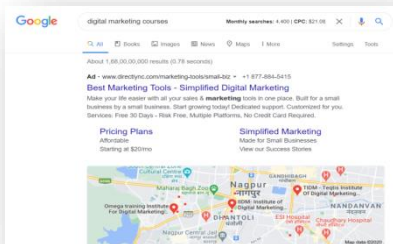


Google Ads

Google Search Ads:

Search (text), Shopping, Smart, Dynamic Ads



Display Ads:

Google has partnered with more than 2 million website to show ads



Video Ads:

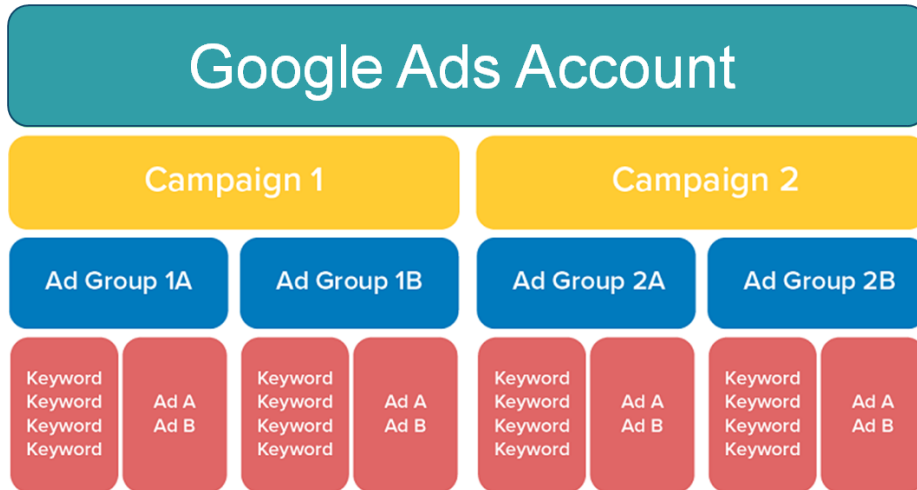
Youtube, Play Store etc.



Read more about Google Ads Types from below link:

https://support.google.com/google-ads/topic/10274476?hl=en&ref_topic=10272277&sjid=8777082384675446881-AP

Google Ads Structure:



ACCOUNT							
CAMPAIGN				CAMPAIGN			
AD GROUP		AD GROUP		AD GROUP		AD GROUP	
[KEYWORDS]		+KEYWORDS		[KEYWORDS]		+KEYWORDS	
ADS		ADS		ADS		ADS	
Headline1 – Headline2 – Headline3 https://finalurl.com/home Description1. Description2 Extension Extension Extension Extension		Headline1 – Headline2 – Headline3 https://finalurl.com/home Description1. Description2 Extension Extension Extension Extension		Headline1 – Headline2 – Headline3 https://finalurl.com/home Description1. Description2 Extension Extension Extension Extension		Headline1 – Headline2 – Headline3 https://finalurl.com/home Description1. Description2 Extension Extension Extension Extension	

Campaign	Ad Group	Keywords
Coffee	Decaf Coffee	decaf coffee
		buy decaf coffee
		decaf coffee beans
	French Roast Coffee	french roast coffee
		french roast coffee beans
		buy french roast coffee beans
Tea	Medium Roast Coffee	medium roast coffee
		medium roast coffee beans
		buy medium roast coffee beans
	Green Tea	buy green tea
		green tea bags
		buy loose leaf green tea
Coffee Makers	Black Tea	buy black tea
		buy black tea bags
		buy loose leaf black tea
	Chai Tea	buy chai tea
		buy chai tea bags
		buy loose leaf chai tea
	4 cup	4 cup coffee maker
		buy 4 cup coffee maker
		good 4 cup coffee maker
	8 cup	8 cup coffee maker
		buy 8 cup coffee maker
		good 8 cup coffee maker
	12 cup	12 cup coffee maker
		buy 12 cup coffee maker
		good 12 cup coffee maker

Keywords:

- A keyword is a term used in digital marketing to describe a word or a group of words an Internet user uses to perform a search in a search engine or search bar.
- Your ad would show up on Google when someone searches for particular keyword. Your ad may show up for keyword, depends on ad relevancy, keyword match type, Ad Rank and other factors.
- High intension keywords can be the great choice to improve the ad performance. Poor keyword selection may lead to higher CPC and lower ad rank.

Search Terms:

- A search term is the word or set of words a customer enters when searching on Google.com or one of our Search Network sites.
- After running ads on Google, you will find “Search Term Report” on Google Ads dashboard. You can add these search term as keyword to you ad group while the ads are running.

Keyword Research Tools:

- Uber Suggest
- Keyword Tool IO (keywordtool.io)
- Google Trends (trends.google.com)
- Answer the Public (answerthepublic.com)
- Keyword Shitter (keywordshitter.com)
- Keyword Everywhere (keywordseverywhere.com)
- Find My Audience (thinkwithgoogle.com/feature/findmyaudience)

Google Ads Terminology:

Click Through Rate (CTR):

- CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: $\text{clicks} \div \text{impressions} = \text{CTR}$. For example, if you had 5 clicks and 100 impressions, then your CTR would be 5%.
- Industry standard CTR 5-10% is good in search ads.
- Ads, listing and keywords have their own CTR.
- By measuring the CTR, you can identify which ads, keyword or listing are performing well and you can pause or stop the ads which are less performing.

CPC (Cost-Per-Click):

- is the most common bid type on Google Ads. It means you pay every time a person actually clicks on your ad. You set your “maximum CPC” in the bidding process, which means that dollar amount is the most you’ll pay for a click on your ad.

CPM (Cost-Per-thousand impressions):

- is a bidding method that bases your costs on how many times your ads are shown (impressions).

Conversion:

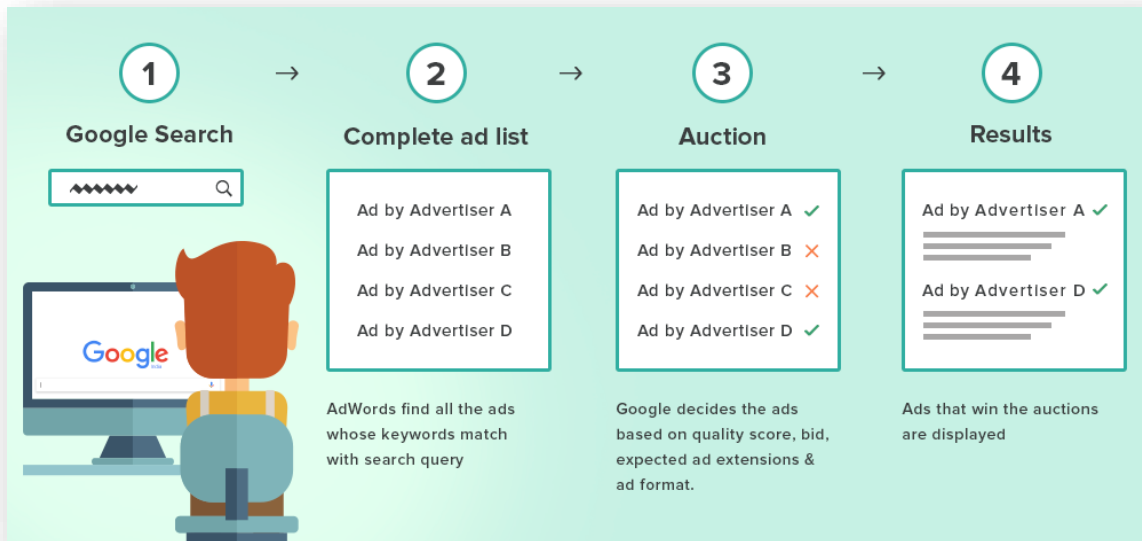
- An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.

How Google Ads Operates:

Google Ads Operates on Auction Concept-

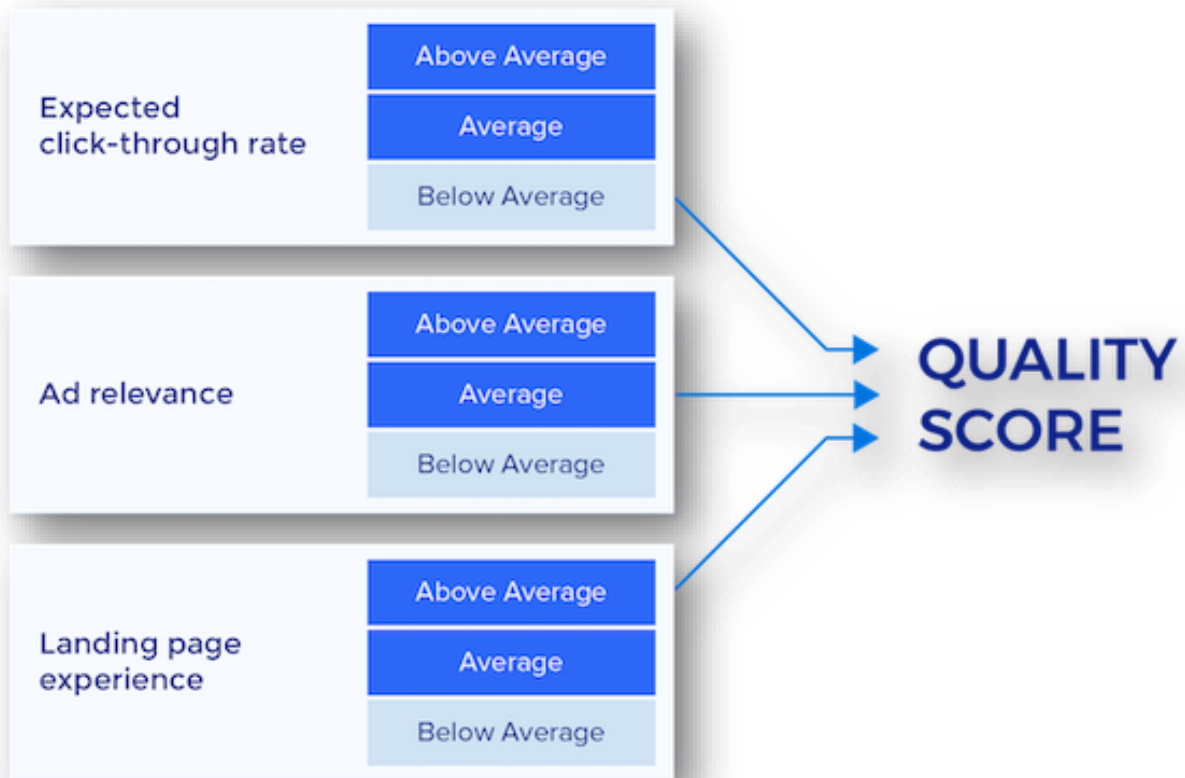
Google Ads operates on:

- PPC – Pay Per Click
- PPM – Pay per 1000 impressions



YOUR PRICE = THE AD RANK OF THE PERSON BELOW YOU / YOUR QUALITY SCORE + \$0.01				
	MAX BID	QUALITY SCORE	AD RANK	ACTUAL CPC
ADVERTISER 1	2.00	10	20	$16/10 + 0.01 = 1.61$
ADVERTISER 2	4.00	4	16	$12/4 + 0.01 = 3.01$
ADVERTISER 3	6.00	2	12	$8/2 + 0.01 = 4.01$
ADVERTISER 4	8.00	1	8	HIGHEST CPC

How Google Quality Score:



Google Bidding Strategy:

Types Of Bidding Strategies

- Manual CPC
- Enhanced CPC
- Maximize Clicks
- Maximize Conversions
- Maximize Conversion Value
- Target CPA
- Target ROAS
- Target Impression Share

Manual CPC:

- Gives you the choice to set the CPC
- Control the max bid you want per click
- You can also set separate bids for individual keywords or placements
- This is a good BS if you have a tight budget or if you can't find the bid for CPC

Enhanced CPC:

- ECPC works by automatically adjusting your manual bids for clicks that seem more or less likely to lead to a sale or conversion on your website.
- ECPC will try to keep your average CPC below the max CPC you set.
- Increases conversions while trying to keep your cost-per-conversion the same as you would get with manual bidding.
- To use ECPC, set a right conversion tracking for effective usage.

Maximize Clicks (Automatic Strategy):

- It is the simplest way to bid for clicks - you set a budget, and Google Ads does the rest
- The bidding is done automatically and the CPC varies per click
- But you can set the Max bid you want to pay per click
- Budget Over delivery occurs if bid not set
- However the monthly budget stays the same
- System can spend up to 200% over your set bid (For example, if you set the bid to 10, system can spend max 20)

Maximize Conversion (Smart Bidding Strategy):

- Automatically sets bids to help get the most conversions for your campaign while spending your budget
- The conversion tracking has to be set right
- Budget over delivery occurs if bid not set
- However the monthly budget stays the same

- It is for search display etc.

Max Conversion Value:

- Automatically sets bids to help get the most conversions for your campaign while spending your budget
- The conversion tracking has to be set right
- Maximize the total conversion value of your campaign within your specified budget
- This bidding strategy uses advanced machine learning to automatically optimize and set bids
- Budget over delivery occurs, however the monthly budget stays the same
- This strategy is best for ecommerce website or whoever is selling products

Target CPA (Smart Bidding Strategy):

- If your main Goal is to get conversions.
- Tries to get more conversions at a lower cost.
- It is similar to ECPC that tries to get more conversion.
- Target CPA is a Google Ads Smart Bidding strategy that sets bids to help get as many conversions as possible at or below the target cost-per-action (CPA) you set.
- The conversion tracking has to be set right.
- Budget over delivery occurs if bid not set.
- However the monthly budget stays the same.

$\text{Total Amount Spent} / \text{Total Conversion} = \text{Target CPA}$

Target ROAS:

- Target ROAS lets you bid based on a target return on as spend
- Before you can apply a Target ROAS bid strategy to your campaigns, you will need to set values for the conversions you are tracking.
- To use Target ROAS bidding, most campaign types need at least 15 conversions in the past 30 days.
- The conversion tracking has to set right

- Budget Over delivery occurs if bid not set
- However the monthly budget stays the same
- Target ROAS is best for ecommerce

ROAS = Conv. Value / Total Cost

Target Impression Share:

- It automatically sets bids with the goal of showing your ad on the absolute top of the page, on the top of the page, or anywhere on the page of Google search results
 - Impression share only includes the Google search Network (excluding search partners).
 - For example, if you choose an impression share of 65% on the absolute top of the page, Google Ads will automatically set your CPC bids to help show your ads on the absolute top of the page 65% of the total possible amount of times they could show.
-

Extensions:

- Extensions expand your ad with additional information, giving people more reasons to choose your business.
- Extensions give extra space to your ad on Search Result.
- These may increase an ad's click through rate by several percentage points.

Types Of Extensions:

- Sitelink Extensions
- Callout Extension
- Structured Snippet Extension
- Image Extension
- Call Extension
- Lead Form Extension
- Location Extension

- Affiliate Location Extension
- Price Extension
- App Extension
- Promotion Extension

SiteLink Extensions:

- Sitelink extensions are to add particular pages of your website on the ads.
- Can add mobile device specific site links
- Schedule the site links
- Get data insights of your clicks
- Add as many as possible
- Minimum 2 required
- If you add description then you need to add it to all

Call Out Extension:

- Promote USPs through call out extensions (Google Ad Expert, 10 year experience etc.)
- The more you add the better
- You can add up to 20 call out extensions
- Call out extensions are non clickable
- Each call out extension can have max 25 characters
- Can add mobile device specific
- Call out extension can also be scheduled

Structured Snippet Structure:

- Highlight specific aspects through a header and the corresponding values
- Can only choose from predefined header type
- Can add up to 10 values only

- It shows how many brands you are having like hp, dell, lenovo etc.

Call Extension:

- You can add your phone number to your ad
- Lets your customer call you directly
- This extension is to get you more phone calls

Lead Form Extension:

- Helps you generate lead directly from the ad
- Acquire customer information before they get to your website
- More than \$50,000 has to be spend on the account

Affiliate Location Extension:

- Sell your products through retail chains
- Help people find nearby stores that sell your products

Price Extension:

- It helps customers buy your product in the search network
- You need to have at least 3 price extensions
- Your website and extension price must be same

App Extension:

- Allow you to link to your mobile or tablet app from your text ads
- Get more downloads from your mobile app


Promotion Extension:

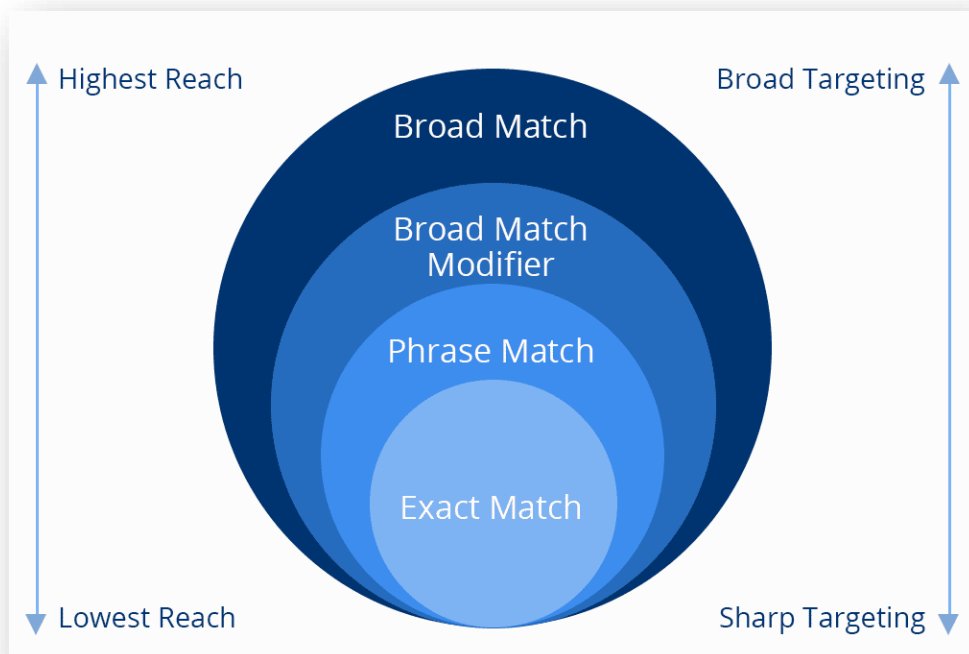
- Add more value to your search network text ads by highlighting your sales and promotions
- Potential customers can easily spot the sale
- Best for seasonal business like diwali

Image Extension with search ad:

- Account should be active and spending 90 days

Keyword Match Type:

	Match type	Symbol	Matches to	Example search	Example match
	Broad <i>(Google default)</i>	Example keyword	Includes synonyms, misspellings, related variants	Marketing services	Advertising slogan for service business
	Modified broad	+example +keyword	Contain modified terms but not synonyms	+ marketing +services	Services for marketing a store
	Phrase	"example keyword"	Matches phrase or close variation	"marketing services"	How to hire marketing service
	Exact	[example keyword]	Exact keywords or very close in the order they appear	[marketing services]	Marketing services
	Negative	-keyword	If -keyword is used does not show even if exact	-free	Free marketing services



Conversion Tracking:

Conversion tracking is a free tool that shows you what happens after a customer interacts with your ads -- whether they **purchased** a product, **signed up** for your newsletter, **called** your business, or **downloaded** your app. When a customer completes an action that you've defined as valuable, these customer actions are called conversions.