



The Direct Marketing Association  
of Northern California

CERTIFICATION WORKSHOP

# Google Ads. Part 1: Fundamentals

Andreas Ramos

- VP of Digital Marketing at Beasley Direct and Online Marketing
- Adjunct Professor at CSTU
- Author of 15 books on SEO
- Friday, November 15<sup>th</sup> 2019 | 10:00 a.m. to 12:00 p.m. PST



- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for Direct and Online Marketing professionals in the San Francisco Bay Area.
- We hold monthly luncheon seminar meetings, certification workshops, periodic half-day seminars, and provide opportunities for the best in learning and job networking in the Northern California marketing community.



# DMAnc Certification Requirements

- A certificate requires the completion of any eight courses, taken within two years of starting
- Of course, if a certificate isn't in your immediate plan, you can take as few or as many of the courses as you'd like
- Students who complete a certification program will receive a frameable Certificate of Completion as well as a digital badge for your website, blog, email signature, or social profiles



# About Andreas Ramos

- Director of the Digital Agency at Acxiom
- Head of Global SEO at Cisco
- VP of Digital Marketing at Beasley Direct and Online Marketing

acxiom

CISCO

BEASLEY  
DIRECT AND ONLINE MARKETING, INC.



amazon **#1 Best Seller**

**andreas.com**

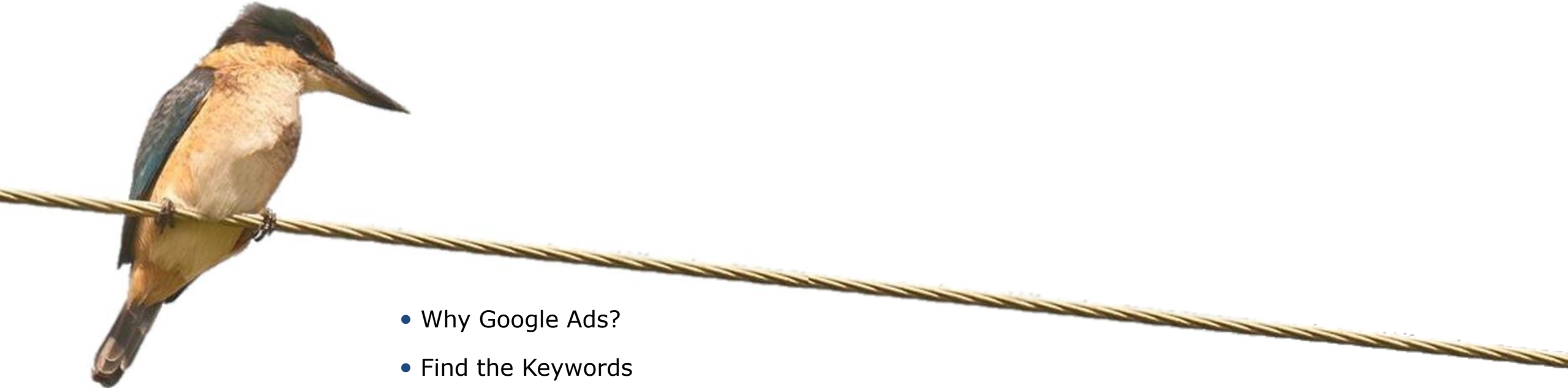


1. If I'm not speaking clearly
2. Or I talk too fast
- 3. Let me know!**
4. Send me a message via the chat box in GoTo Meeting
5. Your messages will be private. Nobody else can see your message

FEEDBACK



# Agenda: What We'll Cover Today



- Why Google Ads?
- Find the Keywords
- Organize the keywords
- Account Walkthrough (Live)

# Why Google Ads?



# So... Why Pay for Ads in Google?

- **65%** of people click the first three links...

Eye Tracking  
Study





## ...Because Ads Dominate the Top Links

- ... but those first four links in Google are ads
- Non-paid links (organic clicks, SEO links) are pushed down the page



# Why Are the Top Links All Ads?

## There are two types of search

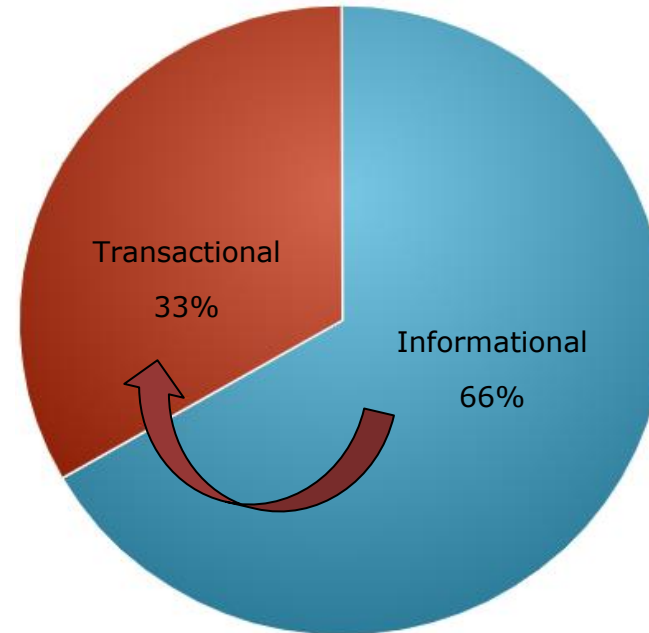
- 1. Informational:** People search for something that has a proper name: people, cities, organizations, companies, parks, and so on
- 2. Transactional:** People search to buy, subscribe, find a restaurant, see a movie, download a file, install an app...

## For informational searches

- People want the official site, so Google shows the official site for free

## For transactional searches

- "Google's core business is monetizing commercial queries." -- VP at Google
- No free traffic for business pages
- If Google sees your business page at the top, Google lowers your ranking to push you to use Ads
- If your site is a business, then you must pay for Google Ads



# BTW... Google AdWords or Google Ads?

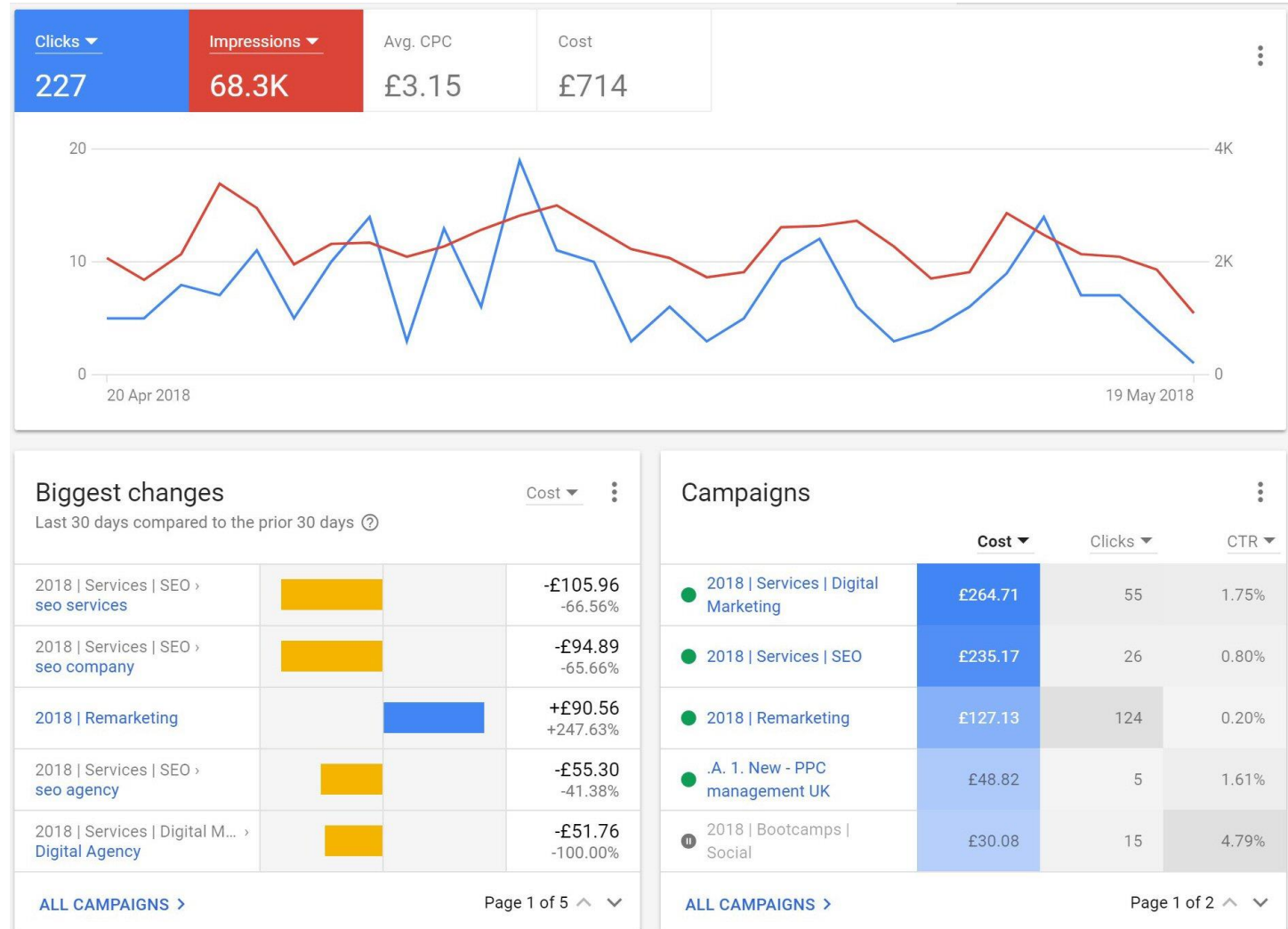
- Google AdWords was renamed to Google Ads



# Your Google Ads Account

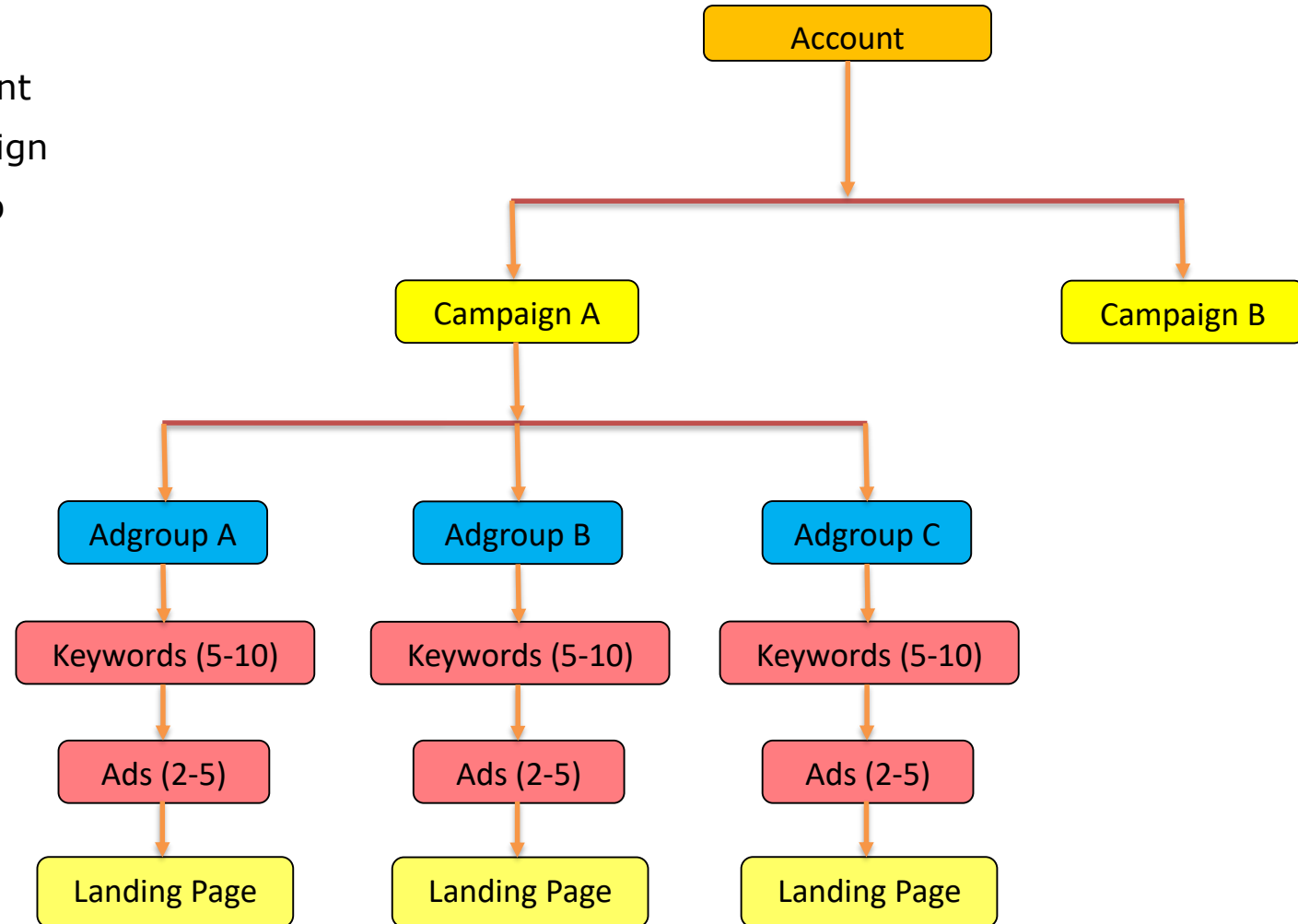
- No setup fee
- Google Ads Express Mode or Expert Mode?
  - To switch to Expert mode, click the three dots in the upper right corner
  - If that doesn't work, contact Google Ads Support and ask them to convert your account to Expert Mode
- Create a campaign, add your credit card, and then pause the campaign
- Add Google Analytics and you will get \$100 credit

**Tip:** Set up both Google Analytics and Google Search Console to get more data

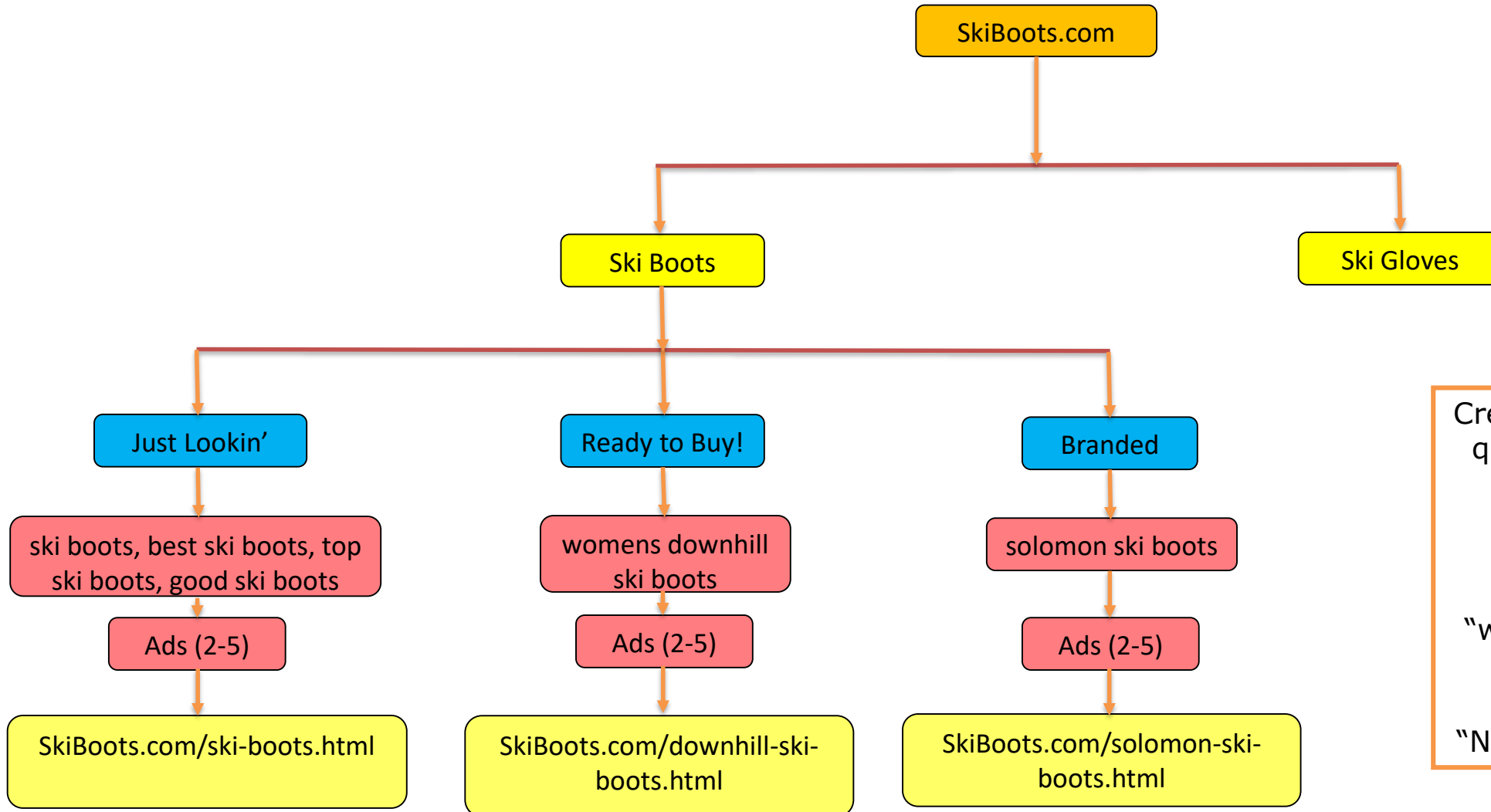


# Google Ads Account Structure

- Accounts: 2,500 max per login ID
- Campaigns: 10,000 max per account
- Ad groups: 20,000 max per campaign
- Keywords: 4,000 max per ad group
- Ads: 300 max per ad group
- Landing page: 1 per ad group



# Google Ads Account Structure



Create ad groups for general queries, specific searches, and branded queries

"the best ski boots"  
vs.  
"women's downhill Olympic ski boots"  
vs.  
"Nordica women's ski boots"



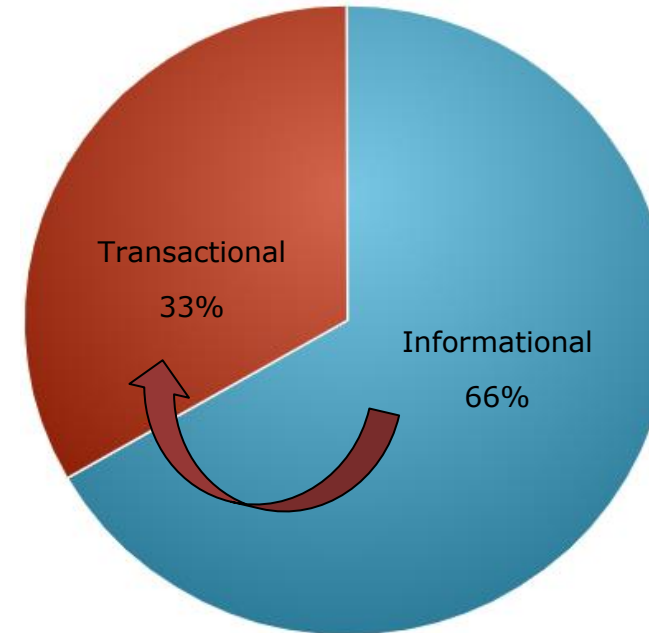
## A Few Acronyms

Acronym	Term	Definition and Example
<b>PPC</b>	Pay-per-Click	You pay when someone clicks your ad
<b>CTR</b>	Click-Through-Rate	$(\text{Clicks} / \text{Impressions}) \times 100 = \text{CTR}$ <i>(10 clicks / 100 impressions) X 100 = 10% CTR</i>
<b>Impr.</b>	Impressions	How often your ad appears in Google
<b>CPC</b>	Cost-per-Click	How much you pay when someone clicks your ad
<b>Avg. Pos.</b>	Average Position	Your ad's average position in Google
<b>Conv.</b>	Conversions	Number of conversions
<b>CPL</b>	Cost-per-Lead	The cost for a lead. $\text{Cost} / \text{Leads} = \text{CPL}$ <i>\$100 Cost / 30 Leads = \$3.33 CPL</i>
<b>CPA</b>	Cost-per-Action	The cost for an action. $\text{Cost} / \text{Actions} = \text{CPA}$ (Costs / Action = Cost-per-Action <i>\$100 Costs / 20 sales = \$5 CPA, which is Cost per Sale</i>
<b>Conv. Rate</b>	Conversion Rate	$(\text{Conversions} / \text{Clicks}) \times 100 = \text{Conversion Rate}$ <i>(20 sales / 100 clicks) X 100 = 20% Conversion Rate</i>

# The Types of Searches and Keywords

# The Types of Searches

- 1. Informational:** People are searching to learn about something
  1. They're "just looking." They are not ready to buy.
  2. They're reading about products or services
  3. They use general search terms (ski boots, best ski boots, types of ski boots, reviews of ski boots, comparison ski boots, and so on)
- 2. Transactional:** People have decided on the type of product and price range
  1. They're ready to buy
  2. They've decided what they want
  3. They use long, specific search terms (downhill women's ski boots, \$200-400 downhill women's ski boots, and so on.
  4. They're also looking for prices, guarantees, shipping, and so on.
- 3. Branded:** People also look for brand names or official names of products and services
  1. Solomon ski boots, Sportiva ski boots, Nordica ski boots...



# Eight Ways to Find Keywords

# How Many Ways Can You Spell “Calculator”?



- calculator, caculator, cacolator...

# 136 Calculators



- cacalater cacalator caclater caclator cacluator caclulator cacolator  
 cacuator cacular caculatar caculater caculator caculators caculter  
 cacultor cakculator calaculater calacutor calalater calalator calator  
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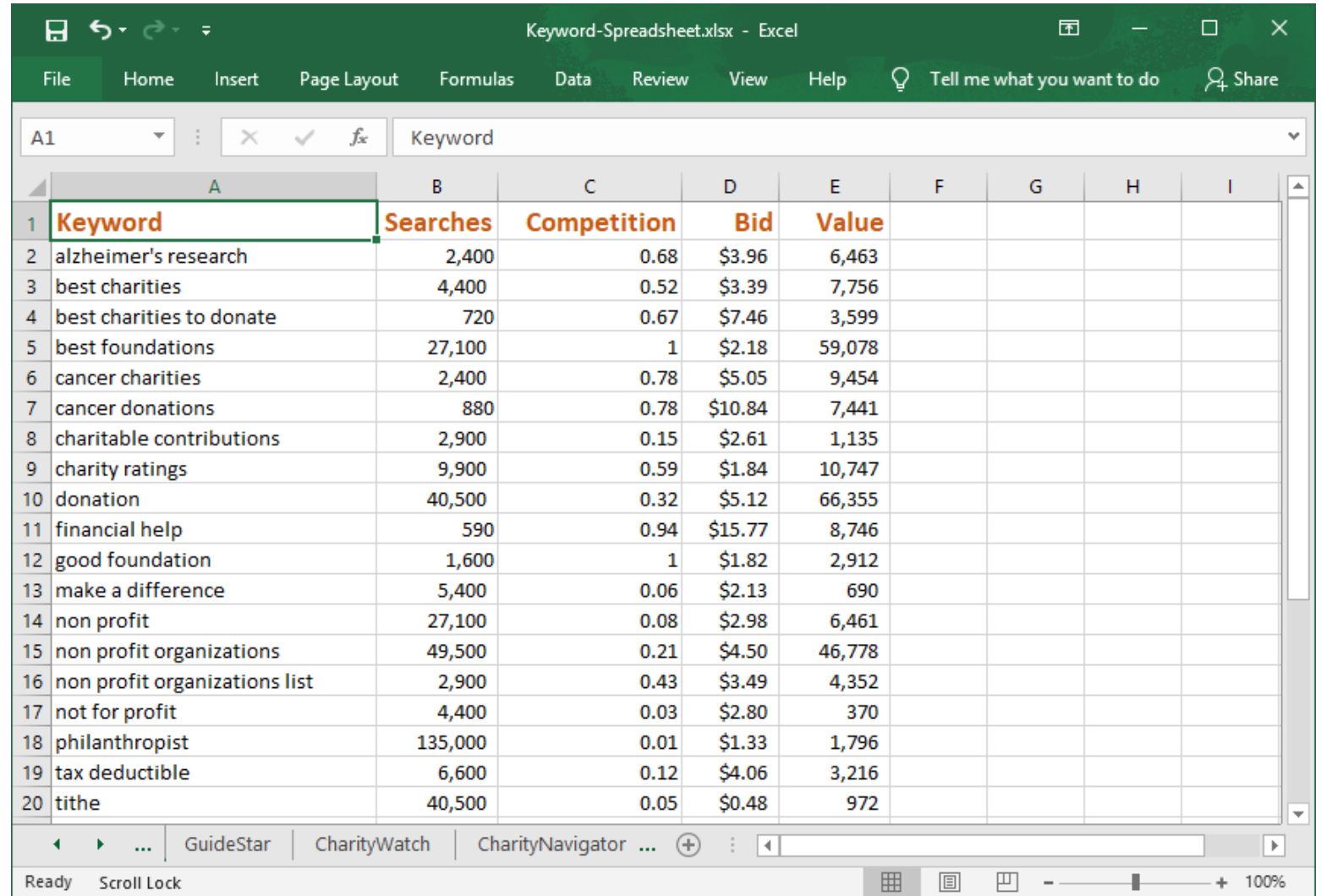
# Eight Different Ways to Find Keywords





# Your Keywords Spreadsheet

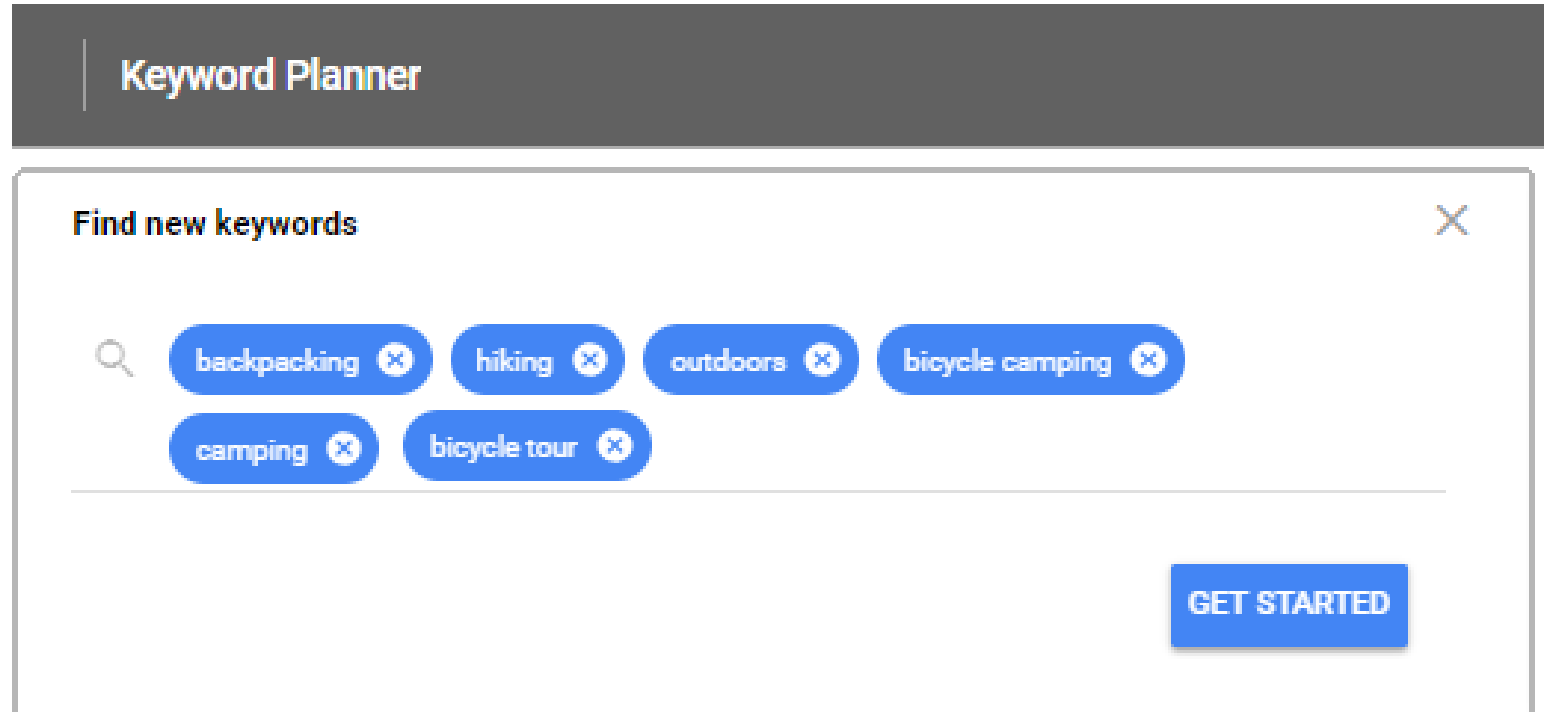
1. Set up a spreadsheet for your keywords
2. You can make your own or get the sample spreadsheet from us
3. Copy the keywords from each search to a worksheet
4. You'll end up with 8-15 worksheets and 10-20,000 keywords



	A	B	C	D	E	F	G	H	I
	Keyword	Searches	Competition	Bid	Value				
2	alzheimer's research	2,400	0.68	\$3.96	6,463				
3	best charities	4,400	0.52	\$3.39	7,756				
4	best charities to donate	720	0.67	\$7.46	3,599				
5	best foundations	27,100	1	\$2.18	59,078				
6	cancer charities	2,400	0.78	\$5.05	9,454				
7	cancer donations	880	0.78	\$10.84	7,441				
8	charitable contributions	2,900	0.15	\$2.61	1,135				
9	charity ratings	9,900	0.59	\$1.84	10,747				
10	donation	40,500	0.32	\$5.12	66,355				
11	financial help	590	0.94	\$15.77	8,746				
12	good foundation	1,600	1	\$1.82	2,912				
13	make a difference	5,400	0.06	\$2.13	690				
14	non profit	27,100	0.08	\$2.98	6,461				
15	non profit organizations	49,500	0.21	\$4.50	46,778				
16	non profit organizations list	2,900	0.43	\$3.49	4,352				
17	not for profit	4,400	0.03	\$2.80	370				
18	philanthropist	135,000	0.01	\$1.33	1,796				
19	tax deductible	6,600	0.12	\$4.06	3,216				
20	tithe	40,500	0.05	\$0.48	972				

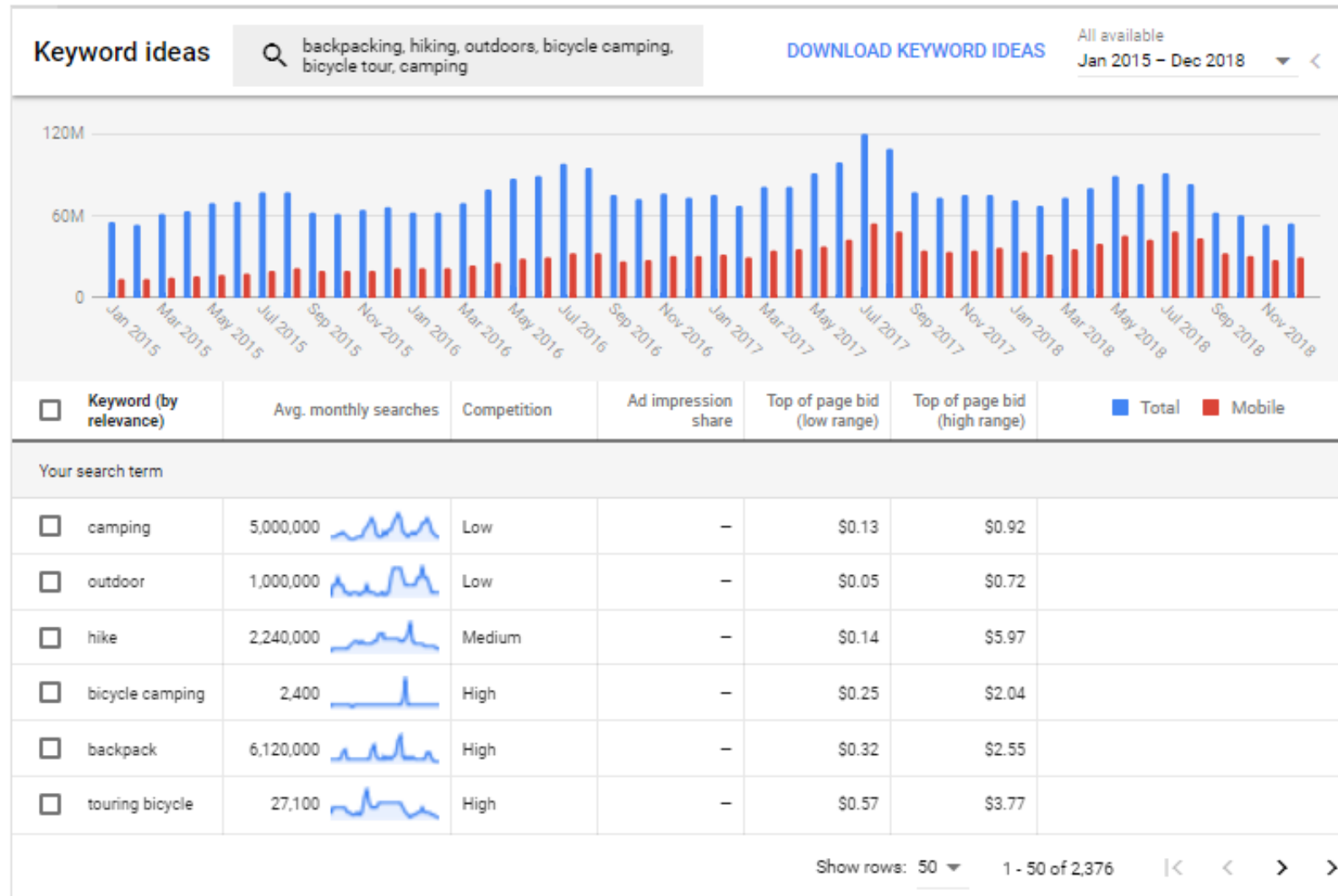
# 1: Google Ads' Keyword Planner

1. Go to Google Ads | Tools | Keyword Planner
2. Enter up to ten words
3. Or you can enter your URL
4. You can also enter your competitor's URL
5. Set the location (country, state, city...)
6. Set the language (English, French, etc.)
7. Add to your spreadsheet



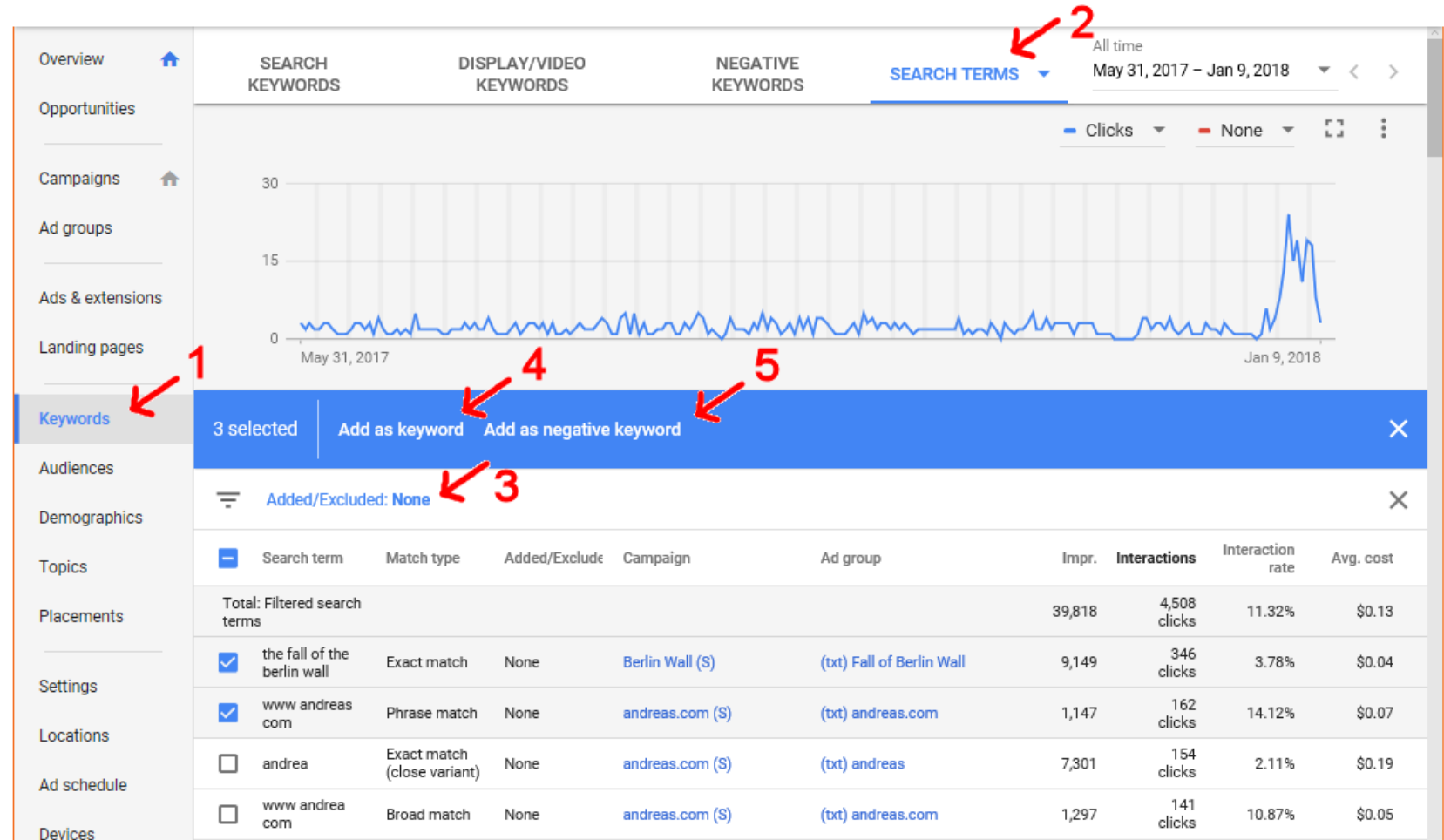
The screenshot shows the 'Keyword Planner' interface. At the top, there's a dark grey header with the text 'Keyword Planner' in white. Below this is a white box titled 'Find new keywords' with a close button (X) in the top right corner. Inside this box, there's a search icon (magnifying glass) on the left. To the right of the search icon are five blue rounded rectangular buttons, each containing a keyword and a close button (X). The keywords are: 'backpacking', 'hiking', 'outdoors', 'bicycle camping', 'camping', and 'bicycle tour'. At the bottom right of the white box is a blue button with the text 'GET STARTED' in white capital letters.

# Google Ads Keyword Planner's Results



## 2. Google Ads | Keywords | Search Terms

1. Go to Google Ads
2. Set calendar to All Time
3. This shows you additional keywords that triggered your ads
4. Select Keywords (1)
5. Select Search Terms (2)
6. Click Filter | Added / Excluded, select None (3)
7. Add the good keywords (4)
8. Block irrelevant keywords (5)
9. Add to your spreadsheet



1. Your audience used additional keywords which triggered your ads
2. Go to Google Analytics
3. Set the calendar to All Time
4. Select Acquisition | Ads | Search Queries
5. In my example, there are 532 keywords
6. Download to your spreadsheet

AUDIENCE		Search Query	Clicks ↓	Cost	CPC	Sessions
			987	\$82.28	\$0.08	739
<input type="checkbox"/>	1.	berlin wall	133 (13.48%)	\$7.11 (8.64%)	\$0.05	112 (15.16%)
<input type="checkbox"/>	2.	why was the berlin wall built	43 (4.36%)	\$1.96 (2.38%)	\$0.05	36 (4.87%)
<input type="checkbox"/>	3.	fall of the berlin wall	32 (3.24%)	\$1.16 (1.41%)	\$0.04	35 (4.74%)
<input type="checkbox"/>	4.	the berlin wall	31 (3.14%)	\$1.33 (1.62%)	\$0.04	24 (3.25%)
<input type="checkbox"/>	5.	the fall of the berlin wall	19 (1.93%)	\$0.69 (0.84%)	\$0.04	18 (2.44%)
<input type="checkbox"/>	6.	스타트 업	15 (1.52%)	\$1.94 (2.36%)	\$0.13	0 (0.00%)
<input type="checkbox"/>	7.	new stanford hospital	13 (1.32%)	\$0.94 (1.14%)	\$0.07	0 (0.00%)
<input type="checkbox"/>	8.	hokusai	11 (1.11%)	\$1.27 (1.54%)	\$0.12	11 (1.49%)
<input type="checkbox"/>	9.	the fall of berlin wall	11 (1.11%)	\$0.56 (0.68%)	\$0.05	9 (1.22%)
<input type="checkbox"/>	10.	berlin wall fall	10 (1.01%)	\$0.57 (0.69%)	\$0.06	10 (1.35%)

Show rows: 10 Go to: 1 10 of 532

## 4: Google Analytics | Search Console | Queries

Yet more keywords that your audience used which triggered your website

1. Add Google Search Console (free) to Analytics
2. Select Acquisition | Search Console | Queries
3. My example has 10,541 keywords
4. Download as a spreadsheet
5. Add to your spreadsheet

Reports		Search Query	Clicks ↓	Impressions	CTR	Average Position
🕒	REAL-TIME		6,950	559,516	1.24%	27
👤	AUDIENCE	1. (other)	4,374 (62.94%)	154,999 (27.70%)	2.82%	32
🔗	ACQUISITION	2. who started the beard craze	231 (3.32%)	641 (0.11%)	36.04%	1.0
		3. katsushika hokusai	218 (3.14%)	43,108 (7.70%)	0.51%	7.7
	Overview	4. hokusai	196 (2.82%)	88,765 (15.86%)	0.22%	8.6
▶	All Traffic	5. who started the beard trend	156 (2.24%)	276 (0.05%)	56.52%	1.0
▶	AdWords	6. beard trend	70 (1.01%)	2,027 (0.36%)	3.45%	8.3
▼	Search Console	7. beard craze	59 (0.85%)	271 (0.05%)	21.77%	1.4
	Landing Pages	8. andreas.com	58 (0.83%)	231 (0.04%)	25.11%	1.0
	Countries	9. when did the beard trend start	58 (0.83%)	80 (0.01%)	72.50%	1.0
	Devices	10. beard fad	51 (0.73%)	374 (0.07%)	13.64%	3.1
	Queries					
▶	Social					

Show rows: 10 ▼ Go to: 1 1 - 10 of 10541

## 5: Find Your Competitors' Keywords

1. Make a list of 8-10 competitors
2. Enter each URL into Google Ads Keyword Planner to get the keywords
3. Open their HTML for their pages and copy their TITLE, DESCRIPTION, KEYWORD, heading, and first two sentences

B4				john hopkins university
	A	B	C	E
1	<b>Ad group</b>	<b>Keyword</b>	<b>Searches</b>	<b>Extracted From</b>
2	Hopkins Cancer	hopkins cancer center	3808	<a href="http://rising.jhu.edu/under-armour-gift-cancer-center">http://rising.jhu.edu/under-armour-gift-cancer-center</a>
3	Hopkins Cancer	john hopkins medical center cancer	13926	<a href="http://rising.jhu.edu/skip_viragh_building_gift">http://rising.jhu.edu/skip_viragh_building_gift</a>
4	University John	john hopkins university	1474240	<a href="http://rising.jhu.edu/">http://rising.jhu.edu/</a>
5	Jhu	jhu cancer center	2448	<a href="http://rising.jhu.edu/skip_viragh_building_gift">http://rising.jhu.edu/skip_viragh_building_gift</a>
6	Jhu	international studies jhu	4896	<a href="http://rising.jhu.edu/johnshopkinssais">http://rising.jhu.edu/johnshopkinssais</a>
7	Jhu	hodson trust scholarship jhu	1088	<a href="http://rising.jhu.edu/hodsontrust2013">http://rising.jhu.edu/hodsontrust2013</a>
8	Jhu	jhu humanities center	2720	<a href="http://rising.jhu.edu/grass-humanities-institute">http://rising.jhu.edu/grass-humanities-institute</a>
9	Keywords like: Challenge	the hodson trust scholarship	1088	<a href="http://rising.jhu.edu/hodsontrust2013">http://rising.jhu.edu/hodsontrust2013</a>
10	Keywords like: Challenge	hodson trust scholarship	3808	<a href="http://rising.jhu.edu/hodsontrust2013">http://rising.jhu.edu/hodsontrust2013</a>
11	Keywords like: Challenge	kimmel cancer center	21216	<a href="http://rising.jhu.edu/skip_viragh_building_gift">http://rising.jhu.edu/skip_viragh_building_gift</a>
12	Keywords like: Challenge	paul h nitze school	544	<a href="http://rising.jhu.edu/johnshopkinssais">http://rising.jhu.edu/johnshopkinssais</a>
13	Keywords like: Challenge	kimmel cancer	544	<a href="http://rising.jhu.edu/skip_viragh_building_gift">http://rising.jhu.edu/skip_viragh_building_gift</a>
14	Keywords like: Challenge	hodson trust	2720	<a href="http://rising.jhu.edu/hodsontrust2013">http://rising.jhu.edu/hodsontrust2013</a>
15	Keywords like: Challenge	pain research institute	544	<a href="http://rising.jhu.edu/painresearch">http://rising.jhu.edu/painresearch</a>
16	Keywords like: Challenge	huntington sheldon	1088	<a href="http://rising.jhu.edu/sheldon-ibbs-gift">http://rising.jhu.edu/sheldon-ibbs-gift</a>



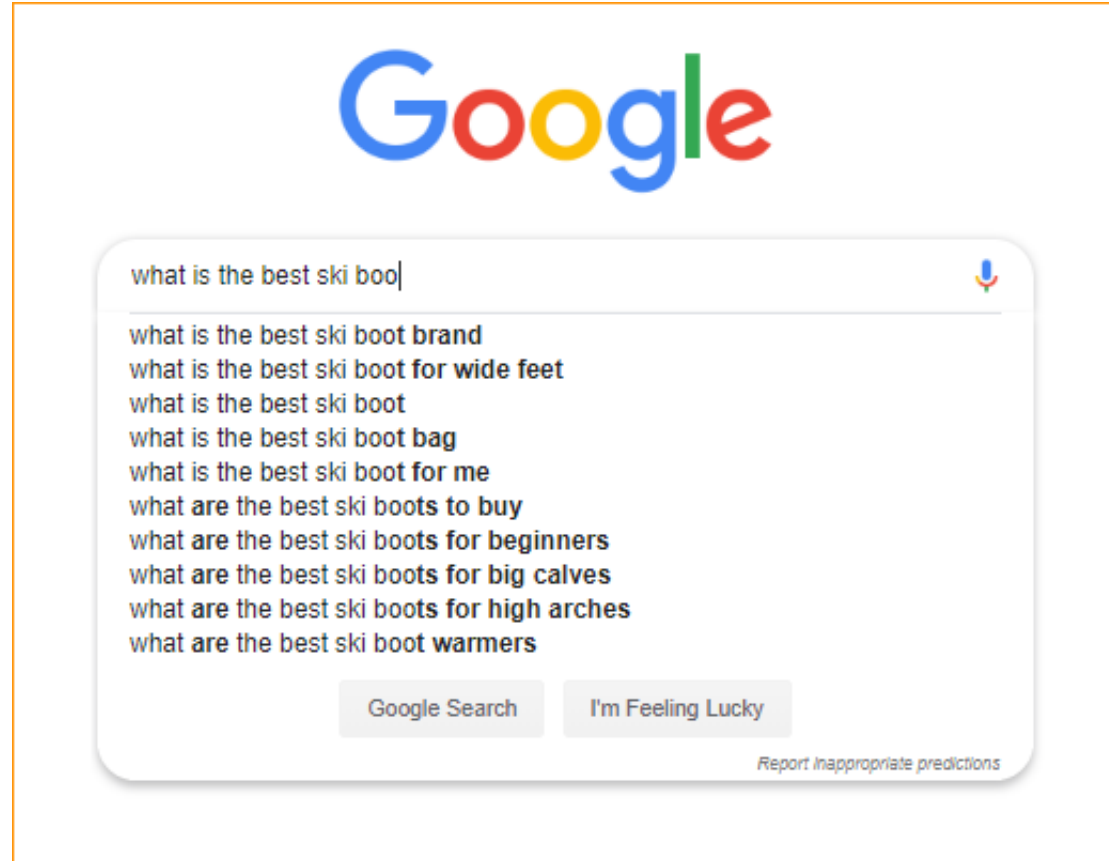
**JOHNS HOPKINS**  
UNIVERSITY



## 6: Use Google Auto-Complete

1. Type a few keywords into Google
2. Google will show what other people search
3. Make a screenshot
4. Add these keywords to your spreadsheet

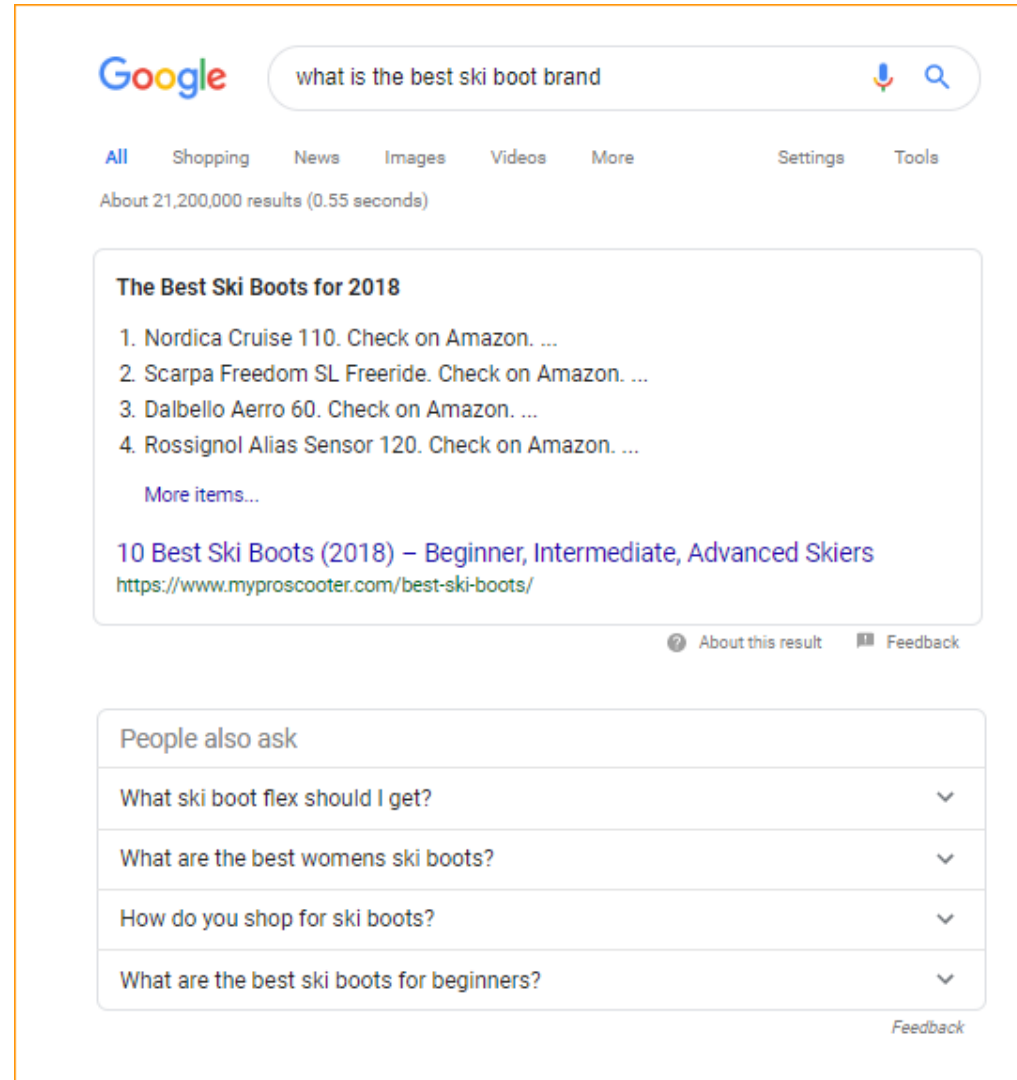
**Tip:** You can also use these as items for your blog and social postings. Use the question as a heading and write an answer.



## 7: Use Google's "People Also Ask..."

1. Type your top keywords into Google
2. Look at the results
3. At the bottom of search results, Google will also show "People Also Ask..."
4. Look in Quora, Yahoo Answers, Reddit, and similar
5. Add these keywords to your spreadsheet

**Tip:** You can use also these as items for your blog and social postings. Use the question as a heading and write an answer.



## 8: Use Bing Keyword Tool

1. Use Microsoft Bing's Keyword Planner
2. Bing automatically sorts your keywords into ad groups
3. Export the keywords to your spreadsheet
4. You can also import your Google Ads account into Bing

**Bing ads** Campaigns Reports Import Campaigns ▾

### Keyword Planner

hiking, camping, nature walks, outdoor photography, nature photography,

Your landing page  
www.example.com

Your product category  
Enter or select a product category ▾

**Targeting** ⓘ

United States ⓘ

English ⓘ

Show average monthly searches for: Mar 2017 - Feb 2019 ⓘ

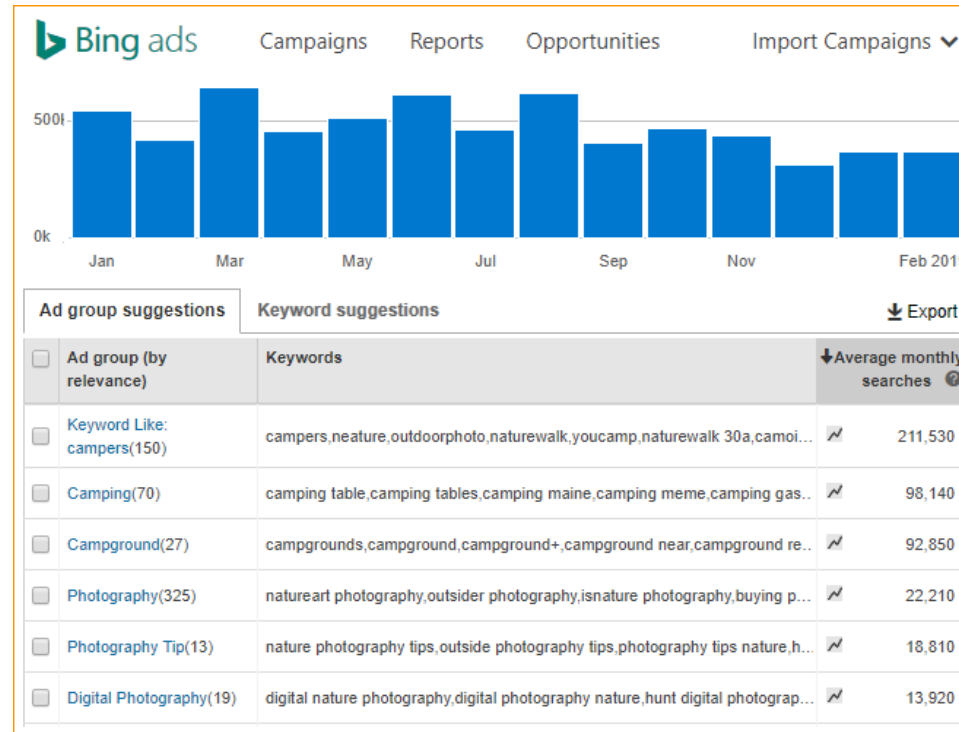
**Search options** ⓘ

Keyword filters ⓘ

Keyword options  
Show keywords in my account ⓘ

Keywords to include ⓘ

**Get suggestions**



# What about BERT?

BERT = *Bidirectional Encoder Representations from Transformers*

(Google Algorithm Update, Oct. 21<sup>st</sup>, 2019)

**Example:** We fish from the bank of the river.

- Previously, Google's analysis went from left to right
- Example: In "We fish from the bank at the river", Google processes nouns and verbs from left to right (*we, fish, bank, river*)
- "Bidirectional analysis" looks at words **before** and **after** to understand a word. The word **bank** is preceded by **fish** and followed by **river**
- BERT also considers prepositions and conjunctions

## Why did Google do this?

- To improve results for spoken queries

## What to do?

- Write clear sentences
- Write for people

## What about keywords in Google Ads?

- Not yet applied to Google Ads



# Keyword Spreadsheet

# Review Your Combined List of Keywords

1. Create worksheets in your spreadsheet: one for your site, one for each competitor, for results from the different tools...
2. Copy keywords into each worksheet
3. Finally, make a COMBINED worksheet with all of the keywords and their monthly search data
4. Change all keywords to lower case and remove duplicates
5. Delete keywords if less than 600 searches per month
6. Review the list and block bad keywords
7. Sort keywords into categories (informational, transactional, branded)

Keyword-Spreadsheet.xlsx - Excel

File Home Insert Page Layout Formulas Data Review View Help Tell me what you want to do Share

A1 X ✓ fx Keyword

	A	B	C	D	E	F	G	H	I
1	<b>Keyword</b>	<b>Searches</b>	<b>Competition</b>	<b>Bid</b>	<b>Value</b>				
2	alzheimer's research	2,400	0.68	\$3.96	6,463				
3	best charities	4,400	0.52	\$3.39	7,756				
4	best charities to donate	720	0.67	\$7.46	3,599				
5	best foundations	27,100	1	\$2.18	59,078				
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GuideStar CharityWatch CharityNavigator ...

Ready Scroll Lock 100%

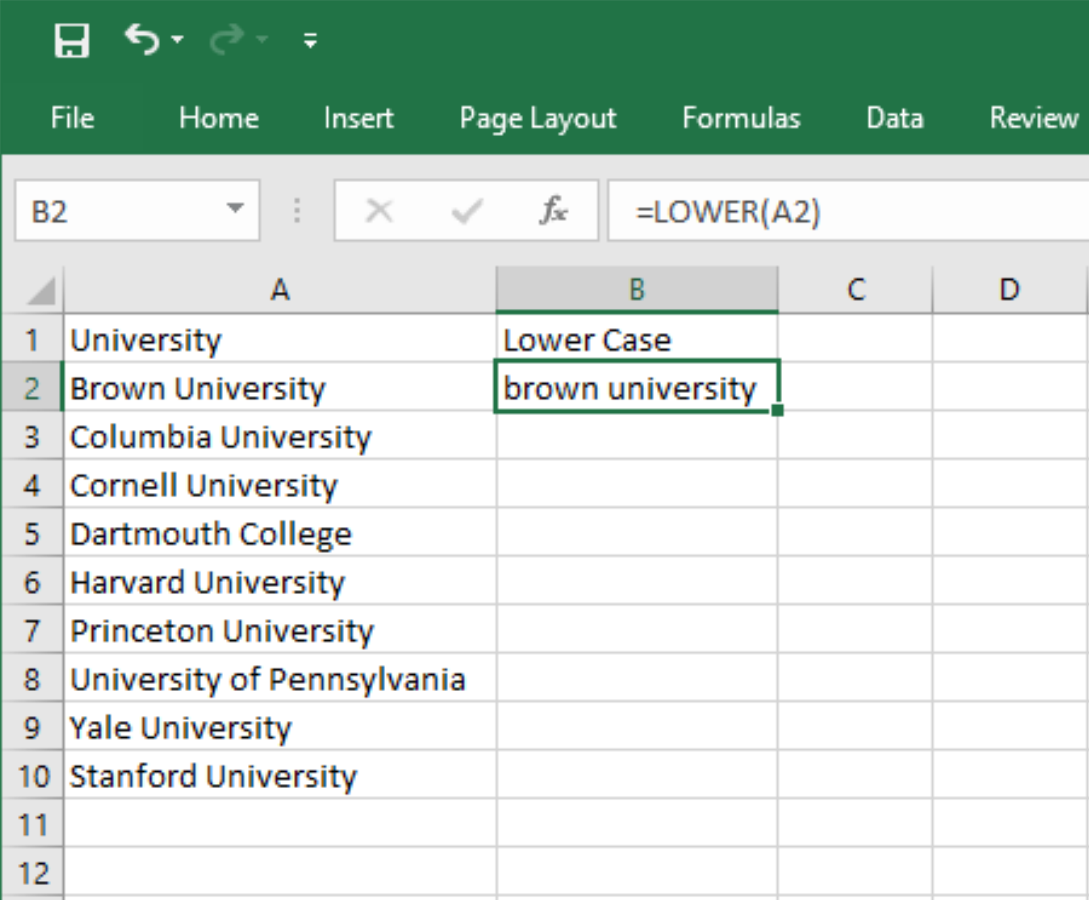
# How to Put Keywords in Lower Case

1. Put your keywords in column A
2. In column B, add the spreadsheet formula

=LOWER(cell)

(where "cell" is the cell in col. A) (see the example)

3. The keyword in cell A2 is converted to lower case in cell B2
4. Grab the small square at the bottom right of the cell and drag it down
5. All keywords turn into lower case



The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D
1	University	Lower Case		
2	Brown University	brown university		
3	Columbia University			
4	Cornell University			
5	Dartmouth College			
6	Harvard University			
7	Princeton University			
8	University of Pennsylvania			
9	Yale University			
10	Stanford University			
11				
12				

The formula bar at the top shows the formula =LOWER(A2) entered in cell B2. The spreadsheet has a green ribbon with tabs for File, Home, Insert, Page Layout, Formulas, Data, and Review.



# Translate Your Keywords to 66 Languages

fx | =GOOGLETRANSLATE(A4, "en", "es")

	A	B	C	D	E	F
2	<b>English</b>	<b>Spanish</b>	<b>German</b>	<b>French</b>	<b>Italian</b>	<b>Chinese-Zh</b>
3	food	comida	Lebensmittel	aliments	cibo	餐饮
4	cat	gato	Katze	chat	gatto	猫
5	dog	perro	Hund	chien	cane	狗
6	bird	pájaro	Vogel	oiseau	uccello	鸟切罗
7	duck	Pato	Ente	canard	anatra	anatra
8	fish	pez	Fisch	poisson	pesce	派斯
9	chicken	pollo	Hähnchen	poulet	pollo	波洛
10						

- Google's language codes:  
Chinese Mainland = zh-CN,  
Chinese Taiwan = zh-TW,  
Danish=da, English=en,  
French=fr, German=de,  
Italian=it, Japanese=ja,  
Korean=ko, Spanish=es,  
Swedish=sv
- List of Google's 66 language codes at  
<https://ctrlq.org/code/19899-google-translate-languages>

1. Google Spreadsheet uses Google Translate to translate to 66 languages

2. In cell B3, enter the formula

=GOOGLETRANSLATE(cell, "lang1", "lang2")

3. For example, from English to Spanish: =GOOGLETRANSLATE(A3, "en", "es")

4. Doesn't work in Excel ☹

**Caution.** Google translations makes mistakes.  
If possible, review the translations

# Sort Your Keywords to Your Visitor's Search Stage

Visitor's Stage	Keywords	Additional Terms	Value	Your Bid	Bid Strategy
<b>Informational</b> (Just lookin'...)	ski boots	best, top, leading, top rated, about, number one, cheap, Denver, women's...	Low b/c not likely to buy	Low bids	Low bids to get high traffic
<b>Transactional</b> (Ready to buy!)	downhill ski boots, cross-country ski boots, slalom racing ski boots	reviews, comments, compare, quote, comparisons, try, trial, sample, test, rates,	High, b/c likely to buy	High bids to get the sale	Bids on your Cost-per-Acquisition (CPA)
<b>Branded</b>	Frida Hansdotter Rossignol Ski Boots (2018 Olympics, Sweden), Solomon ski boots, Sportiva ski boots, Nordica ski boots...	authorized, official, original, professional, expert, Olympic	High	Low bids	You can use low bids because you own the brand

1. Sort keywords into buckets of products or services (ski boots, ski gloves, ski poles)
2. In each bucket, sort keywords to the visitor's search stage: informational, transactional, and branded
3. Write ads for each ad group:

**A. Informational ads:** Learn about ski boots. Compare the types of ski boots. [ski-boots.com/ski-boots.html](http://ski-boots.com/ski-boots.html)

**B. Transactional ads:** Women's downhill ski boots. Special Price = \$200. Free shipping. 30-day money-back guarantee. [ski-boots.com/womens-downhill-ski-boots.html](http://ski-boots.com/womens-downhill-ski-boots.html)

**C. Branded ads:** Solomon Women's downhill ski boots. Official Store. Special Price = \$200. Free shipping. 30-day money-back guarantee. [ski-boots.com/Solomon-ski-boots.html](http://ski-boots.com/Solomon-ski-boots.html)



# Test to Find Active Keywords and Converting Keywords

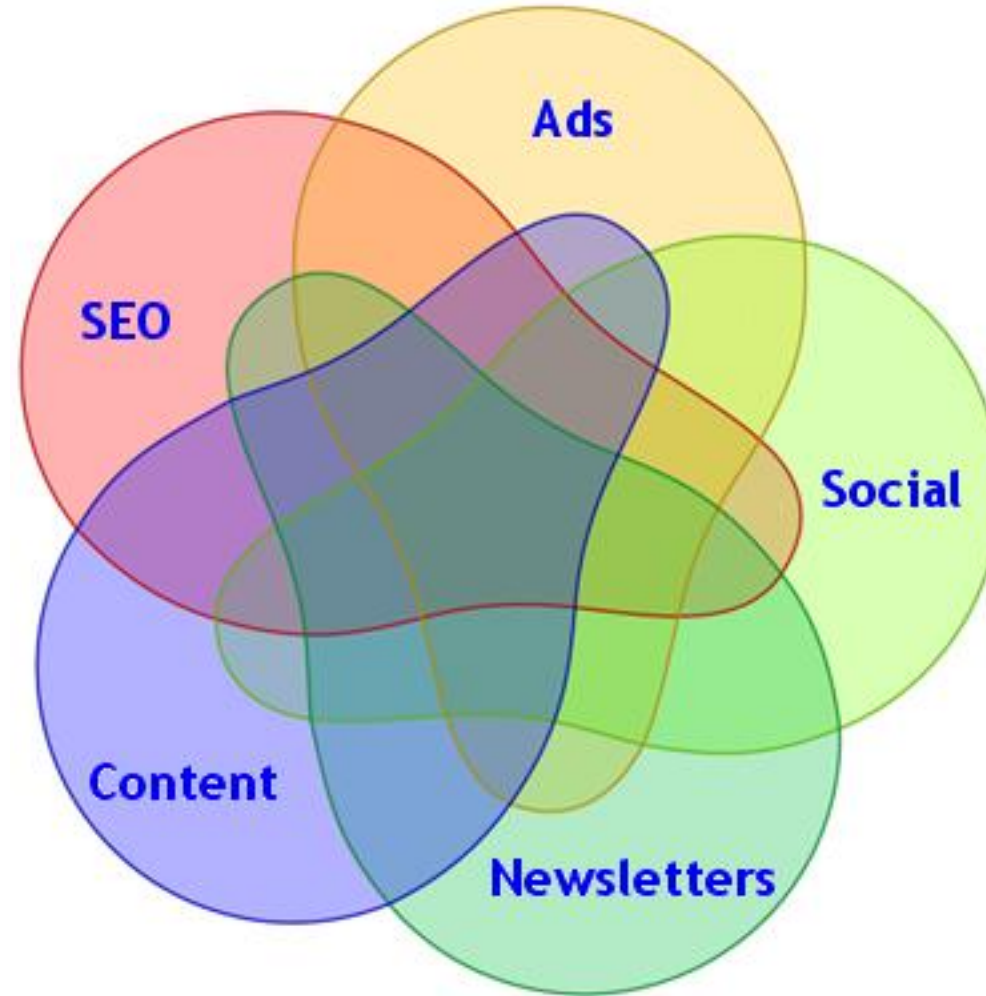
1. Google's estimates for traffic and bids are based on average data. Your account will be different
2. Sort keywords into low-value groups (ski boots, ski gloves...) with low bids (~\$0.25)
3. If the keyword has no clicks after 60 days, you can pause it
4. If the keyword gets a conversion, create an ad group for it, write ads and write landing pages for it, and set bids based on your CPA and KPI

Keyword	Avg. CPC (USD)	Impr.	Clicks	CTR	Quality score	Cost (USD)	Search impr. share
+silicon +valley	0.26	2,963	54	1.82%	5/10	13.79	14.67%
silicon valley	0.25	2,779	39	1.40%	5/10	9.60	14.82%
incubator	0.24	891	3	0.34%	5/10	0.72	9.99%
+incubator	0.16	703	2	0.28%	5/10	0.32	9.99%
+vc	0.25	466	13	2.79%	5/10	3.20	14.32%
vc	0.21	321	8	2.49%	5/10	1.66	9.99%
accelerators	0.24	190	4	2.11%	3/10	0.94	12.20%
startup	0.21	187	9	4.81%	5/10	1.87	9.99%
palo alto	0.20	166	5	3.01%	5/10	0.98	9.99%
+accelerators	0.17	140	2	1.43%	3/10	0.34	12.64%
+palo +alto	0.23	138	2	1.45%	5/10	0.45	9.99%
startup accelerator	0.25	85	2	2.35%	4/10	0.49	11.30%
to start up	0.19	82	4	4.88%	6/10	0.76	9.99%
ycombinator	0.22	61	2	3.28%	3/10	0.43	25.63%
+startup	0.00	57	0	0.00%	5/10	0.00	9.99%
starting businesses	0.25	53	2	3.77%	6/10	0.49	9.99%
venture capital	0.00	49	0	0.00%	7/10	0.00	9.99%
venture funding	0.24	38	2	5.26%	7/10	0.47	9.99%

Keywords show your visitor that you have what she wants to see.

Use keyword research for:

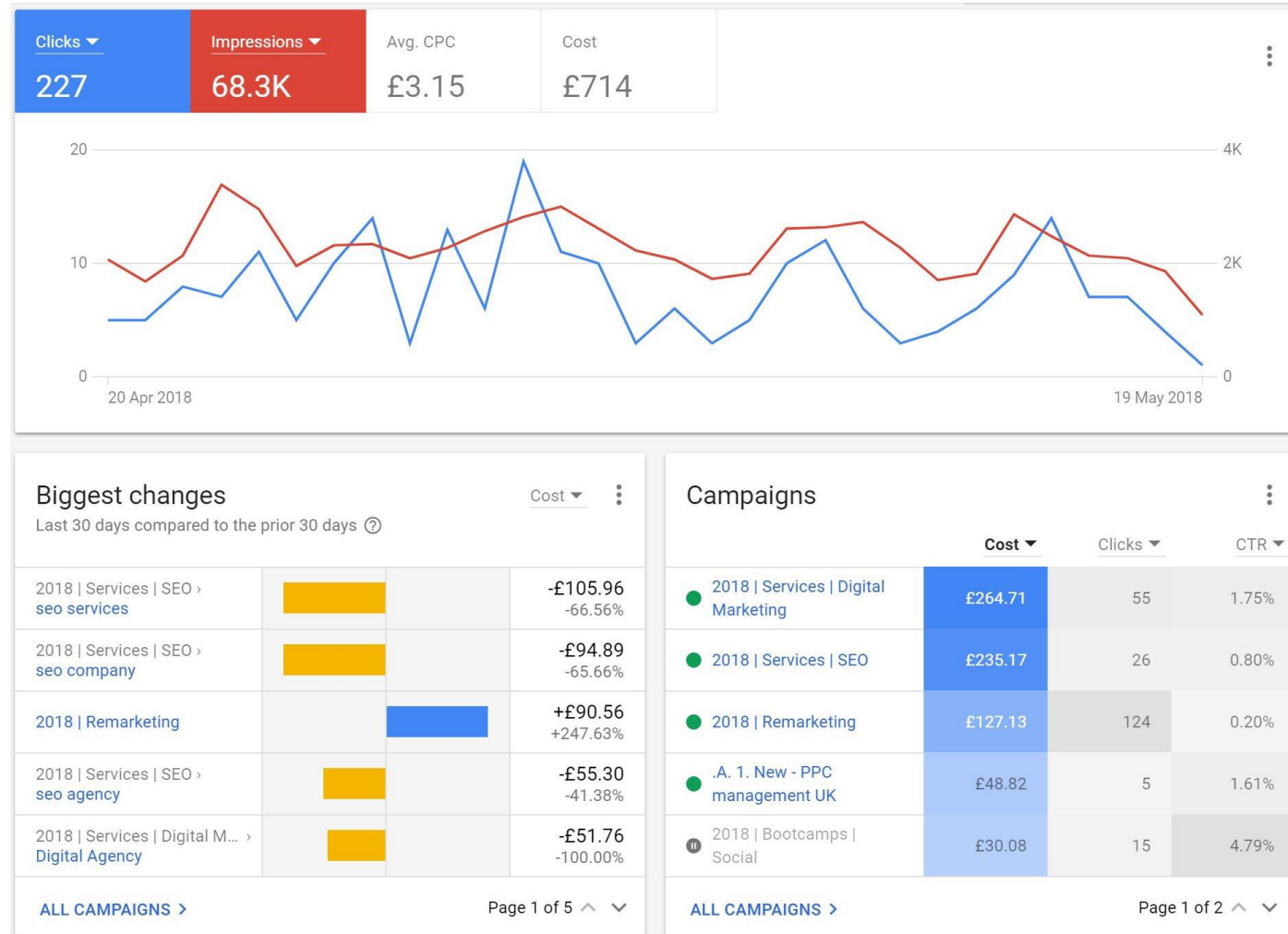
- SEO
  - In meta-tags, H1 headings, <P> body text, image ALT text, link text, file names...
- SEM (Google Ads, Microsoft Bing, Baidu...)
  - Keywords, ad heading, ad text, landing pages
- Social Media
  - As keywords and #hashtags
  - Facebook, Instagram, Twitter, LinkedIn, Youtube, and so on
- Email newsletters
  - Headings, body text
- Content marketing
  - Titles, headings, body text...



# Live Demo of a Google Ads Account

# Walkthrough a Google Ads Account

1. Calendar (set to all time, last 30 days)
2. Change History
3. Recommendations
4. Review trends (CPC, costs)
5. Add notes
6. Settings (budget, bidding, start/end dates)
7. Create a campaign
8. Campaign settings
9. Create ad groups
10. Add keywords with Keyword Tool
11. Ads (copy/edit)



# First Step, Set the Calendar

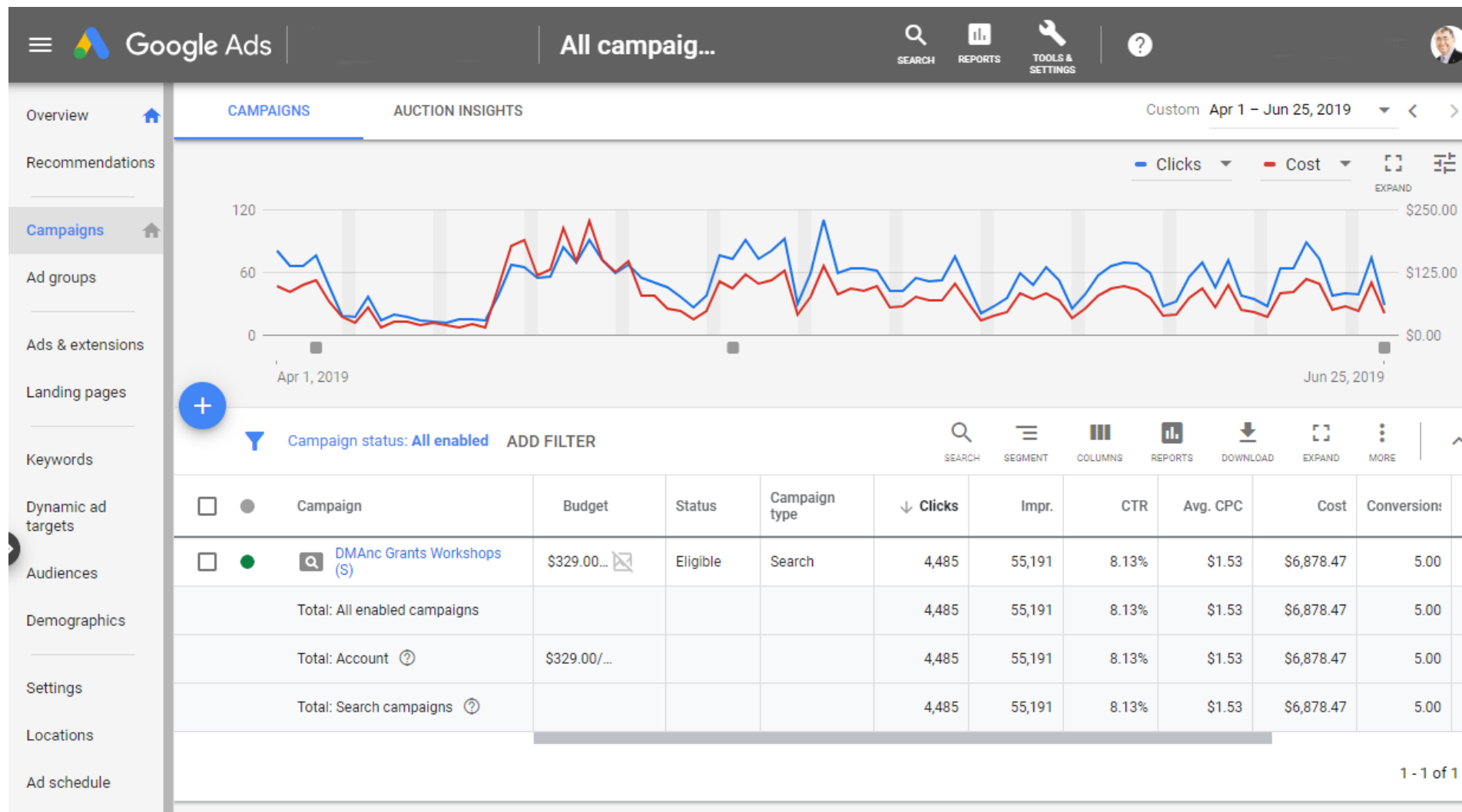
- Always set the calendar to the appropriate time span
- Use All Time to see the trend over the years
- Generally, 60-90 days gives you an idea of recent trends

The screenshot shows the Google Ads interface with the 'All campaigns' view. The 'CAMPAIGNS' tab is selected, displaying a line chart and a table of campaign data. A date range selector is open, showing options like 'Today', 'Yesterday', 'This week', 'Last 7 days', 'Last week', 'Last 14 days', 'This month', 'Last 30 days', 'Last month', 'All time', and 'Compare'. The date range is set to May 1, 2019, to 6/25/2019.

Campaign	Budget	Status	Campaign type
DMAnc Grants Workshops (S)	\$329.00...	Eligible	Search
Total: All enabled campaigns			
Total: Account	\$329.00/...		
Total: Search campaigns			

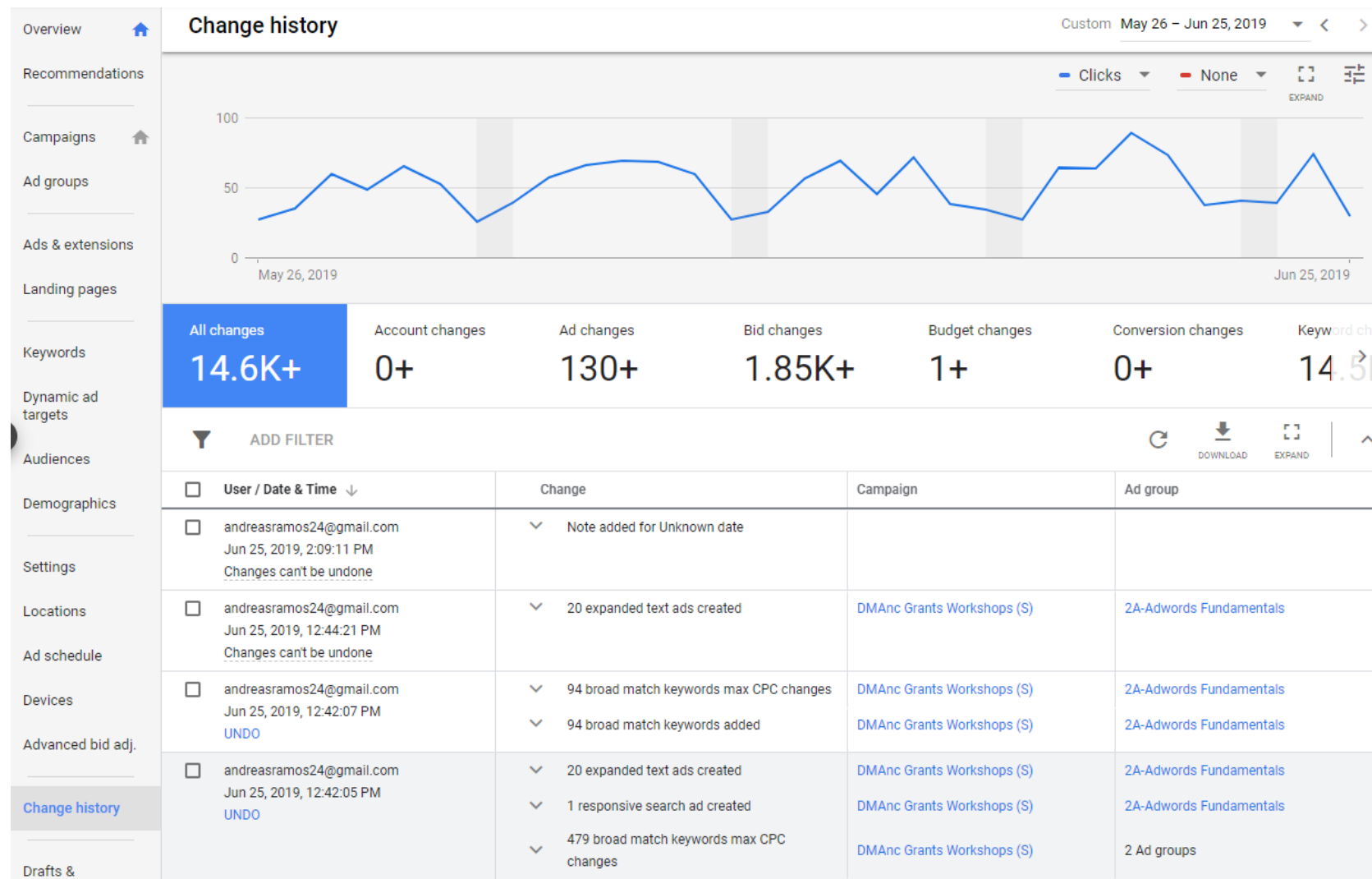


- Here is 90 days of data
- Note the dark gray squares under the trend lines
- Those are our notes that we add to the data



# Use Change History to Monitor Your Team

- Change History is at lower left of the Google Ads panel
- Click this to see recent activity on the account
- If you manage a team, agency, or contractor, you must review this to ensure that work is being done
- It shows name, time (down to the second), and what was done
- You can also undo work that done within the last 30 days



# Use Recommendations to Get a High Optimization Score

- The next step is to review the Recommendations
- This has a strong impact on your account
- Every Monday morning, check the Recommendations
- In this slide, the score is 65%
- When you fix each item, the score goes up
- For example, the first item is "Bid more efficiently..." and it's worth +18.5%
- When you fix that, your score goes from 65% up to 83.5%

### Recommendations

Your optimization score BETA [?](#)

**65%**

Score for Search campaigns

Improve your score by following recommendations in the sections below

[ALL RECOMMENDATIONS](#)
[REPAIRS +2.8%](#)
[BIDS & BUDGETS +18.5%](#)
[KEYWORDS & TARGETING +4.7%](#)

[ADS & EXTENSIONS +9%](#)
[DISMISSED](#)

**Bid more efficiently with Maximize clicks** +18.5%

Get more clicks at a similar cost with a fully automated bid strategy

*Recommended because your campaigns have enough clicks to benefit from Maximize clicks bidding*

[VIEW RECOMMENDATION](#)
[APPLY](#)

**Create new, more relevant ads** +8.1%

Make your ads more relevant by including your keywords in your ad text

*Recommended because you have popular keywords containing text that is missing from all of the ads in their ad group*

Your ads are missing these words

house  
rental  
apartment

**Raise your budgets** +10%

Your ads stopped running on your busiest days. Fixing your limited budget can help.

*Recommended because you missed out on 5% or more of your potential traffic last week*

[VIEW RECOMMENDATION](#)
[APPLY](#)

**Add additional Dynamic Search Ads** +4.7%

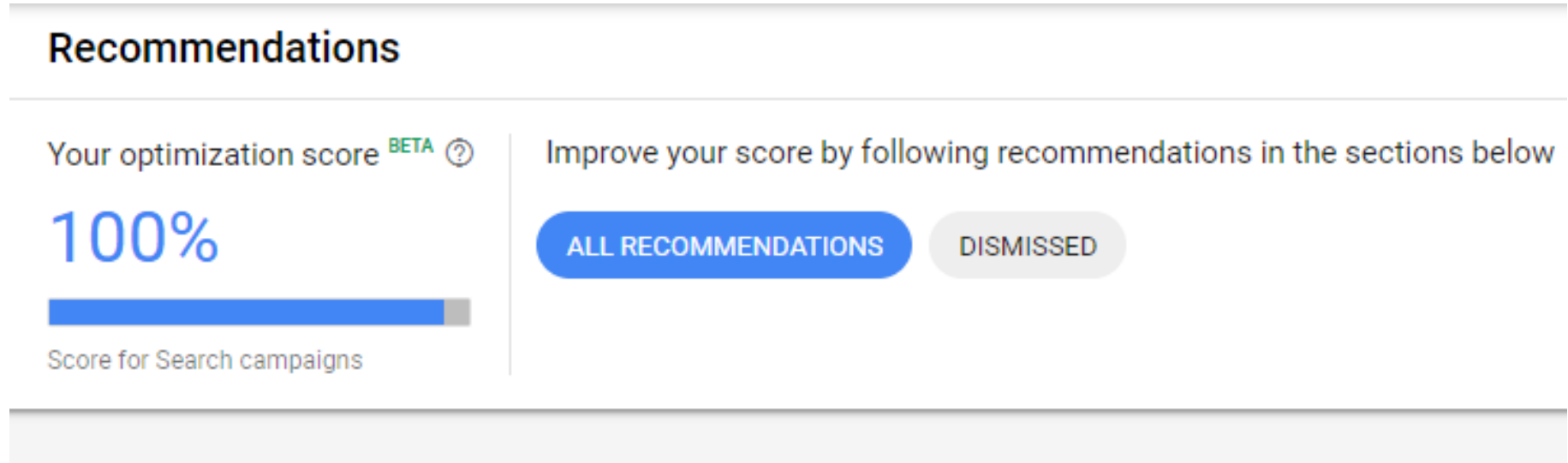
Show your ads on searches relevant to your business that you may be missing with your keyword-based campaigns

*Recommended because you can drive additional traffic by adding Dynamic Search Ads with landing pages not covered by your existing Dynamic Search Ads*

[VIEW RECOMMENDATION](#)

# Reach 100% and Get Bonus Points!

- Bring your Optimization Score up to 100%
- Either fix each item or dismiss it
- The higher your score...
  - Your ad shows more often
  - Your ad ranks higher
  - Your clicks are cheaper
- Every Monday, check your Optimization Score



# Dismiss the Recommendations that You Can't Implement

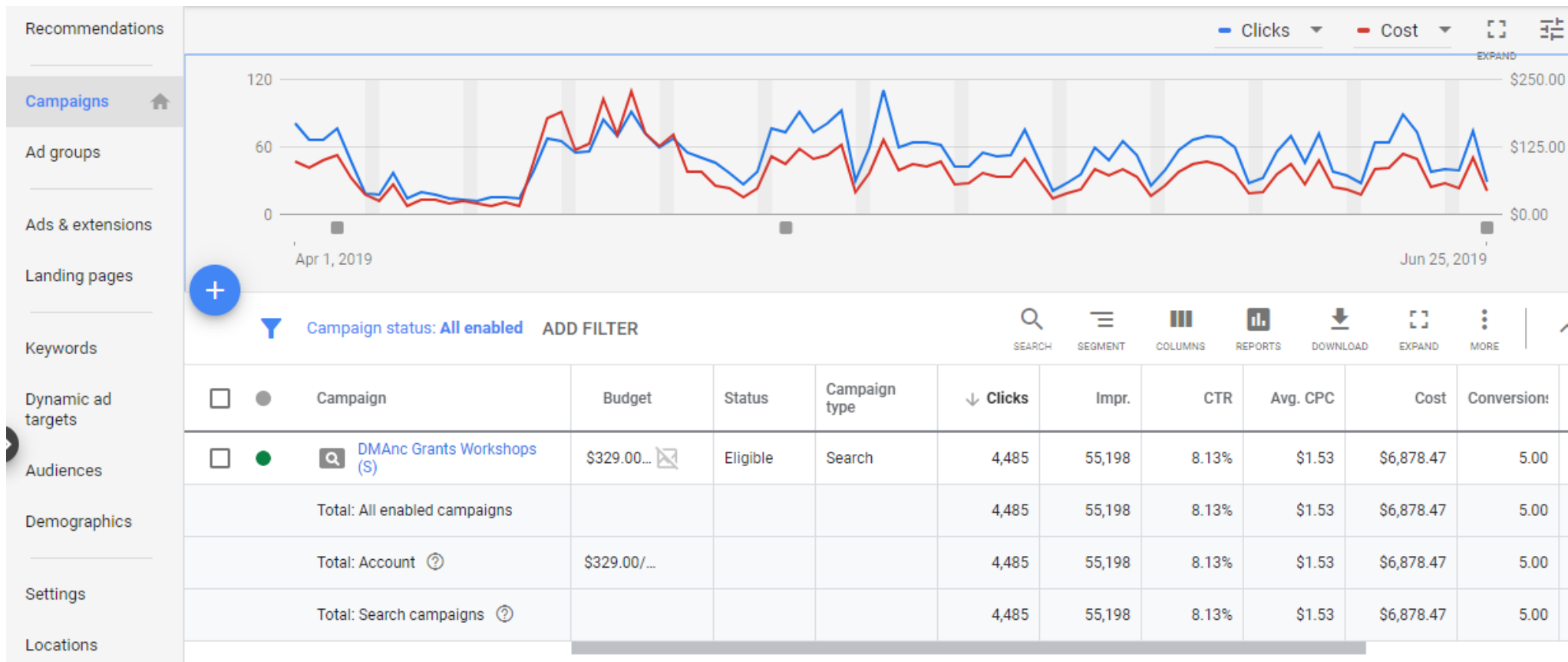
**Tip:** You can dismiss a recommendation and get a higher score

1. Click the three dots for each recommendation
2. Select "I don't have time right now"
3. Dismiss the recommendation
4. You will be awarded the points
5. Do this every week

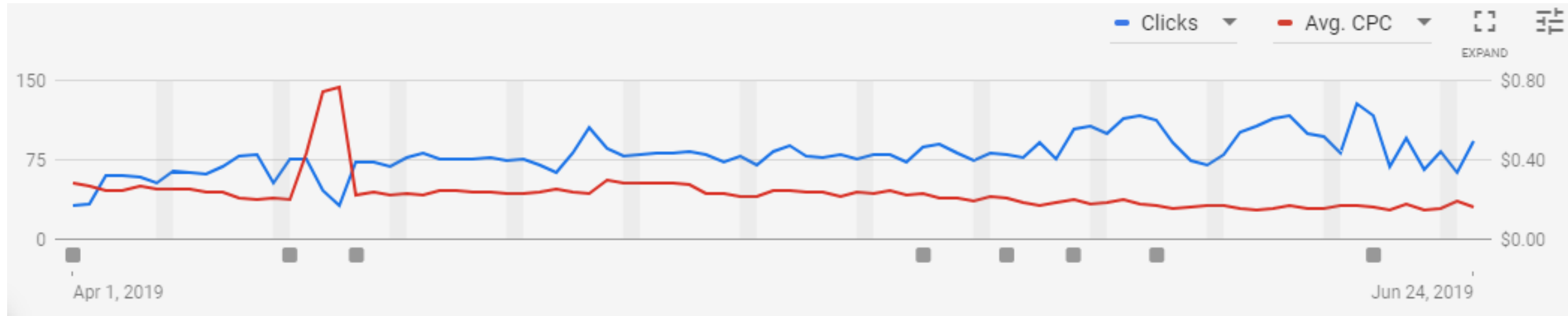
The screenshot shows the Google Ads interface with three tabs: 'RECOMMENDATIONS', 'ADS & EXTENSIONS +2.4%', and 'DISMISSED'. A modal dialog box is open with the title 'Dismiss all recommendations: Optimize ad rotation?'. Below the title is the text 'Provide feedback that will be used to help us improve your recommendations'. The dialog contains a section 'Tell us why (optional)' with seven radio button options: 'This is not relevant for my business', 'I don't think this will improve my performance', 'I need more information to decide', 'I don't understand what this is', 'I don't have time right now' (which is selected), 'I don't want to spend more', and 'Other'. Below these options is a text input field labeled 'Other reason' with a character count '0 / 130'. At the bottom right of the dialog are two buttons: 'CANCEL' and 'DISMISS ALL'.

# Use Notes Panel to Keep Notes about Your Work

- Use the Notes tool to add notes to your account
- See the small gray squares under the trend line...



# Add Lots of Notes so You Can Always See What You Did

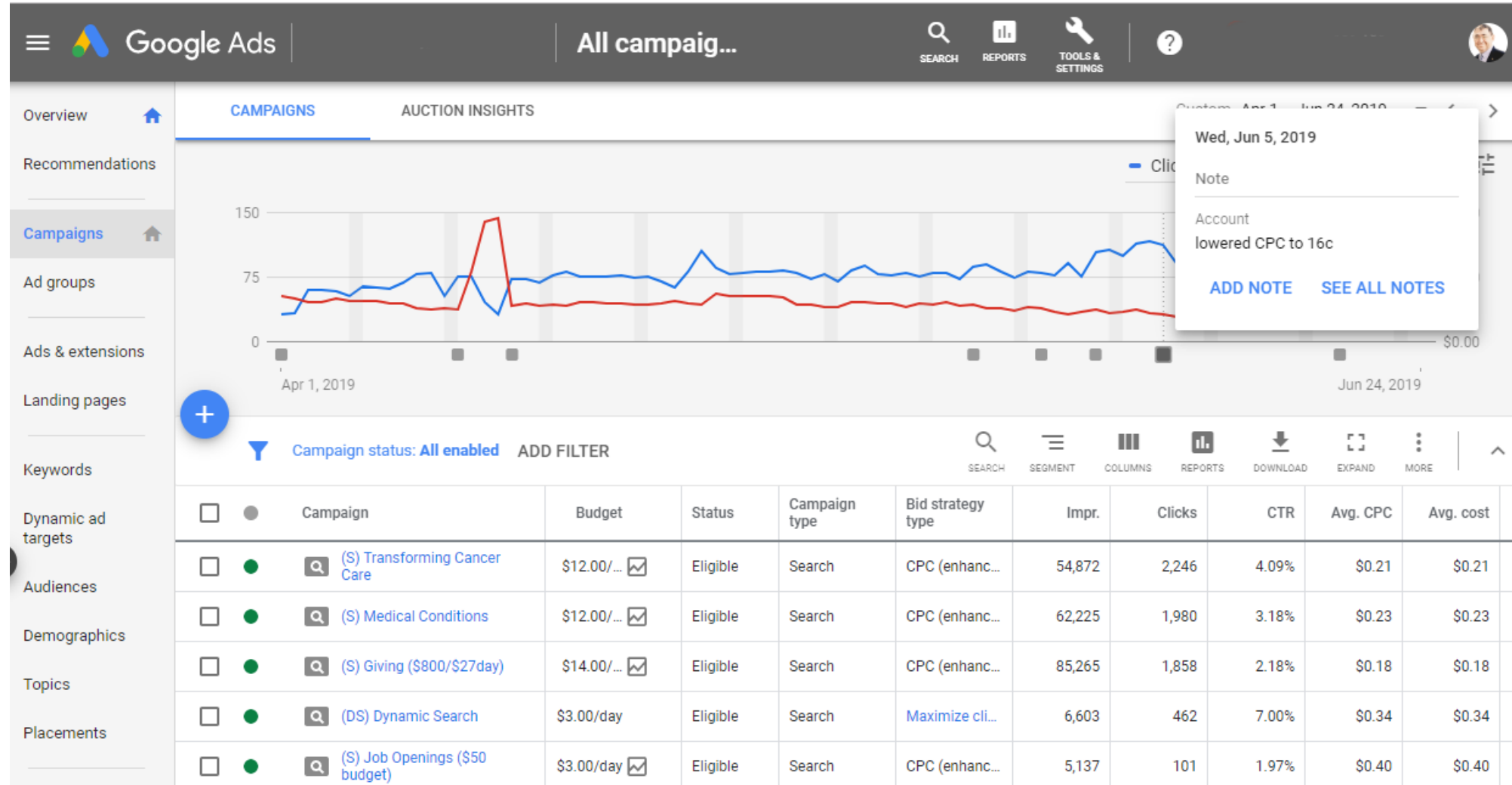


The small gray squares under the trends line are notes



# Example of a Note

- Use the Notes tool to add notes to your account
- See the small gray squares under the trend line...
- Click one and you see what was done that day
- On June 5th, the bids were lowered to 16 cents
- Click the three dots to open the notes panel



# Let's Go through the Settings

- Click the Settings tab to change the settings for a campaign
- Tip: Set this once for a campaign. For future campaigns, copy the campaign so you don't have to change this each time.

## Settings

Campaign name	DMAnc Grants Workshops (S)	▼
Campaign status	● Enabled	▼
Goal	Website traffic	▼
Networks	Google Search Network	▼
Locations	United States (country)	▼
Languages	English	▼
Budget	\$329.00/day	▼
Bidding	CPC (enhanced)	▼
Start and end dates	Start date: December 28, 2017    End date: Not set	▼
Dynamic Search Ads setting	Domain: dmanc.org    Language: English    Targeting Source: Use Google's index of m...	▼
▼ <a href="#">Additional settings</a>		

# We Use Manual CPC, but You Should Test

- You can set the bidding to automated, manual, and so on
- You must test this in your account
- Every account behaves differently
- Find which bid setting works best for you

**Settings**

Locations	United States (country)	▼
Languages	English	▼
Budget	\$329.00/day	▼
Bidding	Manual CPC	Edit your Manual CPC ▲
	<input checked="" type="checkbox"/> Help increase conversions with Enhanced CPC ⓘ	With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.
	<a href="#">Change bid strategy ⓘ</a>	<a href="#">Learn more</a>

CANCEL SAVE

# Click on Additional Settings

- At the bottom of the panel, there is Additional Settings
- Click that to find more settings

### Settings

Campaign name	DMAnc Grants Workshops (S)	▼
Campaign status	● Enabled	▼
Goal	Website traffic	▼
Networks	Google Search Network	▼
Locations	United States (country)	▼
Languages	English	▼
Budget	\$329.00/day	▼
Bidding	CPC (enhanced)	▼
Start and end dates	Start date: December 28, 2017    End date: Not set	▼
Dynamic Search Ads setting	Domain: dmanc.org    Language: English    Targeting Source: Use Google's index of m...	▼

▼ [Additional settings](#)

# Dynamic Ads Are in the Additional Settings

- Dynamic Search Ads is fairly new in Google Ads
- For whatever reason, it's buried in the Settings dialog boxes
- You turn it on in Settings
- In a later webinar, we'll look at how this works
- In some accounts, it works three or four times better than regular ads, but in other accounts, it works poorly
- So test this and see if it works for your account

## Settings

Budget	\$329.00/day	▼
Bidding	CPC (enhanced)	▼
Start and end dates	Start date: December 28, 2017    End date: Not set	▼

Dynamic Search Ads setting	Enter the domain <sup>?</sup>	<p>Dynamic Search Ads (DSA) target relevant searches automatically based on your website, then use headlines automatically customized to people's actual searches. This setting determines what domain, language, and targeting source to use for your DSA. To create a DSA, you'll need to create a dynamic ad group in the next step.</p> <p><a href="#">Learn more</a></p>
	dmanc.org	
	Select the language of the Dynamic Search Ads within this campaign <sup>?</sup>	
	English ▼	
Select a targeting source: <sup>?</sup>		
<input checked="" type="radio"/> Use Google's index of my website <input type="radio"/> Use URLs from my page feed only <input type="radio"/> Use URLs from both Google's index of my website and my page feed		

CANCEL    SAVE

# We also Use Ad Rotation for More Control

- Another setting is Ad Rotation
- Because most advertisers don't manage their ads, Google prefers to set this to Optimize, so Google can show the best-performing ad
- But that doesn't test ads
- We use Rotate Evenly and manage the ads weekly to find the best one
- It's more work... but it has better results

## Settings

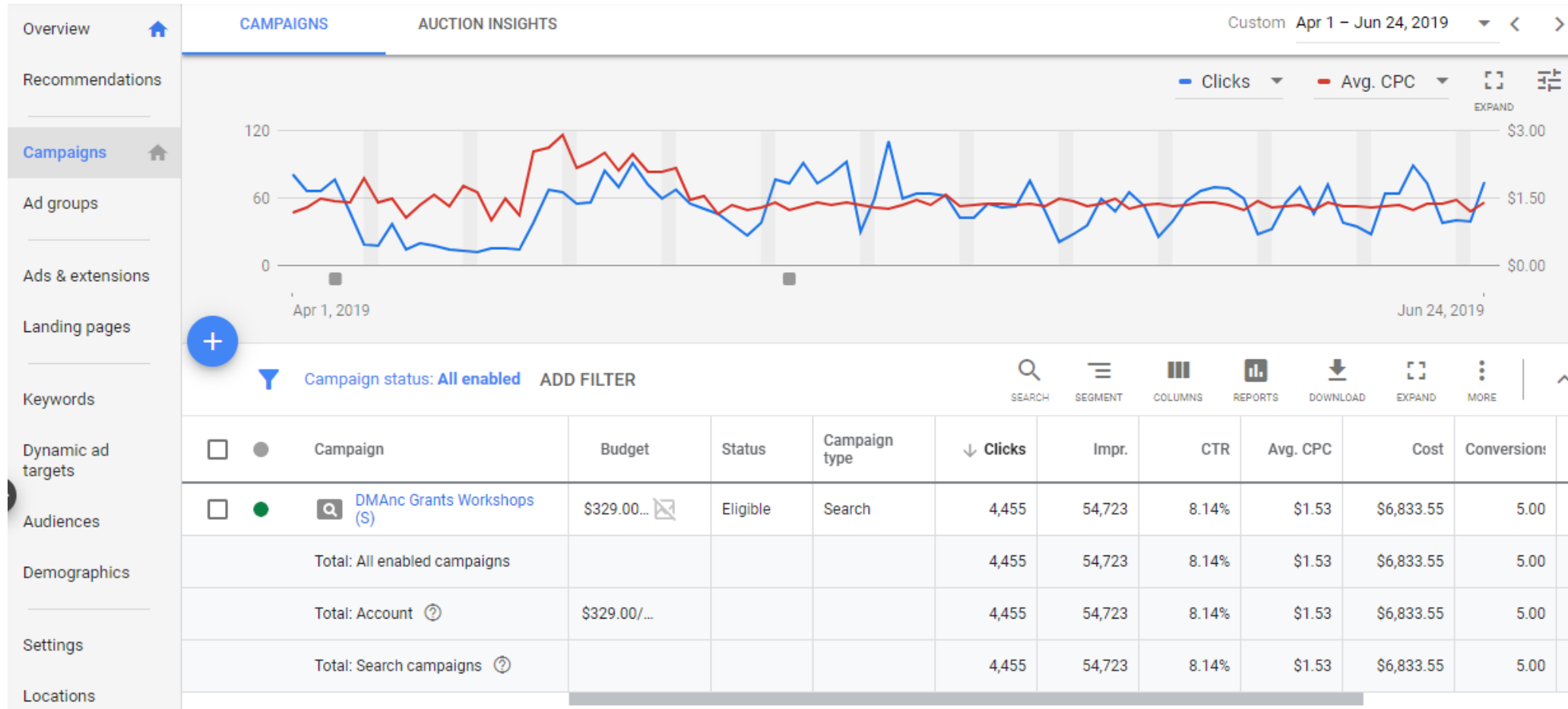
Bidding	CPC (enhanced)		▼
Start and end dates	Start date: December 28, 2017    End date: Not set		▼
Dynamic Search Ads setting	Domain: <b>dmanc.org</b>	Language: <b>English</b>	Targeting Source: Use Google's index of m... ▼
Conversions	Account-level conversions setting		▼

Ad rotation	<input type="radio"/> Optimize: Prefer best performing ads <input checked="" type="radio"/> Do not optimize: Rotate ads indefinitely <div> <i>i</i> Lower-performing ads will run about as often as higher-performing ads for an indefinite period of time. This option is not recommended for most advertisers. <a href="#">Learn more</a> </div> <input type="radio"/> Optimize for conversions (Not supported) <input type="radio"/> Rotate evenly (Not supported)	Show ads more evenly for an indefinite amount of time. ^  When using Smart Bidding, Google Ads will optimize your ad rotation to prefer the best performing ads even if it's currently set to "Rotate indefinitely".
<div>CANCEL    SAVE</div>		

# At the Campaign Level

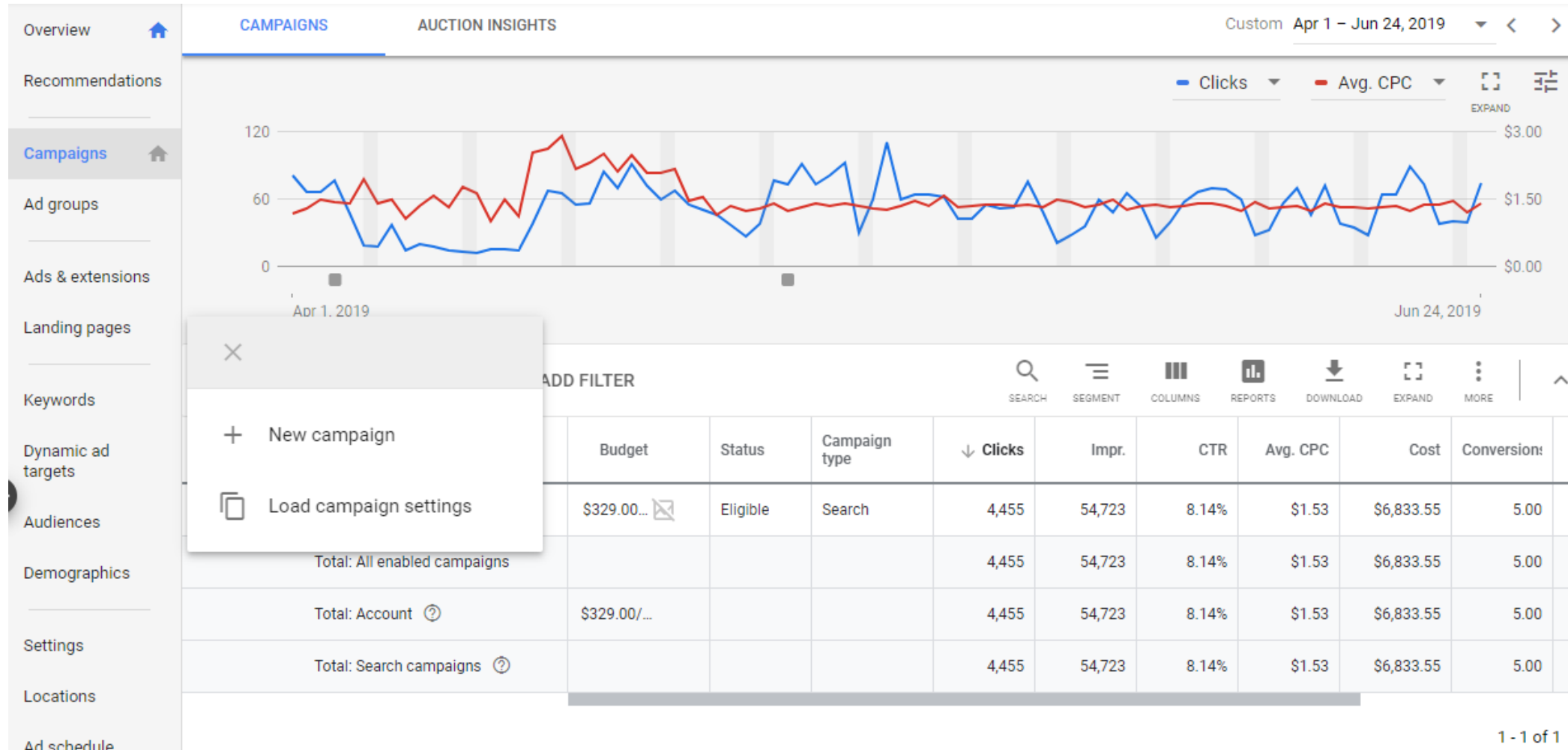
- Here is an overview of a Campaign
- You see the campaign name, the daily budget (\$329 per day), various settings, and data





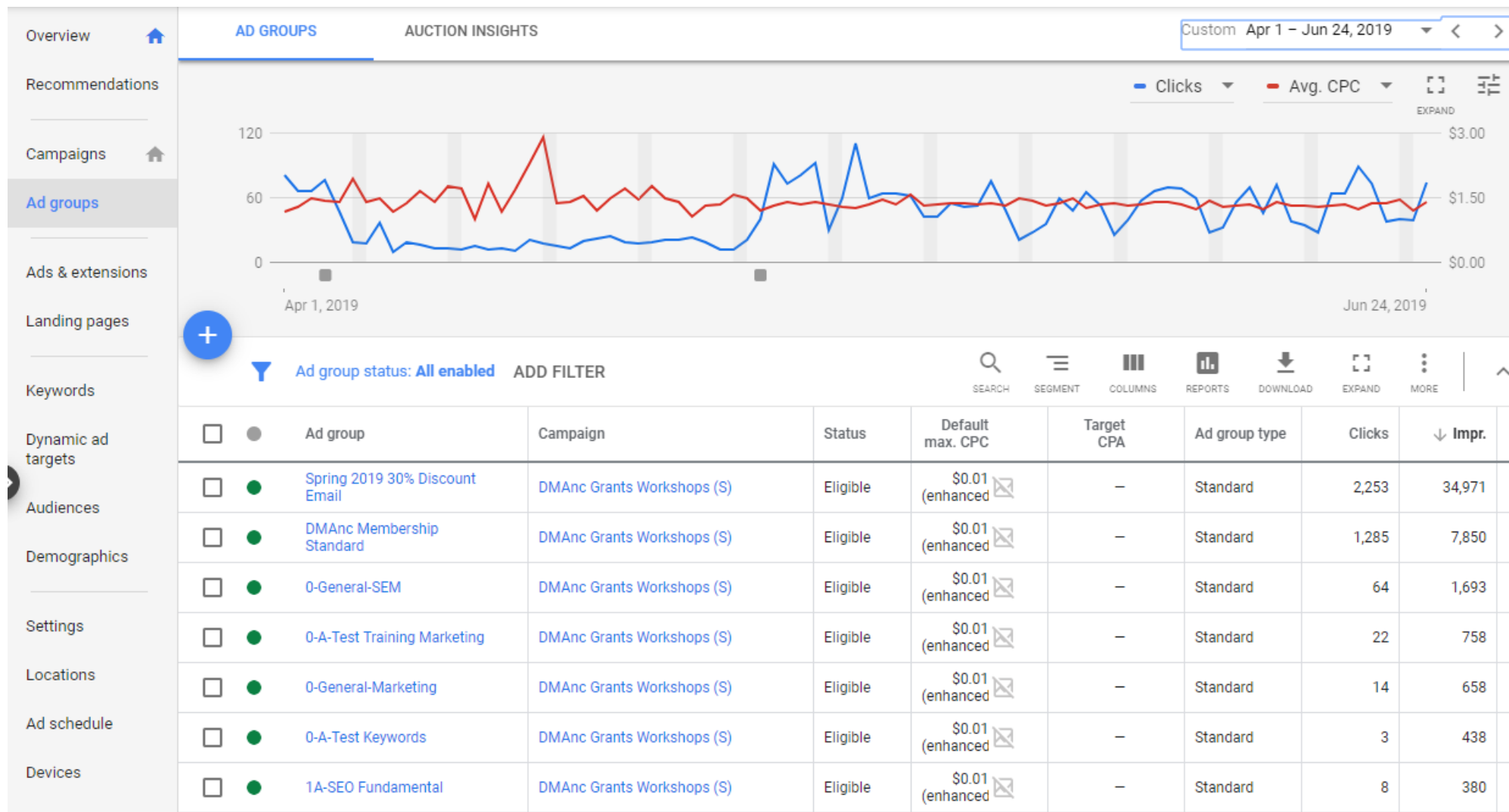
# Create New Campaigns

- To create a new campaign, click the large blue plus sign and select New Campaign

















# At the Ad Group Level

- When you select a campaign, you see the Ad Groups inside the campaign
- Here are the ad groups, sorted by Impressions
- You can see the data for each ad group



# At the Keyword Level

- Inside each ad group, you find the keywords
- Here are the keywords, sorted by Impressions
- The keyword is active (marked "Eligible") and has a \$2 bid
- You can see the average cost per click, such as \$1.40

<div>  <div>  <span>Keyword status: All enabled</span> <span>ADD FILTER</span> </div> <div>    </div> </div>										
<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	↓ Impr.	CTR	Avg. CPC
Total: All enabled keywords 							1,950	27,587	7.07%	\$1.40
<input type="checkbox"/>	<input checked="" type="radio"/>	how to create a email	Eligible	\$2.00 (enhance 	Approved	—	785	13,886	5.65%	\$1.43
<input type="checkbox"/>	<input checked="" type="radio"/>	how do you make an email address	Eligible	\$2.00 (enhance 	Approved	—	225	4,468	5.04%	\$1.34
<input type="checkbox"/>	<input checked="" type="radio"/>	how to write a professional email	Eligible	\$2.00 (enhance 	Approved	—	269	2,066	13.02%	\$1.45
<input type="checkbox"/>	<input checked="" type="radio"/>	email examples	Eligible	\$2.00 (enhance 	Approved	—	170	1,553	10.95%	\$1.32
<input type="checkbox"/>	<input checked="" type="radio"/>	professional email	Eligible	\$2.00 (enhance 	Approved	—	47	559	8.41%	\$1.28
<input type="checkbox"/>	<input checked="" type="radio"/>	how to write an email	Eligible	\$2.00 (enhance 	Approved	—	37	485	7.63%	\$1.22
<input type="checkbox"/>	<input checked="" type="radio"/>	email format	Eligible	\$2.00 (enhance 	Approved	—	38	476	7.98%	\$1.30
<input type="checkbox"/>	<input checked="" type="radio"/>	email writing	Eligible	\$2.00 (enhance 	Approved	—	50	475	10.53%	\$1.31

# And Finally, the Ad Level

- Finally, the ads
- Pause the weak ads. Don't delete it, just pause it so you preserve its data
- When you see an ad with high CTR, make a copy of it and make minor changes
- To copy an ad, click the pencil icon

<div>  Ad status: <b>All enabled</b> <a href="#">ADD FILTER</a> <div>  SEARCH            SEGMENT         </div> </div>						
	Ad	Status	Ad type	Clicks	↓ Impr.	CTR
	{Keyword:Improve Email Response Rates}   Best Practices for 2019   20% Discount. Enroll now. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Improve your email marketing response rates, leads, sales & ROI. Lifetime workshop updates 	Approved	Expanded text ad	560	8,136	6.88%
	{Keyword:Learn Email Marketing}   Best Practices for 2019   20% Discount. Enroll now. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Improve your email marketing response rates, leads, sales & ROI. Lifetime workshop updates	Approved	Expanded text ad	582	8,110	7.18%
	{Keyword:Learn Email Marketing}   Best Practices for 2019 Class   20% Off Spring Discount. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Email writing, templates, campaign strategy. Improve opens. Optimize mobile. Enroll now. Blocked images, create best offers, list maintenance, spam filters. Register now.	Approved	Expanded text ad	499	6,994	7.13%
	{Keyword:Learn Email Marketing}   Best Practices for 2019   20% Discount. Enroll now. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Improve your email marketing response rates, leads, sales & ROI. Lifetime workshop updates. You can get higher email response rates, leads, sales & ROI for your campaigns.	Approved	Expanded text ad	33	422	7.82%

# Click the Pencil Icon to Create a Copy of an Ad

- Select "Copy and Edit"
- This creates a copy of the ad
- You can make minor changes to see if the new ad performs better
- Change a word, swap two words, add new words

Ad status: All enabled ADD FILTER						SEARCH	SEGMENT
	Ad	Status	Ad type	Clicks	↓ Impr.	CTR	
●	{Keyword:Improve Email Response Rates}   Best Practices for 2019   20% Discount. Enroll now. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Improve your email marketing response rates, leads, sales & ROI. Lifetime workshop updates		Expanded text ad	560	8,136	6.88%	
●	{Keyword:Learn Email Marketing}   Best Practices for 2019   20% Discount. Enroll now. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Improve your email marketing response rates, leads, sales & ROI. Lifetime workshop updates		Expanded text ad	582	8,110	7.18%	
●	{Keyword:Learn Email Marketing}   Best Practices for 2019 Class   20% Off Spring Discount. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Email writing, templates, campaign strategy. Improve opens. Optimize mobile. Enroll now. Blocked images, create best offers, list maintenance, spam filters. Register now.	Approved	Expanded text ad	499	6,994	7.13%	
●	{Keyword:Learn Email Marketing}   Best Practices for 2019   20% Discount. Enroll now. <a href="http://www.dmanc.org/learn-email/marketing">www.dmanc.org/learn-email/marketing</a> Improve your email marketing response rates, leads, sales & ROI. Lifetime workshop updates. You can get higher email response rates, leads, sales & ROI for your campaigns.	Approved	Expanded text ad	33	422	7.82%	

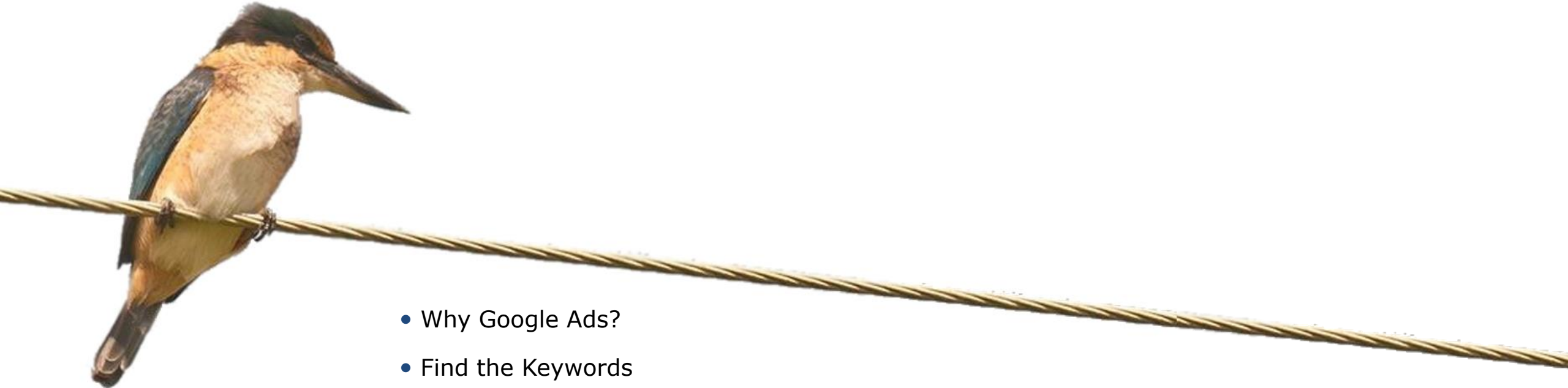
Edit

Copy and edit

See version history

# Summary

## We Covered...



- Why Google Ads?
- Find the Keywords
- Keyword spreadsheet
- Account Walkthrough (Live)



## **December 6<sup>th</sup>: Intermediate Google Ads**

- The five types of match modes for keywords
- How keywords, ads, and landing pages work together in Google Ads
- Use A/B Split Tests to develop the best ads
- The various kinds of ads

## **December 13<sup>th</sup>: Advanced Google Ads**

- How the Google Ads bidding algorithm works (with examples). You can bid lower than your competitors, yet rank higher.
- How to set bids, manage bids, and manage your budget
- Tools to manage 20 accounts and 300,000 keywords
- Advanced strategies

You'll get all of this in plain language, plus Powerpoint slides with step-by-step, numbered instructions so you can do this yourself.

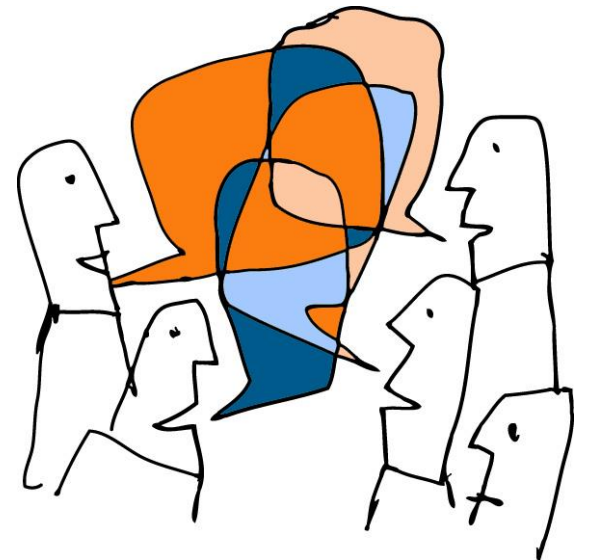


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- [linkedin.com/company/beasley-direct-and-online-marketing/](https://www.linkedin.com/company/beasley-direct-and-online-marketing/)



Please complete our survey.  
We'll send you a \$5.00 Starbucks eCard!



See the full current calendar.

Go [dmanc.org/digital-marketing-certification-workshops/](https://dmanc.org/digital-marketing-certification-workshops/)

- 06-Dec Friday **Google Ads Intermediate**
- 11-Dec Wens **LinkedIn for Your Career**
- 13-Dec Friday **Google Ads Advanced**



## Our Sponsor Mt. Top Data's Offer to You

Mountain Top Data offers \$1,000 in FREE B2B Data

Get your B2B data by calling or emailing:

- Sky Cassidy
- [scassidy@mtd-email.com](mailto:scassidy@mtd-email.com)
- Tel. (818) 252-8140 x2788
- <https://MountainTopData.com>



- Get a free SEO audit of your site

<https://beasleydirect.com/free-seo-audit-offer/>

- Get a free audit of your Google Ads campaigns

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Thank You and Have a  
Great Weekend!