



·CAMP TECH·

Welcome!

Wifi Network :
Password :

Welcome to Online Marketing with Google AdWords!



About Me

- My name is Andrew Symes
- I'm a marketing manager at Kaszas Marketing
- I love astronomy and astrophotography
- I met the last man to walk on the moon. No big deal.
- I write, advertise, and search engine optimize content for clients around Ottawa





[Intro Video : YouTube](#)

Housekeeping

- Drinks & Food
- Washrooms
- WIFI
- Our Workshop Facilitator
- There will be a break (good for e-mailing/texting)
- This will be interactive & hands-on
- Ask questions as we go
- Stop me if I use an acronym
- Everyone here has a different skill level



What We'll Cover Today

1. How Google AdWords Works
2. Setting up Your Account
3. Choosing Your Keywords
4. Creating a Campaign
5. Writing a Good Ad
6. Choosing a Landing Page
7. Setting up Billing
8. Measuring Success
9. Refining Your Campaign



Let's Meet Each Other!

- 1) State your name
- 2) Have you used AdWords before?
- 3) Tell us what project you'll be applying your new skills to
- 4) What's one thing you've done in your life that no one here has done?

Resources for today's class can be found here:

<https://camptech.ca/pages/google-ad-words-ottawa-oct-17>

1. How Google AdWords Works

What is Google AdWords?

- A pay-per-click (PPC) service that lets you run clickable ads in Google search results
- It is flexible and measurable
- It lets you get in front of people ***actively searching*** for a solution like yours



How Google AdWords Works



Keyword / Keyphrase

All News Images Maps Videos More Search tools

About 782,000 results (0.38 seconds)

AdWords Best Practices - Get Google's Advice on AdWords
Ad www.google.com/AdWords
Get More Out of AdWords Today.
Your Guide to AdWords · Search our Help Center · Learn with Videos · Best Practices Series
Categories: Keywords & Targeting, Ads, Bidding, Attribution & Conversions...

AdWords Course - AdWords online video tutorials - lynda.com
Ad www.lynda.com/subscribe-today
Watch and learn at your own pace.
Custom Playlists · Expert Led Training · Start Learning Today · Unlimited Learning
One of the best sources for online learning. — pcmag.com

Google AdWords Training Course - Beginner & Advanced Options
Ad www.cardinalpath.com/AdWords/Class
Learn How to Save Time & Money With AdWords Training From Certified Experts
Courses: Google AdWords, Google Analytics, Google Tag Manager, Data Studio 360, Google Shopping
Analytics Training · Online Courses · Custom Training · AdWords Training

AdWords Management - Digital Marketing for Startups
Ad www.thecodefactory.ca/digital-market
Need help driving traffic to your website? We offer startup-friendly solutions.
📍 100 Gloucester Street, Ottawa, ON - (613) 627-3744 - Closed now · Hours



Paid (pay-per-click) Results

6 Ways to Learn AdWords Without Getting Certified | WordStream
www.wordstream.com/blog/ws/2015/06/22/learn-adwords
Jun 23, 2015 - You don't have to pass the AdWords exam to succeed at PPC. ... the Essential AdWords Courses should be the first destination on any paid ...

PPC U | WordStream
www.wordstream.com/learn
... Account Structure · DOWNLOAD PPC 101 FREE! ... Free AdWords Training in Three Courses.
Think of PPC U as a free Google AdWords training program.

PPC Training | Pay Per Click Certification Course - Market Motive
www.marketmotive.com/pay-per-click-ppc-training-courses/
PPC certification training course helps build better ads, manage campaigns ... He's an official Google AdWords Seminar Leader, and has conducted more than ...

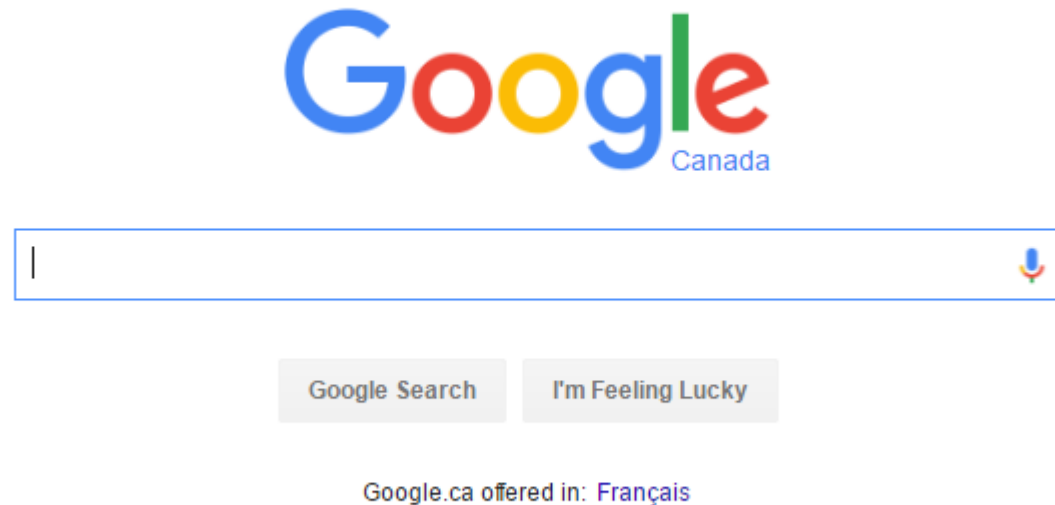
PPC Mastery Course - Learn Google AdWords from an Expert
<http://www.entrepreneur.com/>



Organic Results

How Google AdWords Works

- Let's look at a live example online...



How Google AdWords Works

- You choose the keywords
- You choose the geography
- You choose your daily budget
- You write the ad text
- You choose the landing page



How Google AdWords Works

- It's pay-per-click (PPC)
- It's auction-based...with a twist
- Your placement depends on your Quality Score
- Today, you'll learn how to get a high Quality Score

1. [Ottawa Car Insurance - belairdirect.com](#)
Ad [www.belairdirect.com/ottawa-insurance](#) ▾
Highest Customer Satisfaction w/ Auto Insurers in Ontario
3-minute quick quote · Accident Forgiveness · 24/7 Claims Service · 30-min. Claims Guarantee
Insurance coverage: Car Insurance, Home Insurance, Condo Insurance, Tenant Insurance, ATVs Insu...
[Get a Free Quote Online](#) · [Students save \\$250](#) · [You could save \\$140](#) · [Accident Forgiveness](#)
2. [Ottawa PC Car Insurance - Helping You Pay Less - pcinsurance.ca](#)
Ad [www.pcarsurance.ca/](#) ▾
You Found A Car. Let Us Find The **Coverage**. Get Your Free Online Quote Now!
Shop 9 Different Insurers · 24/7 Claims Service · Find The Right Coverage
Insurance coverage: Liability, Accident Benefits, Direct Compensation, Property Damage, Uninsured ...
[Retrieve A Saved Quote](#) · [Get a Free Quote](#) · [Auto Insurance](#) · [Tips To Lower Premiums](#)
3. [Intact Insurance® Ontario - Get the Coverage You Need - intact.ca](#)
Ad [insurance.intact.ca/Insurance/Ontario](#) ▾
Ontario Drivers, Save up to 25% on Your Auto **Insurance**. Get a Quote in 3 Minutes
Insurance coverage: Auto Insurance, Home Insurance, Motorcycle Insurance
[Get a Free Quote Now](#) · [Free Online Quote](#) · [Motorcycle Insurance](#) · [Auto Insurance](#)
4. [LowestRates Car Insurance - Get Up To 10 Quotes In Minutes](#)
Ad [www.lowestrates.ca/Car/Insurance](#) ▾
Compare Rates From Canada's Leading Car **Insurance** Providers. Just Like That.

How Google AdWords Works: Quality Score

PRIMARY QUALITY SCORE FACTORS



How Google AdWords Works: Quality Score

The image shows a Google search results page for the query "essentials of ppc". The search bar at the top contains the text "essentials of ppc" and a "Search" button. Below the search bar, the page number is "Page 2 of about 3,170,000 results (0.15 seconds)".

On the left side, there is a sidebar with the following elements:

- Everything
- Austin, TX
- All results
- Related searches
- More search tools

The main search results are as follows:

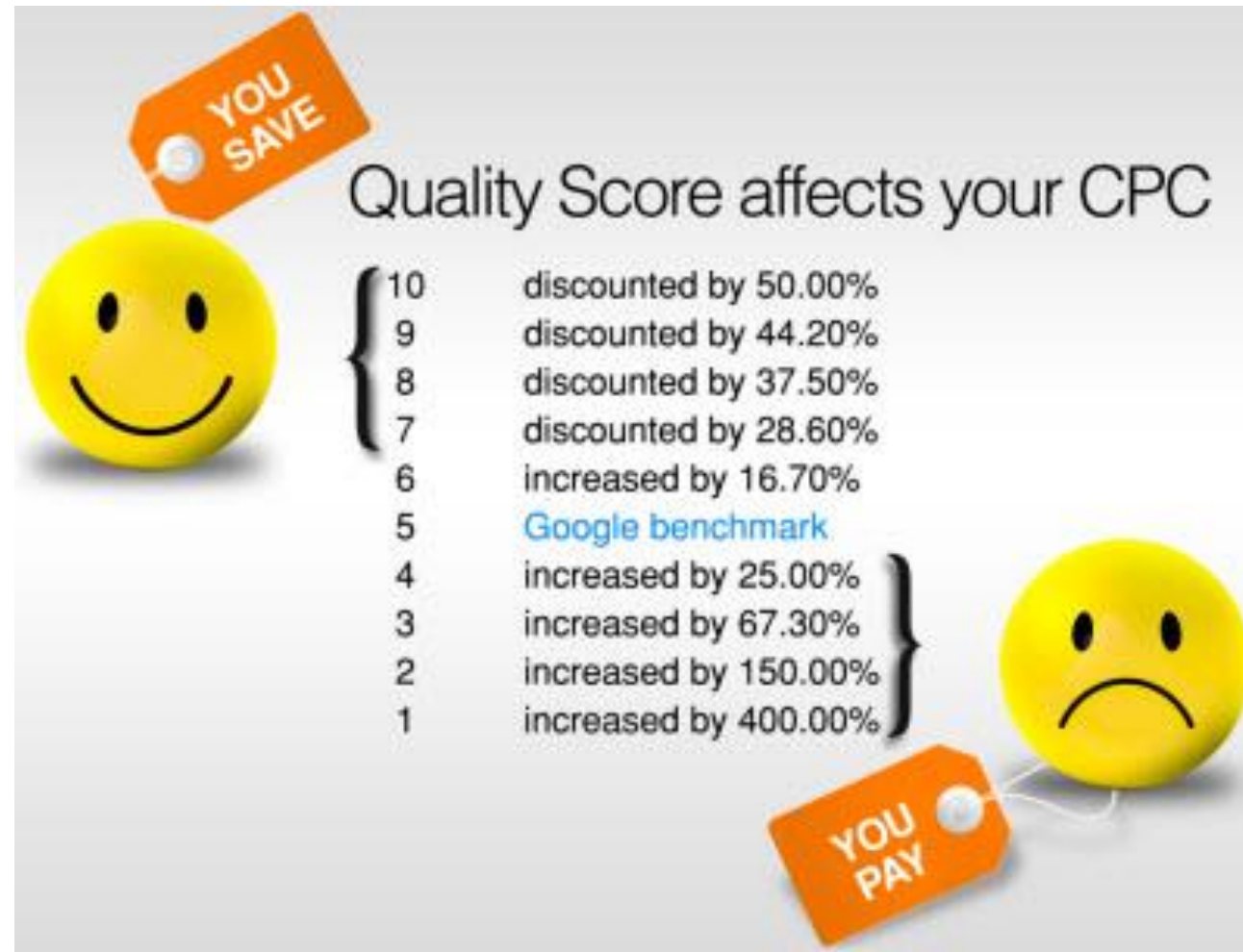
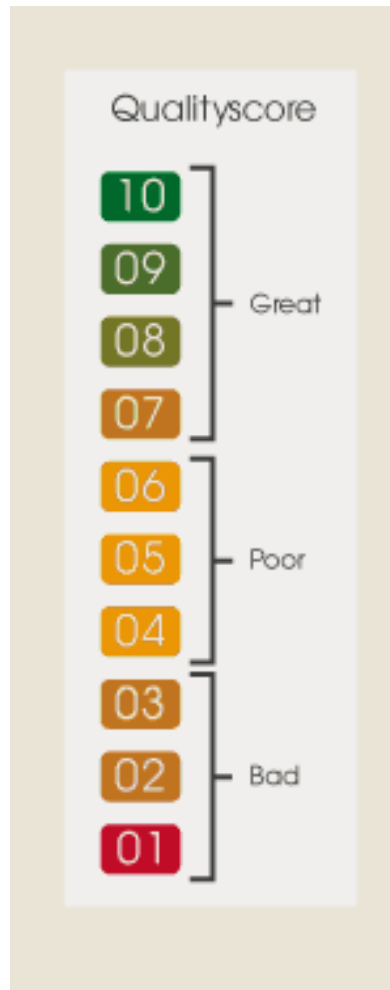
- PPC Advertising Solutions | searchmanager.com** 1 (855) 303 8727
Award Winning PPC Advertising Tools: Try it Free For 15 Days.
www.searchmanager.com/PPC
- Save at Amazon - Buy Popular Products at Amazon | amazon.com**
Qualified orders over \$25 ship free
amazon.com is rated ★★★★★ 5,648 reviews
amazon.com
- Pay-Per-Click Advertising: Essentials for Wellness Businesses**
Essentials for Wellness Businesses. July 2008. Pay-per-click (PPC) advertising is a great way to get attention online. But it's also a great way to spend ...
www.radialgroup.com/documents/websavvy_ppc_advertising.htm - Cached
- [PDF] PPC Essentials Marketing with PPC**
File Format: PDF/Adobe Acrobat - Quick View
COVER STORY - PPC Essentials for Affiliate Marketers. 10 The Many Uses of PPC Marketing. 15 How to Write Winning PPC Ads. 18 Google AdWords: The Ultimate ...
www.affiliateclassroom.com/magazine/july07.pdf
- Week 7 – PPC Essentials :**
The first article is about the Essentials of PPC. To download this article, please right-click on the link below and select the "Save As" option. ...
internetmarketingstudyhall.com/site/23/week-7-ppc-essentials/
- Four Essentials of Good PPC Ads | Internet Marketing for Small ...**
Jan 4, 2011 ... Internet Marketing Blog from Sound Web Solutions offers helpful tips on how to

Annotations on the page:

- A red box on the left contains the text "Bad ads don't match the search term" with a red arrow pointing to the Amazon advertisement.
- A red box on the right contains the text "Good ads match the search term" with a red arrow pointing to the Searchmanager advertisement.

At the bottom left, there is a small black box with the text "2011-05-26_1238".

How Google AdWords Works: Quality Score



How Google AdWords Works: Quality Score

- The bottom line is you want to write **compelling** ads that
- **Include the searcher's keywords**
- Use a **call-to-action** and/or **explain a benefit**
- **Take people to a relevant landing page**
- We'll look at this more closely in a little while...

How Google AdWords Works: Cost-Per-Click

- Your cost-per-click (CPC) will depend on your industry and how competitive your keywords are.
- CPCs can range from a few cents per click to \$40+ but most of my clients spend somewhere between \$0.75 and \$5 per click.



2. Setting Up Your Account

2. Setting Up Your Account

- Make sure you run an Advanced Campaign

The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The 'Campaigns' tab is selected. On the right, the customer ID is '464-371-0694' and the email is 'AndrewCampTech@...'. Below the navigation bar, there is a 'Welcome to AdWords!' section with a 'Create your first campaign' button. The 'Getting started' section lists four steps: 1. Choose your budget, 2. Create your ads, 3. Select keywords that match your ads to potential customers, and 4. Enter your billing information. A green arrow points from the 'Create your first campaign' button to the 'For experienced advertisers' section. The 'For experienced advertisers' section contains a box with the text 'Choose one of the following and get started with the full range of AdWords features' and three bullet points: 'Start creating advanced campaigns', 'Go to billing setup', and 'Set up conversion tracking'. The 'Learn more' section on the right includes a 'Search help center' box and a 'Go' button. Below that, there are 'More resources' and a 'Would you like extra help?' section with two checkboxes.

Google AdWords Home **Campaigns** Opportunities Reports Tools Customer ID: 464-371-0694 AndrewCampTech@...

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start creating advanced campaigns
- Go to billing setup
- Set up conversion tracking

Learn more

Learn more about AdWords

Common questions

- Where will my ads appear?
- How much does AdWords cost?
- How do I choose a budget?
- How do I choose a maximum CPC bid?
- How do I select keywords?
- How do I write targeted ad text?

Search help center Go

More resources

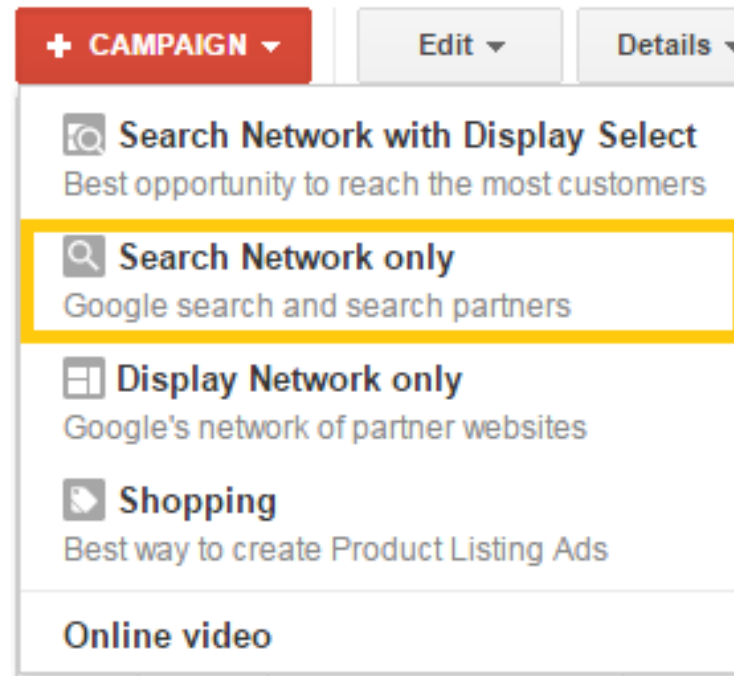
- For free campaign setup support call: [1-855-331-2683](tel:1-855-331-2683) (Not in the US?)
- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? Use our [Partner Search](#) to find a partner experienced with clients like you.

Would you like extra help?

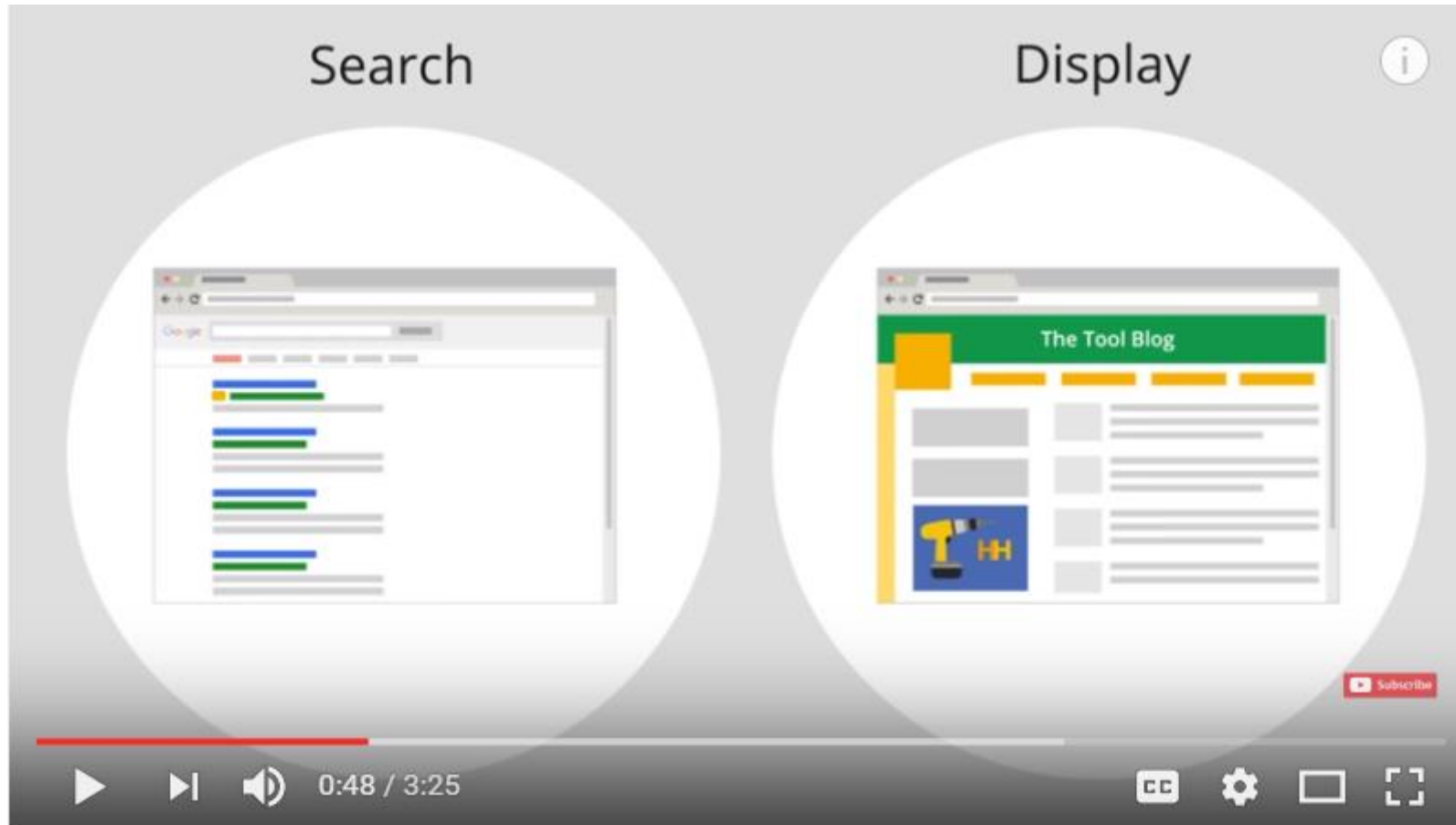
- Receive personalized ideas and special offers to help me improve my advertising performance.
- Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.

Setting Up Your Account

- Choose “Search Network Only” for your first campaign(s)

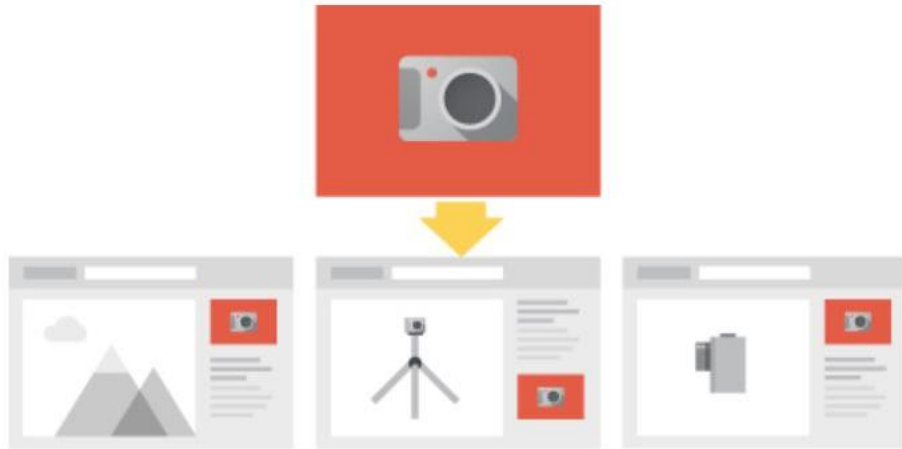


Setting Up Your Account: Networks



<https://www.youtube.com/watch?v=MTEO7CyHoQw>

Setting Up Your Account: Wait on Display Ads



Display advertising lets you

- Create all types of ads - text, image, interactive and video ads.
- Place those ads on websites that are relevant to what you're selling.
- Show those ads to the people that are likely to be most interested.
- Manage and track your budget, campaigns and results as you go.

Watch the video

[Get Started](#)

Call [1-877-908-4179](tel:1-877-908-4179) (9am - 9pm ET, Mon - Fri) for free setup support from our AdWords team when you invest \$10/day or more. Or [contact sales](#).

Get inspired with different ad formats.

The Google Display Network lets you place ads on a variety of news sites, blogs and other niche sites across the internet to reach more potential customers. [Learn more about display ad formats](#).



Setting Up Your Account

- Only experiment with the Display Network once you're comfortable with the Search Network

SEARCH NETWORK	DISPLAY NETWORK
Your ads show up in Google search engine results for keywords you're targeting.	Your ads show up within articles Google decides are related to the keyword targeted.
People are actively researching your keyword which means they're in the market for the product/service you're selling.	People are reading content related to the keyword and may not be actively searching for a solution.
The Search Network converts at the highest rate.	The Display Network has a lower conversion rate.
You pay a premium for your ad to show up in the Search Network since people are actively looking for you (think \$1-\$5 per click).	You pay less per click which is good but you have to remember that your conversion rate will be lower.

3. Choosing Your Keywords

3. Choosing Your Keywords

- Keywords are “key” to AdWords success
- You don’t want to guess
- Use the Keyword Planner Tool

The screenshot displays the Google AdWords interface. At the top, the navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. A red banner below the navigation bar states: 'Your account isn't active - To activate your account and start running your ads, enter...'. The 'Tools' dropdown menu is open, listing options: 'Change History', 'Conversions', 'Attribution', 'Google Analytics', 'Google Merchant Center', 'Keyword Planner', 'Display Planner', and 'Ad Preview and Diagnosis'. A green arrow points to the 'Keyword Planner' option. The main content area is titled 'Keyword Planner' and has two tabs: 'Find keywords' (selected) and 'Review plan'. On the left, the 'Targeting' sidebar shows: 'Canada', 'English', 'Google', and 'Negative keywords'. The main area contains input fields for 'Your product or service' (children's clothing canada) and 'Your landing page' (https://www...). A yellow banner below the input fields reads: 'This page shows ranges for search volumes. For...'. Below this, it states 'Average monthly searches for all ideas. 100K – 1M'. At the bottom, there are buttons for 'Ad group ideas', 'Keyword ideas', 'Columns', and 'Download'.

Choosing Your Keywords

- The Keyword Planner generates popular keywords & shows you how often they are searched
- The results will probably surprise you
- You will find a few “negative” keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?
baby clothes	1K – 10K	High	CA\$1.80
kids clothes	1K – 10K	High	CA\$1.66
baby clothes online	100 – 1K	High	CA\$1.47
kids dresses	100 – 1K	High	CA\$1.08
kids wear	100 – 1K	High	CA\$1.31
kids clothes online	1K – 10K	High	CA\$1.48
children s clothing	10 – 100	High	CA\$1.85
baby girl clothes	1K – 10K	High	CA\$2.07

Choosing Your Keywords: EXERCISE 1

- In small groups, brainstorm keywords that you think people would use to search for a product or service like yours.
- Write them down...GO!



Choosing Your Keywords: EXERCISE 1.5

- DID YOU THINK ABOUT?
 - Plural forms?
 - Multiple meanings?
 - Too generic?
 - Likely to be spelled wrong?
 - Negative keywords for PPC?
- **These keywords should be used as inputs for the Google Keyword Planner**



Choosing Your Keywords: LIVE DEMO

- Let's walk through the Keyword Planner
- **TO THE INTERWEBS!!!!**

Keyword Planner

Where would you like to start?

Find new keywords and get search volume data

▸ Search for new keywords using a phrase, website or category

▸ Get search volume data and trends

▸ Multiply keyword lists to get new keywords

Plan your budget and get forecasts

▸ Enter or upload a list of keywords to get forecasts

▸ **BETA** Get forecasts for campaigns or keywords from your account

[Or, continue last session](#)

Choosing Your Keywords:

- Understand Match Types



Choosing Your Keywords:

- Understand Match Types

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's hats	contain the modified term (or close variations, but not synonyms), in any order	<i>woman's hats</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-baseball	are searches without the term	<i>baseball hats</i>

BREAK!

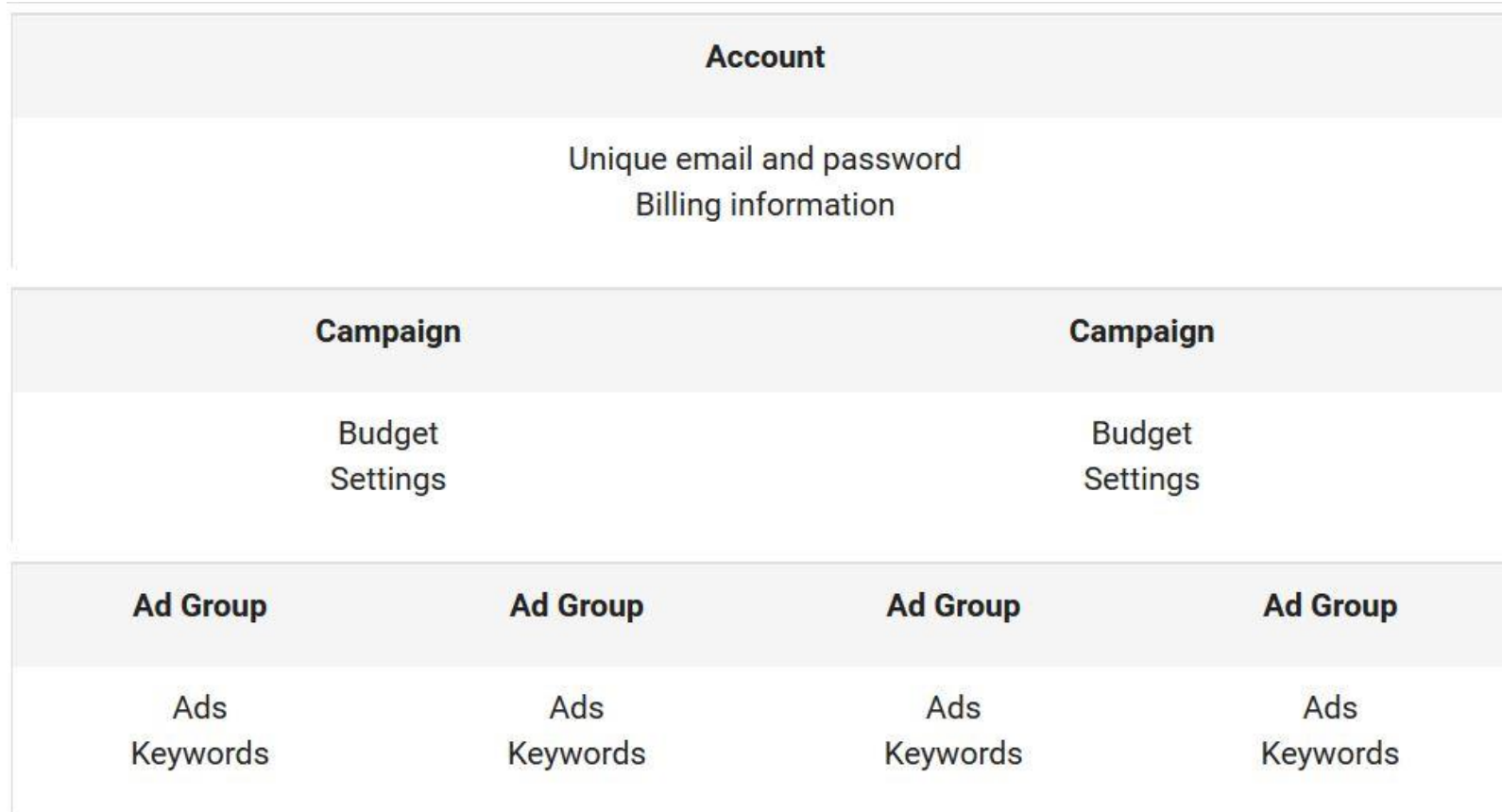


**KEEP
CALM
IT'S
BREAK
TIME**

4. Creating a Campaign

4. Creating A Campaign

- Campaigns are made up of Ad Groups, Ads, and Keywords
- You should have at least 2 Ad Groups with at least 2 ads in each



4. Creating A Campaign

- A quick example

Account			
Unique email and password Billing information			
Men's Shoes		Women's Shoes	
\$10/day		\$10/day	
Men's Running Shoes	Men's Dress Shoes	Women's Running Shoes	Women's Dress Shoes
Men's sneakers Men sneakers Men's running shoes Mens runners	Men's dress shoes Men dress shoes Dress shoes for men Formal shoes for men	Women's sneakers Women sneakers Women's running shoes Women's runners	Women's dress shoes High heels Formal shoes for women

Creating a Campaign: LIVE DEMO

- Let's walk through the Campaign creation process online >>

The screenshot shows the Google AdWords campaign creation interface. At the top, there is a navigation bar with the Google AdWords logo and links for Home, Campaigns, Opportunities, Reports, and Tools. A red banner below the navigation bar contains a warning: "Your account isn't active - To activate your account and start running your ads, enter your billing information. Fix it | Learn more". Below the banner is a progress bar with four steps: 1. Select campaign settings, 2. Create ad groups, 3. Create ads, and 4. Review ad groups. The main content area is titled "Type: Search Network only - Standard". It includes a "Campaign name" field with the value "Campaign #2". The "Type" dropdown is set to "Search Network only". To the right, there are five radio button options for campaign types: "Standard" (selected), "All features", "Mobile app installs", "Mobile app engagement", "Dynamic Search Ads", and "Call-only". Below these options is a link "Learn more about campaign types". There is also a section "or load settings from" with a dropdown menu set to "Existing campaigns". At the bottom, there is a "Networks" section with a "Google Search Network" option checked and a sub-option "Include search partners" also checked. A "Devices" section at the very bottom indicates "Ads will show on all eligible devices by default."

Creating a Campaign: Key Takeaways

- Start with Search Network Only
- It's usually OK to include Search Partners
- Choose “Manual CPC”
- Don't worry about Ad Extensions for now



5. Writing a Good Ad

5. Writing a Good Ad



<https://youtu.be/ayuUQQQe6NY>

Writing a Good Ad

- Mind the character limits

30 characters

Final URL [?](#)

Headline 1 [?](#)

30 characters

Headline 2 [?](#)

Path [?](#) / /

80 characters

Description [?](#)

Preview [?](#) Desktop | Mobile

New York Budget Hotel - Best NY Hotel Rates in Seconds

[Ad](#) myflowershop.com/valentines/roses

Experience all the comforts of home. Save with multi-day booking. Reserve now!

Sample ads [View more](#)

New College Programs For You - Plan For Your Future

[Ad](#) www.example.com/Online_Courses

Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

Writing a Good Ad: EXERCISE 2

- In small groups, decide on a particular ad topic and primary keyword that everyone will use
- Each person will write with their own ad for that same topic and keyword
- *Eg:*
 - *Topic: Summer Camps*
 - *Keyword: "Ottawa Day Camps"*



Writing a Good Ad: How did you do?



Highlight what makes you unique

Free shipping? Dazzling variety? Tell people! Showcase the products, services, or offers that make you competitive.



Include prices, promotions, and exclusives

People often use Google search to make a decision about something. Give them what they need to decide. If you have a limited-time discount or stock an exclusive product, say so.



Empower customers to take action

Are you selling something? Tell people what they can buy. Are you offering a service? Tell people how to contact you. Calls to action like *purchase, call today, order, browse, sign up, or get a quote* make clear what the next steps are.



Include at least one of your keywords

Keywords in your ad text show your ad's relevance to what people want. For example, if you've included *digital cameras* as a keyword, your ad headline could be "Buy Digital Cameras." Learn [how to build the best keyword list](#).



Match your ad to your landing page

Have a look at the page that you're linking to from your ad (the **landing page**), and make sure that the promotions or products in your ad are included there. People might leave your website if they don't find what they expect.

Writing a Good Ad: Create multiple ads

Variations	Status	% Served	Clicks ▼	Impr.	CTR	Cost	Conv. Rate	Cost/Conv.
Make Money with Zac Johnson I've been Making Money Online for Over 10 Years! You Can too! www.ZacJohnson.com	Active	21.1%	840	7,151,502	0.01%	\$113.35	3.9%	\$3.44
Zac is a Marketing God Learn the Secrets of the Pros. Start Making Money Online Now! www.ZacJohnson.com/jokes/	Active	7.7%	678	2,610,452	0.02%	\$123.50	2.4%	\$7.72
John Chow Reads Zac's Blog Subscribe to the Free Blog that's Making Everyone Money! www.ZacJohnson.com	Active	20.1%	524	6,808,548	0.00%	\$60.17	0.4%	\$30.09
Super Affiliate Zac Johnson Start Making Money Online. It's Amazing & I Show You How! www.ZacJohnson.com	Active	18.7%	506	6,354,857	0.00%	\$65.46	0.8%	\$16.37

Writing a Good Ad: Create multiple ads

- Test, test, test!
- You can't know which text combo will be most effective in advance
- Start with at 3-4 ad variations in every AdGroup and then pause the poorest performers after a few weeks



6. Choosing a Landing Page

6. Choosing a Landing Page

- NEVER point AdWords ads to your homepage
- Choose or create a landing page that is:
 - FOCUSED on one product/service
 - Includes the KEYWORDS used in your ad
- A good landing page will improve your quality score and make visitors take action



Online Education

Lorem Ipsum is simply dummy text of the printing and typesetting industry. standard dummy text ever.



Progressive Programs

Lorem Ipsum is simply dummy text of the printing and typesetting industry. standard dummy text ever.



Successful Carrier

Lorem Ipsum is simply dummy text of the printing and typesetting industry. standard dummy text ever.

The "Perfectly Optimized" Page TM

Best Chocolate Donut Recipe - Double Chocolate Cake Donut

Ad www.marysbakery.com

Learn the 3 secrets behind the homemade donut that's made Mary's Bakery famous.

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>

LOGO | Navigation Menu

Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

- #1: Our Ingredients
XYZ
- #2: The Baking Process
ABC
- #3: Timing
DEF

How to Get Hold of Mary's Chocolate Donuts (aka locations, pricing & availability)

How to Make Chocolate Donuts at Home (aka our recipe for the **perfect donut**)

Endorsements (including one from Homer!)

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary's Donuts

Uniquely Valuable

The content offers everything a searcher might want in a unique, high-quality amalgamation.

Phenomenal UX

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Meta Data Inclusive

The page includes authorship, an enticing meta

Bot Accessible

There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Shared

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Keyword Targeted

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

Multi-Device Ready

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.

Choosing a Landing Page

- Let's go to the web to see some real AdWords landing pages...



Education Center
ONE STOP SHOP TO SUCCESS

800-123-4567
7 DAYS A WEEK FROM 8:00 AM TO 5:00 PM

**WE WILL OPEN
THE WORLD
OF KNOWLEDGE
FOR YOU**

Educating Students For Success
in a Changing World

It was popularised in the 1960s
with the release of Letraset sheets
Lorem Ipsum passages.

SIGN UP NOW
Lorem Ipsum is simply dummy text of the printing
and typesetting industry.

FIRST NAME LAST NAME
ADDRESS
CITY
ZIPCODE
EMAIL
PHONE

SUBMIT INFO



Online Education

Lorem Ipsum is simply dummy text of the printing and typesetting industry. standard dummy text ever.



Progressive Programs

Lorem Ipsum is simply dummy text of the printing and typesetting industry. standard dummy text ever.



Successful Carrier

Lorem Ipsum is simply dummy text of the printing and typesetting industry. standard dummy text ever.

7. Setting Up Billing

7. Setting up Billing

- You have two options, but “Automatic Payments” is the default

How you pay Automatic payments

Automatic payments: Pay after your ads run. Your ads typically start running almost right after you submit billing details. You pay only after you accrue costs, via an automatic charge when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first. [Learn more](#)


What you pay with

Manual payments: Pay before your ads run. Your ads typically start running after we process your first payment. We deduct charges from your prepaid balance each time your account accrues a cost. If your account runs out of funds, your ads stop running until you make another payment. [Learn more](#)


Credit or debit card address is same as above

7. Setting up Billing

- You'll need to use a credit card

How you pay  Automatic payments

Automatic payments: Pay after your ads run. Your ads typically start running almost right after you submit billing details. You pay only after you accrue costs, via an automatic charge when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first. [Learn more](#)

What you pay with 

Manual payments: Pay before your ads run. Your ads typically start running after we process your first payment. We deduct charges from your prepaid balance each time your account accrues a cost. If your account runs out of funds, your ads stop running until you make another payment. [Learn more](#)

Credit or debit card address is same as above

8. Measuring Success

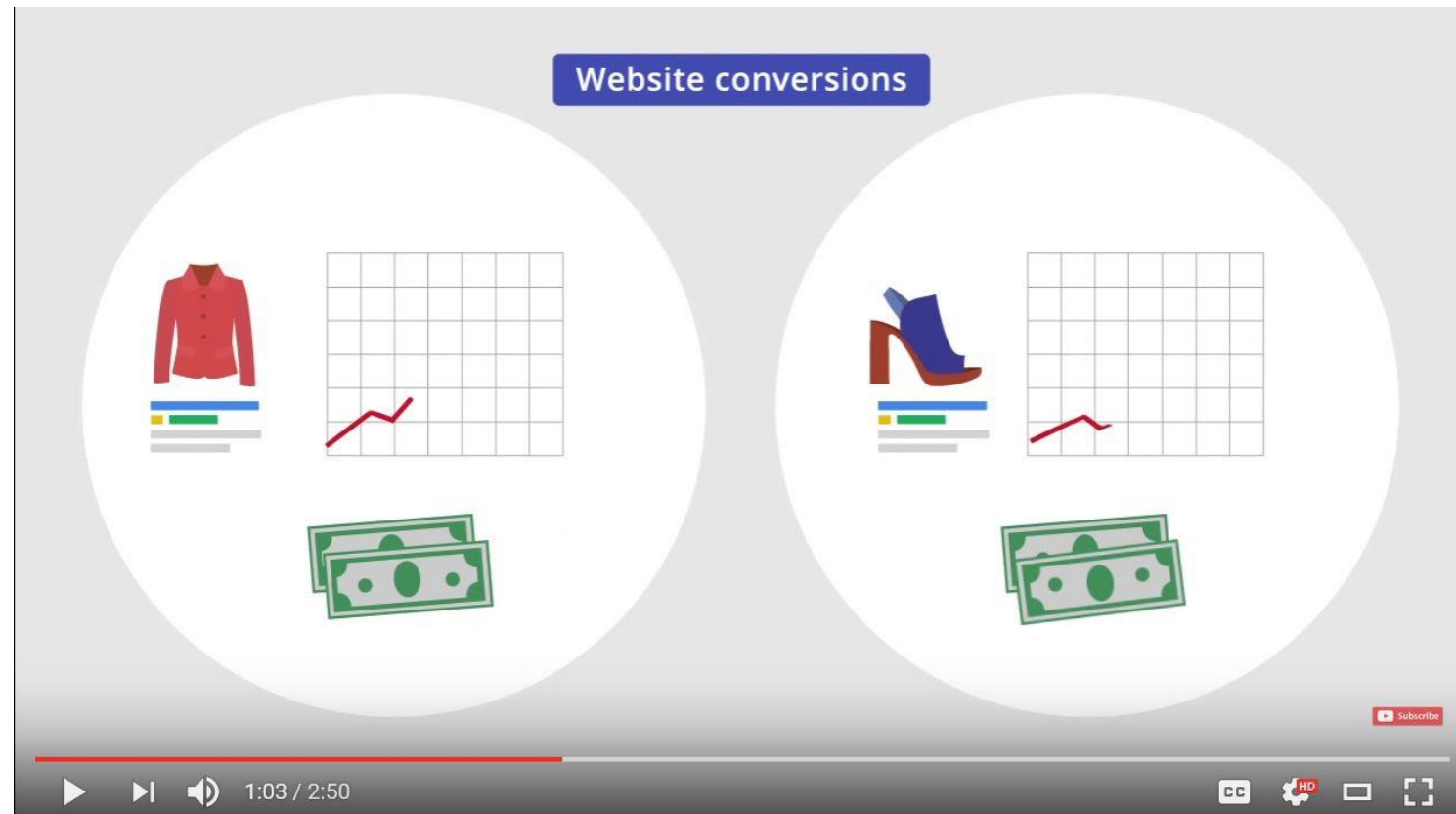
8. Measuring Success

- Clicks are just the first step!

Keyword	Status <small>?</small>	Max. CPC <small>?</small>	Clicks <small>?</small> ↓	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>	Conversions <small>?</small>	Cost / conv. <small>?</small>	Conv. rate <small>?</small>	Qual. score <small>?</small>
Total - all ad group <small>?</small>			1,550	295,720	0.52%	CA\$0.49	CA\$762.08	1.6	1,014.00	CA\$0.75	65.42%	--
<small>blurred</small>	<small>blurred</small>	CA\$1.25 <small>?</small>	694	5,154	13.47%	CA\$0.09	CA\$65.51	1.0	633.00	CA\$0.10	91.21%	10/10
<small>blurred</small>	<small>blurred</small>	CA\$1.75 <small>?</small>	107	153,146	0.07%	CA\$0.76	CA\$81.36	1.6	0.00	CA\$0.00	0.00%	6/10
<small>blurred</small>	<small>blurred</small>	CA\$1.25 <small>?</small>	70	334	20.96%	CA\$0.15	CA\$10.56	1.0	68.00	CA\$0.16	97.14%	10/10
<small>blurred</small>	<small>blurred</small>	CA\$1.25 <small>?</small>	63	519	12.14%	CA\$0.23	CA\$14.35	1.0	50.00	CA\$0.29	79.37%	10/10
<small>blurred</small>	<small>blurred</small>	CA\$1.25 <small>?</small>	56	235	23.83%	CA\$0.35	CA\$19.79	1.1	39.00	CA\$0.51	69.64%	10/10
<small>blurred</small>	<small>blurred</small>	CA\$1.25 <small>?</small>	54	1,208	4.47%	CA\$0.38	CA\$20.38	1.0	2.00	CA\$10.19	3.70%	10/10
<small>blurred</small>	<small>blurred</small>	CA\$1.25 <small>?</small>	54	365	14.79%	CA\$0.07	CA\$3.99	1.0	68.00	CA\$0.06	125.93%	10/10
<small>blurred</small>	<small>blurred</small>	CA\$3.98 <small>?</small>	50	22,696	0.22%	CA\$2.09	CA\$104.72	1.6	13.00	CA\$8.06	26.00%	5/10

Measuring Success

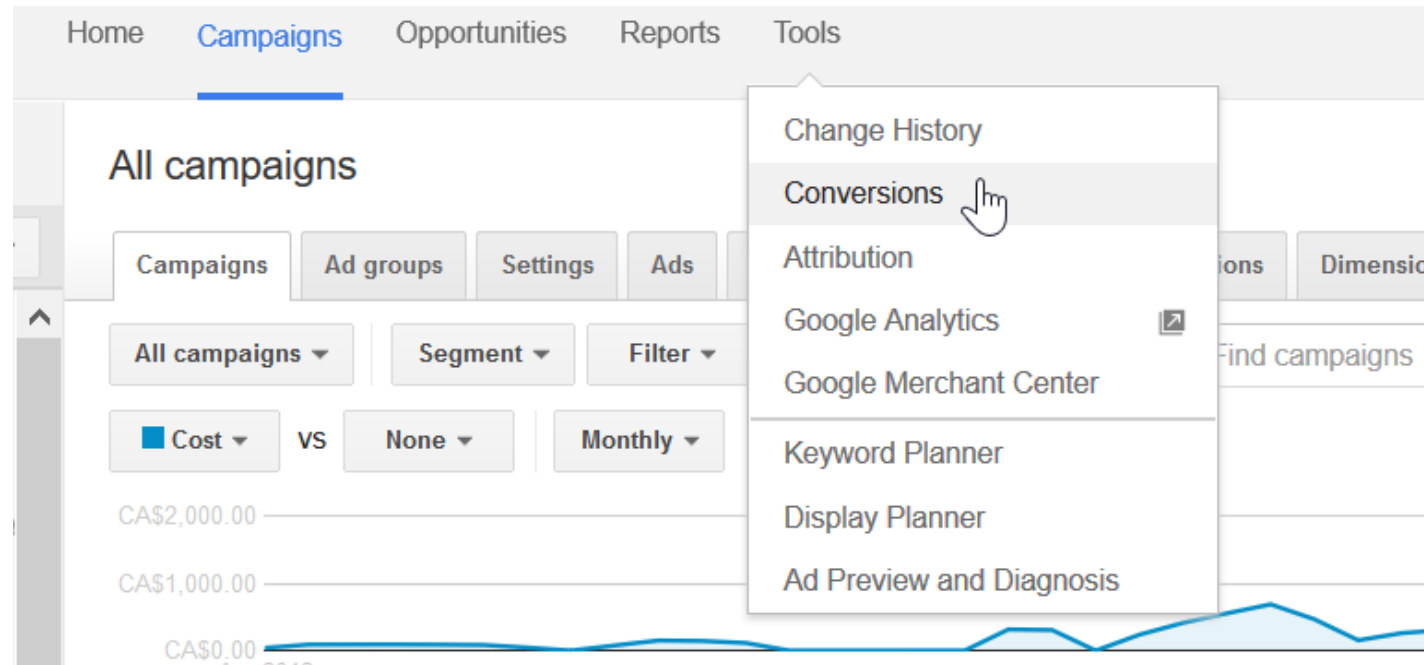
- **1) Set up Conversion Tracking**



<https://www.youtube.com/watch?v=TgNI5Yavdig>

Measuring Success

- **1) Set up Conversion Tracking**



Measuring Success

- **1) Set up Conversion Tracking**
 - Generate a conversion tag for any “thank you” page you have on your site & add it to that page’s HTML code
 - Each conversion code should be unique to one page on your site (completed contact form, newsletter signup, white paper download, etc.)
 - Track which ads & keywords are converting best

Measuring Success

- **2) Set up Google Analytics**



Google Analytics

Measuring Success

- **2) Set up Google Analytics**
 - It's free
 - Your AdWords data will appear within Google Analytics

Campaign / Campaign ID	Acquisition				Behavior		C
	Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?	C
	1,730 % of Total: 100.00% (1,730)	\$927.86 % of Total: 100.00% (\$927.86)	\$0.54 Avg for View: \$0.54 (0.00%)	1,775 % of Total: 7.15% (24,821)	73.41% Avg for View: 51.20% (43.38%)	1.58 Avg for View: 2.14 (-26.19%)	
1.	895 (51.73%)	\$369.58 (39.83%)	\$0.41	1,029 (57.97%)	71.91%	1.57	
2.	449 (25.95%)	\$204.52 (22.04%)	\$0.46	331 (18.65%)	95.47%	1.06	
3.	282 (16.30%)	\$234.69 (25.29%)	\$0.83	293 (16.51%)	47.44%	2.29	
4.	104 (6.01%)	\$119.07 (12.83%)	\$1.14	104 (5.86%)	92.31%	1.24	
5.	0 (0.00%)	\$0.00 (0.00%)	\$0.00	13 (0.73%)	61.54%	2.08	
6.	0 (0.00%)	\$0.00 (0.00%)	\$0.00	3 (0.17%)	66.67%	1.67	
7.	0 (0.00%)	\$0.00 (0.00%)	\$0.00	2 (0.11%)	100.00%	1.00	

9. Refining Your Campaign

9. Refining Your Campaign

- AdWords is not set-and-forget
- Search habits change
- Competitors change
- Bids change
- Refine quarterly and test new ideas!



WOW! We DID It!

- Let's build some campaigns!!!



You've earned
a professional
credit badge
for completing
this class.



[Video : YouTube](#)

**Please fill out the feedback form
before you leave**

<https://camptech.ca/pages/google-ad-words-ottawa-oct-17>

Thank you!

Have questions? Reach out to: info@camptech.ca