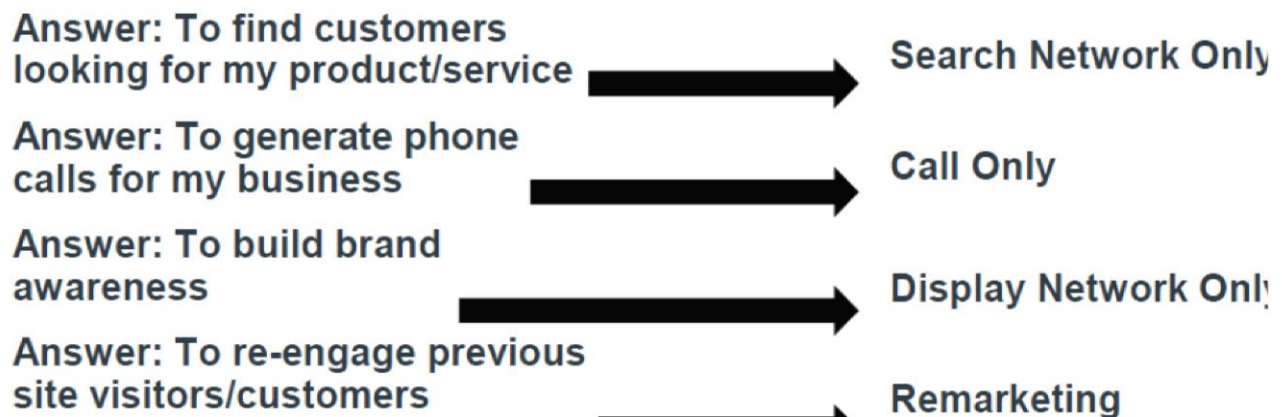


Lesson no. 4: Google Adwords- PPC Advertising

Types of Campaigns & Settings

First, you need to lay a solid foundation for the rest of your account. Start by choosing your tools, i.e. your campaign type. Ask yourself, what is your advertising goal? The right campaign type for your business depends on your answer.



Most businesses will want to start with a search campaign, but if you're primarily looking to generate calls (if, say, you're an emergency plumber), a **call-only campaign** is the right choice.

If you're trying to generate awareness for a completely new brand/product, **display campaigns** are a great option. You can also create multiple campaign types to satisfy multiple goals.

The next step is **planning your blueprint**, depending on what kind of business you're running. In other words, how is your *business* structured?

When those decisions are made, it's time to consider your campaign settings:

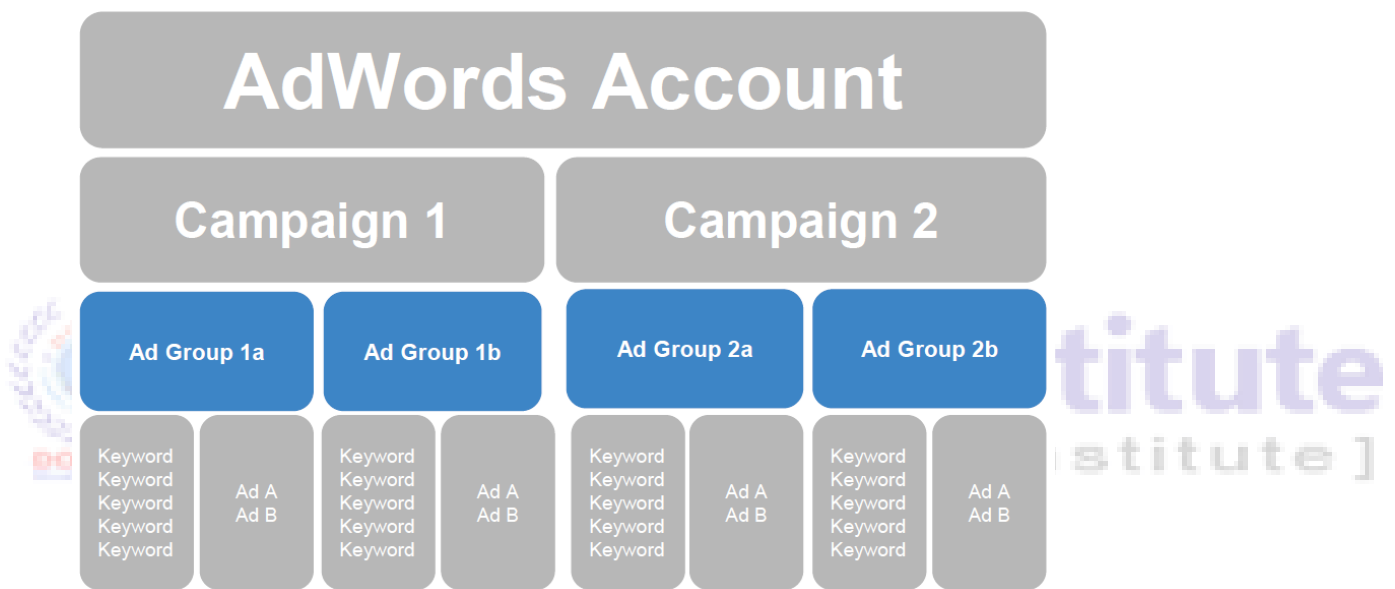
- Location Targeting
- Language Targeting - Any language customers speak
- Bid Strategy - Automatic vs. Manual
- Budget

How to set your campaign budget

Where to start? First, you need to know how Google spends your money. Your monthly budget is your daily budget x 30.4. So, start with a monthly budget and work backwards (divide by 30.4).

Consider: Based on your estimated CPC (cost per click), how many clicks per day can your budget support?

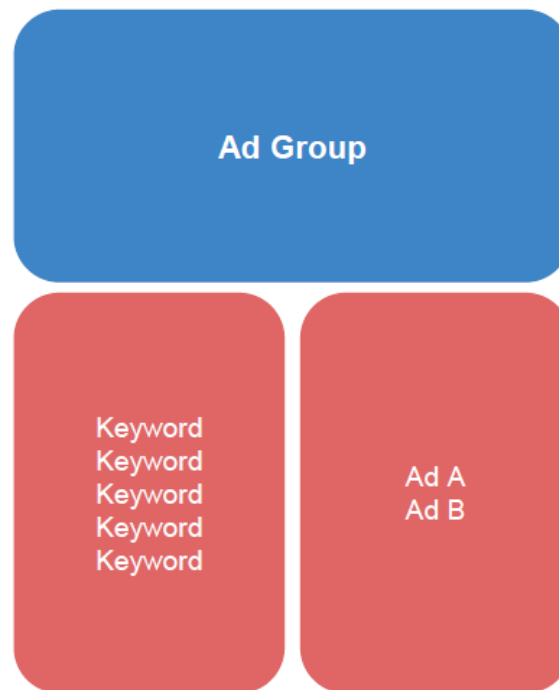
a) *The Ad Group Level: Building Your House*



What do ad groups accomplish?

The level below campaigns in your AdWords account structure consists of your Ad groups:

- Create the structure within each campaign
- Are organized by **theme**
- Control keyword/ad association



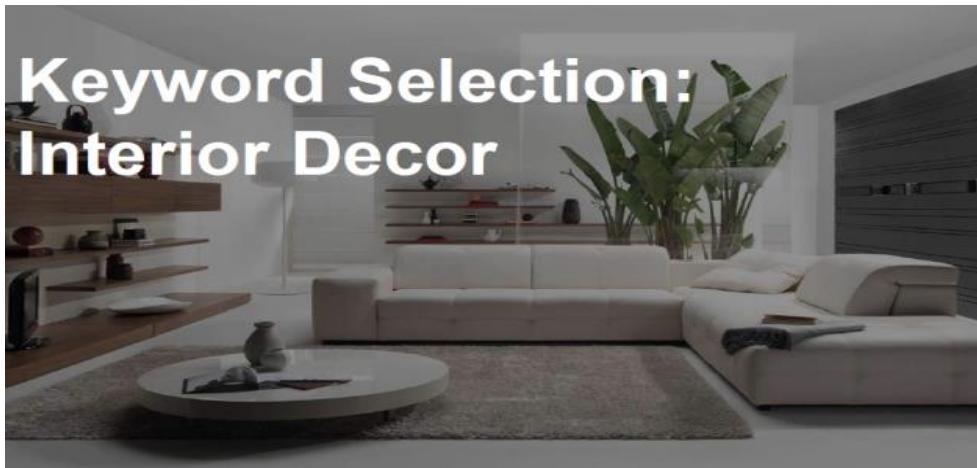
The golden ratios of ad groups

How big should an ad group be? Here are some guidelines to follow when determining the size of your Ad groups:

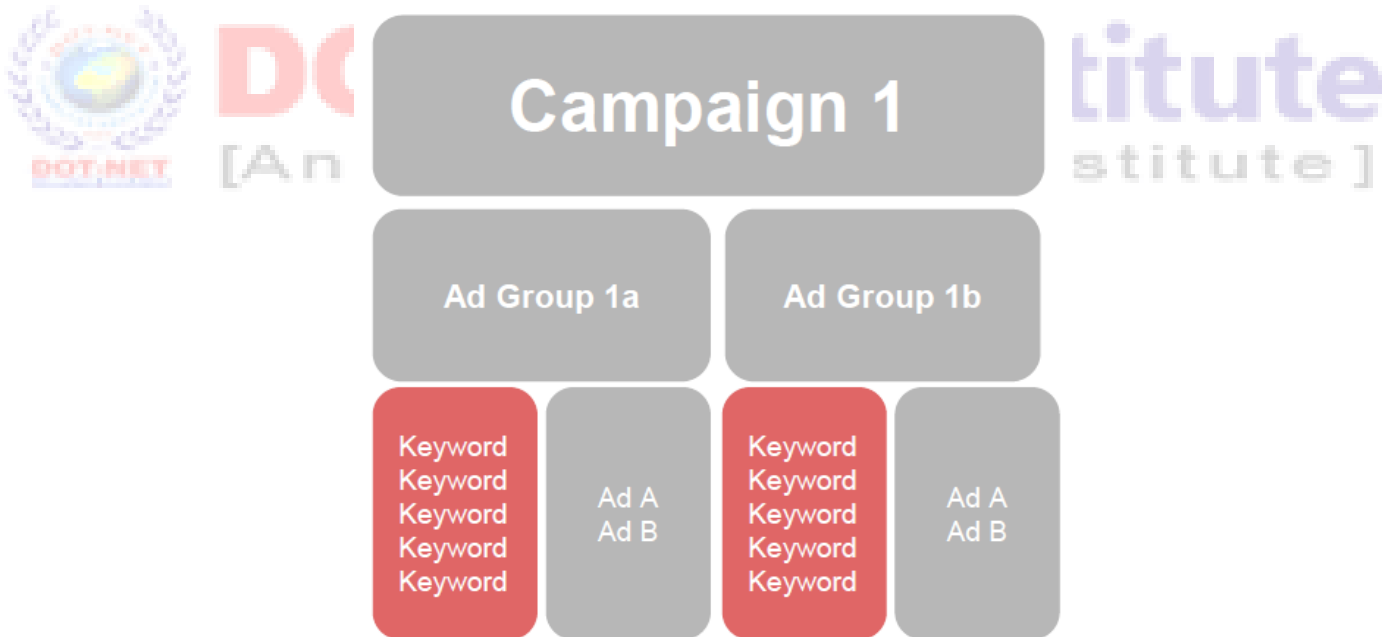
- Max of 7-10 ad groups per campaign
- Max of ~20 keywords per ad group
- 2-3 ads per ad group

Of course, there will be exceptions to these rules, but for most businesses, these are solid guidelines to make sure your ad groups don't get bloated and difficult to manage.

b) Keyword Selection: Decorating Your House



Now it's time to define your keywords, the level under your ad groups.



Don't rely on your instincts here – use keyword tools to do your keyword research so you'll know for sure that you're bidding on keywords with **search volume**.

AdWords Keyword Planner is available within your AdWords account, and you can also use **free keyword tools** or third-party paid options like SEM Rush.

The key to great keyword research is *intent*. You want to choose keywords that have clear *commercial intent*, meaning that people who search using those terms are looking to buy something. Keywords with intent often include:

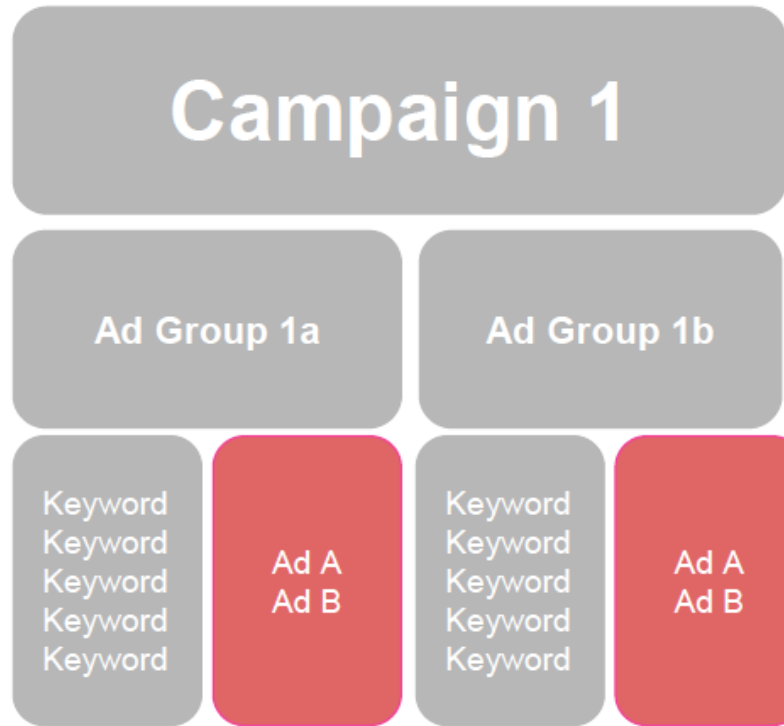
- Qualifying terms such as specific product details, brand names, the word “cost,” etc.
- Location terms (e.g. “used cars seattle”)

Generally speaking, very broad terms don't show much intent, and can have very low click-through and conversion rates, and **high CPA's**.



c) Ad Copy: Exterior Design

Now we come to part four of the guide, writing your ad copy – the part of your account “house” that most people are actually going to see.



First, a reminder that we're living in an **Expanded Text Ad world**. So-called ETA's are now the default ad type, and they're about twice as big as AdWords text ads used to be.

BEFORE

[Boston Construction Co. - bostonbuilders.com](http://www.bostonbuilders.com)
Ad www.bostonbuilders.com/Construction
Residential & Commercial Building. Get A Free Estimate Today!

AFTER

[#1 Boston Construction Company - Get Your Free Estimate Today](http://www.bostonbuilders.com)
Ad www.bostonbuilders.com/Construction
Residential & Commercial. No Job Too Big Or Too Small. Let's Get Started!

Make sure you're following ETA best practices, and pay attention to these **dos and don'ts** for ETA's.

d) Ad Extensions: Honey, Let's Get a Pool!

Ready for some home improvement?

Ad extensions are a foolproof way to make your ad more enticing – they garner high CTR's at no added cost to you. (I can't say the same for adding a pool, unfortunately).

Which extensions should I use?

There are many ad extensions available with new ones popping up all the time. Not all of them are going to be right for your account.

Here are my top four favorite extensions:

- Sitelinks
- Callout extensions
- Call extensions
- Location extensions

Sitelinks and callouts are almost universally applicable. Sitelinks are clickable links to other pages on your site (more options for the searcher than just one landing page) – but if you're using static lead capture landing pages, you may want to avoid these. Callouts are additional snippets of text that form an extra line of copy (but are not clickable).

Pool Supply World - Choose From 40,000 Products

Ad www.poolsupplyworld.com/ ▼

Expert Staff Available to Answer Any Pool or Spa Question That You May Have

Spring Black Friday Sale · In-Stock · Fast Shipping · A+ Customer Service · 40,000 Items Online

Brands: Preatco, Unicel, OEM, Filbur, Sta-Rite, Jandy, Pentair, Hayward

Pool Perfect + PhosFree - \$44.99 - 3 Liter Natural Chemistry · More ▼

[Replacement Parts](#)

[Pool Cleaners](#)

[Above Ground Pool Kits](#)

[Contact Us](#)

Call extensions and location extension are not always, but often applicable. Call extensions make it easy for mobile users to call you direct from the SERP (skipping the landing page entirely). Location extensions offer your physical business information, **great for local businesses**.

Inground Pool Design - Call For Quote

 www.poolboys.com/inground-pools

Cool Off This Summer With A New
Inground Pool For Your Home. Start A
Design Now!




Pool Service Cost - Fully Certified Technicians

 www.southshoregunitepools.com/Pool-Service/Free-Estimate ▼

Complete In-House Team Of Technicians. Schedule Your Free Pool Quote Today!

Top 50 Pool Builder in US · Serving All New England · Custom Pool Designs · Best Warranted Pools
Services: Outdoor Living, Outdoor Kitchens, Outdoor Fireplaces, Firepits, Pergolas, Patios, Porches

 12 Esquire Rd North - (800) 649-8080 - Open today · 8:00 AM – 5:00 PM ▼

Depending on your business type there may be **other extensions you should explore**. All of these extensions have the power to:

- Provide a more direct path to conversion
- Take up more real estate on the results page
- Improve your Quality Score (by raising your click-through rate)

Don't launch your ads without them!

TL;DR – AdWords Account Structure, Simplified

Whether you're ready to build a brand-new AdWords account from scratch or want to overhaul a messy account you've just inherited, here are your main takeaways:

1. **Start with a strong foundation.** Give your campaign structure and settings the attention they deserve.
2. **Ad groups are simply containers**, but they're very important to control keyword and ad association.
3. **Make your keywords work for you:** Start with modified broad match keywords (2-3 terms in each keyword) that show clear intent.
4. **Write ad copy** that sets you up for conversions and always be testing!
5. **Remember ad extensions are your friends.** Choose wisely and don't start spending money until they're enabled.

i. TYPES OF ADVERTISING CAMPAIGNS-

a) Search network with Display select

The "Search Network with Display Select" campaign type helps you reach people as they use Google search or visit sites across the web. This article explains the basics of how this campaign type works, how it compares to the "Search Network only" campaign type which has similar features, and how to change a campaign to "Search Network with Display Select."

How it works?

You manage your "Search Network with Display Select" campaigns the same way that you'd manage a "Search Network only" campaign: set a budget, choose relevant keywords, create ads, and set bids.

Your ads can appear when people search for terms on Google search and search partner sites that match your keywords. They can also appear on relevant pages across the web on the **Google Display Network**. However, your ads are shown selectively on the Display Network and bidding is automated, helping you reach people who are most likely to be interested in the products and services you're advertising.

b) Shopping ads

If you're a retailer, you can use Shopping campaigns to promote your online and local inventory, boost traffic to your website or local store, and find better qualified leads. To get started, you'll send us your product data with Merchant Center and create a campaign in AdWords. Then we'll use your campaign to create ads on Google and around the web where potential customers can see what you're selling. We call these placements **Shopping ads**, because they're more than a text ad--they show users a photo of your product, plus a title, price, store name, and more. These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads.

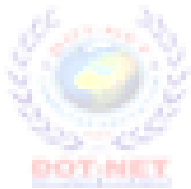
c) Video

Video campaigns let you show video ads on their own or within other streaming video content on YouTube and across the Google Display Network.

When to choose it

- You want to advertise videos on YouTube and across the Google Display Network.
- Recommended for all AdWords advertisers, from first-timers to more-experienced pros.

Showing video ads may seem pretty sophisticated, but that's the beauty behind these campaigns: They're simple to set up and manage. You can use videos from your own YouTube account, and similar to other AdWords campaigns, you can see video ad performance, and tweak video targeting.



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