



·CAMP TECH·

Welcome!

WIFI Network: CampTechConnect

PASSWORD: campfire



·CAMP TECH·
INTRO TO SEARCH
ENGINE MARKETING
WITH GOOGLE ADS



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About Me

- My name is Richard Wong
- When I'm not teaching, I'm working with tech startups, most recently at #paid (www.hashtagpaid.com), an influencer marketing company.
- I used to work at Procter & Gamble, Johnson & Johnson, and Google.
- Certified in Google Ads, Google Analytics, and Facebook BluePrint.
- I love photography, social media, and meeting new people.
- In my spare time, I love rock climbing, playing basketball, snowboarding, and fantasy sports.



Introductions

Name

Project you'll be applying your new skills to

+ *What is one purchase you're super happy with?*



What We'll Cover Today

- Ads Paid Search Overview
- Find your target audience and bid properly for them
- Set up and manage keyword lists
- Create powerful ads that get noticed
- Break!
- Everything you need to know about how the auction works
- Additional resources
- Questions & wrap up



Resources for today's class can be found here:

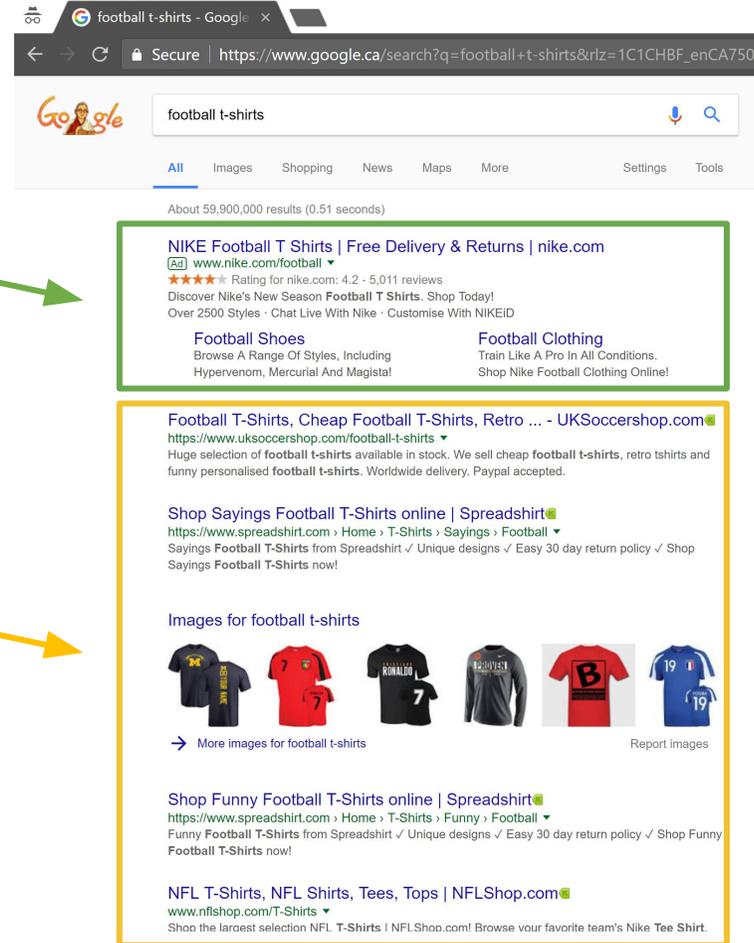
<http://camptech.ca/googleads1>



What is Google Ads Paid Search?

Paid search result (ad in Position 1)

Organic search result



Why Search? Why Google?

- Search ads are one of the highest quality paid traffic sources as its uniquely intent driven and user initiated
- People are more likely to take action when they are actively searching vs. browsing (ex. banners)
- Google has the lionshare of search in Canada (90%) and the US (68%)
- Google also has Gmail, YouTube, Google Maps, Google Shopping, Google Play and partnerships with over 2 million sites that show Ads Ads (via the Display Network) which touch most Internet users every day



Ads Search Benefits

- Get discovered when people are searching for a product or service relevant to your business (laser beam targeting)
- Cost-Per-Click bidding (only pay when your ad gets clicked)
- Quality traffic ideal for direct response advertising (action orientated)
- Cost effectively help you get leads, sales and/or calls = NEW CUSTOMERS (yes you can track these conversions!)
- Start with any size budget (Yes, even \$.99/day)
- Tons of targeting options
- Valuable Reports

Ads Myth Debunked

Myth: Spending in Ads helps your SEO / organic rankings

Fact: Investment in paid search has no impact on your organic search ranking. Google maintains a strict separation between its search business and its advertising business.

Campaign Structure

- **Account**
 - Unique email and password
 - Billing information
- **Campaign**
 - Budget
 - Settings (e.g. locations, languages, bid strategy)
- **Ad Group**
 - Keywords
 - Ad Text
 - Landing Page



For those who are new to Ads (and want to skip giving your credit card) go here:

bit.ly/SkipAdsBilling

Go Ahead! Make a campaign

- Login to your Ads account
- Go to Campaign > Blue circle with white plus
- Click New Campaign
- Click Search Network
- Choose a campaign goal
- Enter setup details
- Pause here

Customer ID: 860-110-6043

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview Opportunities Campaigns Ad Groups Ads & extensions Landing pages Keywords Audiences Demographics Topics Placements Settings Locations Ad schedule Devices Advanced bid adj. Change history Drafts & experiments

Campaign status: All but removed

<input type="checkbox"/>	Campaign	Budget	Status	Bid strategy type
<input type="checkbox"/>	Web Analytics Capabilities	CA\$10.00/day	Ended	Maximise clicks

Total: Campaigns
Total: Account CA\$10.00/day
Total: Search
Total: Display

Reporting is not carried out in real time. Your account time zone is the basis for all dates and times. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

What to name your search campaigns?

- Names should include descriptive information presented in a consistent manner so that you someone can understand the account structure from a quick scan of the campaign names.
- Some possible variables for your campaign names:
 - Ad Network, Geo, Network Type, Targeting Type, Goal, Timezone, Match Type, Product/Service, Brand
- Bad examples:
 - Campaign #1
 - March 2018
- Good examples:
 - T-Shirts - Women - Football

Choosing Your Target Audience

- Audiences are targeted at the campaign level
- A best practice is that each campaign should have one goal and one audience in mind
- For Google Ads Paid Search, at the most basic level we can include or exclude audiences based on location and language
 - Location: target a specific city, province, or country; or target based on radius from a specific point)
 - Language: target based on users' browser settings

Select Your Bid Strategy and Budget

- Bid Strategy
 - 8 bid strategies from which to choose
 - When you set up your campaign, you can toggle through them to learn about how each works
- Budget
 - Google Ads requires you to set your daily budget
 - Your daily budget will be multiplied by 30.4 days to create a monthly limit
 - On a given day, Google may spend up to twice your daily budget, but over the course of the month you won't pass your monthly limit
 - Example:
 - $\$10 \text{ per day} * 30.4 \text{ days (avg. \# days per month)} = \$304 \text{ monthly limit}$
 - Here Google may spend as much as \$20 in a day based on search volume but never more than \$304 in a month

Go Ahead! Name and configure your campaign

- Take a moment to think about which variables on which you will base your naming convention
- Name the first campaign
- Select the Search Network
- Configure the rest of your campaign settings up to budget. We will discuss extensions later in the workshop
- Click Save and Continue

The screenshot displays the Google Ads campaign configuration interface. At the top, there are two steps: '3 Create ads' and '4 Review'. Below this, the campaign type is set to 'Search Network campaign' and the goal is 'Website traffic'. The 'Campaign name' field is highlighted with a large red arrow and contains the text 'T-Shirts - Women - Football'. Under the 'Networks' section, the 'Search Network' is selected, and the 'Display Network' is unselected. The 'Locations' section shows 'Canada' selected. The 'Languages' section shows 'English' selected. A red banner at the top of the interface contains the text 'variables on which you will base your naming'.

What to name your ad groups?

- Remember, ad groups are groups of keywords and ads that incorporate your keywords and direct a searcher to a landing page (which should include your keywords - more on that later).
- Therefore it is common for ad groups to be named after the keywords in the ad group.
- Example:
 - Women - Football - T-Shirts
 - [Gender] - [Sport] - [Clothing]



How much should you bid?

- When someone searches on Google, Google looks at the pool of Ads advertisers decides whether to hold an auction
- If one or more advertisers are bidding a keyword relevant to the search query, an auction is triggered
- Google Search is based off of cost-per-click (CPC) advertising, meaning that you only pay when someone clicks on your ad
 - Depending on your goal, you may select a bid strategy that focuses on impressions, but for the purpose of the auction, Google transposes this strategy to compete on a CPC basis
- This means that each time an auction is triggered for a keyword you target, you will have the opportunity to bid on the keyword so that your ad appears
- Most keywords have suggested bid amounts that Google provides based on past auctions
- You can find suggested bid amounts in the **Google Keyword Planner**

Go Ahead! Name your ad group and then go to the Google Keyword Planner

- Take a moment to think about the keywords your target audience might try to find a solution to the problem your product or service solves
- Then click the wrench icon in the top-right corner
- Click Keyword Planner under the Planning menu (left-most menu)
- Click Get search volume data and trends
- Enter a few potential keywords

ip ad groups — 3 Create ads — 4 Review

GO TO [wrench icon] [help icon] [notifications icon] [profile icon]

Set up ad groups
An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name
women's football t-shirts

Default bid
CA\$ 1.31

women's football t-shirts

Match types help control which keyword = Broad match "Women's Football" = Phrase match "women's football t-shirts" = Exact match [Learn more](#)

+ NEW AD GROUP

SAVE AND CONTINUE CANCEL

Get keyword ideas
seanmpower.com

Enter your product or service

Keywords	Monthly searches
+ seo	10K - 100K
+ search engines list	1K - 10K
+ marketing strategies	1K - 10K
+ what is seo	1K - 10K

ADD ALL IDEAS

Traffic estimates
Your traffic estimates are based on your bid and budget
Budget CA\$5.00/day

Women - Football - T-Shirts
Clicks/day 0 Cost/day CA\$0.00
Avg. CPC CA\$0.00

Google Keyword Planner

- Keyword Planner will present a range of particular keywords
- It will also indicate the degree of competition (on that keyword), as well as a suggested bid
- This tool can be helpful in deciding your keywords
- It can also be good for generating ad ideas

The screenshot displays the Google Keyword Planner interface. At the top, there are two tabs: "Find keywords" (active) and "Review plan". Below the tabs is a search bar with the text "women's football t-shirts" and two buttons: "Get search volume" and "Modify search". Underneath the search bar, it says "Average monthly searches for all ideas" followed by "10 - 100". There are two tabs below this: "Ad group ideas" and "Keyword ideas". The main content area shows a table with the following data:

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?
women's football t shirts	10 - 100	High	CA\$1.31

Go Ahead! Explore the Google Keyword Planner until you have a default bid and 5 keywords



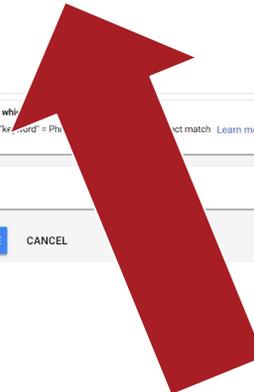
- Return to your tab where you are setting up your ad group
- Enter your default bid and 5 keywords (in your ad group)
- Click Save and Continue

The screenshot shows the Google Keyword Planner interface. At the top, there are navigation tabs: 'Go to', 'Home', 'Tools', 'Help', 'Account', and 'Profile'. Below this, there are three main sections: 'Set up ad groups', 'Get keyword ideas', and 'Traffic estimates'.

Set up ad groups: This section includes a progress bar with steps 1, 2, 3 (Create ads), and 4 (Review). It contains a form for 'Ad group name' (Women - Football - T-Shirts), 'Default bid' (CA\$ 1.31), and a text input field containing 'women's football t shirts'. Below the input field, there is a section for 'Match types help control which keyword = Broad match', 'Match types help control which keyword = Broad match', 'Match types help control which keyword = Broad match', and 'Match types help control which keyword = Broad match'. At the bottom of this section, there is a '+ NEW AD GROUP' button and a 'SAVE AND CONTINUE' button.

Get keyword ideas: This section shows a search for 'seanmpower.com' and a table of keyword ideas. The table has two columns: 'Keywords' and 'Monthly searches'. The keywords listed are 'seo', 'search engines list', 'marketing strategies', and 'what is seo', with monthly searches ranging from 1K to 100K. There is an 'ADD ALL IDEAS' link at the bottom of the table.

Traffic estimates: This section shows 'Your traffic estimates are based on your bid and budget'. It includes a 'Budget CA\$5.00/day' and a table for 'Women - Football - T-Shirts' with columns for 'Clicks/day' (0), 'Cost/day' (CA\$0.00), and 'Avg. CPC' (CA\$0.00).



Let's Talk About Keywords

- There are a few different keyword match types that give us more control over when we are entered into an auction
- This extra control gives us a greater ability to manage costs and maximize ROI
- We have two basic match types
 - **Broad match** (default)
 - Ads may show on searches that include misspellings, synonyms, related searches, and other relevant variations. So if your keyword is “women’s hats,” someone searching for “buy ladies hats” might see your ad
 - **Negative match**
 - Excludes your ads from showing on searches with that term. So if you’re a hat company that doesn’t sell baseball hats, you could add add a negative keyword, designated with a minus sign (-baseball hats)

More Keyword Types

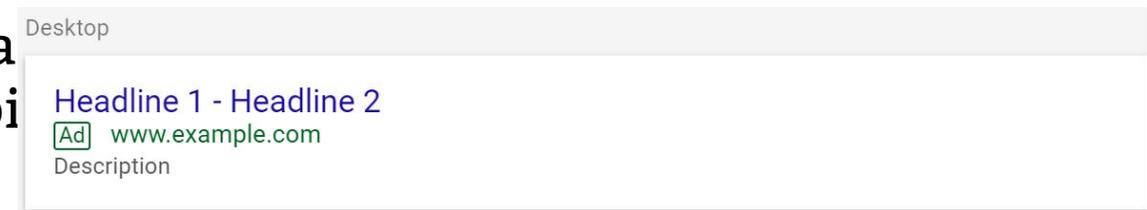
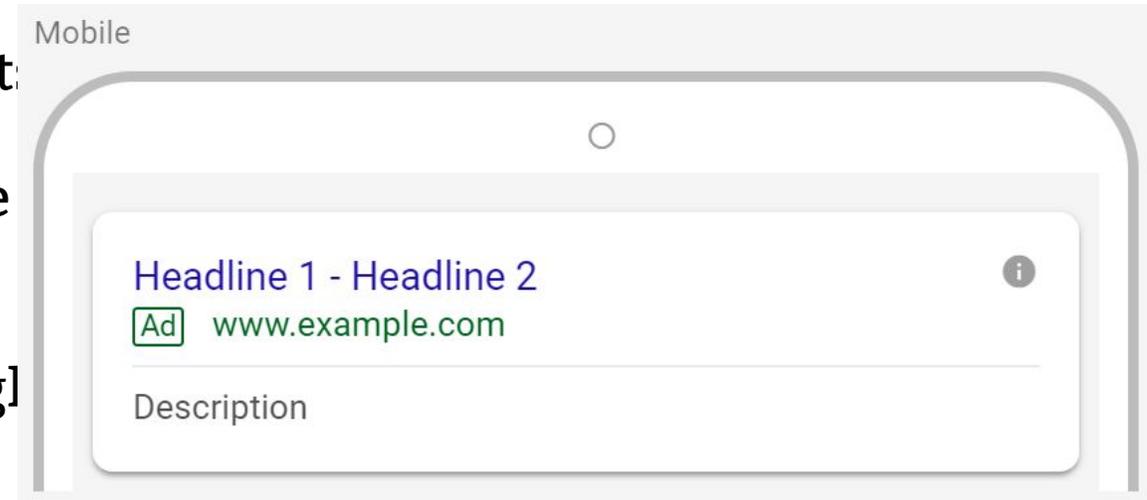
- **Broad match modifier**
 - Similar to broad match, except that the broad match modifier option only shows ads in searches including the words designated with a plus sign (+women's hats) or close variations of them.
- **Phrase match**
 - Ads may show on searches that match a phrase, or are close variations of that phrase, with additional words before or after.
 - Ads won't show, however, if a word is added to the middle of the phrase, or if words in the phrase are reordered in any way.
 - Designated with quotation marks ("women's hats").

More Keyword Types

- **Exact match**
 - Ads may show on searches that match the exact term or are close variations of that exact term.
 - Close variations here may also include a reordering of words if it doesn't change the meaning, and the addition or removal of function words (prepositions, conjunctions, articles, and other words that don't impact the intent of a search).
 - Designated with brackets, the keyword [women's hats] could show when someone searches on Google for "hats for women."
- Generally speaking, you will want to use specific keywords to target specific customer groups and broad keywords to target broader audiences

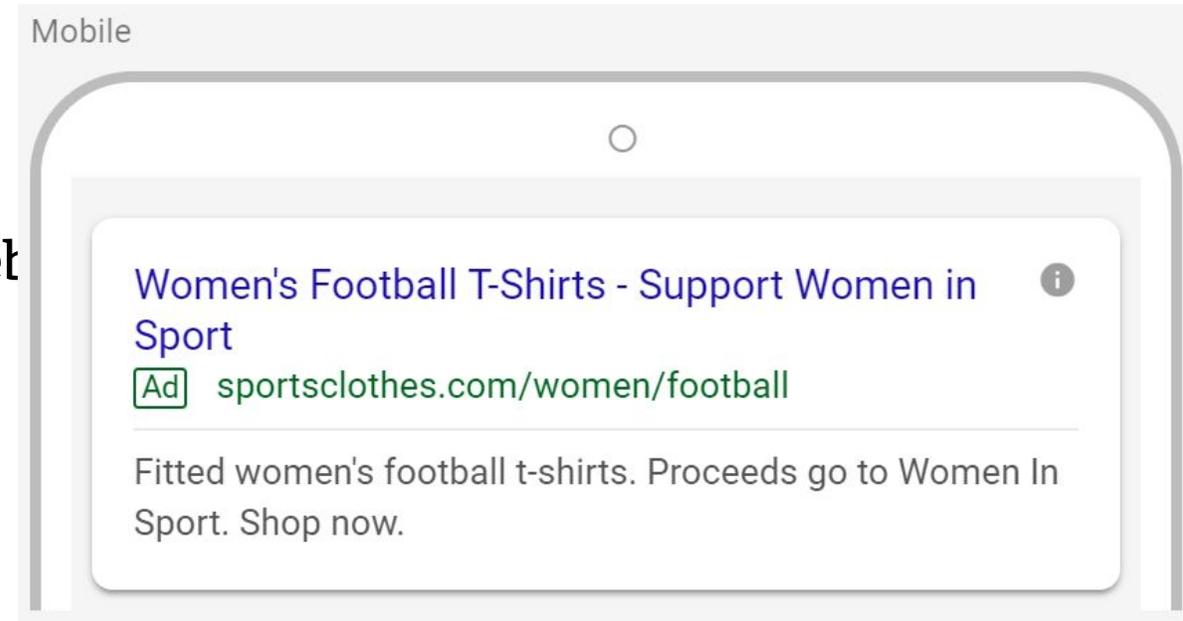
Creating Ads

- Ads are comprised of five main elements
- **Final URL**
 - The URL of the web page that people
- **Headline 1**
 - Max. 30 characters
 - Appears at the top of your ad, though ad's configuration
- **Headline 2**
 - Max. 30 characters
 - Appears after Headline 1 and is separate
 - May wrap to the second line on mobile



Creating Ads

- **Display Path**
 - Max. 15 characters each path
 - Green text under Headlines
 - Gives person a clear idea of the website the ad
- **Description**
 - Max. 80 characters
 - Appears under the Display Path



Best Practices for Writing Ads

- Include at least one of your keywords
 - Your ad needs to include the keyword for which you're bidding. This helps Google understand your ad's relevance to the searcher's query (**Ad Relevance** is an important contributor to your **Quality Score**, which we will discuss shortly).
- Highlight the value proposition
 - “Fitted women’s football t-shirts.”
- Highlight what makes you unique
 - “Proceeds go to Women in Sport.”
- Empower customers to take action
 - “Shop now.”
- Include prices, promotions, and exclusives
- Match your ad to your landing page
 - Your landing page should likewise include the keywords you're targeting

Best Practices for Writing Ads

- Each ad group should include at least three ads
 - That way, the system can optimize your performance, and you can check your performance data to learn what message resonates best with your audience
- Adhere to editorial and professional policies
 - Use normal spelling and grammar
 - Make your ads make sense
 - Follow the clear and informational style of the rest of the Google Search results
 - Use punctuation, symbols, and capitalization appropriately

Go Ahead! Create your first ad

- Return to your tab where you are setting up a new campaign
- Click New Ad and follow the instructions on the next page
- When you're done, Click Save and Continue
- If everything looks good on the Review page, click Continue to Campaign

× New campaign

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Review

Create ads

For each ad group, we recommend that you create at least three ads that closely relate to the theme of your keywords.

Ad group: Women - Football - T-Shirts
Keywords: women's football t shirts

+ NEW AD

Women's Football T-Shirts - Support ...
sportsclothes.com/women/foo...
Fitted women's football t-shirts. Proc...

SAVE AND CONTINUE CANCEL

Break

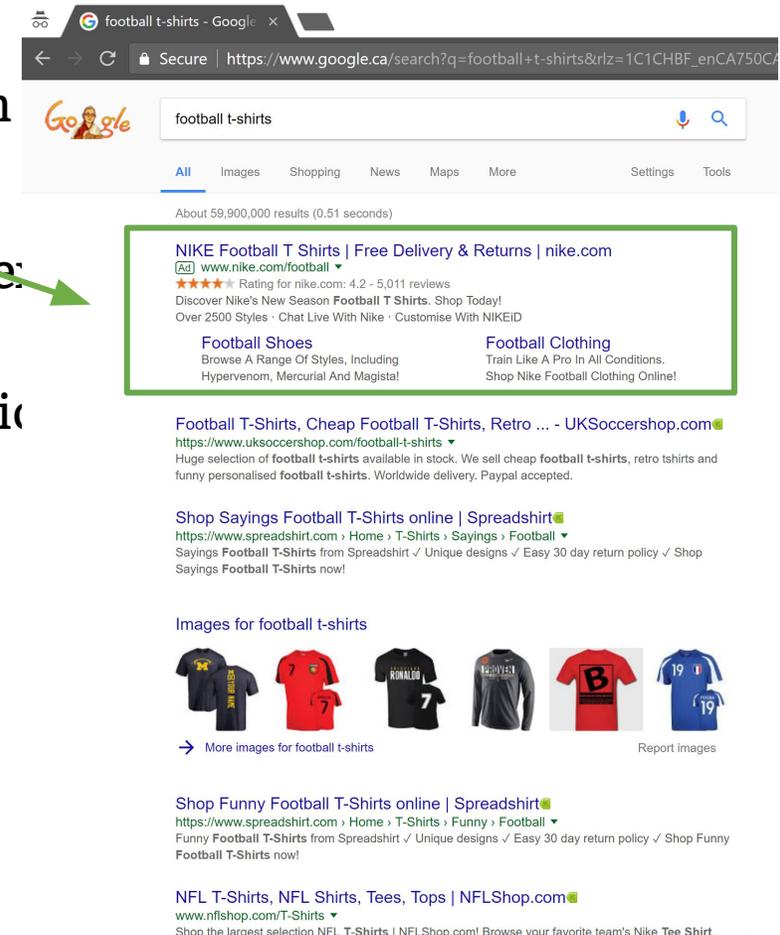
- 10-minute break



How Google Search Auction Works

- Real Time Bidding System using a closely guarded algorithm
- **Ad Position** is determined by your Ad Rank
- **Ad Rank** is a score based on your bid, Quality Score and the e: extensions and other ad formats.
- **Quality Score** is based from 1 to 10 and includes expected clic relevance, and landing page experience
- Each keyword is assigned a Quality Score
- Higher the Ad Rank = Better Ad Position (Ex. 1,2,3,4...)

Paid search
result (ad in
Position 1)



How Google Search Auction Works

$$\text{CPC Bid} * \text{Quality Score} = \text{Ad Rank}$$

Set by you

Ad Relevance

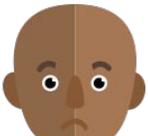
Ad Formats

Expected CTR

Landing Page
Experience

Determines
whether and
where your ad will
show

Ad Rank Determines Ad Position

ADVERTISER	MAX BID	QUALITY SCORE	FORMAT IMPACT	AD RANK
 BOB	\$4	Low	Low	NOT SHOWN 5
 JANE	\$3	High	Low	2ND 15
 SUE	\$2	High	High	1ST 20
 TOM	\$1	Medium	Medium	3RD 8



Calculating Your Actual CPC (Your Price)

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00	10	20	$\frac{16}{10} + 0.01 = \$1.61$
Advertiser II	\$4.00	4	16	$\frac{12}{4} + 0.01 = \$3.01$
Advertiser III	\$6.00	2	12	$\frac{8}{2} + 0.01 = \$4.01$
Advertiser IV	\$8.00	1	8	Highest CPC

Notice how Advertiser I can pay less for a higher position due to his high quality score.



Quality Score

- Quality Score is a score out of 10 that Google assigns to rate the quality and relevance of your keyword, ad, and landing page experience
- It impacts your *actual* cost per click (CPC), which may be lower than the *max* CPC you defined during the creation of your ad group
- It also impacts your Ad Rank in Google's auction process
- Factors affecting your Quality Score:
 - Ad Relevance
 - Ad Formats
 - Expected Click-Through Rate (CTR)
 - Landing Page Experience

Ad Relevance

- Measures how closely related your keyword is to your ads
- For example, if someone searches for your keyword and your ad shows up, would your ad seem directly relevant to their search?
- Three possible statuses you can get: above average, average, or below average
- Above average and average, you're good
- A "below average" status means that your ad or keyword may not be specific enough or that your ad group may cover too many topics
- To see the ad relevance status for your keywords, go to the Keywords tab on your Campaigns page and hover over the speech bubble icon next that's next to a keyword

Ad Formats

- Visual enhancements to search ads that more prominently display information about your business, such as a phone number, consumer ratings, or your website's domain in the headline
- The most common types of ad formats are ad extensions
- **Types of ad extensions:**
 - Sitelink extension
 - Callouts extension
 - Structured snippet extension
 - Call extension
 - Message extension
 - Location extension
 - Affiliate location extension
 - Price extension
 - App extension
 - Review extension
 - Promotion extension

Go Ahead! Improve your ad's relevance and extensions

- How confident are you that your ad is relevant to the target keyword? Make changes to the ad until you're satisfied. Then add some extensions.
- Click Ads and Extensions
- To edit the ad, hover over your ad and you will see a pencil icon show up
- To create and edit extensions, click Extensions along the top

The image displays two screenshots of the Google AdWords interface. The top screenshot shows the 'All campaigns' page for 'T-Shirts - Women - Football'. A red arrow points to the 'Ads & extensions' tab in the left sidebar. The bottom screenshot shows the same page with a red box highlighting the 'ADS', 'EXTENSIONS', and 'AUTOMATED EXTENSIONS' tabs at the top of the main content area.

Expected Click-Through Rate (CTR)

- Measures how likely it is that your ads will get clicked when shown for that keyword, irrespective of your ad's position, extensions, and other ad formats that may affect the visibility of your ads
- Predicts whether your keyword is likely to lead to a click on your ads. Ads takes into account how well your keyword has performed in the past, based on your ad's position
- Three possible statuses you can get: above average, average, or below average
- Above average and average, you're good
- A "below average" status means that your ad might need to be changed so that it's more closely related to your top keywords
- Use this status to help identify keywords that might not be relevant enough to perform well

Landing Page Experience

- Estimate how relevant and useful your website's landing page will be to people who click your ad
- Landing pages with higher ratings are usually well-organized and have text that relates to a person's search terms
- Your ads may show less often (or not at all) if they point to websites that offer a poor user experience
- Make sure your landing page is clear and useful to customers, and that is related to your keyword and what customers are searching for

Landing Page Optimization

- Offer relevant, useful and original content
 - Be specific when the user wants a particular thing
 - Be general when the user wants options
- Promote transparency and foster trustworthiness on your site
- Make mobile and computer navigation easy
- Decrease your landing page loading time
- Make your site fast

Additional Resources

Google Related

[Ads Fundamentals](#)

[Ads Insights Video](#)

[Ads Blog](#)

[Ads Twitter](#)

[Ads Keyword Planner](#)

[Ads Preview & Diagnosis](#)

[Google Trends](#)

[Google Analytics](#)

Additional Resources

Ads Hacks & Tips

[Wordstream Blog](#)

Keywords

[Ubersuggest](#)

Darian Schouten, [75 Negative Keyword Ideas](#)

Landing Page Optimization

[Optimizely](#)

[Unbounce](#)

User Behavior & Analytics

[Crazy Egg](#)

[Hotjar](#)



Additional Resources

Research & Competitive Intelligence Tools

[Quantcast](#)

[SimilarWeb](#)

[MixRank](#)

[AdClarity](#)

Structuring Your Campaign

Sam Mazaheri, [Name Your Ad Campaigns Like a Pro](#)

Are you a nonprofit organization?

Google Ad Grants empowers qualifying nonprofit organizations, through \$10,000 per month in in-kind Ads advertising, to promote their missions and initiatives on Google search result pages.

Details here: <http://www.google.ca/grants/>



Q&A

***Please don't forget to PAUSE your test campaign.**

The screenshot displays the Google AdWords interface for a campaign named "T-Shirts - Women - Football". The campaign status is currently "Enabled", as indicated by a green dot and the text "Enabled" in the dropdown menu. A red box highlights the dropdown menu, and a red arrow points to the "Paused" option. The main content area shows a table of ad groups with columns for status, CPC, ad rotation, clicks, impressions, CTR, and cost.

Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj.
Women - Football - T-Shirts	Eligible	CA\$1.31 (enhanced)	--	0	0	0.00%	CA\$0.00	CA\$0.00	Standard	None

Class Resources:

<http://camptech.ca/googleads1>



Thank you!

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



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