

# Intro to Google Adwords

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# Why Google Adwords?



How to reach them?



The remote volunteer group ranks **#1** among all the counselors in terms of conversation rating.

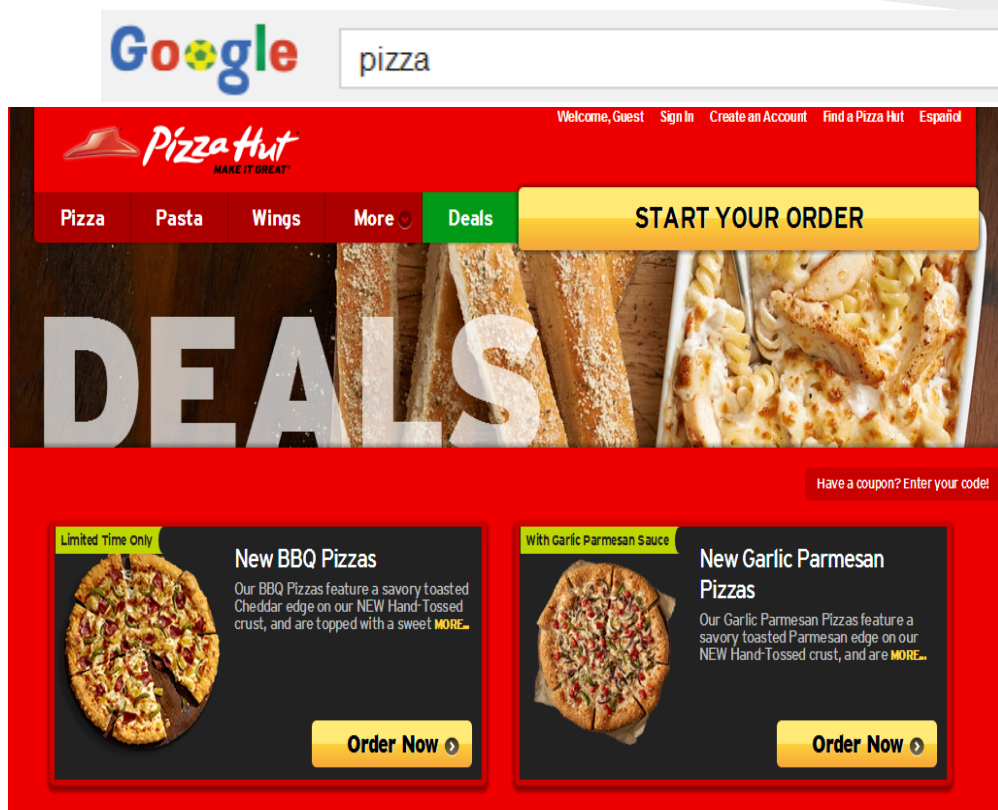


How to use these?



**\$40,000** a month in free adwords money offered by Google.

# How Adwords work?



The image shows a Google search interface with the word "pizza" entered in the search bar. Below the search bar, the Pizza Hut website is displayed as a search result. The website features the Pizza Hut logo at the top left, followed by navigation links: "Welcome, Guest", "Sign In", "Create an Account", "Find a Pizza Hut", and "Español". Below these links is a horizontal menu with categories: "Pizza", "Pasta", "Wings", "More", and "Deals". A prominent yellow button labeled "START YOUR ORDER" is positioned to the right of the menu. The main banner of the website displays the word "DEALS" in large, bold, white letters over a background image of breadsticks and a pizza. Below the banner, there are two promotional cards. The first card, titled "New BBQ Pizzas", includes a "Limited Time Only" tag and a description: "Our BBQ Pizzas feature a savory toasted Cheddar edge on our NEW Hand-Tossed crust, and are topped with a sweet MORE...". The second card, titled "New Garlic Parmesan Pizzas", includes a "With Garlic Parmesan Sauce" tag and a description: "Our Garlic Parmesan Pizzas feature a savory toasted Parmesan edge on our NEW Hand-Tossed crust, and are MORE...". Both cards feature an image of a pizza and a yellow "Order Now" button with a right-pointing arrow.

- Type in a keyword
- See the ads
- Click & led to another page

# How Adwords work?

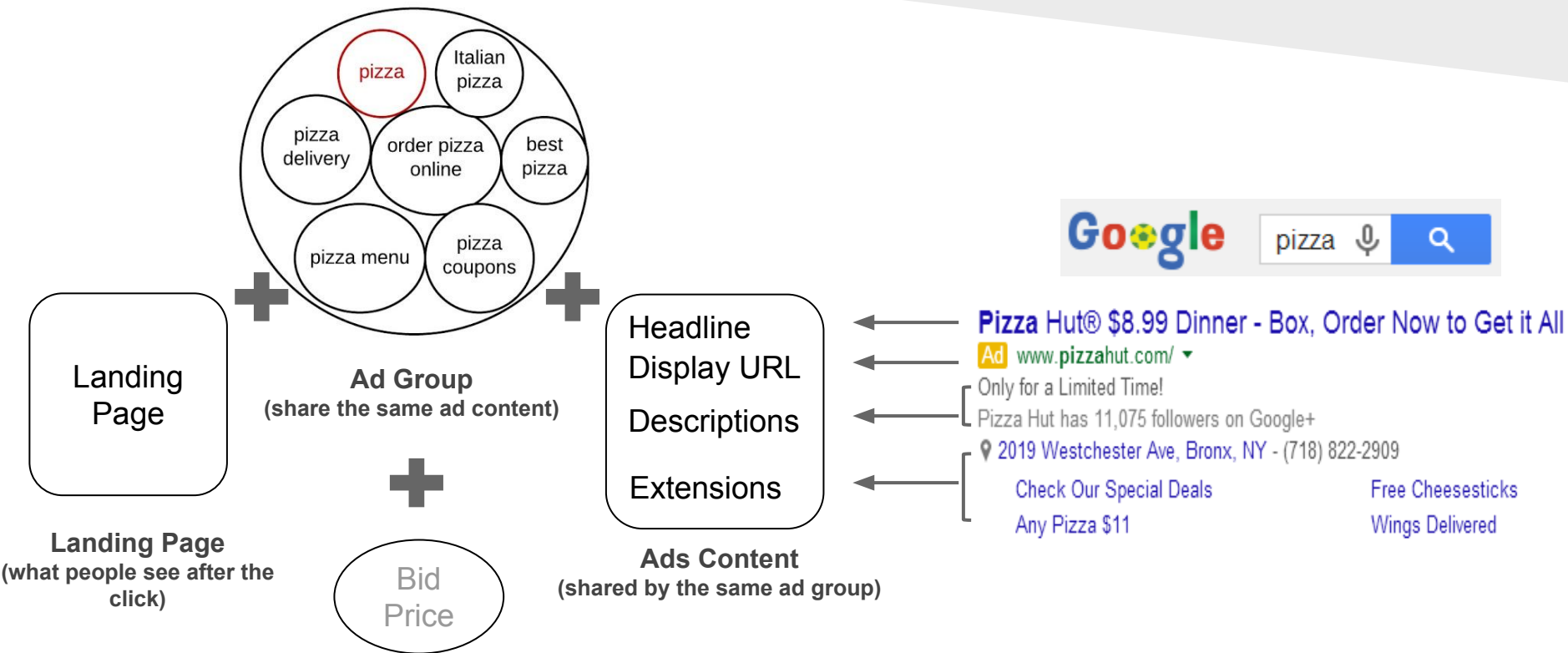


someone googles "pizza"  
(a potential customer)



advertisers bid for showing their ads

# How Adwords work?



# Adwords for Volunteer Recruitment

Leverage Points
1. Identify keywords
2. Group keywords into ad groups that share the same ad content
3. Create ad contents for each ad group
4. Landing page optimization & segmentation (optional)

Relevant  
Motivating



Quality Score  
Conversion Rate



# Adwords for Volunteer Recruitment

Leverage Points	Questions to Help You Think
1. Identify keywords	<ul style="list-style-type: none"><li>• Who has the most potential to become CTL volunteer?</li><li>• What might motivate them to search volunteering related info?</li><li>• What keyword will they use in a search?</li></ul>
2. Group keywords into ad groups that share the same ad content	<ul style="list-style-type: none"><li>• Does this set of keywords share a similar intention of the searcher?</li><li>• Will the same ad content trigger the interest of this group of searchers?</li></ul>
3. Create ad contents for each ad group	<ul style="list-style-type: none"><li>• What information are people looking to see for a specific search?</li><li>• What content will trigger their interest or arouse their emotion to click on the ads?</li></ul>
4. Landing page optimization & segmentation (optional)	<ul style="list-style-type: none"><li>• What content will best motivate people to become an CTL volunteer?</li></ul>

# Adwords for Volunteer Recruitment

Procedures	Helpful Tools
Brainstorm seed keywords	<a href="#">Sample Motivation Sheet</a> <a href="#">KeywordSpy</a>
Find other relevant keywords	<a href="#">Google Keywords Planner</a> (highly recommend)
Group keywords (based on ad)	<a href="#">Google Adwords Platform</a> (Details in: Google Adwords Cracking Manual)
Create ad content & extensions	
Adwords optimization & segmentation	Google Adwords Platform (Google Analytics)



# Where are we now?



Adwords Volunteering Campaign  
Tracking Sheet



It's your term!