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PAID SEARCH A BEGINNER'S GUIDE

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WELCOME

To the Beginners Guide to Paid Search

This in-depth eBook will walk you through all the basics of understanding, setting up and launching your first paid search campaign.

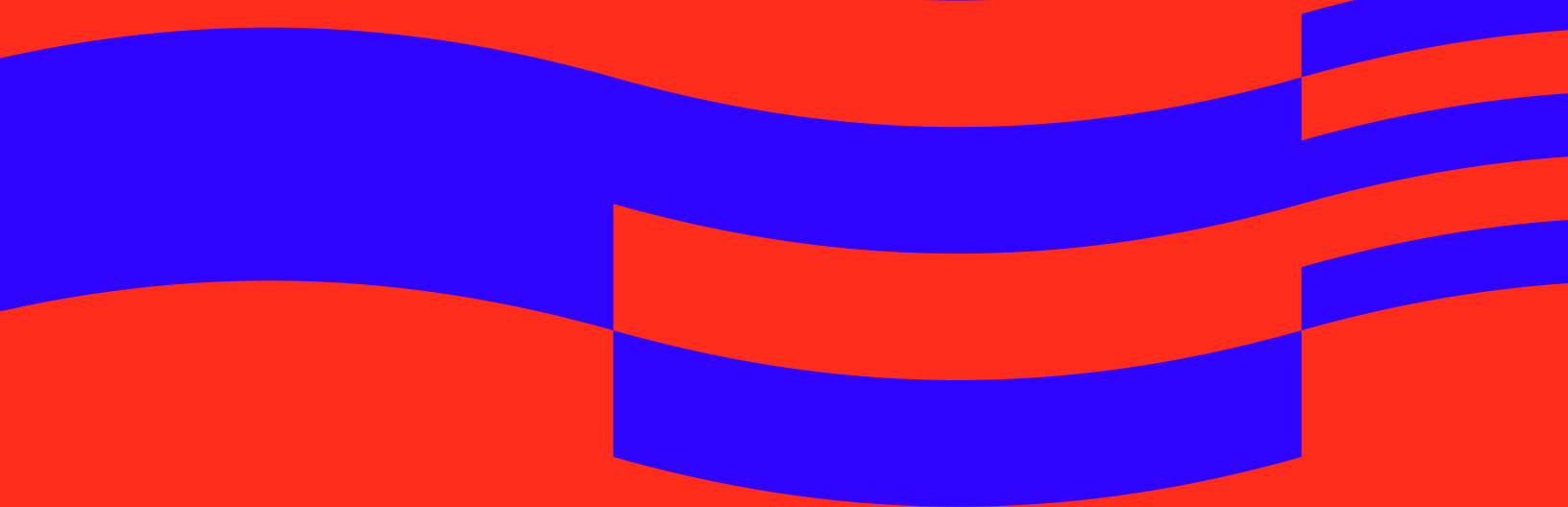
First Things First: What is Paid Search?

Paid Search is a type of Search Engine Marketing (SEM) that can be used to increase your business' online presence. Ads are displayed on search engine result pages (SERPs), placed on either the top or bottom of search query results for search engines such as Google and Bing. Ads are labeled with a distinguishing "Ad" callout to separate them from the rest of the organic results (more on organic vs. paid search below). Running paid search ads help potential customers find your business, whenever a user searches a keyword or query related to the campaign you are running; your business has the opportunity to be shown in the results.

What Will I Learn from this eBook?

This eBook will walk you through some fundamental and intermediate-level information to teach you the basics of paid search, as well as provide plenty of practical, actionable steps to set up an effective and successful paid search campaign. Some areas we'll cover include how pay per click bidding systems work, how to perform keyword research, fundamental paid search key terms, optimization techniques for your campaign, and integrating Google Analytics to better track performance of your account.

Paid search is an ongoing process. You can work your way through this eBook at your own pace, but we suggest never to "set and forget" an ongoing campaign. You'll need to keep monitoring performance at regular intervals and keep coming back to the optimization section for tips on what to look for and how to improve your campaigns.

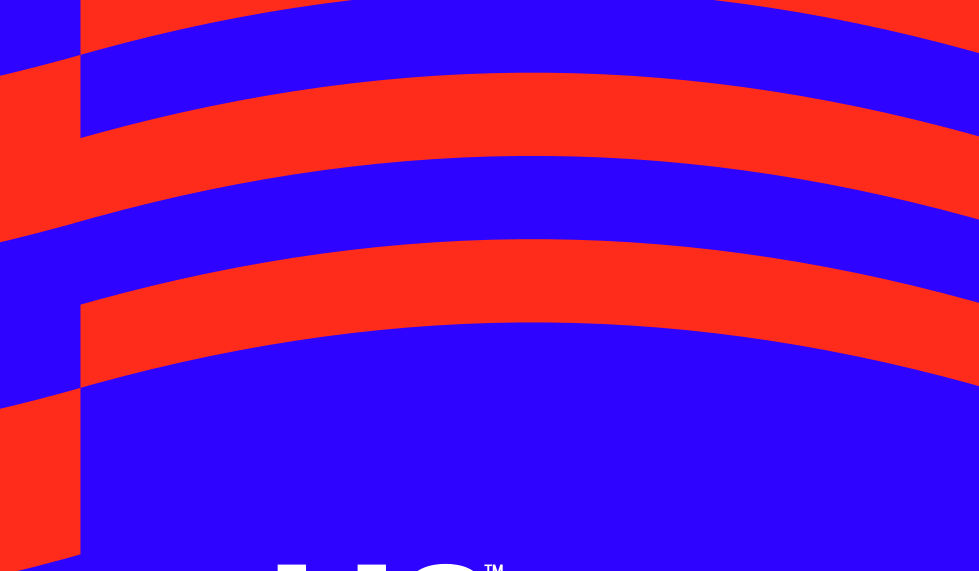


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01

WHAT IS PAID SEARCH?

A LESSON IN FUNDAMENTALS

WHAT IS PAID SEARCH?

Paid search is a form of advertising where search engines such as Google and Bing allow advertisers to show ads on their search engine results pages (SERPs).

Paid search works on a pay-per-click (PPC) model, meaning that until someone clicks on your ad, you don't pay. This makes it a measurable and controllable marketing channel compared with more traditional forms of advertising.

ORGANIC VS. PAID SEARCH

The anatomy of a search engine results page.

Before diving into specifics on paid search campaigns, it's important to understand the fundamentals of a search engine results page, and the very important difference between paid and organic search. While paid search allows business to pay for increased search visibility, organic search represents unpaid or natural rankings determined by search engine algorithms. The natural, or organic results, displayed on a search engine results page are the outcome of the search engine algorithm analyzing all the pages across the web to determine those that contain the most relevant information for the user's search.

Organic search represents unpaid traffic to your website. Meanwhile, paid search is a resource for businesses to pay to ensure their website is included in search results for specified keywords and phrases.

Paying to ensure your website is displayed for highly valuable keywords, increases the likelihood of someone seeing and clicking your link, ultimately sending traffic to your website. It is also a great way to outrank competitors and give your brand awareness a boost. Google Ads and Bing Ads are examples of paid search; they use keywords and phrases to display sites in predetermined "paid search" slots.

plumber near me

About 614,000,000 results (0.84 seconds)

Ad · www.rescueroooter-austin.com/near-you/plumber · (512) 643-0140
Need a Plumber Near You? | \$89 Drain Cleaning Special
Greater Austin Plumbing Repair & Replacement. Call Your Local Rescue Rooter®! Exceptional Service is Our Promise. \$89 Main Drain Line Cleaning & Free Camera Inspection. Trusted Reliable Service. BBB Accredited: A+ Rating. No Trip Charge. \$50 Off Any Service.
24 HR Emergency Service · 70 Years Serving Austin · \$50 Off Service · \$89 Drain Cleaning

Ad · www.aaa-auger.com/plumbing/services · (512) 937-1637
24 Hour Plumbers in Austin | Affordable & Fast. Call Now
Experienced Austin Plumbers. Same Day Service. Call AAA Auger for a Free Repair Estimate.

Clarke Kent Plumbing
4.6 ★★★★★ (415) · Plumber
1408 W Ben White Blvd
Open 24 hours · (512) 477-2200

Plumborama
5.0 ★★★★★ (2) · Plumber
Closed · Opens 7AM Mon · (512) 460-3032

Demoss Plumbing Company Inc
3.2 ★★★★★ (13) · Plumber
3911 Warehouse Row
Closed · Opens 8AM Mon · (512) 280-4600

More businesses

radiantplumbing.com ·
Radiant Plumbing & Air | Plumbing & HVAC Service | Austin, TX
Radiant Plumbing offers unmatched HVAC & plumbing service in Travis County, TX and the surrounding areas. Our Specialists bring the best in plumbing ...

PPC Ads

Local Pack

Organic

PAID SEARCH TERMS

Now that we covered the basics on paid search, let's go over some quick industry key terms that will help you better understand and navigate the world of paid search. Be sure to bookmark this section so you can refer back to these terms as you move through this paid search guide.

Impressions:

The number of times your Ad shows up on a search page. Impressions count each time your Ad appears on Google, Bing or the Google Search Network, whether or not someone clicks it.

Click:

This is an actual click on your search ad. Clicks count even if the user hits the back button right away and doesn't reach your website. The act of clicking the link will register as a "click."

Conversion:

When a person interacts with your Ad and makes a pre-defined action on your website, i.e. filling out a form, downloading an item, submitting a contact request, subscribing to your newsletter, calling your business or others.

Click-Through Rate (CTR):

A percentage of how many people have interacted with your Ad (clicked) compared to the number of people who have seen it (impressions). Calculated as: $\text{clicks/impressions} = \text{CTR}$

Conversion Rate:

The percentage of users that have converted (completed a specified action on your website), compared to the number of users that have clicked on your ad. The higher your conversion rate, the more effective your campaign. Calculated as: $\text{conversions/clicks} = \text{Conversion Rate}$

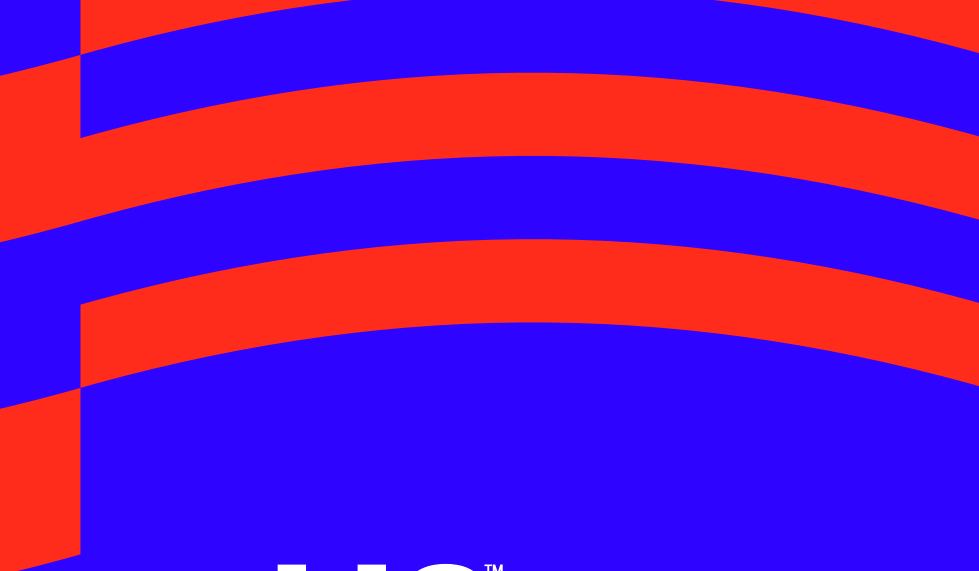
Cost Per Click (CPC):

The average amount you pay for a paid search click to your website. Calculated as: $\text{spend/clicks} = \text{CPC}$

Cost Per Action (CPA):

The amount you spend on each conversion from your Ad. Calculated as: $\text{spend/conversions} = \text{CPA}$

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02

HOW PPC WORKS

BUILD AWARENESS, GENERATE LEADS & DRIVE CONVERSIONS

HOW PPC WORKS

PPC, or pay per click, is a way of buying visits (clicks), to your website with the goal of increasing business. When using PPC, it is important to know that more investment doesn't automatically equal more visibility for your ads. Instead ads are subject to what's called an ad auction. An ad auction is an automated process that search engines use to determine which ads are shown, where they are shown, and how often they appear.

In this section, we'll take you through a few of these key areas:
PPC Bidding, Keywords, Quality Score & Landing Pages

UNDERSTANDING AD AUCTIONS

There are two main factors considered during an ad auction:

Bid

The amount you are willing to pay for a click.

Quality Score

A score from 1–10 that paid search platforms assign every keyword in your account, 10 being the highest. This is calculated based on three factors: ad relevance to your keywords; landing page experience; and expected click-through rate.

These two factors are combined to give you an 'ad rank'. The advertiser with the highest ad rank in the auction will appear in the first result. Read on for further information on how to navigate the PPC process.

PPC BIDDING

When starting your PPC advertising campaign, you will be asked how much you're willing to pay every time someone clicks on your Ad. Search platforms will provide you an recommendation on how much you should bid, but ultimately it's up to you. If Google recommends a bid of \$2.50 and you only want to bid \$2.00, that's fine – it may just mean your ads are shown lower on the page or less frequently. If you realize that your ad isn't being shown very often or as high as you like, you can go back to your original ad and adjust the bid amount.

QUALITY SCORE

Quality Score refers to how relevant and useful your ad is for the end user. While the actual formula for determining quality scores is a secret (this prevents users from taking advantage of the system), there are three basic factors that we know play into the equation:

Keyword Ad Relevance

How relevant is your ad to what the user is looking for?

Landing Page Experience

How relevant is the page you are sending traffic to relative to the user's search. This also includes considerations such as, how easy the page is for people to use, mobile-friendliness factors, navigation and others.

Expected Click-thru Rate

How likely your ad is to be clicked, estimated on historical performance data from your own account, similar advertiser's data and your ad features.

Quality Score is primarily a measure of the quality and relevance of your ad—it was designed to stop an advertiser's ability to pay the highest amount to appear at the top of search terms, regardless of their relevance to the search query or landing page content. Remember, Google's value proposition for users is that they deliver highly relevant results for search queries, so they need to include some sort of quality control in their paid search platform to ensure quality results are shown. This is where quality scores come in. A low-quality score is mostly due to a disconnection between your Keywords, Ad Groups, Ad Text and Landing Page content.

High Quality Scores come naturally when Ads contain organized keywords in appropriate Keyword Groups, Ad Text that corresponds with certain Ad Groups and Landing Pages that connect with the Ad Text's offer.

Optimizing your Quality Scores, sets your campaign up for a better return on investment. High quality scores directly correlate with a lower Cost Per Conversion, meaning your budget goes further and does more to achieve your goals. You can check the quality score for your keywords or ads anytime in the Google campaign dashboard. This is an effective tool to use to improve and optimize your campaign.

Keyword	Status	Qual. score	Impr.	Clicks	CTR
+custom +plastic +glasses	Eligible	10/10	899	111	12.35%
[custom plastic glasses]	Keyword: +custom +plastic +glasses Showing ads right now? <input checked="" type="checkbox"/> Yes				
Total - all keywords	Quality score Learn more 10/10 Expected clickthrough rate: Above average Ad relevance: Above average Landing page experience: Above average				
Total - all ad group	Ad Preview and Diagnosis				

KEYWORDS

Keywords play a vital role in the effectiveness of your paid search campaign. If you want people clicking your ads, you need to understand what kind of words and phrases people use when searching for products or services related to your business. Since the ad auction is a bidding system, advertisers decide on what terms they want to trigger their ads. These terms are referred to as Keywords.

Since you're paying for each click on your ad, it is important to only bid on Keywords that are relevant to your business.

Use tools, such as the Google Keyword Planner, (more on this and keyword research in section below) to help you find the right keywords to increase business.

LANDING PAGES

When a customer sees a list of search results, and ultimately clicks on a URL, that URL leads to a landing page. It is important that your landing page is well designed and optimized to convert visitors to customers. Some basic tips include:

1. Separate offers need separate pages

Make sure you have individual and unique landing pages for different offers;

2. Don't overcomplicate content

Keep content focused on a single service or line of products to cut down on confusion for the end user;

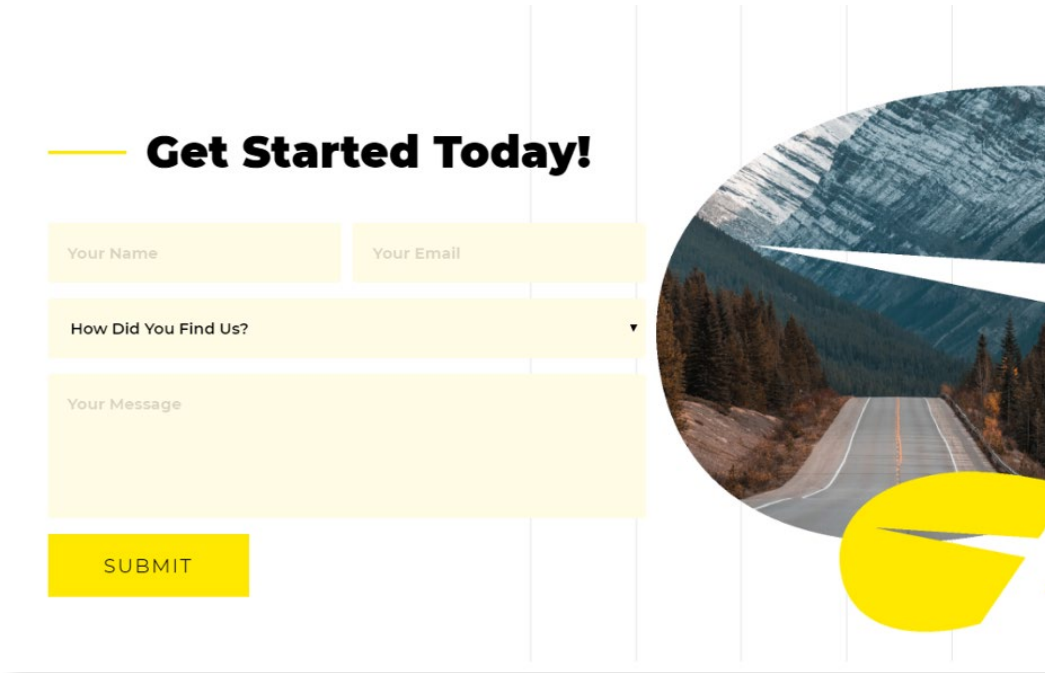
Why Do You Need This Service

This Service
E-commerce marketing will help you launch, scale, and optimize your online store in as little time as possible so

Time-Saving
Many businesses owners know how to run their physical store but lack the digital knowledge to successfully sell

3. Use calls-to-action

Don't forget to include a Call-to-Action (like a "Buy Now" or "Book Now" button) so that the visitor has a clear sense of action;



Get Started Today!

Your Name

Your Email

How Did You Find Us?

Your Message

SUBMIT

4. Responsive web design

And always make sure that your Landing Page is mobile-friendly.

Also, make sure that your landing page delivers on any promises that your Ad mentions. For example, if your ad talks about a discount, make sure that your landing page features that discount.

Follow-through on web deals and offers – and make the transaction a seamless experience – this will help you build a loyal online following.

KEYWORD RESEARCH

Keywords play a vital role in the effectiveness of your paid search campaign. If you want people clicking on your search ads, you need to understand what kind of words and phrases people use when searching for products or services related to your business.

[Google Keyword Planner](#) is an effective tool to help you figure out what keywords best Represent your company and how people can find it. All you need to get started is a Google account. See section below for details on creating an account if you don't currently have one.

LEARN YOUR KEYWORDS

Once you log in to your business account, [Google Keyword Planner](#) gives you two options: "Find Keywords" or "Get search volume and forecasts."

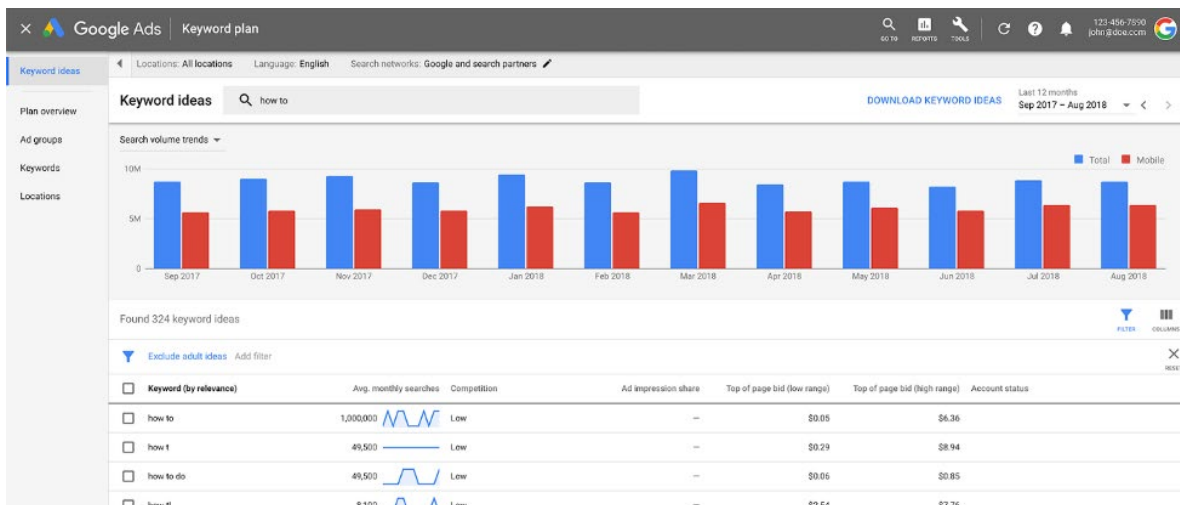
1. Find Keywords

The first option gives you an idea of new keywords that can help promote and gain interested visitors in your products or services.

2. Get Search Volume Forecasts

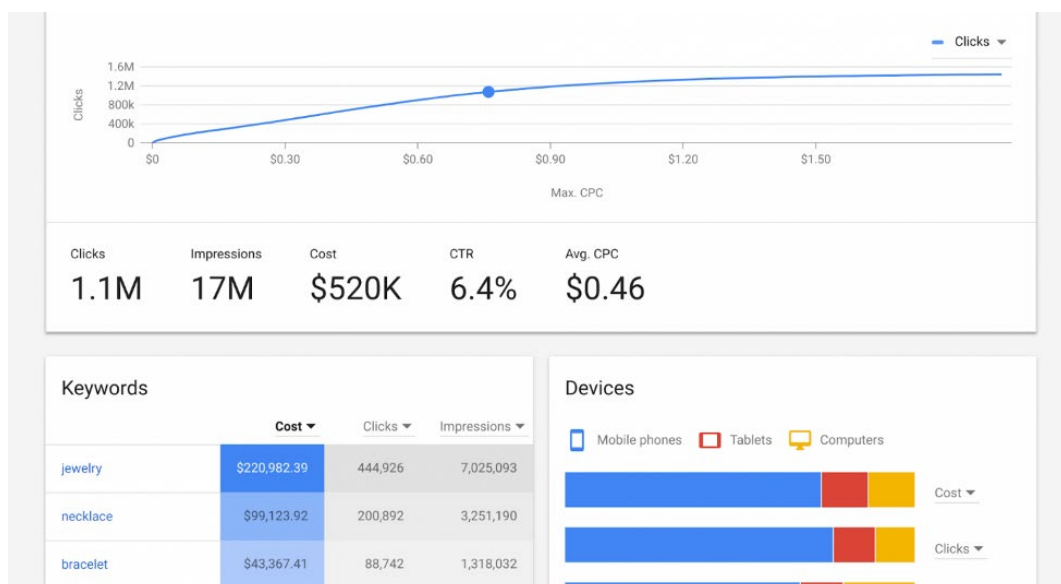
With the second option, you can see volume and different metrics for your Keywords. It can also predict which keywords might perform well in the future.

Both options will take you to the keyword plan. Depending on which option you choose, your page will vary with content.



KEYWORD SUGGESTIONS

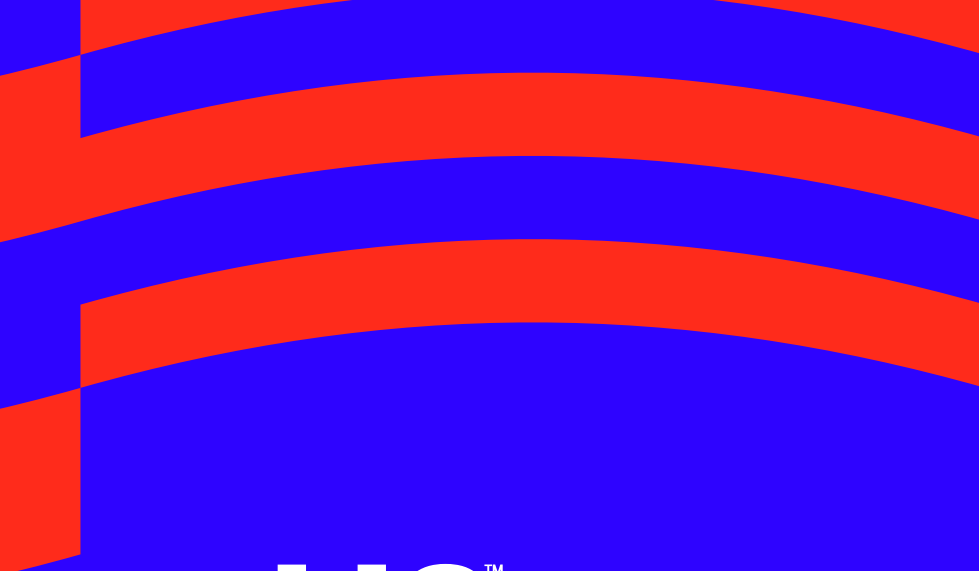
After you have chosen your option, Google will ask you to type in Keywords that you believe relate to your business or that potential customers could be searching for. Google will then provide keyword suggestions. You are not limited to just single-word terms, you can also use phrases or a URL. If you already have a list of keywords, type those in and click next to be taken to a forecasts page. This page will show how many clicks and impressions you can expect should you decide to run ads with your keywords.



EXPLORE

Now you know the basics of Google's keyword planner. This tool allows you to effectively plan your keyword campaigns, view trends, search volume, explore suggested keywords and phrases, and estimate traffic and cost. Since we've covered the basics, the next section will take you through setting up and launching a paid search campaign.

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03

**GOOGLE ADS
ACCOUNT
SET-UP**

STARTING ON THE RIGHT FOOT

GOOGLE ADS ACCOUNT SET-UP

Creating a Google Ads account is the very first step in preparing your paid search campaign. A lot of the tools and resources we will be talking about require a Google account to access. Don't worry, simply having an account does not mean you will be charged. You will have access to the research tools for free and will not pay until you launch an actual campaign.

In this section, we'll take you through a few of these key areas:

- Use an existing Google email account
- Create a new Google email account
- Use an existing email address you already own (non-Google account)

GOOGLE ADS ACCOUNT SET-UP

We are now ready to set-up and launch a paid search campaign. For illustration purposes, we will be walking you through a paid search campaign using Google Ads. Remember that although Google commands the majority of search traffic on the internet, Bing is another search engine that allows advertisers to show ads on their search engine results pages (SERPs). You should evaluate your website traffic, budget and goals to determine which platforms work best for your business.

To begin, you will need an email address and website for your business. Before signing in or creating a Google Ads account, you need to decide if you want to manage the account through a.) an existing Google email account b.) create a new Google email account for your business or c.) use an existing email address you own (even if it's not a Google product).

Option A: Use an existing Google email account

1. Go to the Google Ads account sign-in page.
2. You will be prompted to enter your email address to use an existing Google account.
3. Enter the email you want to use to sign into your new Google Ads account.
4. Enter the website address for the business you want to advertise.
5. Click "Continue," and sign into your Google account.

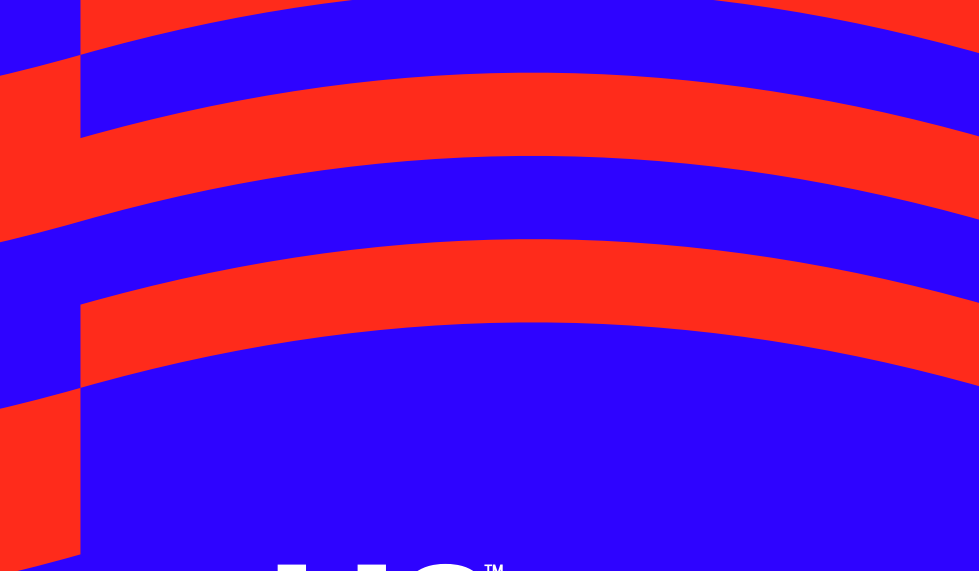
Option B: Create a new Google email account

1. Go to the Google Ads account sign-in page.
2. You will be prompted to enter your email address to use an existing Google account but can select the secondary option “Create account” at the bottom of the sign-in page.
3. Select “Create account”
4. Choose “To manage my business”
5. The account creation page will ask for an existing email address but there is an option directly underneath “Create a Gmail account instead.”
6. Select this option and choose an available Gmail handle.
7. Complete the remaining items for your business.
8. You will be auto directed into the Google Ads New Campaign Screen

Option C: Use an existing email address you already own (non-Google account)

1. Go to the Google Ads account sign-in page.
2. You will be prompted to enter your email address to use an existing Google account but can select the secondary option “Create account” at the bottom of the sign-in page.
3. Select “Create account”
4. Choose “To manage my business”
5. The account creation page will ask for an existing email address. Enter your business or account email here.
6. Confirm password and select “next.”
7. Verify your email address with the code sent to your existing email.
8. Click Verify.
9. Go back to the Google Ads account sign-in page.
10. Enter your preferred email address.
11. Click “Continue,” and you will be directed to the Google Ads New Campaign Screen.

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04

**LAUNCH A
GOOGLE ADS
CAMPAIGN**

IT'S TIME TO MAKE IT REAL

LAUNCH A GOOGLE ADS CAMPAIGN

Whether you are new to Google Ads or a returning user, this section includes best practices all paid search advertisers should follow.

In this section, we'll take you through a few of these key areas: Creating a Text Ad, Setting your Budget & Adding Ad Extensions

Before creating your Ad Campaign, it is important to do a few things.

- Research and brainstorm
- Know your budget
- Use Keyword tools to check the demand for the Keywords that you want your Ad to target
- Create a compelling and welcoming Landing Page
- Create a powerful and relevant Call-to-Action
- Focus on conversions

These preliminary steps were all reviewed in detail in the prior sections of this eBook. If you need more detail on any particular item, you can find the relevant section via the table of contents at the beginning. Ensuring you have completed this pre-work will help streamline campaign set-up and maximize your campaign performance and investment return.

GETTING STARTED

There are two start paths outlined below for launching a new Google Ad campaign. Please choose the path that is applicable to you:

1. New Users – Refers to first time Google Ad accounts and is relevant for businesses that do not have any previous campaigns running.
2. Existing Users – Refers to businesses or users that have pre-existing campaigns.

The navigation for campaign set-up varies based on your entry point, so please choose accordingly.

Path 1: New Users

Sign into your Google Ads account. You will automatically be directed into the campaign flow set-up process and asked to choose your campaign goal from three existing options:

1. Get more calls
2. Get more website sales or sign-ups
3. Get more visits to your physical location

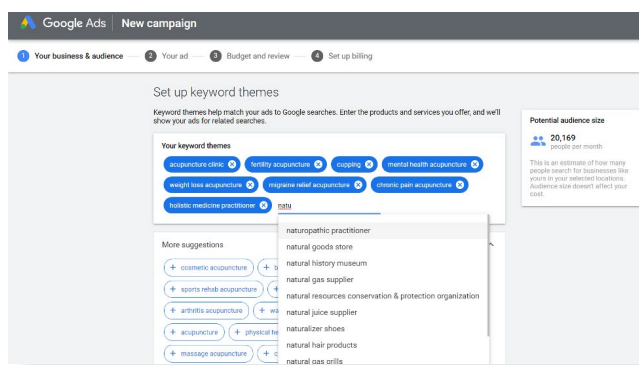
Choose the option that best fits your campaign goals and select "next." You will then be asked to enter your business name and website URL.

Choose Location Settings

Where do you want your ad to appear? You can customize by radius, county, zip-code or statewide targeting. Think of your customer base and what makes the most sense based on your goals. The location you choose determines who will see your ad. People searching within the specified area will be eligible to see your paid search ad and users conducting searches outside of your specified geo will not be served your ad, no matter the relevance to their search.

Select Keywords

Google will automatically suggest keywords based on a preliminary crawl of the content on your site. It is worth considering the automated suggestions as they hold high authority based on Google's algorithm, which means they can ultimately provide a strong quality score (lower CPCs for you).

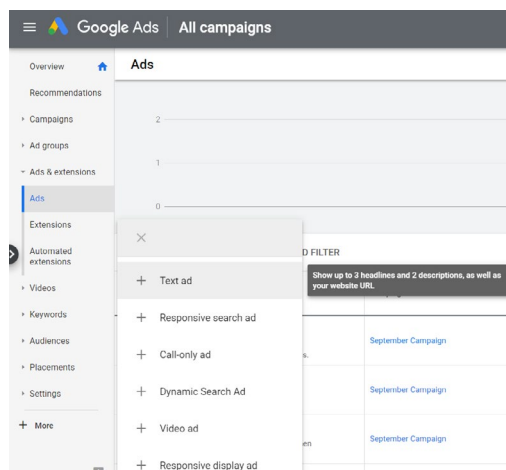


However, remember that Google does not know your business as well as you and you should use the preliminary keyword research conducted in the earlier chapters above. This is your best guide to deliver optimal results.

Once you are satisfied with your keyword list, click “next.” Remember you can always come back and edit, add or remove keywords at any time during the campaign. Skip to “create a text ad” below for the next steps.

Path 2: Existing Users

If you have already been running Google Ads, you can access the campaign set-up screen by clicking “Ads & Extensions” from the left column of the home page on the Google Ads screen. Click the blue plus button and select the “Text Ad” option. If you are setting up a call-only ad or digital display ad, you would select that option instead. The example we are using applies to text ads only.



Select the campaign and desired ad group for the ad you are creating. Proceed to the next step below, “create a text ad.”

CREATE A TEXT AD

This step includes the most important information. First, select your URL or landing page. Including a landing page with pertinent information directly related to your ad is very important to the success of your campaign.

For example, if your ad is referring to one specific product or service, include a direct URL to that page of your site. Google analyzes your ads based on the direct relation of your ad to your landing page or website. IE: If the landing page does not relate to your ad, then your ad will likely not be shown as often or not at all. See more on landing page tips in the section above.

Next, write your headlines. Headlines are the first thing users will see, so it's important to create high-impact copy and be sure to include the most important information at the front.

Next, create a description for your ad. The description should relate to your main headline and include more detail about your services and what action(s) you want potential customers to take. Be sure your descriptions are detailed, error free and relate back to your Landing Page.

Google wants all your information to be related, from the Landing Page of your website to the Keywords in your campaign, all the way down to the description of your Ad.

The more correlation you have between these segments, the better your ad will perform.

New campaign

1 Your business & audience — 2 **Your ad** — 3 Budget and review — 4 Set up billing

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Ad #1

Headline 1
Do You Have Pain & Discomfort? 30 / 30

Headline 2
Acupuncture in Pensacola 24 / 30

Headline 3
Zhou Rong Acupuncture 21 / 30

Description 1
Let Zhou Rong Acupuncture Help You with Stress & Pain Management. 65 / 90

Description 2
Visit Our Clinic in Pensacola for More Information about Our Acupuncture Tre 84 / 90

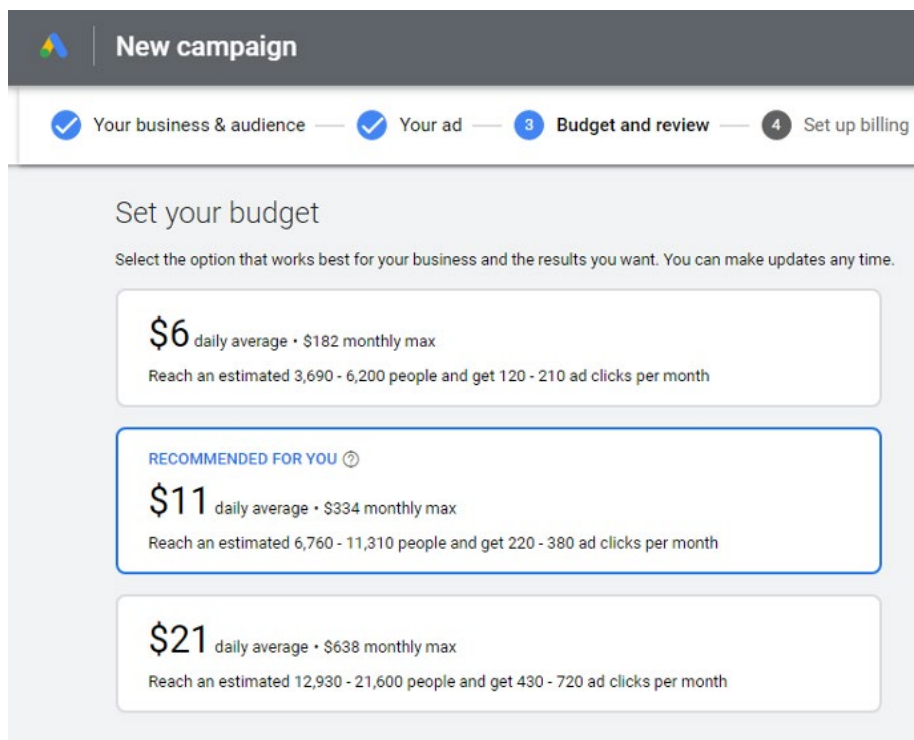
Your ad preview

Do You Have Pain & Discomfort? | Acupuncture in Pensacola | Zhou Rong Acupuncture
[Zhou Rong Acupuncture Help You with Stress & Pain Management. Visit Our Clinic in Pensacola for More Information about Our Acupuncture Treatments.](#)

SEE MORE AD LAYOUTS

SET YOUR BUDGET

Google will automatically recommend a budget based on your keywords and specified geography but remember that it is ultimately up to you. There are no penalties for bidding less or more, just remember bidding is one of the two factors that affect how often your ad is shown or where on the page it's displayed. As with any PPC campaign, you are only charged once someone clicks your ad.



ADD AD EXTENSIONS

To maximize the performance of your text ads, we highly recommend adding “extensions”. Extensions are additional information that can be added to your ad—giving people more reasons to choose your business. They typically increase an ad’s click-through-rate and can include items such as call buttons, location information, links to specific parts of your website, additional text, and more.

Google selects which extensions to show in response to each individual search so it's a good idea to use all the extensions relevant to your business goals.

Keep these best practices in mind as you choose and set up your extensions:

- **Use every extension relevant to your business:** Extensions are free to add and they'll only show if they're predicted to improve your ad's performance.
- **Consider adding 4 or more extensions:** For example, you could add sitelinks, callouts, structured snippets, and one additional extension of your choice.
- **Select your extensions based on your primary advertising goal.**



The following are some examples of the different types of ad extensions you could use based on business goals.

Goal: Get customers to buy from your business location.

- **Location extensions** - Encourage people to visit your business by showing your location, a call button, and a link to your business details page—which can include your hours, photos of your business, and directions to get there. If you want customers to visit your business location and to call a centralized line (rather than specific locations' numbers), use call extensions with your location extensions.
- **Callout extensions** - Add additional text to your ad, like “free delivery” or “24/7 customer support.” Callouts can be used to encourage people to convert offline.

Goal: Get customers to contact you.

- **Call extensions** - Encourage people to call your business by adding a phone number or call button to your ads.
- **Message extensions** - Encourage people to send you text messages from your ad. Available globally at the campaign or ad group levels.

Goal: Get customers to convert on your website.

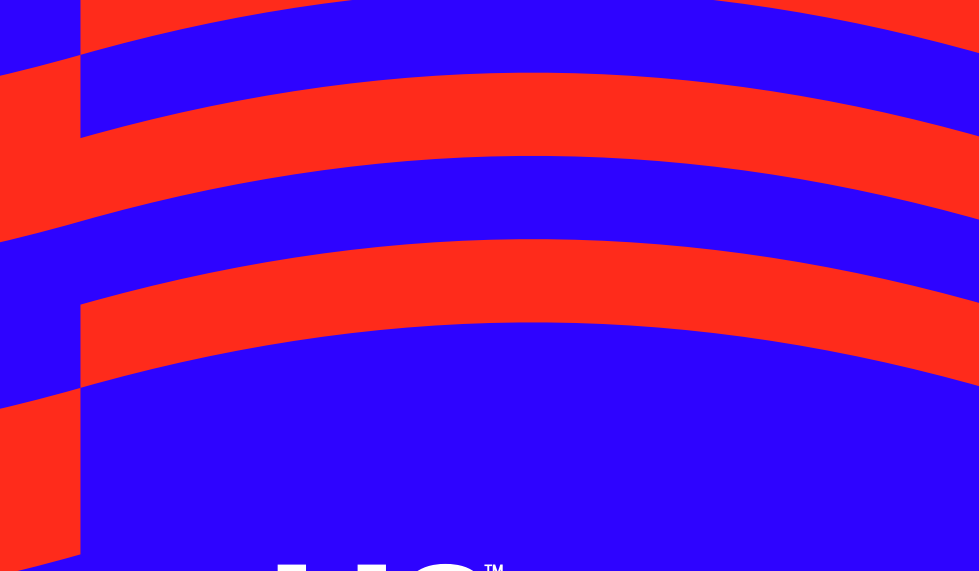
- **Sitelink extensions** - Link people directly to specific pages of your website (like “hours” and “order now”).
- **Callout extensions** - Add additional text to your ad, like “free delivery” or “24/7 customer support.”

LAUNCH YOUR CAMPAIGN

Now that you've selected your keywords, written ad copy, added extensions and set your bids, you're ready to launch your campaign! Save your work and set the campaign to live.

Typically ads will start showing within a few hours and you will be able to see the results in your paid search account right away with the ability to edit, pause or restart at any time.

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05

OPTIMIZING YOUR GOOGLE ADS

MAXIMIZE YOUR RETURN

OPTIMIZING YOUR GOOGLE ADS

Learn what key optimizations to look for in your account performance to drive efficiency and how to navigate expanding into additional campaigns without straining your budget.

In this section, we'll take you through a few of these key areas:

Account Structure, Ad Text, Keyword Match Types, Landing Pages, Negative Keywords

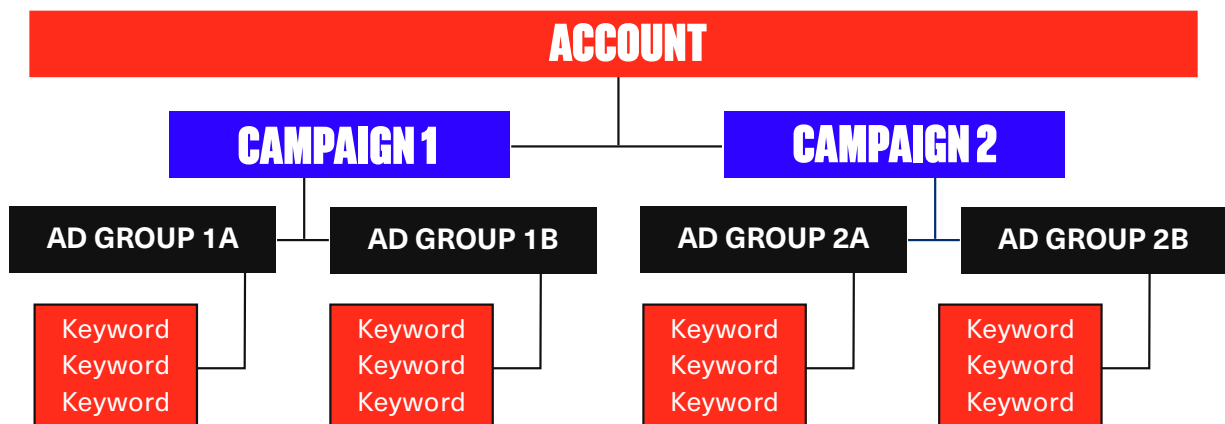
Congratulations! You've launched your first campaign. Now that everything is up and running, don't forget the importance of monitoring your campaign performance and executing optimizations regularly to ensure you maximize your budget. We suggest checking performance at least weekly at the beginning of a campaign, and then monthly as you begin to finetune the account.

A well-structured Google Ads account will:

- Ensure that valuable searches trigger your Ads to relevant users;
- Provide more results at lower prices due to better Quality Scores from Google;
- Allow you the ability to optimize your campaign in the future.

ACCOUNT STRUCTURE (AD GROUPS VS. CAMPAIGNS)

Before adding or creating new campaigns, it's important to understand the structure of how they are organized. Individual ad campaigns contain ad groups. Ad groups contain keywords, and those keywords connect to your text ads and ultimately drive traffic to your landing page. Campaign details become more specific as you move from campaigns down to ad groups. Understanding the relationship between these layers of your account will help you organize your ads, keywords, and ad groups into effective campaigns that target the right audience. Below is a diagram depicting the overall hierarchy of an account with two active campaigns. Remember that your budget is set at the campaign level, so while there is no go-to recommended number of ad groups to have in each campaign, you'll find that your budget will go further with less ad groups to stretch between.



KEYWORD MATCH TYPES

In paid search, there are three different keyword match types that impact when your ads are shown.

Exact Match:

Refers to only serving ads for keywords that exactly match your keyword list or are close variations to your selected keywords. This includes misspelled words, abbreviated variations of the terms chosen, or grammatical errors. Exact match set-up is displayed using keywords within brackets, ex. [roof repair].

Phrase Match:

Refers to only serving ads for specified relevant phrases. This would also include close variations where users add words either before or after the specified phrase. Phrase match set-up is displayed using quotation marks, ex. "roof replacement cost".

Broad Match:

Is the default setting for keyword campaigns. This kind of match allows your ads to be served to any search related to your keyword, including misspellings, synonyms, related searches and other variations. For example, if your keyword is "roof repair" someone searching "roofing replacement," or "leaky roof" may see your ad. Broad match allows for the widest audience reach and higher clicks but requires more maintenance to weed out irrelevant traffic. It's essential to check your Search Terms Report regularly to identify irrelevant or poor performing keywords to remove from your campaign. This can be achieved through negative keyword additions as outlined below.

Match types can have a major impact on your account's performance: they're the control you use to determine exactly which search queries you're bidding on. Be sure to evaluate options and consider testing different set-ups to determine what works best for your business.

NEGATIVE KEYWORDS

Negative keywords can be used with broad match and phrase match set-ups. Adding negative keywords to your campaigns will help improve your targeting and decrease irrelevant clicks to your website. Negative keywords tell Google when to exclude your ad from a specific search. Any searches on Google that contain your specified negative keyword, will not be eligible to serve your paid search ad.

For example, you could specify "job" as a negative keyword for our "roofing" campaign example. This means your ad would not be triggered for the following searches:

- **Roofing repair job**
- **Best jobs for roof repair**

Adding negative keywords to your ad campaign will result in higher click-thru rates, lower costs per action, and improved overall quality scores.

AD TEXT

Ad text is crucial for driving the performance and click-thru rate of your ads. Well-written, compelling ad copy results in more clicks, improved quality scores and a better ad rank from Google. Any given ad group should contain at least two to three ad variations to send users to the same Landing Page. Use A/B testing to see what type of copy and headlines resonate best with your customers.

Ad · www.about.us/ ▼

Register .us Domain Name | SEO-Friendly and Memorable

Search your **.US Domain Name** & Get the Web Address you Really Want. Find Yours.

Strong ad copy should contain three main features:

Highlight

What makes your product or service unique or different.

Benefit

What's in it for the user? What is your value proposition?

Action

What you want the user to do (call, download, watch, etc.)



LANDING PAGES

We talk in-depth about landing pages above, however it is worth noting again as it's a common area to look to for campaign optimizations. You should be very strategic with your landing page selections for paid search campaigns, ensuring that each ad directs users to relevant pages that reflect both the keywords you've bid on AND the text in your ad campaign. Things to evaluate include:

1. Is your landing page focused and concise?

Don't include too many products or offers on a single landing page. It's better to create multiple pages focused on individual services. This keeps pages relevant to specific keywords and ad groups which increases quality scores.

2. Is your landing page well-designed and engaging?

Content is important but don't underestimate the impact of a good presentation. Use updated design practices and quality images to highlight your offerings. If your landing page looks nice, users will be more engaged and stay longer on your site.

3. Are benefits clearly listed?

Make it easy for users to see why they should choose your product or service. Call-out benefits and highlights on the landing page and ensure they match back to what you write in your text ad.

4. Is your page mobile responsive?

This is a big one and can lose you a lot of traffic, and conversions, right away. Pull up your website on your smartphone and ensure text is legible, you can easily navigate and buttons all function properly.

5. How quickly is your page loading?

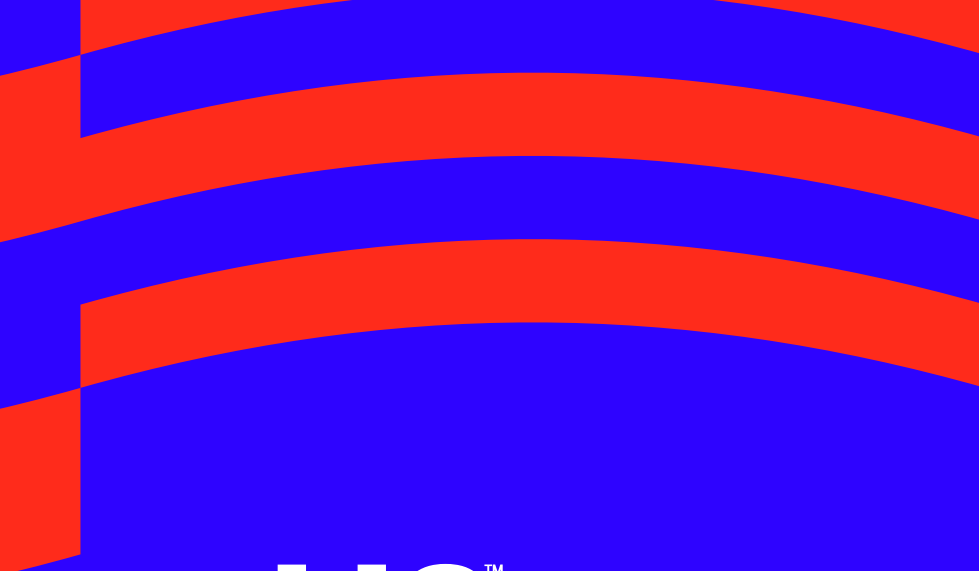
Average attention span for a website to load is three seconds. If your landing page is taking longer than three seconds to load on a person's device, more than likely they've already hit the back button. Be sure to use an "incognito" search or clear your cookies before you review your page load time. Cached images on your browser may make it appear that your site loads faster than it actually does for first-time visitors.

These are a few key areas to review for campaign optimization, but remember optimizing isn't something you ONLY do at the outset of a search marketing campaign.

Ongoing optimization is necessary to keep your campaign performing at it's maximum potential.

Optimizations will change as competitors enter and leave the paid search market, as you uncover new keywords, and test ad copy and landing page experiences. By regularly performing analysis and reviewing your performance, your site traffic, leads and sales will continue to grow.

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06

**CONNECT
TO GOOGLE
ANALYTICS**

THE MORE YOU KNOW, THE MORE YOU GROW

CONNECT TO GOOGLE ANALYTICS

Connecting your Google Ads account to Analytics offers a vast amount of insight on your campaign performance. The detailed information can shed insight on audience behavior, optimization opportunities, and return on investment. Analytics help you track down where traffic is coming from, what users do when they get to your site, and how you can maximize your efforts.

In this section, we'll take you through a few of these key areas:

- Benefits of Linking Google Ads to Google Analytics
- How to link Google Ads to Google Analytics

BENEFITS OF LINKING GOOGLE ADS TO GOOGLE ANALYTICS:

By using both Google Ads and Google Analytics together, you can see the whole picture. Here are the main benefits:

1. How people are interacting with your site.

Google analytics shows you what visitors do on your site once they get there. Having this information helps you better understand the paths visitors are taking to find your site, what pages they are navigating to most, and what they are doing when they get there.

2. Increased performance data.

When you link the two, you get data that can help optimize your campaigns. This will empower your business decisions. Some of the tools that make this possible include access to engagement metrics such as Average Visit Duration, Bounce Rate and Pages per Visit. These metrics help identify what needs to be improved, and if you're getting the right traffic to your website.

3. Tracking conversions.

Tracking conversions is important because it can help you understand what channels are working best. Linking Google Ads and Google Analytics will help you uncover hidden issues for driving conversions, as well as how your different marketing channels work together to drive conversions.

HOW TO LINK GOOGLE ADS TO GOOGLE ANALYTICS:

To link Google Ads to Google Analytics, follow these 7 easy steps!

1. First, open your Google Analytics account.
2. Once open, find the “Admin” button and click on it. It will ask you to choose the property and account you want to manage (fig. 1).
3. Following this step, you will be dropped in your property settings.
4. Navigate to the Property column > Product Linking > and click on Google Ads Linking (fig. 2).
5. You will then see a red button that says, “+New Link Group.” Click on this button to select the accounts you want to link (fig. 3).
6. After you have done this, it will ask you to enter a title for your link group.
7. Last, you will click “link accounts.”

Congratulations! You have now successfully linked Google Ads to Google Analytics!

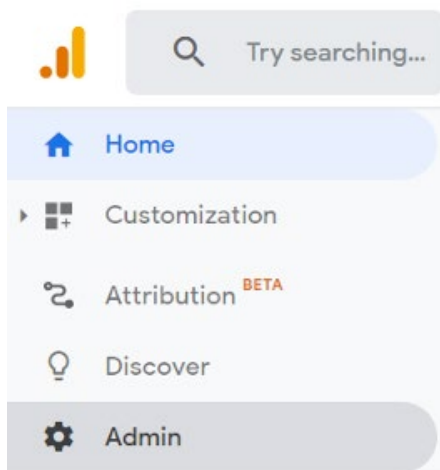


FIG. 1

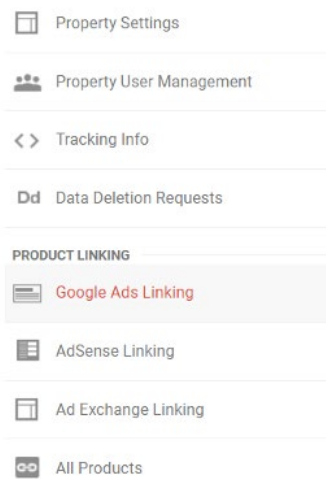


FIG. 2

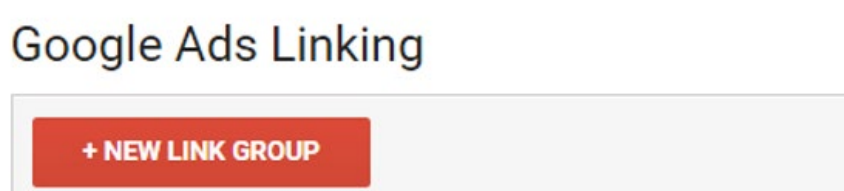


FIG. 3

FAQS

Here are some frequently asked questions and answers about Google Ads.

How much does it cost to run a Google Ad?

With Google Ads, you have the power to determine how much you spend. Google Ads will only charge you when someone clicks your Ad.

What is Cost Per Click (CPC)?

Cost Per Click means you are only charged when someone clicks on your ad. This term can also be referred to as Pay Per Click. (PPC)

What is Cost Per Impression?

Cost Per Impression means you are charged based on how many impressions your ad received. This is how many times your ad is shown. (This does not include whether it is clicked on or not.)

What is Cost Per Engagement?

Cost Per Engagement means you are charged when an individual successfully completes a pre-defined action for your campaign. An example would be a user submitted a contact form on your website.

Are there different campaign types available?

Yes! There are three common campaigns for Google Ads:

- 1. Search Campaigns:** Shows ads on search engine result pages based on keyword campaigns set up by the advertiser.
- 2. Display Campaigns:** This is a visual ad, usually including an image. Unlike search ads, display ads aren't limited to one place but can be displayed across different websites that users are browsing across the web.
- 3. Video Campaigns:** A video ad is about 10-15 seconds in length and shown before or during a video on streaming sites or embedded video pages for publishers that have enabled advertising.

Will Google Ads still work for me if I don't have a lot of time?

Google Ads is formatted to be easy and low maintenance. However, spending 30 minutes a week adjusting your ad results can help dramatically improve online advertising for your business.

Will my Ad be an overnight success?

Most likely not. However don't let this discourage you. It typically takes time to see which ads work best for your business. Usually within a month, you'll have a better insight on the direction to take with your Google Ads.

I want to start advertising on Google. How do I begin?

First, you will need to sign up on Google Ads. See section in this book on creating a Google account.



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THANK YOU

Read more at www.about.us