

# EVERYTHING YOU NEED TO KNOW ABOUT ADWORDS 2018



# CONTENTS

- Intro ..... 4**
  - Does AdWords Apply To My Business?..... 4
  - So How Does It Work?..... 4
  - What Is An Ad Rank, Exactly? .....5
  - What Are Quality Scores And Extensions?.....5
- Your First Campaign..... 6**
  - Search Network.....6
  - Search Network With Display Select.....6
  - Display Network.....6
  - Video.....6
  - Shopping.....7
  - Universal App.....7
  - Determining A Campaign Name .....7
  - Selecting A Bid Strategy.....7
    - Manual.....7
    - Automatic .....8
    - Target CPC .....8
    - Target ROA.....8
    - Maximize Clicks & Conversions .....8
    - Target Search Page Location & Outranking Share .....8
  - Determining A Budget.....9
  - Ad Delivery Options .....9
    - Standard .....9
    - Accelerated.....9
  - Locations.....10
  - Creating Extensions .....10
    - Structured Snippet.....11
    - Price.....11

Review .....11

Ad Schedule & Rotation .....11

**Creating Your Ad Groups For Easier Searches ..... 12**

Ad Group Name.....12

Keywords .....12

Default Bid.....12

Keyword Match Types.....12

    Broad Match .....12

    Exact Match .....13

    Phrase Match.....13

    Negative.....13

Create Your Ad .....13

    Final URL.....13

    Headlines .....14

    Display Patch .....14

    Description .....14

**Creating Display Ad Groups ..... 15**

Audiences.....15

    Intent .....15

    Affinity .....15

    Remarketing.....15

Demographics.....15

Automated Targeting.....16

Ad Creation .....16

**Conclusion..... 17**

## INTRO

Imagine someone in your target market searching for the very product or service you offer. They type in the right keywords into a Google search and begin browsing. At that moment, an advertisement for your product appears at the top of their search, encouraging them to buy with a shipping discount or other incentive.

And your site's link gets clicked, leading to a purchase.

Google AdWords has made this advertiser's dream a reality. AdWords makes it possible for businesses of all sizes and types to display their products or services to internet users browsing for the very products the company offers, resulting in that golden ticket called "More Revenue."

If you are new to this amazing lead generation tool, read on and be enlightened. Our 2018 AdWords Guide comes stocked with tips and strategies that streamline AdWords usage for better results quickly. We'll tell you how to utilize AdWords to your greatest advantage so you don't spend too much company money or feel terribly overwhelmed by data. Our team is here to help you achieve that wonderful, exquisite, coveted Return on Investment.

Let's begin by answering a few questions.

### DOES ADWORDS APPLY TO MY BUSINESS?

It absolutely does. Almost every type of business in existence can put at least one AdWords tool to outstanding use. Whether your current goal is increased brand awareness, more site traffic, conversions, or more of the aforementioned revenue, Google AdWords is here to help make your wish come true.

### SO HOW DOES IT WORK?

You may be surprised to find out Google AdWords is essentially an auction. Google decides which ads to show to consumers based on how many times a product or service gets searched. Ads get displayed in order on a page based on search numbers. The ads from the winning searches naturally enjoy the highest rankings.

## WHAT IS AN AD RANK, EXACTLY?

Ad rank is the value determining where your ad will show up on a search engine. Bid amounts, Quality Score components, and the projected impact of ad formats such as extensions are all used to calculate ad ranks.

## WHAT ARE QUALITY SCORES AND EXTENSIONS?

Your Quality Score is the total estimate of your overall ad auction performance. It looks at factors such as ad quality, landing pages, and keywords. Extensions are bits of information attached to ads to increase click-through rates without costing you any more money. They can include your business' location, phone number, and other pieces of valuable information that not only make your ads bigger but also more relevant.



## YOUR FIRST CAMPAIGN

AdWords provides six types of campaigns to select from to help you reach assorted goals quickly. See which one benefits your current campaign goals.

### SEARCH NETWORK

Show ads to potential customers next to their search results whenever they inquire about something on Google. These ads are part of the Pay-Per-Click realm and are ideal if you have a working idea of what customers will search for when they are looking for one of your services or products.

### SEARCH NETWORK WITH DISPLAY SELECT

Show your ads not only next to search results but on Google's affiliate websites. You'll reach many more potential customers with this option.

### DISPLAY NETWORK

Display image ads to your target audience wherever they are on the internet. These displays are specific to video and image use/search; however, this is an ideal option for increasing brand awareness. Display image ads reach an incredible percentage of internet users.

### VIDEO

Reach your market through video ad formats on YouTube and the platform's partner sites. This is another brand awareness option that works especially well if you have a particular product or service requiring more detailed descriptions.

## SHOPPING

Provide shoppers with helpful details about your products without the need for immediate ad clicks. Shopping campaigns help showcase your inventory, increase physical location or website traffic, and help you reach more of your target audience. This option is ideal if you have a number of refined products to market.

## UNIVERSAL APP

Advertise your new app on all of Google's biggest properties including Google Play, Search, YouTube, and the Google Display Network. Obviously, this campaign works if you have an app to let consumers know about.

## DETERMINING A CAMPAIGN NAME

Come up with a campaign name that makes it easy to identify. If yours is a shopping campaign, guess what you should name it. Shopping. This helps you manage your campaigns in the future.

## SELECTING A BID STRATEGY

Google offers several bid strategies in light of individual marketer needs. You'll find these strategies in two broad categories: Manual and Automatic.

### MANUAL

Manual bid strategies provide complete control over your campaigns but require serious time to manage them. Each Ad Group or keyword features identical bids unless you decide to change them. If you are completely new to AdWords, have a limited budget, or do not have the time to dedicate to this type of strategy, wait on this option.

Keep in mind using Manual CPC turns on Enhanced CPC automatically to help you adjust bid amounts and increase conversion rates. If you want to maintain total control over your bids, turn this feature off.

## AUTOMATIC

Automatic bid strategies work well for those who are again new to AdWords as well as individuals who simply do not have the time or inclination to update campaign bids on a continual basis. When you choose an automatic strategy, you are putting most of your campaign control in the “hands” of Google.

There are several versions of Automatic CPC campaigns.

## TARGET CPC

This option uses bids to acquire as many conversions as possible while keeping the target cost-per-acquisition (CPA) set by you in mind. It works best if you have a clearly-defined CPA.

## TARGET ROA

Target ROAs create bids to increase conversion value and set the target return on ad spend. It's perfect if ROAs are high on your bid strategy list.

## MAXIMIZE CLICKS & CONVERSIONS

Attract as many people to your site as possible while staying within your budget with Maximize Clicks. This bidding strategy works well when your site is new and you want as many clicks as possible without going over budget.

Maximize Conversions, in comparison, helps you obtain the most conversions while staying within budget limits. It relies on machine learning to optimize bids for searches most likely to result in site conversions. If increasing your conversion numbers is your current top priority, go with this option.

## TARGET SEARCH PAGE LOCATION & OUTRANKING SHARE

Target Search Page Location provides the aggressive search strategy that may be exactly what your site needs. It automates bid settings so Google puts your ads on the top of the search results page where they belong. This method is expensive but remains a fantastic way to put your ads in front of potential customers.

Target Outranking Share provides the chance to select the domain you wish to outrank in search results and how often. It automatically fixes your bid so you reach your target. It's yet another aggressive strategy that puts necessary competition into your marketing strategy.

## DETERMINING A BUDGET

Google asks you how much money you want to spend every day. Streamline this process by coming up with a reasonable number and dividing it by the number of days in that particular month, or 30.4.

Keep in mind Google will occasionally let you exceed your Daily Budget amount to help you respond to traffic fluctuations...but don't worry, the search engine will not let you go over your Monthly Budget.

## AD DELIVERY OPTIONS

Google provides two options for ad delivery, Standard and Accelerated. Standard is naturally the default.

### STANDARD

Standard Ad Delivery delivers ads in a budget-friendly way. It distributes your budget evenly throughout each day; however, you may miss out on potential leads because you did not use your entire Daily Budget amount. You may also not be able to reach your customers like you want to if you use Standard Ad Delivery if search volume for a particular service or product increases. Use this option to start and switch to Accelerated when the data indicates it's time.

### ACCELERATED

Accelerated Ad Delivery displays your ads at the beginning of the day at a faster rate. This is a somewhat risky move because you can run out of Daily Budget money quickly. However, if your budget is sizable and reaching customers all day long is not as big a concern, go with this ad delivery method.

## LOCATIONS

Define the locations you want to serve ads too if you offer location-sensitive services such as plumbing in San Francisco, California or tree removal in Rochester, New York. You'll also want to define your locations if you sell products or services at a brick-and-mortar location. Google makes it possible to target customers based on small details such as zip codes to help you reach the right consumers at the right time.

## CREATING EXTENSIONS

Extensions often fall into the "afterthought" category when designing an ad campaign, yet they are worth the investment. Why? Because Google rewards extension creators! The importance of extensions subsequently cannot be stressed enough. Currently, there are 10 extensions in AdWords that Google divides by goal:

Goal: I Want Customers To Make Purchases From My Brick-And-Mortar Location

Extensions You Need: Location

Location extensions help customers locate your business by presenting them with your address, the distance to your store, or with a map (again, to your store). There's also Affiliate Location Extensions that help consumers find nearby stores and shops that sell your products, such as retail chains. A final location-based extension is Callout Extensions that explain current sales or events happening at your store.

Goal: I Want My Customers To Contact Me

Extensions You Need: Call and Message

Call extensions provide consumers with phone numbers so they can easily pick up the phone and ask a question or buy a product or service. Call extensions may also come in call button form.

Message extensions allow consumers to contact your store or headquarters through text. They simply hit a button to schedule an appointment, request an estimate, or ask a question.

Goal: I Want Website Conversions

Extensions You Need: Callout, Structured Snippet, Price, Review

As noted earlier, Callout extensions provide the chance to offer sale, discount, or other pertinent information in your ads.

## STRUCTURED SNIPPET

This extension makes it easy for consumers to learn more about your product or service instantly. For example, if your snippet was “dental services we offer,” they would include options such as “teeth whitening”, “teeth cleaning”, “dental implants”, and “braces” among others.

## PRICE

Price extensions give potential customers the opportunity to browse your services or products directly from the ad in their categories. They clearly display the prices.

## REVIEW

Review extensions are available on desktop only and add customer rankings or reviews from Yelp, Facebook, and other published sources.

Goal: I Want People To Download My App

Extensions You Need: App Extensions

This extension puts your app in front of users whether it is the iOS or Android variety.

## AD SCHEDULE & ROTATION

Ad Rotation lets you tell Google the order in which you want your ads displayed. Consider using the Optimize: Prefer option that displays ads more likely to receive clicks. Your other choice is to rotate your ads continuously.

Ad Schedule makes it possible to show ads only at certain times of day or days of the week. If you are closed on Mondays or other days of the week and therefore do not want consumers to see your ads on those days, Ad Schedule is ideal.

## CREATING YOUR AD GROUPS FOR EASIER SEARCHES

Start with a search campaign, especially if you are new to the digital ad world.

### AD GROUP NAME

Name your ad group in the most specific way you can. For example, if your ad group concerns your winter sale, name the group "Winter Sale."

### KEYWORDS

These terms trigger ad appearance so people searching them see what you're offering. Think of phrases and words your customers might use to find your products or services or services that are similar to come up with fantastic keywords. Create keywords around a particular idea or theme to enjoy the best results. Google also provides keyword ideas when you are setting up a campaign to help you get started.

### DEFAULT BID

The default bid is the maximum amount of money you want to spend every time a consumer clicks an ad that pops up because of your keywords. Set this number at \$1.00 if you are uncertain about click worth at the present time.

### KEYWORD MATCH TYPES

#### BROAD MATCH

This is the default broad keyword match type that displays your ads based not only on your actual keywords, but misspellings, synonyms, relevant variations, and related services.

## EXACT MATCH

The only ads that appear with Exact Match are those that precisely match your keywords. Searches are subsequently limited. These keywords feature square brackets around them such as [pink cat dishes].

## PHRASE MATCH

This typically limits the number of searches triggering your ads in comparison to Broad Match keywords. The keywords feature quotation marks such as "blue dog collars" and show your ad any time a search includes your phrase or something similar. The phrase may include words before or after it.

## NEGATIVE

Think about what you *do not* want your ads to show up for with Negative keywords. They let you alert Google to the phrases and keywords that have nothing to do with your services or products.

## CREATE YOUR AD

Now it's time to get creative! Crafting outstanding ads that pique consumer interest is all about connecting ad language to the ad-triggering keywords while keeping end-user intent in mind. If someone is searching for an exotic pet veterinarian, for example, you do not want your ad reading "veterinarian" only.

## FINAL URL

The final URL is the consumer's destination upon clicking your ad. It is often referred to as the landing page. Your ad copy needs to match your landing page visuals and text to streamline the user experience. The information should provide them with that they are looking for.

## HEADLINES

The most essential part of your ad copy is the headline, which is divided into two parts: headline 1 and headline 2. Quality headlines attract user attention easily and address what they are searching for. Headline 1 appears at the top and is up to 30 characters long, while headline 2 appears after the first headline and features the same character limit. Headline 2 can extend to a second line on mobile, so keep that in mind.

## DISPLAY PATCH

Display patch is the green URL appearing under your headlines. It is 15 characters long and tells users where they will go if they click on your ad link.

## DESCRIPTION

Descriptions add depth and value to ads by providing additional details, such as a sale or special event information. They appear under Display Paths and are up to 80 characters long.

## CREATING DISPLAY AD GROUPS

The next phase concerns creating ad groups featuring related keywords and ads.

### AUDIENCES

Perhaps one of Google's best features is its ability to target your ads in regards to audience interest so you can reach your market based on factors such as Intent, Affinity, and Remarketing. Set these options as default if you are unsure about your target audience or expect to move products and provide services among many demographics.

#### INTENT

Provide full keywords and URLs to make an audience based on the products and services your ideal target market is looking for.

#### AFFINITY

Build audiences and display ads based on your target market's lifestyle and buying habits, as well as their interests.

#### REMARKETING

Cater to potential buyers who clicked on an ad link or visited your site without making a purchase or signing up for a newsletter. Remarketing provides an inexpensive and effective way to entice members of your target market.

### DEMOGRAPHICS

The Demographics aspect of your AdWords account allows you to set parameters in regards to your target audience. If you have a clear idea of who you are advertising to, such as motorcycle enthusiasts between the ages of 20 and 40, you can set your ads to appear in their searches instead of those from new moms or teens.

## AUTOMATED TARGETING

Automated Targeting lets you review your audience and advertise to those with similar interests and buying habits. Conservative automation is the AdWords default with Aggressive and no automated targeting also available as options. Start with the default and go from there for best results.

## AD CREATION

Google's ad generator works well for Display Ads, though you can also upload your images for a more customized result.

## CONCLUSION

AdWords may seem overwhelming at first, but with research and continuing education, you can enjoy a wide range of benefits from your campaigns. This eBook was created as a beginner's guide to help you launch your AdWords campaigns and put the right text and images in front of your target audience. Keep working on your ads and make adjustments as they are needed in order to continue benefiting from this outstanding marketing platform.

Contact us today at Softline Solutions when you need help with your AdWords strategy or digital marketing campaigns. This Google tool is one of our many specialties!

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