

## COURSE WORKBOOK:

# Google Ads Masterclass (AdWords)



Phil Ebiner  
Diego Davila

**videoschool**

 DiegoDavila.com

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# Google Ads: First Steps

What is Google Ads and why is it important to you?

- One of the most powerful online advertising platform, developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users
- It helps increase your sales exponentially, reaching thousand of new customers and fans
- Reaching very specific (optimized) target audience
- Collecting and analyzing data
- Retargeting
- Ads created will appear in Google search results, Google Partner websites, mobile apps and YouTube videos

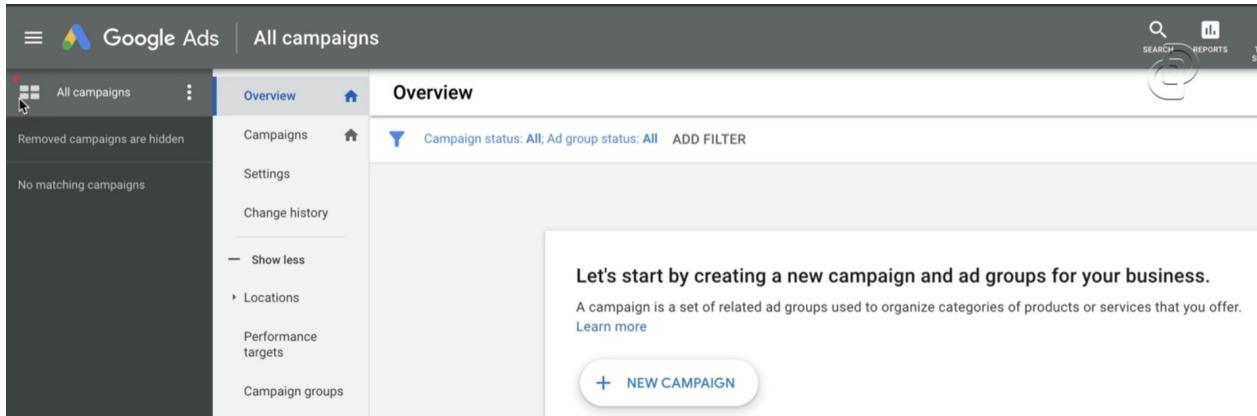
Creating your account on Google Ads step by step

- Interface changes frequently
- [ads.google.com](https://ads.google.com) > Sign In > New Google Ads Account > Switch to Expert Mode > Create and account without a campaign > Confirm your business information
- **Important note: business information is hard to change, choose wisely!**

# Exploring the Google Ads interface and identifying key points

## Campaigns Menu

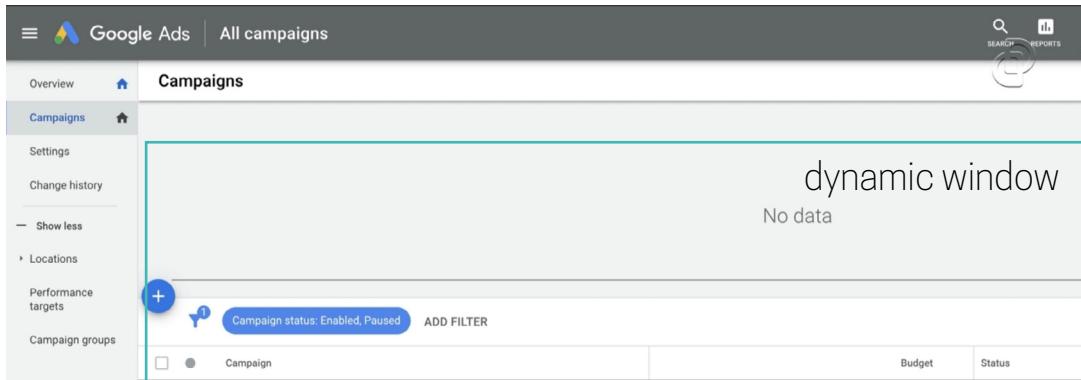
Quick way to jump between campaigns created



The screenshot shows the 'All campaigns' overview page. On the left, there's a sidebar with options like 'All campaigns', 'Removed campaigns are hidden', and 'No matching campaigns'. The main area has a heading 'Overview' and a sub-section 'Campaigns' with a 'NEW CAMPAIGN' button. A callout box highlights the 'NEW CAMPAIGN' button.

## Second left Menu

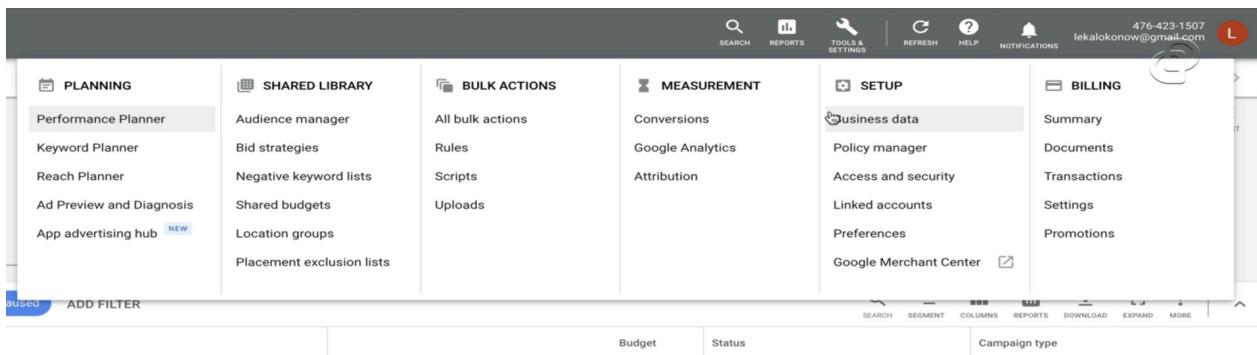
Quick access to the most popular tools



The screenshot shows the 'Campaigns' section. The sidebar includes 'Overview', 'Campaigns' (which is selected), 'Settings', 'Change history', and other options. The main area displays a 'dynamic window' with the message 'No data'. A callout box highlights the '+ NEW CAMPAIGN' button.

## Main Navigation

All tools of Google Ads



The screenshot shows the main navigation menu with several categories: PLANNING (Performance Planner, Keyword Planner, Reach Planner, Ad Preview and Diagnosis, App advertising hub), SHARED LIBRARY (Audience manager, Bid strategies, Negative keyword lists, Shared budgets, Location groups, Placement exclusion lists), BULK ACTIONS (All bulk actions, Rules, Scripts, Uploads), MEASUREMENT (Conversions, Google Analytics, Attribution), SETUP (Business data, Policy manager, Access and security, Linked accounts, Preferences, Google Merchant Center), and BILLING (Summary, Documents, Transactions, Settings, Promotions). A callout box highlights the 'Business data' option under SETUP.

# Setting up your Google Ads billing options

**Main Navigation > BILLING** options column > Settings

## Payment Setup

- Personal or organizational account
- Billing country - you can change the country, but not the currency
- Account type - depending on your currency, you can have different payment options
- Payment method
- Submit

# Creating Successful Campaigns

## The top 3 elements of your campaign

Elements that you can control:

### 1) **Budget**

- How much money you want to spent
- Start with small budget and test your campaigns, analyse the results
- Increase the budget later

### 2) **Audience**

- Who you want to target to see your ad
- Definition of specific groups of people with various characteristics

### 3) **Your Ad**

- Characteristics of the ad you created
- Title, content, story, type of media you use (text, video, etc.)
- Offer (service, product, etc.) - have to match with Audience

# Keywords: Your Ad Success Starts Here

What are keywords and why are they essential?

## Keywords

- Used in digital marketing to describe a word or a phrase an user uses to search in a search engine or search bar
- You discover and use the keywords in your digital content so potential customer can find your products or services online

The screenshot shows a Google search results page with the query 'digital marketing' in the search bar. The results are divided into three main sections:

- Google Ads:** Includes three ads:
  - Digital Marketing Certificate | Learn Online With Rotman**: An ad from Rotman's Digital Marketing program.
  - Digitální marketing Brno | Www i eshopy - full service**: An ad from PPCprofits.cz.
  - Digital trends | Digital marketing report 2021**: An ad from GWI.
- Keywords search:** A separate section showing the search term 'digital marketing' and its search count (10,920,000,000 results).

Digital marketing, also called online marketing, is **the promotion of brands to connect with potential customers using the internet and other forms of digital communication**. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

<https://mailchimp.com/marketing-glossary/digital-marketing/>

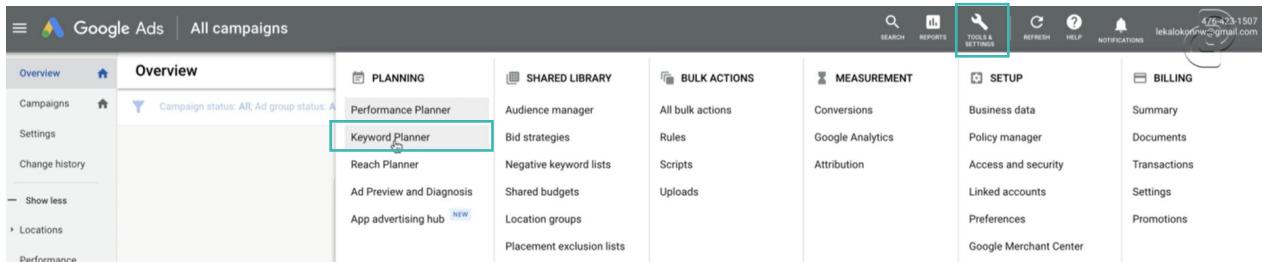
Keywords  
search

Google Ads

Organic search

Keywords  
used in content

# Finding top keywords for your business with Google Keyword Planner

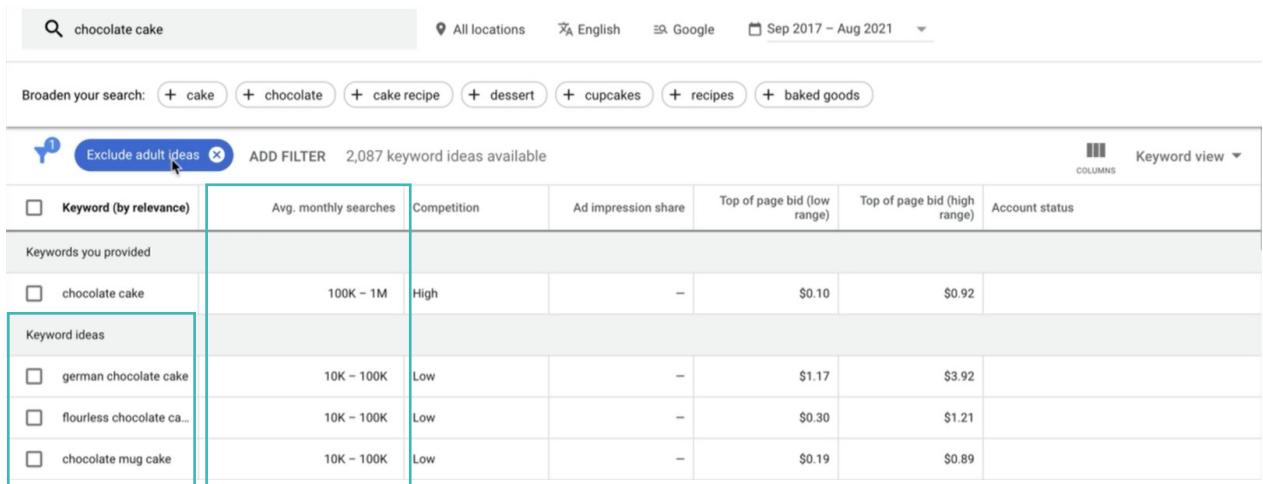


The screenshot shows the Google Ads interface with the 'All campaigns' view. On the left, there's a sidebar with 'Overview', 'Campaigns', 'Settings', 'Change history', 'Locations', and 'Performance'. The main area has tabs for 'OVERVIEW', 'PLANNING', 'SHARED LIBRARY', 'BULK ACTIONS', 'MEASUREMENT', 'SETUP', and 'BILLING'. Under 'PLANNING', the 'Keyword Planner' tab is highlighted with a blue border. At the top right, there are links for 'SEARCH', 'REPORTS', 'TOOLS & SETTINGS' (which is highlighted with a red box), 'REFRESH', 'HELP', 'NOTIFICATIONS', and a user account icon.

Example: Diego's Bakery

**Start with keywords tab** - “chocolate cake”, which is the most favourite product of our imaginary bakery

- Set language and country you are interested in



The screenshot shows the Google Keyword Planner interface. At the top, there's a search bar with 'chocolate cake', location filters ('All locations'), language ('English'), and date range ('Sep 2017 – Aug 2021'). Below the search bar are several broadening suggestions: '+ cake', '+ chocolate', '+ cake recipe', '+ dessert', '+ cupcakes', '+ recipes', and '+ baked goods'. A button labeled 'Exclude adult ideas' with a trash icon is visible. To the right, there's a 'Keyword view' section with a 'COLUMNS' dropdown. The main area is a table with columns: 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account status'. The first row shows the keyword 'chocolate cake' with 100K – 1M average monthly searches, high competition, and a low top-of-page bid. Below this, there's a section titled 'Keyword ideas' with three listed: 'german chocolate cake', 'flourless chocolate ca...', and 'chocolate mug cake'. The entire table is bordered by a green box.

Keyword ideas

- Suggested keywords similar for your business and the keyword
- Keywords you could use to reach your target audience

Average monthly searches

- The average number of times people have searched for a keyword and its close variants based on the month range as well as the location

**Start with a website tab** - you can explore the content of your competitors

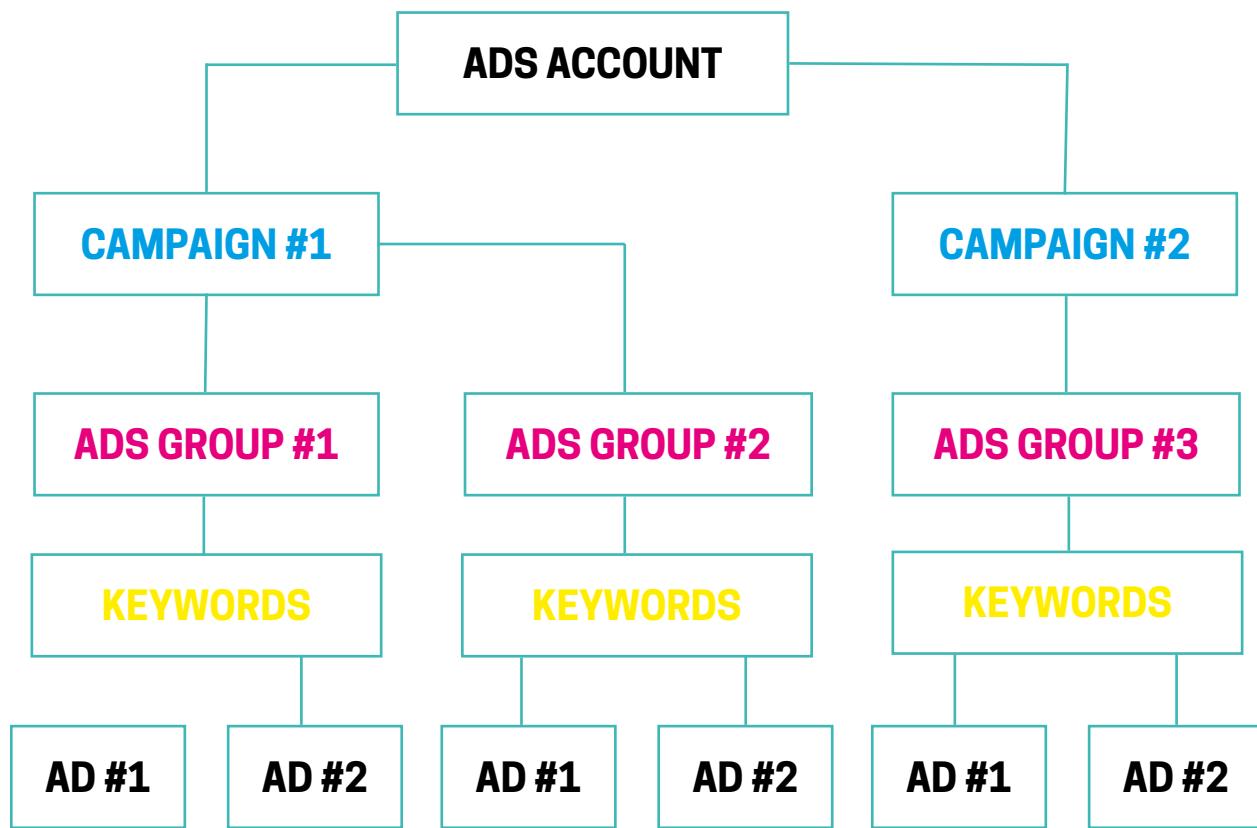
## How do you decide which keywords to target for your Ads?

- Use Google's keyword tool to get ideas
- Language and location targeting
- **Think like your customer** - put yourself in your customers' shoes
- Be specific - use terms that are not too general

# Structure of Google Ads Campaigns

## Mastering the Structure of Google Ads Campaigns

Google Ads is organized into three layers: account, campaigns, and ad groups. Your campaigns have their own budget and settings that determine where your ads appear. Your ad groups contain a set of similar ads and keywords.

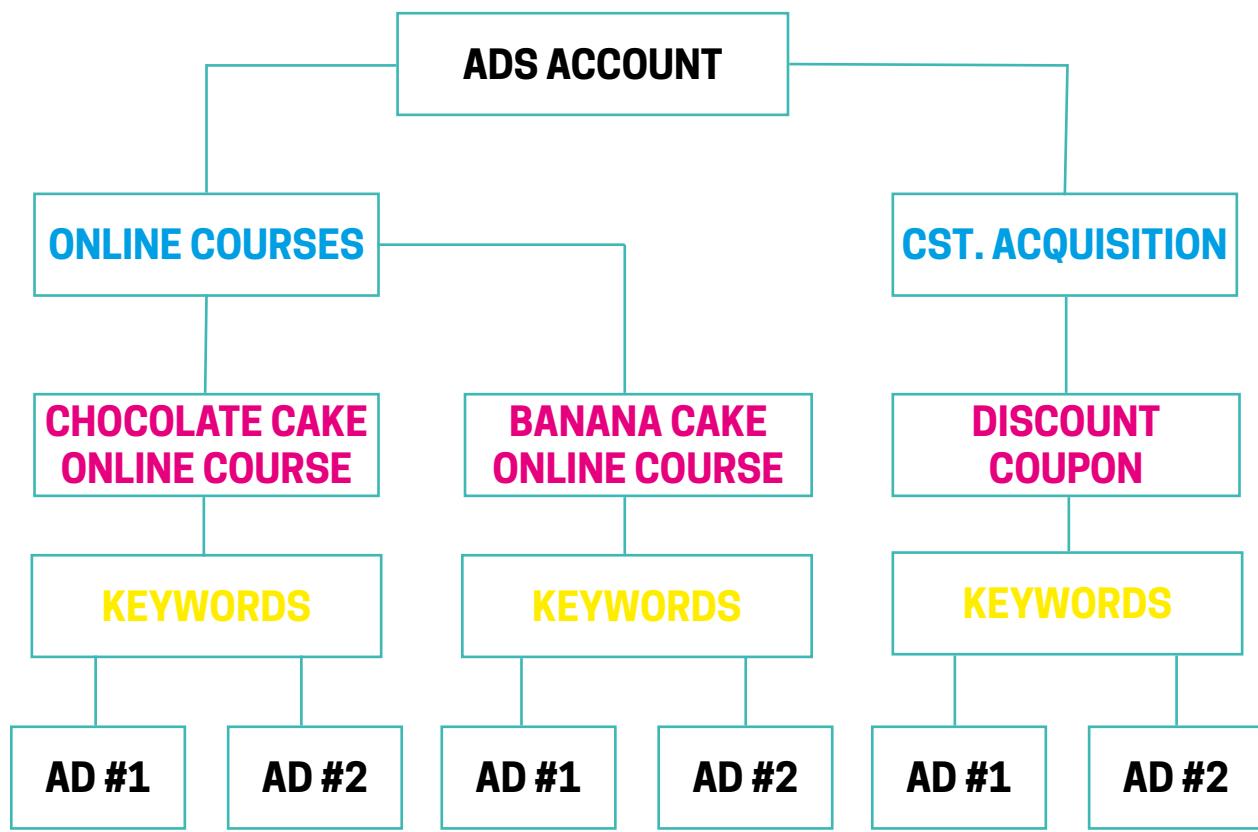


### Ads Account

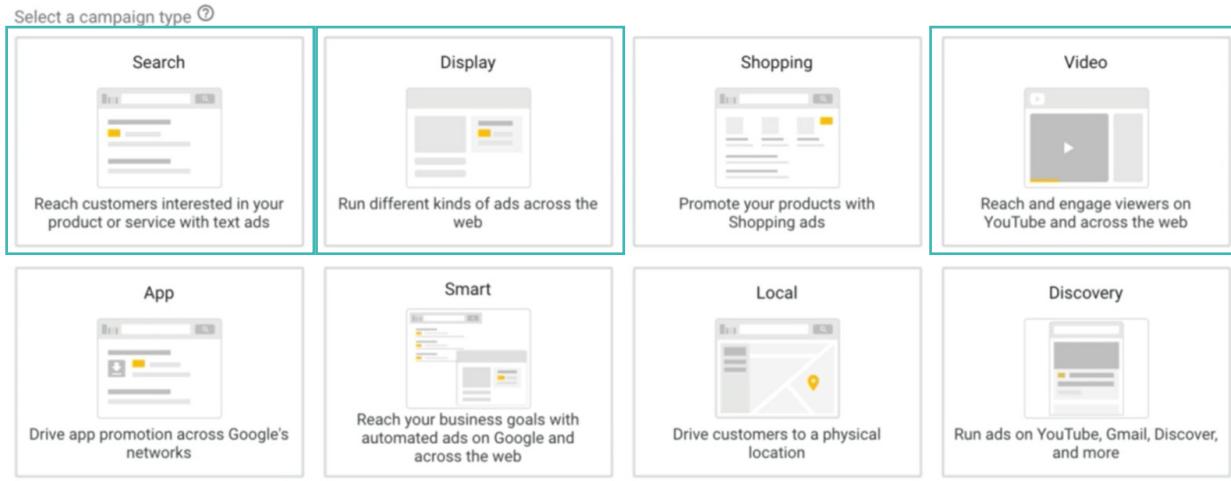
- Email and password
- Language
- Payment
- Timezone

### Campaign

- Target audience
- Ad schedule
- Device
- Where will the ad be shown
- Type



# Creating a plan for super optimized campaigns



## How to plan a super optimized and irresistible Ad

1) What is your goal?

- Awareness
- Sales
- Leads (name and email)
- Views
- Traffic

2) What is your offer?

- What is a need of your customer

3) What is the copy of your Ad?

- Text of your Ad (title, description)

4) What is the media?

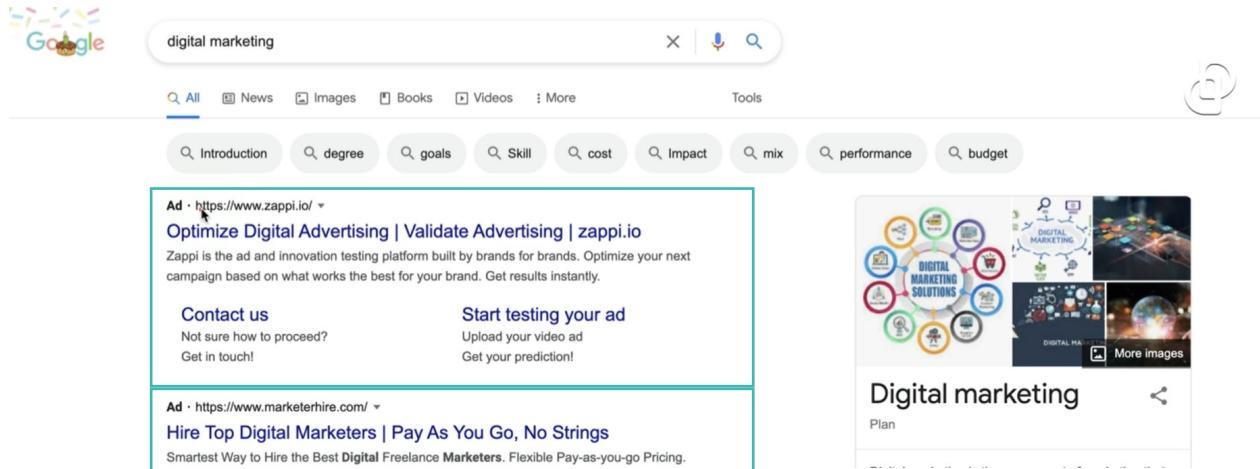
- Photo, video

5) What is your call to action?

- Subscribe, buy, visit, etc.
- Direct, clear and easy

# Search Ads: Your ads in front of millions of people on Google

## What are Search Ads on Google Ads



## Setting up the Search campaign on Google Ads

Google Ads platform > Campaigns > New campaign >

> Select the goal of your campaign

- Select a goal that corresponds to the main thing you want your campaign to achieve for your business
- GA will display the matching campaign types
- GA will also surface other relevant suggestions based on advertising goals, when applicable.

> Select a campaign type >

- You can select the type of campaign you'd like to run, which determines where customers see your ads, as well as the settings and options available to you

> Follow the Google Ads' workflow\*:

- GA has created a workflow that informs advertisers of the ideal campaign types for specific business goals.

**Select campaign settings** > Set up ad groups > Create ads > Review (see the chapter Mastering the Structure of Google Ads Campaigns)

Example:

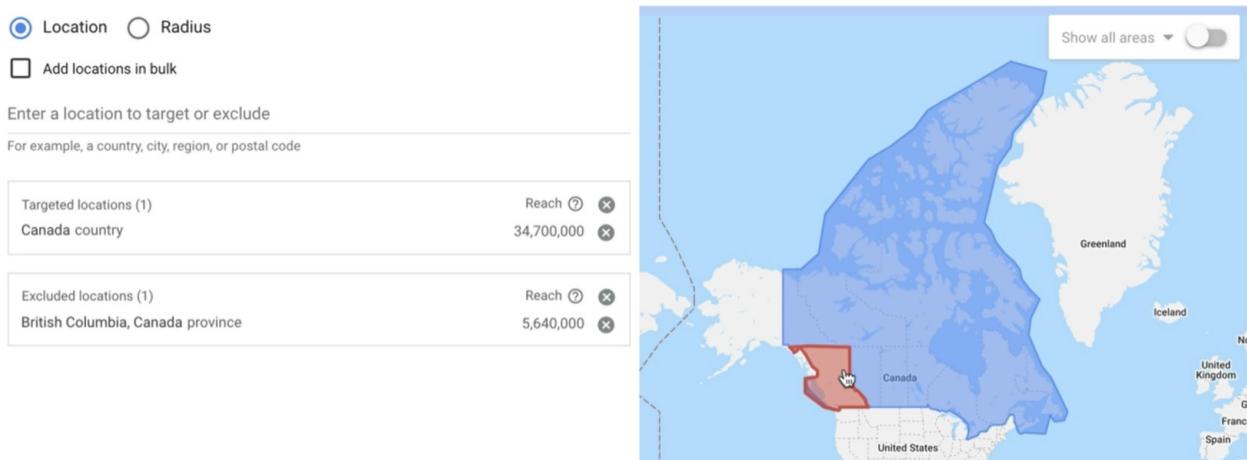
## General settings

- Type: Search
- Goal: Web traffic
- Campaign name: Online courses - Search - 18 to 30 (age of your target audience)
- Networks: Search Network
- Start and end dates: test the ad for at least 7 days (try when your target audience is the most active)

## Targeting and audiences

Chose who you want to reach

- Locations > Advanced search: target or exclude the audiences
- Language: language that your audience use
- Audience > Browse > Demographics, Affinity, In-market, etc.



## Budgeting and bidding

Define how much you want to spend and how you want to spend it

- Budget: Set your average daily budget for the campaign
- Bidding: What do you want to focus on? (options available depending on your goal)
- CPC : online advertising revenue model that websites use to bill advertisers based on the number of times visitors click on a display ad attached to their sites.

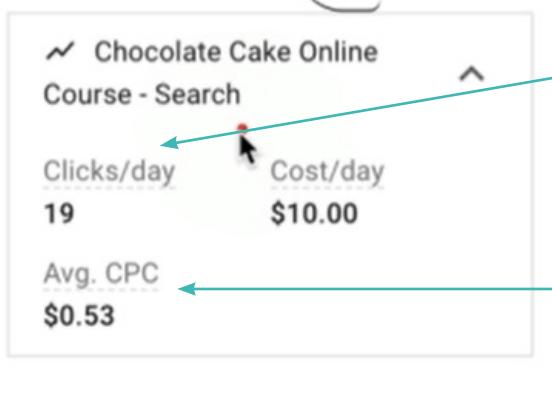
# Setting up the Ads group on Google Ads

Select campaign settings > **Set up ad groups (+New Ad Group)** > Create ads > Review

- Ad group type:
  - Standard - Text ads written by you that serve based on the keywords you select
  - Dynamic - Text ads use your website content to target relevant searched and generate headlines automatically
- Ad group name: name should be optimized for you, to make ad group recognizable to you
- Keywords: enter manually, or let Google to find keywords on your website automatically

## Daily estimates

Estimates are based on your keywords and daily budget 



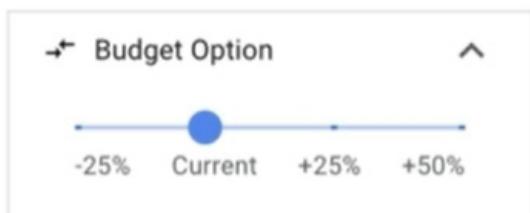
When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

The average amount that you will be charged for a click on your ad. Average cost-per-click (avg. CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.

## Daily budget

\$10.00/day 

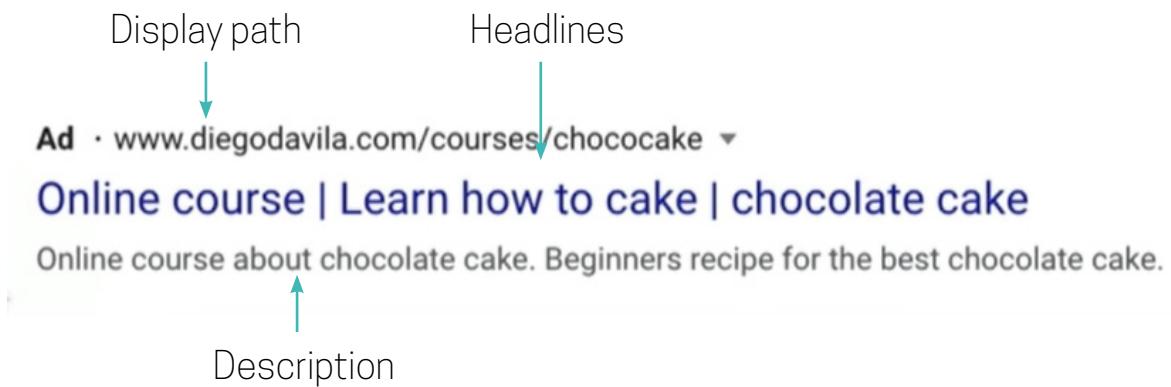
The maximum amount you can be billed for a campaign by day.



# Creating optimized Google Search Ads

Select campaign settings > Set up ad groups > **Create ads** > Review

- Final URL: send people to call-your-action page on your website, depending on your goal (selling online course, gathering emails, etc.)
- Display path: part of the URL shown to prospective customers when they see your ads. These are optional. The purpose for these is to give potential customers a clear idea of what page they'll reach once they click your ad.
- Headlines: Your text ad consists of three headlines, each to promote your product or service.
- Description: highlight details about your product or service, it's a good idea to include a “call to action”



Select campaign settings > Set up ad groups > Create ads > **Review**

After you create or edit an ad or extension, the review process begins automatically. The content in your ad will be reviewed, including your headline, description, keywords, destination, and any images and video.

Most ads are reviewed within 1 business day.

- “Eligible” - your ad passed the review and will start to run
- “Disapproved” - your ad violates a policy, it won’t show anywhere

# Managing campaigns created on Google Ads

Google Ads > Campaigns

Sep 27, 2021							
		Ad group status: Enabled, Paused		ADD FILTER			
<input type="checkbox"/>	Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC
<input type="checkbox"/>	Chocolate Cake Online Course - Search	Eligible	Standard	0	0	-	-
Total: All but remove... <span>(1)</span>				0	0	-	-

## Change an existing campaign

Change your campaign status to “Enabled,” “Paused,” or “Removed”:

- Check the box next to the campaign > Click Edit, and select the status

Change your campaign daily budget:

- Check the box next to the campaign > Click Edit, and select Change budgets

Change your campaign name:

- Click the pencil icon in the Campaign column

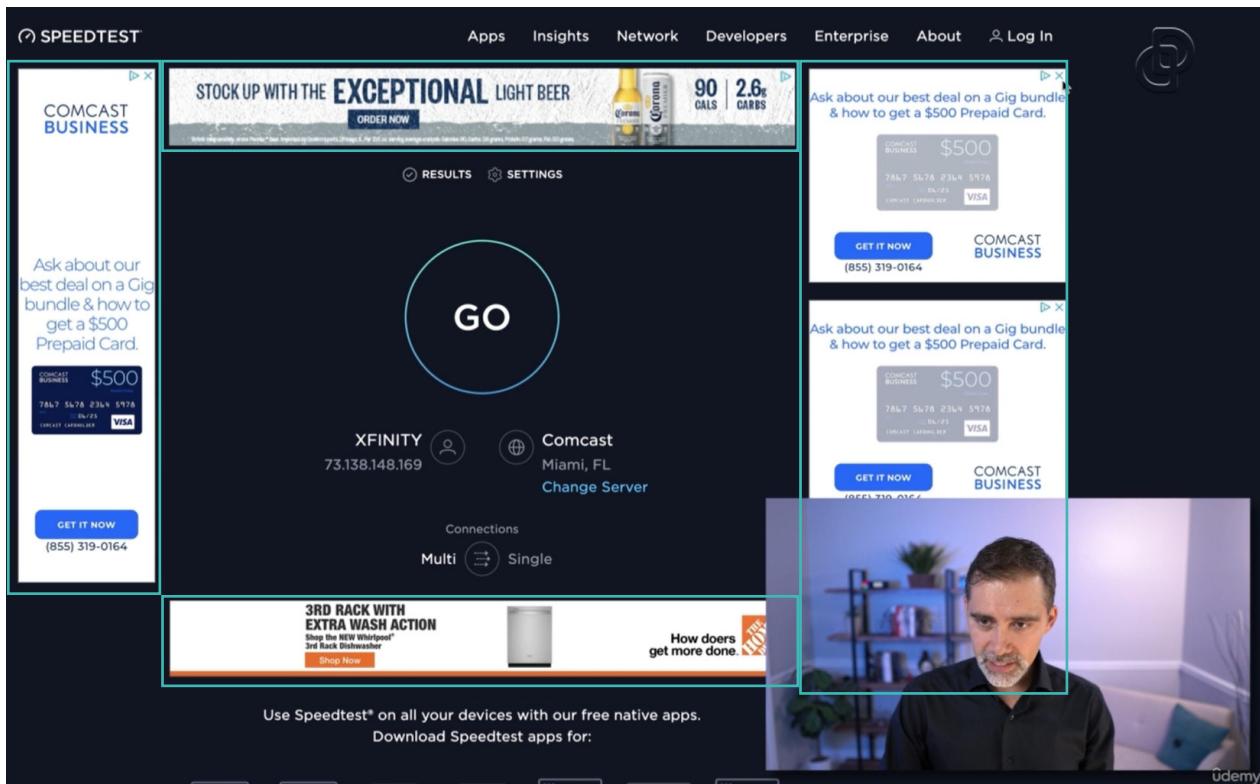
Jump to a campaign and make other changes:

- In the Campaign column, click the name of the campaign. Make changes to the campaign as you would in an individual Google Ads account.

# Display Ads: Placing Your Ads on Google Partner Sites

## What are Display Network Ads on Google

Your ads can appear on partners' websites, mobile phone apps, and other placements that you choose or that relate to your ads and keywords or other targeting methods you've added.

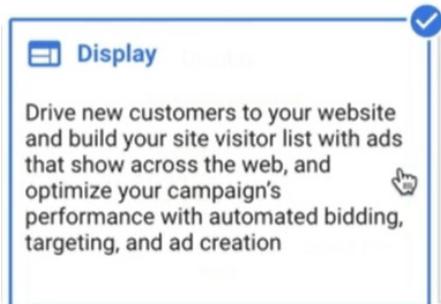


## Creating professional images for your Google Ads Display Ads

Display ad sizes come in various dimensions. Every platform has its own specifications for ads. Using the correct banner ad sizes is important.

Check out the most common [Google Banner Ad Sizes](#).

# Creating the Google Display Ad Campaign



Google Ads Platform > Campaign > New Campaign > Main goal, which offers Creating Display Ad, e.g. Website traffic) >

## > Display >

> Follow the Google Ads' workflow (check the chapter Setting up the Search campaign on Google Ads)

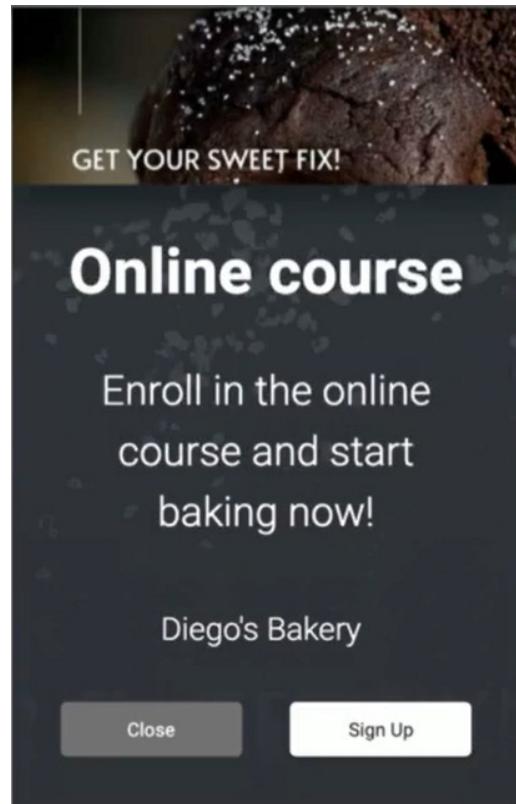
Note: always try to specify target audience age group into separated campaigns

## Creating optimized Display Ad on Google

DONE: Campaign Settings, Budget and Bidding, Targeting and Audience

> Ad creation

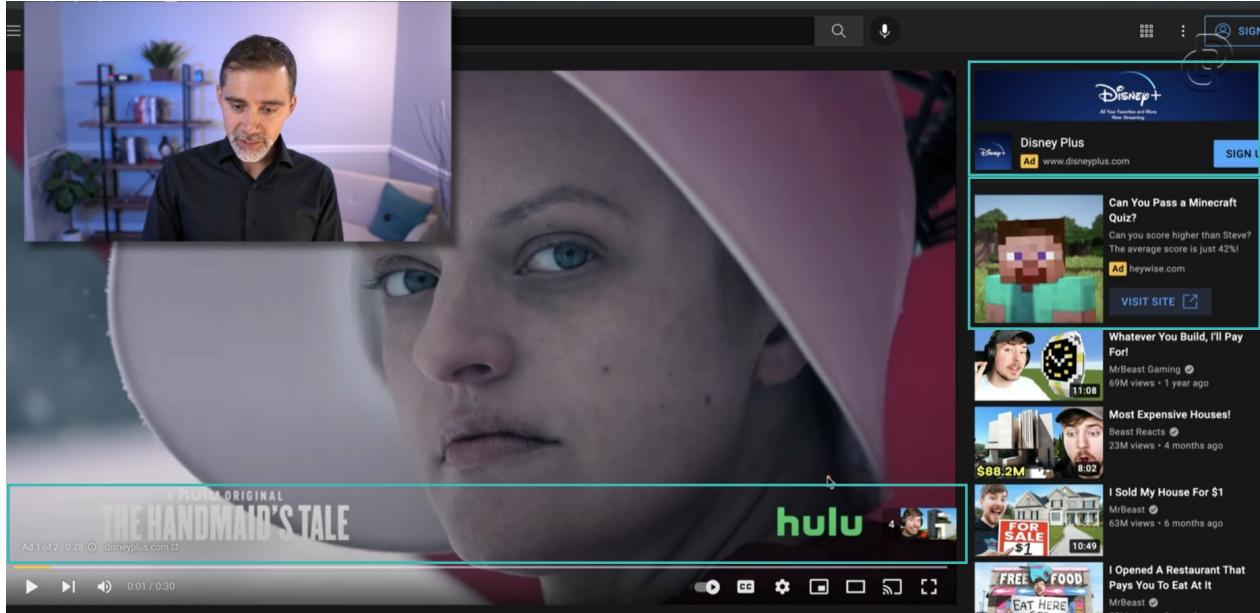
- Upload Images: Upload images of various sizes (1:1, 2:3, 16:9, etc.)
- Insert Headline: At least 3 different headlines is recommended
- Long Headline: Long headlines can be shown without the description
- Description: Make your description text different from your longer headline
- Add your business name
- Choose a Call to action text



# YouTube Ads: Millions of views for a few cents

What are YouTube ads and why they are important for your business

YouTube Ads are ads displaying on YouTube platform in various formats. E.g. Skippable in-stream ad, bumper ad, masthead, etc.



## Creating a Google Ads Video campaign

For a video ad:

- > Upload your video on your YouTube channel
- > Google Ads Platform > New campaign > Create a campaign without a goal's guidance (or any other, which allows us to use video ad) >
- > Select a campaign subtype: A campaign subtype determines the ad formats you can use in the campaign to better optimize your campaign towards the goal.
- > Follow the flow (General settings, Budget and Bidding, Targeting, Review)

Networks setting:

- YouTube search results - ads can appear next to search results on YouTube
- YouTube videos - ads can appear on YT videos, channel pages, and homepage
- Video partners on the Display Network - a group of partner websites, videos and apps where your ads can appear. Not recommended.

Content exclusions:

- These settings let you opt out of showing your ads alongside certain categories of websites, videos, and mobile apps that may not be appropriate for your brand or serve your advertising goals.

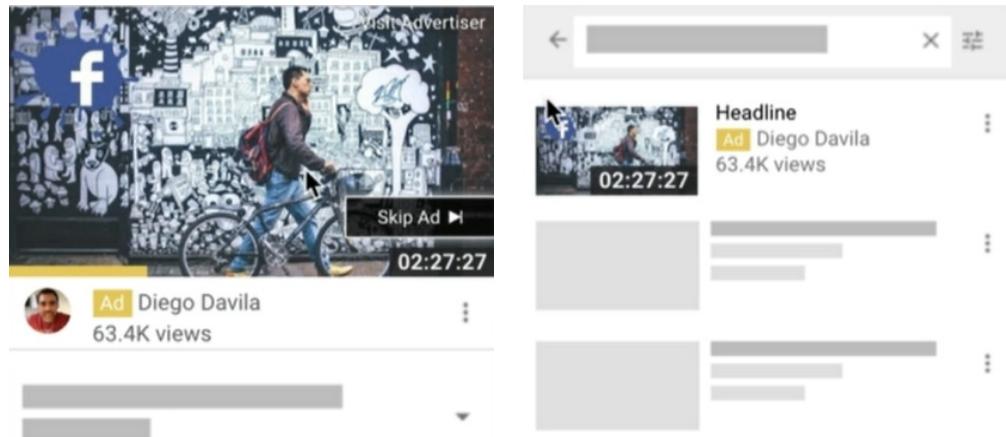
	Expanded inventory	Recommended Standard inventory	Limited inventory
<b>Video content</b>			
Light profanity used in a non-hateful, comedic or artistic way	Included	Included	Included
Moderate profanity used in a non-hateful, comedic, or artistic manner, or a music video with frequent profanity	Included	Included	Excluded
Strong profanity used throughout or at the very beginning of the video in comedy, documentary, news, or education	Included	Excluded	Excluded

## Setting up the Google Ads Video Ad Group

- > Create your ad group > Targeting and Audiences > Keywords > (see the Search Ads chapter)
- > Topics: Topic targeting allows your ads to be eligible to appear where is a content related to your selected topics. It narrows target audience to people who are interested in the topic.
- > Placement: This content targeting method lets you define on which YouTube channels or YouTube videos you want your ads to show - you can browse across YouTube and choose channels and videos you prefer
- > Bidding: You can get idea of how much your click will be billed by having a look on Keywords bids

# Creating optimized YouTube Video Ad

- Link your video from your YT channel
- Choose Video ad format (Skippable in-stream ad is recommended)



- Final URL: send people to call-your-action page on your website, depending on your goal (selling online course, gathering emails, etc.)
- Display URL: the web page address that appears with your ad, it will give people an idea of where they'll arrive after they click an ad
- Call-to-action: Choose what your audience should do

# Ads Optimization: Boosting your click-through rates up to 30%

## Optimizing ads with Ad Extensions on Google Ads

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

- Site Links, Callout, Structured Snippet, Call Extension, Lead extension, Price Extension, Promotion Extensions

Ad · <https://www.sendinblue.com/>

**Email Marketing - Free Plan & Unlimited Contacts - Try it for Free**

Easily Create, Send & Analyze Your Email Marketing Campaigns & Newsletters. Import...

★★★★★ Rating for sendinblue.com: 4.2 - 87 reviews

<b>9,000 Emails Free / Month</b> Free trial plan. Unlimited contacts included	<b>Free Trial</b> Send up to 300 emails/day Responsive e-mail design builder.
---	---

Ad · <https://www.themcfarlanefirm.com/> (954) 210-5571

**Accident Lawyer Greg McFarlane - Experienced & Professional**

15 years Exp, All Accidents/Injuries - Call Now for a Free Consultation. Speak To A Lawyer. Chat Support Available.

There's **no cost in adding extensions** to your campaign. Clicks on your ad, including your extension, will be charged as usual while clicks on seller ratings won't be charged. You'll be charged for a click when someone calls you from a call extension or when someone downloads your app from an app extension.

# Important information about Google Ads Extensions

All extensions are assigned to either

- The account level: which can be added to any ad in the account
- The campaign level: can show to an ad within a specified campaign
- Or the ad group level: will only show on ads within a specified ad group

The most specific level will take precedence.

## Selecting the right ad extension for your business

### Sitelinks with Descriptions

- You want to help people find what page they're looking for on your site with just one click

### Callout Extensions

- If you want to highlight specific information about your products and services on top of what you already mention in your ads and sitelinks

### Structured Snippets

- You want to provide context on your products and services before visitors click through to your site

### Image Extensions

- You want to visually showcase your products and services

### Lead Form Extensions

- You want users to fill out a lead form and share information with you

### Call Extensions

- Phone calls are an important way for customers to connect with you

### Price Extensions

- You want to give people an idea of your prices before they visit your site

### Promotion extensions

- You want to quickly highlight sales and special offers

### Location Extensions

- You want to promote your physical business location to people nearby

### App Extensions

- You also want to give them the option of downloading your app

# Ad Extensions - SiteLinks

## Sitelinks with Descriptions

- You want to help people find what page they're looking for on your site with just one click

Google Ads Help: [About](#)

Ad · <https://www.dominos.com/> ▾

### Domino's® Pizza - Online Ordering

Choose Any 2 Or More: \$5.99 Each, **Pizza**, Pasta, Bread Twists & More. Order Online & Track It With Domino's Tracker®. Delivery or Carryout. Track Your Order. Find A Location Near You. Earn **Pizza** Rewards. Types: Hand Tossed, Thin Crust, Brooklyn Style, Gluten Free Crust.

📍 Coral Springs · 20 locations nearby

#### Order Online

Order Your Next Pizza Online  
Fast, Easy, and Convenient

#### Menu

Browse Our Entire Menu Online  
Pizza, Sandwiches, Wings, & More

#### Coupons

The Best Deals Are Always Online.  
Find a Coupon & Order a Pizza Now!

#### Domino's® Rewards

Join Domino's® Rewards Program  
Earning Points is Easy. Join Now

Ad · <https://www.constantcontact.com/> ▾

### Constant Contact ® - Email Marketing - Easy to Use Features

Create Stunning Newsletters Easily. No Tech Skills Needed. Free Trial

[Ready to Buy?](#) · [Email Templates](#) · [Powerful Email Marketing](#) · [Email Automation](#)

Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Sitelinks extensions (show links to specific pages of your website) >

- Account - will apply on all campaigns and ad groups
- Campaign - will apply on the specific campaign and its ad groups
- Ad group - will apply only on the specific ad group

> Fill the texts, description lines and final urls of sitelinks

# Ad Extensions - Callout

## Callout Extensions

- If you want to highlight specific information about your products and services on top of what you already mention in your ads and sitelinks

Google Ads Help: [About](#), [Use](#)

### ACME Electronics - Competitive Pricing

Ad www.example.com

Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.

Free Shipping · 24-7 Customer Service · Price Matching

Google Ads platform > Ads & Extensions > Extensions > (Show previews) >  
“+” Ad Extensions > Callout extensions  
> Account/Campaign/Ad group  
> Fill the texts (e.g. Lifetime access, 24-7 customer service, 5 stars reviews)

# Ad Extensions - Structured Snippets

## Structured Snippets

- You want to provide context on your products and services before visitors click through to your site

Google Ads Help: [About](#), [Use](#)

There is a limited list of available headers (brands, courses, types, etc.)

### ACME Electronics - Full Service Tech Shop

Ad [www.example.com](http://www.example.com)

Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.

Services: Tech Support, E-Waste Recycling, Computer Repair

Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Structured Snippets

> Account/Campaign/Ad group

> Choose header category >

> Insert values (e.g. lifetime access, instructor support, phone access)

# Ad Extensions - Call extensions

## Call Extensions

- Phone calls are an important way for customers to connect with you

Google Ads Help: [About](#), [Use](#)

Ad · <https://www.heyerinc.com/> ▾ (754) 206-6166

### Small Business Accounting Firm - Outsourced Accounting...

Local Accounting Firm Providing Outsourced Accounting Services to Small Businesses. Trusted

Business Advisory Serving the Ft. Lauderdale, FL Area. Call Today. Virtual Meetings.

[Small Business Accounting](#) · [Free Consultation](#) · [Cloud Accounting](#)

Ad · <https://www.kurvbusiness.com/bookkeeping/services> ▾ (855) 251-0538

### Business Accounting Services - Schedule A Free Consultation

Bookkeeping Experts You Can Count On. Take Advantage Of Fast, Accurate Bookkeeping...

Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Call Extension

> Account/Campaign/Ad group

> Fill phone number

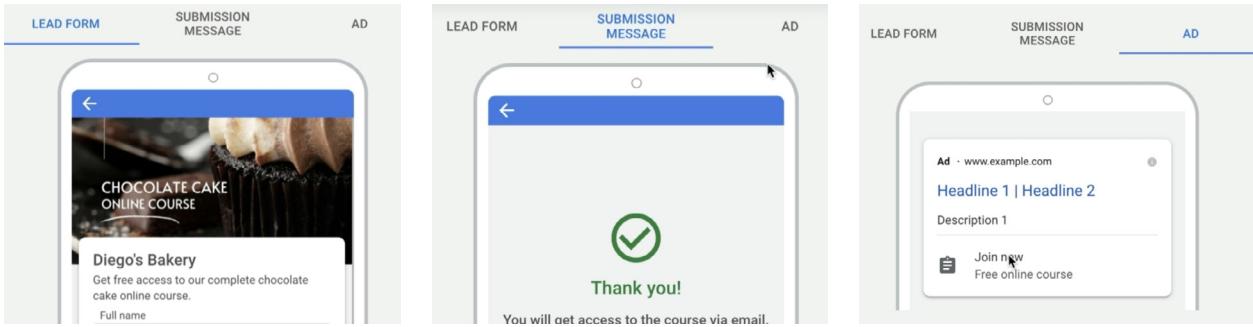
> Call interaction bid adjustment: influence how often you show call extensions and call-only ads to users

# Ad Extensions - Lead extensions

## Lead Form Extensions

- You want users to fill out a lead form and share information with you

Google Ads Help: [About, Use](#)



Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Lead Form Extension

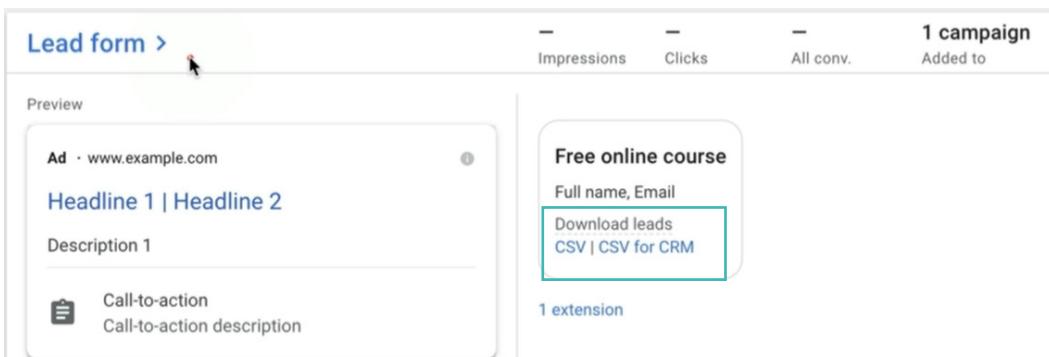
### Lead form

> Fill description, choose information you want to ask, ad specific questions, add privacy policy link to your website and add the background image

### Submission message

> Fill headline, description, call-to-action and its link

To download the filled forms, go back to the existing extensions list



Lead form >

Preview

Ad · www.example.com

Headline 1 | Headline 2

Description 1

Call-to-action

Call-to-action description

Free online course

Full name, Email

Download leads CSV | CSV for CRM

1 extension

1 campaign  
Added to

Impressions

Clicks

All conv.

# Ad Extensions - Location extensions

## Location Extensions

- You want to promote your physical business location to people nearby

Google Ads Help: [About](#), [Use](#)

### Amherst Ice Cream Parlour - Artisan Soft Serve

Ad www.example.com

Pistachio and Brown Butter Raisin On Tap. Fresh Baked Cookies.

📍 100 Dardanelles Rd, Amherst MA

Prerequisite for this extension: You have [Google My Business](#) profile

Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Location Extension  
> Select a Google My Business location

Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Affiliate Extension  
> For general retailers and auto dealers

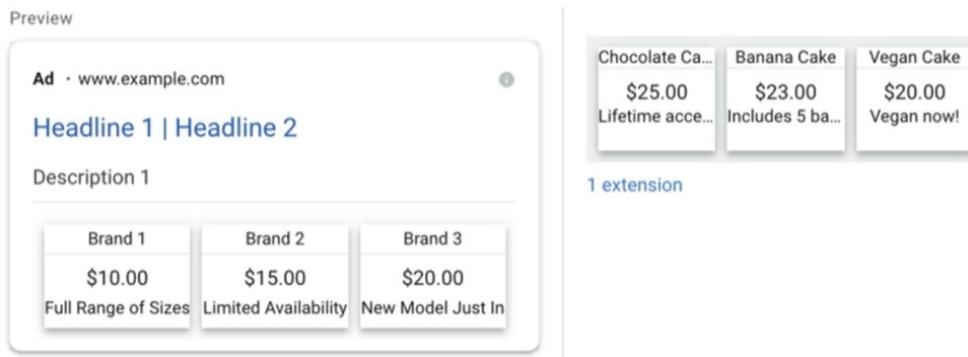
# Ad Extensions - Price extensions

## Price Extensions

- You want to give people an idea of your prices before they visit your site

Google Ads Help: [About](#), [Use](#)

Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Price Extension  
> Account/Campaign/Ad group  
> Select currency and product or service header, price, description and link



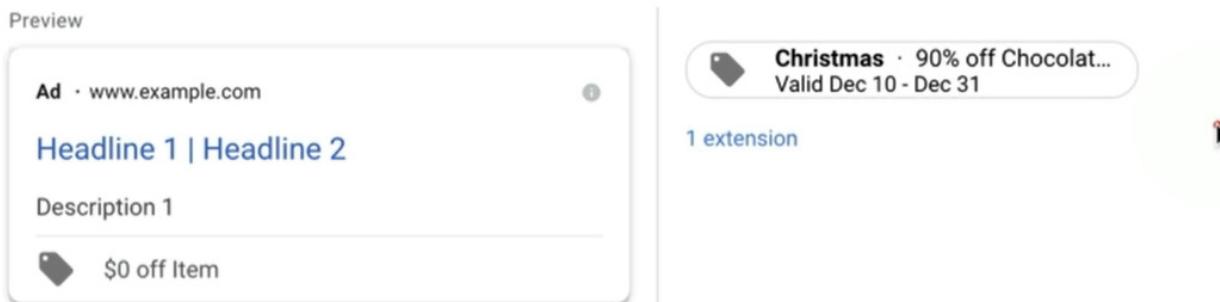
# Ad Extensions - Promotion extensions

## Promotion extensions

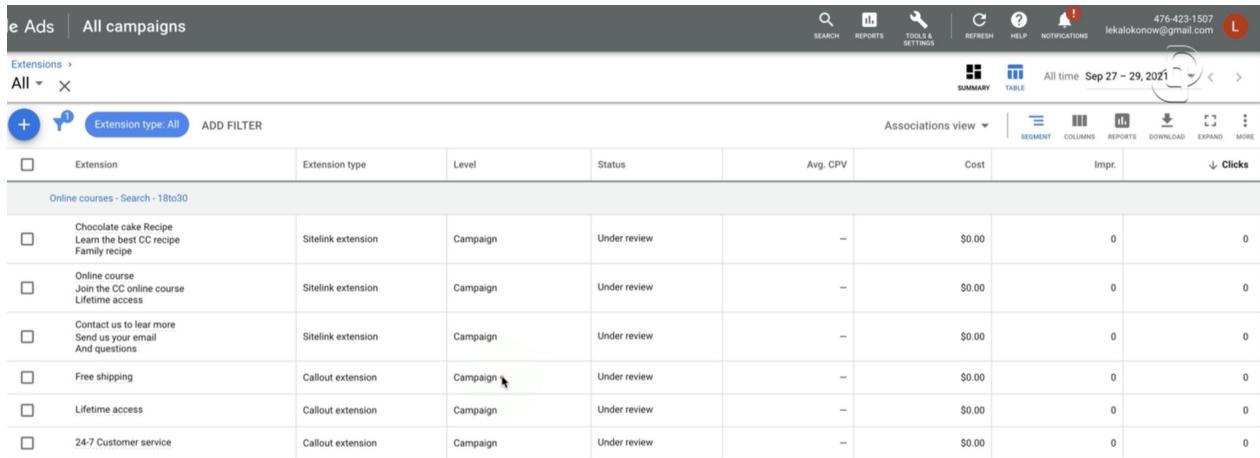
- You want to quickly highlight sales and special offers

Google Ads Help: [About](#), [Use](#)

Google Ads platform > Ads & Extensions > Extensions > (Show previews) > "+" Ad Extensions > Promotion Extension  
> Select Promotion type (Monetary discount, Percent discount, Up to monetary discount, Up to percent discount)  
> Fill the item and its final link  
> Select Promotion details (None, On orders over, Promo code)



# Analyzing the performance of your Ad Extensions



The screenshot shows the LinkedIn Ads interface with the following details:

- Header:** e Ads | All campaigns
- Search Bar:** SEARCH, REPORTS, TOOLS & SETTINGS, REFRESH, HELP, NOTIFICATIONS
- User Info:** 476-423-1507, lekaiokonov@gmail.com, L
- Date Range:** All time Sep 27 - 29, 2021
- Table Headers:** Extension, Extension type, Level, Status, Avg. CPV, Cost, Impr., Clicks
- Table Rows:** A single row for "Online courses - Search - 18to30" with six items listed under it.

Extension	Extension type	Level	Status	Avg. CPV	Cost	Impr.	Clicks
Chocolate cake Recipe Learn the best CC recipe Family recipe	Sitelink extension	Campaign	Under review	—	\$0.00	0	0
Online course Join the CC online course Lifetime access	Sitelink extension	Campaign	Under review	—	\$0.00	0	0
Contact us to learn more Send us your email And questions	Sitelink extension	Campaign	Under review	—	\$0.00	0	0
Free shipping	Callout extension	Campaign	Under review	—	\$0.00	0	0
Lifetime access	Callout extension	Campaign	Under review	—	\$0.00	0	0
24-7 Customer service	Callout extension	Campaign	Under review	—	\$0.00	0	0

## Average CPV

- The average cost of a view = Total cost of all Views / Views

## Impressions

- A user only sees an advertisement

## Click

- An engagement, the user actually follows through and clicks on the ad

# Campaign Conversions: How to Know Where Every Penny is Going

What Conversions are and why they are important for your business

A conversion in Google Ads is when a user performs some specified action after clicking an ad or viewing a Display Network ad, such as signing up for an email list, purchasing a product, installing a mobile app, etc.

## Conversion Rate and Cost per Conversion

$$\text{Conversion Rate} = \frac{\text{Conversions}}{\text{Number of total interactions}}$$

Example:

If you had 50 conversions from 1,000 interactions, your conversion rate would be  $50 \div 1,000 = 5\%$ .

**Successful conversation rate** depends on many factors. Try to google average conversion rate for business the most similar to yours.

$$\text{Cost per Conversion} = \frac{\text{Total cost for generating conversions}}{\text{Number of conversions}}$$

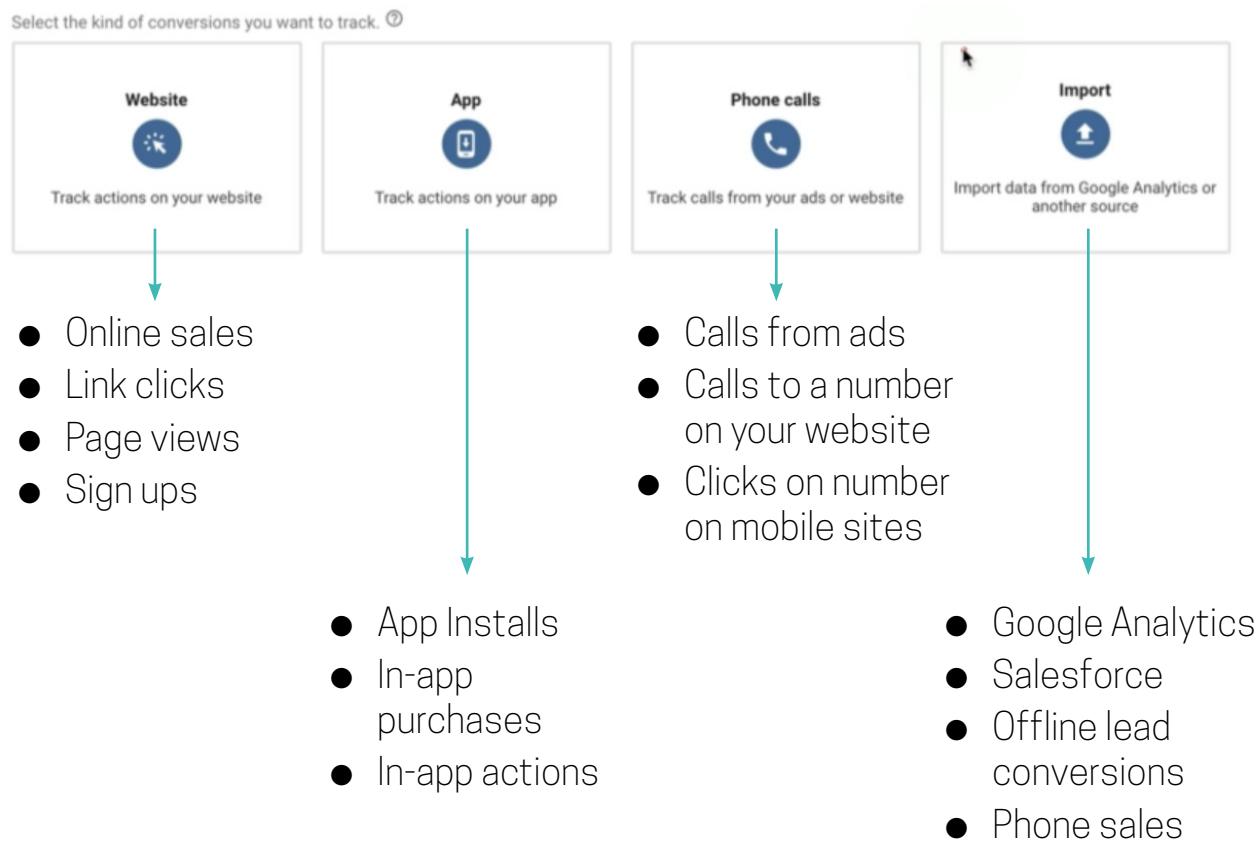
Example:

An ad campaign costs \$100 for 500 views and it yielded 50 conversions. In that case, the formula is  $\text{CPC} = \$100/50$ , which results \$2 per conversion.

# Creating and configuring conversions on Google Ads

Google Ads > Main Menu > Measurement > Conversions > "+" New Conversion

Conversion Tracking is a free tool in your account. Google Ads provides different conversion trackers for the different ways customers convert.



Select Conversion type > Fill "Create an action" tab > Fill "Set up the tag" > Fill What's next" tab

## **Track actions on your website**

> Select an action you would like to track (Sales, Leads, More)

Create an action

> Choose if you want to measure a value of your conversion impact

- It helps you track and optimize your campaigns' Return on Investment

> Select how many conversions to count per click or interaction

- Every conversion that happens after an ad interaction
- One conversion counts only first one, unique lead per ad click

> Select the maximum time after an ad interaction that you want to count

> Select the maximum time, after a person views your ad, that you want to count

> For each conversion action, you can decide whether or not to include its conversions in your report

## Installing Google Ads Tag code on your website for conversions

Set up the tag

**The Google Global Site Tag** is a block of code that adds all your website visitors to your data segments.

Install the Global Site Tag yourself in Wordpress

> Select the option for the first **installation for your website**

> Copy the code

> Install 'Head, Footer and Post Injections' Plugin

> Paste the code into the Head of your website <head></head>

## **Install Event Snippet**

The event snippet works with the global site tag to track actions. It tracks actions that should be counted as conversions. **Install this snippet on site pages you'd like to track conversions for.** Each conversion action has its own associated event snippet, whereas the global site tag is the same across all conversion actions within a Google Ads account.

# Creating and setting up Google Ads Call conversions

## **Track calls from your ads or website**

> Select the source of the phone calls (calls from extensions, your website or clicks on your number on mobile version)

Create an action

> Set up your value and count (see the chapters above)

> Call length - the minimum seconds needed to count as a conversion

> Click-through conversion, attribution model (see the chapter above)

# Mastering Google Ads Bidding Strategies

## How Google Ads auction works

The process that happens with each Google search (user enters keyword to the search line) to decide which ads will appear and in which order those ads will show on the page.

### 3 main factors:

- Your bid (what you are willing to pay)
- **The quality of your ads** (quality of your keywords and quality of your page)
- The expected impact from your ad extensions and other ad formats

A screenshot of a Google search results page for the query "digital marketing". The search bar at the top contains "digital marketing". Below it, there are tabs for All, Images, News, Videos, Maps, More, and Tools. The search results section shows approximately 10.920.000.000 results found in 0,74 seconds. A message indicates the search may be relevant to recent activity. The results are displayed in three blue-bordered boxes, each representing an ad:

- 1.** **Ad** · <https://execonline.rotman.utoronto.ca/rotman/marketing> 775 646 333  
**Digital Marketing Certificate | Learn Online With Rotman**  
Enrol in Rotman's **Digital Marketing** program and maximize your **marketing** impact. Understand the role of data, AI, and analytics in enhancing **digital marketing** efforts. Optimize **Marketing** ROI. Flexible Payment Options. Target Customer Segments.  
**What Will You Learn?** Digitization in Marketing, Search Marketing, and Mobile Marketing.  
**Who Should Attend?** Traditional Marketers, Brand Managers, and Marketing Consultants.  
**See Program Highlights** Expert Faculty from Rotman. 100% Online, Digital Learning.  
**Program Experience** Hands-On Learning, Discussions, Workbooks, and Capstone Projects.
- 2.** **Ad** · <https://www.ppcprofits.cz/internetovy/marketing> 775 646 333  
**Digitální marketing Brno | Wwww i eshopy - full service**  
Získáme pro vás nové klienty. Jsme efektivní a profesionální! Naše služby online marketingu zvýšily tržby našich klientů až o 89 %. Pomůžeme i vám. Od roku 2008.  
CRO - Zbožové vyhledávače - PPC reklama
- 3.** **Ad** · <https://www.gwi.com/digital-trends/trends> 775 646 333  
**Digital trends | Digital marketing report 2021**  
Discover the **digital marketing** trends that are shaping today's media landscape. Delivering...

# Manual bids vs automatic bids

## **Manual CPC bidding**

A method that lets you set your own maximum CPC for your ads.

PRO: Gives you control

CON: Time consuming, you have to set maximum CPC bid for every group or individual keywords separately

## **Automatic CPC bidding**

A method, which set bid amount for you.

PRO: automated bid strategies can help you increase results from your ads and saves your time

CON: you loose control and automated method learn as they go, so it works well after some time

Automated bidding aims to solve two concerns that advertisers often face their campaigns:

- Whether or not their bids are high enough to compete for qualified buyers.
- Whether or not their bids are too high and possibly showing to people who have no interest in making a purchase.

# Types of bids on Google Ads

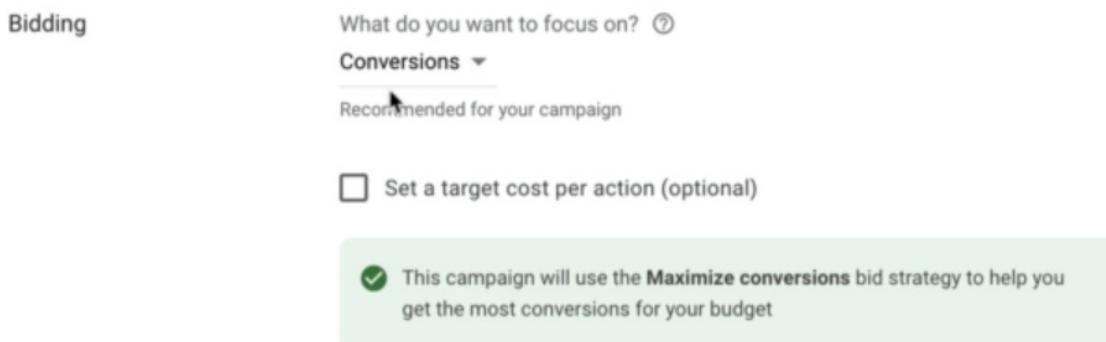
There are [several types](#) of automated bidding strategies and are connected with the campaign goal you want to reach.

- Increase site visits > Maximize clicks
- Increase visibility > Target impression share
- Get more conversions with your target CPA > Target CPA
- Meet a target return on ad spend when you value each conversion differently > Target ROAS
- Get more conversions while spending your budget > Maximize conversions bidding
- Get more conversion value while spending your budget > Maximize conversion value

Different campaigns can have different objectives. Therefore you should [pick the right bid strategy](#) to meet the specific campaign goals.

Example:

New campaign > select the goal Website traffic > select Search campaign type > Set Bidding strategy > Google will recommend the bid strategy to help you



# Increasing your bids to specific location

You can increase your bids to specific locations, e.g. where you have a physical store or office:

Google Ads > Left panel Menu > Locations > Click on your campaign > Edit > Add your target location > Adjust your bidding

Edit      Adjust your bidding

The screenshot shows the Google Ads interface. At the top, there's a map of British Columbia with various cities labeled. Below the map is a targeting table titled "Targeted locations". The table has columns for "Targeted location", "Bid adj.", "Clicks", "Impr.", "CTR", and "Av". There are three rows in the table:

Targeted location	Bid adj.	Clicks	Impr.	CTR	Av
<input type="checkbox"/> Canada	-	0	0	-	
<input type="checkbox"/> British Columbia, Canada	-	0	0	-	
<input type="checkbox"/> Vancouver, British Columbia, Canada	+10%	0	0	-	

# Raising your bids for specific devices on Google Ads

You can raise your bids to specific devices, e.g. mobile phones:

Google Ads > Left panel Menu > Devices > Click on your campaign for a specific device > Adjust your bidding

Devices

Adjust your bidding

The screenshot shows a table of device-level bidding adjustments. The columns are: Device (checkbox), Level, Added to, Bid adj., Ad group bid adj., and Avg. CP. There are three rows: Computers (Campaign level, -30% bid adj.), Mobile phones (Campaign level, +15% bid adj.), and Tablets (Campaign level, -90% bid adj.). A cursor is hovering over the 'Edit' icon next to the Tablets row.

<input type="checkbox"/> Device	Level	Added to	Bid adj.	Ad group bid adj.	Avg. CP
<input type="checkbox"/> Computers	Campaign	Online courses - Search - 18to30	-30%	None	
<input type="checkbox"/> Mobile phones	Campaign	Online courses - Search - 18to30	+15%	None	
<input type="checkbox"/> Tablets	Campaign	Online courses - Search - 18to30	-90%	None	
Total: Account					

# Setting days and hours to show your ads

Google Ads > Left panel Menu > Add schedule > Edit > Select a campaign > Edit your schedule and your ads will only run during these times

ONLINE COURSES - VIDEO 

Edit your schedule 

Your ads will only run during these times

Mondays	▼ 07:00	to 22:00
Tuesdays	▼ 00:00	to 07:00

**ADD**

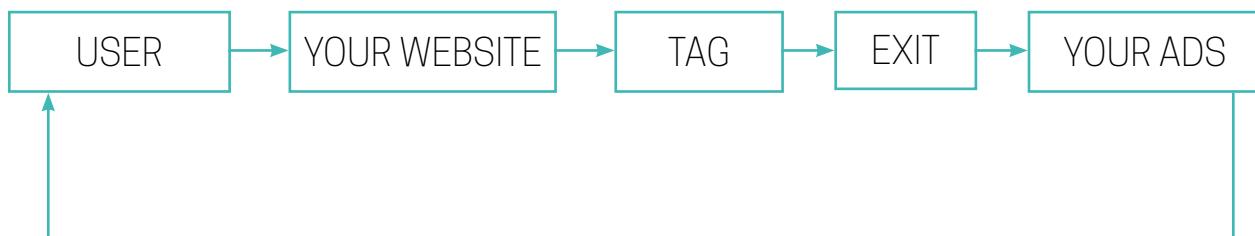
# Remarketing: The Most Profitable Ad Strategy

What is remarketing and why it's important for your business

Remarketing is the tactic of serving targeted ads to people who have already visited or taken action on your website.

Example:

A user has left a product page, the remarketing ad can be presented to them immediately, leading the user back to the product page where they can be incentivized to conversion - adding the item to cart.



# Defining target audience sources for remarketing

You can add audience segment targeting to ad groups and reach people based on who they are, their interests and habits, what they're actively researching, or how they've interacted with your business.

Google Ads > Main Menu > Audience manager > Remarketing > Audience sources > Select audience source you want to use

Google Ads tag > Fill Create data source tab and Install the tag > Select the type of data the source will be collecting (collect everyone or collect people who did specific action)  
> Install the tag on your website yourself, email the tag or Use Google Tag Manager

For installing the tag on your website yourself, Copy & Paste to your wordpress website via Head, Footer and Post Injections plugin

# Remarketing on your website: Creating a list of people who visited your website

Create custom-combination lists for remarketing campaign.

Google Ads > Main Menu > Audience manager > Audience lists > Remarketing tab > "+" Web visitors > Fill the form >

> Select list members

- Visitors of a page
- Visitors of a page who also visited another page
- Visitors of a page who did not visit another page
- Visitors of a page during specific dates
- Visitors of a page with specific tags

# YouTube Remarketing: Creating List of People Who Have Viewed Your Videos on YT

Google Ads > Main Menu > Audience manager > Your data Segments > "+" YouTube users > Fill the form >

> Segment members

- Viewed any video from a channel
- Viewed certain videos
- Viewed any video as an ad
- Viewed certain video as ads
- Etc.

# Creating an Optimized Remarketing Campaign

Google Ads > New Campaign > Select the Goal > Select a campaign type > Add web page > Campaign name > Campaign settings (see the chapters above) > Budget and bidding (see the chapters above) > Targeting

> Targeting > Audiences > Search or browse for the list you have created for your remarketing purposes > Select the list

This campaign will be shown only to people from remarketing list. E.g. people who were interested in your product, but did not finish a purchase.

# Data Analysis & Reporting

## Reports on Google Ads

You should be aware of your performance metrics and understand the behaviour of your potential or existing customers. Google Ads report you who clicked on your ads, came through to your website or installed your mobile app.

Google Ads > Main Menu > Reports icon > Predefined reports

Choose a predefined report to open in the Report Editor > You can manage (add, remove or reposition various column and rows) report

The screenshot shows the Google Ads Reporting interface. At the top, there's a navigation bar with 'Google Ads' and 'Reporting' tabs, and icons for 'SEARCH', 'REPORTS' (which is selected), 'TOOLS & SETTINGS', 'HELP', and 'NOTIFICATIONS'. A notification bubble says 'Protect your account from unauthorized activity'. Below the navigation is a section titled 'Predefined reports (Dimensions)' with a 'CUSTOM' button. There are six predefined report cards: 'Landing page' (Basic), 'Campaign details' (Basic), 'Labels - Campaign' (Labels), 'Paid and organic' (Basic), 'Campaign' (Basic), and 'Day' (Time). Each card has an 'OPEN' button. Below this is a 'ADD FILTER' button and a table of 'Your saved reports'. The table has columns for 'Your saved reports' (checkbox), 'Creation date' (dropdown), 'Last accessed', 'Date range', and 'Created by'. Three saved reports are listed:

Your saved reports	Creation date	Last accessed	Date range	Created by
<input type="checkbox"/> Campaign Diego's bakery 683	Oct 1, 2021	Oct 1, 2021	Custom	diego@diegodavila.com
<input type="checkbox"/> Estísticas de campaña panadería de diego - Pizza	Sep 15, 2021	Sep 15, 2021	All time	diego@diegodavila.com
<input type="checkbox"/> Estísticas de campaña panadería de diego	Sep 15, 2021	Sep 15, 2021	All time	diego@diegodavila.com

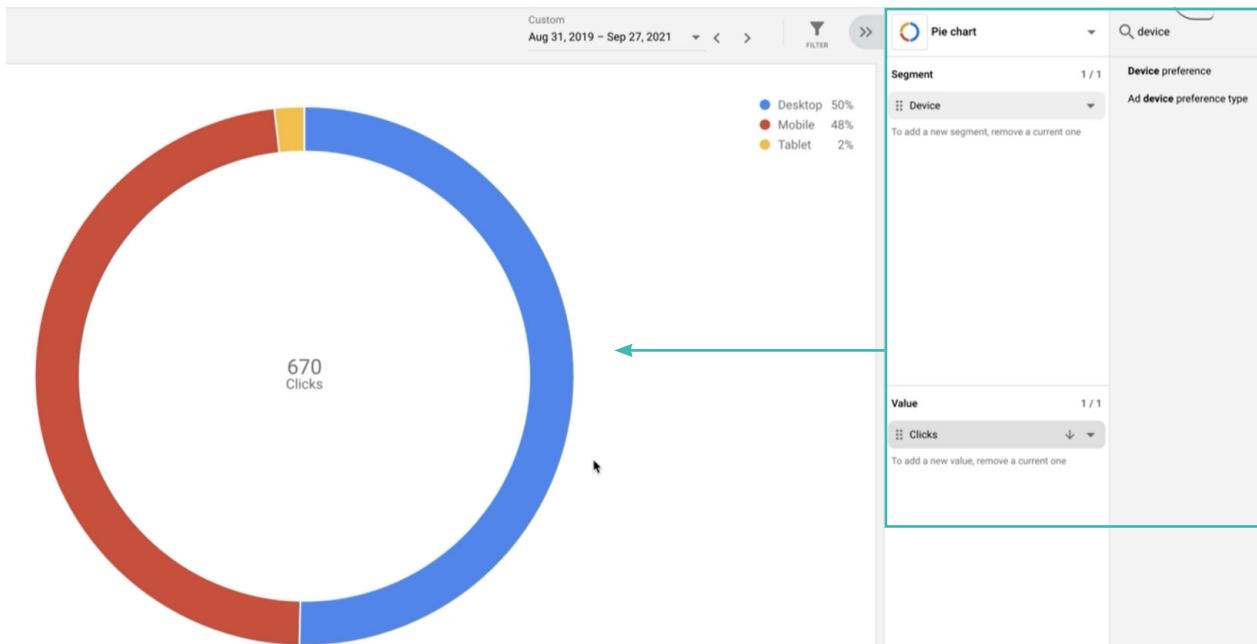
# Creating your Custom Reports

Google Ads > Main Menu > Reports icon > "+" Custom > Create your report from scratch and Save it

> "+" Custom and choose the type (table, line, column, bar, scatter or pie)

> Drag and drop metrics and dimensions from the right-side panel into row and columns

> Your table or chart will show you values for the metrics you selected



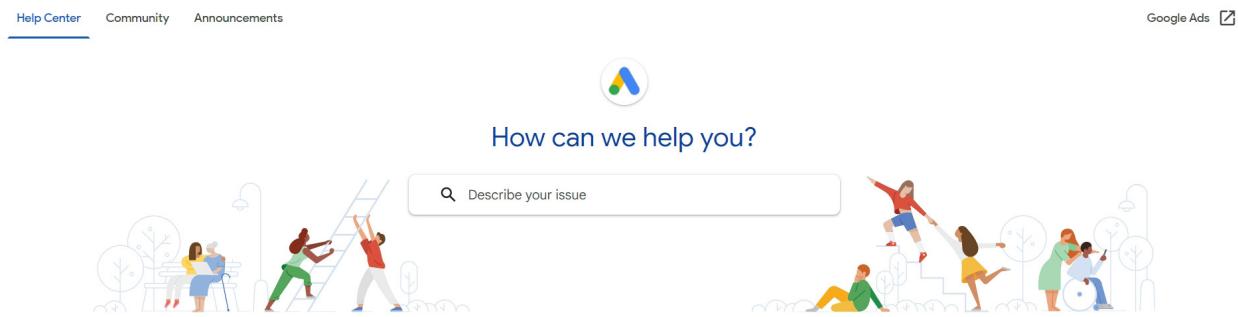
## Report Submitting Reports automatic to you via email

Google Ads > Main Menu > Reports icon > Open the Report you want to receive via email > Schedule (top right corner) > Select email addresses, how often and in what format you want to receive it

# Contacting Google Ads Support

Google Ads offers three main channels of support:

- **Help Centre** - you can browse help topics
- **Community** - you can browse existing posts or describe your own issue and ask the community for help
- **Google Support** - you can contact Google operators via telephone



thank you!

please, leave us feedback

we hope the course and this guide has helped  
you to build an engaged community for your brand

check out our profile to see other courses



vs