6/16/2017

Important Factors:

* Extensionts don’t charge extra
* Imressions = how often is an ad shown.
* Clicks Through Rate(CTR)= how often are people interested in what we offer
  + How well the keywords and ads are performing

6/21/2017

Marketing Goal:

* Visit our website
* More Potential customers do something
* More phone calls do something
* Show ad to more potential customers

Daily budget for the campaigns have been changed.

* TRM 1$ daily
* EST 1$ daily
* IST 58$ daily

Campaign type:

* All features,
  + Schedule to run at special times or locations

Display only network

6/26/2017

Quality Score:

* Expected CTR
* Ad relevance
* Landing page experience

The last two are important for high quality scores.

Keywords in our campaigns have shown in three different forms:

* + Eligible:
  + Low search volume ...
  + Rarely shown due to ...

We have keywords with very high quality scores which have not been used in the ad, as an example:

IT degree, has a QS of 7/10 and is not shown in the ad.

IT tech degree as well.

What degree is IT? Is shown in ads with a QS of 1/10.

How the Google Adwords auction works:

<https://www.youtube.com/watch?v=5ZnWq0XMClc>

The bid simulator tools to test the effectiveness of the selected keywords(Optimize keywords):

<https://www.youtube.com/watch?v=42q_yChz4LQ>

Choosing the correct campaign in Adwords:

<https://www.youtube.com/watch?annotation_id=annotation_3315256063&feature=iv&index=3&list=PL9piTIvKJnJN4ot42xcaxuaa2biOszf4m&src_vid=LKz4VObv0FY&v=ikEvIIhTnT4>