Lesson no. 11: Google Adwords- PPC Advertising

I. PROS. AND CONS. OF DIFFERENT BID STRATEGIES

a) Enhanced CPC

Adjust your manual Bid up or down to help you get more conversion

Pros-

- Google is helping you target high-converting click-throughs, which is the entire point of your campaign in the first place.
- In theory, this strategy should increase your conversion rate.

Cons-

- Potentially higher cost can exceed budget.
- Google's algorithm might not be successful in providing a meaningful conversion boost.

b) Target Search Page Location

Adjust bid to get your ads to the top of the page or the first page of search result.

Pros-

- Much higher ad visibility – potentially free exposure if ad unclicked.
- Potentially higher click-through rate – might be more cost-effective per click than other strategies.

Cons-

- If you're not careful, this could significantly bump your ad expense.
- No guarantee your click-throughs will be any more targeted than those with lower costs per click.

c) <u>Target CPA</u>

Sets Bid to get the most conversions possible while reaching your average Cost Per Acquisition (CPA) Goal.

Pros-

- Target CPA is basically the most automated way to run an AdWords campaign. It requires a lot less in term of manual implementation from the user.
- Every business has a target cost-per-customer. Target CPA helps you aim your agencies PPC campaigns directly at that number.

Cons-

- Potential for costs to skyrocket if you don't set a maximum bid limit.
- More automation can be a bad thing if you forget about monitoring campaign results.

d) <u>Target Outranking Share</u>

Target Outranking Share will simply ensure that your business outranks Business X on a set percentage of bids for your ad group

Or

Sets Bids to outrank another domain Rank.

Pros-

- Highly targeted way to increase search visibility over that of a direct competitor.
- If you have a specific competitor you are looking to take market share from, this strategy lets you target them specifically.

Cons-

- Significantly more expensive than other bid strategies, particularly if you are targeting competitors whose ads have better quality scores than yours.
- Inefficient strategy for obtaining conversions for your business.

e) <u>Maximize Clicks</u>

Use this strategy to maximize your clicks within a set budget.

Pros-

- Straightforward – this is basic automated bidding.
- Most efficient strategy for traffic generation.

Cons-

- Clicks might not be high quality.
- Less targeting could result in less meaningful results.

f) <u>Target Return On Ad Spend (ROAS)</u>

The primary goal is a maximum return on investment, even if the overall conversion numbers are lower.

Pros-

- One step beyond conversions – every business ultimately wants to maximize total ROI.
- Geared towards eCommerce platforms with multiple products – can take a headache out of identifying the right balance between volume sellers and high-margin winners.

Cons-

- This requires a much more sophisticated algorithm to get right, and the results might not be there for your business.
- Not useful for all websites.

In review, AdWords' flexible bid strategies include:

Google's Automated Bid Strategies

Bid Strategy	Goal	Level
Maximize Clicks	More Site Visits	Campaign, ad group, keyword
Target Search Page Location	More Ad Visibility	Campaign, ad group, keyword
Target CPA	More Conversions at Target CPA	Campaign, ad group
Enhanced CPC	More Conversions	Campaign, ad group
Target ROAS	More Return on Ad Spend	Campaign, ad group, keyword
Target Outranking Share NEW!	Outrank another domain's ads	Campaign, ad group, keyword

a) Enhanced CPC – target high-converting clicks.

b) Target Search Page Location – get your ads at top of the SERPS.

c) Target CPA – target conversions by cost.

d) Target Outranking Share – outrank direct competitors.

e) Maximize Clicks – target maximum clicks.

f) Target Return On Ad Spend – target overall campaign ROI.

II. UNDERSTANDING AD EXTENSIONS

Ad extensions are additional pieces of information about your business, like a phone number or a link to a specific page on your website, you can add to your ads. Ad extensions are free to add to your ads, with the usual charges for any clicks you get. Including ad extensions can improve the visibility of your ads, which can lead to more clicks and improve your ROI.

There are two categories of Ad Extensions: Automatic and Manual Ad Extensions. It's important to note that ad extensions don't always show, so be sure to keep the most important information in your text ad.

Manual Extensions	Automated Extensions
Apps	Consumer Ratings
Calls	Previous Visits
Locations	Seller Ratings
Reviews	Dynamic Sitelink Extensions
Sitelinks	Social Extensions (Deprecated from Dec ember 2015 onwards)
Callouts	Dynamic Structured Snippets