
I Love AdWords & So Should You!

The Beginners Guide to AdWords

By Ameet Khabra



Who is Ameet Khabra?

Who the Heck is Ameet Khabra?

- ❖ Search Engine Strategist at Top Draw
- ❖ Freelance SEM (Search Engine Optimization & Pay-per-Click) Specialist
- ❖ Blogger at www.ameetkhabra.com
- ❖ @AdWordsGirl 
- ❖ Google AdWords Certified
- ❖ Google Analytics Certified
- ❖ Google Partners Community Ambassador
- ❖ Future Ruler of the Free World

TO DO LIST:

1. WAIT FOR TONIGHT
2. TRY TO TAKE OVER
THE WORLD!



TO DO LIST:

1. WAIT FOR TONIGHT
2. TRY TO TAKE OVER THE WORLD!



What is Google AdWords?

What is Google AdWords?

- ❖ Paid Advertising system created by Google
- ❖ Advertisers fight to the death for better ranking
- ❖ Places advertising copy above, below or beside search results in Google

What is Google AdWords?

adwords girl **Search Query** Microphone Search

Web Images Videos News More ▾ Search tools

About 652,000 results (0.45 seconds)

Ads

AdWords Premier Partner - whitesharkmedia.com
Ad whitesharkmedia.com/Premier-Partner ▾
No Contracts! From \$249 to \$649/mo. Get a Risk-Free [AdWords](#) Evaluation.
AdWords for Local - Testimonials - AdWords Evaluation - AdWords Blog

How to Compete in AdWords - WordStream.com
Ad www.wordstream.com/[AdWords](#) ▾
Use This Simple, Free Tool and Find Your Errors in 60 Seconds. Hurry!
WordStream has 5,385 followers on Google+
You've visited wordstream.com 2 times. Last visit: today
Keyword Research - Free PPC Advisor Trial - Free AdWords Grader

AdWords Girl - Ameet Khabra Organic Listing
<https://ameetkhabra.com/author/admin/> ▾
AdWords Girl, Avid Sleeper, Music Lover, American & European Football Enthusiast
and Future Ruler of the Free World.

Bing® Ads by Microsoft
bingads.microsoft.com/ ▾
Reach 14 Million Unique Searchers.
Two Search Engines; One Account!

Adwords Mgmt From \$249/mo
www.adventureppc.com/Adwords ▾
Let Us Relieve Your PPC Headaches.
[AdWords](#) Should Be Making You Money!

AdWords Management
www.logicalposition.com/AdWords ▾
+1 800-940-8409
Tired Of Wasting Your [AdWords](#) \$?
Get \$300 Off Account Setup Fee!

What is Google AdWords?

- ❖ Paid Advertising system created by Google
- ❖ Advertisers fight to the death for better ranking
- ❖ Places advertising copy above, below or beside search results in Google
- ❖ You thought Twitter's character limit was tough ...

What is Google AdWords?

Adwords Mgmt From \$249/mo

→ **25 Characters**

www.adventureppc.com/Adwords ▾

Let Us Relieve Your PPC Headaches.

AdWords Should Be Making You Money!

35 Characters Each

Why Should You Love It?

Why Should I Love Google AdWords?

- ❖ Advertise when you want
- ❖ Reach who you want
- ❖ Spend what you want
- ❖ Easy measurement of success
- ❖ Quick turn around time
- ❖ It's just easy ... to start

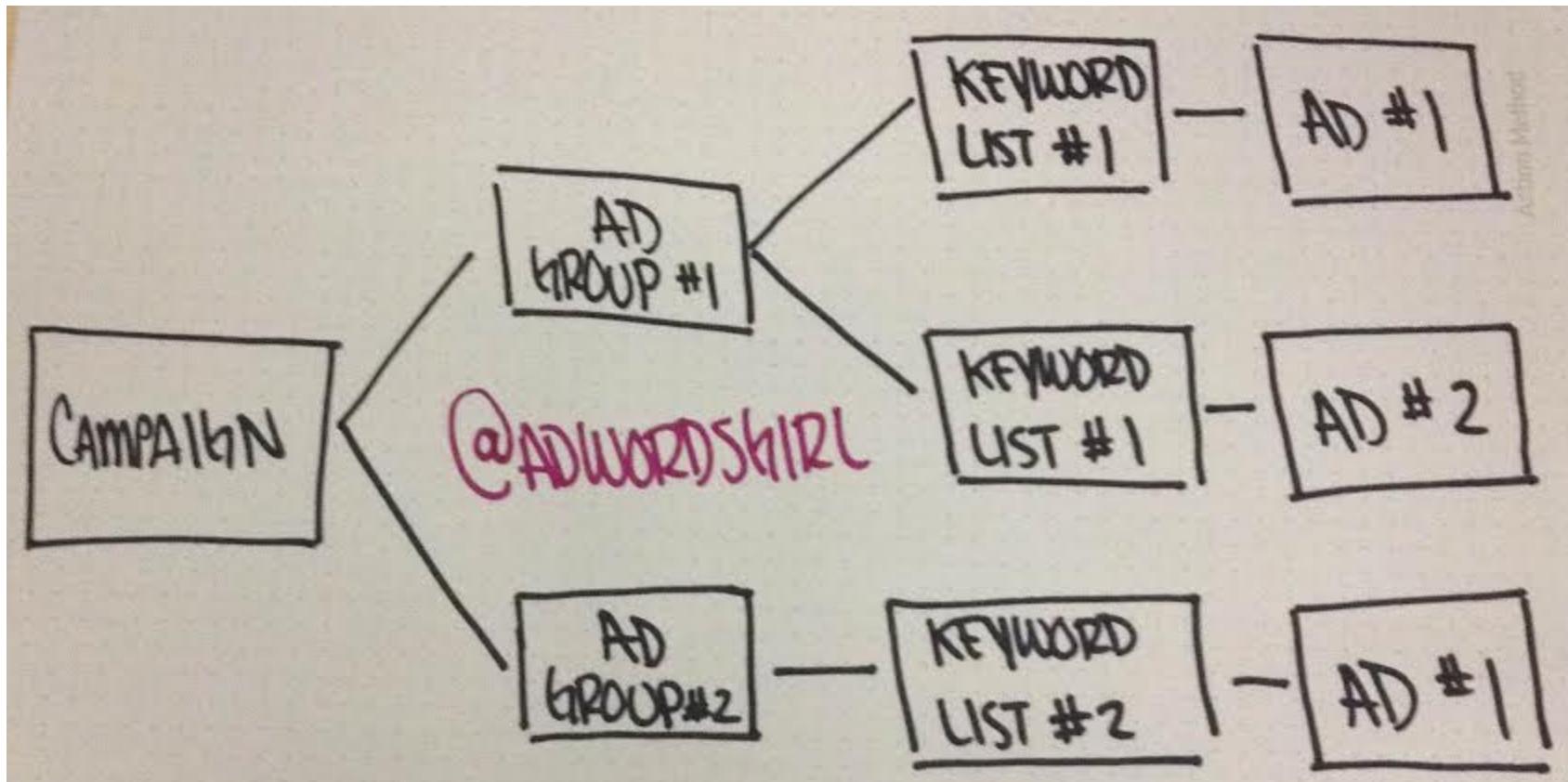
Why Does Ameet
Love It?

Why Should I Love Google AdWords?

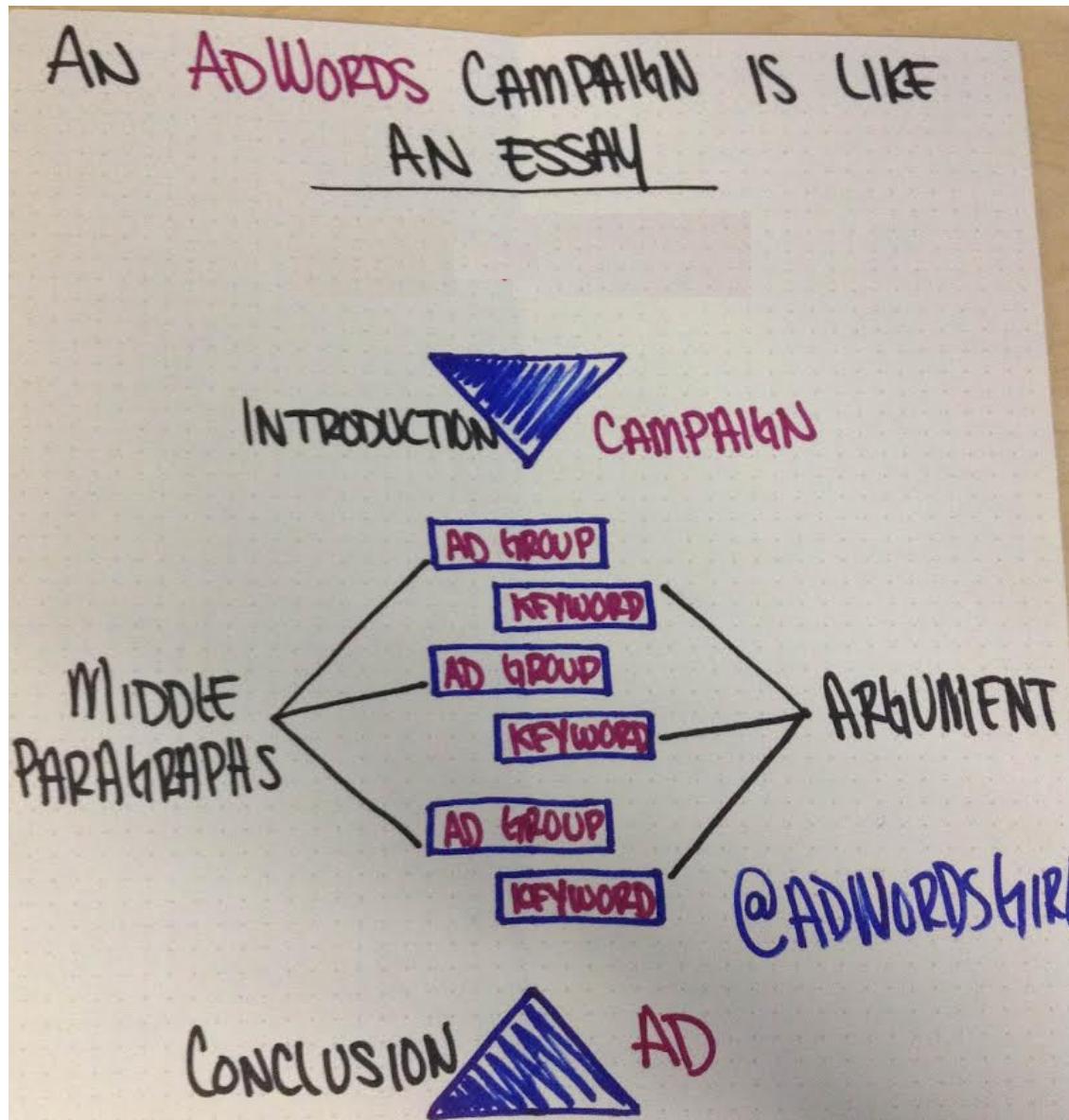
- ❖ Advertise when you want
- ❖ Reach who you want
- ❖ Spend what you want
- ❖ Easy measurement of success
- ❖ Quick turn around time
- ❖ It's just easy ... to start
- ❖ I'm **really** good at it

How is Google AdWords Structured?

How is Google AdWords Structured?



How is Google AdWords Structured?



Any Questions?

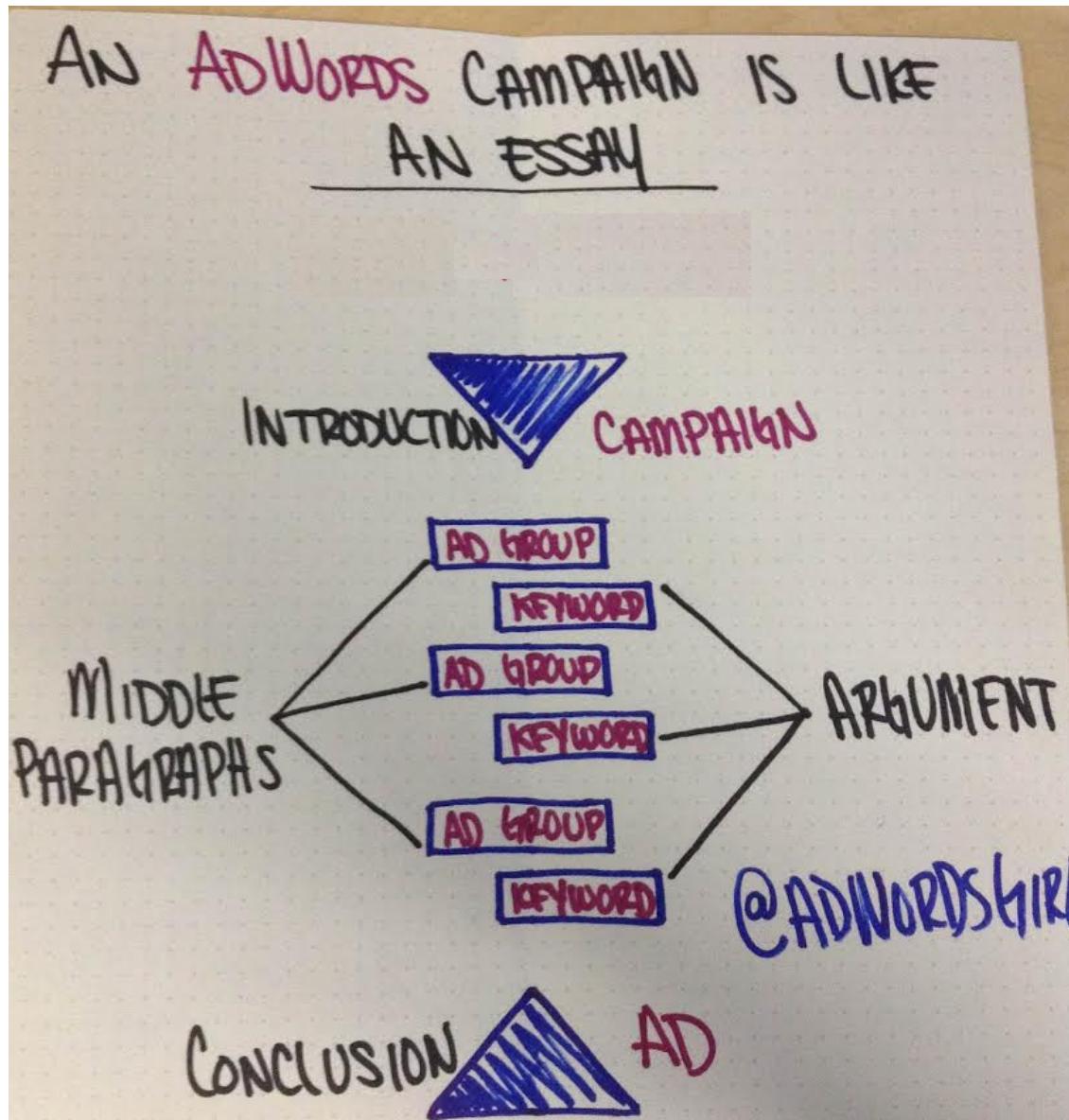
@AdWordsGirl

ameet@topdraw.com

Activity #1

How is AdWords Structured?

Activity #1



Step 1: Create An Account

STOP

Do You Know What Your
Goals Are?

How To Get Started In Google AdWords

GOALS

are

dreams

with

DEADLINES.

- Diana Scharf Hunt

Step 1: Create An Account

Attempt #2

How To Get Started In Google AdWords

https://adwords.google.com/ **Google AdWords' URL**

Personal Blog AdWords Girl Top Draw Google AdWords Google Analytics Google Tag Manager Google Webmaster ...

Google AdWords

1 About your business 2 Your first campaign 3 Billing 4 Review

Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address? **New Email Address**

info@ameetkhabra.com

Next you'll create a Google Account with this address to use with AdWords.

What is your website? **Website That Is Being Advertised**

www.ameetkhabra.com

Yes, I want personalized tips and recommendations to improve my ad performance
 No, I don't want personalized tips and recommendations to improve my ad performance

Get Personalized Tips From Google

Continue



Get started advertising on Google in just 4 steps.

Step 2: Budget

How To Get Started In Google AdWords (Budget)

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget Specify how much, on average, you'd like to spend per day.

CAD CA\$ per day **Daily Budget**

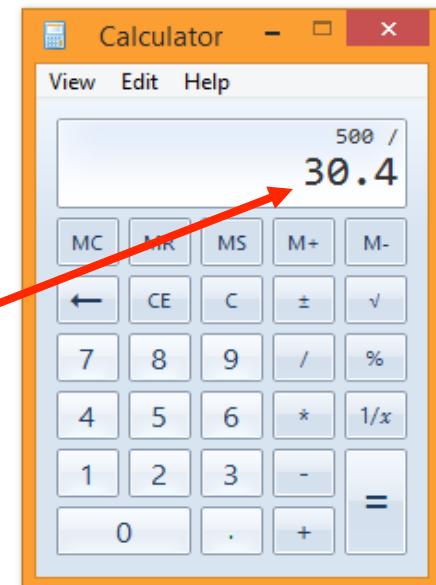
You can always change the amount. The currency type (CAD) will be set for your entire account and can't be changed.

Save **Cancel**

Don't Pay Attention To This!

Daily potential reach
Search Network only

3+ clicks
104+ impressions



MATH: Monthly Budget / AVG Number of Days = Daily Budget

Example: \$500 / 30.4 Days = \$16.45

Step 3: Location Settings

How To Get Started In Google AdWords (Location)

2. Choose a target audience

The Entire World!

The screenshot shows the Google AdWords interface for choosing a target audience. On the left, there's a sidebar with sections for 'Locations', 'Search', 'Select', and 'Auto'. The 'Locations' section has three radio button options: 'All countries and territories', 'Canada', and 'Let me choose...'. The 'Let me choose...' option is selected. A red arrow points from the text 'The Entire World!' to the 'All countries and territories' radio button. Below this, a search bar contains the text 'edmo'. Under the heading 'Matches', there's a table with columns for 'Matches', 'Reach', and 'Actions'. The first result is 'Edmonton, Alberta, Canada - city' with a reach of 1,990,000, followed by 'Edmond, Oklahoma, United States - city', 'Edmonds, Washington, United States - city', 'Edmonton, Kentucky, United States - city', 'Edmore, Michigan, United States - city', and 'Edmonson County, Kentucky, United States - county'. Each row has 'Add | Exclude | Nearby' links. Below this table is a section titled 'Locations that enclose: Edmonton, Alberta, Canada' with results for 'Alberta, Canada - province' and 'Canada - country', both with reaches of 7,660,000 and 58,600,000 respectively, and 'Add | Exclude | Nearby' links. Further down is a section titled 'Related locations' with results for 'N17, England, United Kingdom' (198,000), 'Campbelltown Macarthur, New South Wales, Australia' (183,000), 'Cairns, Queensland, Australia' (119,000), and '20002, District of Columbia, United States' (483,000), all with 'Add | Exclude | Nearby' links.

Matches	Reach	Actions
Edmonton, Alberta, Canada - city	1,990,000	Add Exclude Nearby
Edmond, Oklahoma, United States - city	248,000	Add Exclude Nearby
Edmonds, Washington, United States - city	104,000	Add Exclude Nearby
Edmonton, Kentucky, United States - city	5,000	Add Exclude Nearby
Edmore, Michigan, United States - city	6,000	Add Exclude Nearby
Edmonson County, Kentucky, United States - county	4,000	Add Exclude Nearby
Locations that enclose: Edmonton, Alberta, Canada		
Alberta, Canada - province	7,660,000	Add Exclude Nearby
Canada - country	58,600,000	Add Exclude Nearby
Related locations		
N17, England, United Kingdom - postal code	198,000	Add Exclude Nearby
Campbelltown Macarthur, New South Wales, Australia - city region	183,000	Add Exclude Nearby
Cairns, Queensland, Australia - city	119,000	Add Exclude Nearby
20002, District of Columbia, United States - postal code	483,000	Add Exclude Nearby

What to learn more? Go to: www.ameetkhabra.com (Blog Post: Google Ads Grant Account Setup)

How To Get Started In Google AdWords (Location)

Choose your locations

The screenshot shows the Google AdWords location targeting interface. On the left is a map of Alberta, Canada, with a gray circle indicating a 50.0 km radius around Edmonton. A red arrow points to this circle with the text "Grey = Preview". The map also shows other cities like Leduc, Camrose, Wetaskiwin, and Red Deer, along with major roads labeled 11, 13, 14, 16, 216, 36, 63, and 2. A callout box on the map says "50.0 km around Edmonton, AB, CA (custom) Add | Nearby". At the bottom of the map are copyright notices: "©2015 Google - Map data ©2015 Google Terms of Use Report a map error". Below the map are "Done" and "Cancel" buttons.

Search | Radius targeting | Bulk locations

Edmonton 50 km Search

Click the blue map marker above and select a point on the map.

50.0 km around Edmonton, AB, CA - custom

ADD Remove

Locations within this target Show all Reach Add all

Location	Reach	Actions
Edmonton, Alberta, Canada - city	1,990,000	Add Exclude Nearby
Sherwood Park, Alberta, Canada - city	195,000	Add Exclude Nearby
St. Albert, Alberta, Canada - city	156,000	Add Exclude Nearby
Leduc, Alberta, Canada - city	109,000	Add Exclude Nearby
Spruce Grove, Alberta, Canada - city	96,000	Add Exclude Nearby
Nisku, Alberta, Canada - city	89,000	Add Exclude Nearby
Stony Plain, Alberta, Canada - city	36,000	Add Exclude Nearby
Fort Saskatchewan, Alberta, Canada - city	29,000	Add Exclude Nearby
Beaumont, Alberta, Canada - city	17,000	Add Exclude Nearby

Show locations on map

Selected locations
Targeted (0) Show locations

What to learn more? Go to: www.ameetkhabra.com (Blog Post: Google Ads Grant Account Setup)

How To Get Started In Google AdWords (Location)

Choose your locations

The screenshot shows the Google AdWords location targeting interface. On the left is a map of Edmonton, Alberta, with a blue circle centered on the city. A red arrow points from the text "Blue = Selected/Live" to the blue circle. The map includes labels for Leduc, Camrose, Wetaskiwin, and Red Deer. On the right is a search interface with the following details:

Search | Radius targeting | Bulk locations

Edmonton 50 km Search

Click the blue map marker above and select a point on the map.

50.0 km around Edmonton, AB, CA - custom

ADDED Remove

Location	Population	Actions
Edmonton, Alberta, Canada - city	1,990,000	Add Exclude Nearby
Sherwood Park, Alberta, Canada - city	195,000	Add Exclude Nearby
St. Albert, Alberta, Canada - city	156,000	Add Exclude Nearby
Leduc, Alberta, Canada - city	109,000	Add Exclude Nearby
Spruce Grove, Alberta, Canada - city	96,000	Add Exclude Nearby
Nisku, Alberta, Canada - city	89,000	Add Exclude Nearby
Stony Plain, Alberta, Canada - city	36,000	Add Exclude Nearby
Fort Saskatchewan, Alberta, Canada - city	29,000	Add Exclude Nearby
Beaumont, Alberta, Canada - city	17,000	Add Exclude Nearby

Show locations on map

Selected locations
Targeted (1) Show locations

Done Cancel

What to learn more? Go to: www.ameetkhabra.com (Blog Post: Google Ads Grant Account Setup)

Step 4: Campaign Type

How To Get Started In Google AdWords (Campaign Type)

Networks Sites that show your ads along with their own search results, new articles or other content.

Search Network
Includes Google search sites and non-Google sites that use Google as a search engine

Display Network
Includes Google content sites and non-Google content partners that show ads

Don't Do It!

Save Cancel

Tip #1

Display Select = Waste of Money

How To Get Started In Google AdWords (Tip #1)

- ❖ Ads run in the GDN (Google Display Network)
- ❖ Ad placement relevancy isn't the best
- ❖ High potential to waste budget

Any Questions?

@AdWordsGirl

ameet@topdraw.com

Question #1

What is the formula to calculate Daily Budget?

Question #1: Answer

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget Specify how much, on average, you'd like to spend per day.

CAD CA\$ per day

Daily Budget

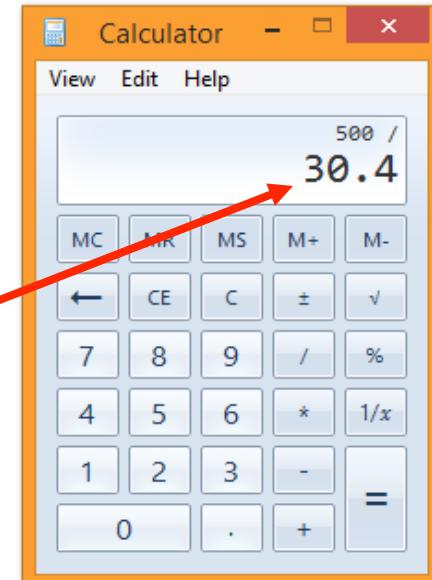
You can always change the amount. The currency type (CAD) will be set for your entire account and can't be changed.

Save **Cancel**

**Don't Pay Attention
To This!**

Daily potential reach
Search Network only

3+ clicks
104+ impressions



MATH: Monthly Budget / AVG Number of Days = Daily Budget

Example: \$500 / 30.4 Days = \$16.45

What is Quality Score?

How To Get Started In Google AdWords (Quality Score)

- ❖ AdWords calculates your quality score (QS)
- ❖ Based on quality of your ad, landing page & keywords

How To Get Started In Google AdWords (Quality Score)

Keyword: Google Ad Grants

Ad:
Google Ad Grants
ameetkhabra.com/Google-Ad-Grants
Every non-profit organization needs
[Google Ad Grants - Learn More!](#)

<https://ameetkhabra.com/2015/02/google-ad-grants/>

HIGH QS

Landing Page

Google Ad Grants What to do before & after you apply

Posted on February 6, 2015 by AdWords Girl

What you should know before you apply for a Google Ad Grants account and what happens after you apply!

Why Does It Matter?

How To Get Started In Google AdWords (Quality Score)

- ❖ Plays a key role in your position on Google
- ❖ High QS also results in a lower cost per click

Step 5: Keywords

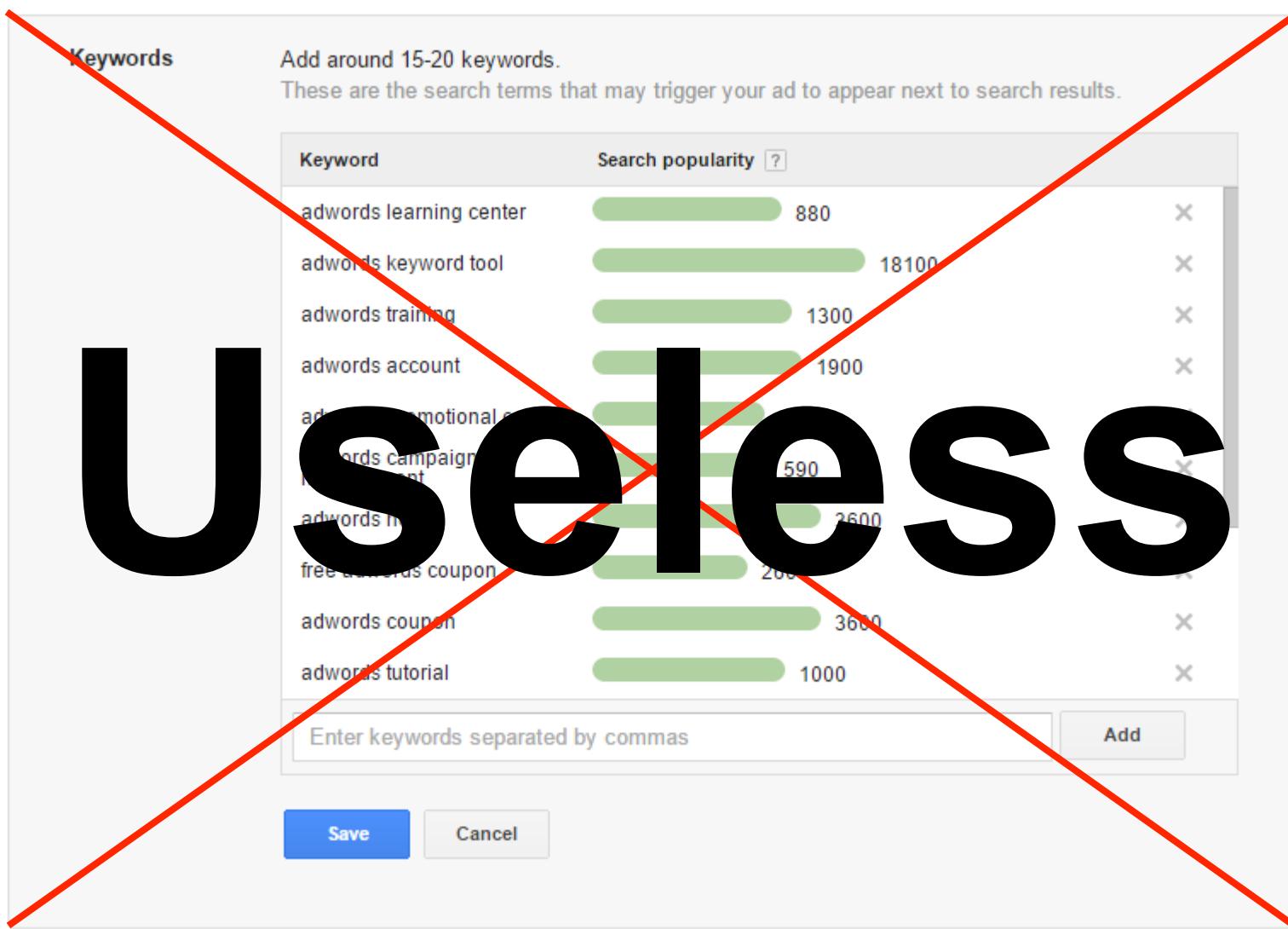
How To Get Started In Google AdWords (Keywords)

Keywords Add around 15-20 keywords.
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity	X
adwords learning center	880	X
adwords keyword tool	18100	X
adwords training	1300	X
adwords account	1900	X
adwords promotional code	480	X
adwords campaign management	590	X
adwords help	3600	X
free adwords coupon	260	X
adwords coupon	3600	X
adwords tutorial	1000	X

Enter keywords separated by commas

How To Get Started In Google AdWords (Keywords)

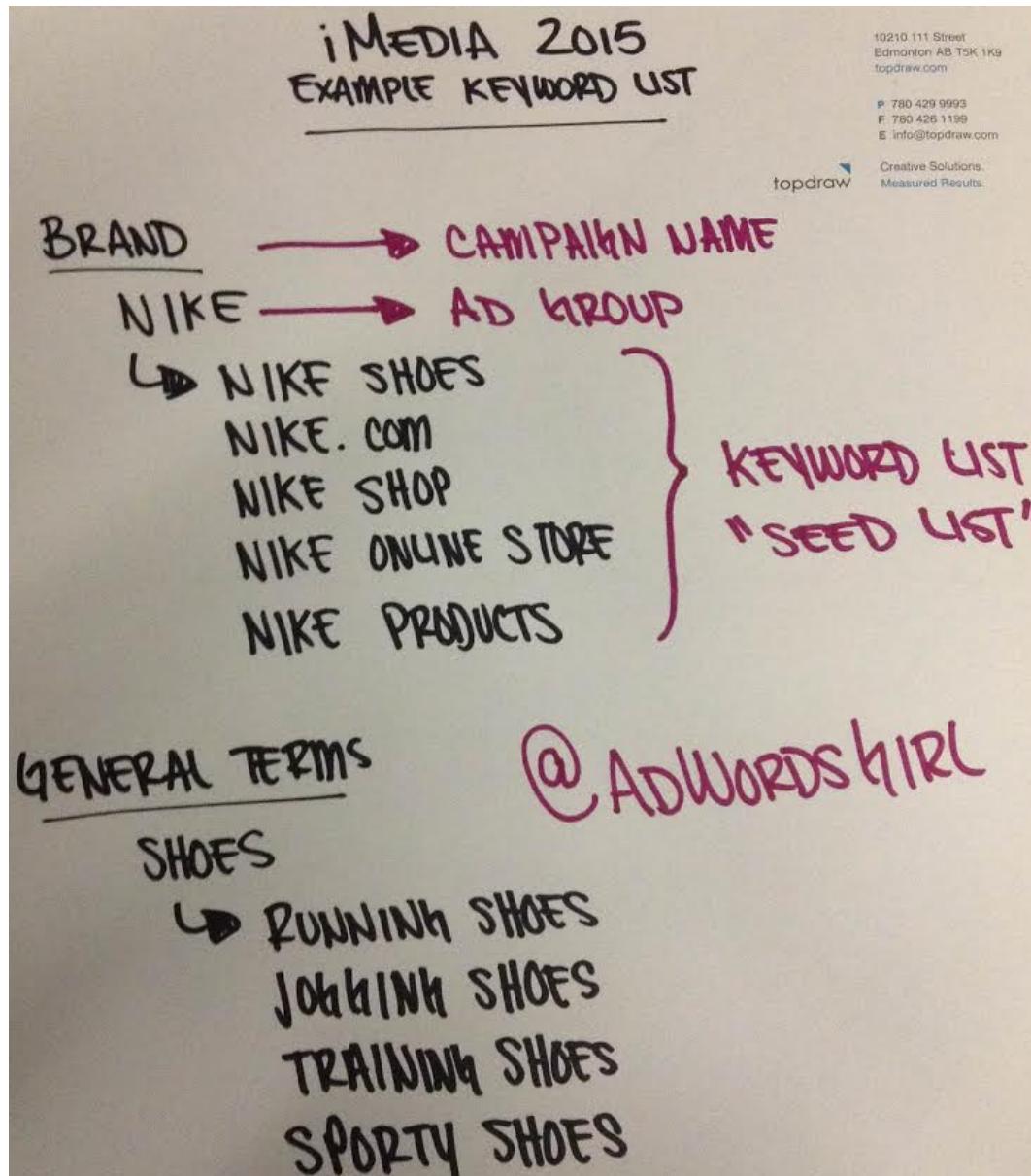


Keyword Research

Brainstorm

- ❖ Business' website
- ❖ Competitor's website

How To Get Started In Google AdWords (Keyword Research)



How To Get Started In Google AdWords (Keyword Research)

- ❖ Google AdWords Keyword Planner Tool
- ❖ Bing Ads Intelligence
- ❖ Übersuggest
- ❖ Google Search Engine Result Pages (SERPs)

How To Get Started In Google AdWords (Keyword Research)

Searches related to jewellery

jewellery online	jewellery dictionary
jewellery or jewelry	silver jewellery
pandora jewellery	jewellery websites
peoples jewellery	vintage jewellery

Potential Keywords!



**Bottom of
Google SERP**

Keyword Match Types

How To Get Started In Google AdWords (Keyword Match Type)

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>

How To Get Started In Google AdWords (Keyword Match Type)

commercial bread trays

Web Images Videos Maps More ▾ Search tools

About 484,000 results (0.28 seconds)

Solo Products Company - soloproducts.net Ads ⓘ
Ad www.soloproducts.net/ ▾
Bakery and Bread Trays In Stock-Quick Ship

Buckhorn Inc. | Reusable Bakery Trays
www.buckhorninc.com › Products › Hand-Held Containers ▾
Buckhorn reusable bakery trays reduce transport costs, improve product protection and increase productivity in bakery manufacturing, packaging and ...

Bakery Trays | eBay
www.ebay.com/bhp/bakery-trays ▾
Find great deals on eBay for Bakery Trays in Commercial Kitchen Bakery Racks.
Shop with confidence.

Bakery Racks - eBay
www.ebay.ca/sch/Bakery-Racks-/95093/i.html ▾
Visit eBay for great deals in Business & Industrial > Restaurant & Catering > Commercial Kitchen Equipment > Baking & Dough Equipment > Bakery Racks.

Images for commercial bread travs Report images

Commercial Bakery Racks
commercial.webcrawler.com/ ▾
Search for Commercial Bakery Racks
With 100's of Results at WebCrawler

Bread Trays
www.ebay.ca/ ▾
Get Bread Trays on eBay.
New eBay Buyer Protection Program.

Bread Trays Racks sale
ca.sale-fire.com/Bread+Trays+Racks ▾
Bread Trays Racks up to 75% off
Order today with free shipping!

Commercial bread oven
www.northhouse.org/ ▾
A school of traditional craft
on the North shore of Lake Superior

Keyword Time!

Or is it?

Tip #2
20 Keywords Per Ad Group

How To Get Started In Google AdWords (Keyword Time!)

Keywords Add around 15-20 keywords.
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity	X
adwords learning center	880	X
adwords keyword tool	18100	X
adwords training	1300	X
adwords account	1900	X
adwords promotional code	480	X
adwords campaign management	590	X
adwords help	3600	X
free adwords coupon	260	X
adwords coupon	3600	X
adwords tutorial	1000	X

Enter keywords separated by commas

How To Get Started In Google AdWords (Keyword Time!)

copyright webconfs.com



**Why take a road that leads nowhere?
Choose Your Keywords Carefully**

Any Questions?

@AdWordsGirl

ameet@topdraw.com

Activity #2

Create a Keyword List (5 -10 Keywords)

Step 6: Bidding Strategy

How To Get Started In Google AdWords (Bidding Strategy)

Bid

The most you're willing to pay for a click on your ad.

- Automatically set my bids to get the most clicks within my budget

We recommend having AdWords automatically set your bids to start out.

- I'll set my bids manually

Save

Cancel

Step 7: Ad Copy!

How To Get Started In Google AdWords (Ad Copy)

Adwords Mgmt From \$249/mo

→ 25 Characters

www.adventureppc.com/Adwords ▾

Let Us Relieve Your PPC Headaches.

AdWords Should Be Making You Money!

35 Characters Each

How To Get Started In Google AdWords (Ad Copy)

Text ad

Landing page

<http://www.yourcompany.com>

AKA. Destination URL

Ad

25 Characters

Headline

35 Characters

www.yourcompany.com

35 Characters

Ad text

35 Characters

Ad text (continued)

Headline

www.yourcompany.com

Ad text

Ad text (continued)

Save

Cancel

Tip #3

Think About Your Landing Page

How To Get Started In Google AdWords (Tip #3)

- ❖ First thing potential customers see
- ❖ Should match the ad copy
- ❖ Relevancy of page to ad factors to CPC

Tip #4

Keyword “Stuffing”

How To Get Started In Google AdWords (Tip #5)

adwords girl **Search Query** Microphone Search

Web Images Videos News More ▾ Search tools

About 652,000 results (0.45 seconds)

Ads

AdWords Premier Partner - whitesharkmedia.com
Ad whitesharkmedia.com/Premier-Partner ▾
No Contracts! From \$249 to \$649/mo. Get a Risk-Free AdWords Evaluation.
AdWords for Local - Testimonials - AdWords Evaluation - AdWords Blog

How to Compete in AdWords - WordStream.com
Ad www.wordstream.com AdWords ▾
Use This Simple, Free Tool and Find Your Errors in 60 Seconds. Hurry!
WordStream has 5,385 followers on Google+
You've visited wordstream.com 2 times. Last visit: today
Keyword Research - Free PPC Advisor Trial - Free AdWords Grader

AdWords Girl - Ameet Khabra Organic Listing
<https://ameetkhabra.com/author/admin/>
AdWords Girl, Avid Sleeper, Music Lover, American & European Football Enthusiast and Future Ruler of the Free World.

Bing® Ads by Microsoft
bingads.microsoft.com/ ▾
Reach 14 Million Unique Searchers.
Two Search Engines; One Account!

Adwords Mgmt From \$249/mo
www.adventureppc.com Adwords ▾
Let Us Relieve Your PPC Headaches.
AdWords Should Be Making You Money!

AdWords Management
www.logicalposition.com AdWords ▾
+1 800-940-8409
Tired Of Wasting Your AdWords \$?
Get \$300 Off Account Setup Fee!

How To Get Started In Google AdWords (Tip #5)

Headline

yourfloralcompany.com/cala-lilles

Ad text

Ad text (continued)

Tip #5

Punctuation!

How To Get Started In Google AdWords (Tip #5)

Landing page

<http://www.yourfloralcompany.com>

Ad

[Your Floral Company](#)

yourfloralcompany.com/cala-lilles

Get the best cala lilies in town!

Ad text (continued)

How To Get Started In Google AdWords (Tip #5)

Before

Your Floral Company
yourfloralcompany.com/cala-lilies
Get the best cala lilies in town!
Students save 20%!

→ **Generic AdWords Inserted Text**

After

Your Floral Company - Get the best cala lilies in town |
yourfloralcompany.com/cala-lilies
Students save 20%

Tip #6

Call To Action (CTA)

How To Get Started In Google AdWords (Tip #6)

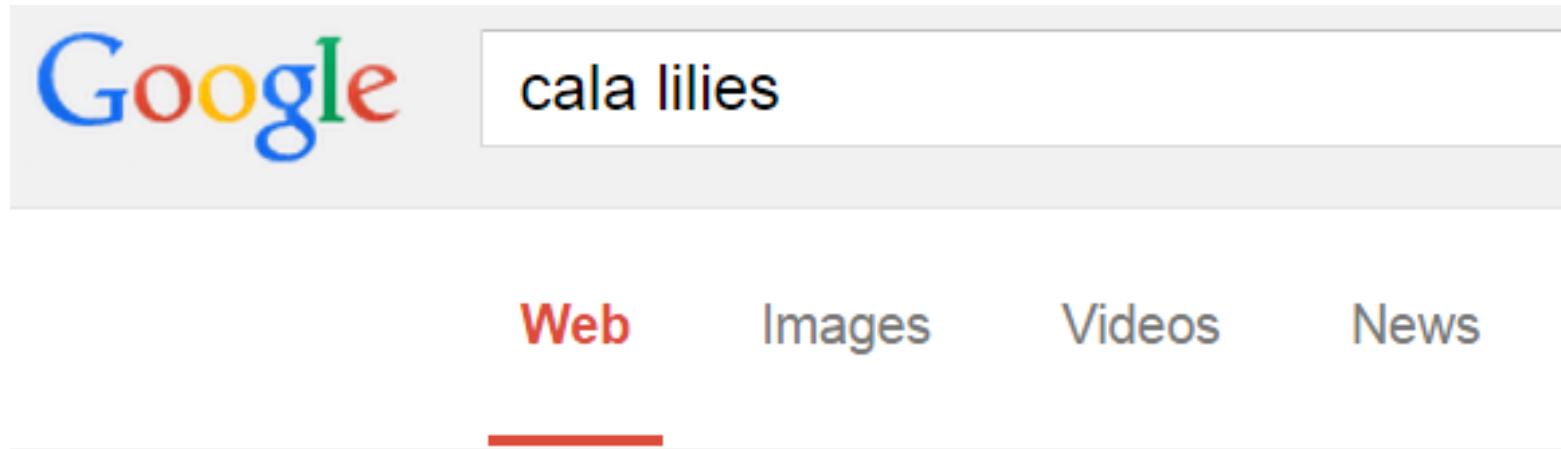
<p>Text ad</p> <p>Landing page</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;">http://www.yourfloralcompany.com</div> <p>Ad</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;">Your Floral Company</div> <div style="border: 1px solid black; padding: 5px; width: fit-content;">yourfloralcompany.com/cala-lilles</div> <div style="border: 1px solid black; padding: 5px; width: fit-content;">Get the best cala lilies in town!</div> <div style="border: 1px solid black; padding: 5px; width: fit-content;">Order online or call in today!</div>	<div style="border: 1px solid black; padding: 10px; background-color: #f9f9f9;"><p>Your Floral Company</p><p>yourfloralcompany.com/cala-lilles</p><p>Get the best cala lilies in town!</p><p>Order online or call in today!</p></div>
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Did You Notice It?

Tips #7

Always Check Your Spelling!

How To Get Started In Google AdWords (Tip #7)



About 887,000 results (0.32 seconds)

Showing results for **calla** lilies

Search instead for [calalilies](#)

“Calla” not “Cala”

Tip #8
Run No More Than 3 Ads

How is Google AdWords Structured (Tip #8)

Google AdWords Ads Overview							
Settings		Ads	Keywords	Audiences	Ad extensions	Auto targets	Dimensions
All enabled ads		Segment	Filter	Columns			
+ AD		Edit	Automate	More actions...	Labels		
		Ad	Status	% Served			
<input type="checkbox"/>	●	[REDACTED]	Approved	55.10%			
<input type="checkbox"/>	●	[REDACTED]	Approved	37.02%			
<input type="checkbox"/>	●	[REDACTED]	Approved	4.48%			
<input type="checkbox"/>	●	[REDACTED]	Approved	0.28%			

Any Questions?

@AdWordsGirl

ameet@topdraw.com

Activity #3

Let's write some Ad Copy!

Step 8: Billing

Remember: Select The
Correct Time Zone!

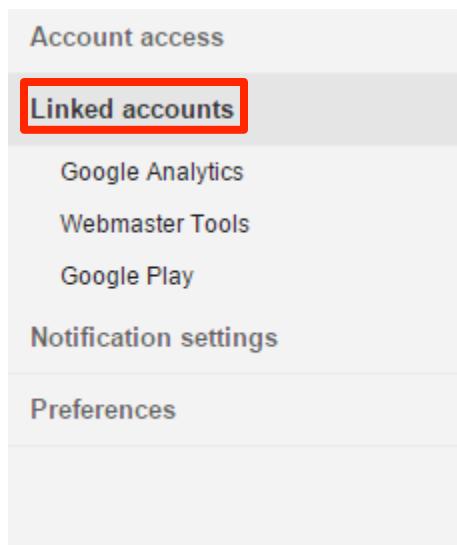
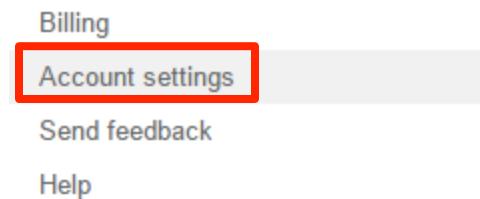
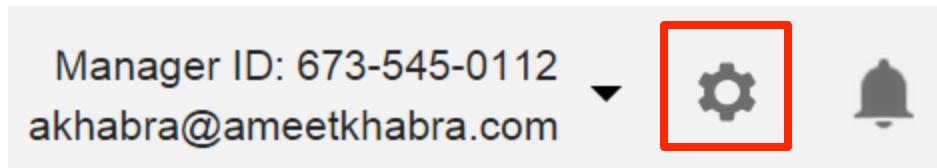
Step 9: Review Your Campaign!

How To Get Started In Google AdWords (Review)

1. Budgeting
2. Location Settings
3. Campaign Type
4. Keywords
5. Bidding Strategies
6. Ad Copy
7. Billing

Step 10: Link Accounts

How To Get Started In Google AdWords (Link Accounts)



Linked accounts

Optimize your campaigns even more effectively by bringing

Google Analytics

Gain greater visibility into how people behave on your site after they've clicked your ad, such as the average number of pages they view and how long they stay, by importing site engagement metrics from Google Analytics.

[View details »](#)

How To Get Started In Google AdWords (Link Accounts)

Google Analytics

Import Google Analytics metrics (such as Bounce Rate and Pageviews/Visit) to gain a better understanding of how users behave on your

The screenshot shows the Google AdWords interface for linking accounts. At the top, a yellow banner displays the message: "None of your views are available for linking due to your account settings." A red box highlights the blue "Learn more" link next to this message. Below the banner, the "Views" section shows one view named "Ameet Khabra". This view is associated with "1 web property" (UA-53887487-1) and has "Not available" status for certain metrics. The "All Web Site Data (Filtered)" link is also visible.

Views: 1	
<input type="checkbox"/> Ameet Khabra	1 web property
<input type="checkbox"/> Ameet Khabra	UA-53887487-1
All Web Site Data (Filtered)	Not available

💡 Remember that unlinking your Google Analytics account will disable this feature. [Learn more](#)

[Save](#)

Congrats!

You Have Created Your First
Google AdWords Campaign!

Now, Let's Talk Features

Now, Let's Talk Features

I'm so excited.



Feature #1: Upgraded URLs

Now, Let's Talk Features (Feature #1)

- ❖ Replaces destination URL (AKA. Landing Page)
- ❖ July 1st 2015 = Death to destination URLs!



What to learn more? Go to: www.ameetkhabra.com (Blog Post: Upgraded URLs)

Features #2-7: Ad Extensions

Now, Let's Talk Features (Feature #2)

Location Ad Extension

Amherst Ice Cream Parlour

Ad www.example.com

(413) 123-4567

Our specialty is pistachio.

English majors, buy 1 get 1 free.



100 Dardanelles Rd, Amherst MA

Now, Let's Talk Features (Feature #3)

Sitelinks Ad Extension

Walter's Bakery for Dogs

Ad www.example.com

Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

Hours

Specials

Biscuits

Special diets

Now, Let's Talk Features (Feature #4)

Call Ad Extension

Buscot Travel Agency

Ad www.example.com/

Visit Thames Valley Cheese Wharves
Call Mimi for special rates

Call

Now, Let's Talk Features (Feature #5)

App Ad Extension

Example mobile app

Ad www.example.com/

Example app is terrific!

Buy example app now

E [Download Example App Here](#)

Now, Let's Talk Features (Feature #6)

Review Ad Extension

Mushroom Foraging Tours

Ad www.example.com

Find chanterelle, porcini, oyster mushrooms with a fungi guide!

"So impressed. Brought home a pound of ceps." - exampleblog.com

Now, Let's Talk Features (Feature #7)

Callout Ad Extension

Acme Electronics

Ad www.example.com

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping • 24-7 customer service • Price matching

Any Questions?

@AdWordsGirl

ameet@topdraw.com

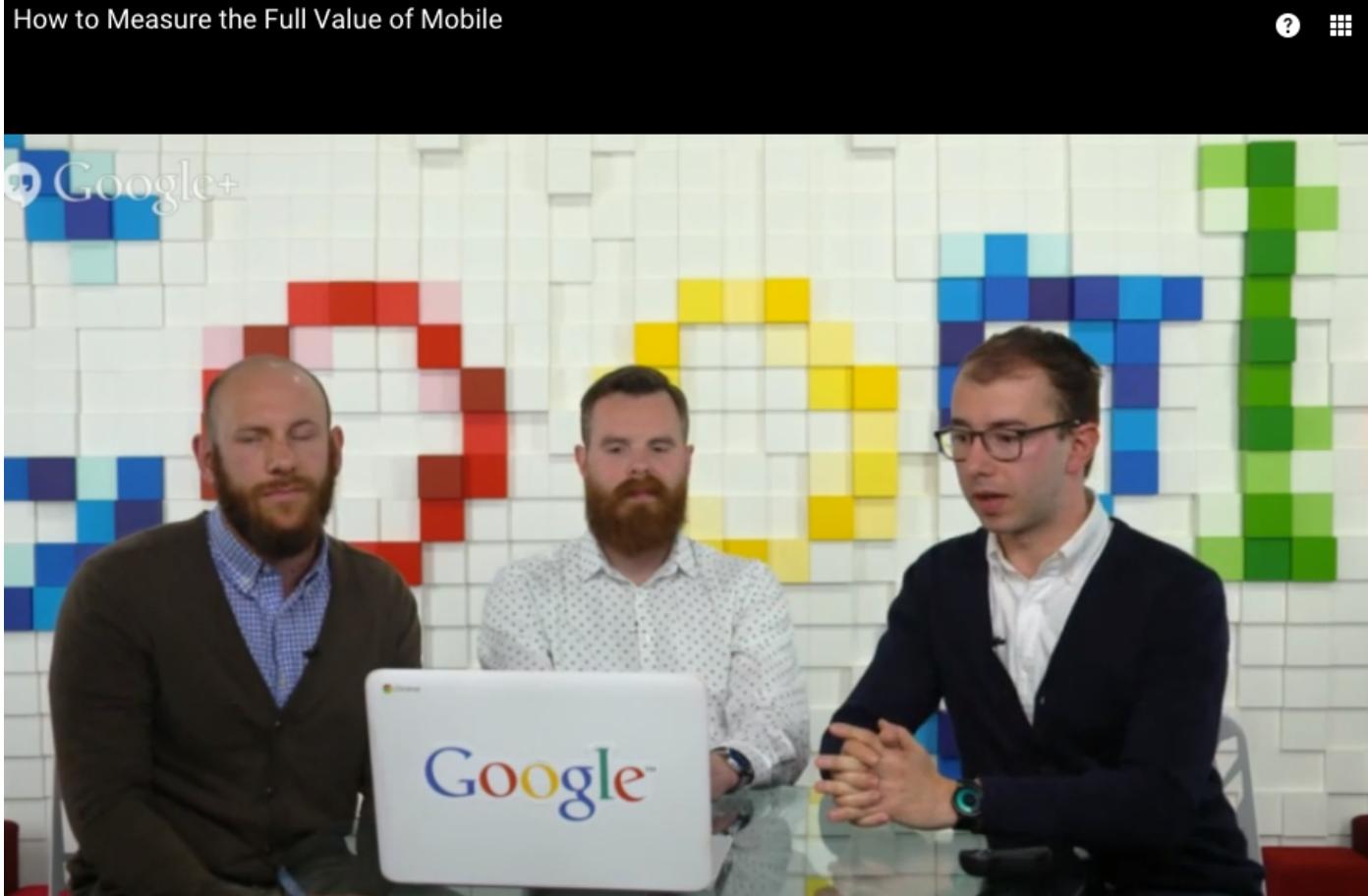
Question #2

Name 3 Ad Extensions

Feature #8: Mobile Ads

Now, Let's Talk Features (Feature #8)

How to Measure the Full Value of Mobile



Questions ▾

Matthew McCrossen

Do you know when call forwarding is coming to Canada?

+5

Adriel Michaud

One thing that has not been mentioned is that even when you set up a mobile ad, if you segment by Device you will notice that clicks, at times, are made by desktop. Can you explain why this happens & what can be done to make mobile ads truly mobile?

+3

Ameet Khabra

When clients use last-touch attribution, won't we potentially pay for clicks but miss the sales in the PPC channel if a "buy later" button is added as subsequent sales would be attributed to the e-mail marketing channel?

+4

Now, Let's Talk Features (Feature #8)

Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions ▾

All enabled ads ▾ Segment ▾ Filter ▾ Columns ▾ L D Search View Change History

+ AD ▾ Edit ▾ Automate ▾ More actions... ▾ Labels ▾

	Ad	Status ?	% Served ?	Impr. ?
<input type="checkbox"/>	 (mobile)	 Campaign paused	86.91%	4,469
	Computers ?			1,769
	Mobile devices with full browsers ?			2,395
	Tablets with full browsers ?			305
<input type="checkbox"/>	 (mobile)	 Campaign paused	8.87%	456
	Computers ?			239
	Mobile devices with full browsers ?			153
	Tablets with full browsers ?			64

Now, Let's Talk Features (Feature #8)

Screenshot of a digital marketing platform interface showing ad performance metrics.

Header navigation bar:

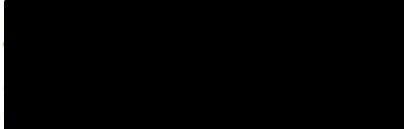
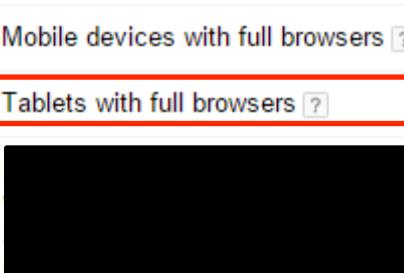
- Settings
- Ads
- Keywords
- Audiences
- Ad extensions
- Auto targets
- Dimensions
- ▼

Filter toolbar:

- All enabled ads ▾
- Segment ▾
- Filter ▾
- Columns ▾
- CSV
- Download
- Search
- View Ch...

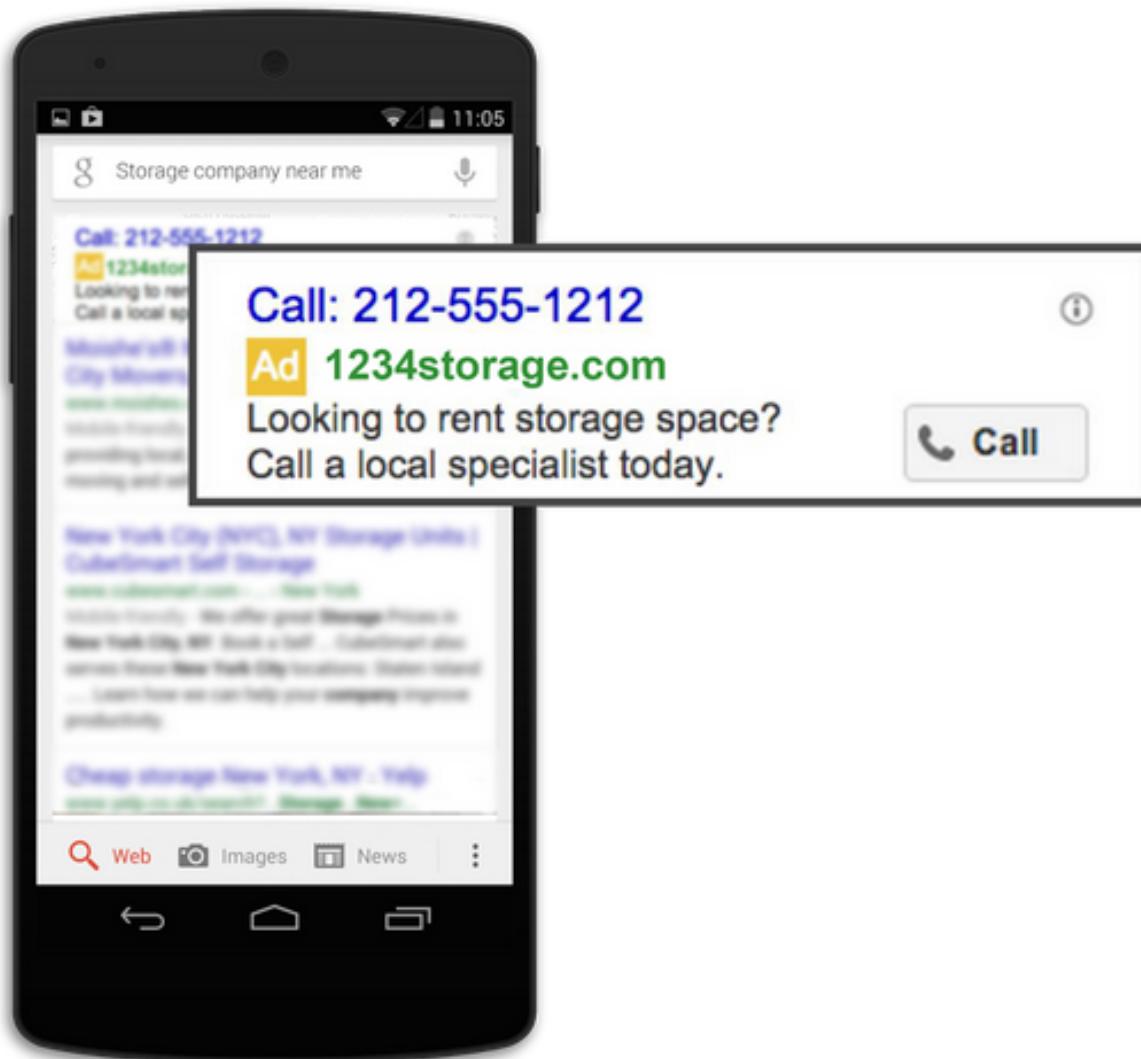
Action buttons:

- + AD ▾
- Edit ▾
- Automate ▾
- More actions... ▾
- Labels ▾

	Ad	Status	% Served	Impr.
<input type="checkbox"/>		<input type="checkbox"/> Approved	30.63%	11,550
<input type="checkbox"/>		<input type="checkbox"/> Approved	19.08%	7,196
Dimensions				
Computers ?			9,934	
Mobile devices with full browsers ?			0	
Tablets with full browsers ?			1,616	
(mobile)				
Computers ?			0	
Mobile devices with full browsers ?			7,196	
Tablets with full browsers ?			0	

Feature #9: Call-Only Campaign

Now, Let's Talk Features (Feature #9)



What to learn more? Go to: www.ameetkhabra.com (Blog Post: Call-Only Campaigns)

I Love Google AdWords.
Do You?

Thank You

Any Questions?

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