to integrate and work each other. Making sure that AdWords is linked to Analytics and that both are set up to track goals is critical in the success of your paid search program. Once set up, campaigns, ad groups, keywords and ads can be optimized to maximize profitability.

Adding conversion tracking will give access to the following metrics:

- Cost Per Conversion (how much are you paying for a sale, phone call, submission, download, etc.)
- Conversion Rate (what percentage of visitors are completing a transaction, contacting you, calling, etc.)
- Total Conversions (total number of transactions, phone calls, form submissions, content downloads, etc.)

The easiest way to set up goals in AdWords is to:

1. Link AdWords and Analytics
2. Enable and Configure Goals in Analytics
3. Tell AdWords to bring in Analytics Goals

# Common AdWords Mistakes Made by New Advertisers

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- Accepting Google's "help"
- Not choosing keywords carefully
- Using only broad match keywords
- Not creating enough campaigns and ad groups

Thank you.

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