

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 the Google logo. Below the search bar, there are several sponsored links (AdWords) for various "make money online" programs. The first sponsored link is from NewRichWealth.com, offering a "Make Cash w/ any Affiliate Program Sign up Now For this Free Report!". Other sponsored links include Paid Surveys from gainopinion.com, and "Make \$815 a day Online" from ThisMadeSimple.com. Below the sponsored links, there are organic search results, including a blog post from moneymakerinfo.blogspot.com and another from makemoneyforbeginners.blogspot.com. On the right side of the page, there are more sponsored links, such as "Make Money on Internet" from iFOREX.com and "Make Easy Money Online?" from PaidSurveySystem.com.

The screenshot shows the homepage of the website "Stipps" (סטיפס), which is a platform for finding and hiring professionals. The website is in Hebrew. At the top, there is a search bar and navigation links. A red circle highlights a search result for "ביטקוין להשקעה" (Bitcoin for investment). The result shows a profile for "ברז מוציא זרם חשמלי - הברז במטבח מוציא לי זרם חשמלי שאותו אני מרגיש על עור פצווע כמו חתכים. הברזים האחרים בבית בסדר גמור. מה סיבה ומה הפתרון?" (A faucet in the kitchen is leaking electricity - the faucet in the kitchen is leaking electricity, I feel it on my skin like cuts. The other faucets in the house are in order. What is the reason and what is the solution?). The result also includes a phone number (586) and a brief description of the service.

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
4,075	199,391	2.04%	0.00%	7	0.17%	\$5,963.98

Online Marketing Jargon

Conversion

Conversion Rate

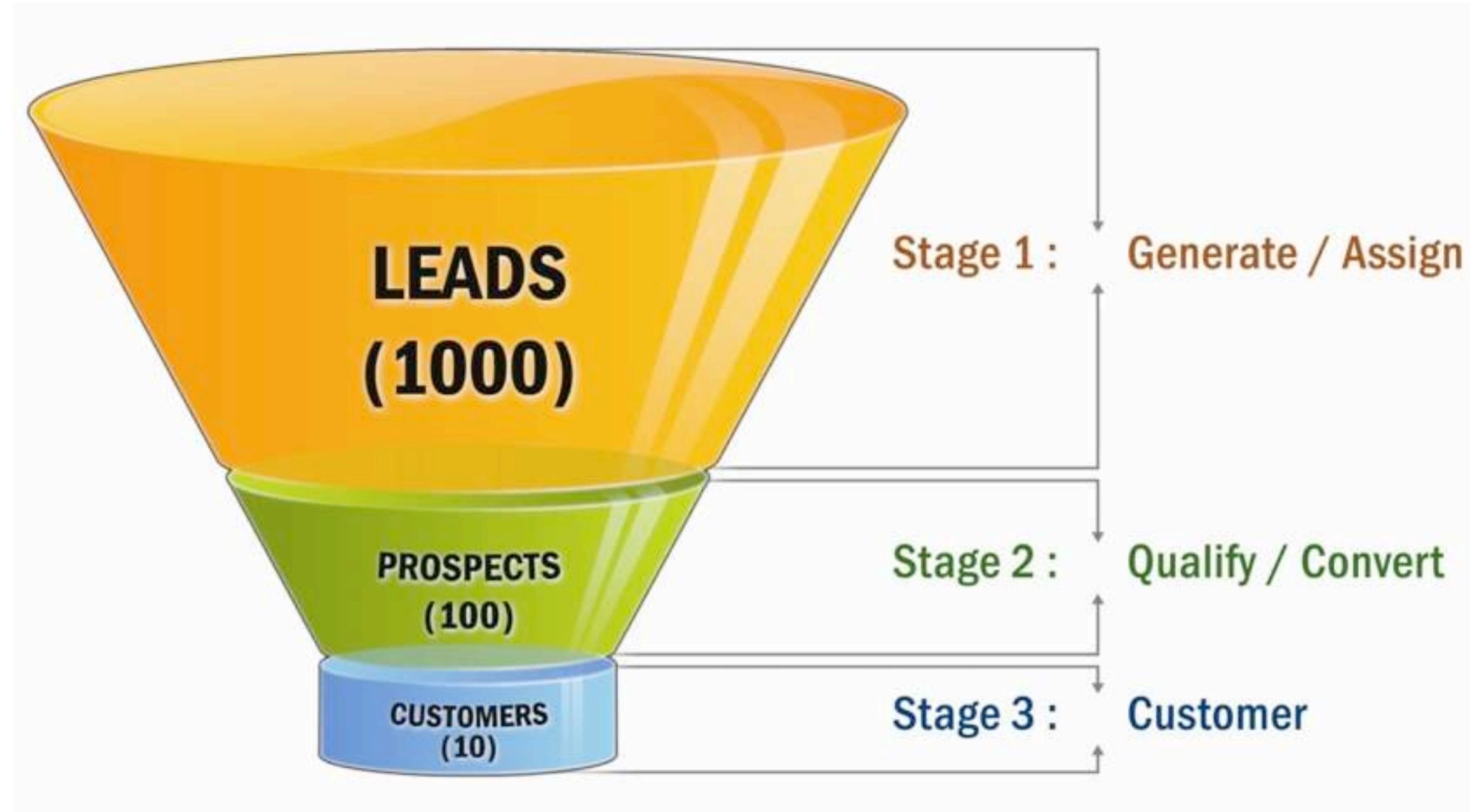
CPL, CPV, CPA, Etc.

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
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
Special Rates for Hotel in Tel Aviv
Book your hotel now Pay Later!

[Hotels in Tel Aviv](#)
▼ 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
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
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
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
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
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

We never share your details

First name

Last name

Your email address

Phone number

Select a Country

Enter Free Prize Draw

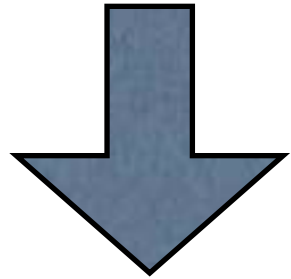
Download Now

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

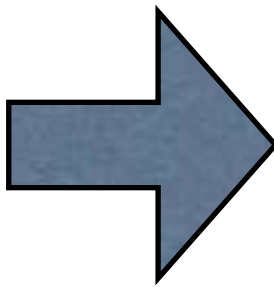
Tick the box on the form above and submit your detail to enter this month's Free Prize Draw

Summary

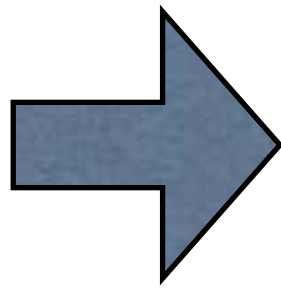
Campaign



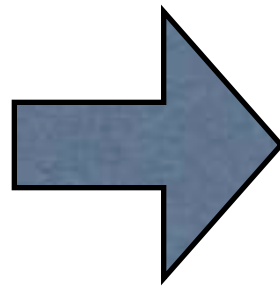
Keyword



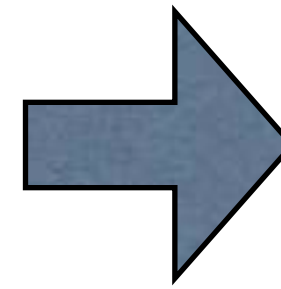
Ad Group



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

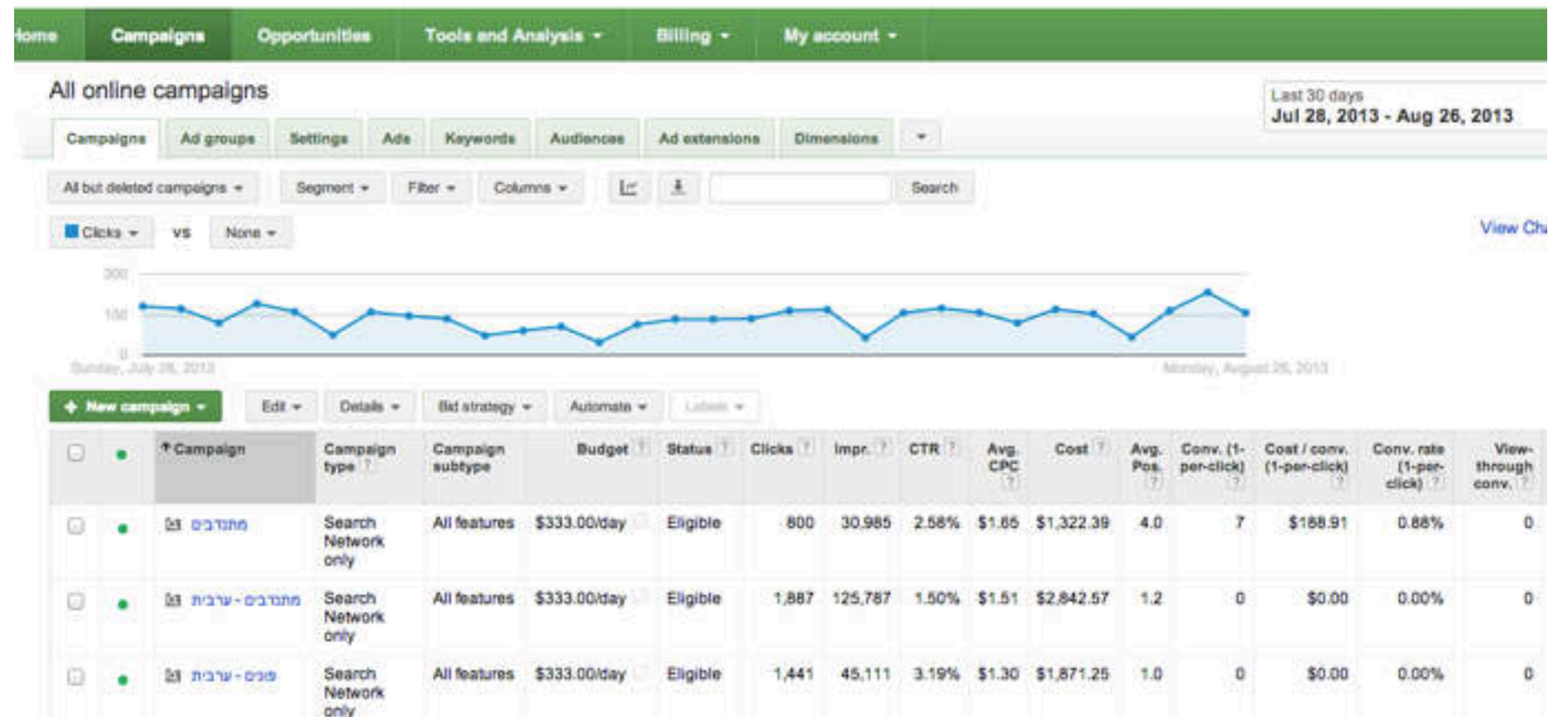
Console familiarization

Choosing your target audience (search vs. media)

Choosing a starting Max bid

Setting up conversion tracking

Split testing of ads

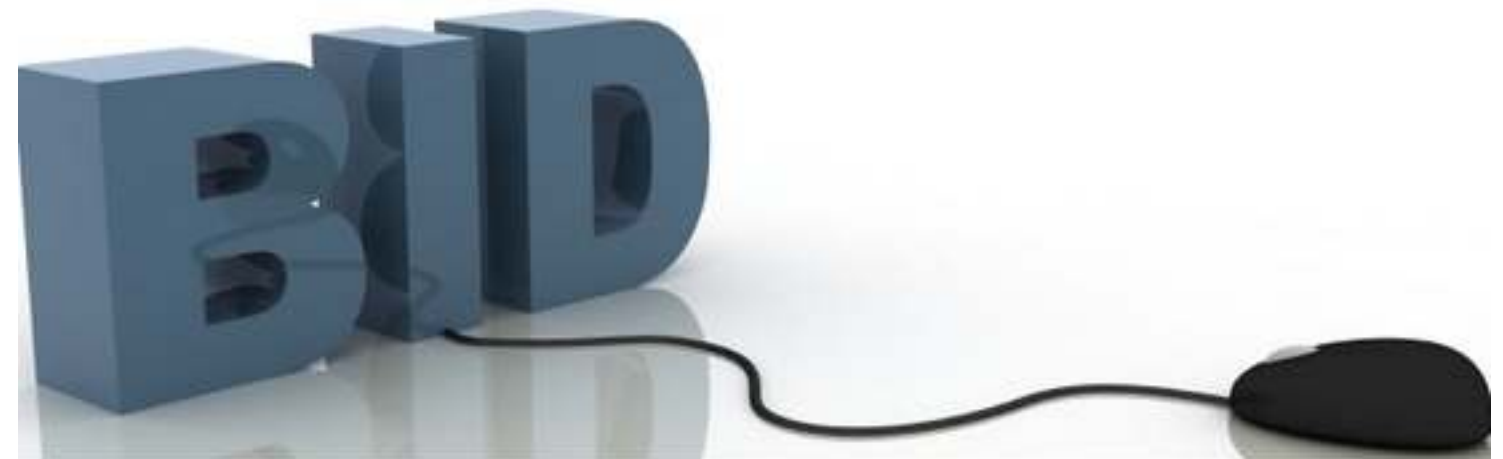


Choosing a bid

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". At the top, the Google logo is on the left, and a search bar contains the text "online advertising" with a "Search" button to its right. Below the search bar, there are navigation tabs for "Web" and "News", and a status line 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 Drive Traffic From All Major Search Engines. Listed in 2 Days! \$99/mo
- Internet Advertising**
www.LeadPros.com Imagine capturing motivated buyers **online** eager to buy what you sell.
- Search Engine Advertising**
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/ - 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/ - 33k - [Cached](#) - [Similar pages](#) - [Note this](#)

The right column also features sponsored links:

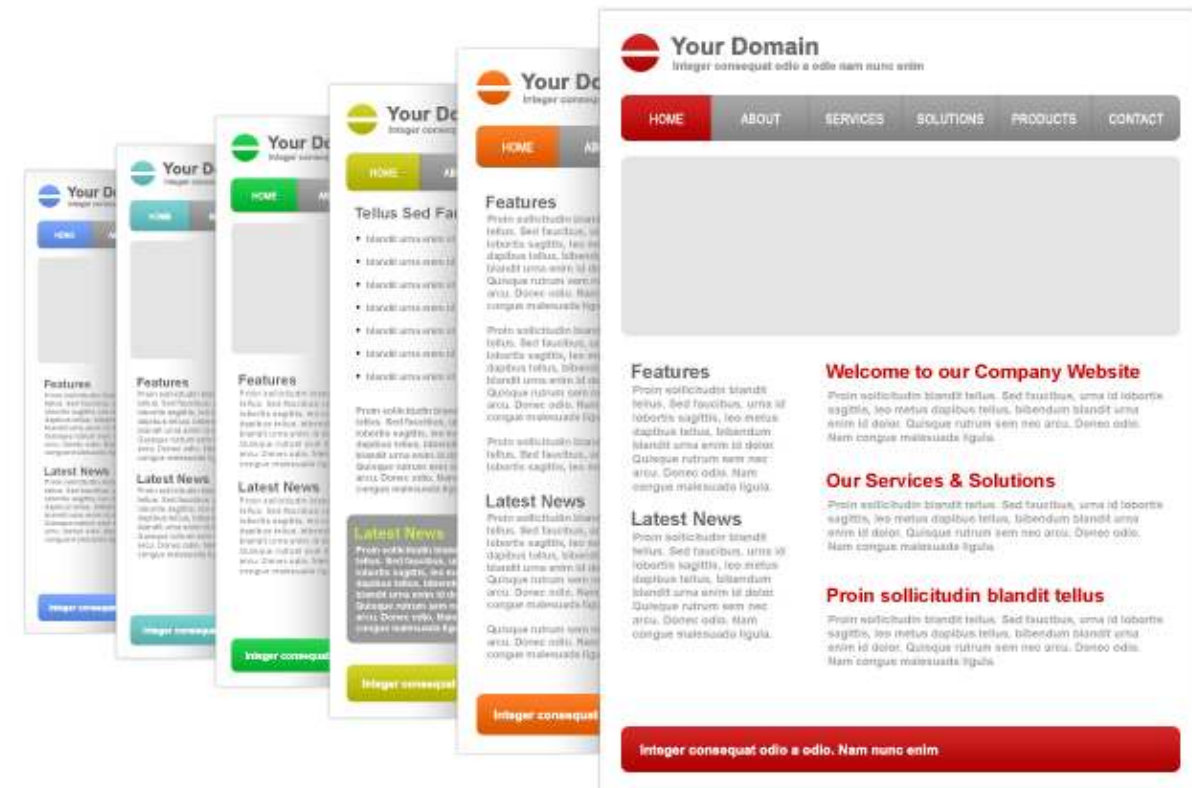
- Overture Is Now Yahoo!**
Learn more about Search Marketing. Sign up today get \$50 credit.
searchmarketing.yahoo.com
- Need more Sales?**
We can get you more sales for your business. Call now to get started!
www.SpiderSplat.com
District of Columbia
- Online Advertising**
Need local **Online advertising** for your business? Try Local.com!
www.Local.com
- Online Marketing Services**
Q: Email Design and/or Delivery Search Engine Marketing/Optimizing
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
- Online Advertising**
Maximize revenue with targeted ads. Try Google **advertising** programs.
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



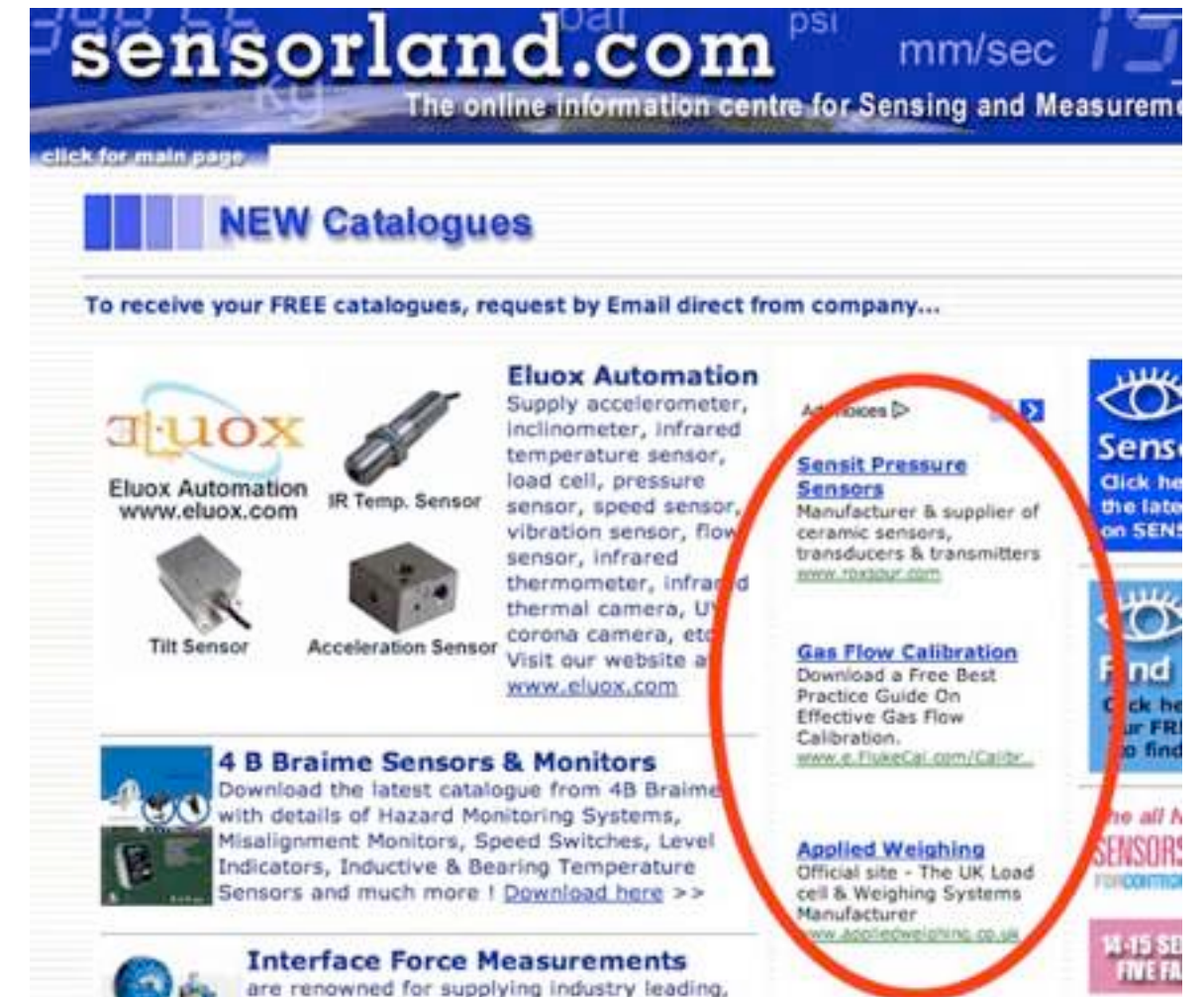
The Display Network

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!



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

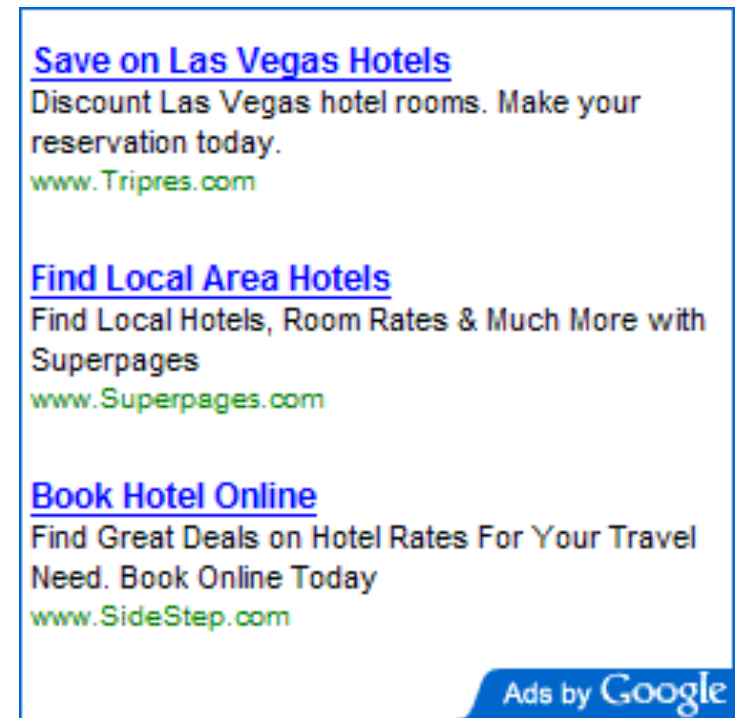
The Display Network works slower than Search

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

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

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

Ads by Google



Traveling  Dog.net



www.travelingdog.net Ads by Google



Make your garden beautiful.

Green Garden Gifts



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

