

# Adwords 101

A simple practical guide to Google Adwords



# General Overview

How does Google make money ?

PPC - Pay Per Click model

Adwords - Google's PPC platform

Sponsored and **targeted**

Search network

Media network

The screenshot shows a Google search for "make money online". The search bar is at the top, with "make money online" entered. Below the search bar, there are several sponsored links. The first sponsored link is from "NewRichWealth.com" with the text "Make Cash w/ any Affiliate Program Sign up Now For this Free Report!". The second is from "gainopinion.com" with the text "Get paid to take online surveys. We pay you \$10 - \$125 per survey!". The third is from "ThisMadeSimple.com" with the text "Make money at home now with Proven money-making step by step guide". There are also organic search results, including "Make Money Online" from "moneymakerinfo.blogspot.com" and "How to Make Money Online for Beginners" from "makemoneyforbeginners.blogspot.com".

The screenshot shows the homepage of Stiff.com, a website for finding lost items. The header features the Stiff.com logo and navigation buttons. The main content area has a large advertisement for "Bits of Gold" (ביטקוין להשקעה) with a red circle around it. Below the advertisement, there are several articles and a sidebar with a red background containing text in Hebrew: "חושבים אם לקנות מוצר חדש? אל תתלבטו קבלו הלוואה אטרקטיבית עכשיו".

# Adword's Ranking System

Relevancy is the name of the game

Set an initial bid

Get a Quality Score (QS)

$\text{Bid} * \text{QS} = \text{Ad rank}$

What effects QS?

CTR!! KW, Relevance

Advertiser	Max CPC	QS	Ad rank
1	\$2	1	2
2	\$1	6	6
3	\$0.5	9	4.5

# Adword's Ranking System

Advertiser	Max CPC	QS	Ad rank	Actual CPC	Position
1	\$2	1	2	Minimum bid	3
2	\$1	6	6	$4.5/6+0.01 = \$0.76$	1
3	\$0.5	9	4.5	$2/9+0.01 = \$0.23$	2

Ad rank below you / Your QS + \$0.01 = Actual CPC

# Adword's Pros and Cons



Sponsored

Need to be relevant

Requires deep pockets



Immediate results

Focused audience

Tracking abilities

Pay for performance

Compete with “big leagues”

# Online Marketing Jargon

Keyword / Keyphrase

Short Tail Vs Long Tail

Match type (Broad, Phrase, Exact)

Impressions (Imps.)

Click

CTR - Click Through Ratio

CPC - Cost Per Click

CPM - Cost Per Mil

Clicks	Impr.	Search CTR	Display Network CTR	Conversions (1-per-click)	Conv. rate (1-per-click)	Amount spent
0	0	0.00%	0.00%	0	0.00%	\$0.00
0	0	0.00%	0.00%	0	0.00%	\$0.00
0	0	0.00%	0.00%	0	0.00%	\$0.00
4,075	199,391	2.04%	0.00%	7	0.17%	\$5,963.98
<b>4,075</b>	<b>199,391</b>	<b>2.04%</b>	<b>0.00%</b>	<b>7</b>	<b>0.17%</b>	<b>\$5,963.98</b>



# Online Marketing Jargon

Conversion

Conversion Rate

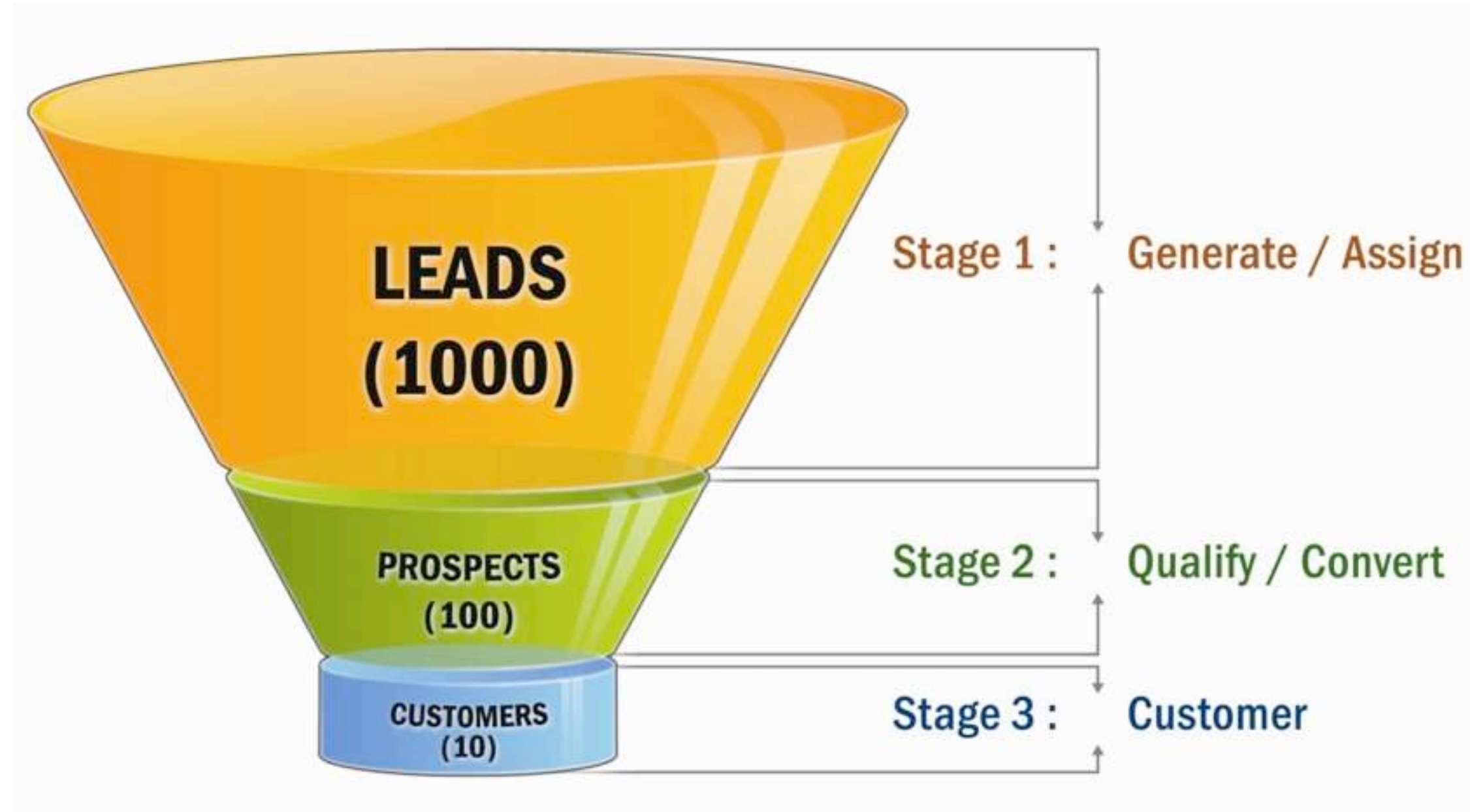
CPL, CPV, CPA, Etc.

ROI - Profit / Expenses

URL Vs. Domain

Landing Page (LP)

QS



# Let's Open an Account

Email address

Credit Card

Coupon Code



# Break





# Keyword Research

Brain Storming

Google Keyword Tool

Jargon

Google search engine

Competition (page source)

Put them in Ad Groups

Don't forget **NEGATIVE KW**



# Building Our Ad

Maximum information with minimal resources

Title - Most important part. KW match, unique.

Description 1 - Benefit (WIFM)

Description 2 - Features + Call to Action

Display URL - Continued targeting

[Marina Hotel ® Tel Aviv](#)  
▼ [www.marina-telaviv.com/Special\\_Rates](http://www.marina-telaviv.com/Special_Rates)  
Superb Quality for a Central Beach  
Location - Special Low Cost!  
167 Hayarkon St., Tel Aviv's Marina 📍

[Hotels in Tel Aviv](#)  
▼ [www.fattal-hotels.com/tel-aviv](http://www.fattal-hotels.com/tel-aviv)  
Special Rates for Hotel in Tel Aviv  
Book your hotel now Pay Later!

[Hotels in Tel Aviv](#)  
▼ [www.hotelscombined.com/Tel\\_Aviv](http://www.hotelscombined.com/Tel_Aviv)  
Book Online and Save Up to 80% Now.  
Lowest Price Guaranteed!

[Tel Aviv Hotels from 38€](#)  
▼ [www.venere.com/Hotel-Tel\\_Aviv](http://www.venere.com/Hotel-Tel_Aviv)  
77 Tel Aviv Hotels with Reviews.  
Reserve Now. Pay at Check-Out!



# So here's what you do....

Cap each word

[Marina Hotel ® Tel Aviv](#)  
▼ [www.marina-telaviv.com/Special\\_Rates](http://www.marina-telaviv.com/Special_Rates)  
Superb Quality for a Central Beach  
Location - Special Low Cost!  
167 Hayarkon St., Tel Aviv's Marina 📍

Use the search term in the title and description (if possible)

Use Dynamic Keyword Insertion (DKI) - {Keyword:default Keyword}

[Hotels in Tel Aviv](#)  
▼ [www.fattal-hotels.com/tel-aviv](http://www.fattal-hotels.com/tel-aviv)  
Special Rates for Hotel in Tel Aviv  
Book your hotel now Pay Later!

Use non-standard characters

[Hotels in Tel Aviv](#)  
▼ [www.hotelscombined.com/Tel\\_Aviv](http://www.hotelscombined.com/Tel_Aviv)  
Book Online and Save Up to 80% Now.  
Lowest Price Guaranteed!

Emotions work better than features

URL - Another resource you can use

[Tel Aviv Hotels from 38€](#)  
▼ [www.venere.com/Hotel-Tel\\_Aviv](http://www.venere.com/Hotel-Tel_Aviv)  
77 Tel Aviv Hotels with Reviews.  
Reserve Now. Pay at Check-Out!

Does the message come across ?

# Optional Break



# An Effective Landing Page

Clear, Bold Title - 1 sentence to get the message across.

The ability to understand the whole page without reading it.

Speak to the heart and not to the mind.

A clear call to action.

Kingsley Judd

Clear logo

## Wine Investments

**59.4%** Yield in just 3yrs!

- ✓ Dividend paid within 30 days of purchase
- ✓ Packages starting from 10,000 GBP
- ✓ Commission-Free trading
- ✓ Capital gains Tax-Free

Learn how you can profit from an investment in fine wine with Kingsley Judd's En Premier Investment Program.

Download Your Free Brochure Today

Amazing Opportunity  
Download Your FREE Brochure

First name

Last name

Your email address

Phone number

Select a Country

Enter Free Prize Draw

Download Now

We never share your details

**WIN** a Chateau Lafite Limited Edition Pen worth £1,200

Tick the box on the form above and submit your detail to enter this month's Free Prize Draw



## TOP IPHONE APP DEVELOPERS

*Featuring 58 iPhone App Experts Worldwide*



Country:

All

Maximum Rate:

Max

Hours Worked:

100+ Hours



**Post a job. It's free!**

Or [sign up](#) to view more freelancers.

# An Effective Landing Page

General template:

Main idea in title > Benefits in subtitle > Features > Call to Action

All important things should be “above the fold”

KWs should be used on the page

Privacy Policy / About Us are very important

Kingsley Judd

Clear logo

## Wine Investments

Amazing Opportunity  
Download Your FREE Brochure

**59.4%** Yield in just 3yrs!

- ✓ Dividend paid within 30 days of purchase
- ✓ Packages starting from 10,000 GBP
- ✓ Commission-Free trading
- ✓ Capital gains Tax-Free

Learn how you can profit from an investment in fine wine with Kingsley Judd's En Premier Investment Program.

Download Your Free Brochure Today

First name

Last name

Your email address

Phone number

Select a Country

Enter Free Prize Draw

Download Now

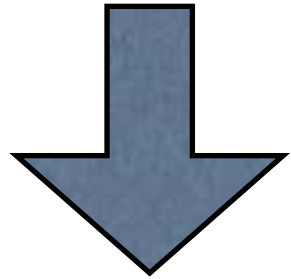
We never share your details

**WIN** a Chateau Lafite Limited Edition Pen worth £1,200

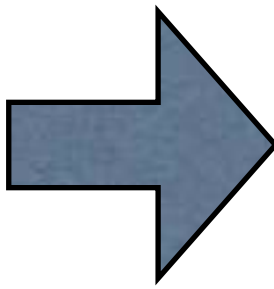
Tick the box on the form above and submit your detail to enter this month's Free Prize Draw

# Summary

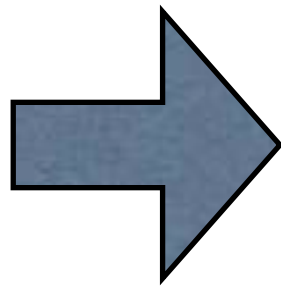
Campaign



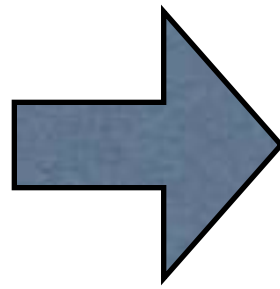
Keyword



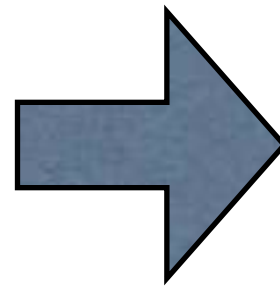
Ad Group



Ad



Landing Page



Conversion

# Lets get to work

Build a list of 500 KW

Divid into Ad Groups

Write 2 ads for each Ad Group

Build a list of at least 10 negative KW



**WORK IN PROGRESS**



# Break



# Setting up a campaign

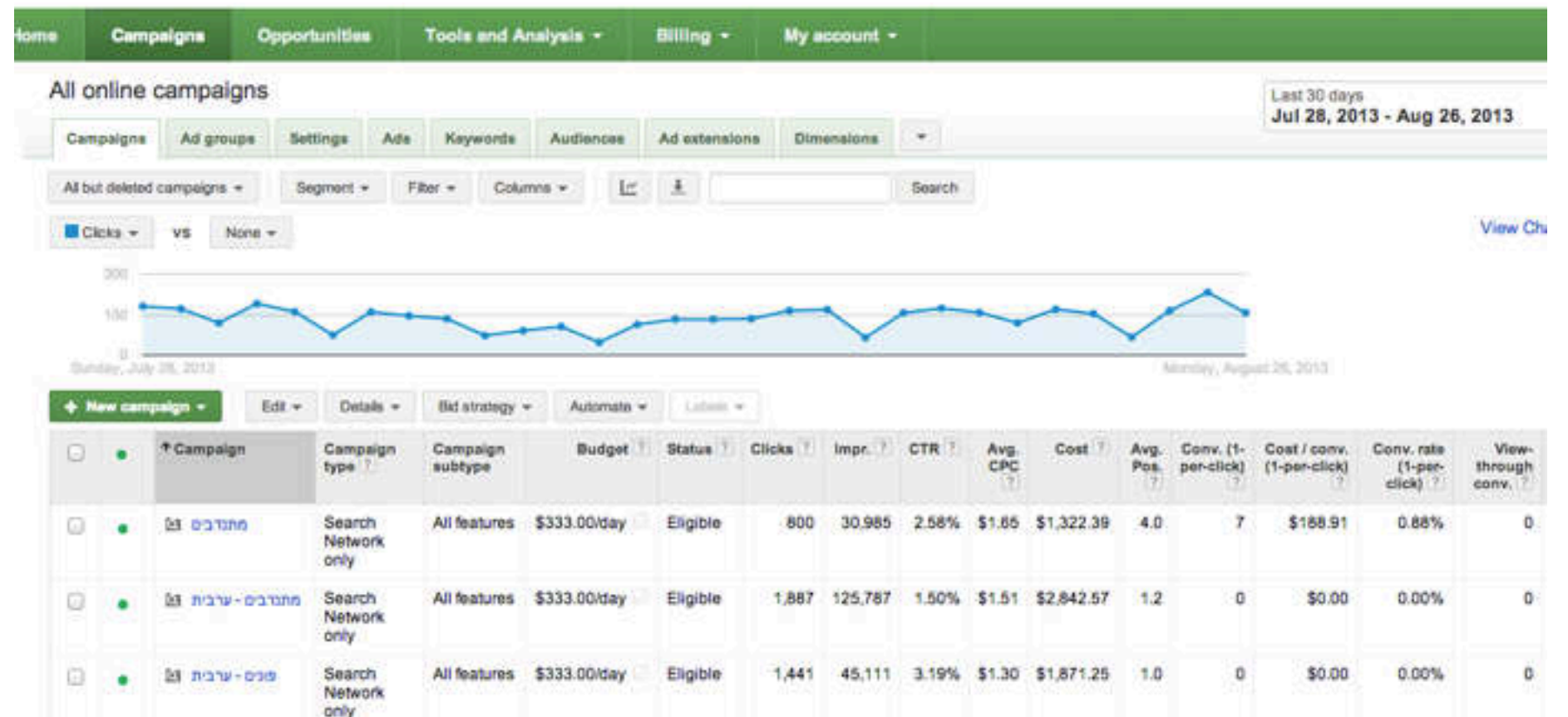
Console familiarization

Choosing your target audience (search vs. media)

Choosing a starting Max bid

Setting up conversion tracking

Split testing of ads

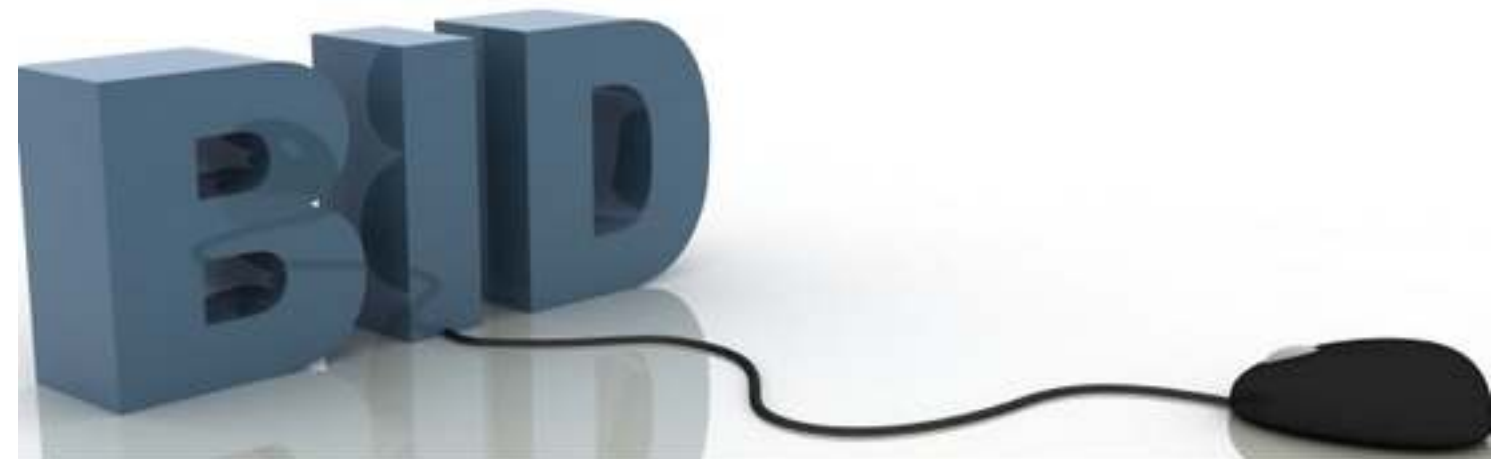


# Choosing a bid

Why should you overbid at first

Calculate your break even CPC

Check the Google KW tool





# Do's and Dont's for the near future



Check initial QS

Check ads showing (~2 hours)

Check KWs are active

Make sure there are no “leaks”



Check the campaign every 5 minutes

Make changes

Click on your own ads to bump CTR

Discontinue the campaign

# Tools you should use...

Google Analytics

Google Keyword Tool (Keyword planner)

Ad preview tool

Google trends

Bing Sponsored ads...

# Optimization

Rule #1 - Define a goal

“The 100 rule”

What can we optimize ?

Setting up conversion tracking



# Bid optimization

Improves position and CTR

Higher bids - higher QS - higher position - higher CTR

Which lead to...

Automated optimization by Google



# KW optimization

The goal - find the EXACT match KW

Improves CTR and QS

Use reports and BROAD match to find new ideas

Remove useless KW

Has to be done slowly



# Ad optimization

Always split test

Use the split test analyzer for results

Try to figure out what made this ad better

Flip sentences, change URL, add special characters etc...

The image shows a screenshot of a Google search results page for the query "online advertising". The search bar at the top contains the text "online advertising" and a "Search" button. Below the search bar, there are navigation tabs for "Web" and "News", and a status bar indicating "Personalized Results 1 - 100 of about 393,000,000 for online advertis".

The search results are divided into two columns. The left column features several sponsored links, each with a title, a URL, and a brief description:

- Online Advertising** Sponsored Links  
[www.wpromote.com](http://www.wpromote.com) Drive Traffic From All Major Search Engines. Listed in 2 Days! \$99/mo
- Internet Advertising**  
[www.LeadPros.com](http://www.LeadPros.com) Imagine capturing motivated buyers **online** eager to buy what you sell.
- Search Engine Advertising**  
[adCenter.Microsoft.com](http://adCenter.Microsoft.com) Advertise on Microsoft adCenter and Get \$50 in Free Clicks.

Below the sponsored links, there are organic search results:

- BidVertiser - Pay Per Click Advertising On Sites Of Your Choice.**  
Pay per click **advertising - online advertising** directly on sites of your choice, internet marketing solution for **online** advertisers.  
[www.bidvertiser.com/](http://www.bidvertiser.com/) - 67k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Targeted Online Pop-under Advertising Service**  
Promote your business with today's most cost effective **online advertising** service: Pop-under ads, layer ads and banner ads.  
[www.paypopup.com/](http://www.paypopup.com/) - 33k - [Cached](#) - [Similar pages](#) - [Note this](#)

The right column also features sponsored links:

- Overture Is Now Yahoo!**  
Learn more about Search Marketing. Sign up today get \$50 credit.  
[searchmarketing.yahoo.com](http://searchmarketing.yahoo.com)
- Need more Sales?**  
We can get you more sales for your business. Call now to get started!  
[www.SpiderSplat.com](http://www.SpiderSplat.com)  
District of Columbia
- Online Advertising**  
Need local **Online advertising** for your business? Try Local.com!  
[www.Local.com](http://www.Local.com)
- Online Marketing Services**  
Q: Email Design and/or Delivery Search Engine Marketing/Optimizing  
[www.q-industries.com](http://www.q-industries.com)  
District of Columbia
- BLUE Measurable Marketing**  
Leading interactive marketing firm Serving MNCs in Asia, UK, US & EMEA  
[www.blue-interactive.com](http://www.blue-interactive.com)
- Online Advertising**  
Maximize revenue with targeted ads. Try Google **advertising** programs.  
[www.google.com](http://www.google.com)

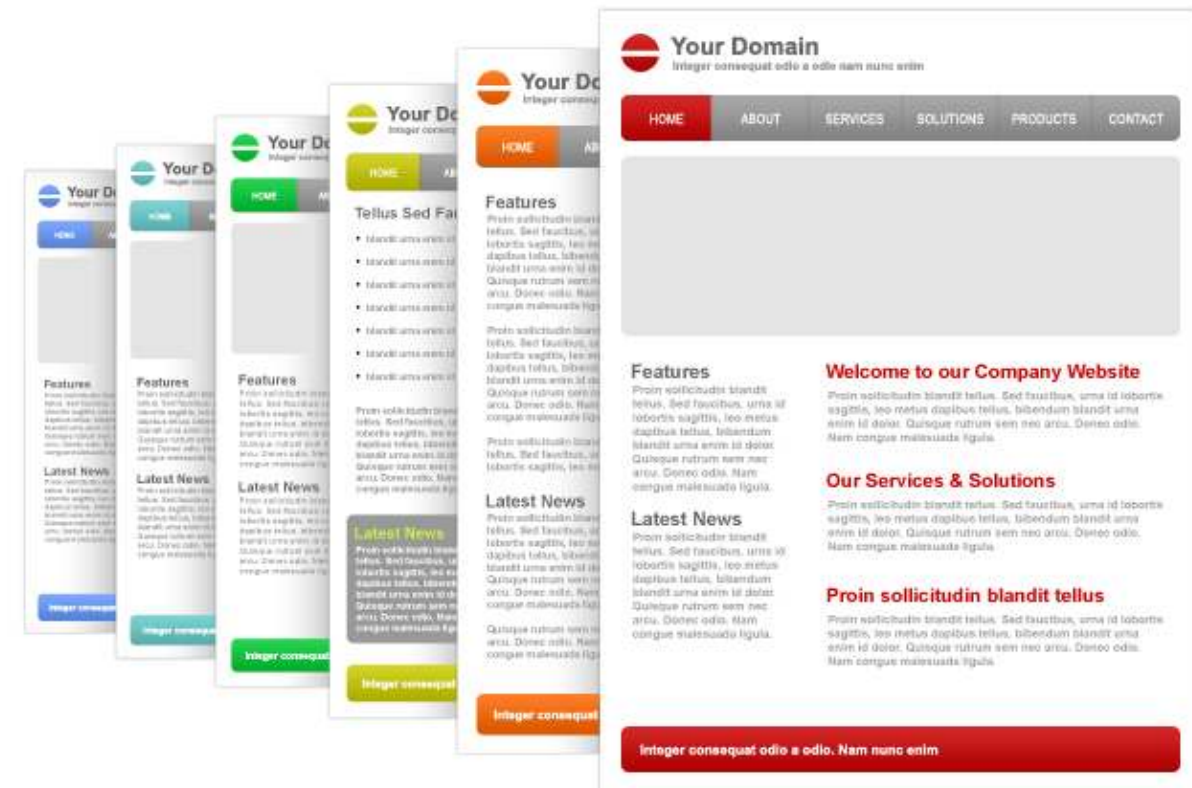


# LP optimization

Try out different layouts

Use the website optimizer

Use different color schemes





# Campaign optimization

Only after enough data is acquired

Less critical

Optimize for location

Optimize for time of day



# Optimization Summary

Don't go crazy - If you've done good research you won't need much optimization

Don't act on a whim

Slow and small each time



# Break



# The Display Network

The #1 advertising network on the net (80% of all distribution)

Rev share with web-masters who present their ads

Push advertising and not Pull

Still needs to be relevant!

The screenshot shows the homepage of sensorland.com, which is described as 'The online information centre for Sensing and Measurement'. The page features a navigation bar with the site name and a search bar. Below the navigation bar, there is a section for 'NEW Catalogues' with a call to action: 'To receive your FREE catalogues, request by Email direct from company...'. The main content area is divided into several sections, each featuring a product image and a brief description. A red circle highlights the 'Sensit Pressure Sensors' section, which includes the text: 'Sensit Pressure Sensors', 'Manufacturer & supplier of ceramic sensors, transducers & transmitters', and the website 'www.sensitour.com'. Other sections include 'Eluox Automation' (supplying accelerometers, inclinometers, etc.), '4 B Braime Sensors & Monitors' (download the latest catalogue), and 'Interface Force Measurements' (renowned for supplying industry leading).



# Why use the Display Network

Huge source of traffic

Demographic focus

The ability to use images and video

In most cases cheaper



# Display Vs. Search

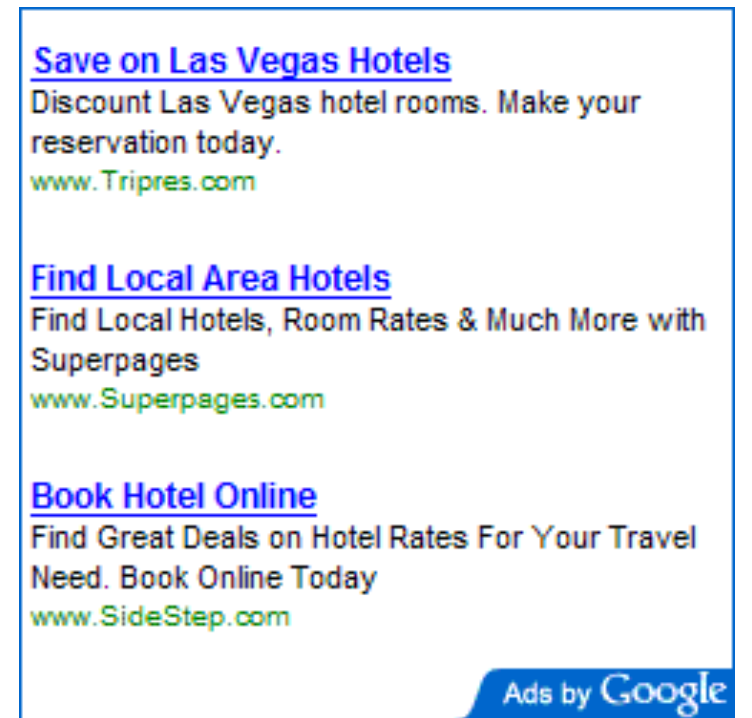
The Display Network works slower than Search

The Display Network has a wider reach than Search

The Display Network doesn't care about match types

The Display Network allows you to use CPM

The Display Network works has much smaller CTR



[Save on Las Vegas Hotels](#)  
Discount Las Vegas hotel rooms. Make your reservation today.  
[www.Tripres.com](http://www.Tripres.com)

[Find Local Area Hotels](#)  
Find Local Hotels, Room Rates & Much More with Superpages  
[www.Superpages.com](http://www.Superpages.com)

[Book Hotel Online](#)  
Find Great Deals on Hotel Rates For Your Travel Need. Book Online Today  
[www.SideStep.com](http://www.SideStep.com)

Ads by Google



Traveling  Dog.net



[www.travelingdog.net](http://www.travelingdog.net) Ads by Google



Make your garden beautiful.

Green Garden Gifts



[greengardengifts.com](http://greengardengifts.com) Ads by Google

# Display Network mechanism

Through KW

Through Placement

Through Remarketing

Mix and Match whatever you like





# Remarketing

Helpful to get your message across “hot” users

Tags each user when they enter the site

You can add different rules to your liking

*Remarketing in Google AdWords*

