

Lesson no. 8: Google Adwords- PPC Advertising

CREATING SEARCH CAMPAIGNS

I. TYPE OF SEARCH CAMPAIGNS - STANDARD

Standard subtype is an option that is more suitable for beginners as it shows less options and settings. This subtype of the campaign includes basic location targeting, basic bidding and budget settings, location targeting, and common ad extensions.

Available features

- a) Basic location targeting
- b) Basic bidding and budget settings
- c) Common ad extensions to include a phone number, URL, location, or social link
- d) Language targeting

Unavailable features

- a) Advanced social and experimental settings
- b) Ad scheduling and ad delivery method options
- c) Advanced location options
- d) Mobile app extensions
- e) Advanced keyword matching
- f) IP exclusions
- g) Dynamic tracking URLs
- h) Remarketing lists for Search ads

II. ALL FEATURES

If you want to completely customize the campaign and to be able to choose more advanced options and campaign settings, you should choose “**All features**” campaign subtype.

With this option you get access to advanced social and experimental settings, ad scheduling and ad delivery methods, advanced location options, advanced keyword matching, etc.

DYNAMIC SEARCH

Dynamic Search Ads are the easiest way to find customers searching on Google for precisely what you offer. Ideal for advertisers with a well-developed website or a large inventory, Dynamic Search Ads use your website to target your ads and can help fill in the gaps of your keywords-based campaigns.

Without Dynamic Search Ads, even well-managed AdWords accounts with many keywords can miss relevant searches, experience delays getting ads written for new products, or get out of sync with what's actually available on advertisers' websites.

PRODUCT LISTING

CONTENT NOT FOUND

III. GOOGLE MERCHANT CENTER

Google Merchant Center is a tool that helps you upload your store and product data to Google and make it available for Shopping ads and other Google services



Google Merchant Center is where your feed lives. It's also where you can easily set tax and shipping rules, both of which are required before running Google Shopping Ads. A feed is simply data about your products presented in a format that Google can read and understand. There are two main ways to build a feed:

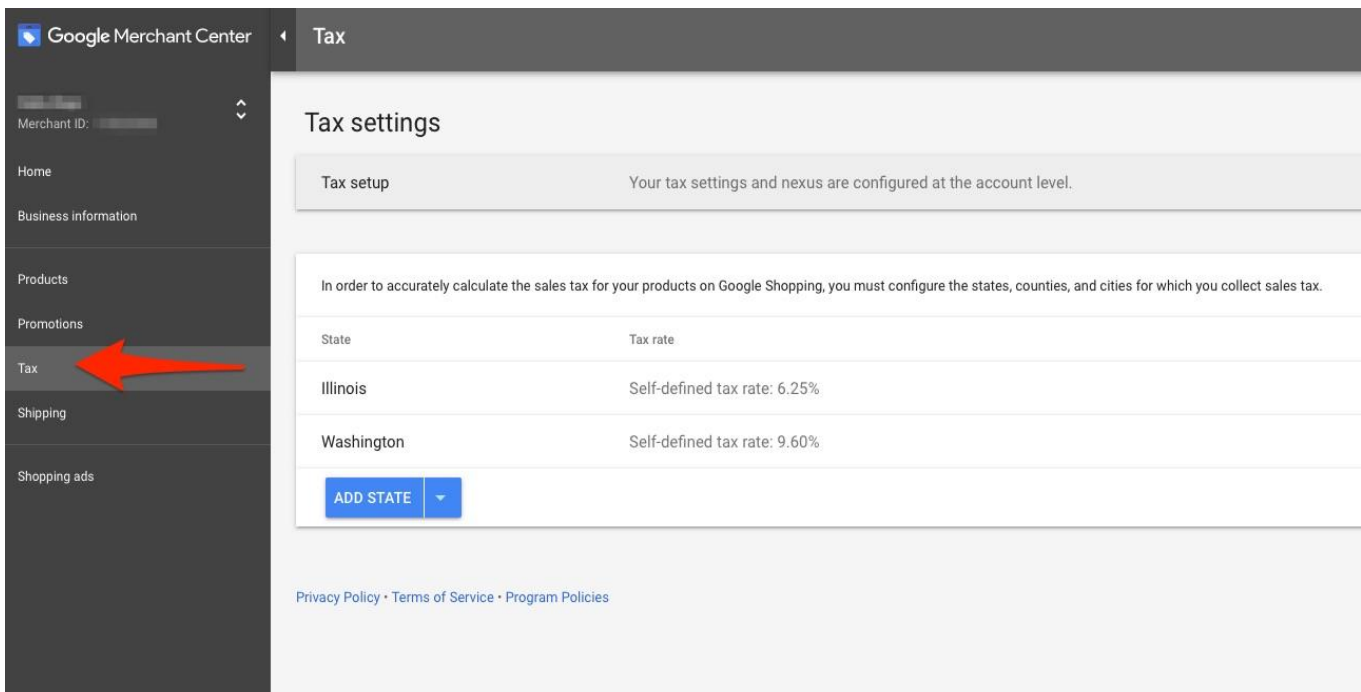
- a) **Manually**—by entering your product information into a spreadsheet according to Google’s specifications.
- b) **By using an extension, plugin, app, or service** that pulls data from your site and formats it in a way Google likes.

We’ll discuss the pros and cons later, for now, here’s how to create your Merchant Center account.

To get started visit www.google.com/merchants and click sign up. Here are a few tips in setting up shop.

Have access to your domain registrar - You’ll need to verify that you own your site and then claim it for use in Merchant Center. The easiest way to do this is by logging into your domain registrar and giving Google access. This can all be done directly from Merchant Center.

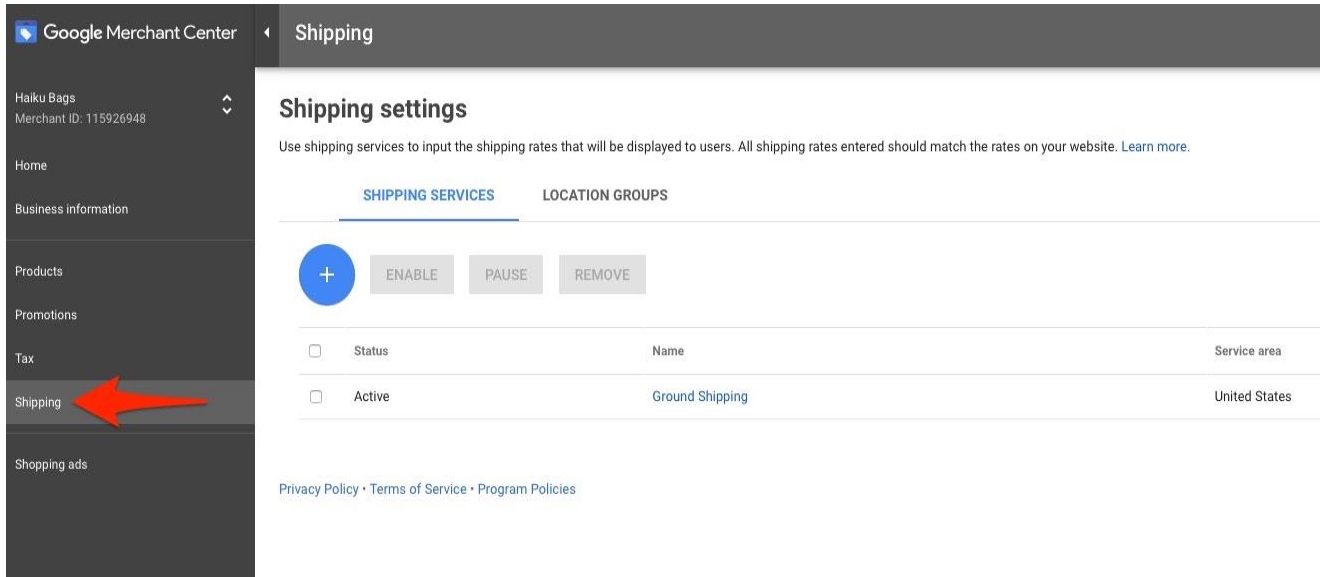
Know your tax and shipping settings - Under General Settings in Merchant Center you’ll need to set up both tax and shipping rules. For sales tax you can enter your rates directly or pick the states you charge sales tax in and allow Google to determine the rate. For shipping you can choose between a flat rate (which could include free shipping), carrier-calculated based on the carriers you use, or based on a rate table or rules.



The screenshot shows the Google Merchant Center interface. On the left is a dark sidebar with navigation options: Home, Business information, Products, Promotions, Tax (highlighted with a red arrow), Shipping, and Shopping ads. The main content area is titled 'Tax' and contains 'Tax settings'. Under 'Tax setup', it states 'Your tax settings and nexus are configured at the account level.' Below this, a message reads: 'In order to accurately calculate the sales tax for your products on Google Shopping, you must configure the states, counties, and cities for which you collect sales tax.' A table lists the configured states and their tax rates:

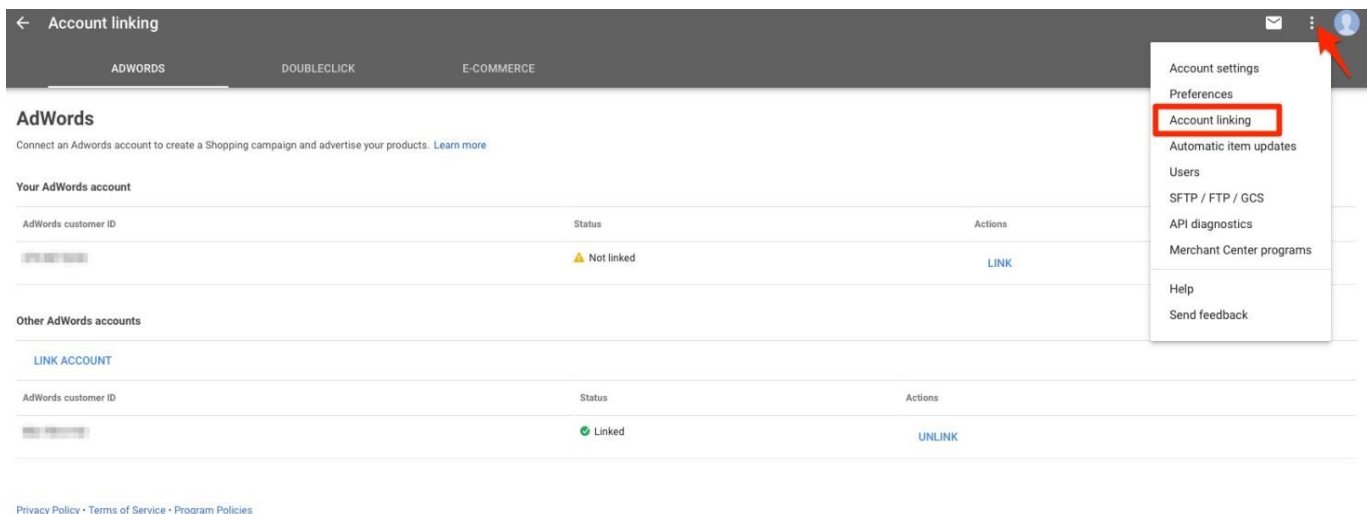
State	Tax rate
Illinois	Self-defined tax rate: 6.25%
Washington	Self-defined tax rate: 9.60%

At the bottom of the table is a blue button labeled 'ADD STATE' with a dropdown arrow. At the very bottom of the page, there are links for 'Privacy Policy', 'Terms of Service', and 'Program Policies'.



The screenshot shows the Google Merchant Center interface. On the left is a navigation sidebar with options like 'Home', 'Business information', 'Products', 'Promotions', 'Tax', 'Shipping', and 'Shipping ads'. A red arrow points to the 'Shipping' option. The main content area is titled 'Shipping settings' and includes a sub-header 'SHIPPING SERVICES' and 'LOCATION GROUPS'. Below this are buttons for '+', 'ENABLE', 'PAUSE', and 'REMOVE'. A table lists shipping services with columns for 'Status', 'Name', and 'Service area'. One service is listed as 'Active' with the name 'Ground Shipping' and service area 'United States'. At the bottom, there are links for 'Privacy Policy', 'Terms of Service', and 'Program Policies'.

Link Merchant Center to AdWords - Under “Settings” and “AdWords” click to link to your AdWords Account. You’ll need a 10 digit AdWords ID in order to link the two. Also, you’ll need to be logged in with an email address that has admin access to both Merchant Center and AdWords.



The screenshot shows the 'Account linking' page in Google Merchant Center. The top navigation bar includes 'ADWORDS', 'DOUBLECLICK', and 'E-COMMERCE'. The main heading is 'AdWords' with a sub-heading 'Connect an Adwords account to create a Shopping campaign and advertise your products. Learn more'. Below this, there are two sections: 'Your AdWords account' and 'Other AdWords accounts'. The 'Your AdWords account' section shows a table with columns for 'AdWords customer ID', 'Status', and 'Actions'. The status is 'Not linked' and the action is 'LINK'. The 'Other AdWords accounts' section shows a table with columns for 'AdWords customer ID', 'Status', and 'Actions'. The status is 'Linked' and the action is 'UNLINK'. A dropdown menu is open on the right side, with 'Account linking' highlighted in a red box. Other options in the menu include 'Account settings', 'Preferences', 'Automatic item updates', 'Users', 'SFTP / FTP / GCS', 'API diagnostics', 'Merchant Center programs', 'Help', and 'Send feedback'. At the bottom, there are links for 'Privacy Policy', 'Terms of Service', and 'Program Policies'.