



# Google Ads

A SCTP Digital Marketing Course by @ASK Training



# Welcome

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## Google Ads

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### Trainer:

**Duration:** 19 Hours (including 2 hours – Assessment)

## **Assessment:**

- ✓ It will be conducted in a e-assessment format where learners will log into their individual accounts and key their answers into the course portal.
- ✓ Login details will be sent to the learner's registered email with the training institute, a day before the assessment.

## **Technical Skills & Competencies (TSC) Proficiency Level 4:**

Develop marketing campaigns and enhance campaign awareness and campaign visibility.

## Assessments

**Case Study with Questions (40 minutes)**

**Individual Project (80 minutes) focusing on:**

- ✓ Your ability to demonstrate proficiency in developing a Google Ads Campaign.

**Learning Unit 1:** Introduction to Google ads and Strategic Planning

**Learning Unit 2:** Campaign Setup

**Learning Unit 3:** Measuring a Google Ads Campaign

**Learning Unit 4:** Testing & Optimisation

## Learning Outcomes

At the course's end, you should be able to:

### LO1:

- Examine the integration of the Google Ads platform within a comprehensive marketing strategy

### LO2:

- Develop a thorough comprehension of the foundational principles and processes of the Google Ads platform

## LO3:

- Master the intricacies of Google Ads campaign setup by progressing through each crucial stage. Learn to define clear campaign objectives, employ effective bidding strategies, precisely target audiences, conduct strategic keyword research, craft compelling ad copy, explore diverse ad formats, and skillfully manage budgets.

## LO4:

- Develop proficiency in Google Ads by selecting and interpreting relevant metrics to gauge campaign success. This includes analyzing Return on Investment (ROI), reviewing and understanding various attribution models, scrutinizing conversion paths, and customizing reports for a comprehensive evaluation of advertising performance.

## LO5:

- Evaluate a Google ads campaigns to ensure the activity effectively reach target markets, aligns with performance measures, and is optimized based on testing, ad relevance and targeting.

# Qualification Programmes

## Diploma in Digital Marketing (DDM)

### **SEVEN Modules (6 months):**

1. WSQ WordPress Website Creation
2. WSQ Digital Content Creation
3. WSQ Copywriting & Content Writing
- 4. WSQ Google Ads**
5. WSQ Facebook & Instagram Marketing
6. WSQ Website & Landing Page Optimisation
7. WSQ Capstone Project (Digital Marketing Campaign)



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

# Qualification Programmes

## Specialist Diploma in Digital Marketing (SDDM)

### **EIGHT Modules (6 months):**

1. WSQ Advanced Digital Marketing Strategy
2. WSQ Advanced Digital Content Marketing
3. WSQ Advanced Digital Advertising
4. WSQ Advanced Social Media Management
5. WSQ Advanced Search Engine Optimisation
6. WSQ Advanced Digital Marketing Analytics (Google Analytics)
7. WSQ Email Marketing
8. WSQ Capstone Project (Digital Marketing Strategic Plan)



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

# Your Trainer



# About You

- ❖ First job
- ❖ What you learnt from this job
- ❖ Why you left



Digital Marketing  
Community of Learning  
@ASK Training



SCAN ME

Telegram: <https://t.me/+HUTdEvGsnUYzODY1>



# Your learning

- What do you want to get out of this course?
- What do you already know about Google ads?
- What do you want to be able to do at the end of the course?

# Learning Unit 1

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## Introduction to Google ads and Strategic Planning

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# LU1: 1. Introduction to Google ads and Strategic Planning

## What will you be learning?

- Overview of the marketing mix and how Google ads fit in
- How Google Ads works
- Key considerations when planning a Google ads campaign

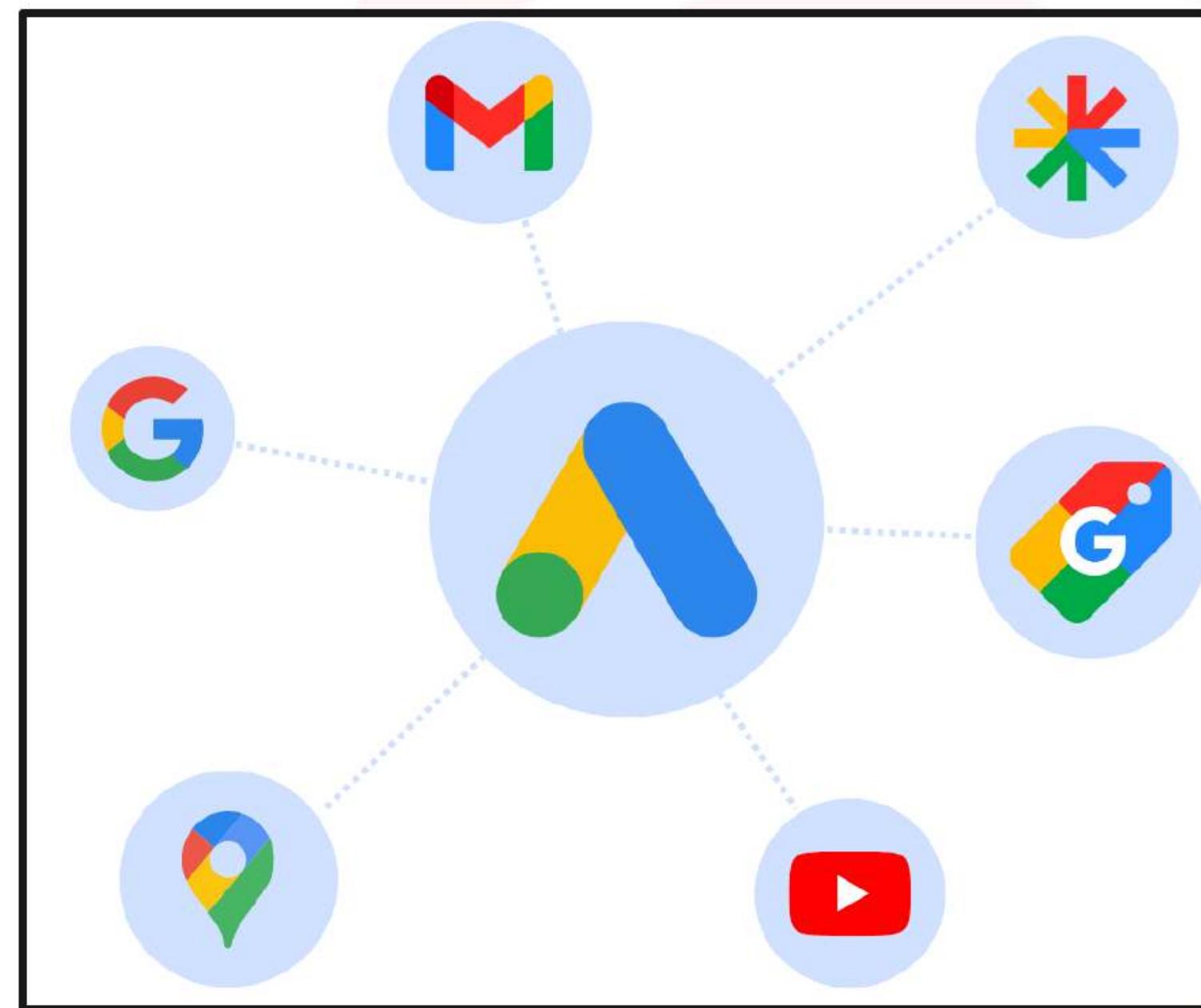
# Learning Activity



- Access the following platforms and see if you can find an ad for McDelivery
  - Google search
  - Google maps
  - YouTube
- Jot down what you see

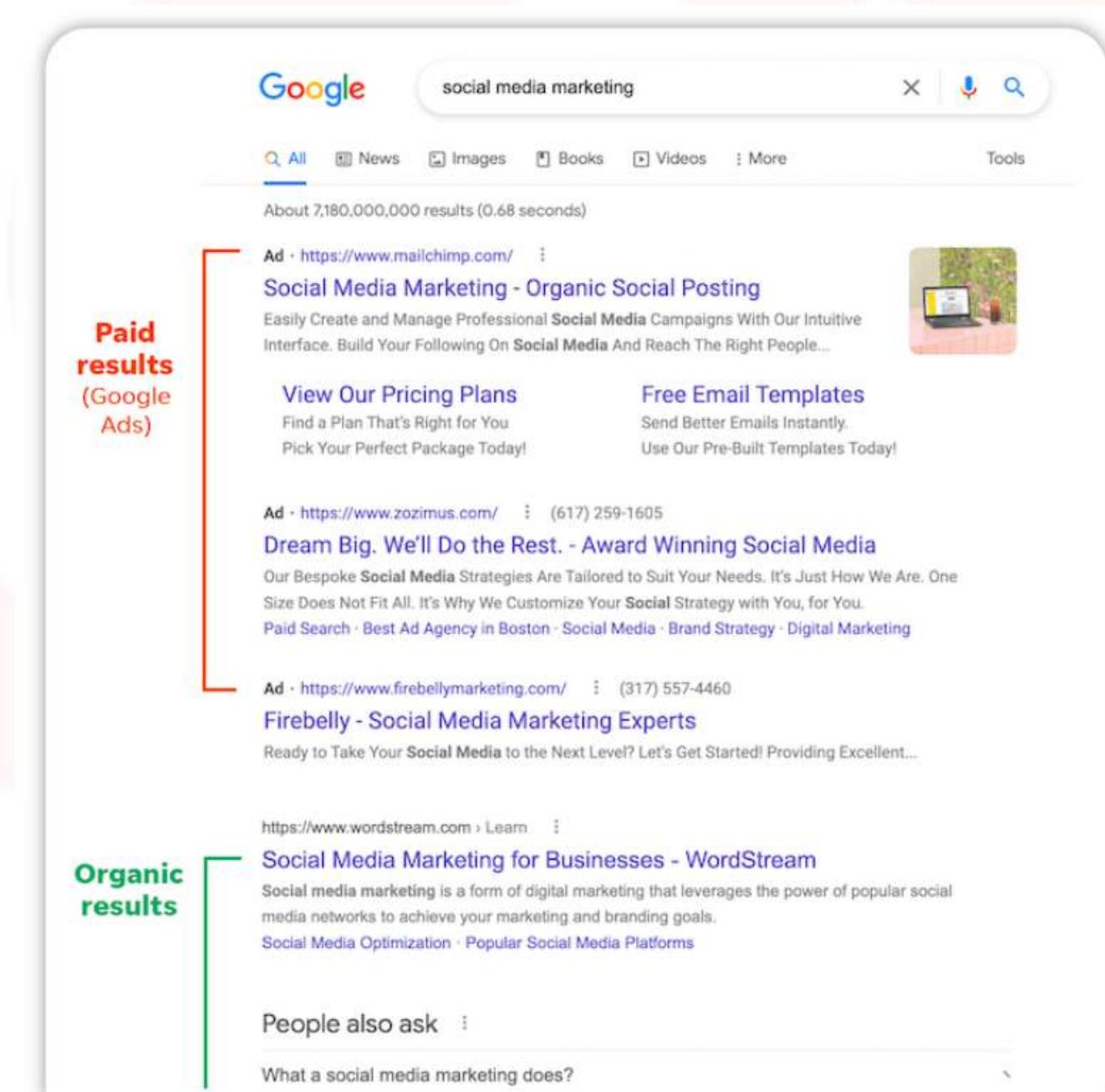
Activity 1

# What are Google ads?



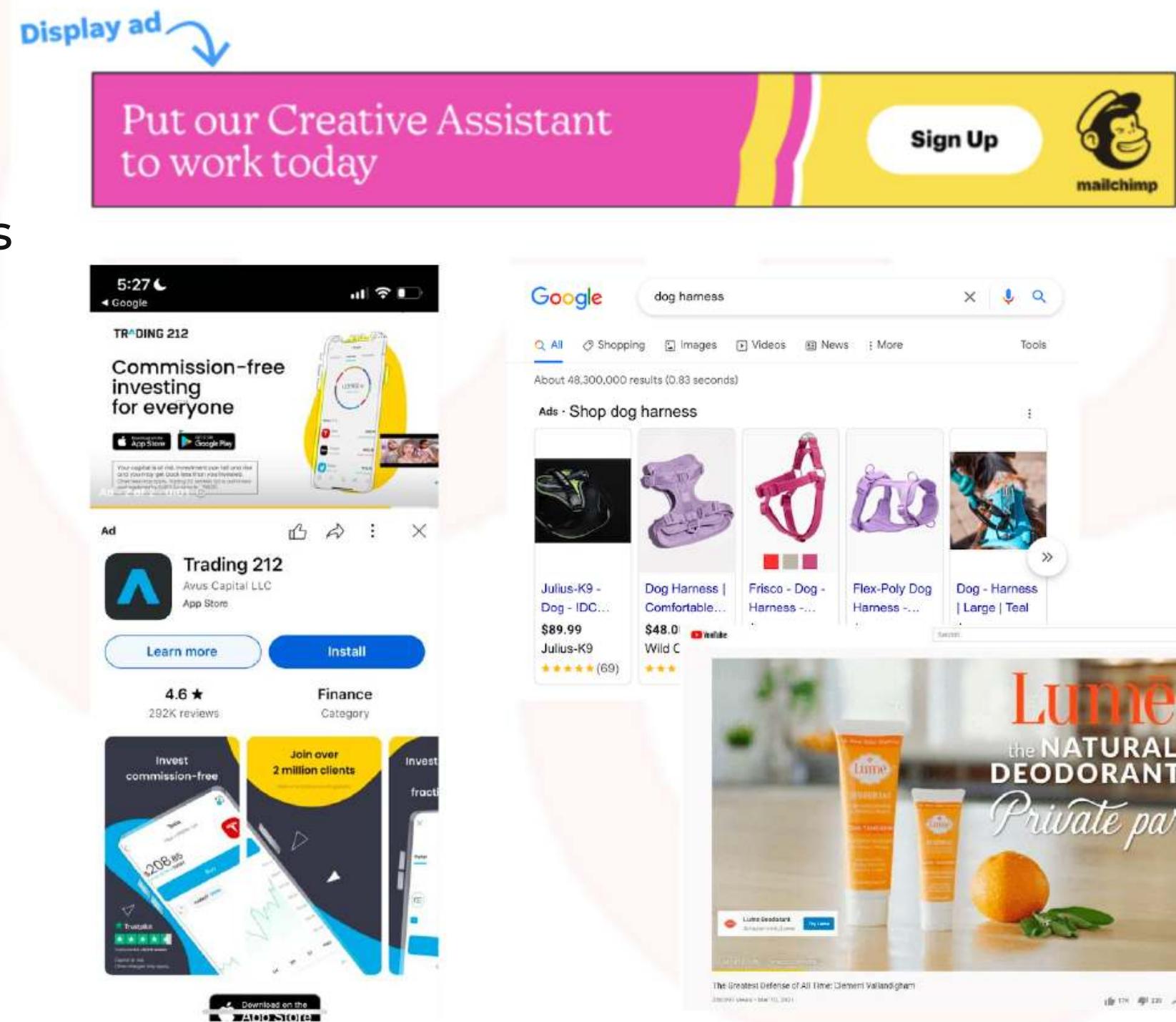
# What are Google ads?

- Name of Google's pay per click platform
- Allows businesses to gain visibility across Google's properties
- Most common type of ad is a search ad



# What are Google ads?

- Can also have:
  - **Display ads** - across Google's display network (GDN)
  - **Shopping ads**
  - **YouTube ads**
  - **App ads**



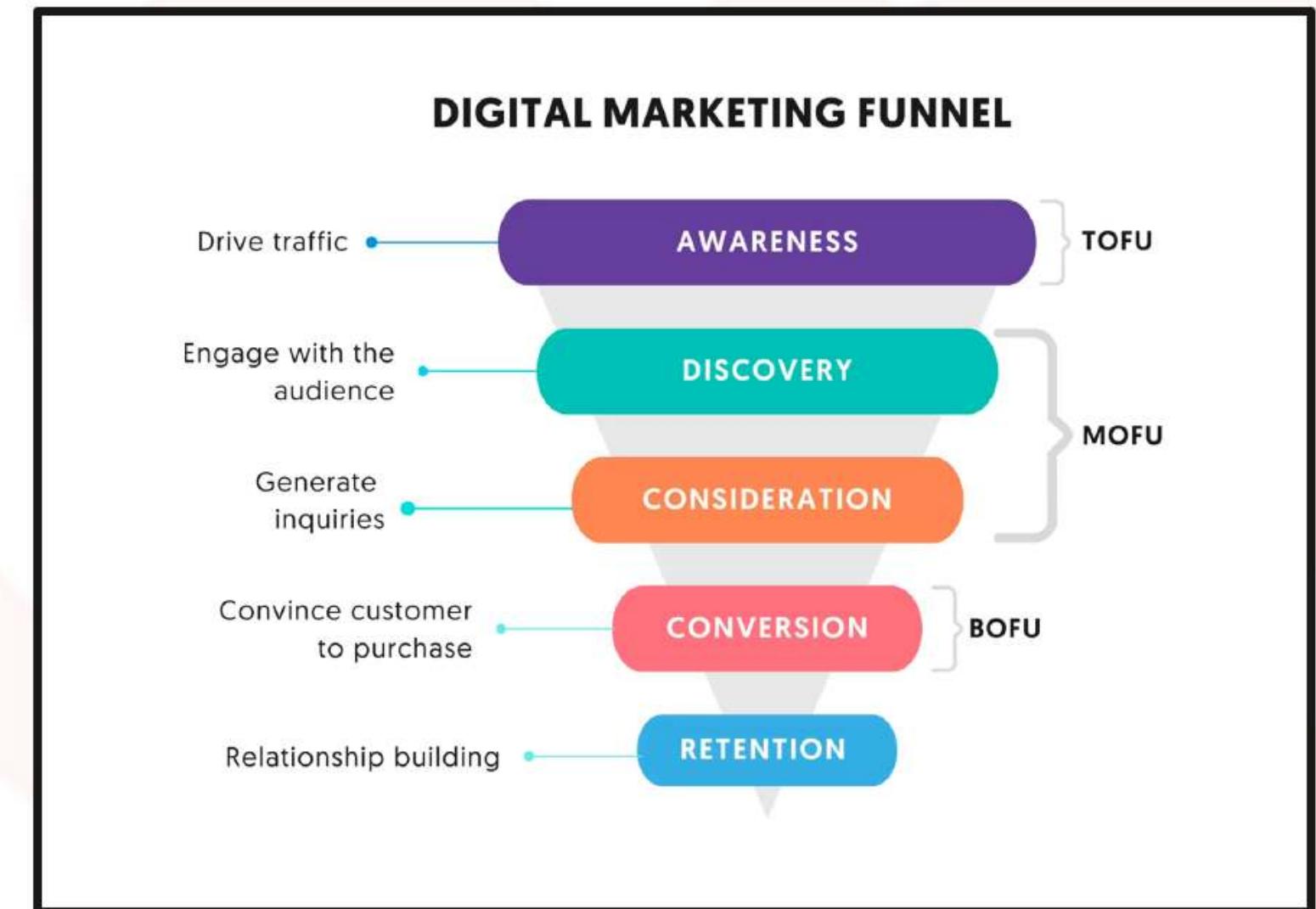
# Benefits of integrating Google ads

- Reach
- Increased Leads and Customers
- Precision Targeting
- Remarketing



# Understanding your marketing funnel

- Where does this fit into your marketing funnel?
- Which channels do you use at each stage?
- How could Google ads compliment what you are doing across all marketing channels?



# Understanding your marketing funnel



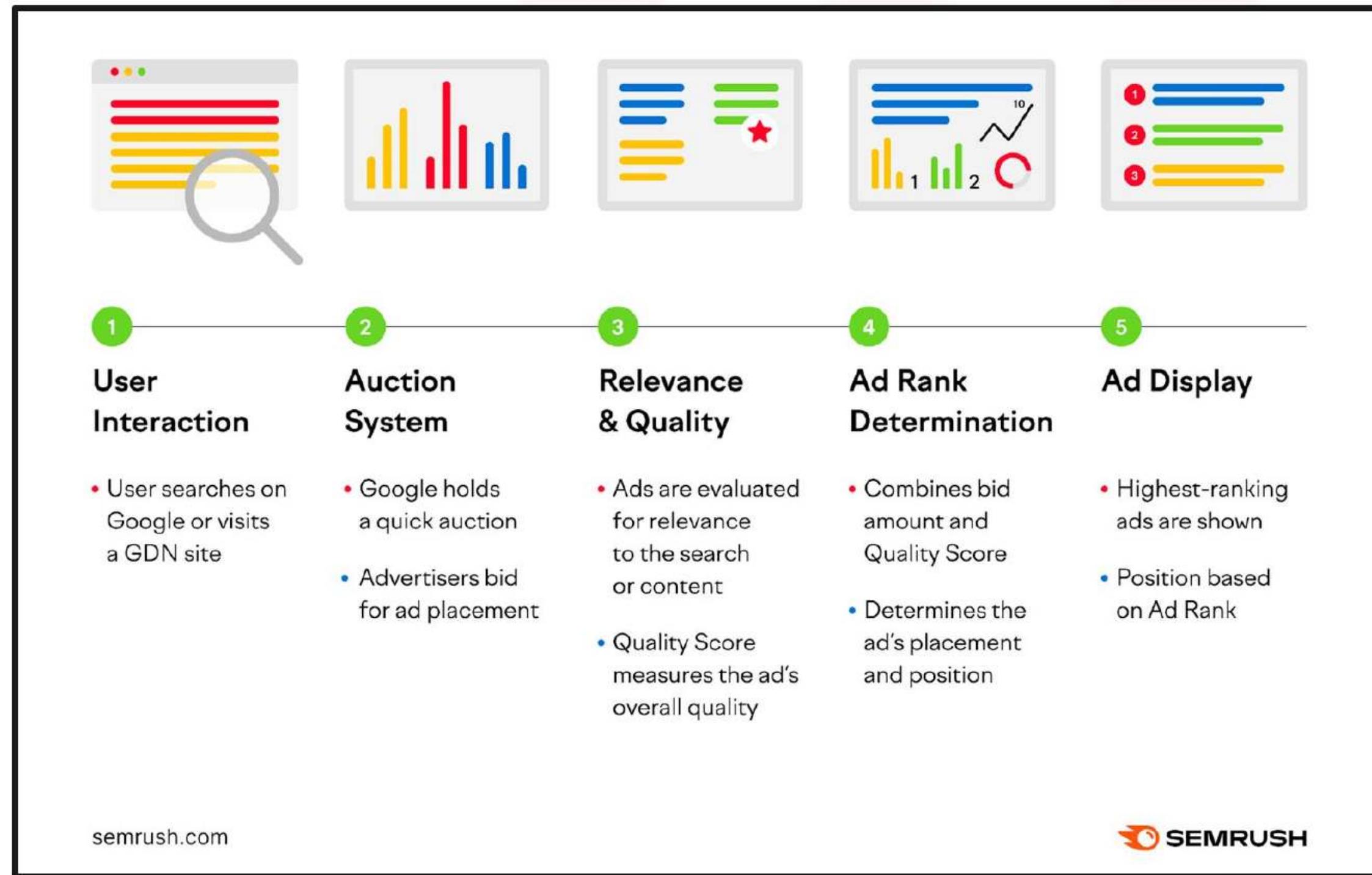
# Where do Google ads fit?

- With a partner - sketch out your marketing funnel
- Plot where Google ads is currently being used
- Are there any opportunities for Google ads to be used anywhere else in the funnel?

## Activity 2



# How does Google Ads work?



# 6 factors in ad auction

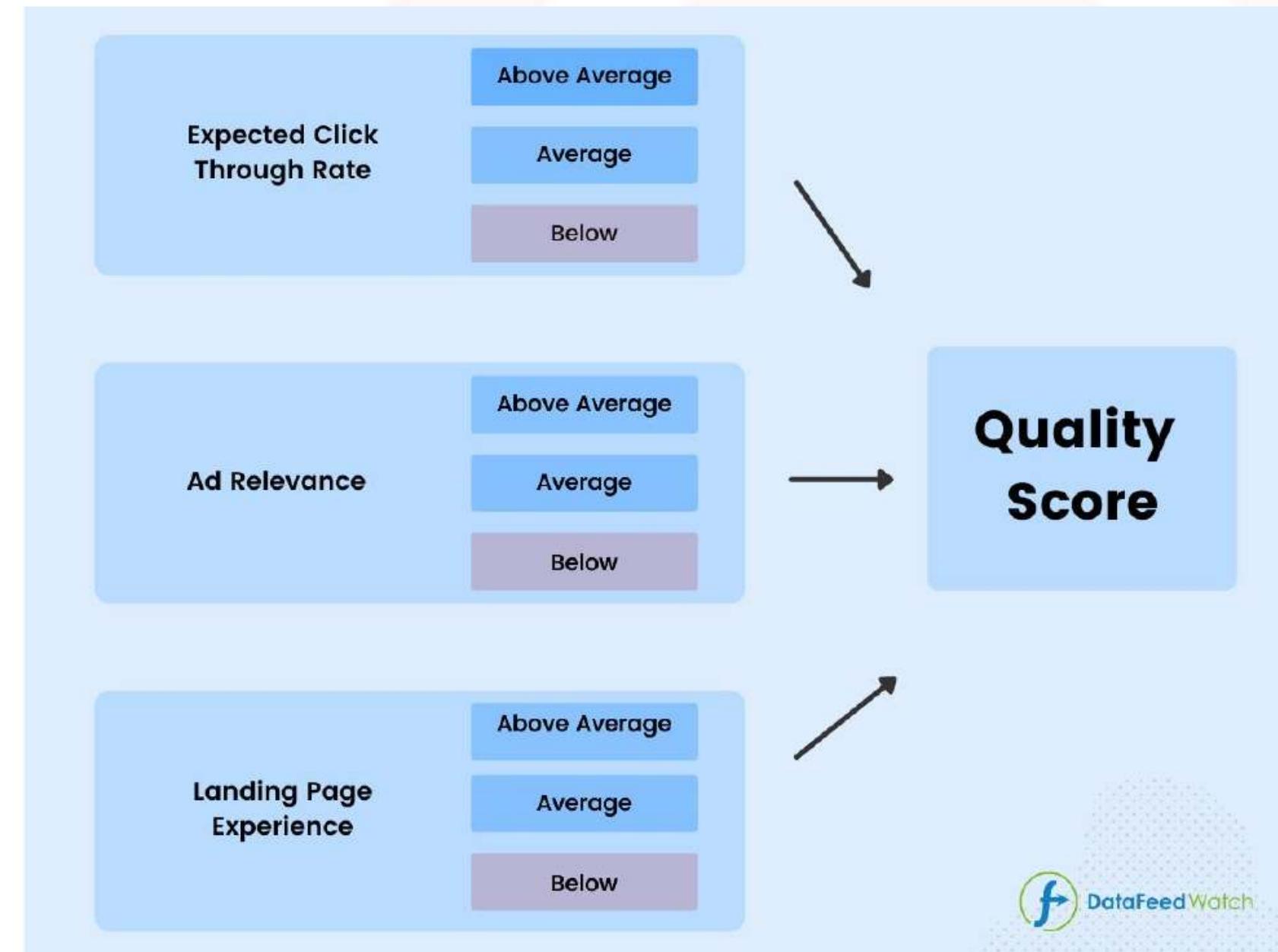
1. Your bid
2. The quality of your ads
3. The expected impact from your ad
4. Your ad rank thresholds
5. The context of your ad
6. The competitiveness of the auction

# 1. Your Bid

- How much are you willing to pay for:
  - A click
  - A view of a display ad - impressions
  - A view of a video
  - Conversion - purchase, sign up, call
  - Visit to your store



## 2. The Quality of your ad



### 3. The expected impact of your ad

- When you create your ad, you can include additional info:
  - Phone number
  - Links to specific pages on your site
  - Promotion dates
- These are ‘ad assets’
- Google reviews how much these ad assets impact the customer experience



## 4. Your Ad Rank Threshold

- Is the quality of the ad sufficient to enter the auction?
- What might cause your ad to be denied?

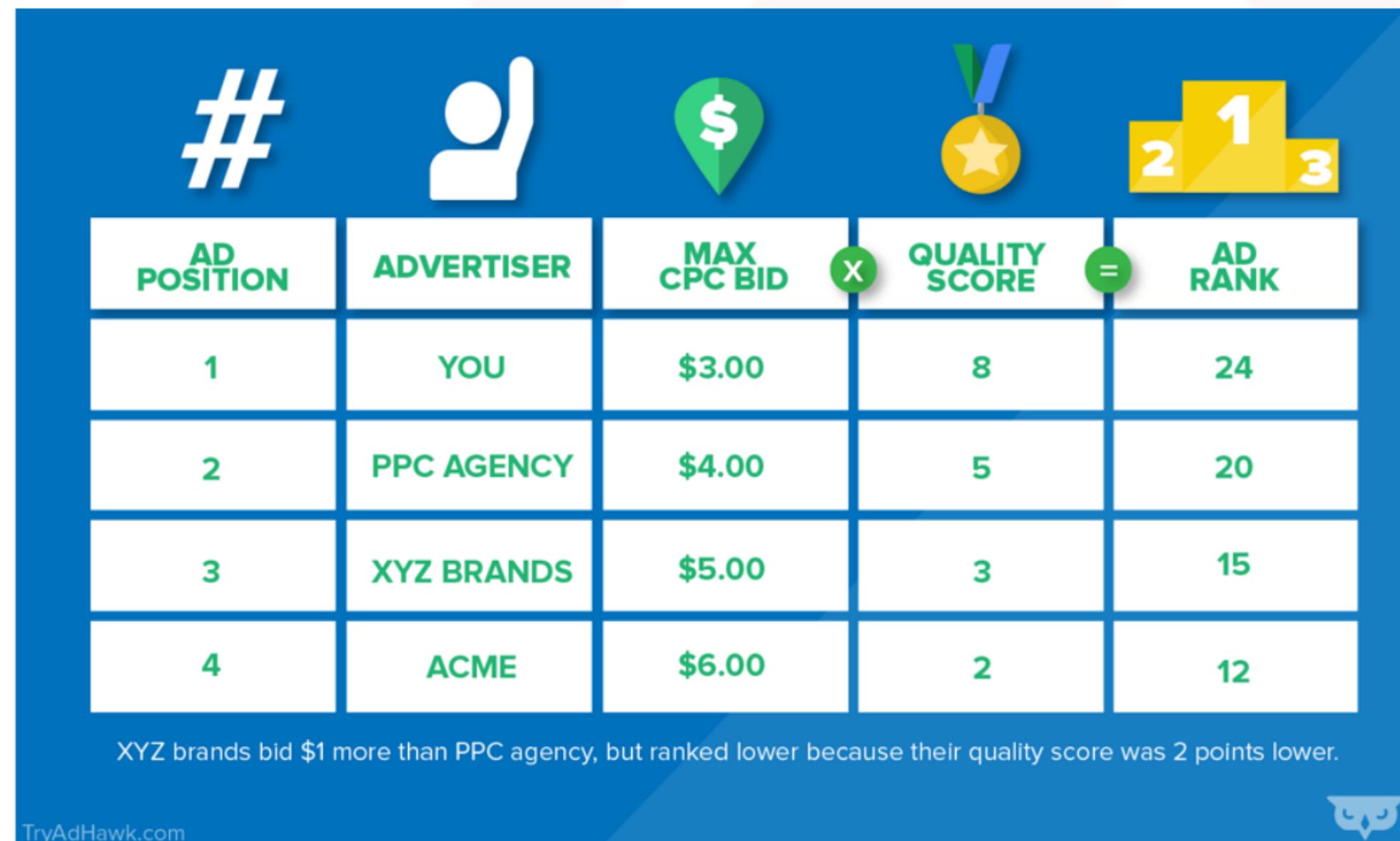


## 5. Context of your ad

- These are determined at the time of the auction based on:
  - Users search terms
  - Location of the user
  - Device type of user
  - Time of search
  - Topic of the search



# 6. Competitiveness of the auction



# Example

You are willing to pay \$2 for an ad targeting 'bubble tea' and your ads have a click through rate of 12%

Your competitor is willing to pay \$5 for 'bubble tea' but has a click through rate of 3%

Who would win the bid?

**You would win** as Google would prefer a 12% chance of getting \$2 than a 3% chance of getting \$5

## Try it out

- Do a search for restaurants near International Plaza
- Which keywords did you use?
- What results do you get?
- If you click on the ad, what happens?

### Activity 3



# What information do you need?

- In your groups
- Assume the role of Marketing Manager for McDonalds
- You are planning a Google Ads campaign for next week; what information do you need?

Activity 4



# Key considerations for your Google ads campaign

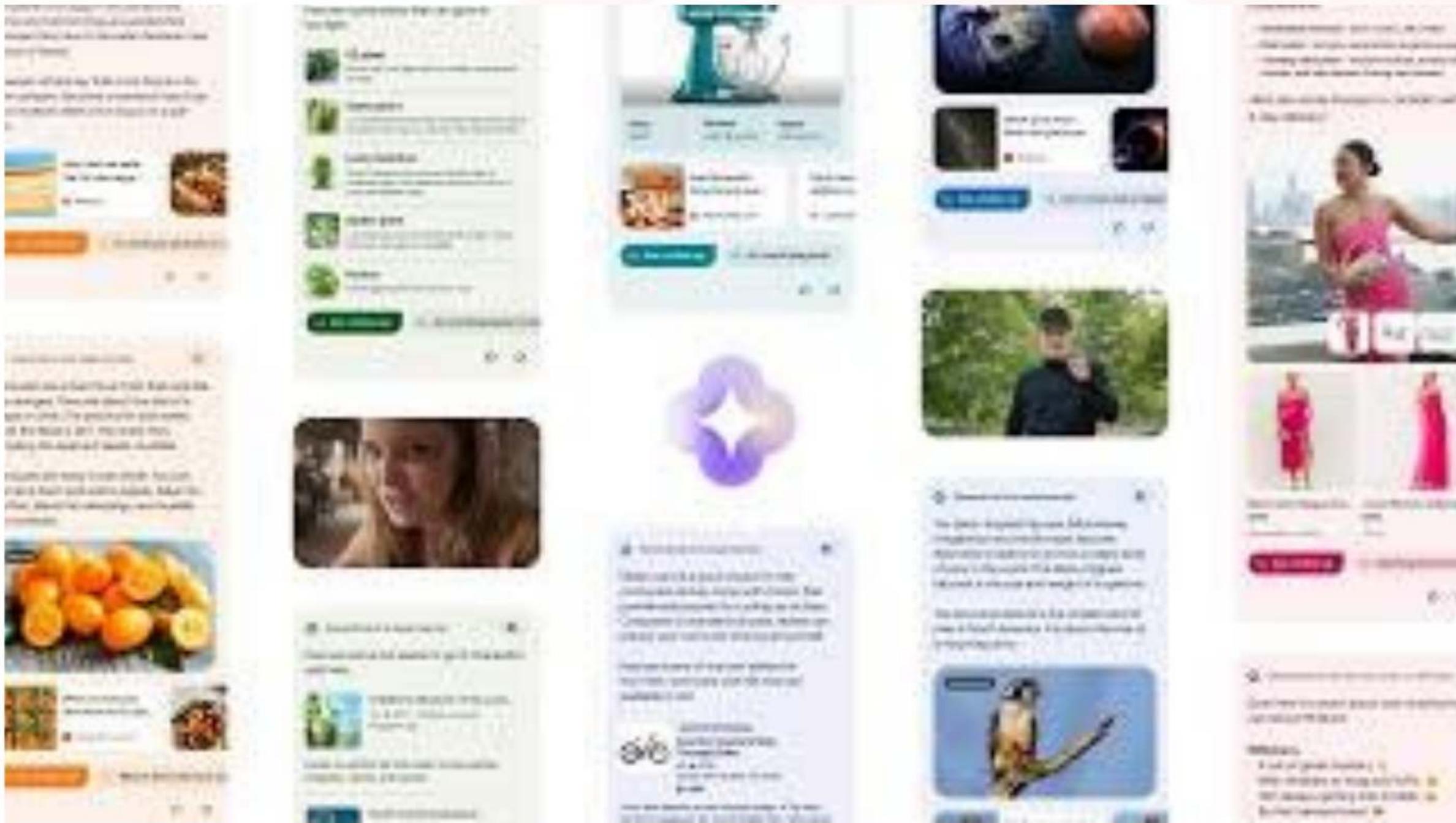
- Goal/Objective
- Budget
- Schedule
- Target Market
- Keywords



# Current digital advertising trends

- More AI in digital advertising
- Automation will become more popular
- Video advertising will grow
- Search will take on a more visual experience

# Current Google Ads Trends



# Coffee/Tea Break

## 15 minutes



## Learning Unit 2

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### Google Ads - Campaign Set Up

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# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure**
- Campaign Objectives:** selecting the goal and format
- Bidding:** Identifying and utilising the right bidding strategy for your goals
- Campaign:** Selecting campaign network, location, and languages
- Campaign:** Effective audience targeting techniques
- Campaign:** Selecting keyword match type
- Campaign:** Automatically created assets
- Campaign:** Schedule and Rotation
- Keywords & ads:** research and matching
- Keywords & ads:** Creative & Copywriting best practices
- Budget:** Defining a budget

# Create a Google Ads Account

- Find the sign up page and create an account:

**Sponsored**

 ads.google.com  
<https://ads.google.com> :

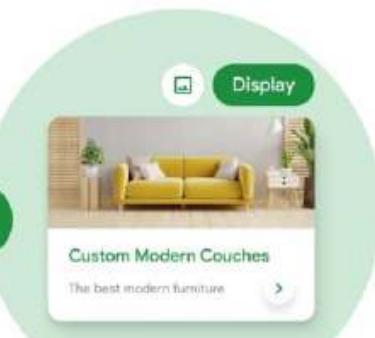
**Login to Google Ads account**

Get more customers with Google — Create your account. Set a budget. Write an ad & decide where you would like it to appear. Get in front of customers when they're searching for businesses like yours on Google Ads.

**How Google Ads Work**

Be Seen Across The Web Locally And Globally.

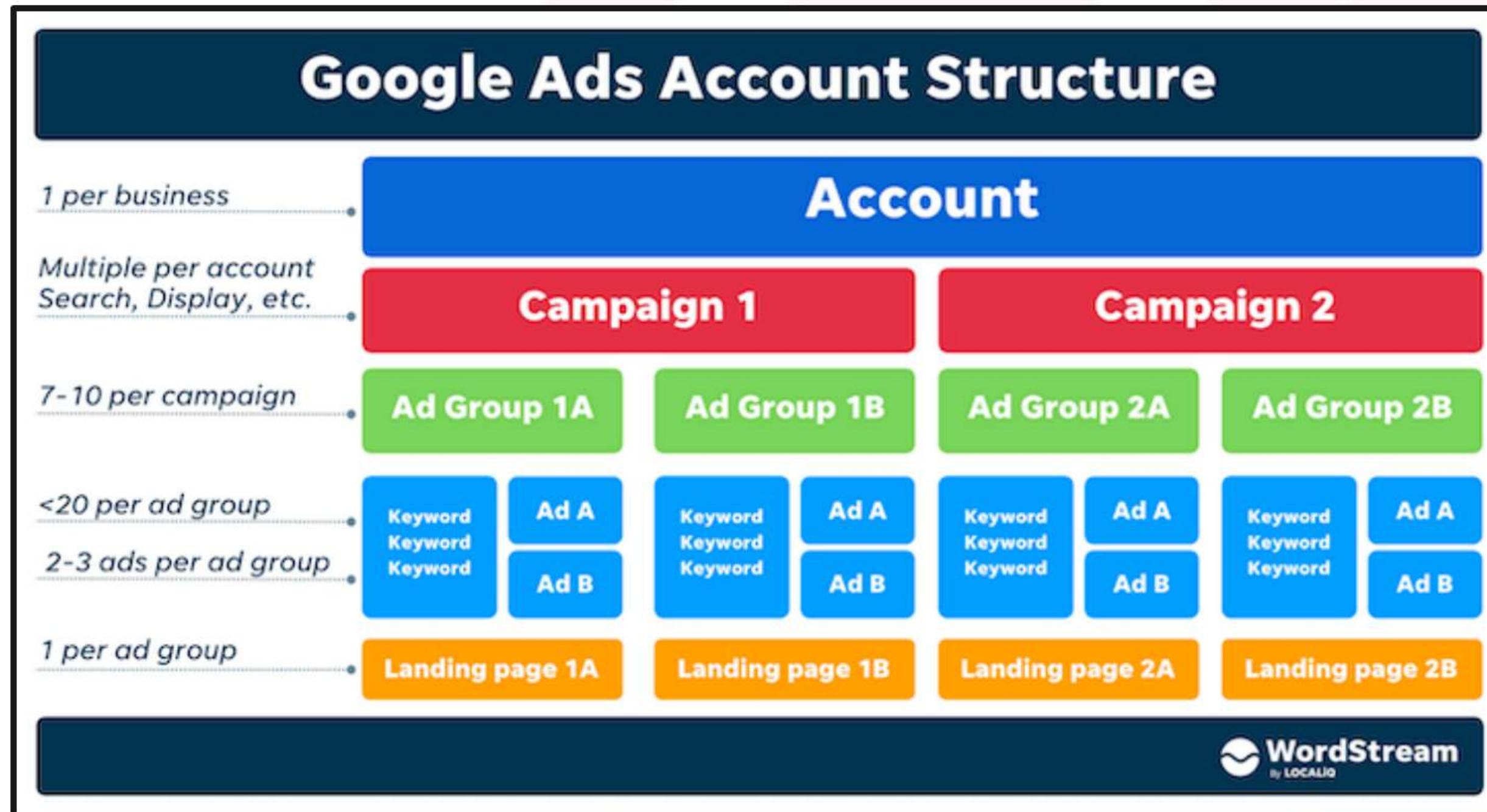
**Show up  
with Google Ads.**



For whatever matters most, make it easier for potential customers to find your business with Google Ads.

**Start now**

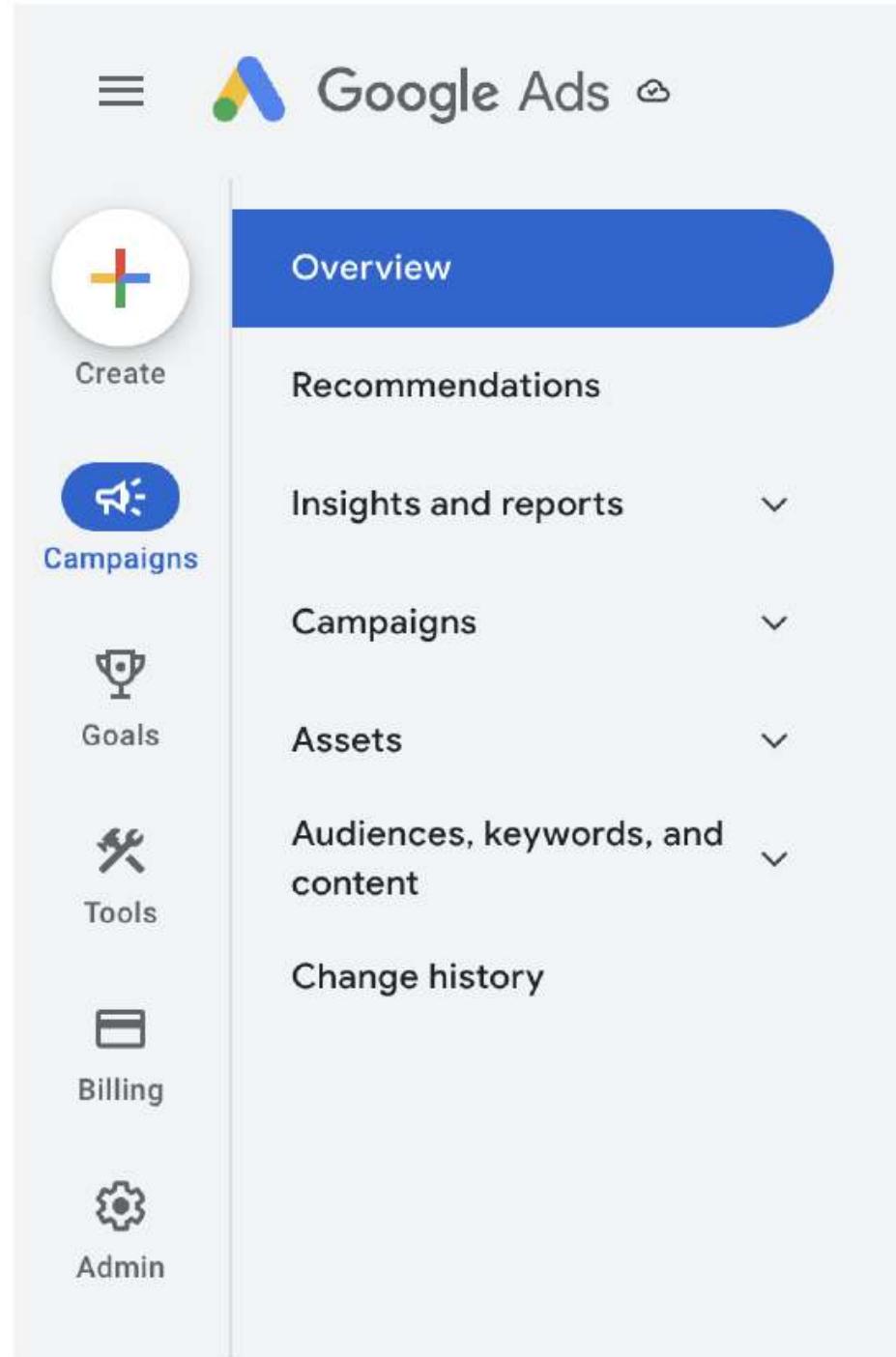
# Ad Account Structure



# Account

- An account in Google Ads represents your business and its advertising initiatives.
- It contains **one or multiple campaigns** and offers you the ability to manage all your campaigns, ad groups, ads, keywords, and other settings from a centralized platform.
- Within your Google Ads account, you can access valuable resources like **performance and diagnostics reports** and integrate them with other Google tools such as Google Analytics.

# Account



- Can see your planned/previous campaigns
- Recommendations for optimisation
- Goals
- Tools - incl keyword planner
- Billing
- Admin

# Campaigns

- A campaign in Google Ads is the **top-level organizational unit** where you decide on a **marketing objective**, such as driving website traffic or increasing brand awareness.
- A campaign provides you the flexibility to choose:
  - where your ads can be shown
  - the overall campaign budget
  - the bidding strategy

# Ad Group

- An **ad group houses a set of related keywords and ads.**
- These ad groups share similar target market.
- You can define a bidding strategy per ad group.

# Ad Group - example

**Ad group: desserts   Ad group: beverages   Ad group: snacks**

cupcakes

soda

potato chips

pumpkin pies

coffee

pita chips

apple pie

iced coffee

beef jerky

chocolate cake

iced tea

salted peanuts

ice cream

sparkling water

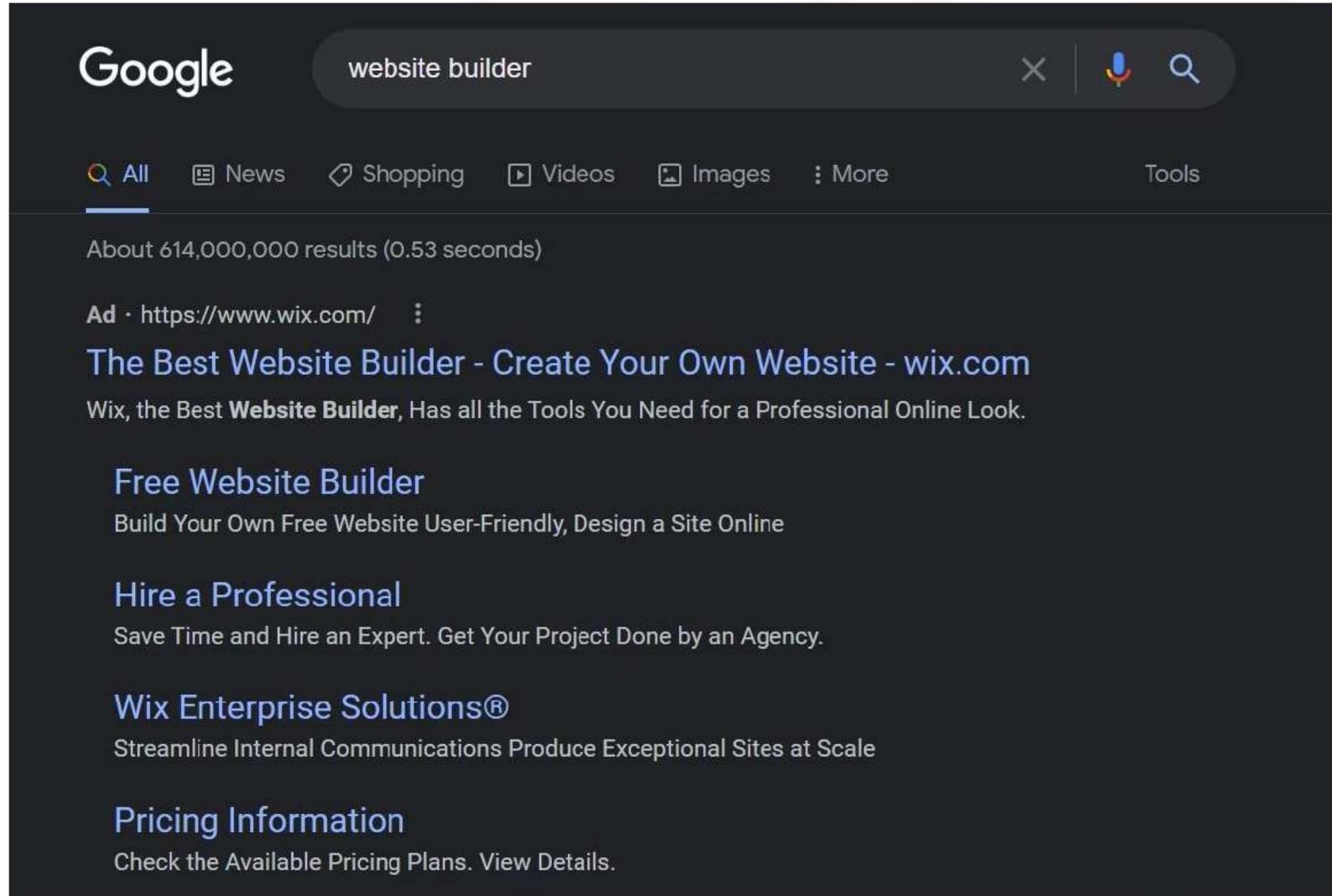
mixed nuts

cookies

orange juice

rice crackers

# Keywords



A screenshot of a Google search results page for the query "website builder". The search bar at the top shows the query. Below it, the navigation bar includes "All" (selected), News, Shopping, Videos, Images, More, and Tools. A message indicates "About 614,000,000 results (0.53 seconds)". The first result is an advertisement from Wix, titled "The Best Website Builder - Create Your Own Website - wix.com", with the subtext "Wix, the Best Website Builder, Has all the Tools You Need for a Professional Online Look.". Below the ad are four organic search results: "Free Website Builder" (with subtext "Build Your Own Free Website User-Friendly, Design a Site Online"), "Hire a Professional" (with subtext "Save Time and Hire an Expert. Get Your Project Done by an Agency."), "Wix Enterprise Solutions®" (with subtext "Streamline Internal Communications Produce Exceptional Sites at Scale"), and "Pricing Information" (with subtext "Check the Available Pricing Plans. View Details.").

# Keywords

- These are the **words or phrases that people type into search engines**
- Organize your keywords strategically within ad groups. **Grouping closely related keywords together in ad groups** allows you to tailor your ads to specific themes or product categories, further strengthening their relevance and appeal to your target market.
- Monitor the effectiveness of your chosen keywords and make necessary adjustments based on their success.

# Landing Page

- Where people end up after they click on your ad
- For each ad, you specify a final URL to determine the landing page where people are taken when they click your ad.

The perfectly optimized landing page

The diagram illustrates the structure of a perfectly optimized landing page. At the top, a banner reads "The perfectly optimized landing page". Below it, a blue header section features a logo, navigation, and an "Appealing image". The main content area includes a title "Get This Ultimate Benefit", a sub-section for "Additional benefit, feature, or the 'how' you deliver the benefit.", and a prominent green "CTA" button. To the right, there's a sidebar titled "Reinforce the offer" with tips like "Keep form fields to a minimum", "Make your forms accessible", "Replace 'submit' with a specific CTA", and "Trigger a thank you page", each with a corresponding input field. Below the main content, there are two sections for "Customer review or quote from testimonial addressing clear benefits or features." followed by "-Their Name". The WordStream logo is at the bottom right.

No distracting navigation

Logo

Get This Ultimate Benefit

Additional benefit, feature, or the "how" you deliver the benefit.

CTA

Appealing image

Optional value proposition statement here.

State the problem or pain point, present your offer as the solution, and then the ultimate benefit.

- Feature or benefit #1
- Feature or benefit #2
- Feature or benefit #3

Urgent statement or reinforcement of the "why" plus a call to action phrase.

Reinforce the offer

Keep form fields to a minimum

Make your forms accessible

Replace "submit" with a specific CTA

Trigger a thank you page

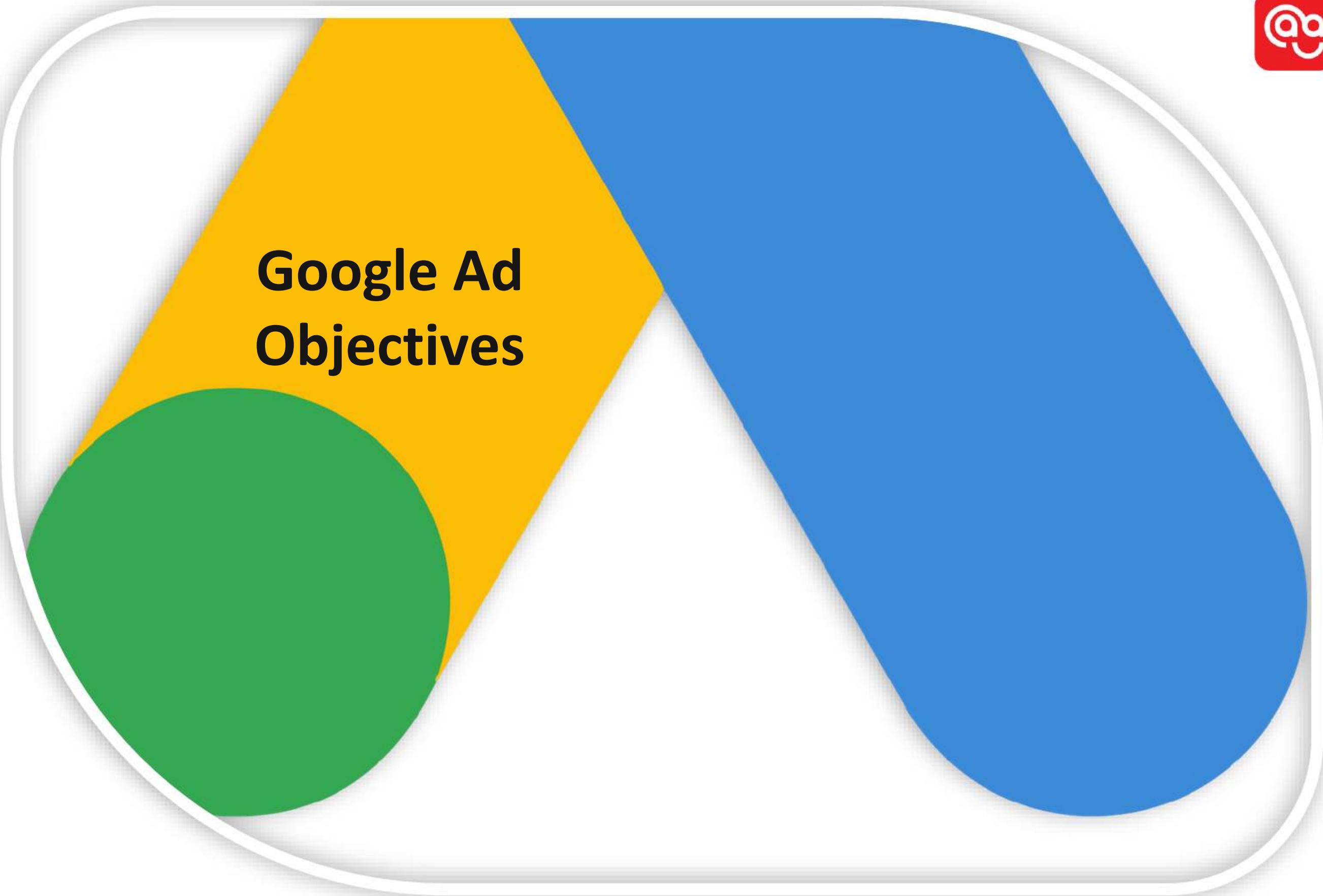
CTA

"Customer review or quote from testimonial addressing clear benefits or features."  
-Their Name

"Customer review or quote from testimonial addressing clear benefits or features."  
-Their Name

WordStream

# Google Ad Objectives



# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure
- Campaign Objectives: selecting the goal and format**
- Bidding:** Identifying and utilising the right bidding strategy for your goals
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- Campaign:** Schedule and Rotation
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- Budget:** Defining a budget

# Google Ads Objectives

**Choose your objective**

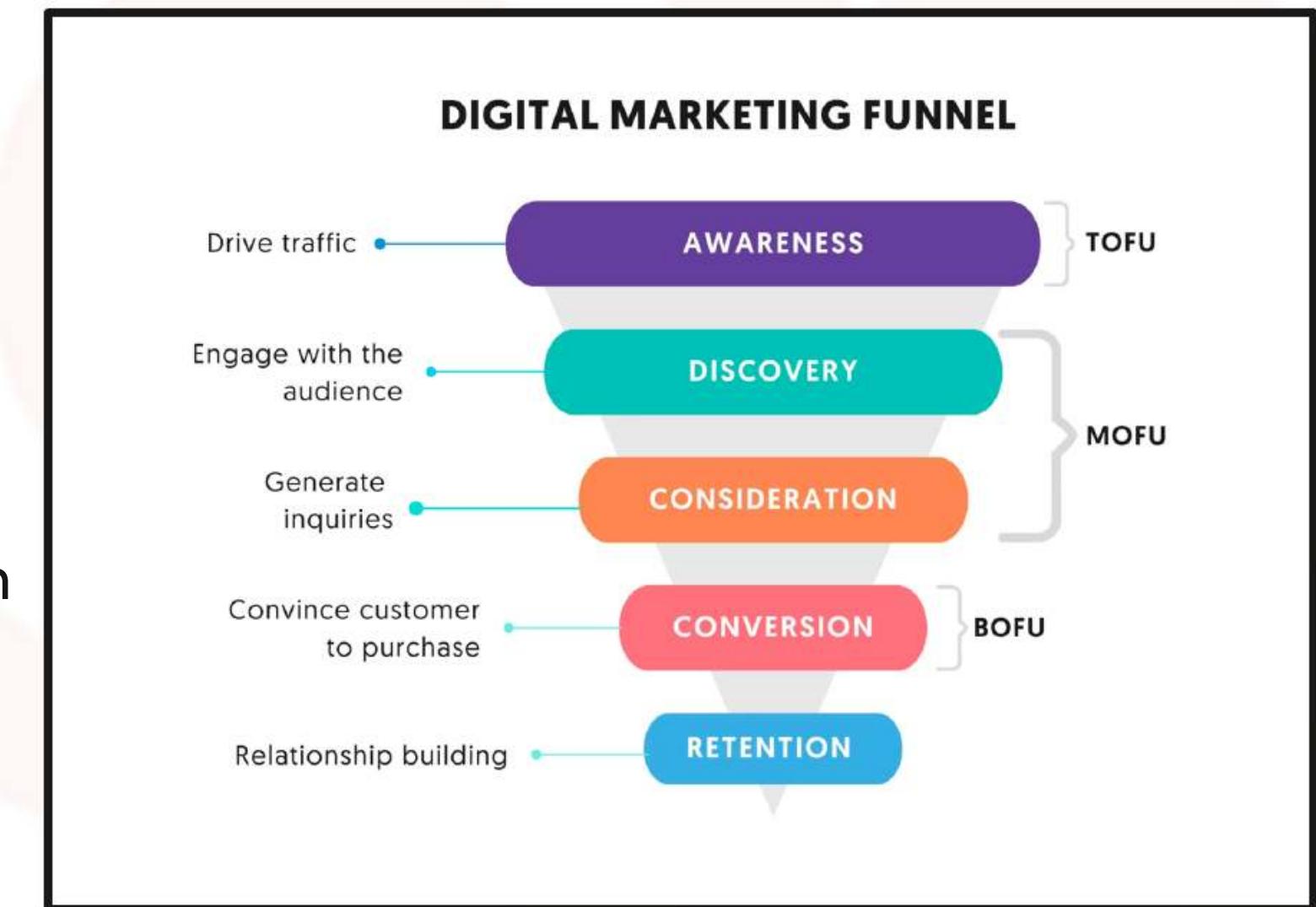
Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 <b>Sales</b> Drive sales online, in app, by phone, or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>Product and brand consideration</b> Encourage people to explore your products or services
 <b>Brand awareness and reach</b> Reach a broad audience and build awareness	 <b>App promotion</b> Get more installs, engagement and pre-registration for your app	 <b>Local store visits and promotions</b> Drive visits to local stores, including restaurants and dealerships.	 <b>Create a campaign without a goal's guidance</b> Choose a campaign type first, without a recommendation based on your objective.

[Create an account without a campaign](#)

# Google Ads Objectives

- TOFU:
  - Website traffic
  - Brand awareness & reach
  - App promotion
- MOFU:
  - Product and brand consideration
  - Leads
  - App promotion
- BOFU
  - Sales
  - Store visits



# Google Ads Objectives



# Conversion goals

## Use these conversion goals to improve Leads

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Leads.

Conversion Goals	Conversion Source	Conversion Actions	
<input checked="" type="checkbox"/> Page views (account default)	Website	 1 action	⋮

# Setting SMART Objectives - Example

- **SMART goal:** At the end of 90 days, I would like to see a 10% increase in traffic to our website by spending \$1,000 per month on Google and Bing paid ads.

# Start your Individual Project

- o Consider a Google Ads campaign that you could run
- o This could be for an existing business or a future project
- o Try to select a product/service that:
  - o You are familiar with
  - o You understand the brand
  - o You understand the target audience
- o Share this with your partner



# Draft your Individual Project

- Part 1: Strategic Planning
  - **Objectives:** Select a goal for a hypothetical Google ads campaign (sales, leads, website traffic, brand consideration, brand awareness, app promotion, local store visits). Justify why you have chosen this goal and how it relates to your business goals and marketing activities.
  - **SMART Objectives:** Define clear SMART objectives for this hypothetical Google Ads campaign.

15  
mins



# Google Ad Types

# Google Ad types

Google Ads has changed a lot over the years, with new features and ad types.

Right now, Google Ads consists of:

- Responsive search ads
- Performance Max ads
- Display ads
- Demand Gen ads
- Shopping ads
- Video ads
- App ads

# Google Ad types

Select a campaign type



**Search**  
Get in front of high-intent customers at the right time on Google Search



**Performance Max**  
Reach audiences across all of Google with a single campaign. [See how it works](#)



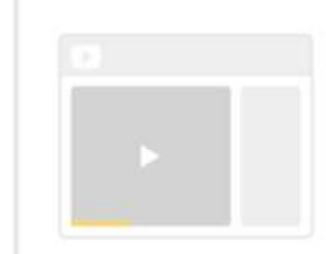
**Display**  
Reach customers across 3 million sites and apps with engaging creative



**Demand Gen**  
Run ads on YouTube, Gmail, Discover, and more



**Shopping**  
Showcase your products to shoppers as they explore what to buy



**Video**  
Reach viewers on YouTube and get conversions

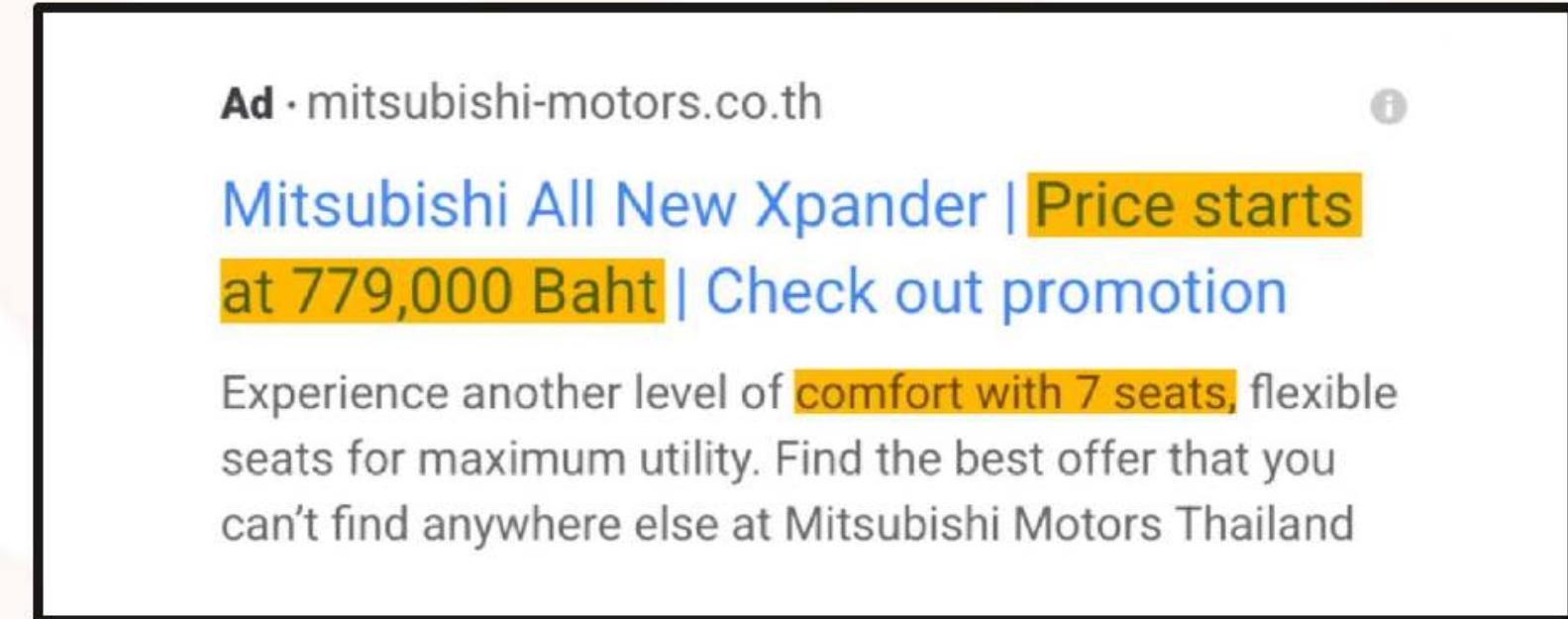
# Google Ad types - Search example

Select the ways you'd like to reach your goal [?](#)

- Website visits
- Phone calls
- Store visits
- App downloads
- Lead form submissions

# Responsive search ads

- Headlines: Minimum three and maximum 15 headlines, 30 characters each.
- Display URL: Must use your domain, but doesn't have to be the final URL. Can include a simplified "Path" of up to 15 characters.
- Descriptions: The body text of the ad. You need at least two descriptions but are allowed up to four, maximum 90 characters each.

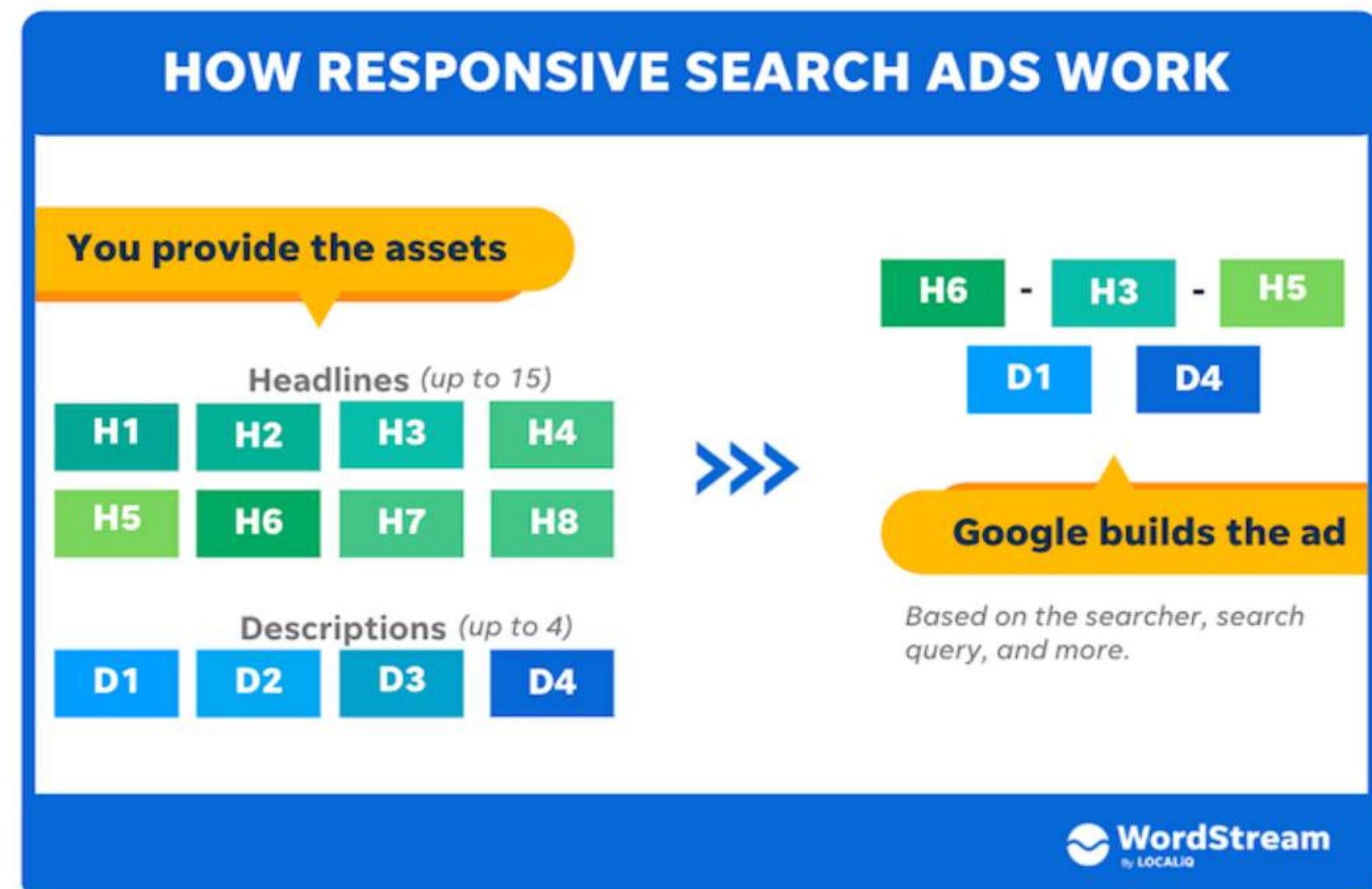


Ad · mitsubishi-motors.co.th

Mitsubishi All New Xpander | Price starts at 779,000 Baht | Check out promotion

Experience another level of comfort with 7 seats, flexible seats for maximum utility. Find the best offer that you can't find anywhere else at Mitsubishi Motors Thailand

# Responsive search ads



# Display ads

- Display ads, whether they're images or videos, are displayed across a vast array of websites worldwide within **Google's Display Network**, as well as on Google platforms like **YouTube**.
- Easy Creation and Optimization: You have the option to design each ad yourself or provide a variety of assets—such as graphics, videos, logos, and headlines—for Google Ads' AI to find the optimal combinations.

# Display ads

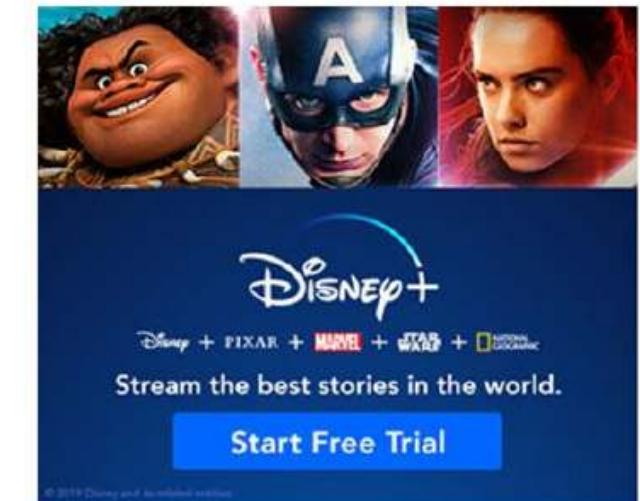
Apple Gift Card

## Rewind Rowatch

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Learn More



TIFFANY & CO.

*Paloma Picasso*

SHOP PALOMA PICASSO®



PALOMA'S MELODY  
BANGLE

SHOP NOW



# Shopping ads

Google  X 🔍

All Images Maps Shopping More SafeSearch

● Langley, BC ⑦ Sort by: Relevance ⬇️

Show only  On sale

Price  Up to \$7  \$7 – \$15  \$15 – \$30  Over \$30 \$ Min – \$ Max

Color 

Style  T-shirts  Sweatshirts

Department  Men's  Women's  Children's

Material  Cotton  Cotton Blend  Polyester  Fleece

Brand  Crazy Dog T-Shirts  Ghostbusters

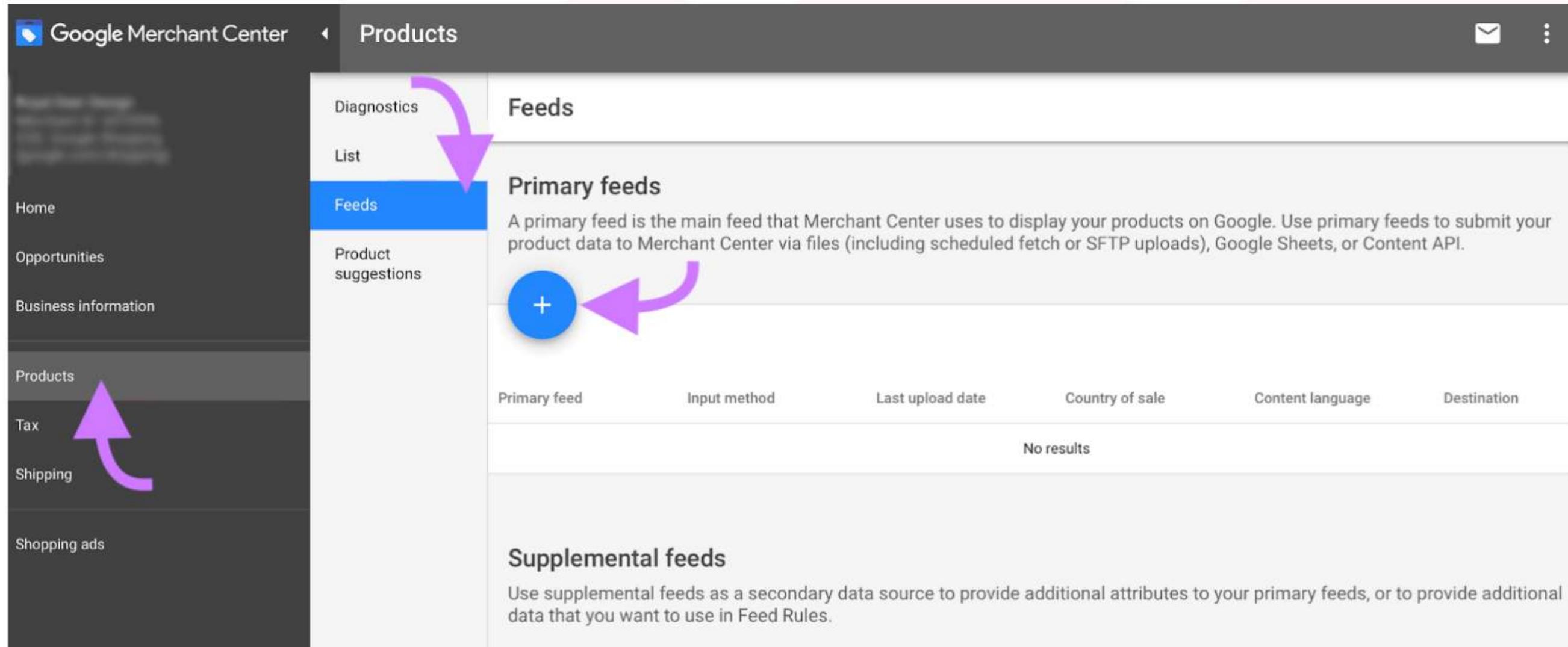
Sponsored · Shop funny marketing shirt ⋮

 Marketer Shirt, Marketer T-Shirt, Marketing Shirt,... <b>\$49.13</b> Etsy	 Funny Marketing Definition Comedy Essential T-shirt  ... <b>\$30.59</b> US\$22.37 Redbubble	 Funny Marketing Manager Definition Marketer Sign... <b>\$30.08</b> US\$22.00 TeePublic	 Marketing: The Art Of Saying Everything Without Really Buying Anything <b>\$24.60</b> US\$17.99 Look HUMAN	 Marketing Funny Definition Unisex Tshirt  ... <b>\$17.14</b> Etsy
<span>&gt;About these results</span> <span>⑦</span>				
 Funny Marketing Comedy Classic T-Shirt   Redbubble <b>\$34.82</b> (US\$25.48) Redbubble \$10.51 delivery	 Jolly358 Senior Marketing Manager T Shirt - Senior Marketing Manager Factors ... <b>\$30.07</b> (US\$22.00) TeePublic \$9.56 delivery	 The Design Hup Marketing Manager I Try to Make Things Idiot Proof, Manager Funny ... <b>\$30.07</b> (US\$22.00) TeePublic \$9.56 delivery		

# Shopping ads



# Shopping ads



The screenshot shows the Google Merchant Center interface. The left sidebar has a 'Products' category expanded, with 'Shopping ads' highlighted. A purple arrow points from the 'Shopping ads' link up towards the main content area. In the main content area, the 'Feeds' section is active, indicated by a blue background and white text. A purple arrow points from the 'Feeds' tab down to the 'Primary feeds' section. The 'Primary feeds' section contains a large blue '+' button with a white plus sign, which also has a purple arrow pointing towards it.

Google Merchant Center

Products

Home

Opportunities

Business information

Products

Tax

Shipping

Shopping ads

Diagnostics

List

Feeds

Product suggestions

Feeds

Primary feeds

A primary feed is the main feed that Merchant Center uses to display your products on Google. Use primary feeds to submit your product data to Merchant Center via files (including scheduled fetch or SFTP uploads), Google Sheets, or Content API.

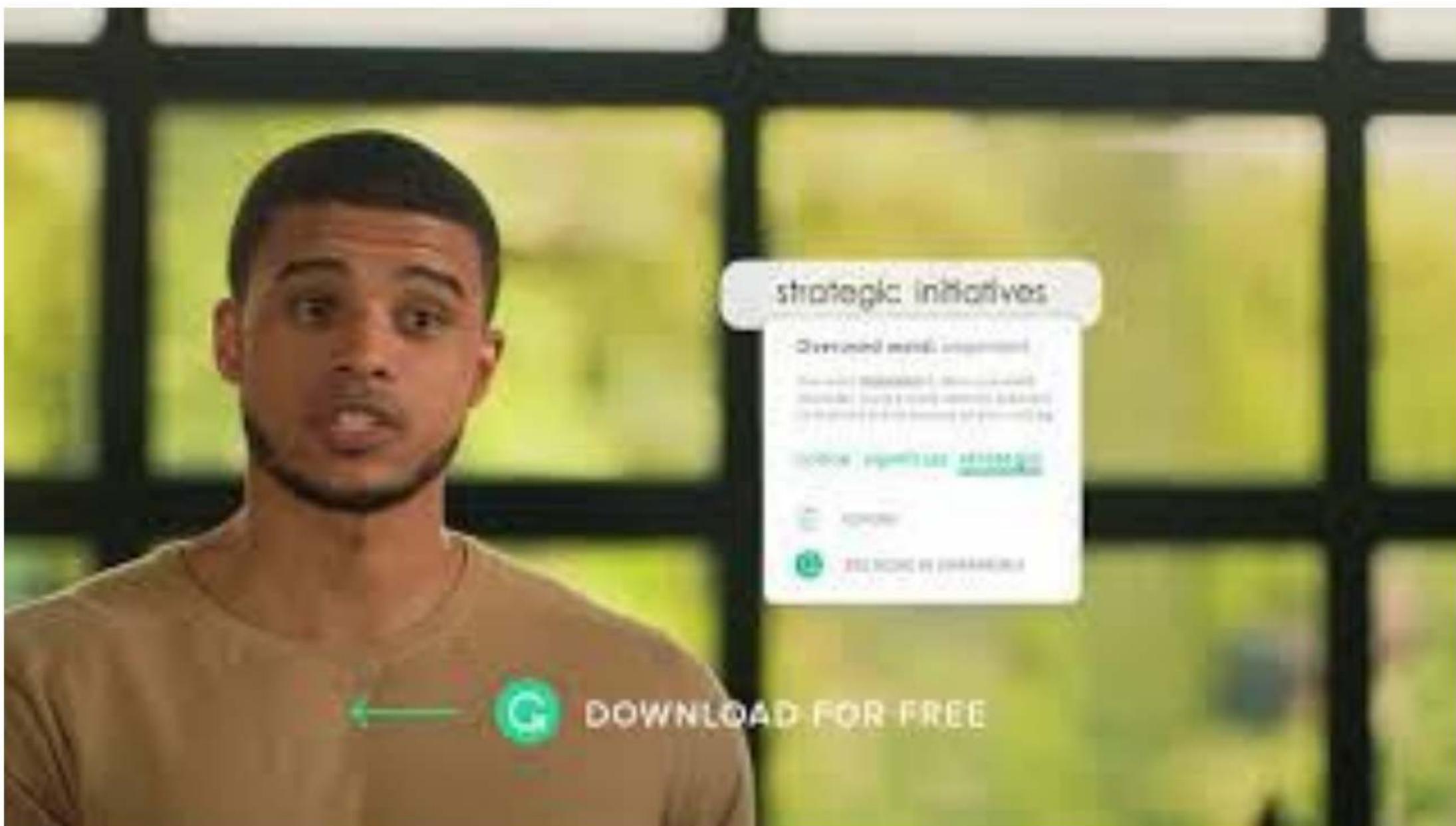
+

Primary feed	Input method	Last upload date	Country of sale	Content language	Destination
No results					

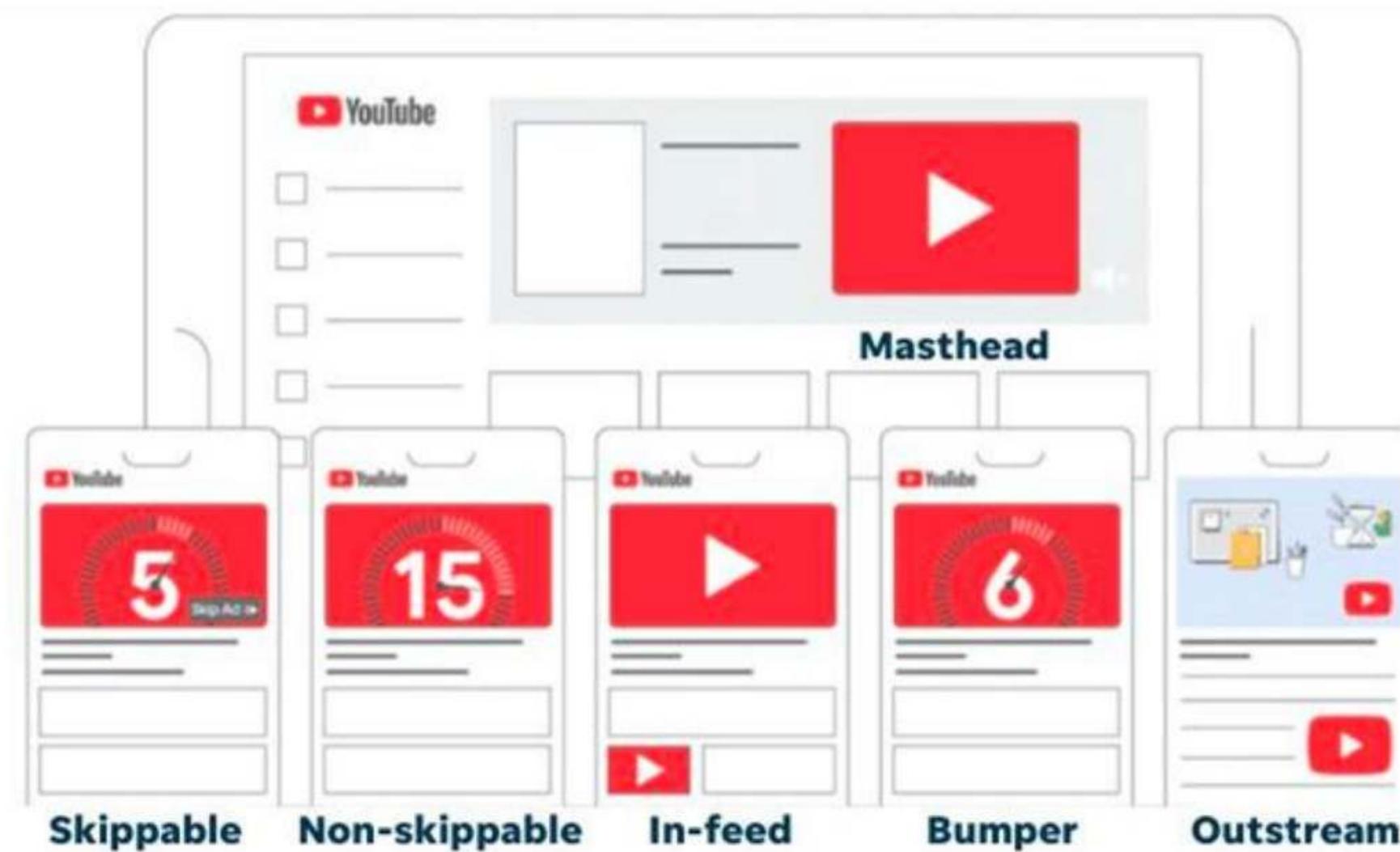
Supplemental feeds

Use supplemental feeds as a secondary data source to provide additional attributes to your primary feeds, or to provide additional data that you want to use in Feed Rules.

# Video ads



# Video ads



# Video ads

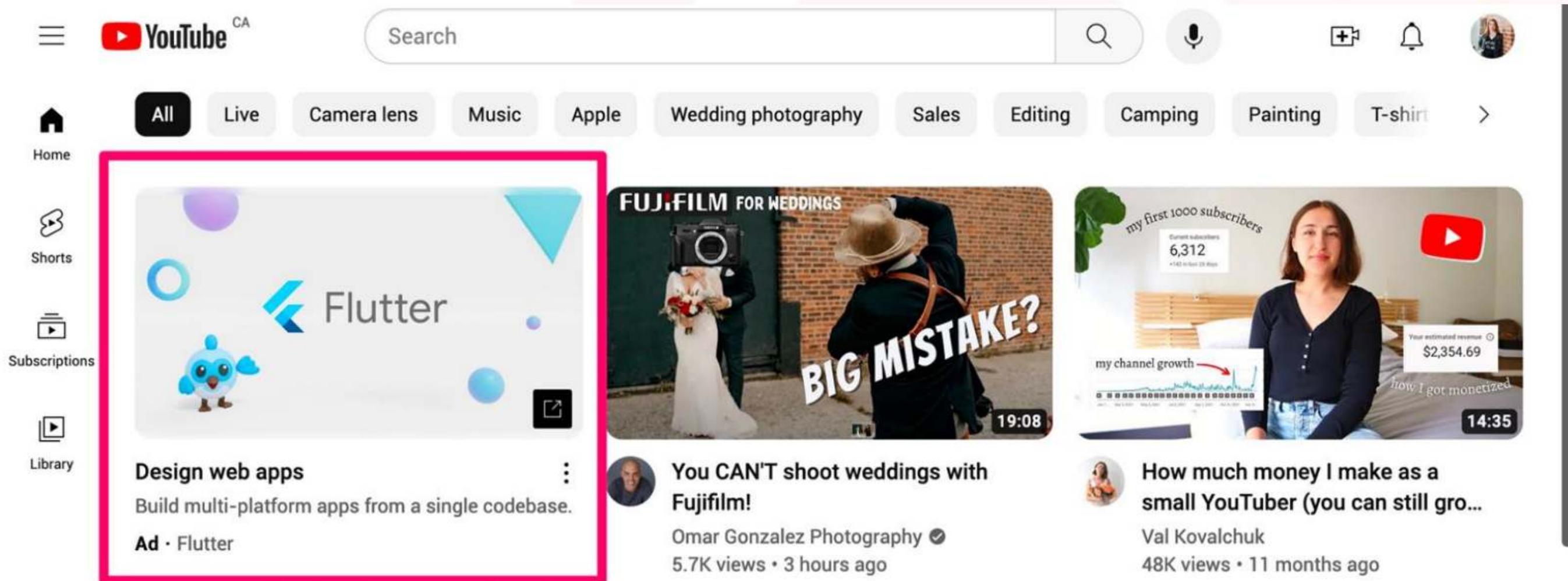


Google Ads Help

## Video Ad Formats Available in Google Ads



# App ads



The screenshot shows a YouTube homepage with a navigation bar at the top featuring the YouTube logo, a search bar, and various icons. Below the navigation bar, there are several category tabs: All, Live, Camera lens, Music, Apple, Wedding photography, Sales, Editing, Camping, Painting, and T-shirt. On the left side, there is a sidebar with links to Home, Shorts, Subscriptions, and Library.

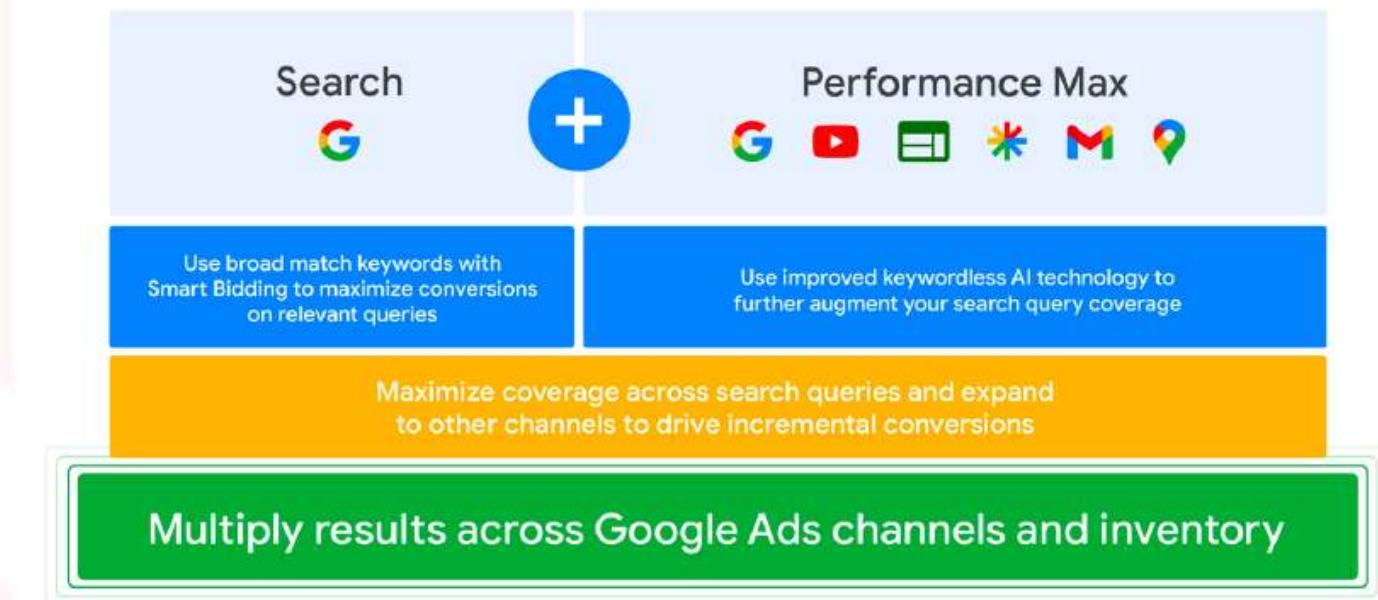
A video thumbnail for "Flutter" is highlighted with a pink border. The thumbnail features the Flutter logo and a small blue cartoon character. Below the thumbnail, the text reads "Design web apps" and "Build multi-platform apps from a single codebase." It is labeled as an "Ad · Flutter".

Other video thumbnails shown include:

- "You CAN'T shoot weddings with Fujifilm!" by Omar Gonzalez Photography (5.7K views, 3 hours ago)
- "How much money I make as a small YouTuber (you can still gro..." by Val Kovalchuk (48K views, 11 months ago)

# Performance Max ads

- More of an overarching strategy
- Covers display, YouTube, Discover and Gmail
- Benefits include:
  - Streamlined campaign management
  - Automated optimization
  - Adaptability
  - Performance insights



# Performance Max ads



The image shows a woman with shoulder-length brown hair, wearing a dark blue denim jacket over a light-colored shirt. She is standing in front of a yellow background. On the left, there is a yellow rectangular graphic containing the text "Acquire and re-engage customers with Performance Max" in black, sans-serif font. A small circular icon with a stylized arrow is positioned in the top-left corner of the yellow area. On the right, there is a circular icon with a multi-colored "G" logo, similar to the Google logo.

Acquire and  
re-engage  
customers with  
Performance  
Max

# Demand Gen ads

- These ads appear across various Google feed surfaces, including YouTube, Google Discover, and Gmail.
- Discovery ads are personalized to reach audiences when they're in the mindset of discovering new products and services.
- Particularly useful for retail businesses, Discovery ads put your products directly in front of potential customers, specifically those on the lookout for new products

# Demand Gen ads



# Overview of all ad types

	Search	Performance Max	Shopping	Display	Discovery	Video	App
Keyword/ Audience Targeting	High Control	Low Control	High Control	High Control	Low Control	Moderate Control	Moderate Control
Control of Ad Copy	High Control*	Low Control	High Control	Moderate Control	Low Control	High Control	High Control
Conversion End Points	Email/Form Completions, Online Booking, Sales, Phone Calls	Email/Form Completions, Online Booking, Sales, Phone Calls, Local actions like store visits & map	Sales	Email/Form Completions, Online Booking, Sales	Email/Form Completions, Online Booking, Sales, Phone Calls	Email/Form Completions, Online Booking, Sales	App Downloads & Engagement

Source: Aaron Young

# What information do you need?

- In your groups
- Choose an objective for a Google ads campaign
- Decide which type of ad would work best

Activity 5



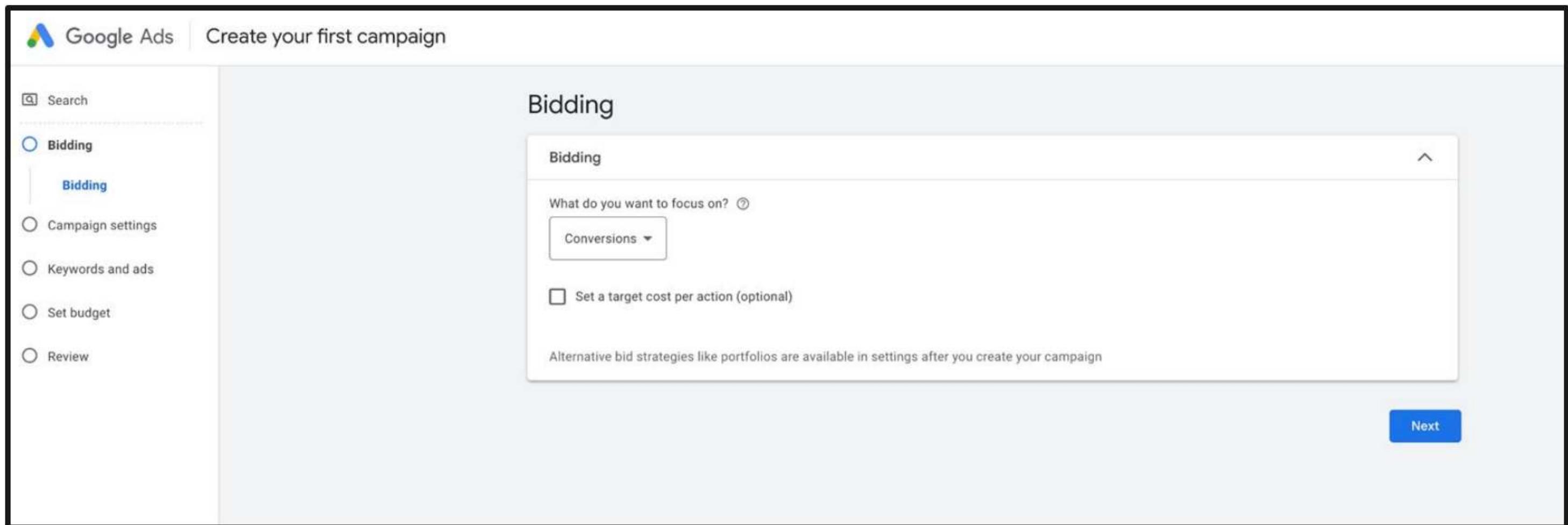
# Google Ad Bidding

# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure
- Campaign Objectives:** selecting the goal and format
- Bidding: Identifying and utilising the right bidding strategy for your goals**
- Campaign:** Selecting campaign network, location, and languages
- Campaign:** Effective audience targeting techniques
- Campaign:** Selecting keyword match type
- Campaign:** Automatically created assets
- Campaign:** Schedule and Rotation
- Keywords & ads:** research and matching
- Keywords & ads:** Creative & Copywriting best practices
- Budget:** Defining a budget

# Google Ads Bidding



The screenshot shows the 'Create your first campaign' wizard in Google Ads, specifically the 'Bidding' step. On the left, a sidebar lists steps: Search, Bidding (which is selected and highlighted in blue), Campaign settings, Keywords and ads, Set budget, and Review. The main area is titled 'Bidding' and contains a sub-section also titled 'Bidding'. It asks 'What do you want to focus on?' with a dropdown menu set to 'Conversions'. There is an optional checkbox for 'Set a target cost per action (optional)'. A note at the bottom states 'Alternative bid strategies like portfolios are available in settings after you create your campaign'. A blue 'Next' button is located at the bottom right.

# Google Ads Bidding

- **Focus on Conversions with Smart Bidding**

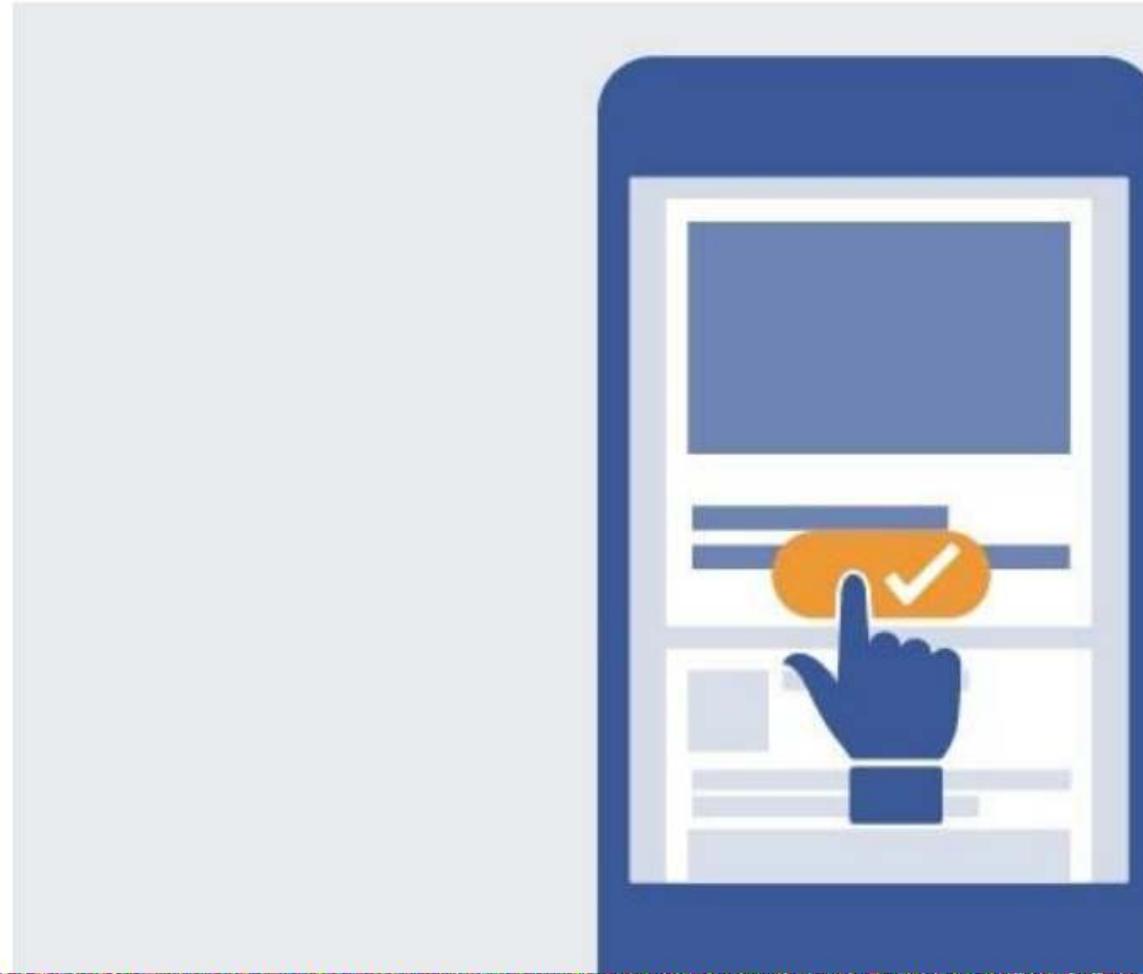
- Target Cost Per Action (CPA)
- Target Return on Ad Spend (ROAS)
- Maximise Conversions
- Maximise Conversion Value

Smart Bidding strategies		
Business goal	Campaign goal	Smart Bidding strategy
Increase sales or leads	Get as many conversions as possible at a fixed budget or fixed ROI	Maximize conversions, Target CPA
Increase profit	Get as many conversions as possible at a fixed budget or fixed return on ad spend (ROAS)	Target ROAS, Maximize conversion value

# Google Ads Bidding

- **Focus on clicks with CPC bidding**

- Maximise clicks
- Enhanced cost per click
- Manual CPC bidding



# Google Ads Bidding

- **Focus on visibility**
  - Target impression share
  - CPM
  - tCPM
  - vCPM
  - CPV

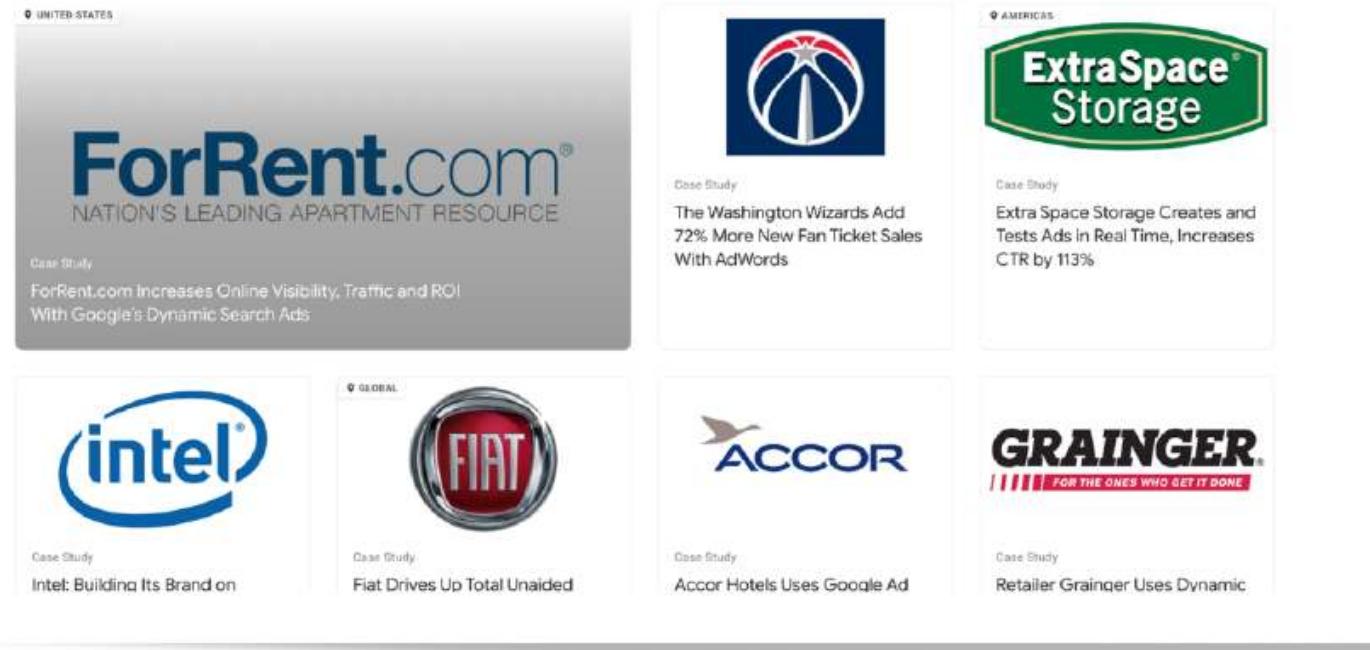


# Learning Activity

## Group Discussion

### Studies

In this section, you'll find success stories from brands across a variety of industries that increased conversions and found new audiences by using products such as Google Ad Extensions and Dynamic Search Ads.



**ForRent.com**  
Case Study: ForRent.com Increases Online Visibility, Traffic and ROI With Google's Dynamic Search Ads

**Washington Wizards**  
Case Study: The Washington Wizards Add 72% More New Fan Ticket Sales With AdWords

**ExtraSpace Storage**  
Case Study: Extra Space Storage Creates and Tests Ads in Real Time, Increases CTR by 113%

**intel**  
Case Study: Intel: Building Its Brand on

**FIAT**  
Case Study: Fiat Drives Up Total Unaided

**ACCOR**  
Case Study: Accor Hotels Uses Google Ad

**GRAINGER**  
Case Study: Retailer Grainger Uses Dynamic

### Activity 6

- Review the case studies on this page: <https://www.thinkwithgoogle.com/marketing-strategies/search/adwords-search-performance-marketing-case-studies/>
- Select one and discuss:
  - The goal of the campaign
  - Which bidding strategy do you think they used





# Lunch Break

# Draft your Individual Project

## Part 2 - Setting up a campaign

- **Bidding strategy:** For your hypothetical campaign, select the appropriate bidding strategy and explain your choice.
- **Type of ad:** Select a suitable media choice for your ad (Search, Display, Video, Performance Max, Demand Gen) and explain why you have selected this type of advert. You may select more than one.

15  
mins



# Campaign Settings

# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure
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- Budget:** Defining a budget

# Campaign settings - network

Google Ads | Create your first campaign

Search

Bidding

Campaign settings

**Network**

- Locations
- Languages
- Audiences
- Broad match keywords

Keywords and ads

Set budget

## Campaign settings

To reach the right people, start by defining key settings for your campaign

### Networks

**Search Network**

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners ?

**Display Network**

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

Include Google Display Network ?

# Campaign settings - locations

**Locations** ^

Select locations to target ⓘ

All countries and territories

Singapore

Enter another location

[^ Location options](#)

Target ⓘ

Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)

Presence: People in or regularly in your targeted locations

# Campaign settings - languages

## Languages

Select the languages your customers speak. ⓘ

Start typing or select a language

English X

Based on your targeted locations, you may want to add these languages:

[Chinese \(simplified\)](#)

[Add All](#)

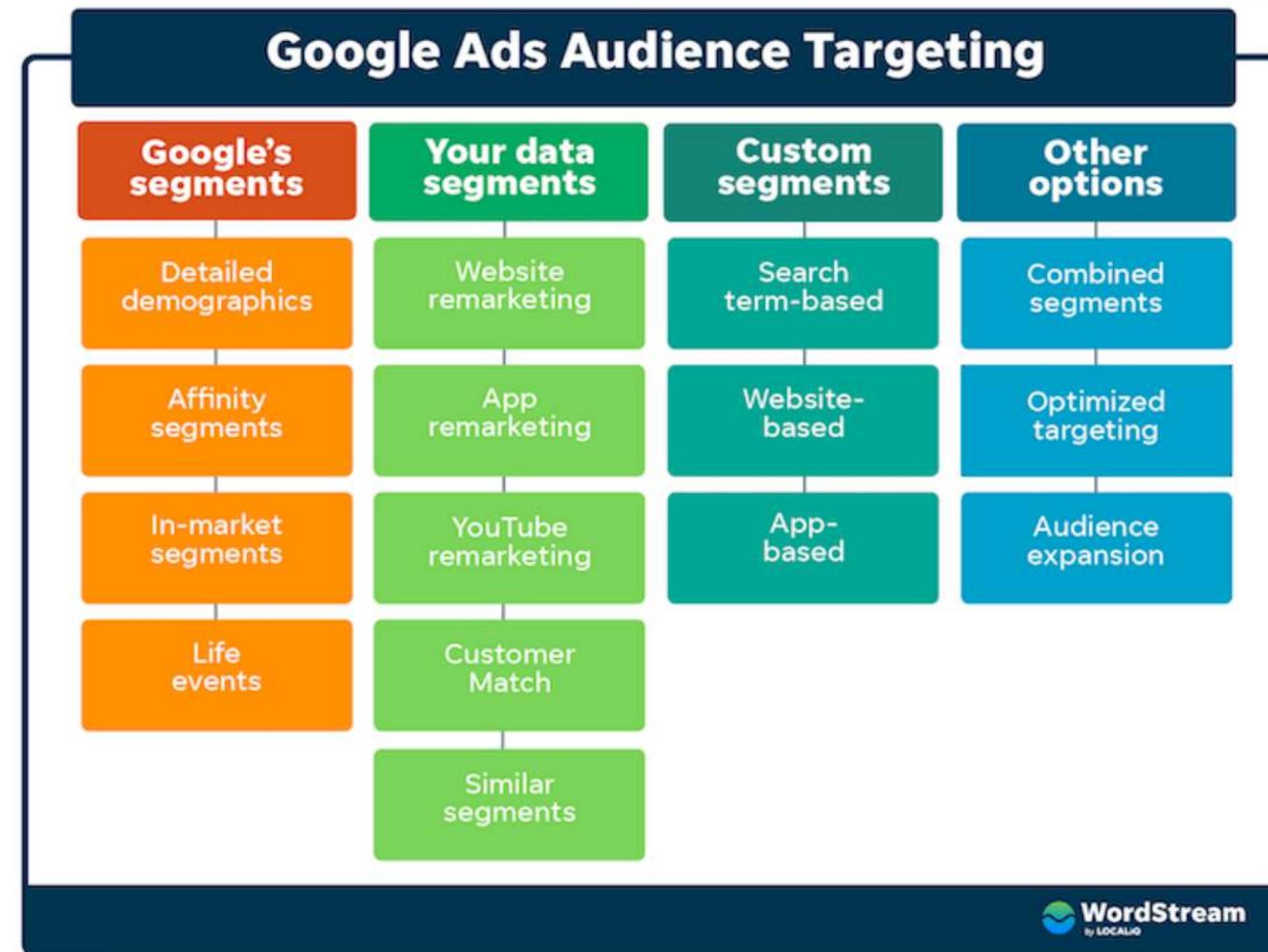
# Audience Targeting

# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure
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- Budget:** Defining a budget

# Audience Targeting



# Audience Targeting: Google's segments

Affinity	Detailed Demographics	In-Market	Your data segments
Banking & Finance	Education Level	Apparel & Accessories	Website Visitors
Food & Dining	Employment	Auto & Vehicles	Website Visitors (180 Days)
Home & Garden	Small Employer	Baby & Children's Products	Product Page Views
Lifestyle & Hobbies	Large Employer	Beauty Products & Services	Cart Abandoners
Media & Entertainment	Very Large Employer	Business & Industry Products	Website Converters
News & Politics	Homeownership Status	Business Services	Similar to Website Visitors
Shoppers	Marital Status	Computers	Similar Product Page Views
Sports & Fitness	Parental Status	Consumer Electronics	Adwords Optimized list
Travel	Parents (Age of children)	Financial Services	
Vehicles & Transport		Real Estate	

Source: Aaron Young

# Audience Targeting

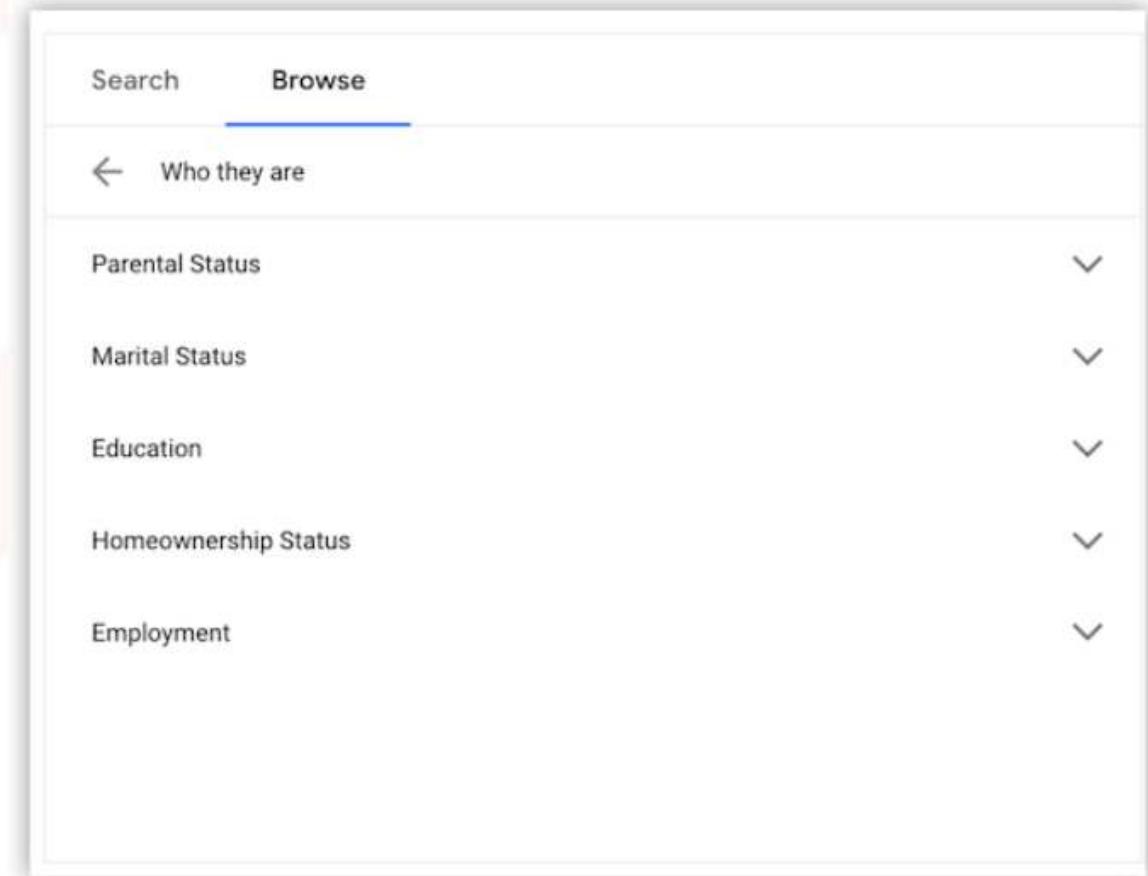
## Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab. [?](#)

Search	Browse		
		None selected	<a href="#">Clear all</a>
Who they are (Detailed demographics)		>	Select one or more segments to observe.
What their interests and habits are (Affinity)		>	
What they are actively researching or planning (In-market)		>	
How they have interacted with your business (Your data segments)		>	
Your combined audience segments (Combined segments)		>	

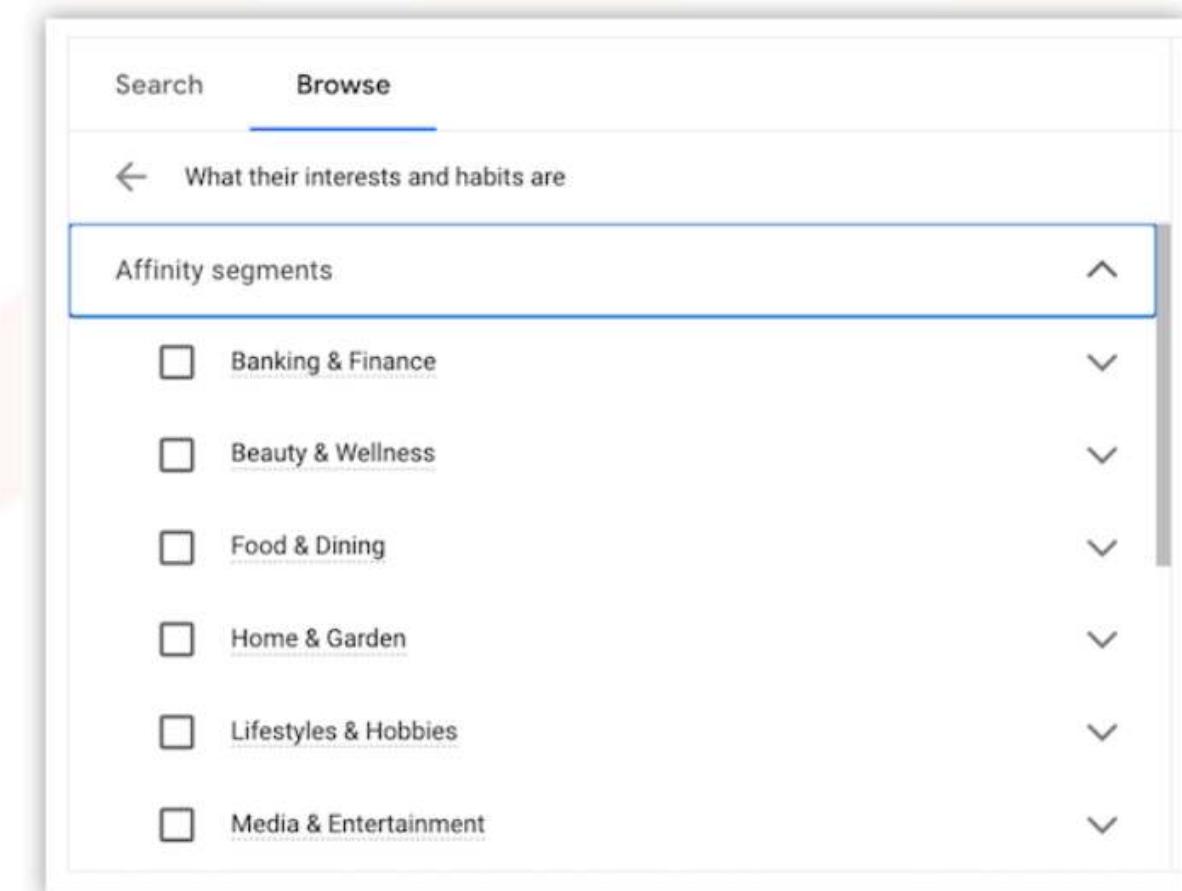
# Detailed Demographics

- **Marital Status:** We may select "Married" as your target audience, assuming married individuals are more likely to invest in luxury furnishings for their home.
- **Homeownership:** We focus on "Homeowners," as they are more likely to purchase luxury home furnishings than those who rent.
- **Education:** target individuals who have completed "Graduate degree" under the assumption that they may have higher disposable income to spend on luxury items.



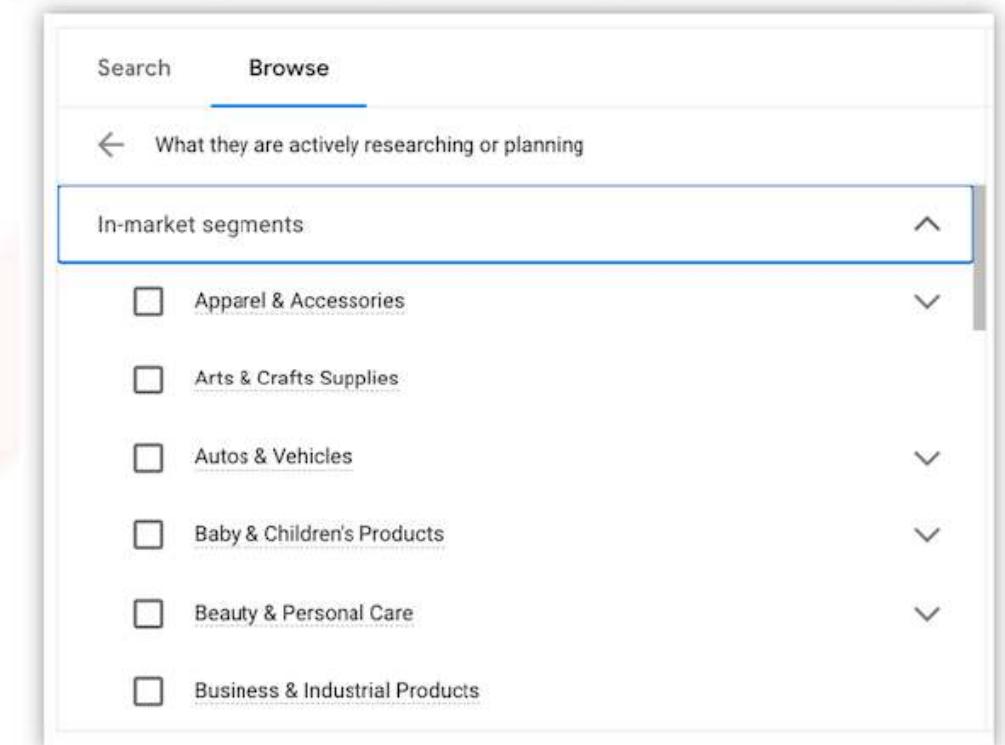
# Affinity Segment Targeting

- **Home Decor Enthusiasts:** Google Ads allows us to select audiences with a strong interest in home decor.
- **Avid Shoppers:** Focus on individuals who regularly engage in online shopping and are more likely to make purchases, which could include luxury furnishings.
- **Luxury Buyers:** This audience subset specifically includes individuals likely to purchase luxury goods.
- **DIY-ers:** Based on the assumption that they may show an interest in high-end furnishings that can help them upgrade their living spaces.



# In Market Segments Targeting

- **Home Decor Segment:** Focusing on users browsing, comparing or planning to buy home decor and furniture.
- **Moving Services & Supplies Segment:** Many people look to buy new furniture when they are moving to a new place.
- **Home and Garden Segment:** This audience consists of consumers actively exploring or comparing home and garden items, potentially aligning closely with the offerings of your luxury home furnishings business



# Life Events Targeting

- **Moving:** Audiences who are readying to move or have recently moved.
- **Recently Married:** Newlyweds often invest in improving their living conditions.
- **New Home Purchase:** Buying a new home often leads to the need for new furnishings.
- **Newly Graduated:** A milestone like graduation often prompts individuals to upgrade their living conditions.

# Your Data Segments

There are four types of remarketing audiences available in Google Ads:

- 1. Website:** a list of users who've interacted with your website
- 2. App:** a list of users who've interacted with your app
- 3. YouTube:** a list of users who've interacted with your YouTube channel/content
- 4. Customer Match:** a list of users who have given you their personal data (email, phone number, etc.), which you upload into Google Ads

# Your Data Segments

Available segment types ②

**Customer list**  
List of customer data that you've collected

**YouTube users**  
People who interacted with your YouTube channel or videos

**Google Analytics 4 segment**  
Create Web/App segment using Google Analytics audience builder

Create other segment types in [Audience manager](#)

**Lead form segment**  
People who have submitted your lead form

**App users**  
People who've downloaded your mobile app

**Website visitors**  
People who visited your website or landing pages

# Who is your audience?

- In your groups
- For your ad campaign, can you list out the details of your audience?
- Consider:
  - Demographics
  - Interests
  - Life events
  - Any data you might have on them

## Activity 7



# Draft your Individual Project

## Part 2 - Setting up a campaign

- **Audience Targeting;** propose a target audience segment for this ad. Explain whether you could use Google data or your own business data to build up this segment.
  - Include relevant details on demographics, affinity segments, in-market segments, life events and any remarketing data.

15  
mins



# Coffee/Tea Break

## 15 minutes



# Keyword Match Type

# LU2: Google Ads - Campaign Set Up

## What will you be learning?

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- Keywords & ads:** research and matching
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- Budget:** Defining a budget

# What are keywords?



# Keyword Selection in Campaign Settings

- After your audience segments:

Broad match keywords ^

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand restrictions. [Learn more about broad match keywords](#)

On: Use broad match keywords for your entire campaign

Off: Use keyword match types

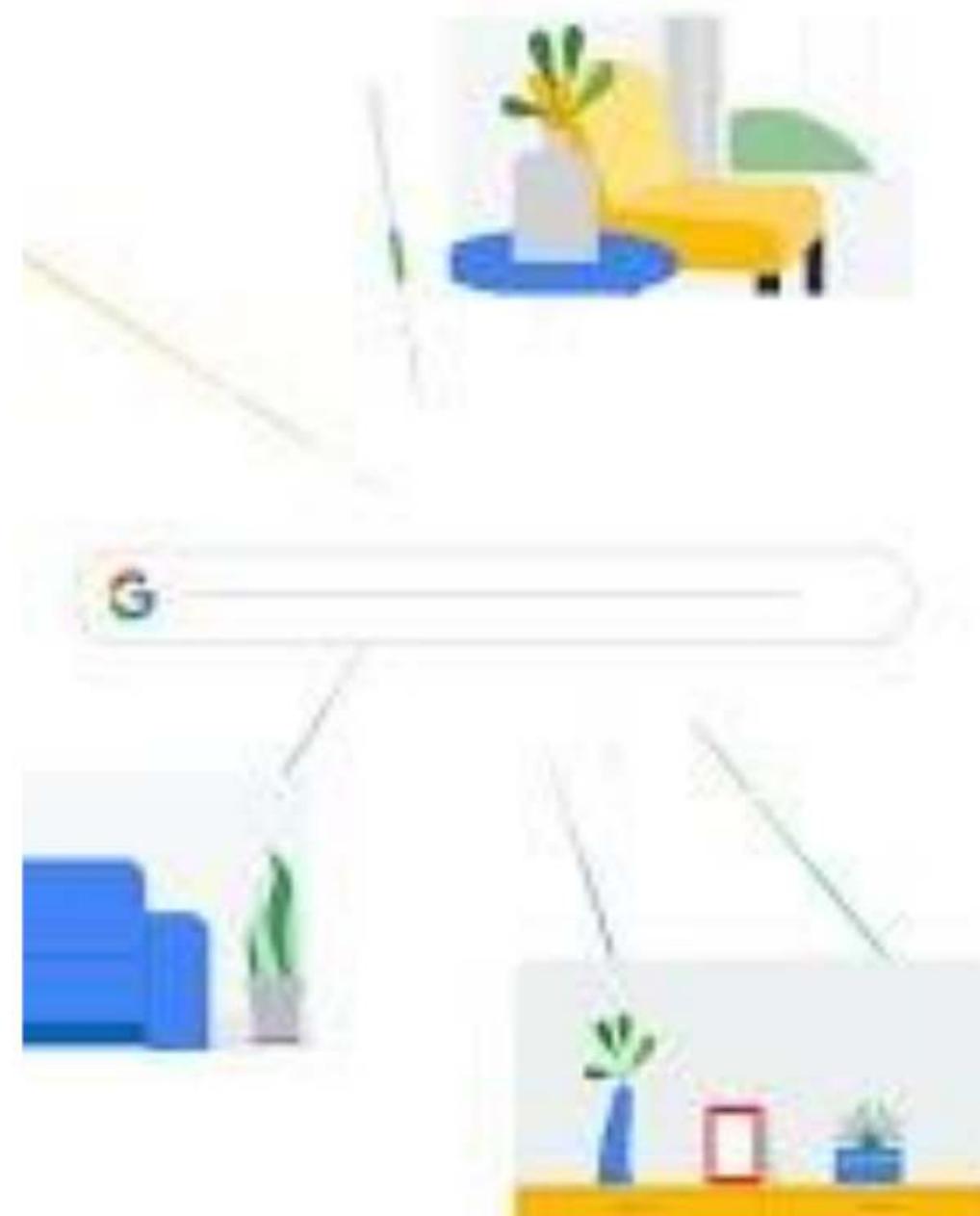
# Keyword Match Types

**Keyword Match Types**

	LOOKS LIKE	APPEARS FOR	COULD MATCH TO
<b>Broad match</b>	running shoes	Searches that relate to your keyword	<ul style="list-style-type: none"> <li>• tennis shoes for men</li> <li>• socks for running</li> </ul>
<b>Phrase match</b>	"running shoes"	Searches that include the meaning of your keyword	<ul style="list-style-type: none"> <li>• men's running shoes</li> <li>• best shoes for running</li> </ul>
<b>Exact match</b>	[running shoes]	Searches that are the same meaning as your keyword	<ul style="list-style-type: none"> <li>• running shoes</li> <li>• sneakers</li> </ul>

 WordStream  
by LOCALIO

# Keywords - Broad Match



 Tutorial

**Maximizing your  
reach with Broad  
match**

# What are your keywords?

- In your groups
- For your ad campaign, can you list out 20 broad match keywords?
- Consider:
  - Your goal for the campaign
  - The type of ad you are using
  - Your target audience

## Activity 8



# Automatically Created Assets

# LU2: Google Ads - Campaign Set Up

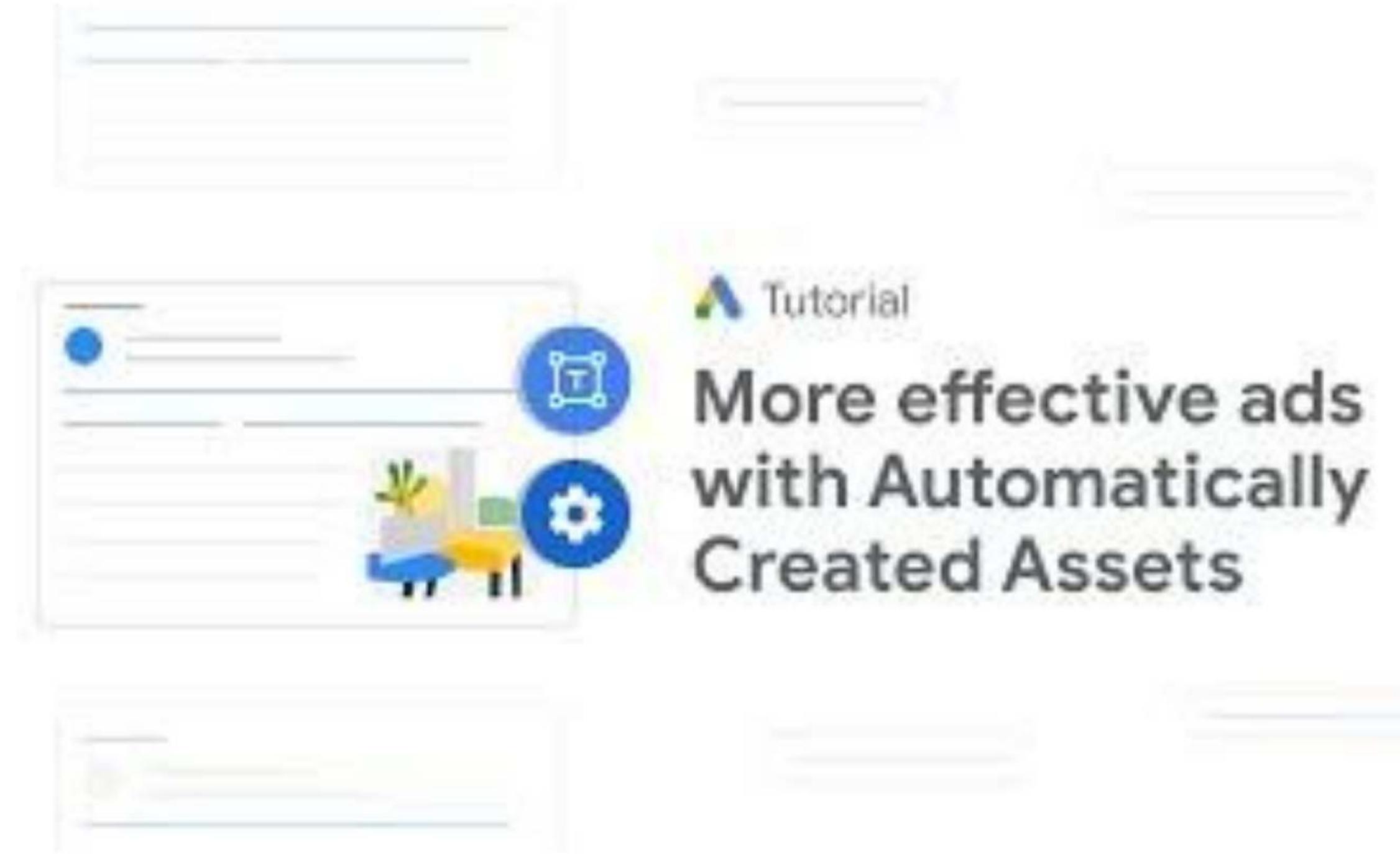
## What will you be learning?

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- Campaign: Automatically created assets**
- Campaign:** Schedule and Rotation
- Keywords & ads:** research and matching
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# Automatically created assets

- Help you generate additional assets for your campaigns
- They are:
  - Opt-in
  - Campaign level
- Can be used on:
  - Responsive search ads
  - Performance Max campaigns

# Automatically created assets for Search



# Automatically created assets

Automatically created assets

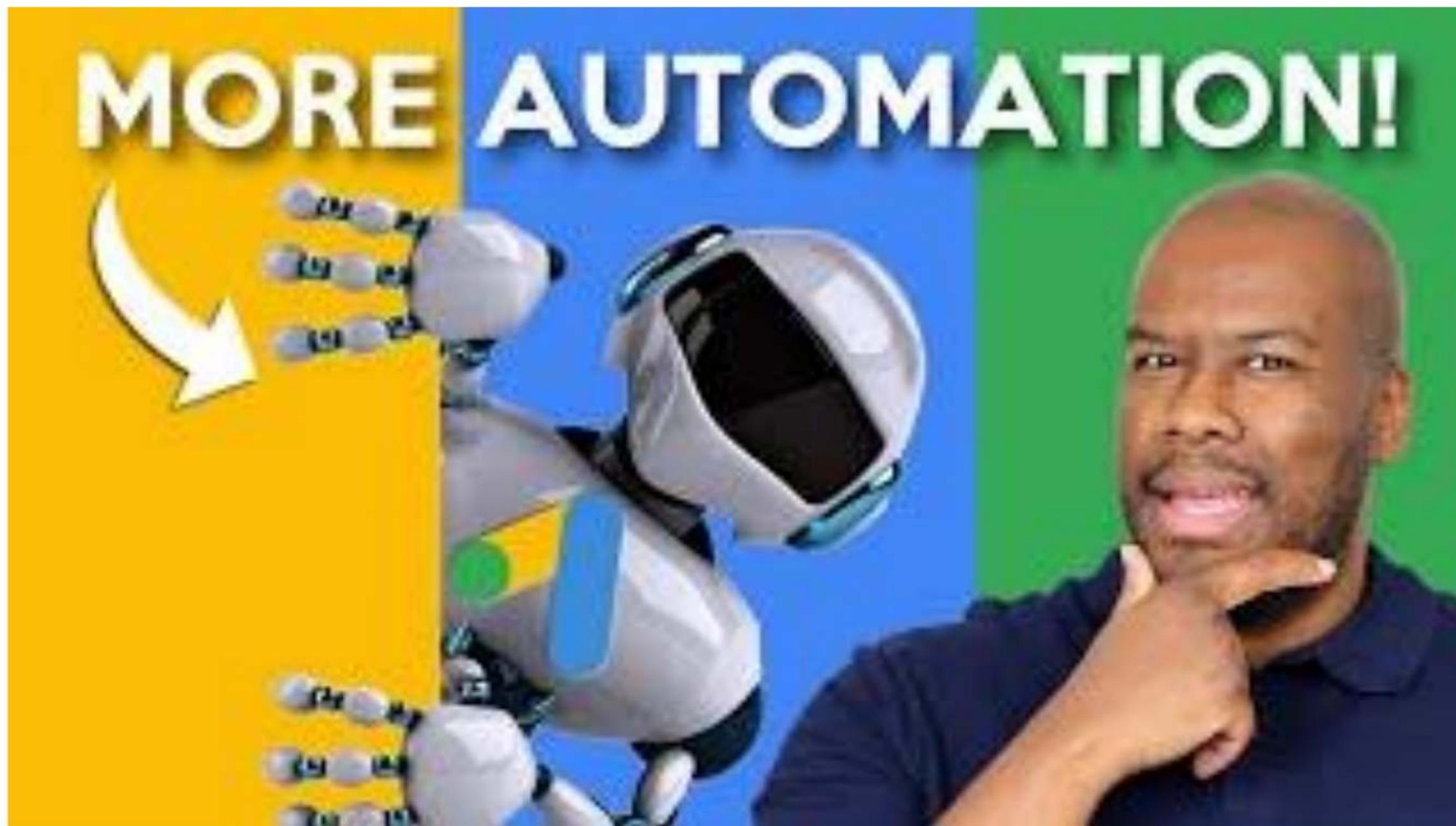
You can allow Google to help you generate headline and description assets for your ads using your content from your landing page, domain, and ads. Google will provide automated tools to customize your assets based on relevance for your keywords. This may improve ad relevance and performance.

[Learn more](#)

On: Use my content from my landing page, domain, and ads in combination with assets I provide. Customize assets based on relevance for my keywords

Off: Use only assets I provide directly for my ads

## Automatically created assets



# Schedule & Rotation

# LU2: Google Ads - Campaign Set Up

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- Campaign: Selecting keyword match type
- Campaign:** Automatically created assets
- Campaign: Schedule and Rotation**
- Keywords & ads:** research and matching
- Keywords & ads:** Creative & Copywriting best practices
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# Campaign: More settings

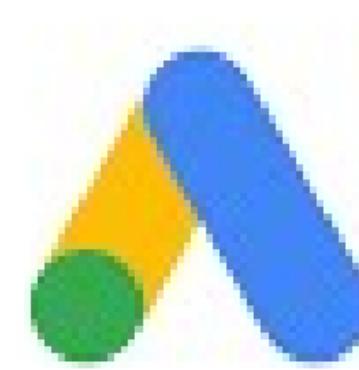
More settings	
Ad rotation	Optimize: Prefer best performing ads
Start and end dates	Start date: March 13, 2024    End date: Not set
Ad schedule	All day
Campaign URL options	No options set
Brand restrictions	No brand lists applied

# Ad Rotation

Ad rotation ^

- Optimize: Prefer best performing ads
- Do not optimize: Rotate ads indefinitely
- Optimize for conversions (Not supported)
- Rotate evenly (Not supported)

# Ad Rotation



Optimizing your Ad Rotation

# Start & End Dates

Start and end dates

Start date

Mar 13, 2024 ▾

End date

None

Select a date ▾

Your ads will continue to run unless you specify an end date.

# Scheduling

Ad schedule ^

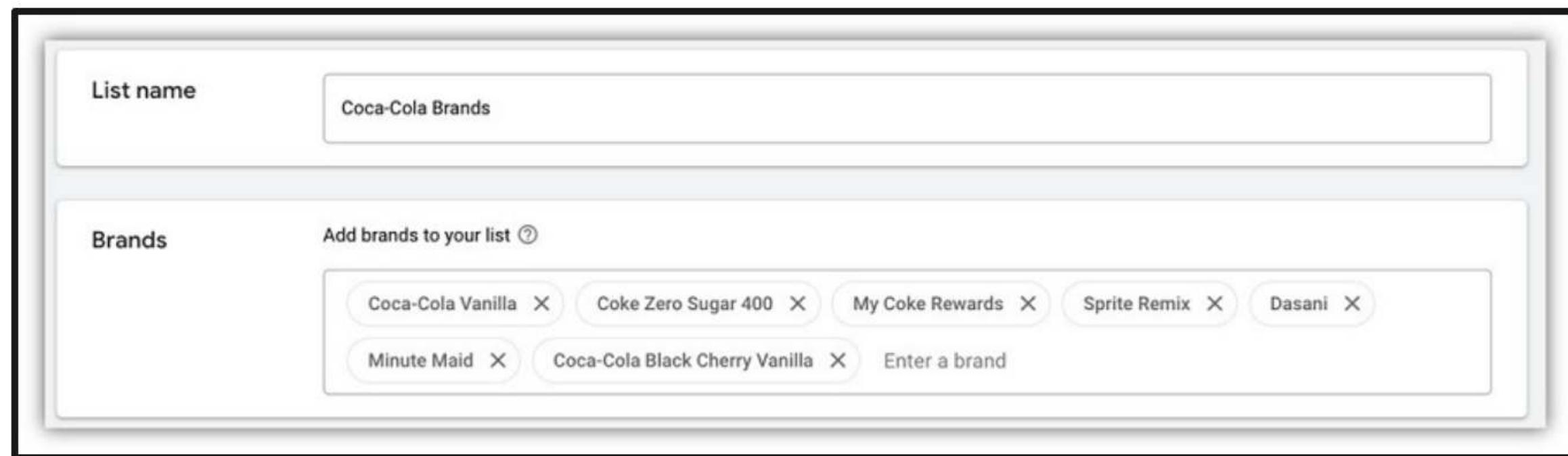
Saturdays - Sundays ▾ 07:15 to 11:15 X

[Add](#)

Based on account time zone: (GMT+08:00) Singapore Standard Time  
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

# Brand Restrictions



# Plan your Google ads campaign

- In your groups
- Work out:
  - Your ad schedule
  - When you're running your ad
  - If you have any brand restrictions
- Prepare a short presentation on your whole campaign to share with the group

## Activity 9



# Recap Day 1 Learning

---

- Role of Google ads in the marketing mix
- How the system works
- The account structure
- Objectives
- Types of Ads available
- Bidding
- Audience Targeting
- Keyword types
- Automatically creating assets
- Scheduling and rotation



Day 2

# Recap Day 1 Learning

---

- Role of Google ads in the marketing mix
- How the system works
- The account structure
- Objectives
- Types of Ads available
- Bidding
- Audience Targeting
- Keyword types
- Automatically creating assets
- Scheduling and rotation

# Recap Day 1 Activity

---

- Answer the following questions:
  - What was particularly useful about yesterday?
  - What was unclear from yesterday?
  - What do you want to know more about?



# Recap Day 1 Quiz

---

<https://kahoot.it/challenge/00360247>

00360247



# Keyword Research

# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure
- Campaign Objectives:** selecting the goal and format
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- Campaign:** Schedule and Rotation
- Keywords & ads: research and matching**
- Keywords & ads:** Creative & Copywriting best practices
- Budget:** Defining a budget

# Keyword Research - Why?

- Identification of Customer Needs
- Boosting Relevance
- Increasing Traffic
- Improving ROI
- Staying Ahead of Competitors



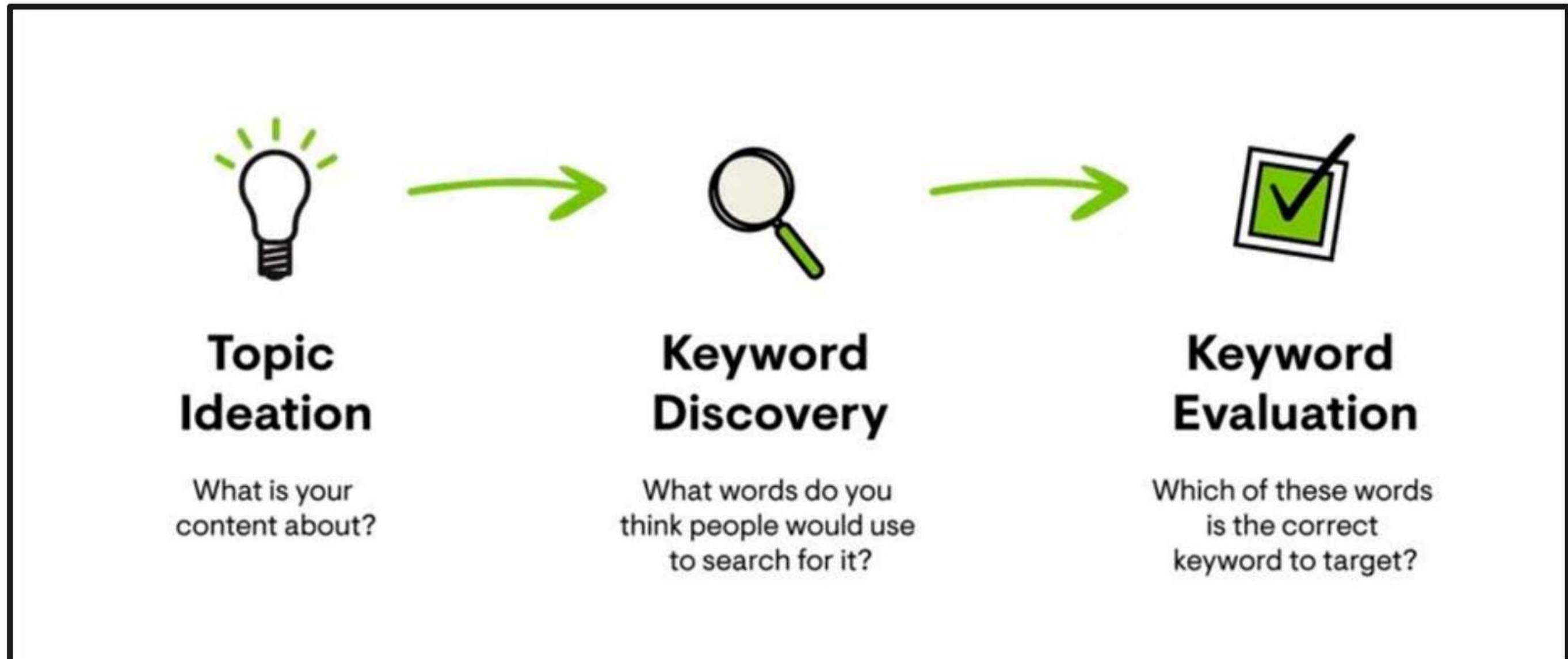
# Keyword Match Types

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<b>Exact match</b>	[running shoes]	Searches that are the same meaning as your keyword	<ul style="list-style-type: none"> <li>• running shoes</li> <li>• sneakers</li> </ul>

 WordStream  
by LOCALIO

# Keyword research - the process



# Keyword Research Tools

- Google Keyword Planner
- SEMRush
- Ubersuggest
- Answer the Public

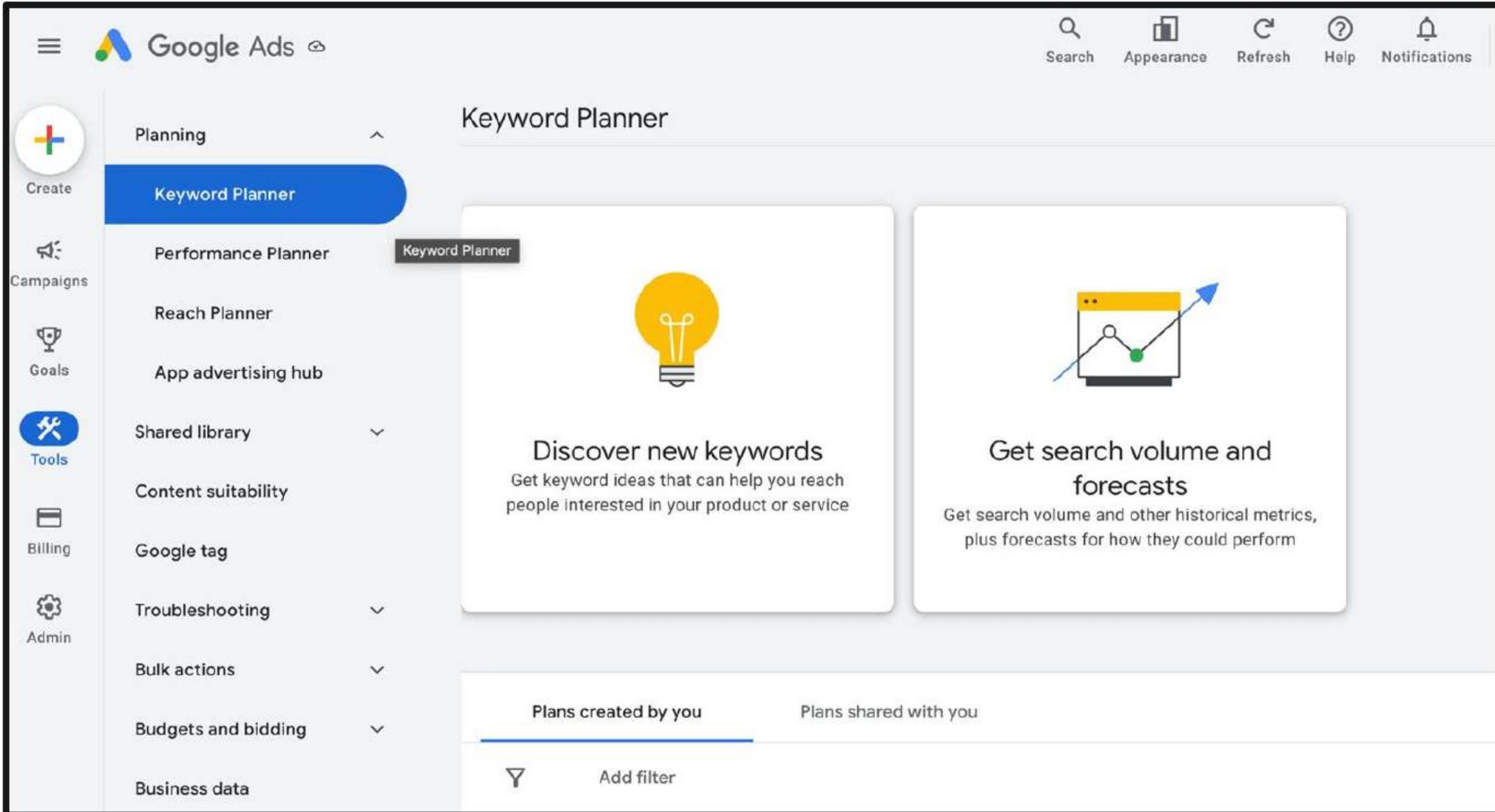


# Keyword Research Goal

- Build a list of **similar keywords** into 1 ad group
- Include **primary keywords** and **long tail keywords**
- Develop as many ad groups/keyword segments as you need to deliver your ad

A	B	C	D
Primary keywords	Auxiliary keywords		Created long-tail keywords
Dry-fit tees	mens		Dry-fit tees mens
Running shoes	womens		Dry-fit tees womens
Compression shorts	childrens		Dry-fit tees childrens
	red		Dry-fit tees red
	black		Dry-fit tees black
	Nike		Dry-fit tees Nike
	Adidas		Dry-fit tees Adidas
			Running shoes mens
			Running shoes womens
			Running shoes childrens
			Running shoes red
			Running shoes black
			Running shoes Nike
			Running shoes Adidas
			Compression shorts mens
			Compression shorts womens
			Compression shorts childrens
			Compression shorts red
			Compression shorts black

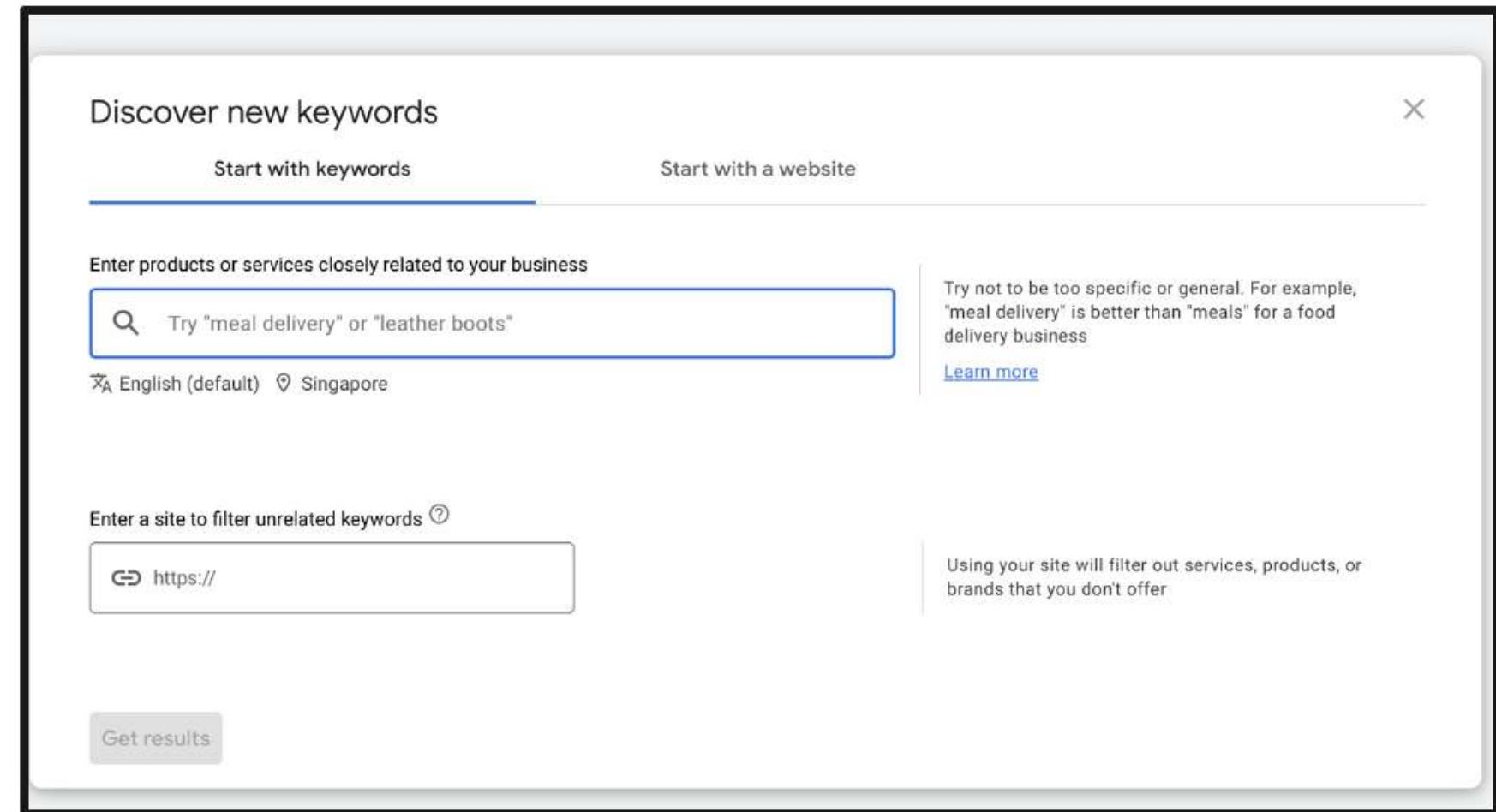
# Keyword Research in Google Ads



The screenshot shows the Google Ads interface with the 'Keyword Planner' tool selected. The left sidebar includes sections for Planning (with 'Keyword Planner' highlighted), Performance Planner, Reach Planner, App advertising hub, Shared library, Content suitability, Google tag, Troubleshooting, Bulk actions, Budgets and bidding, and Business data. The main area features two cards: 'Discover new keywords' (with a lightbulb icon) and 'Get search volume and forecasts' (with a chart icon). Below these cards is a section for 'Plans created by you' and 'Plans shared with you', with an 'Add filter' button.

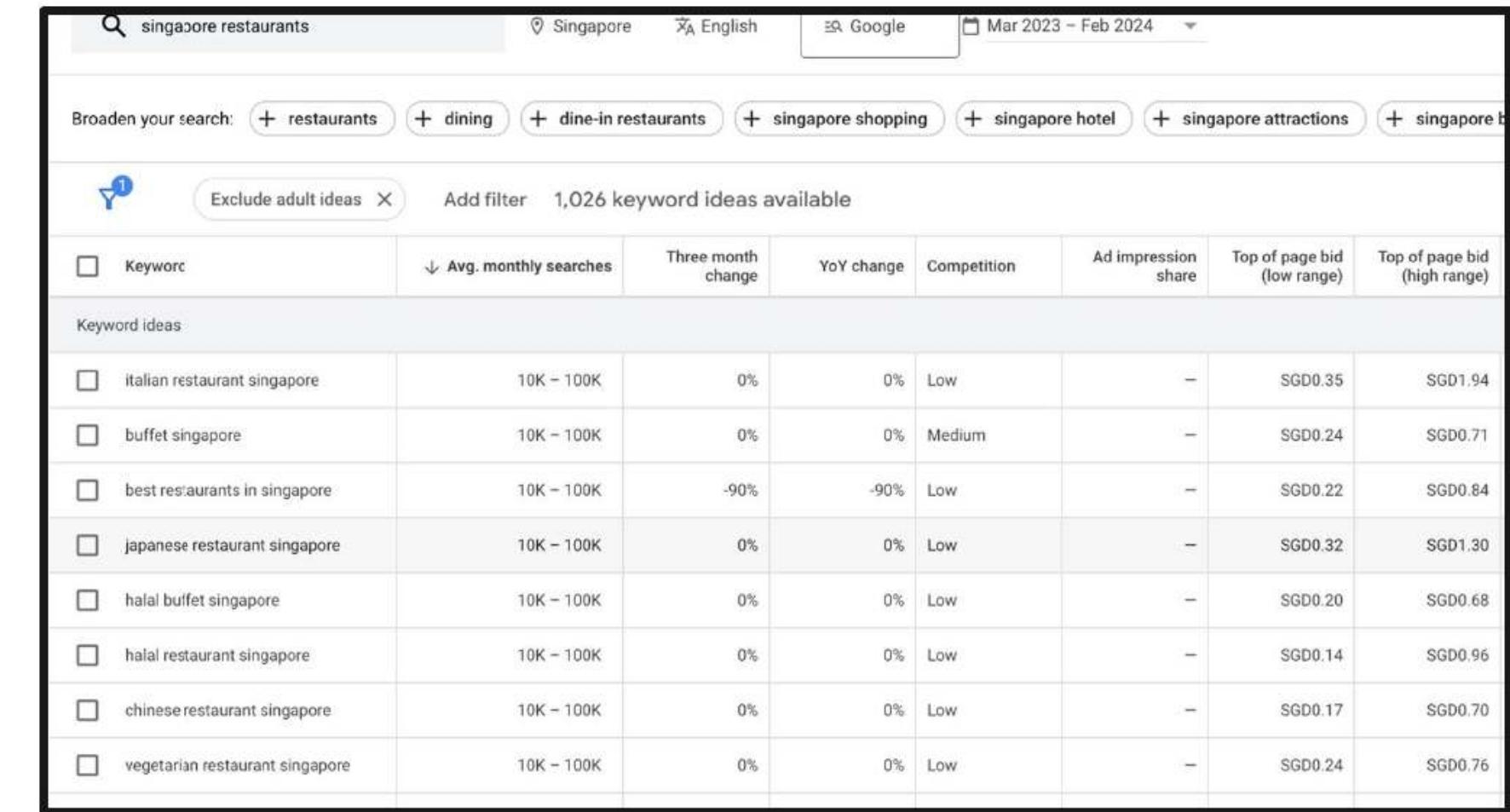
# Discover new keywords

- Include your keyword topic or your website URL
- Start with 1 or 2
- Click ‘get Results’



# Discover new keywords

- You will see top searches for those terms
  - **Average monthly volume of searches**
  - **3 month change in search behaviour**
  - **Annual change in search behaviour**
  - **Average cost for that search term**



The screenshot shows a search interface for 'singapore restaurants'. The search parameters are set to Singapore, English, Google, and the date range is Mar 2023 – Feb 2024. The results table includes columns for Keyword, Avg. monthly searches, Three month change, YoY change, Competition, Ad impression share, Top of page bid (low range), and Top of page bid (high range). The results list various types of restaurants in Singapore, such as Italian, buffet, Japanese, halal, Chinese, and vegetarian options.

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keyword ideas:							
italian restaurant singapore	10K – 100K	0%	0%	Low	–	SGD0.35	SGD1.94
buffet singapore	10K – 100K	0%	0%	Medium	–	SGD0.24	SGD0.71
best restaurants in singapore	10K – 100K	-90%	-90%	Low	–	SGD0.22	SGD0.84
japanese restaurant singapore	10K – 100K	0%	0%	Low	–	SGD0.32	SGD1.30
halal buffet singapore	10K – 100K	0%	0%	Low	–	SGD0.20	SGD0.68
halal restaurant singapore	10K – 100K	0%	0%	Low	–	SGD0.14	SGD0.96
chinese restaurant singapore	10K – 100K	0%	0%	Low	–	SGD0.17	SGD0.70
vegetarian restaurant singapore	10K – 100K	0%	0%	Low	–	SGD0.24	SGD0.76

# Add keywords to your plan

- Select the keywords you want in 1 ad group
- Click on ‘save keywords’ to save them to your plan
- You can add more by then clicking ‘add keywords’

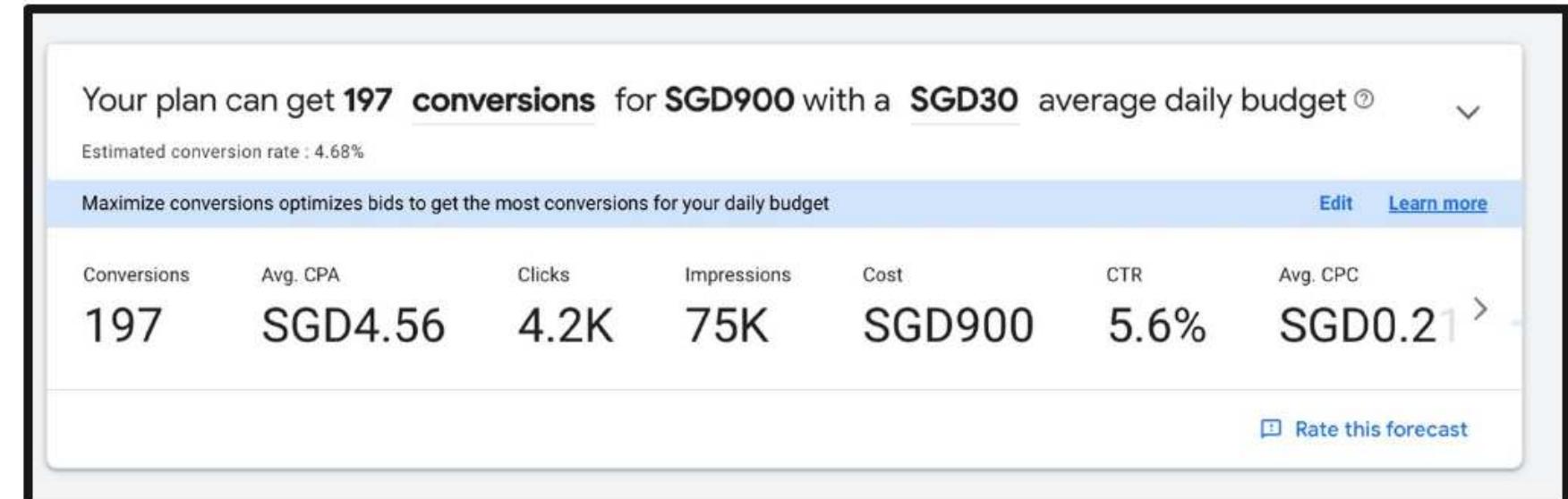
5 selected | Plan ▾ Ad group 1 ▾ Broad match ▾ Add keywords ?

- Keyword (by relevance) Avg. m You can forecast multiple keywords to see projected performances in a test plan. If you like the results, you can implement them in your live campaigns Competition

<input type="checkbox"/> halal buffet singapore	10K – 100K	0%	0%	Low
<input type="checkbox"/> fine dining singapore	1K – 10K	0%	0%	Medium
<input checked="" type="checkbox"/> halal restaurant singapore	10K – 100K	0%	0%	Low
<input type="checkbox"/> black tap singapore	1K – 10K	-90%	-90%	Low
<input checked="" type="checkbox"/> chinese restaurant singapore	10K – 100K	0%	0%	Low
<input checked="" type="checkbox"/> best japanese restaurant singapore	1K – 10K	0%	0%	Low
<input checked="" type="checkbox"/> romantic restaurants singapore	1K – 10K	0%	0%	Low
<input checked="" type="checkbox"/> vegetarian restaurant singapore	10K – 100K	0%	0%	Low
<input type="checkbox"/> jumbo seafood singapore	1K – 10K	0%	0%	Low
<input type="checkbox"/> kazbar singapore	100 – 1K	0%	-90%	Low

# Check the forecast of these keywords

- Navigate to the ‘forecasts’ tab
- See how many conversions you will get and the likely cost



Your plan can get **197 conversions** for **SGD900** with a **SGD30** average daily budget ?

Estimated conversion rate: 4.68%

Maximize conversions optimizes bids to get the most conversions for your daily budget

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
197	SGD4.56	4.2K	75K	SGD900	5.6%	SGD0.21

[Edit](#) [Learn more](#)

[Rate this forecast](#)

# Keyword Research in SEMRush

## Keyword Magic Tool

Find millions of keyword suggestions for your SEO.

SG ▾
Search

Examples: loans movies how to buy audible books

**Enter a topic and get your list of best keywords for you**

**Keyword:** custom t shirts

All	Questions	Broad Match	Phrase Match	Exact Match	Related	
All keywords	1,262,784					
men	50,909					
print	37,846					
sleeve	34,489					
design	32,895					

**Work with topical groups**

Research keywords in thematic subgroups and exclude irrelevant groups from your search.

**Get fresh data**

Semrush database shows you the most recent data and trends at all times.

Keyword	Intent	Volume	Trend	Keyword Difficulty %	CPC \$	SERP Features
custom t shirts	C	5,400	▲	89 ●	0.73	📍 ★ 📈 +2
tshirt design	C	5,400	▲	91 ●	0.81	📍 📈 +6
printed t shirts	C	5,400	▲	89 ●	0.50	📍 📈 ★ +4
funny t shirts	I T	2,400	▲	73 ●	0.26	📍 📈 ★ +3
tshirt printing near me	T	2,400	▲	77 ●	0.86	📍 📈 ★ +4

# Keyword Research in Ubersuggest

# Ubersuggest

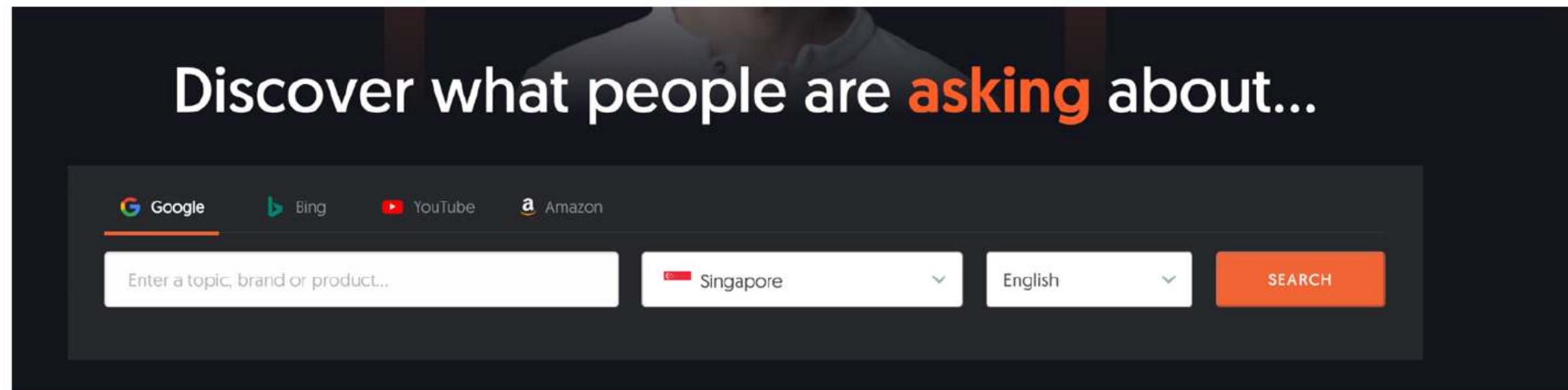
Want more traffic? Ubersuggest shows you how to win the game of SEO.  
Just type in a domain or a keyword to get started.

English / United States
SEARCH

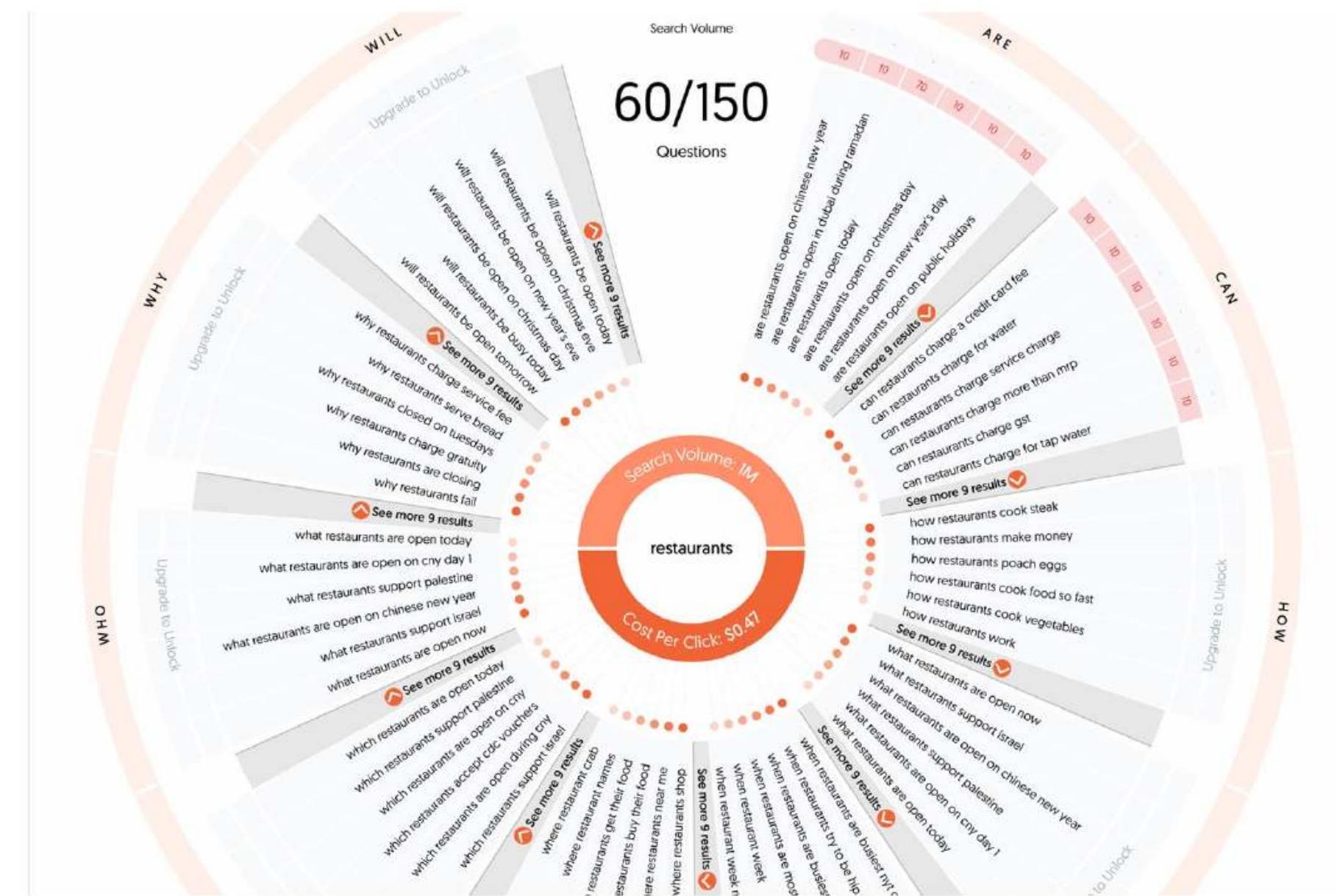
KEYWORD IDEAS		SUGGESTIONS		RELATED	QUESTIONS	PREPOSITIONS	COMPARISONS
KEYWORD	TREND	VOLUME	CPC	PD	SD		
restaurants singapore best		14,800	\$0.71	22	55		
restaurants chijmes singapore		9,900	\$1.08	11	47		
restaurant jumbo singapore		8,100	\$0.44	9	48		
dining set singapore		8,100	\$2.19	100	37		
restaurants robertson quay singapore		6,600	\$0.55	13	43		
unique restaurants singapore		2,400	\$0.68	18	46		
restaurant rhubarb singapore		1,600	\$1.00	3	46		

[VIEW ALL KEYWORD IDEAS](#)

# Keyword Research in Answer the Public



# Keyword Research in Answer the Public



# Refine your keywords

- In your groups
- Look at the keywords from yesterday
- Use one of these tools to find the search forecast and competition for these keywords:
  - Google keyword planner
  - SEM Rush
  - Ubersuggest
  - Answer the Public

## Activity 1



# Negative Keywords

## Negative Keyword Match Types

Negative Broad Match Keyword:  
**summer outfit**

<b>Search Query</b>	<b>Could ad show?</b>
crazy party outfits	Yes
holiday outfits	Yes
pretty summer outfit	No
outfit for summer	No
Summer outfit	No

Negative Phrase Match Keyword:  
**"summer outfit"**

<b>Search Query</b>	<b>Could ad show?</b>
crazy party outfits	Yes
holiday outfits	Yes
pretty summer outfit	No
outfit for summer	Yes
Summer outfit	No

Negative Exact Match Keyword:  
**[summer outfit]**

<b>Search Query</b>	<b>Could ad show?</b>
crazy party outfits	Yes
holiday outfits	Yes
pretty summer outfit	Yes
outfit for summer	Yes
Summer outfit	No

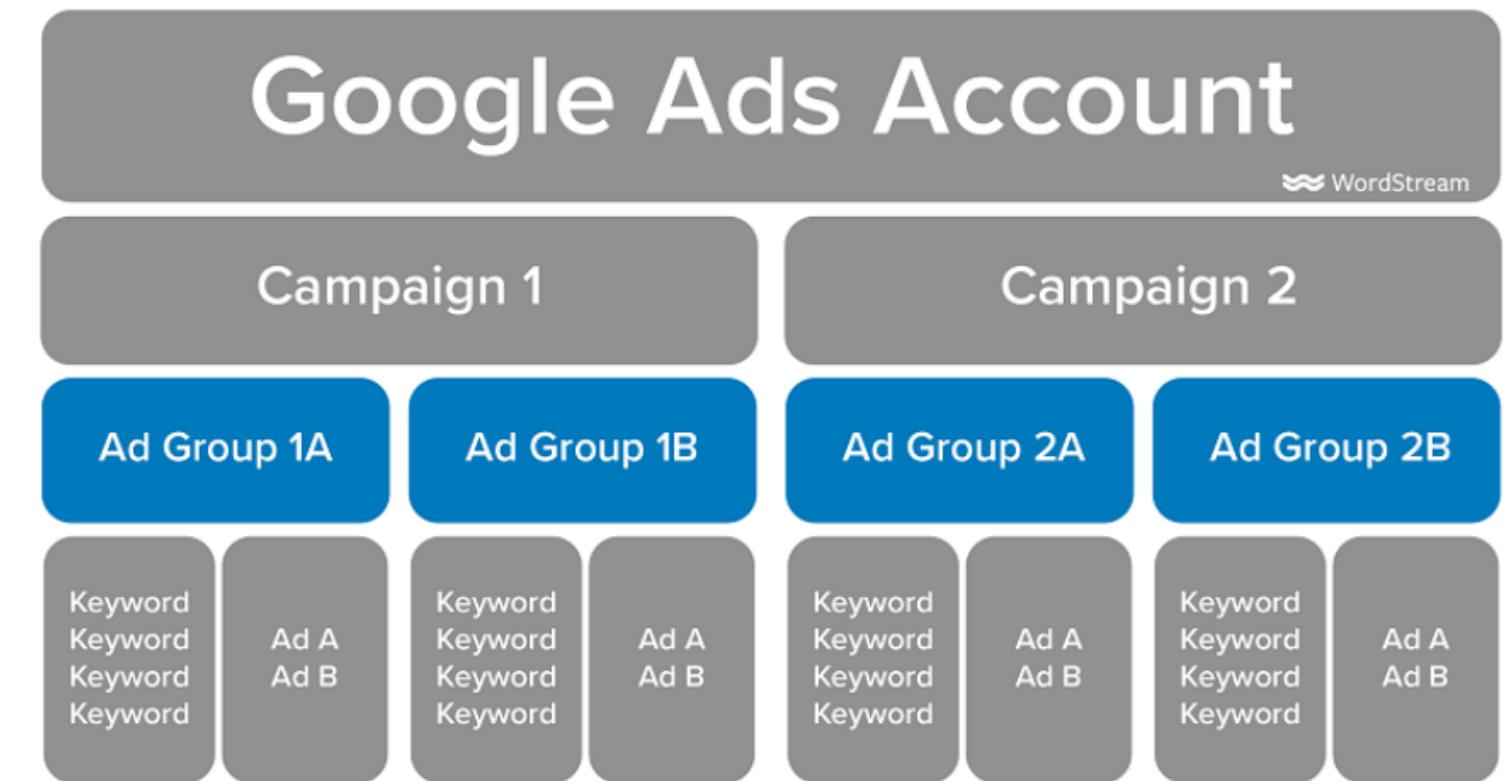
# Focus on intent

## The Keyword Funnel



# Keyword Ad Groups

- Specific groups of ads triggered by keywords
- An ad group contains 1 or more ads that contain a similar target audience
- Organised by theme
- Control keyword grouping
- Maximum 10 ad groups per campaign
- Maximum of 20 keywords per ad group



# Keyword Ad Groups

Ad group: desserts   Ad group: beverages   Ad group: snacks

cupcakes

soda

potato chips

pumpkin pies

coffee

pita chips

apple pie

iced coffee

beef jerky

chocolate cake

iced tea

salted peanuts

ice cream

sparkling water

mixed nuts

cookies

orange juice

rice crackers

# Keyword Ad Groups - recommendations

- Use **long tail keywords** - 4 or more words - to give Google more information about intent
- As we move into generative search - more and more searches will be new - so **include broad match keywords**
- **Build your ad groups into themes** so you can see what's working and what isn't
- **Limit ad group bleeding** - keep specific groups of keywords together and ensure a keyword doesn't cross between 2 ad groups

# Draft your Individual Project

## Part 2 - Setting up a campaign

- Keywords: Develop 3 ad groups for this campaign. Demonstrate how you would use relevant tools to research the target keywords and then recommend how you would split these keywords into different ad groups

15  
mins



# Coffee/Tea Break

## 15 minutes



# Building your ad

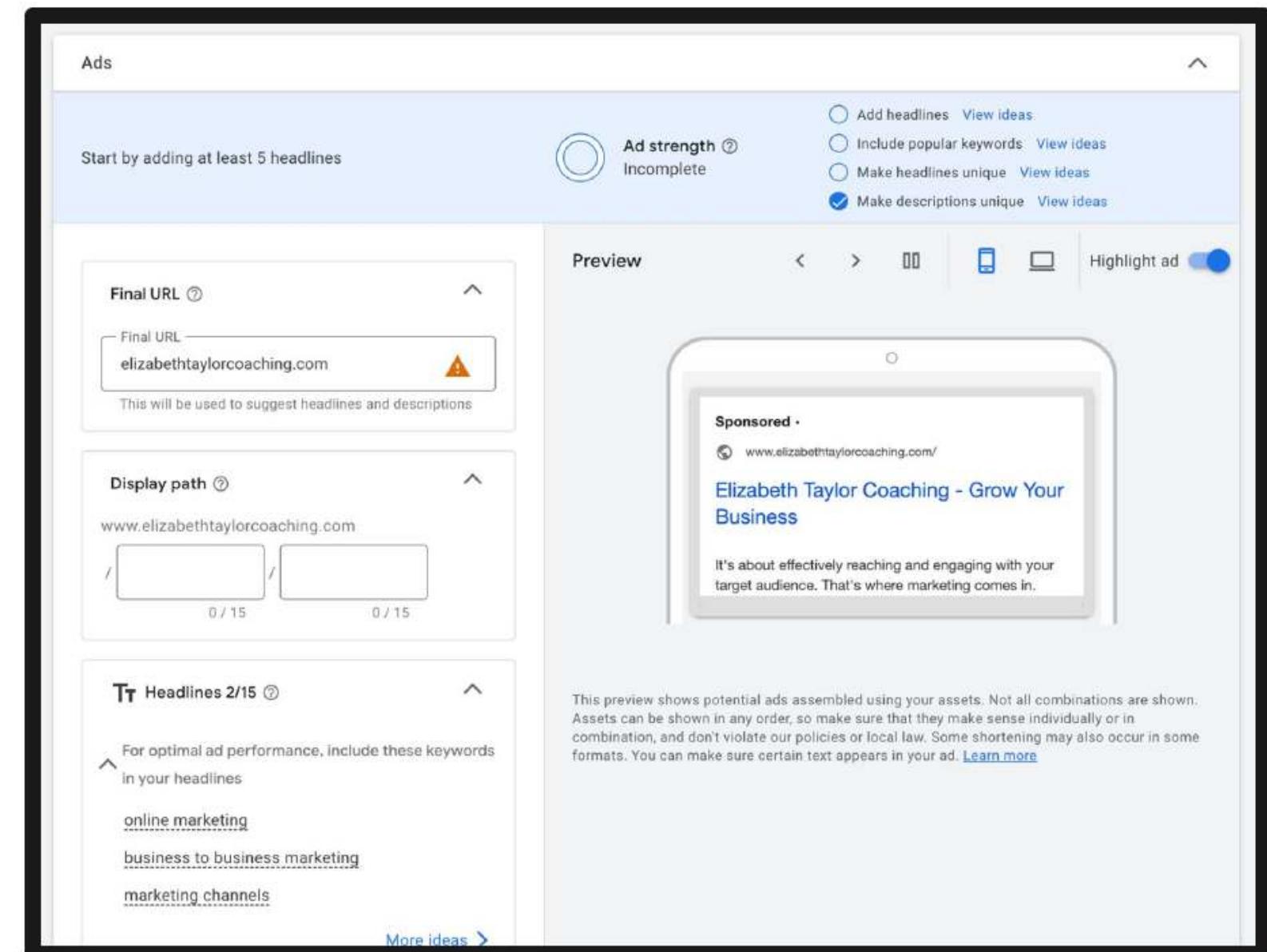
# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure
- Campaign Objectives:** selecting the goal and format
- Bidding:** Identifying and utilising the right bidding strategy for your goals
- Campaign:** Selecting campaign network, location, and languages
- Campaign:** Effective audience targeting techniques
- Campaign: Selecting keyword match type
- Campaign:** Automatically created assets
- Campaign:** Schedule and Rotation
- Keywords & ads:** research and matching
- Keywords & ads: Creative & Copywriting best practices**
- Budget:** Defining a budget

# Start writing your ad

- A URL
- Up to 15 **headline** options
- Up to 4 **descriptions**
- Images
- **Sitelinks:** 4 or more additional, specific links that appear under your ad.
- **Callouts:** Short attributes, e.g. “free delivery, open 24/7” etc.
- Plus, any optional details, like a phone number, your app store link, etc.



# Start writing your ad



# Ad copywriting best practices

## Headline.

- Your headline is the most critical part of your ad text since people will likely read it before anything else.
- Some Google Ads have just one headline, while others might have two or three.
- A good strategy is to include words your target audience likely used in their Google search.

**Sponsored**

 Taco Bell  
[www.tacobell.com/](http://www.tacobell.com/)

**Full Size Burritos - Chicken Enchilada Sauce**

The \$2 Grilled Chicken Burritos With Flavorful Mexican Spices Are An Unbelievable Value. Choose From Two Boldly Sauced Chicken Burritos - Chipotle Ranch Or Chicken Enchilada.

Small business

[Taco Bell® Menu](#) [Get The Taco Bell® App](#) [Taco Be](#)

# Ad copywriting headline testing

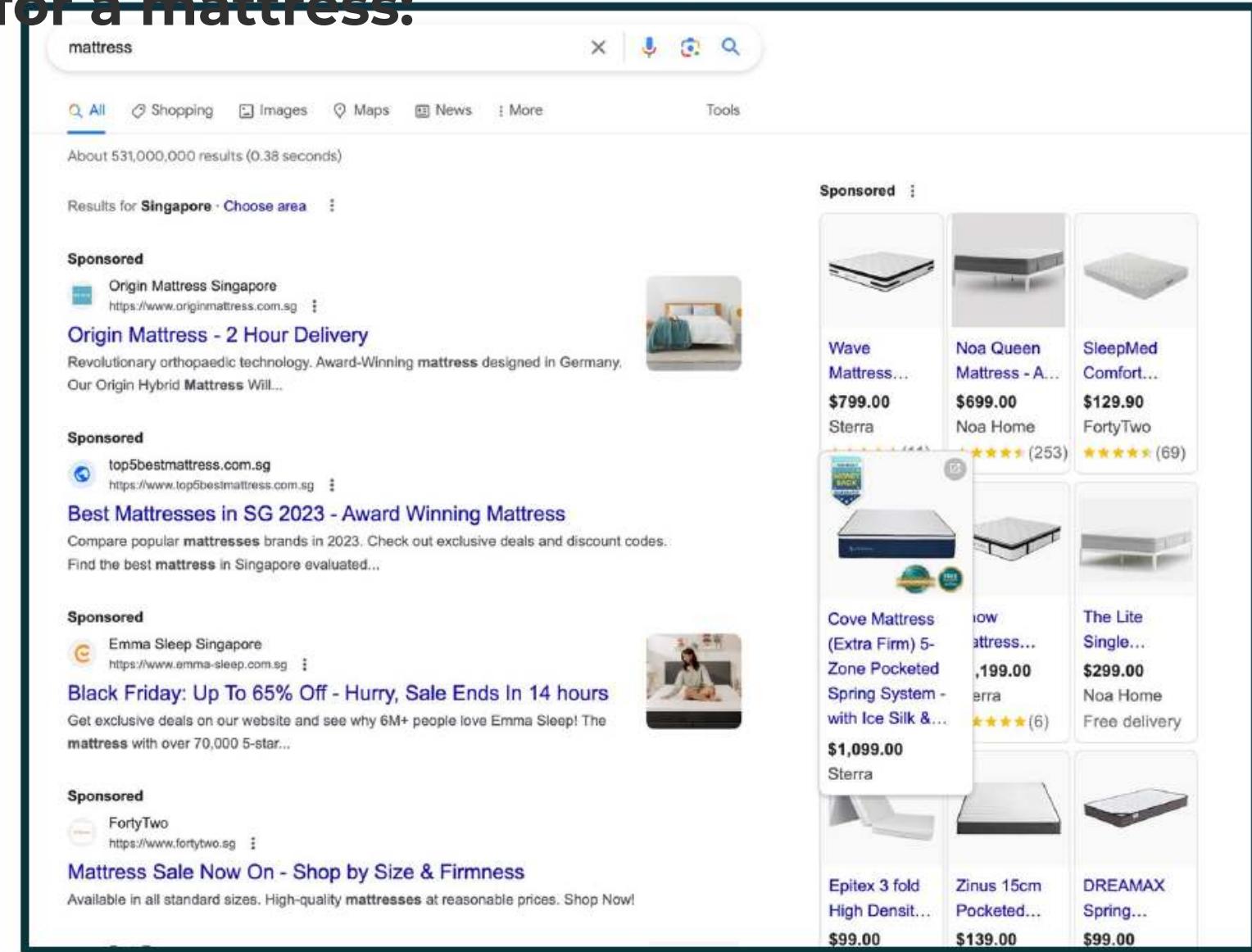
- **Features:** This is about highlighting the physical or tangible aspects of your product or service. If you're selling mattresses, maybe one key feature is "memory foam."
- **Benefits:** Here, you call out the positive outcomes the visitor will have from the product or service. In the case of mattresses, that might be a "more restful sleep."
- **Problem:** Focus on the actual issue at hand to relate to the problem the visitor is trying to solve. For example, "tired of awful sleeps?"

# Ad copywriting headline testing

- **Testimonials:** This is when you use the words of your existing customers to leverage social proof. Great mattress? “I’ve never slept better.”
- **Reviews:** These are third-party reviews of the product or service, not from customers directly. Emphasize your trust signals, like Google review scores or badges from review sites.
- **Prequalifying:** A technique for weeding out people who might not be a good fit for your service before they click. Say, “luxury mattresses” to signal a higher price.

# Ad copywriting headline testing

**Do a search now for a mattress:**



mattress

All Shopping Images Maps News More Tools

About 531,000,000 results (0.38 seconds)

Results for Singapore · Choose area · :

**Sponsored**

Origin Mattress Singapore <https://www.originmattress.com.sg> · Origin Mattress - 2 Hour Delivery Revolutionary orthopaedic technology. Award-Winning mattress designed in Germany. Our Origin Hybrid Mattress Will...

**Sponsored**

top5bestmattress.com.sg <https://www.top5bestmattress.com.sg> · Best Mattresses in SG 2023 - Award Winning Mattress Compare popular mattresses brands in 2023. Check out exclusive deals and discount codes. Find the best mattress in Singapore evaluated...

**Sponsored**

Emma Sleep Singapore <https://www.emma-sleep.com.sg> · Black Friday: Up To 65% Off - Hurry, Sale Ends In 14 hours Get exclusive deals on our website and see why 6M+ people love Emma Sleep! The mattress with over 70,000 5-star...

**Sponsored**

FortyTwo <https://www.fortytwo.sg> · Mattress Sale Now On - Shop by Size & Firmness Available in all standard sizes. High-quality mattresses at reasonable prices. Shop Now!

**Sponsored**

Wave Mattress... \$799.00 Sterra Noa Queen Mattress - A... \$699.00 Noa Home SleepMed Comfort... \$129.90 FortyTwo

★★★★★ (253) ★★★★★ (69)

Cove Mattress (Extra Firm) 5- Zone Pocketed Spring System - with Ice Silk & ... \$1,099.00 Sterra

The Lite Single... \$1,199.00 Noa Home Free delivery

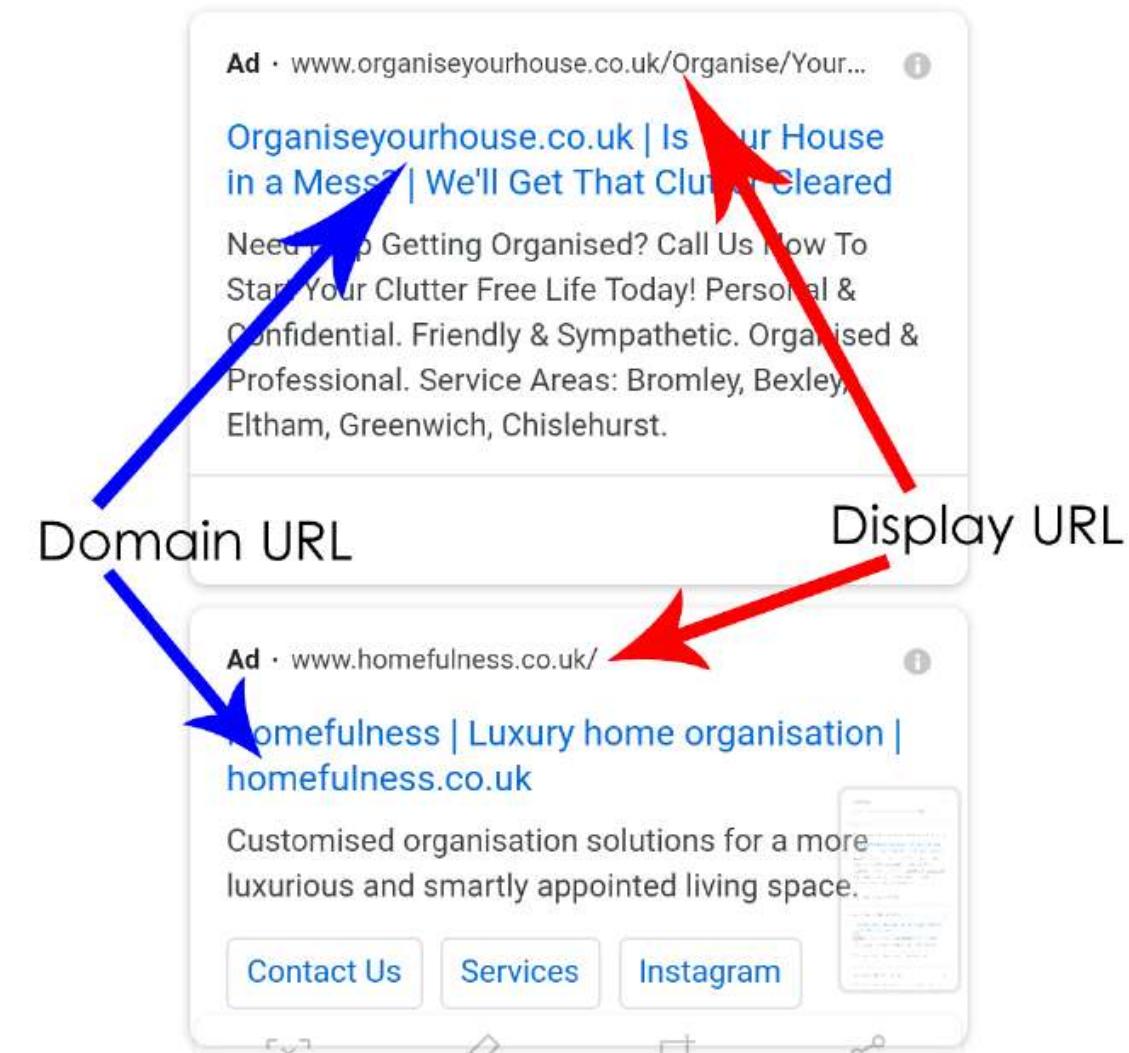
★★★★★ (6)

Epitex 3 fold High Densit... \$99.00 Zinus 15cm Pocketed... \$139.00 DREAMAX Spring... \$99.00

# Ad copywriting best practices

## Display URL.

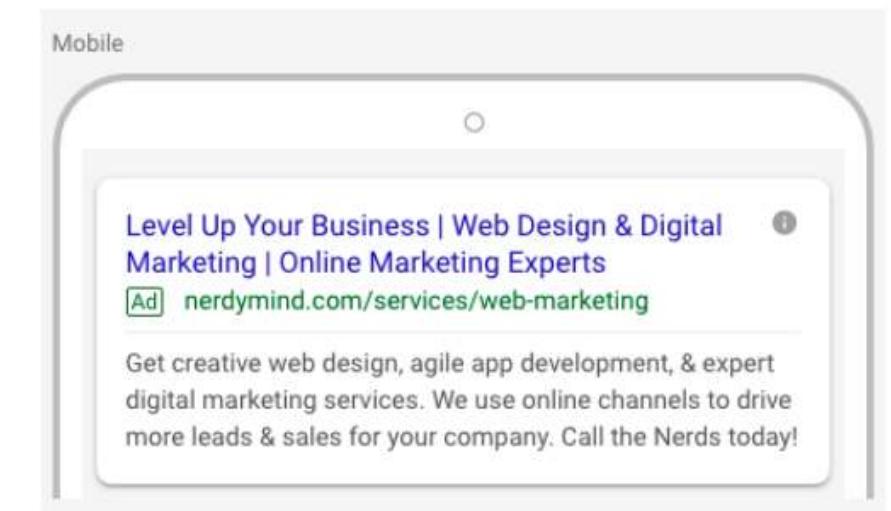
- Your display URL is the web address that appears on your ad, which gives your potential customers an idea of where they'll arrive after they click.



# Ad copywriting best practices

## Description.

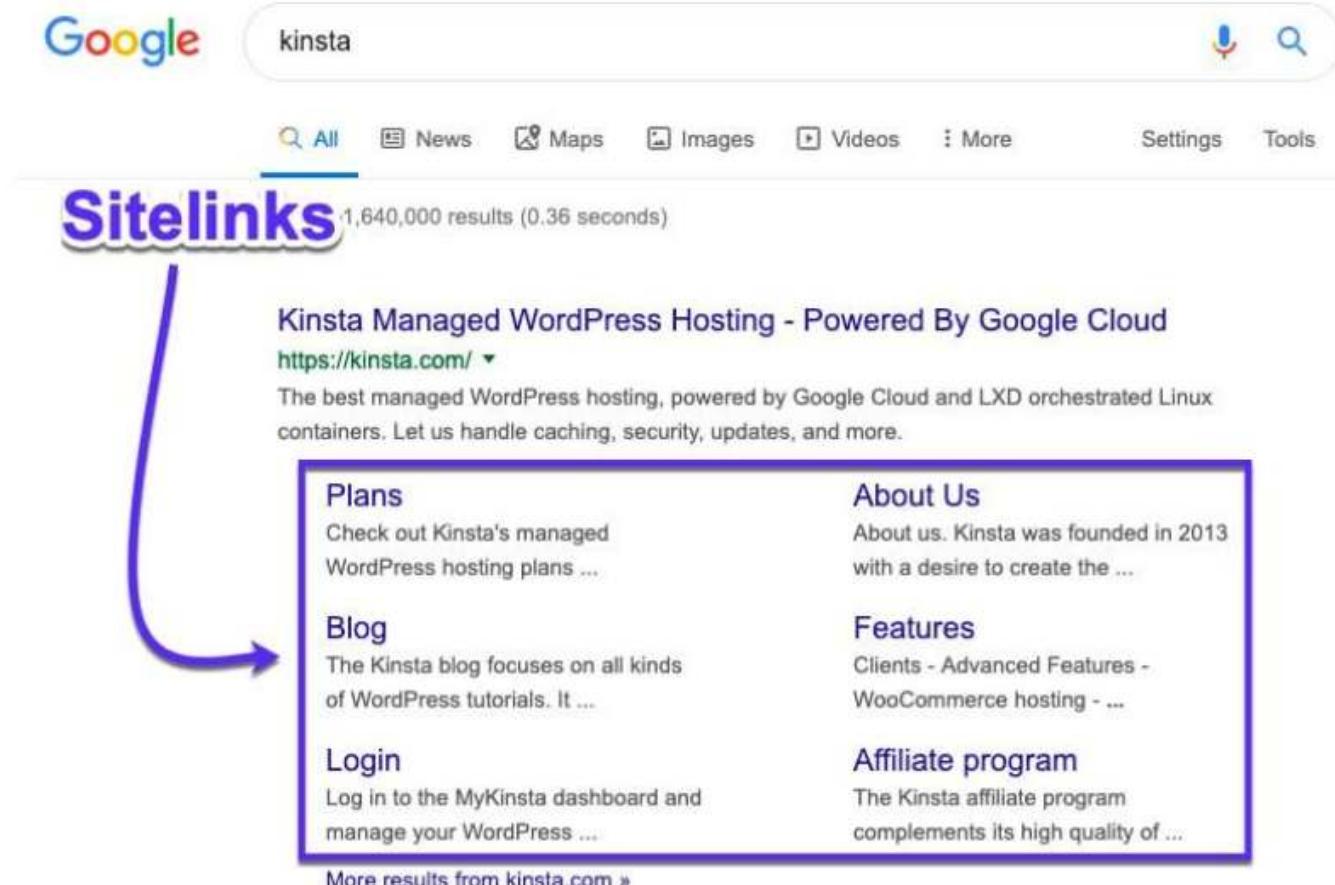
- This is where you can get into more detail about the product or service you're advertising.
- Include a call to action—something you want the people clicking your Google ad to do.
- Think “shop X product now” or “get Y benefit” to help people understand what to expect next.



# Ad copywriting best practices

## Sitelinks.

- Help users go deeper into your website.
- Provides a direct link to help them find what they are looking for.



# Ad copywriting best practices

## Callouts.

- Can highlight a USP or specific offer.
- Flexible and easy to use.
- Can show up to 10.

Downtown - Fremont Street - Booking.com

Ad [www.booking.com/Downtown-Fremont-Street](http://www.booking.com/Downtown-Fremont-Street) ▾

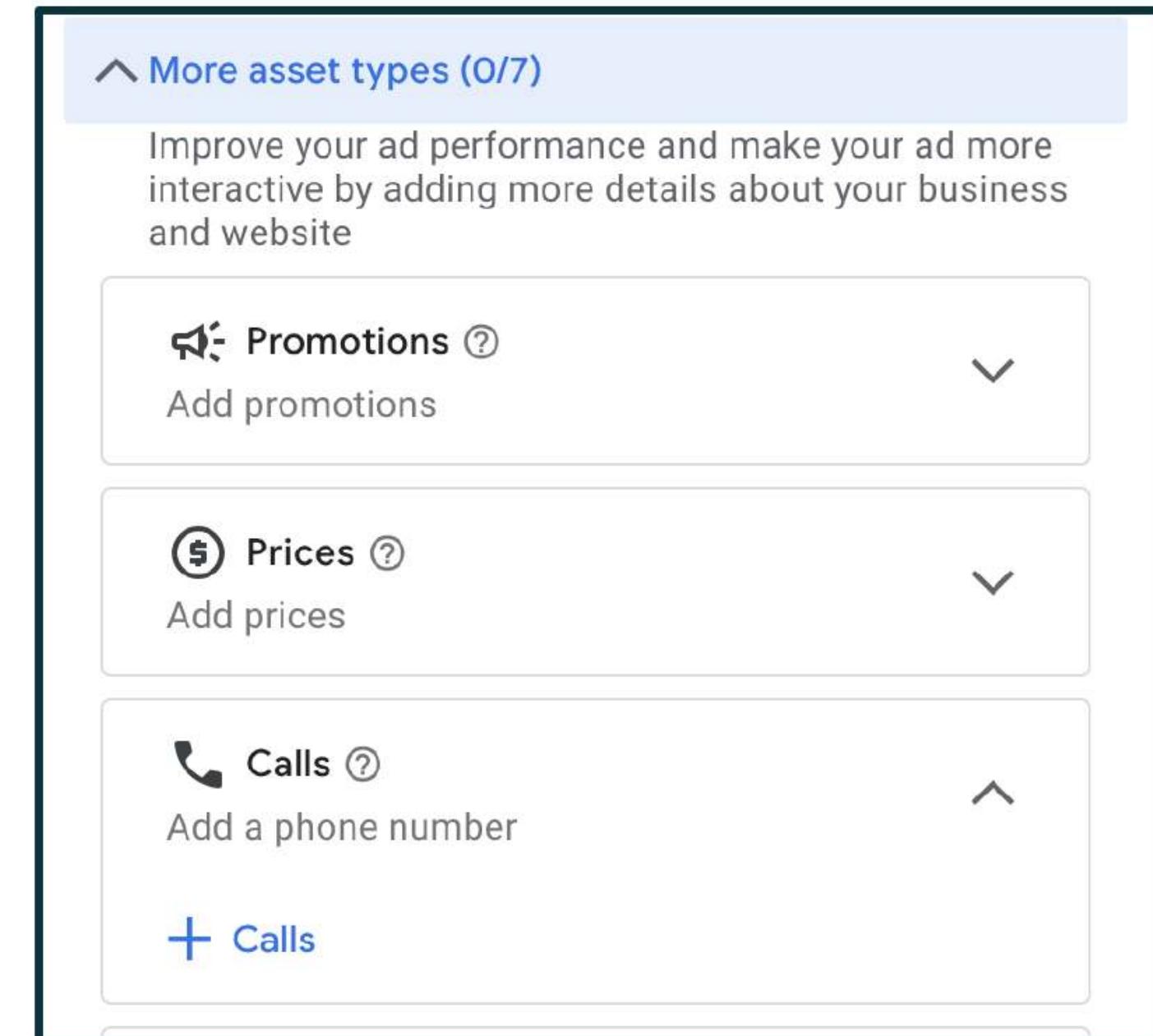
Hotels in Downtown Las Vegas. No reservation costs. Great rates.

24/7 Customer Service · Get Instant Confirmation · Secure Booking · We speak your language

Types: Hotels, Apartments, Villas, Hostels, Resorts, B&Bs

# Additional asset types

- **Promotions**
- **Prices**
- **Calls**
- Can highlight specific information for your ad to allow for optimised CTR

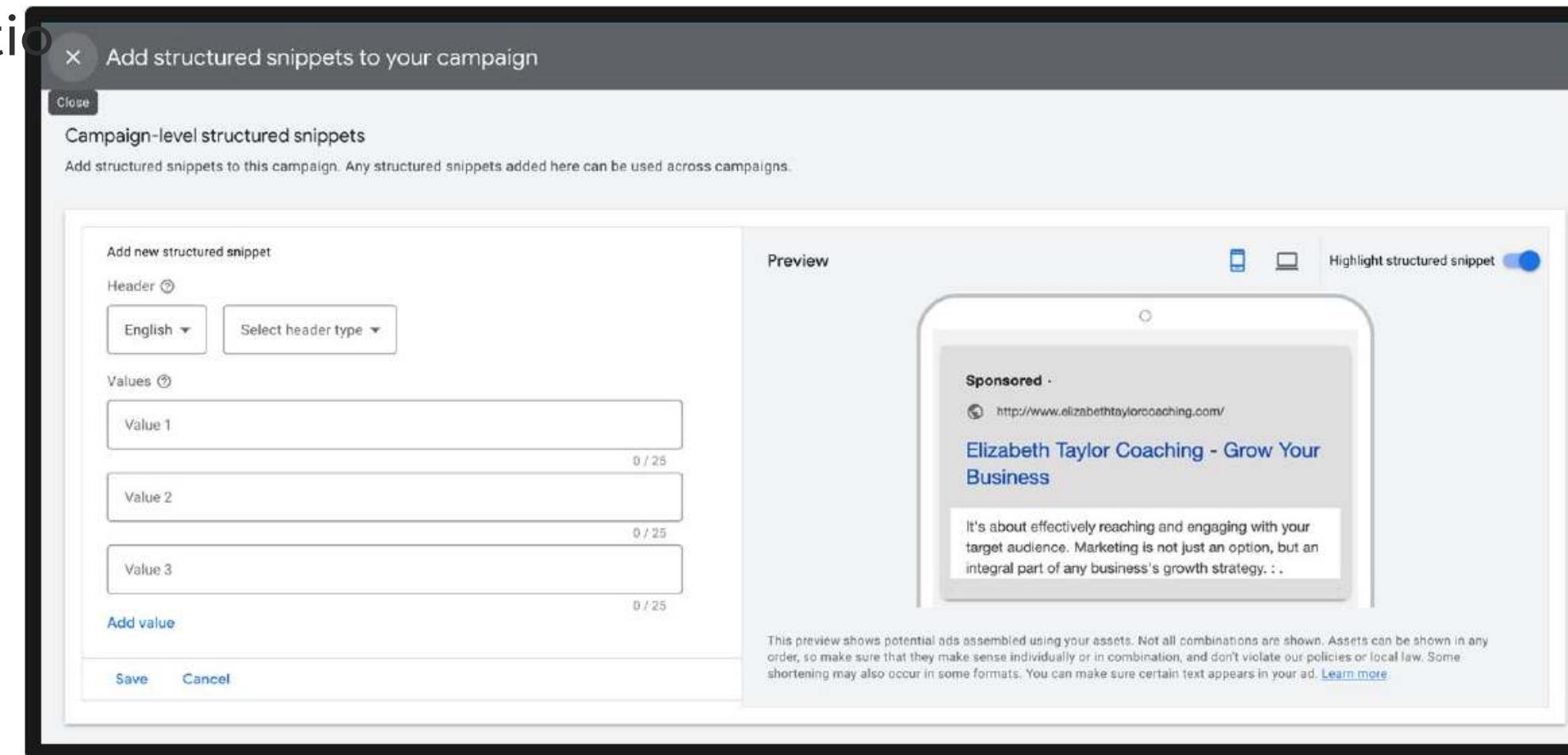


The screenshot shows a section titled "More asset types (0/7)" which is described as a way to "Improve your ad performance and make your ad more interactive by adding more details about your business and website". It contains three expandable sections: "Promotions", "Prices", and "Calls".

- Promotions**: Shows a speaker icon and the text "Add promotions". A downward arrow indicates it can be expanded.
- Prices**: Shows a dollar sign icon and the text "Add prices". A downward arrow indicates it can be expanded.
- Calls**: Shows a phone receiver icon and the text "Add a phone number". A blue plus sign icon indicates it can be expanded further.

# Ad copywriting best practices

- Structured Snippets
- Add additional



# Ad copywriting best practices

- Structured Snippets

structured snippet  
ad extension 

**Choir Trip for Students - PeakPerformanceTours.com**  
**Ad** [www.peakperformancetours.com/Choir-Trip](http://www.peakperformancetours.com/Choir-Trip) ▾ (888) 532-4287  
Unique Music Performing Experience. Get Your Free Proposal & Itinerary!  
Unique experiences · Overnight hotel security · Full time tour manager  
Types: Performance Opportunities, Performance Clinics, Master Classes, Music Festiv...

Contact Us for a Proposal  
Testimonials

No-Hassle Tour Planning  
Why Choose Us?

**Choir Trips - Famous Venues and Master Clinics**  
**Ad** [www.fourwindstours.com/choir](http://www.fourwindstours.com/choir) ▾  
Teachers Travel Free. Get a Quote!

**Inspired Choir Trips - encoretours.com**  
**Ad** [www.encoretours.com/](http://www.encoretours.com/) ▾  
Request Tour Info Today And Get The Free White Paper. Call Now!  
Gallery - About Encore Tours - Plan Your Tour - Contact Us

**Custom Choir Tours – Performing Arts Tours – ACFEA ...**  
[acfea.com/performing-arts-tours/custom-choir-tours/](http://acfea.com/performing-arts-tours/custom-choir-tours/) ▾  
We have worked with hundreds of **choirs** from local community **choirs** to nationally recognized symphony choruses. Whether you are a children's **choir**, youth ...

# Ads - overview of character limits

	Search	Performance Max	Display	Video
Headlines	3 x 30 Characters	3 x 30 Characters	1 x 30 Characters	1 x 15 Characters
Descriptions	2 x 90 Characters	2 x 90 Characters	1 x 90 Characters	1 x 70 Characters
Long Headlines	Nil	1 x 60 Characters	1 x 90 Characters	1 x 90 Characters
DisplayUrls	2 x 15 Characters	2 x 15 Characters	Nil	2 x 15 Characters
Call to Action	Nil	Automated/Pre-Set	Automated/Pre-Set	10 Characters

Source: Aaron Young

# Learning Activity



- In your groups
- Use an AI tool to help you come up with some copy for a search ad for McDonalds:
  - Headline x 4
  - Description x 4
    - OR video script
  - Call to action x 2

Activity 2

# Ad copywriting best practices

## Leadforms

- Allows customers to submit their contact information directly from the ad

**Add a lead form to your campaign**

**Campaign-level lead forms**

Add lead forms to this campaign. Any lead forms added here can be used across campaigns.

**To create new lead form extensions, accept the Terms of Service.**

[View and accept terms](#)

**Create your lead form**

**Headline** 0 / 30

**Business name** 0 / 25

**Description** 0 / 200

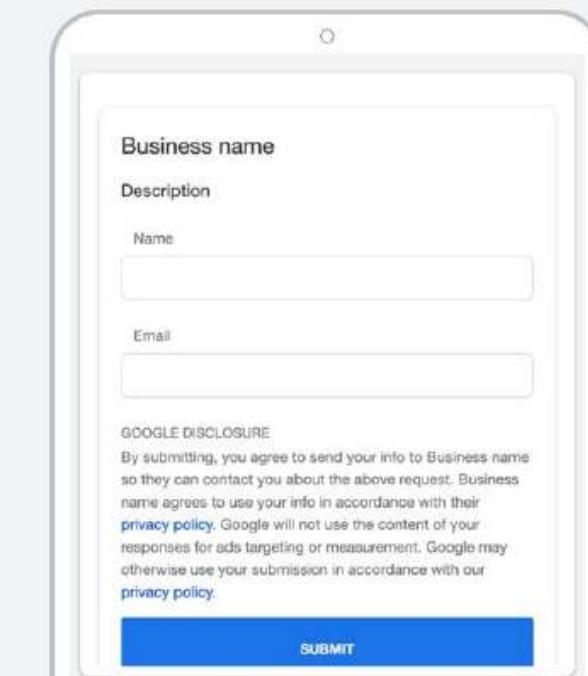
**Questions**  
To change the information you ask for after saving your campaign, you will have to create a new form.

**Contact information**

<input type="checkbox"/> Name <small>Pre-filled</small>	<input type="checkbox"/> City <small>Pre-filled</small>
<input type="checkbox"/> Phone number <small>Pre-filled</small>	<input type="checkbox"/> Zip/Postal code <small>Pre-filled</small>
<input type="checkbox"/> Email <small>Pre-filled</small>	<input type="checkbox"/> State/Province <small>Pre-filled</small>
<input type="checkbox"/> Work information <small>Pre-filled</small>	<input type="checkbox"/> Country <small>Pre-filled</small>

**Preview**

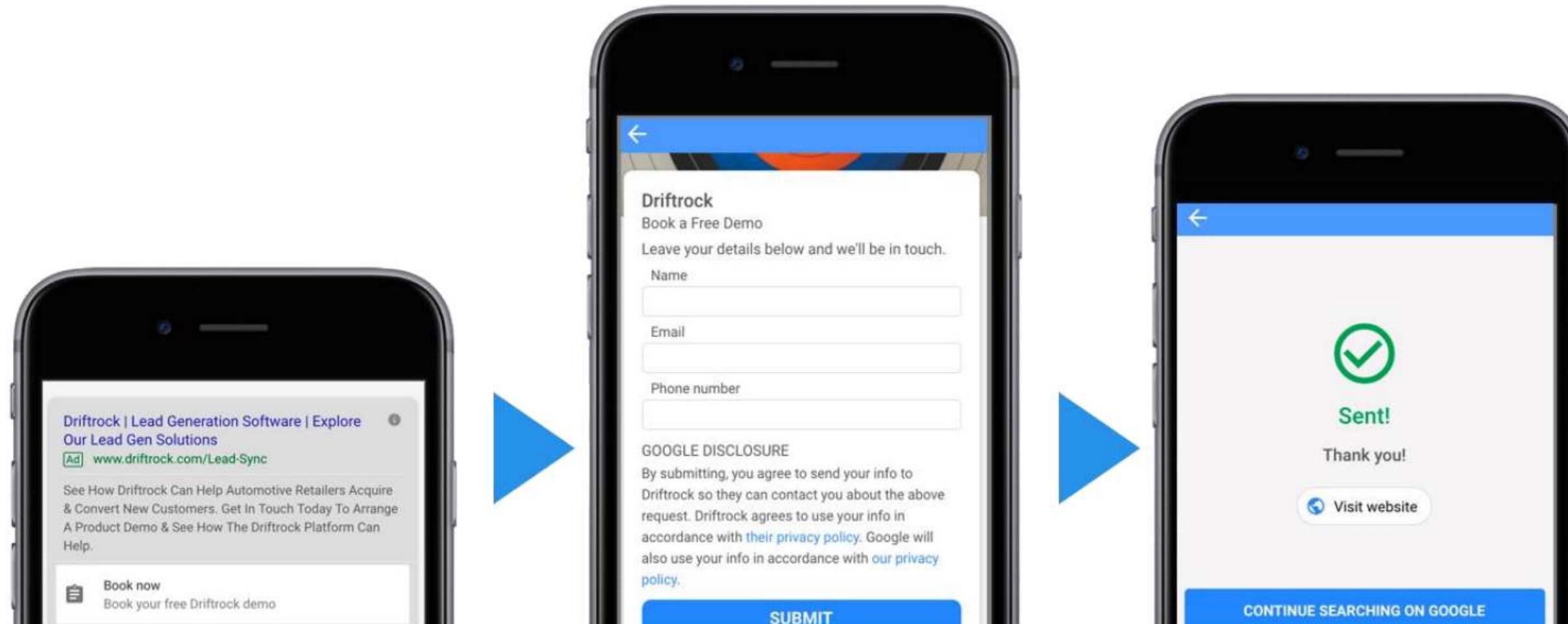
[Lead Form](#) [Submission Message](#) [Ad](#)



This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

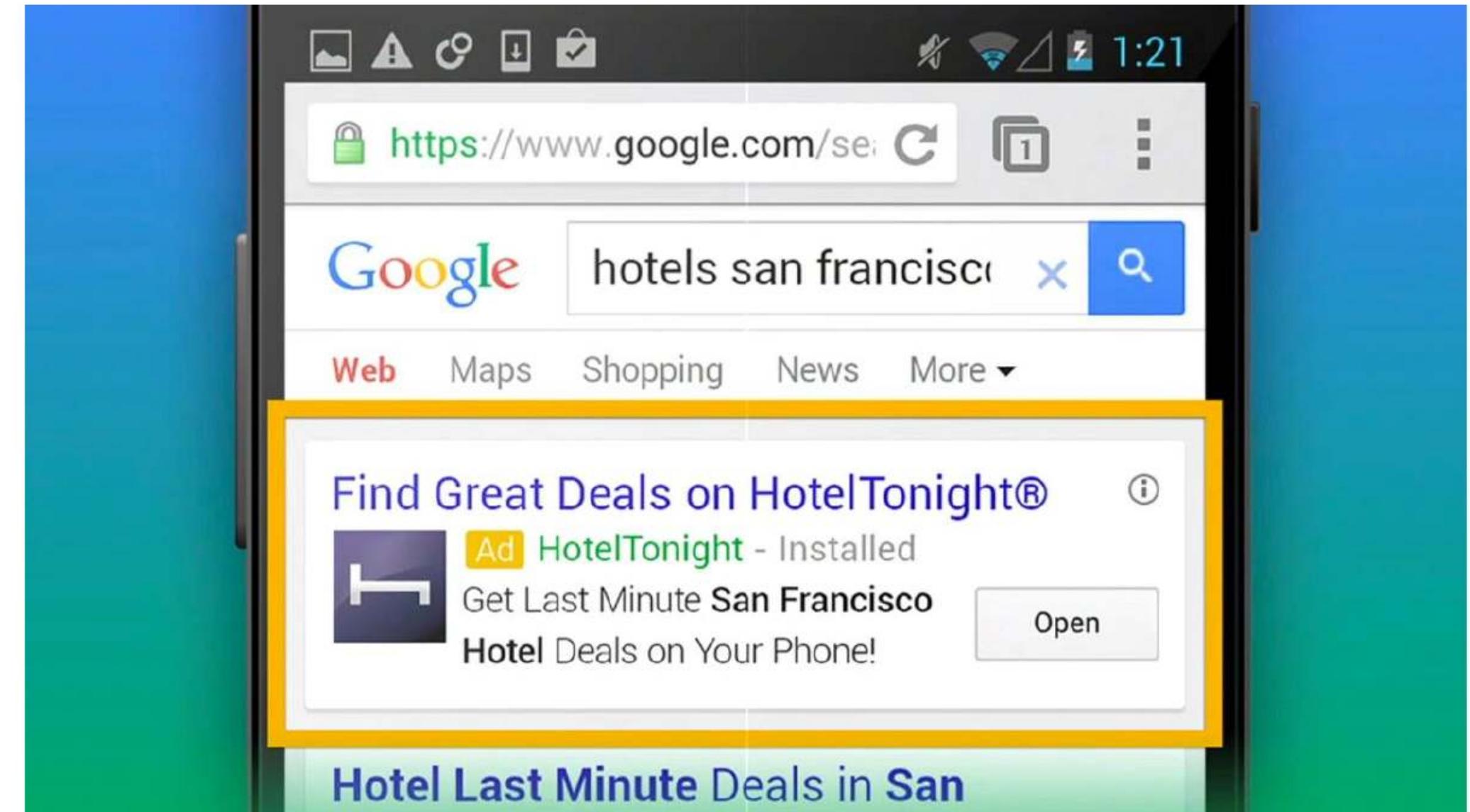
# Ad copywriting best practices

## Leadforms



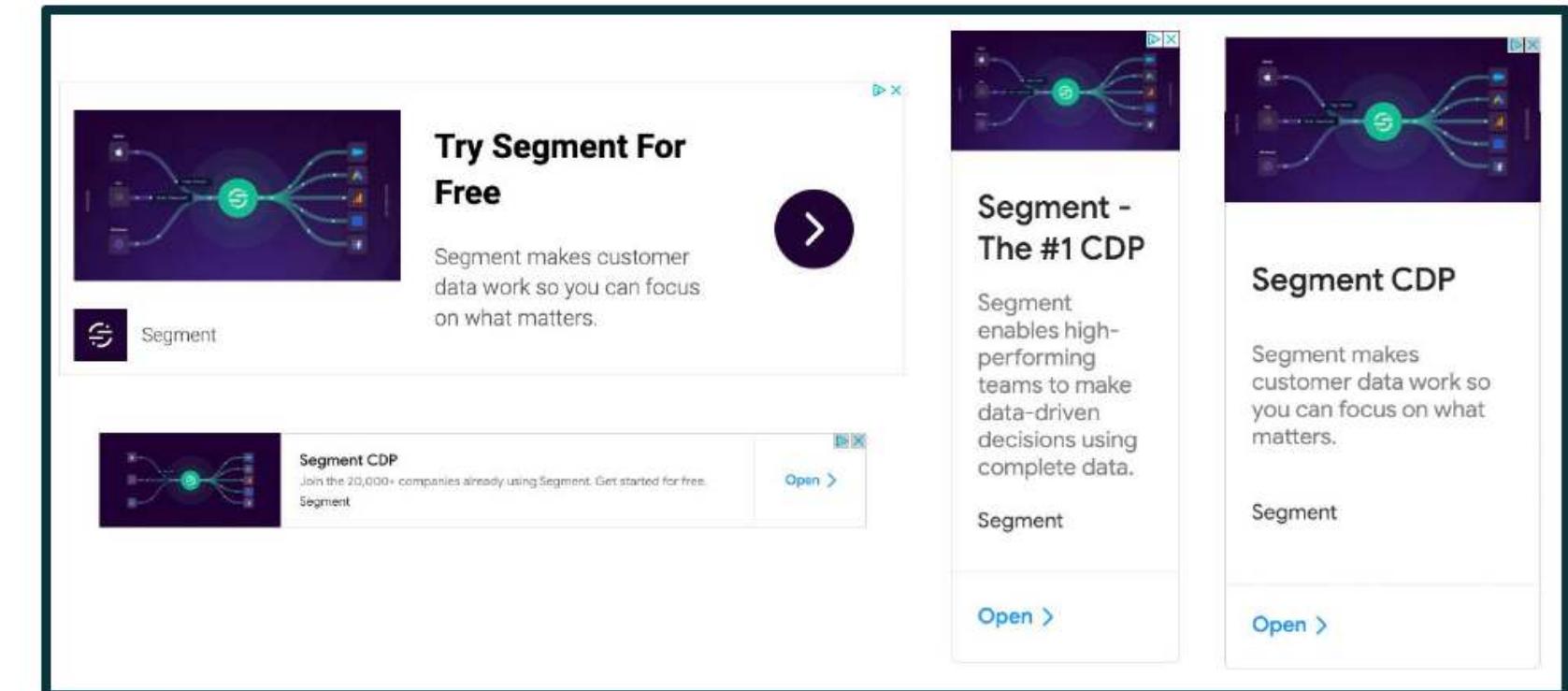
# Ad copywriting best practices

## App Install



# Ad creative best practice - display

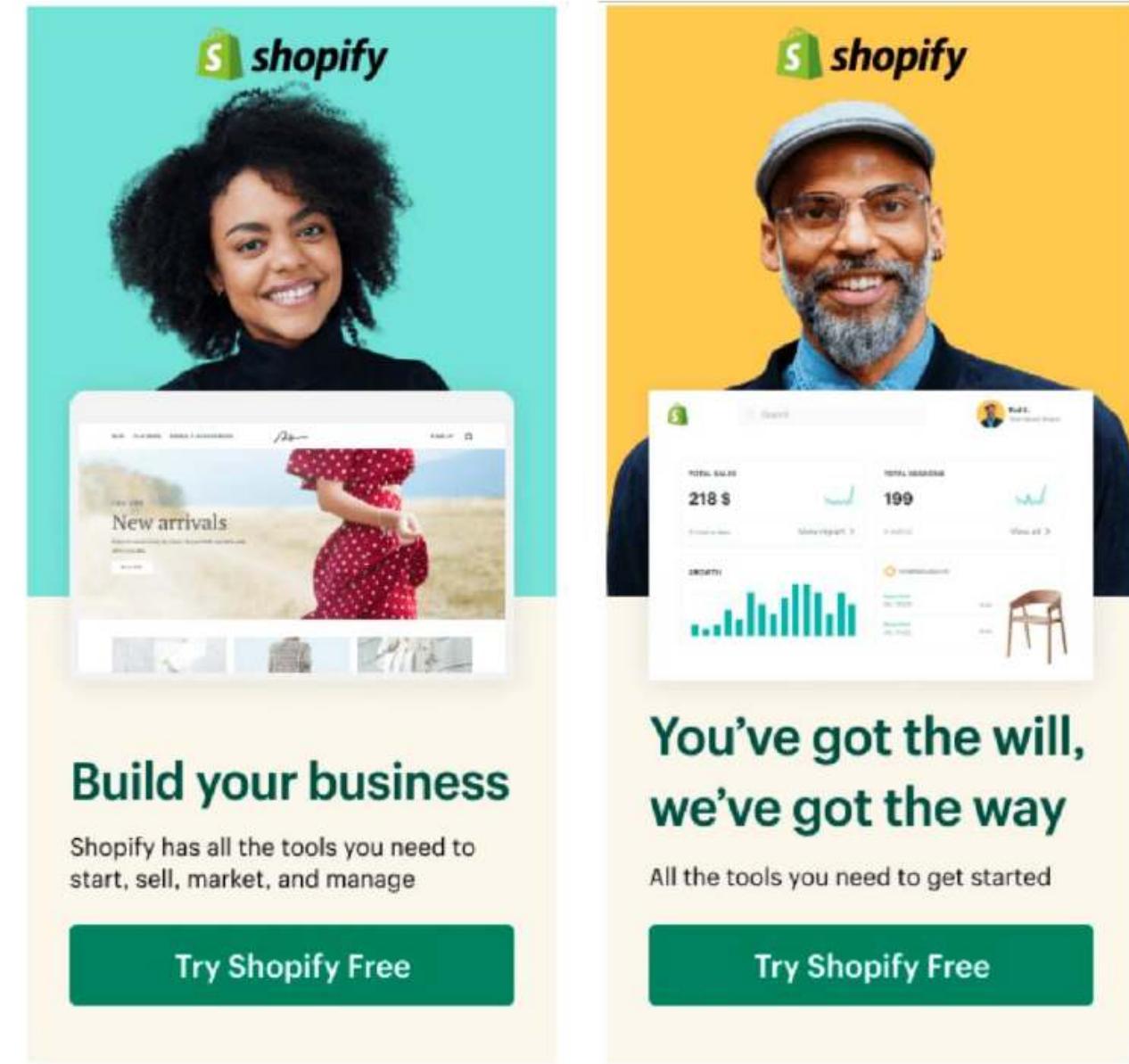
- Use text, images, and color schemes effectively
- Experiment with different display ad types and content designs
- Create your own custom images
- Generate display ads based on your existing text ads



# Ad creative best practice - display



# Ad creative best practice - display

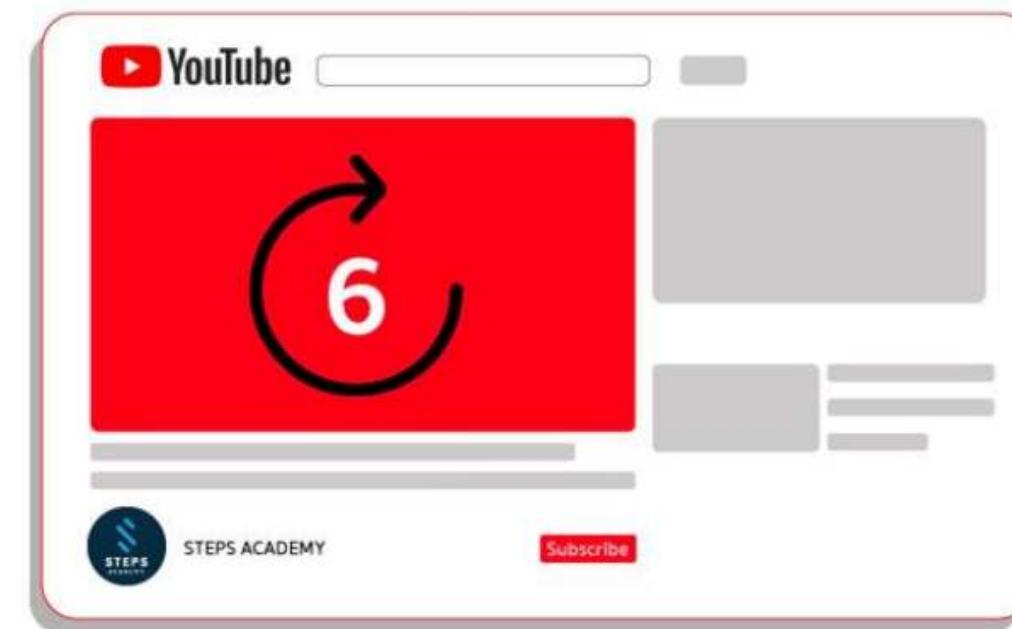


# Ad creative with AI



# Ad creative best practice - video

- Focus on a simple message
- Consider using a voiceover
- Try shorter ads - less than 30 sec
- Experiment and rotate different ads to see which works best

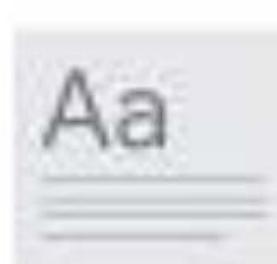


# Ad creation in Google ads - video



Google Ads Tutorials

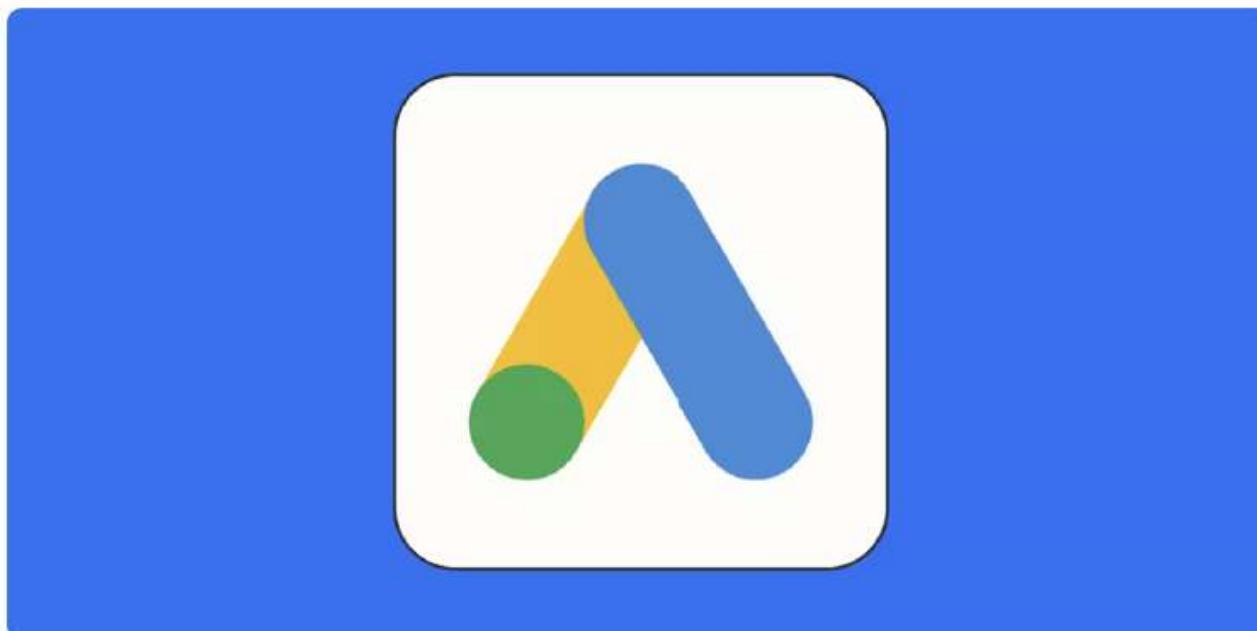
Video creation  
in Google Ads



# Learning Activity

## 11 Google Ads examples (and how to use their strategies)

By Danielle Antosz · June 16, 2022



Activity 3

- In your groups
- Review this article from Zapier
- Pick your favourite example
- Provide feedback on why this Google ad was so good

# Draft your Individual Project

## Part 2 - Setting up a campaign

- **Copywriting:** create a mockup of your Google ad for this campaign. Consider the message, keywords, target audience and extensions are in alignment. Provide screen grabs of the ad when complete.

15  
mins



# Budgets

# LU2: Google Ads - Campaign Set Up

## What will you be learning?

- Google ads account structure
- Campaign Objectives:** selecting the goal and format
- Bidding:** Identifying and utilising the right bidding strategy for your goals
- Campaign:** Selecting campaign network, location, and languages
- Campaign:** Effective audience targeting techniques
- Campaign: Selecting keyword match type
- Campaign:** Automatically created assets
- Campaign:** Schedule and Rotation
- Keywords & ads:** research and matching
- Keywords & ads:** Creative & Copywriting best practices
- Budget: Defining a budget**

# How much to spend?

- How does Google Ads fit into my current marketing strategy?
- What (and where) are my competitors spending?
- How much are the CPCs for the keywords I'm bidding on?
- What are my own costs and margins?
- Which KPI (key performance indicator) matters most to me?

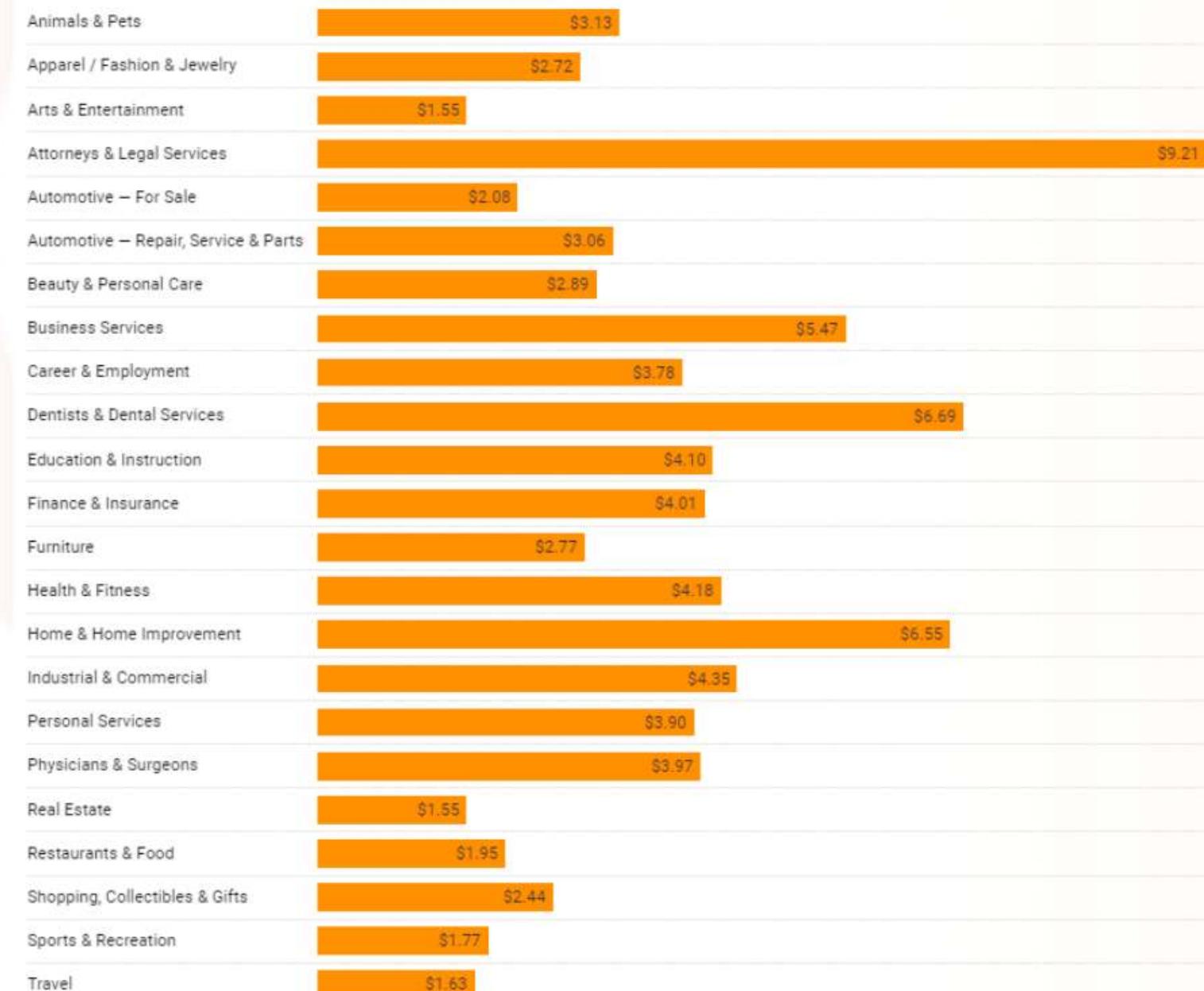
# How much to spend?

- Look at benchmarks

- **Average cost-per-click (CPC).**
- Click-through rate (CTR).
- Conversion rate (CVR).
- Cost per acquisition (CPA).

## Search Advertising Benchmarks 2023

### Average Cost Per Click by Industry



Source: Wordstream.com \* Created with [Datawrapper](#)

# How much to spend?

- Look at your keyword research:

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
best japanese restaurant singapore	1K – 10K	0%	0%	Low	—	SGD0.35	SGD1.25
best restaurants in singapore	10K – 100K	-90%	-90%	Low	—	SGD0.22	SGD0.84
best steak in singapore	1K – 10K	0%	0%	Low	—	SGD0.43	SGD1.36
buffet singapore	10K – 100K	0%	0%	Medium	—	SGD0.24	SGD0.71
chinese restaurant singapore	10K – 100K	0%	0%	Low	—	SGD0.17	SGD0.70
coffee near me	100K – 1M	0%	+900%	Low	—	SGD0.54	SGD1.38
halal buffet singapore	10K – 100K	0%	0%	Low	—	SGD0.20	SGD0.68
halal restaurant singapore	10K – 100K	0%	0%	Low	—	SGD0.14	SGD0.96
japanese restaurant singapore	10K – 100K	0%	0%	Low	—	SGD0.32	SGD1.30
romantic restaurants singapore	1K – 10K	0%	0%	Low	—	SGD0.31	SGD0.88

# Budgeting Options

- Your budget determines your limit for an individual campaign
- You can run a:
  - **Average daily budget**
    - If you want to calculate monthly multiple this by 30.4
  - **Shared budget**
    - Good if you are running multiple campaigns

# Draft your Individual Project

- Part 2 - Setting up a campaign
- **Budget:** Recommend a suitable budget and schedule for this campaign to align with your objectives.

15  
mins





# Lunch Break

## Learning Unit 3

---

### Measuring a Google ads Campaign

---

# Google Ads Metrics

# LU3: Measuring a Google Ads Campaign

## What will you be learning?

- Understanding key Google ads metrics**
- Analysing ROI**
- Customising metrics and reports

# Why are we measuring?

- Performance evaluation
- Optimisation opportunities
- Budget management
- Benchmarking
- Competition analysis



# What are we measuring?

- Can review:

- Campaign data
- Ad group data
- Ad data

**Account:**

Chocolate Maker

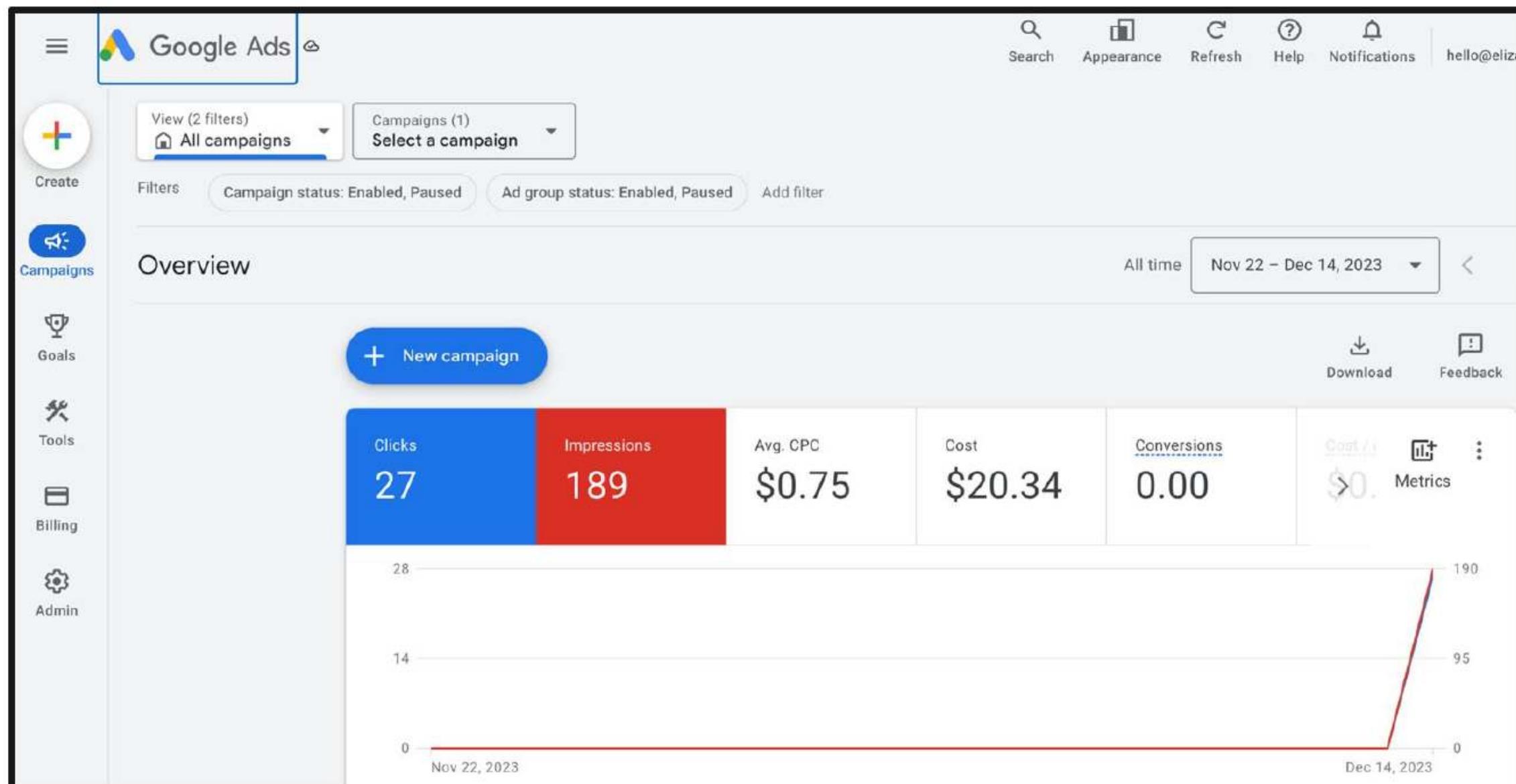
**Campaign 1: Ad groups:**

Chocolate bars	Raspberry bar
	Caramel bar
	Ginger bar

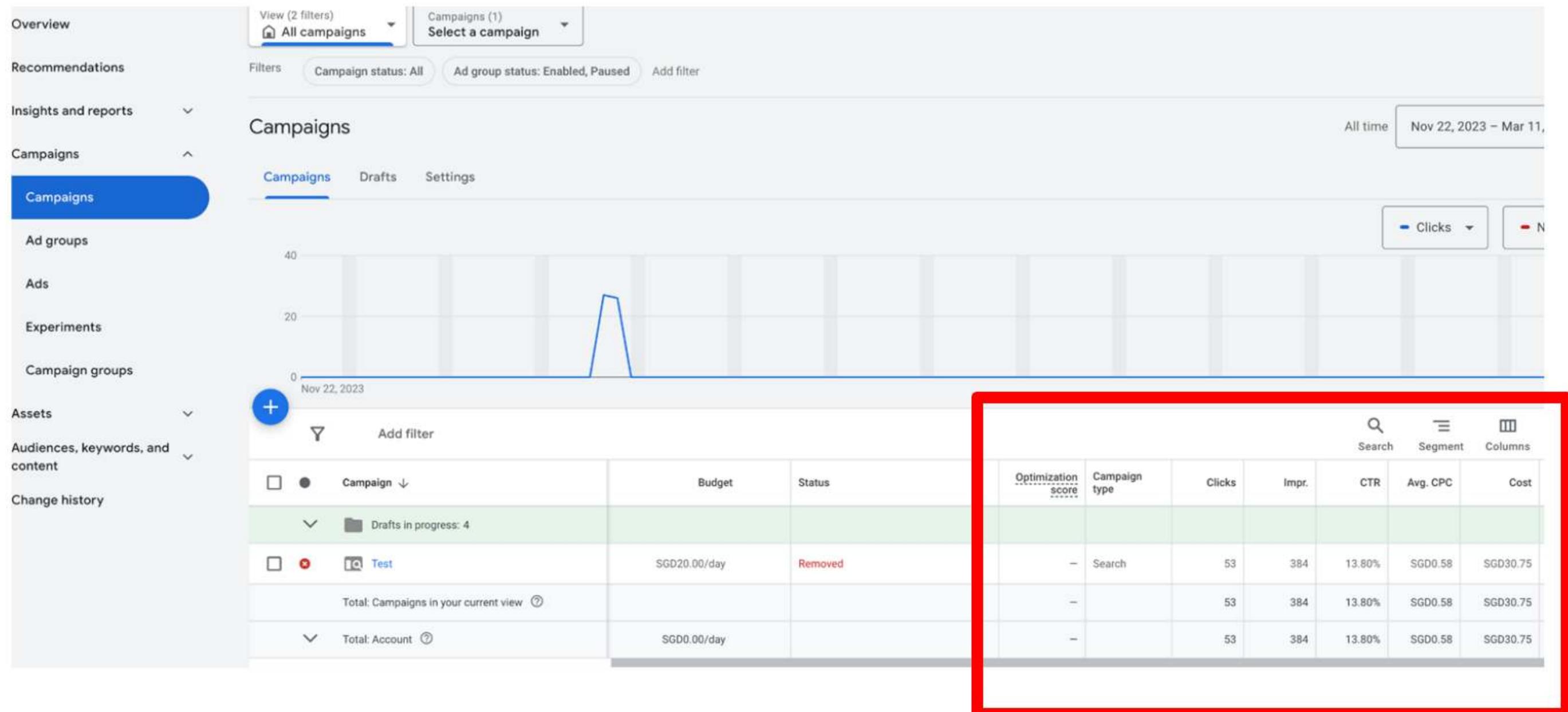
**Campaign 2: Ad groups:**

Valentine's Day gift boxes	30% off gift boxes
	Free shipping on gift boxes
	Luxury Valentine's chocolate

# Google Ads dashboard



# Google Ads Campaign Overview



The screenshot shows the Google Ads Campaign Overview interface. On the left, there's a sidebar with navigation links: Overview, Recommendations, Insights and reports, Campaigns (selected), Ad groups, Ads, Experiments, Campaign groups, Assets, Audiences, keywords, and content, and Change history. The main area has tabs for View (2 filters), All campaigns (selected), and Select a campaign. It also includes Filters, Campaign status: All, Ad group status: Enabled, Paused, and Add filter. The date range is set to All time (Nov 22, 2023 – Mar 11, 2024). A chart shows Clicks over time with a single peak around Nov 22, 2023. Below the chart is a table of campaigns:

Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost
Test	SGD20.00/day	Removed	-	Search	53	384	13.80%	SGD0.58	SGD30.75
Total: Campaigns in your current view			-		53	384	13.80%	SGD0.58	SGD30.75
Total: Account	SGD0.00/day		-		53	384	13.80%	SGD0.58	SGD30.75

A red box highlights the metrics table in the bottom right corner.

# What are we measuring?

- Performance
  - Ad position
  - Impression share
  - View rate (videos)
  - Clicks
  - Click through rate
  - Quality Score
  - Conversions
  - Conversion rate

# What are we measuring?

- Performance
  - Interaction rate

For...	"Interactions" counts...	Example campaign types
<b>Text ads</b>	Clicks	Search, Product Shopping, Performance Max
<b>Image ads</b>	Clicks	Display, Performance Max
<b>Auto-generated video ads</b>	Clicks and Engagements	Display
<b>TrueView video ads</b>	Video views	Video, Performance Max
<b>Video app promotion ads</b>	Engagements	App campaigns
<b>TrueView for action ads</b>	Engagements	Video, Performance Max

# What are we measuring?

- Return on investment
  - Click through rate
  - Cost-per-click
  - Cost per acquisition
  - Return on advertising spend

# CTR

## What is click-through rate?

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$

number of people who clicked on the ad

number of people who saw the ad

# CPC

## Cost per click (CPC) formula



# CPA

# CAC

Customer Acquisition Cost

=

**total marketing spend**

**# of new customers**

# CPA

Cost Per Acquisition

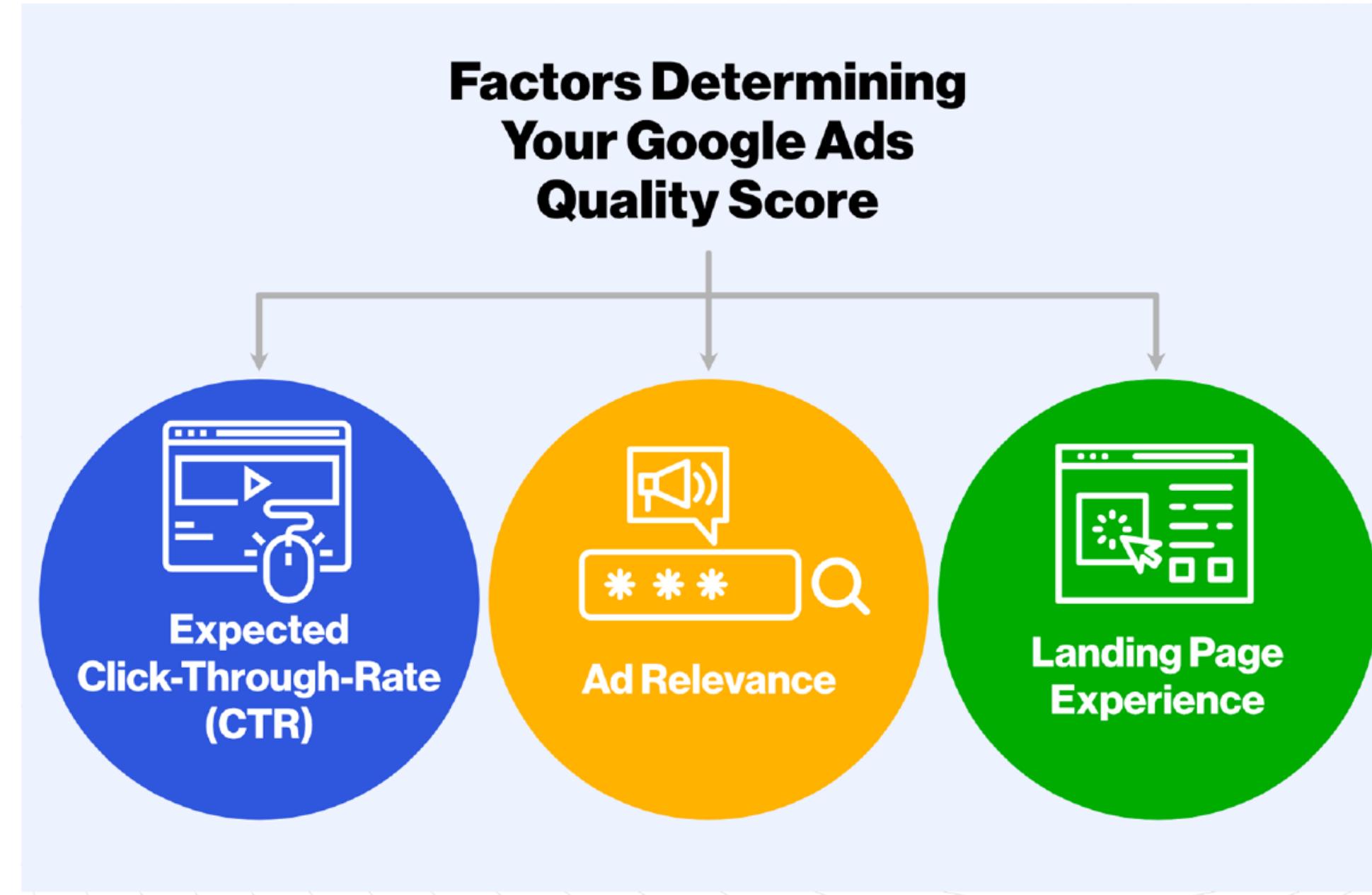
=

**total campaign spend**

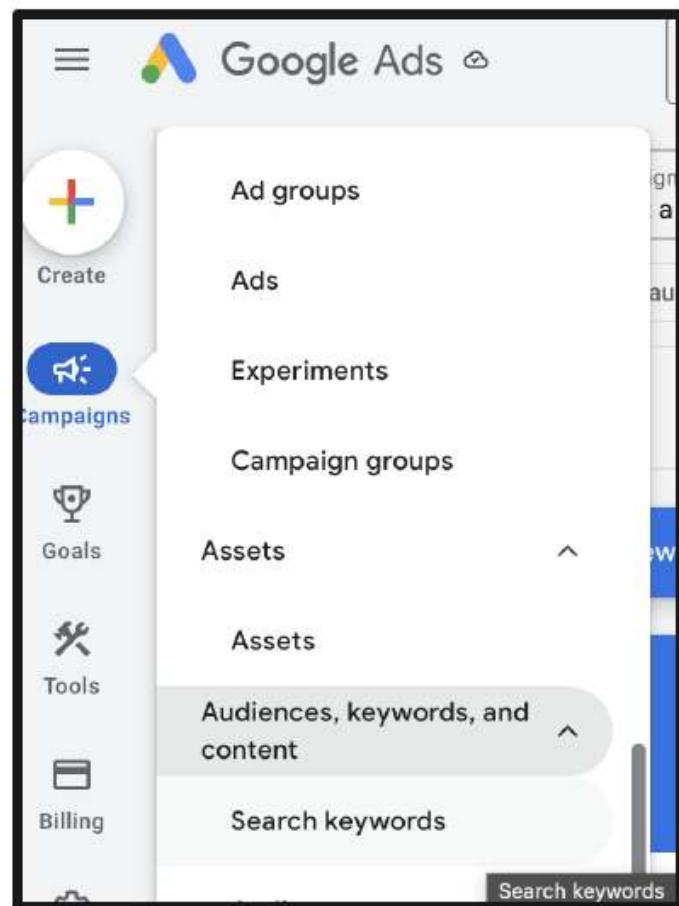
**# of campaign conversions**

Where conversions = content downloads,  
consultations, email signups, etc.)

# Quality Score



# Quality Score



The image shows a 'Search keywords' report in Google Ads. At the top, it displays a date range from 'All time' to 'Nov 22 – Dec 14, 2023'. Below the header, there are two tabs: 'Search keywords' (which is selected) and 'Negative search keywords'. A 'Modify columns for keywords' section allows users to add or remove columns. To the right, a 'Your columns' section lists six columns: Keyword, Match type, Campaign, Ad group, and Status. The main table lists various search terms along with their metrics like Clicks, Impressions, and Quality score. The 'Quality score' column is currently expanded.

# Conversion Rate



## Conversion Rate Formula

Calculate how frequently a click or visit results in a conversion.

Clicks are used for links, ads, or posts, while visits are used for websites.

$$\text{Conversion Rate} = \left( \frac{\text{Total Attributed Conversions}}{\text{Total No. of Clicks or Visits}} \right) \times 100$$

\*Conversion Rate is expressed as a percentage, so for ease of use x100 is added to the above equation.

### What does it mean?

**Conversions:** An action you want people to complete (for example buying something or signing up for something).

**Total Attributed Conversion:** The total amount of conversions which were caused by *these* clicks/visits. Conversions usually have multiple causes, so someone (usually the advertiser) has to decide what to attribute for each conversion.

**Total No. of Clicks or Visits:** The number of clicks a link, ad, or post received, or the number of visits a website had.

[theonlineadvertisingguide.com](http://theonlineadvertisingguide.com)

TO  
AG

# Return on Investment

# RoAS

## Return on ad spend

Work out how much revenue ads are driving

$$\frac{\text{Revenue from ads} - \text{Ad cost}}{\text{Ad cost}} \times 100$$

# RoAS

## Ad Group #1

Ad Spend: \$100

Conversions: 1

CPA: \$100

Revenue: \$50

RoAS: 0.5

## Ad Group #2

Ad Spend: \$100

Conversions: 1

CPA: \$100

Revenue: \$300

RoAS: 3

# Measure your campaign

- In your groups
- For the campaign you have set up, how would you measure the success?
- Prepare a summary of the key metrics

## Activity 4



# Customising Reports

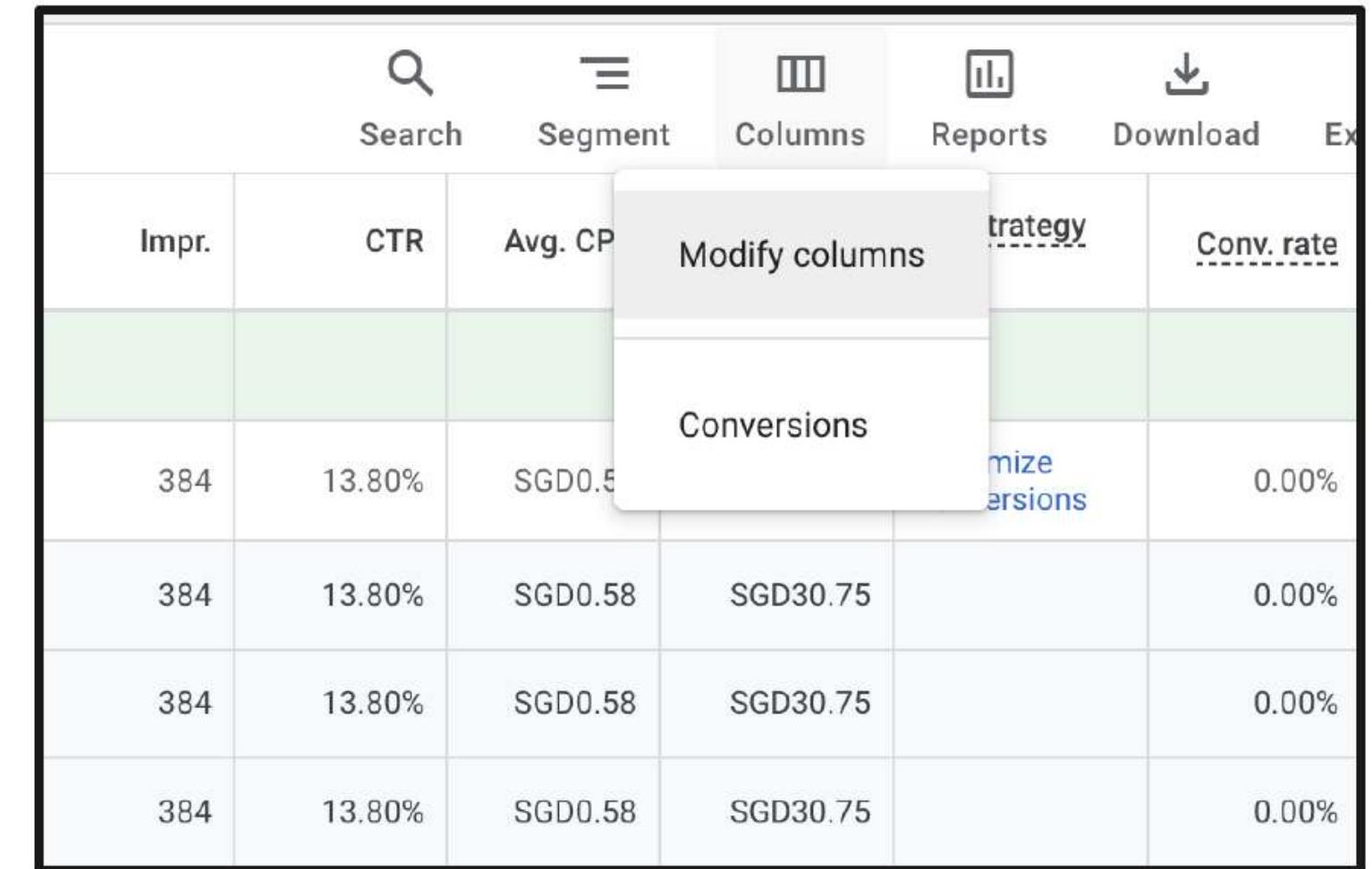
# LU3: Measuring a Google Ads Campaign

## What will you be learning?

- Understanding key Google ads metrics
- Analysing ROI
- Customising metrics and reports**

# Modify the data you see

- In your data table
  - Select 'Columns'
  - The 'Modify Columns'

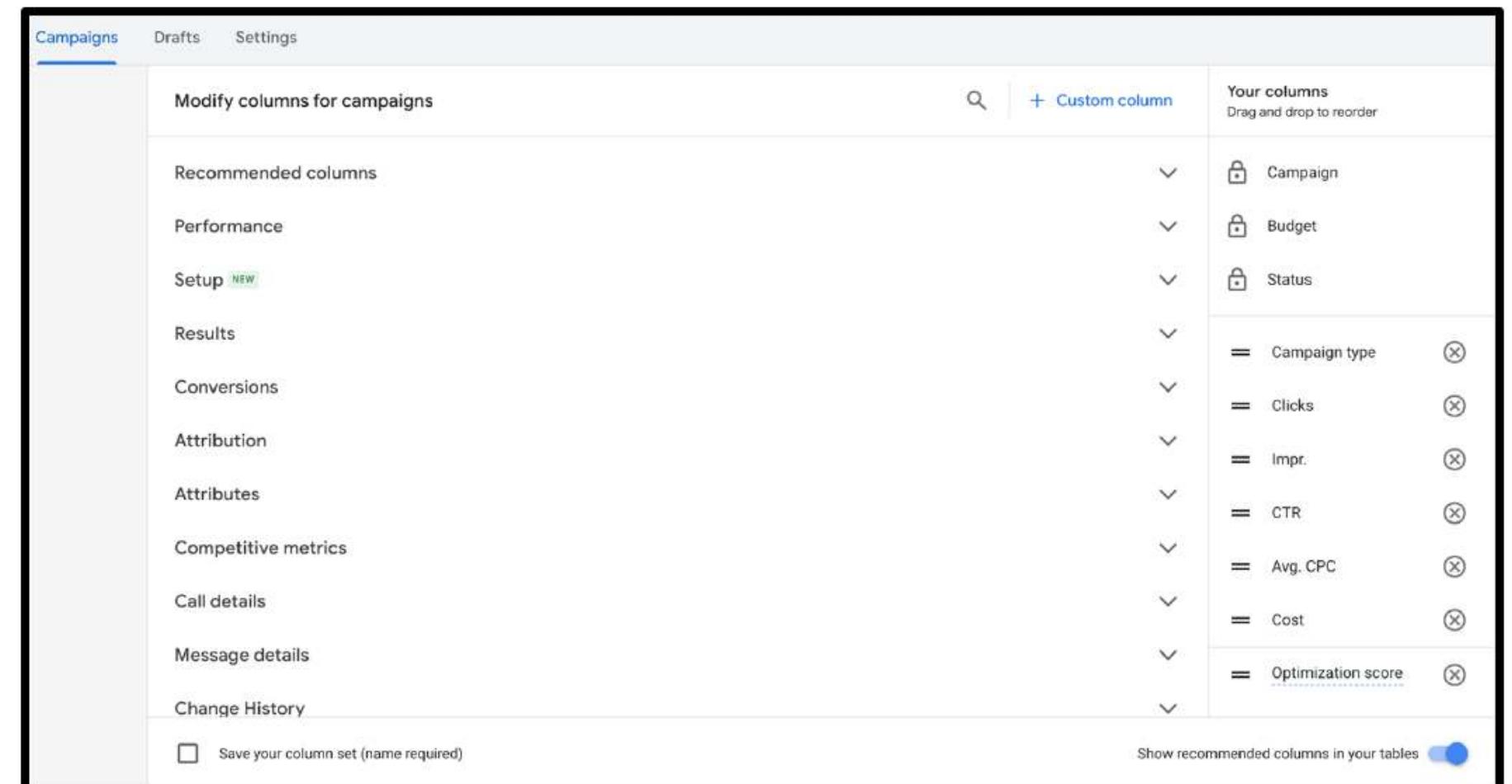


The screenshot shows a data table with the following columns: Impr., CTR, Avg. CP, Modify columns, Strategy, and Conv. rate. A context menu is open over the 'Modify columns' column, with the 'Conversions' option selected. The table data is as follows:

Impr.	CTR	Avg. CP	Modify columns	Strategy	Conv. rate
384	13.80%	SGD0.5	Conversions	Optimize conversions	0.00%
384	13.80%	SGD0.58			0.00%
384	13.80%	SGD0.58			0.00%
384	13.80%	SGD0.58			0.00%

# Modify the data you see

- Choose the data you want to see
  - Select category
  - Select the metric
  - Save the column set



Campaigns   Drafts   Settings

Modify columns for campaigns

Recommended columns

Performance

Setup NEW

Results

Conversions

Attribution

Attributes

Competitive metrics

Call details

Message details

Change History

Save your column set (name required)

Show recommended columns in your tables

	Your columns
	Campaign
	Budget
	Status
	Campaign type
	Clicks
	Impr.
	CTR
	Avg. CPC
	Cost
	Optimization score

# Create Reports

- Select the ‘Reports’ menu
    - Click on the set of metrics you want to see in ‘Reports Editor’
    - Can download reports

The image shows a mobile application interface with a navigation bar at the top. The navigation bar includes icons for Search (magnifying glass), Segment (three horizontal bars), Columns (three vertical bars), Reports (bar chart), and Download (down arrow). Below the navigation bar is a table with three columns: Impr., CTR, and Avg. CP.

Impr.	CTR	Avg. CP
384	13.80%	SGD0.5

To the right of the table is a detailed report card with the following sections:

- Basic
- Time
- Conversions
- Locations
- Assets (legacy)
- Assets
- Auction insights
- Other

# Draft your Individual Project

- o Part 3 - Measuring a campaign
- **Metrics:** For your hypothetical campaign, select suitable metrics to assess the performance. Explain why you have chosen these metrics.

15  
mins



# Coffee/Tea Break

## 15 minutes



## Learning Unit 4

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# Testing & Optimising a Google ads Campaign

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# Campaign Testing

# LU4: Testing & Optimising a Google Ads Campaign

## What will you be learning?

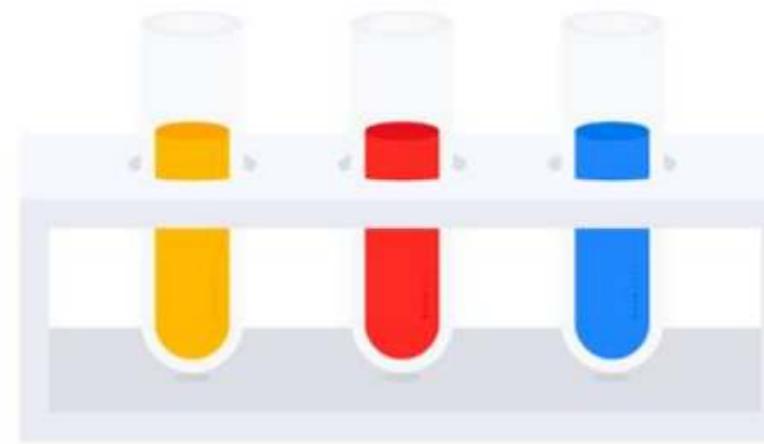
- Campaign testing and experimenting**
- Understanding the components of Quality Score
- Improving ad relevance, landing page experience, and ad performance
- Tips for creating high-converting landing pages

# Campaign Testing

- Why test?
  - Optimise your existing campaigns
  - Drive better results for your business
  - Improve future campaigns



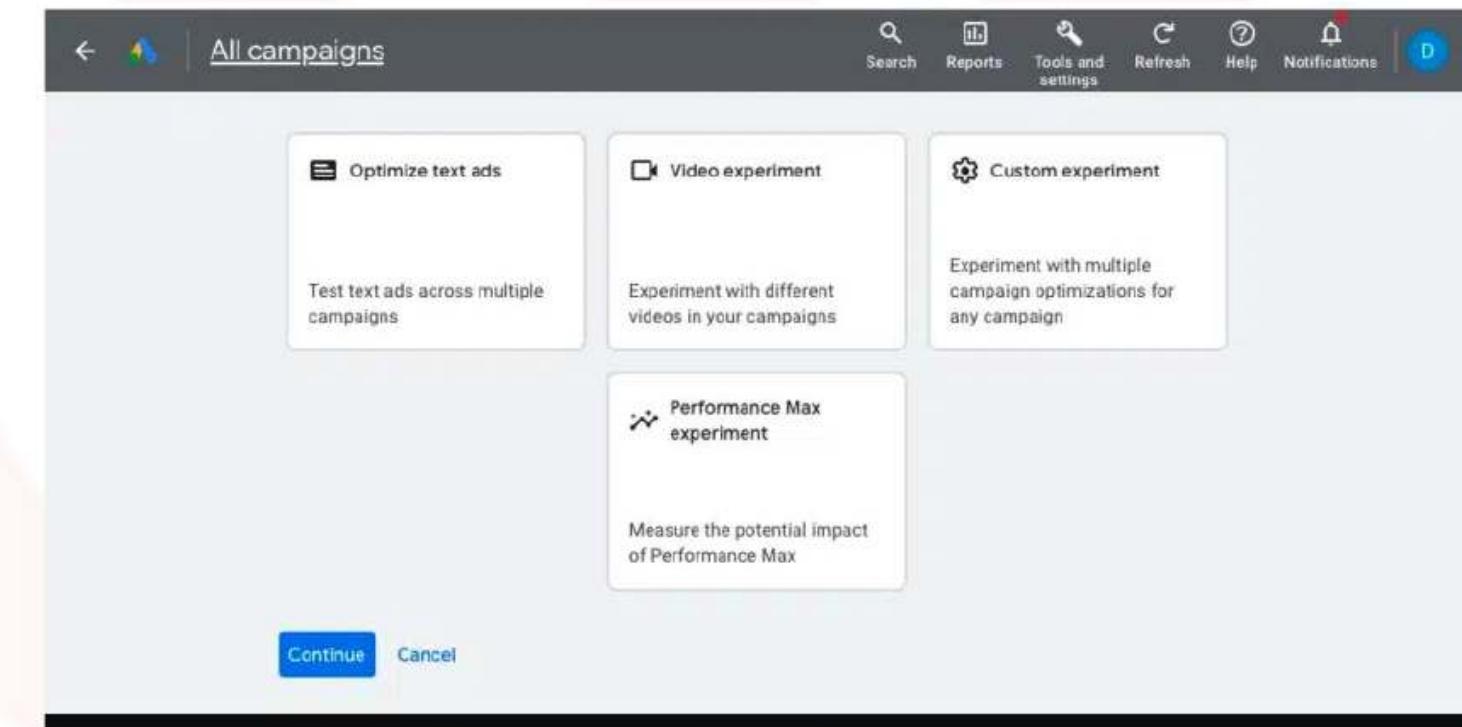
# Google ads experiments



**Experiment**  
with Google Ads

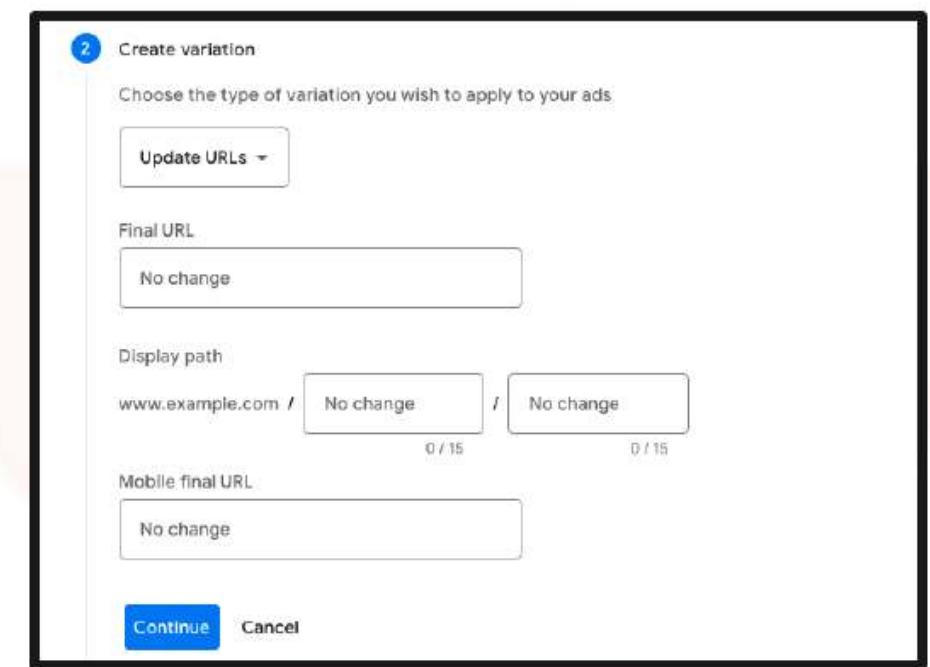
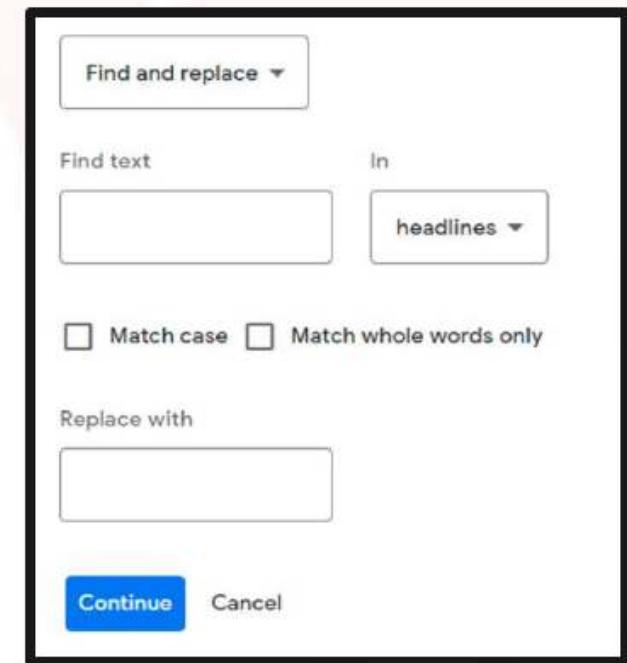
# Campaign Testing

- Which tests can you run?
  - Optimize text ads
  - Performance Max experiment
  - Video experiments
  - Custom experiments



# Optimize text ads

- You can experiment with different variations of your responsive search ads
- This is for search campaigns only
- There are 3 types:
- ‘**Find and Replace**’ enables you to select one piece of text in an ad and replace it with another
- ‘**Update URL**’ allows you to change the final URL or path:
  - You can add a Buy Now button to simplify the purchasing process.
  - You can include an Add to Basket button or an appointment scheduling form.



# Optimize text ads

- ‘Update text ad variation’ enables you to add, remove or pin an ad headline as part of conducting A/B testing
  - Limited effectiveness

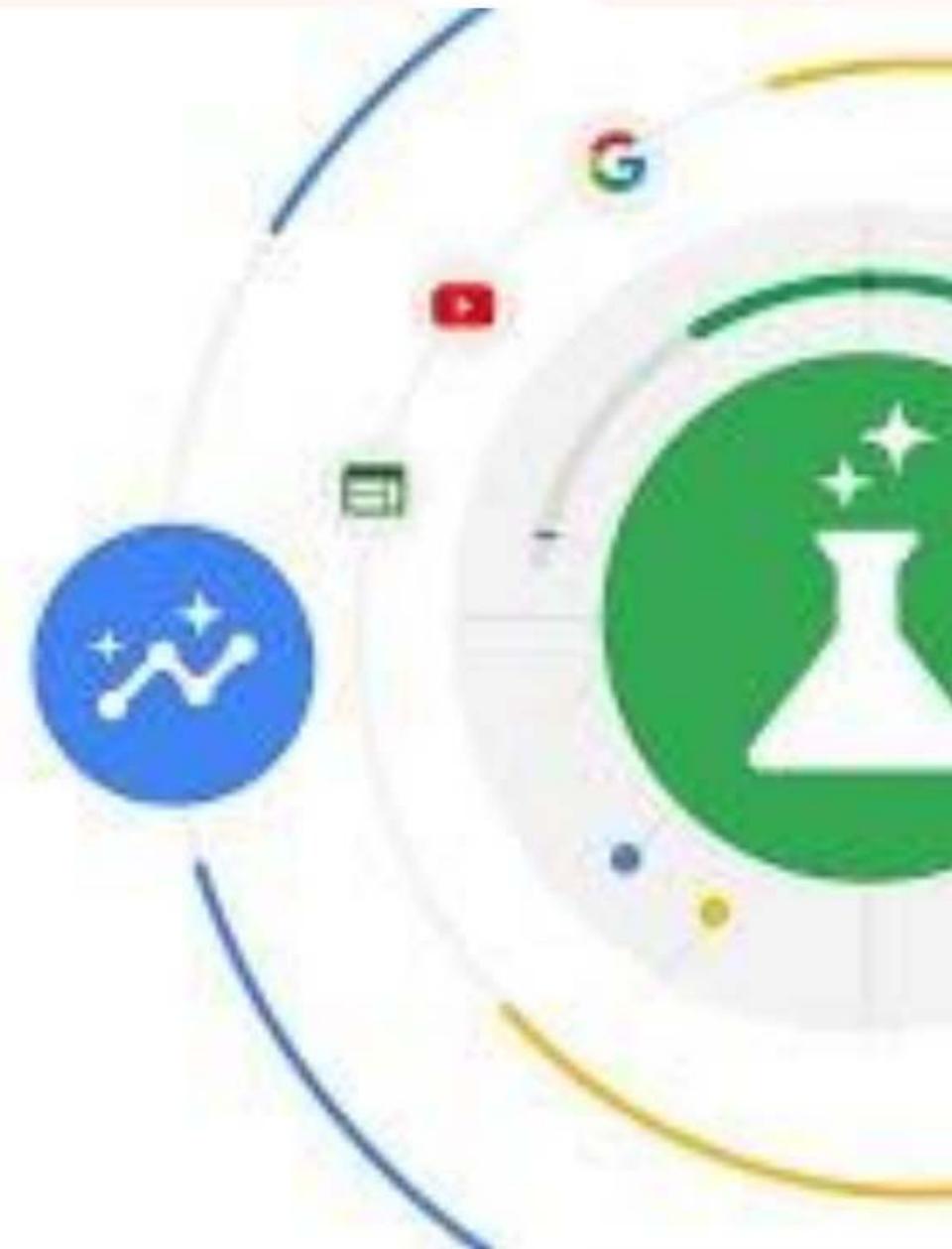


# Performance Max



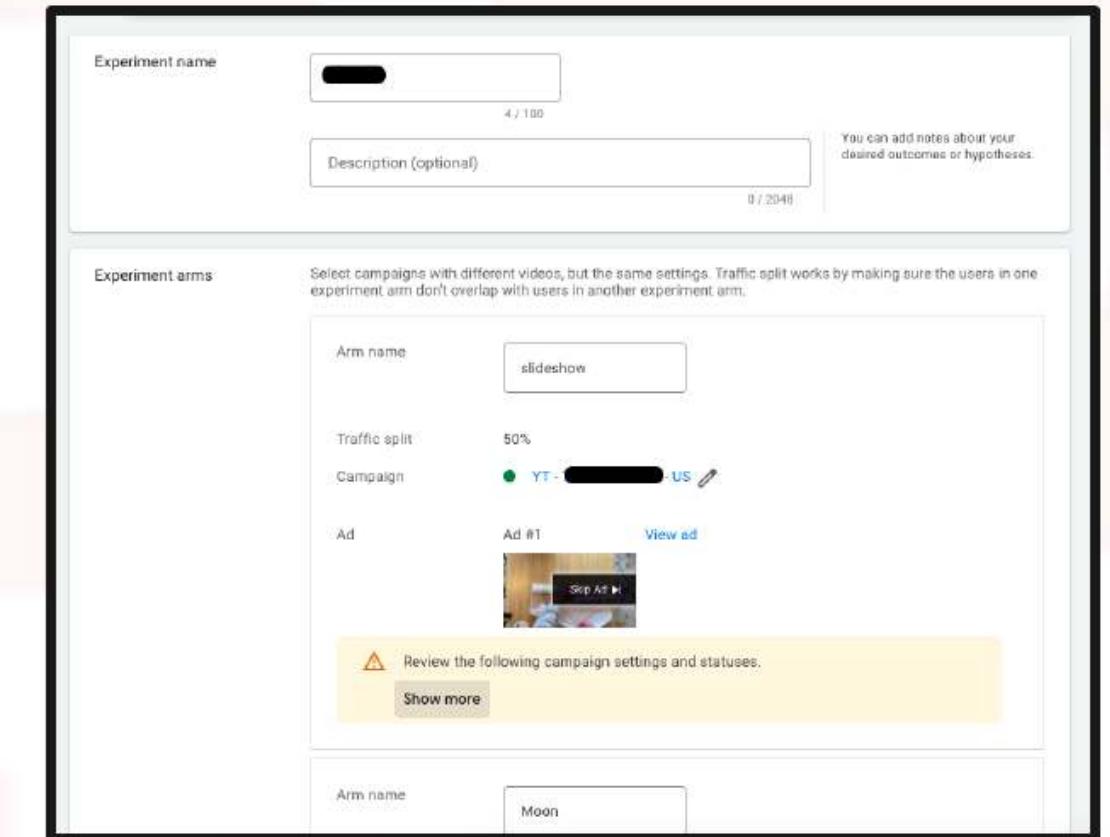
Google Ads Tutorials

Experiments to test  
uplift of Performance  
Max campaigns



# Video ads experiments

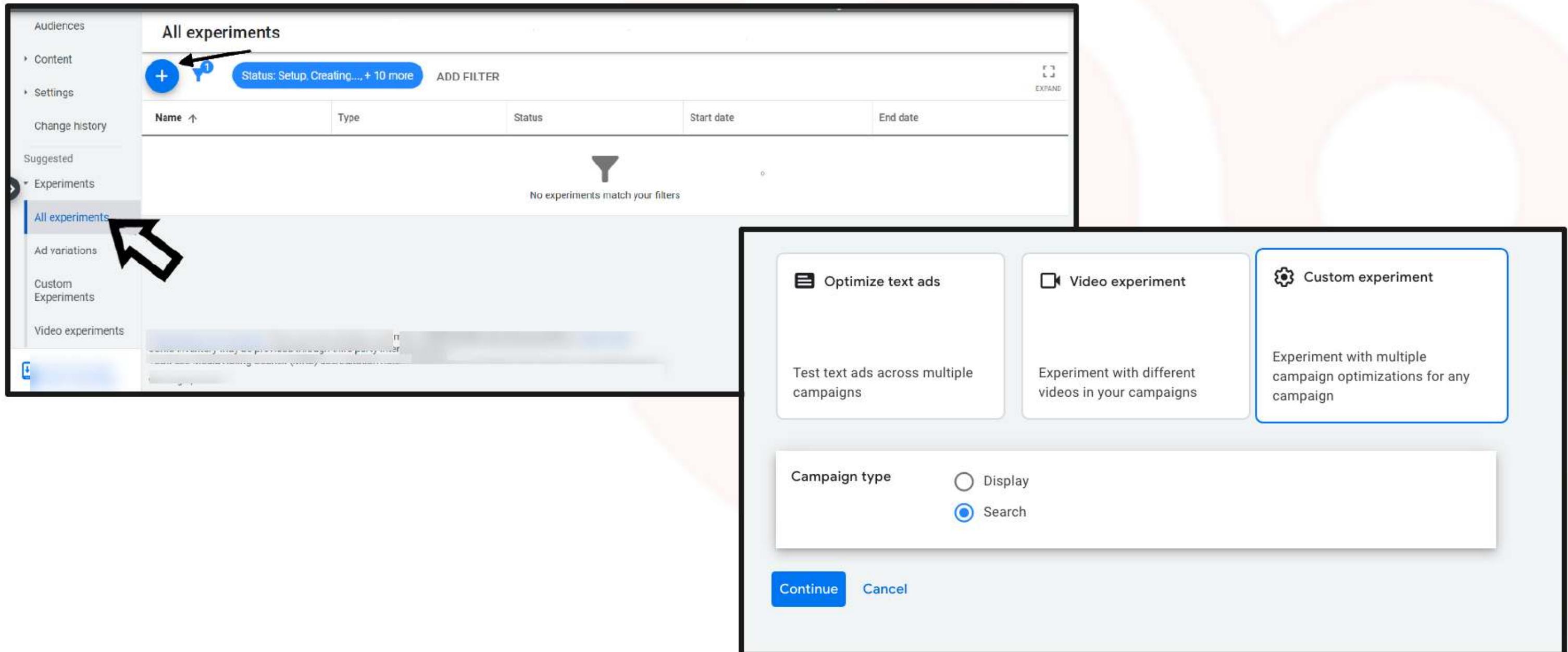
- You can compare different videos within a YouTube Ads campaign to see how they perform
  - Set up 2-4 experimental arms with different videos
  - Choose a success metric (conversions or brand lift)
- Once 100 conversions are recorded, the campaign with the lowest cost per conversion will be considered the winner



# Custom experiments

- You can Conduct an experiment on a **search or display campaign**
- You can test options other than those in the 3 pre-made tests:
  - Bidding strategy and bid adjustment
  - Keyword match types
  - Ad schedule
  - Audience targeting
  - Landing pages

# Setting up an experiment

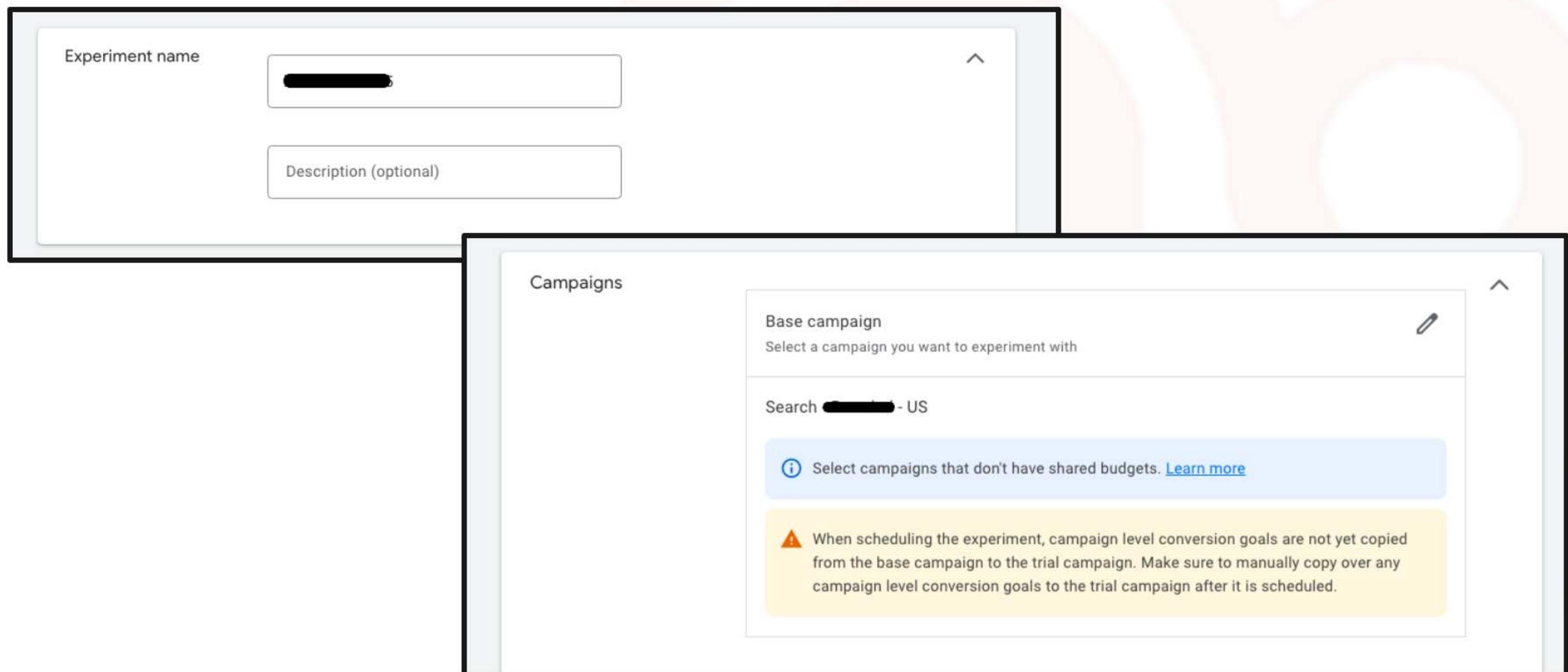


The screenshot shows the Google Ads interface for setting up experiments. On the left, a sidebar menu is open with the 'Experiments' section selected. Under 'All experiments', there is a large blue button with a '+' icon and a small circular icon with a 'P'. A black arrow points to this button. Below it, a status message says 'Status: Setup, Creating... + 10 more' and a 'ADD FILTER' button. The main area displays a table header with columns: Name (sorted by ascending), Type, Status, Start date, and End date. A search bar with a funnel icon is present above the table, which displays the message 'No experiments match your filters'. To the right of the table, three experiment types are listed in boxes:

- Optimize text ads**: Test text ads across multiple campaigns.
- Video experiment**: Experiment with different videos in your campaigns.
- Custom experiment**: Experiment with multiple campaign optimizations for any campaign.

Below these boxes, a 'Campaign type' section shows two radio buttons: 'Display' (unselected) and 'Search' (selected). At the bottom are 'Continue' and 'Cancel' buttons.

# Setting up an experiment



Experiment name

Description (optional)

Campaigns

Base campaign

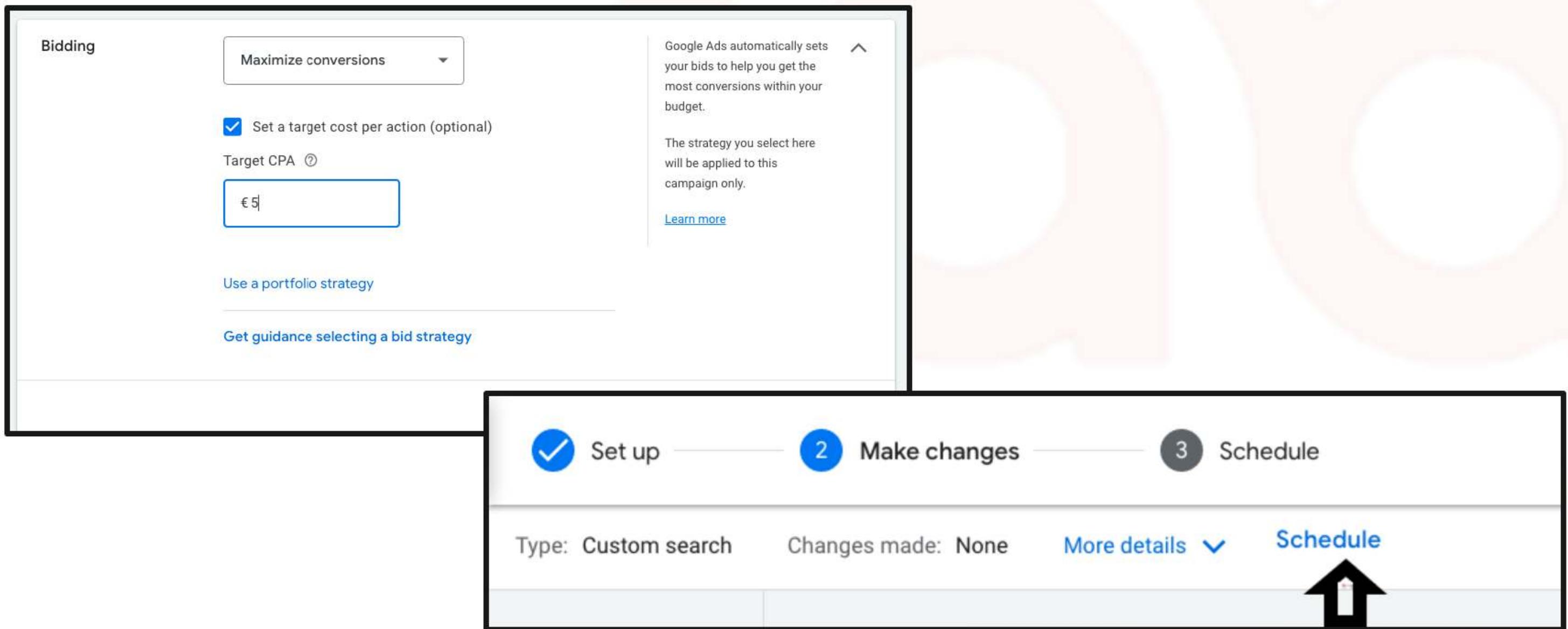
Select a campaign you want to experiment with

Search [REDACTED] - US

**i** Select campaigns that don't have shared budgets. [Learn more](#)

**A** When scheduling the experiment, campaign level conversion goals are not yet copied from the base campaign to the trial campaign. Make sure to manually copy over any campaign level conversion goals to the trial campaign after it is scheduled.

# Setting up an experiment



The screenshot shows the Google Ads interface for setting up a campaign. In the top left, under 'Bidding', 'Maximize conversions' is selected. Below it, a checkbox for 'Set a target cost per action (optional)' is checked, and a 'Target CPA' input field contains '€ 5'. A tooltip explains that Google Ads automatically sets bids to help get the most conversions within the budget. In the bottom right corner of the main window, there's a large black box containing three numbered steps: '1 Set up', '2 Make changes', and '3 Schedule'. Step 1 is completed (blue checkmark), step 2 is in progress (blue circle with a number 2), and step 3 is pending (grey circle with a number 3). Below these steps, the 'Type' is listed as 'Custom search', 'Changes made' as 'None', and there's a 'More details' dropdown. To the right of the steps, a blue 'Schedule' button has a black arrow pointing upwards above it.

Bidding

Maximize conversions

Set a target cost per action (optional)

Target CPA [?](#)

€ 5

Use a portfolio strategy

Get guidance selecting a bid strategy

Google Ads automatically sets your bids to help you get the most conversions within your budget.

The strategy you select here will be applied to this campaign only.

[Learn more](#)

1 Set up

2 Make changes

3 Schedule

Type: Custom search

Changes made: None

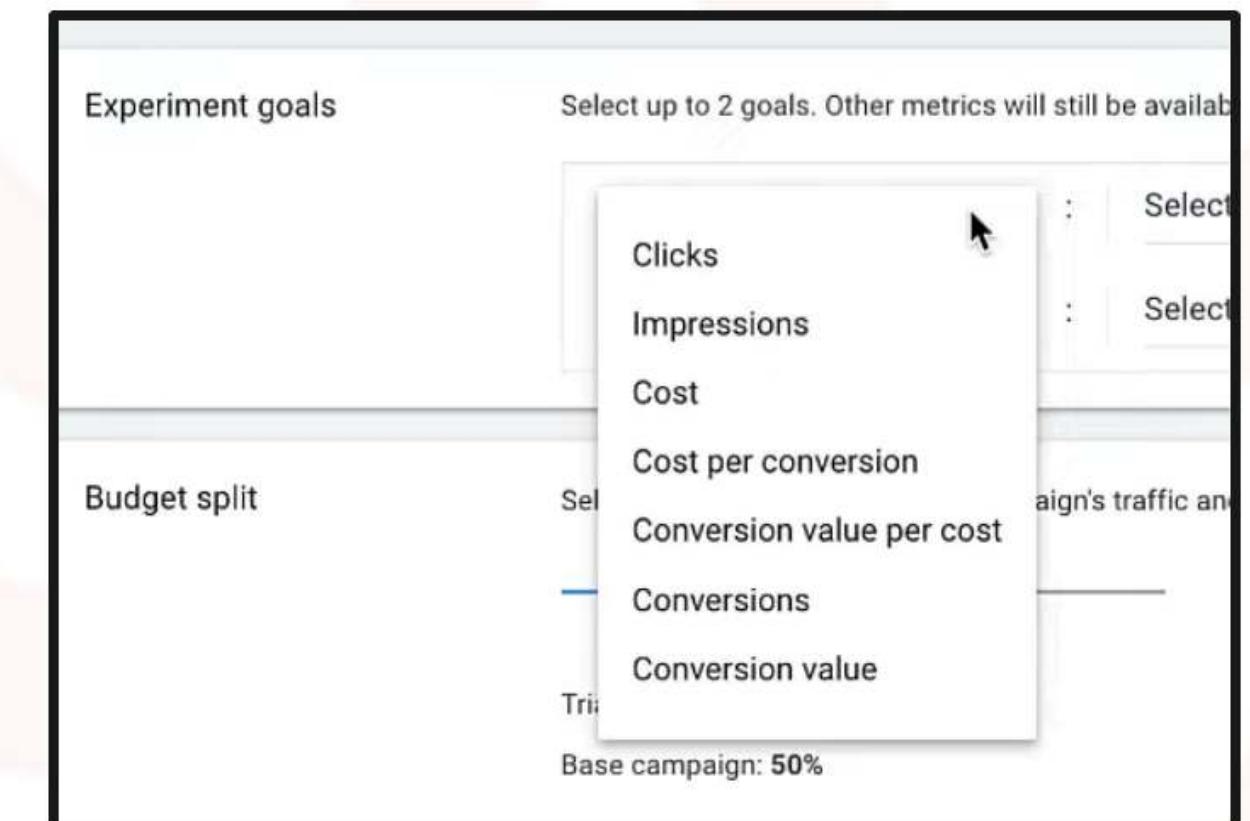
More details [▼](#)

Schedule 

# Set up goals for your experiment

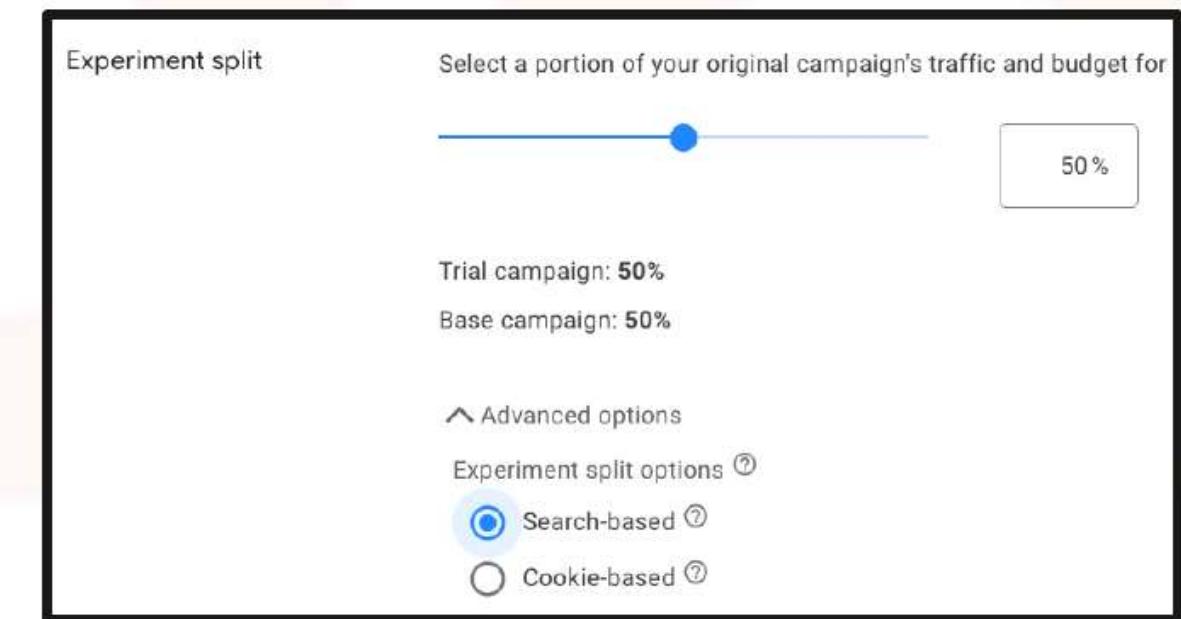
The available goals for your Google Ads experiments are:

- Clicks
- Impressions
- Cost
- Cost per conversion
- Conversion value per cost
- Conversions
- Conversion value



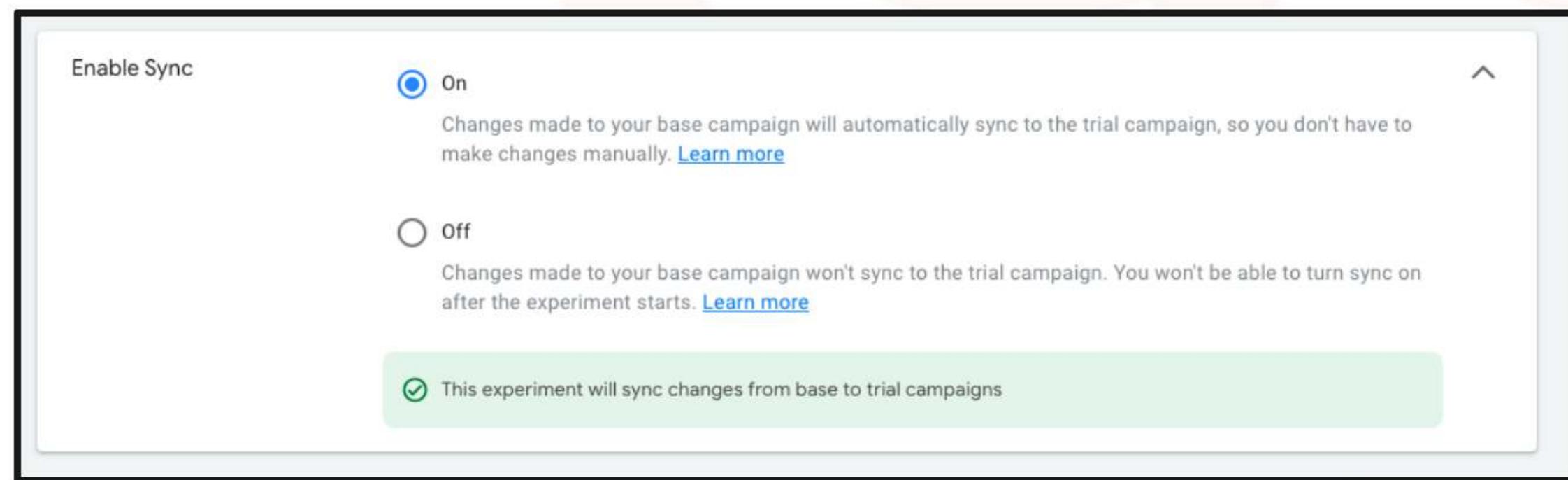
# Assign a traffic split

- Decide how the traffic will be divided among the variations in the experiment
- Usually 50:50
- Can select Advanced Options to assess:
  - **Search-based split:** Users who perform a search will randomly see either your experiment or the original campaign every time they search (recommended option).
  - **Cookie-based split:** Users who have previously been "cookied" (tracked with a cookie) will see the experiment campaign variation.



# Decide on timing and Sync

- Specify the duration for your experiment
- Can let it run indefinitely or include a specific end date
- Choose the 'Enable Sync' function to ensure any changes made will be synchronised with that experiment



# Test your campaign

- In your groups
- For the campaign you have set up, how would you carry out an experiment to improve the performance?
- Prepare an outline of an experiment you could run

## Activity 5



# Draft Your Individual Project

## Part 4: Testing & Optimising a Google Ads campaign

15  
mins

- **Experiments:** Identify how you would set up 2 experiments to test the effectiveness of your campaign



# LU4: Testing & Optimising a Google Ads Campaign

## What will you be learning?

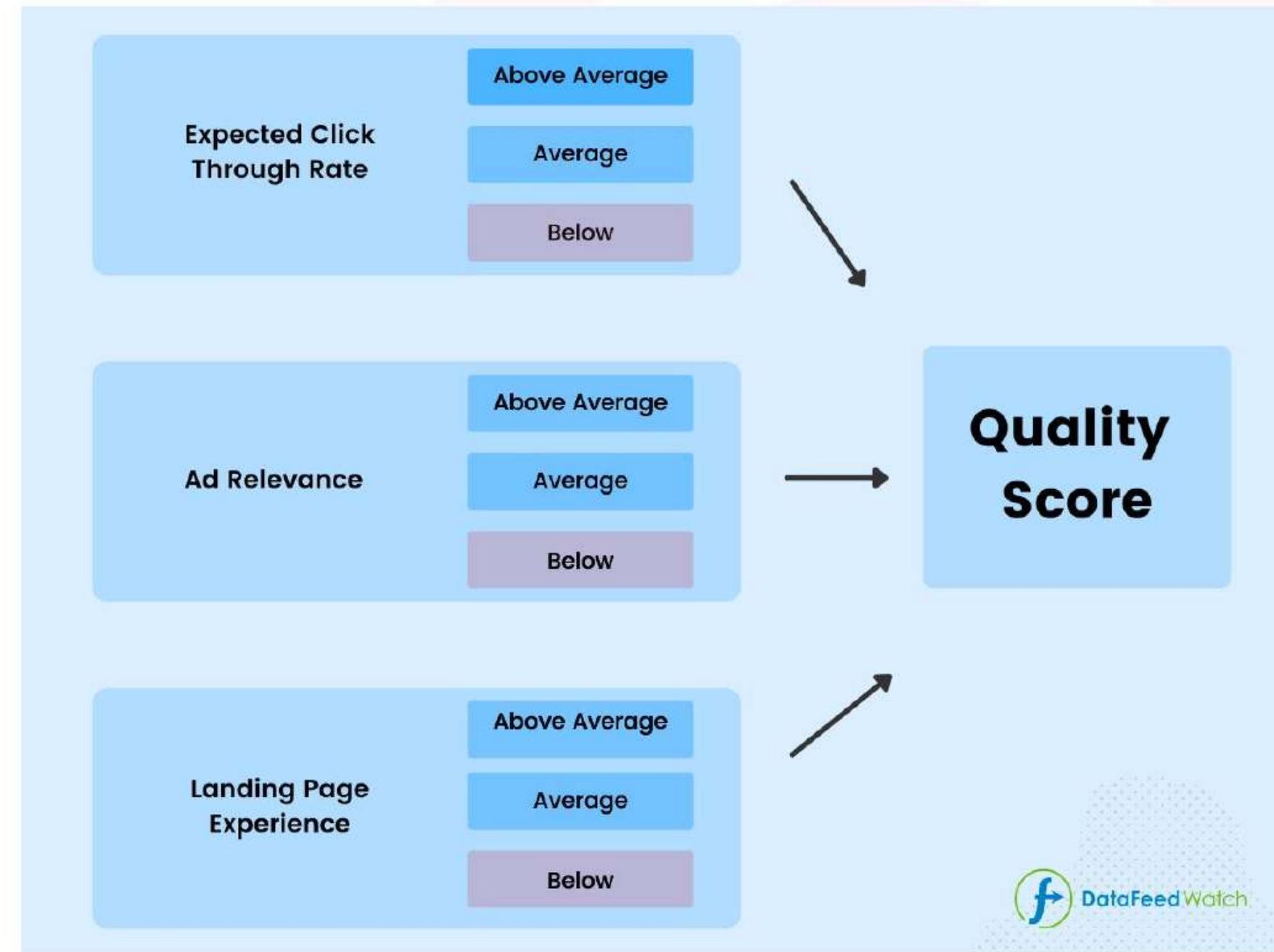
- Campaign testing and experimenting
- Understanding the components of Quality Score**
- Improving ad relevance, landing page experience, and ad performance**
- Tips for creating high-converting landing pages**

# Quality Score

- Why is this metric important?
  - **Google perspective:** Shows how relevant your ad is
  - **Advertiser perspective:** Determines the success of your account. It is used to determine Ad Rank, along with your bid



# Factors influencing Quality Score



# Factors influencing Quality Score

## 1. Ad relevance

- This Google Ads metric measures how closely your keyword matches the message in your ads.
- An above average score is an indication that your ads relate closely to keywords within an ad group.
- A below average score may be because ad copy is too general, or perhaps the keyword is not relevant to your business.

# Factors influencing Quality Score

## 2. Expected Click-Through Rate (CTR)

- Google uses expected CTR to estimate the rate in which people searching for your keywords will click on your ad.
- As with all components of Quality Score, it's measured with either 'Above average', 'Average', or 'Below average'.
- Expected CTR is calculated by looking at the past-CTR performance of ads.

# Factors influencing Quality Score

## 3. Landing page experience

- Landing page experience refers to how relevant and useful your landing page is, once a user has clicked on an ad.
- Things to consider here are your bounce rate and site speed.
- If bounce rate is high, and/or your landing page takes a long time to load, then Quality Score will suffer.

# How to improve Quality Score

## 7 key ways:

- Campaign, ad group and keyword structure
- Relevant and compelling ad copy
- Ad format and dynamic headlines
- Include ad extensions
- Use negative keywords
- Improve site speed
- Optimise your landing page

# Campaign, ad group and keyword structure

- Organise campaigns and ad groups with a granular structure
- Use as many ad groups as necessary
- Within each ad group only include closely related keywords
  - Include specific long tail keywords and broader keywords

Ad group	Keywords
<b>Online Sweet Shop</b>	online sweet shop, sweet shop online, online sweet shop delivery
<b>Sweets Delivery</b>	sweets delivery, sweets next day delivery, sweets delivery near me
<b>Letterbox Sweets</b>	letterbox sweets, letterbox sweets delivery
<b>Pick &amp; Mix Sweets</b>	pick and mix sweets delivery, pick and mix sweets online
<b>Order Sweets</b>	order sweets online, order sweets delivery
<b>Fizzy Sweets</b>	fizzy sweets delivery, fizzy sweets online, order fizzy sweets
<b>Sweets Delivery London</b>	london sweets delivery, sweet delivery in London

# Relevant and compelling ad copy

- Use copy including your keywords in a natural way
- Create tailored ad copy for every one of your products - improve relevance

**Headline 1** Sweets Delivery in London

**Headline 2** Free Next Day Delivery

**Headline 3** Order Tasty Pick & Mix Sweets

**Description 1** Order tasty sweets online and enjoy next day sweets delivery in London.

**URL** Sweets-Delivery/London

# Relevant and compelling ad copy



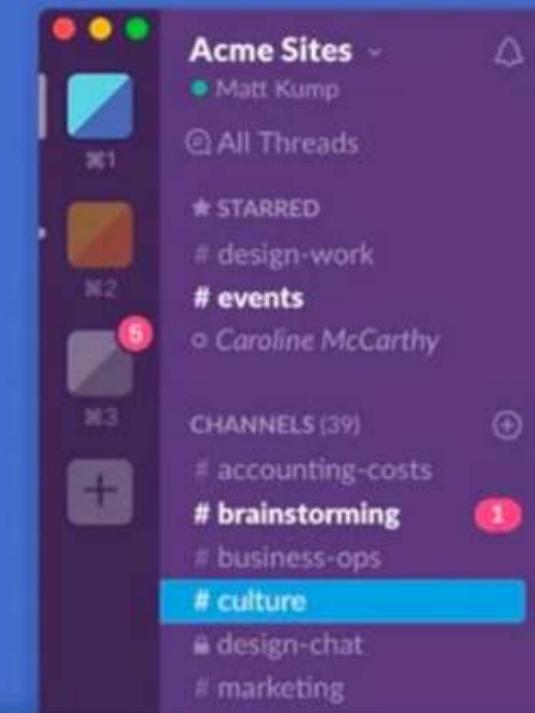
Slack is where you access the messages, the files, the decisions, the key moments in the life of your business. It's where work happens.

Try Slack for Free

Email address

Get Started

Already joined a Slack team? [Sign in](#)



#culture

19 members | Add a topic

Jackie Ray 12:47 PM

I must decline for secret reasons.

Meredith Brown 12:50 PM

Really need to give some Kudos to @julie for helping out with the n excited about yesterday's announcement.

Kiné Camara 12:55 PM

No! It was my pleasure! People are very excited. ⚡

Damien Baker 2:14 PM

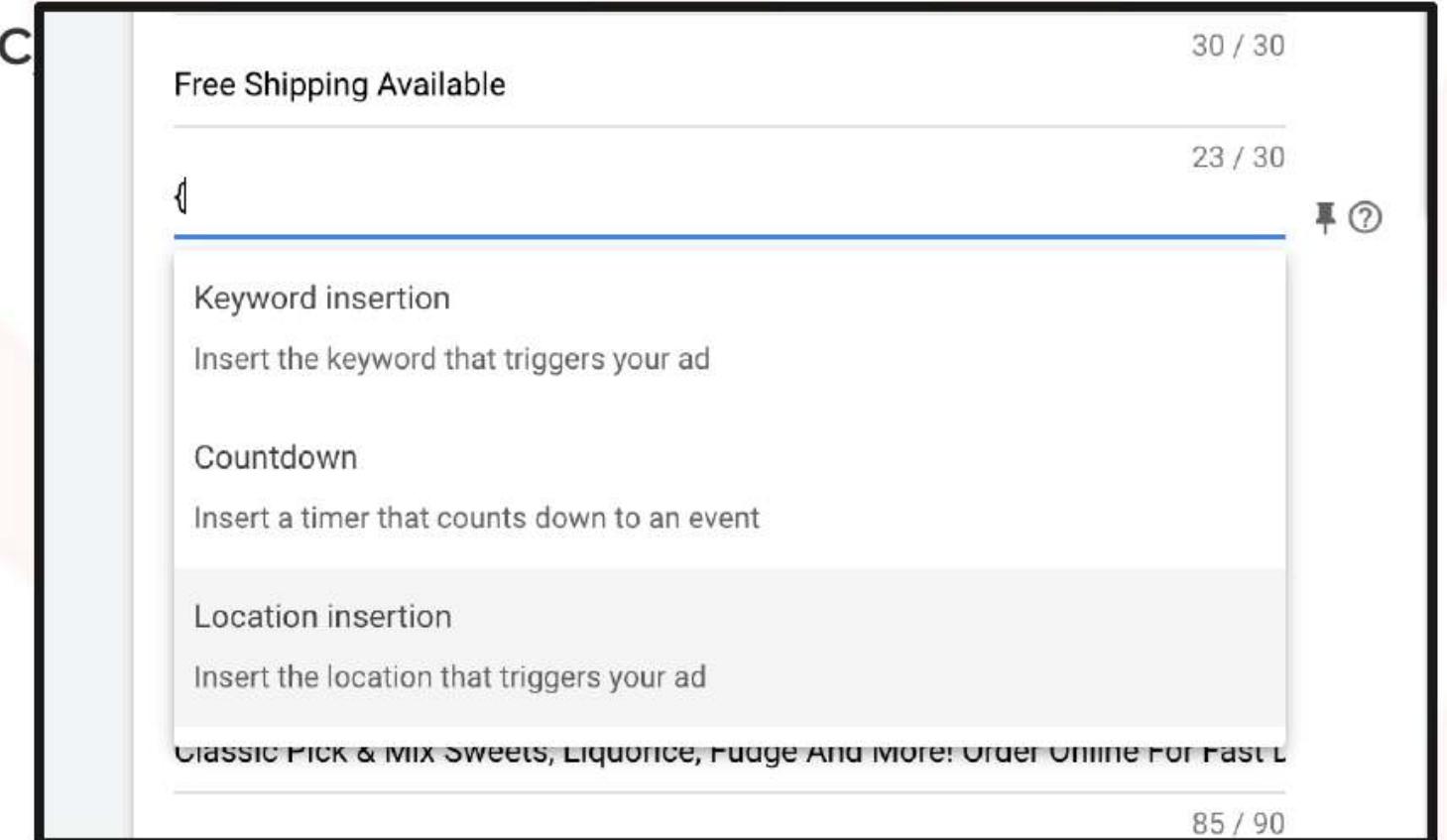
What are our policies in regards to pets in the office? I'm assuming i sure that was the case.

31 Horse Blanket Culture Meetings 2:15 PM

Event starting in 15 minutes:

# Ad format and Dynamic headlines

- Use keywords in the headline to draw people in
- Use location indicators
- Add a countdown to increase urgency



The screenshot shows a user interface for creating ads. At the top, there's a banner with the text "Free Shipping Available" and "30 / 30". Below this, there's a section titled "Keyword insertion" with the sub-instruction "Insert the keyword that triggers your ad" and a status "23 / 30". There's also a small icon of a person with a question mark. Below that is a "Countdown" section with the sub-instruction "Insert a timer that counts down to an event". Further down is a "Location insertion" section with the sub-instruction "Insert the location that triggers your ad". At the bottom of the interface, there's a promotional message: "CLASSIC PICK & MIX SWEETS, LIQUORICE, FUDGE AND MORE! ORDER ONLINE FOR FAST DELIVERY". The bottom right corner shows a progress bar with "85 / 90".

# Ad extensions

<b>Sitelinks</b>	Show links to specific pages on your website
<b>Callouts</b>	Show descriptive text, such as 'Free Delivery'
<b>Structured snippets</b>	Showcase helpful features or aspects of your business
<b>Promotion</b>	Promote a sale or special offer
<b>Call</b>	Enable searchers to call your business from an ad
<b>Lead form</b>	Generate leads from a lead form in the ad
<b>Location</b>	Show your business location
<b>App</b>	Include a link to your app
<b>Image</b>	Complement your ad with relevant images
<b>Affiliate location</b>	Help people find stores that sell your products

Ad · <https://www.aesop.com/> ▾

**Shop Face Wash Online - Complimentary Shipping**

Find **cleansers** enhanced with skin-nourishing ingredients and botanical extracts online.

Aesop's Skin Care products are suitable for a range of skin types and concerns. Now Accepting

**Callouts** → Klarna. Cruelty-Free. Vegan. Live Assistance. Finest Quality.

**Sitelinks** → Aesop Digital Gift Card · Fabulous Face Cleanser · In Two Minds Cleanser

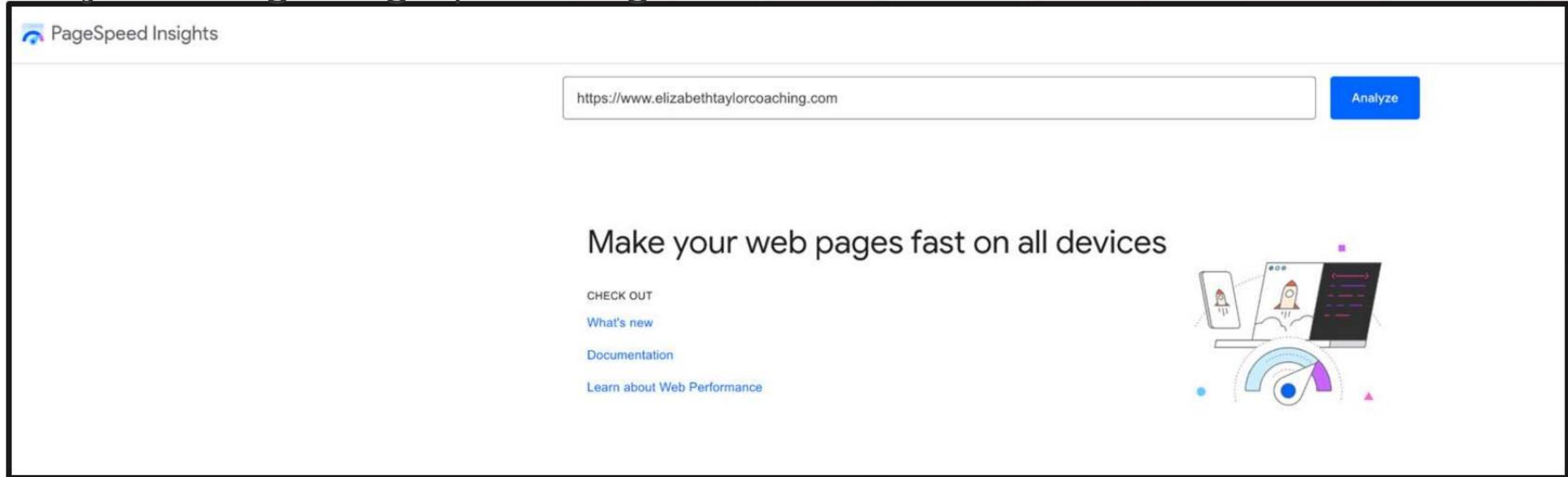
**Location** → London · 19 locations nearby

# Negative keywords

Insights	<input type="checkbox"/> Search term	Match type	Added/Excluded	Ad group
▶ Ad groups				
▶ Ads & extensions	Total: Search terms <a href="#">?</a>			
▶ Landing pages	<input type="checkbox"/> bracelet	Exact match	 Excluded	Ad group 1
▼ Keywords	<input type="checkbox"/> bracelet design	Exact match	None	Ad group 1
Search Keywords	<input type="checkbox"/> bracelet gifts	Exact match	None	Ad group 1
Negative Keywords	<input type="checkbox"/> bracelet london	Exact match	None	Ad group 1
Search Terms	<input type="checkbox"/> bracelet uk	Exact match	None	Ad group 1
Auction insights	<input type="checkbox"/> bracelets for women	Exact match	None	Ad group 1
Audiences	<input type="checkbox"/> charm bracelets	Exact match	None	Ad group 1
Demographics	<input type="checkbox"/> christopher thompson royds	Exact match	 Excluded	Ad group 1
Settings	<input type="checkbox"/> chunky gold plated hoop earrings	Exact match	None	Ad group 1

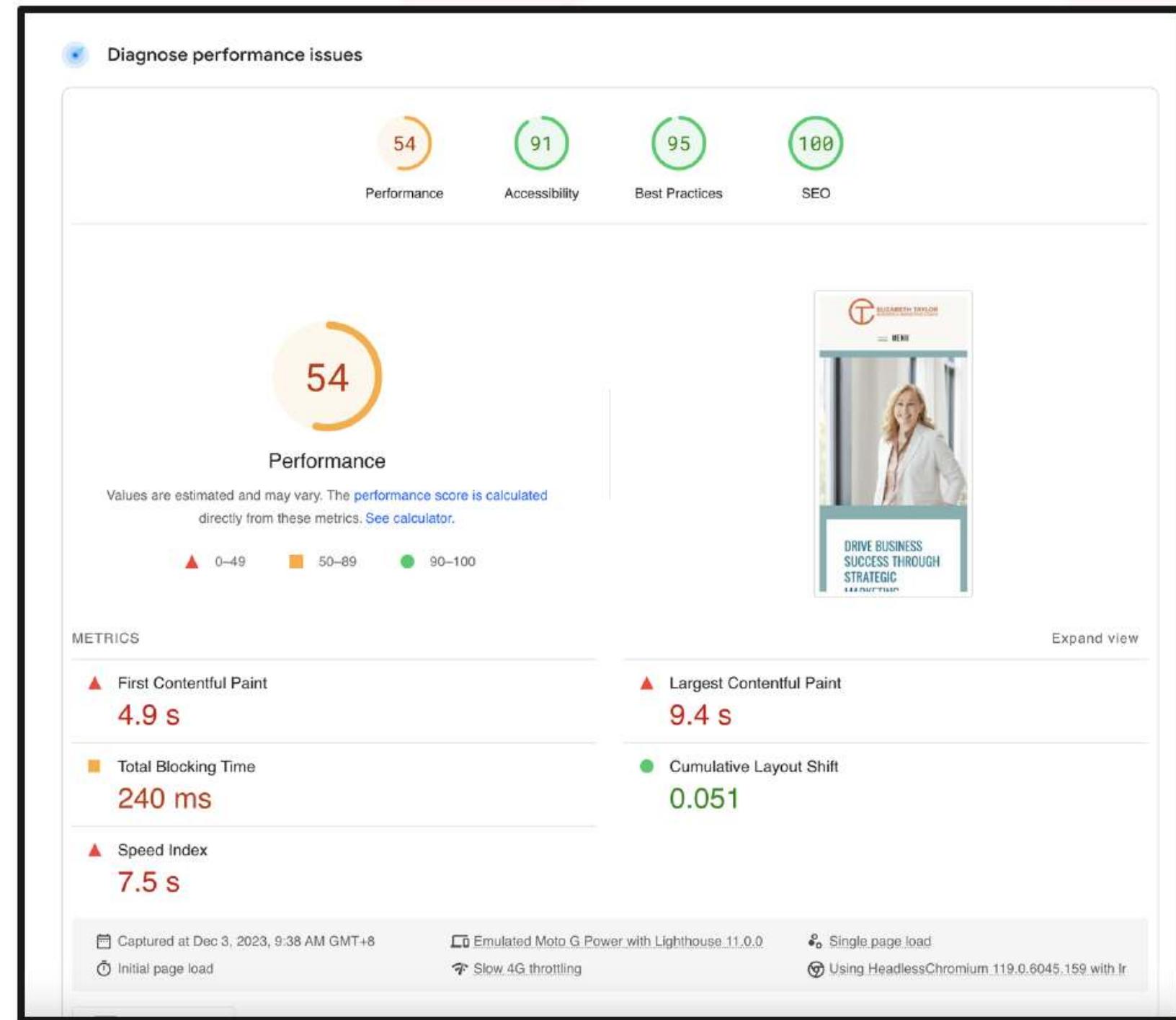
# Improve site speed

- Try out Google Pagespeed Insights



The screenshot shows the Google PageSpeed Insights interface. At the top left is the "PageSpeed Insights" logo. In the center is a search bar containing the URL "https://www.elizabethtaylorcoaching.com". To the right of the search bar is a blue "Analyze" button. Below the search bar, the text "Make your web pages fast on all devices" is displayed. On the left side, there is a sidebar with links: "CHECK OUT", "What's new", "Documentation", and "Learn about Web Performance". On the right side, there is a graphic featuring a smartphone, a laptop, and a tablet, all connected by dashed lines to a central circular progress meter. The progress meter has three colored segments: light blue at the bottom, purple in the middle, and pink at the top. The number "88" is prominently displayed in the center of the meter.

# Improve site speed

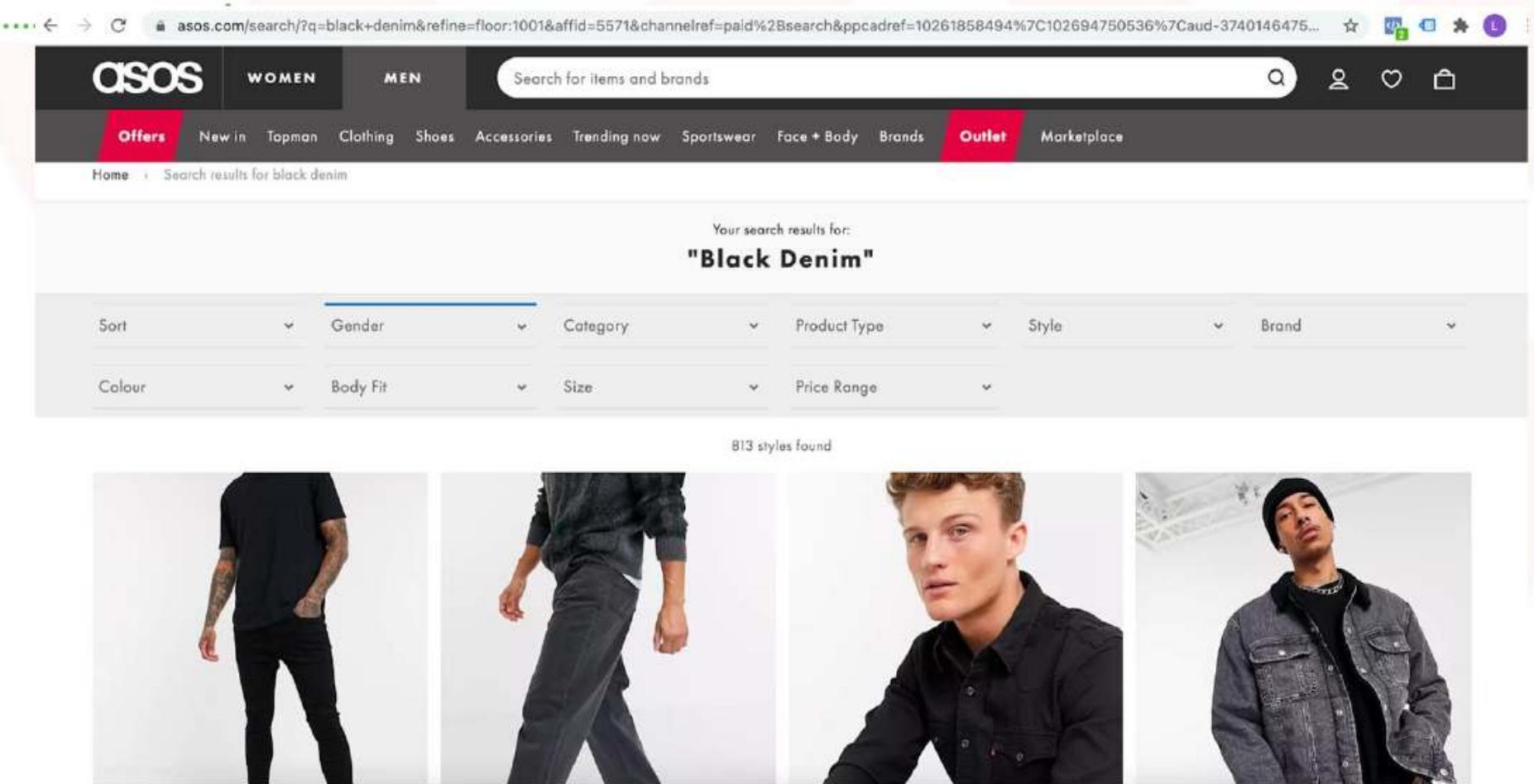


# Landing page optimisation

- Key considerations:
  - The messaging is consistent, from keyword to ad, and then ad to landing page.
  - Ensure the keywords are present on the landing page and the landing page is consistent with what is being searched for.
  - Use the best URL possible for every ad group, in terms of giving the searcher exactly what they are looking for.
  - The bounce rate is low.

# Landing page optimisation

<b>Keyword</b>	Men's black denim jeans
<b>URL</b>	<a href="https://www.asos.com/search/?q=black+denim&amp;refine=floor:1001&amp;affid=5571">https://www.asos.com/search/?q=black+denim&amp;refine=floor:1001&amp;affid=5571</a>
<b>What they did well</b>	<ul style="list-style-type: none"> <li>Tailored to the search query, filtered with 'Black denim' showing only men's products</li> <li>User has the option to filter further or browse the site, since the query is still fairly general, lowering the chances of bouncing</li> </ul>

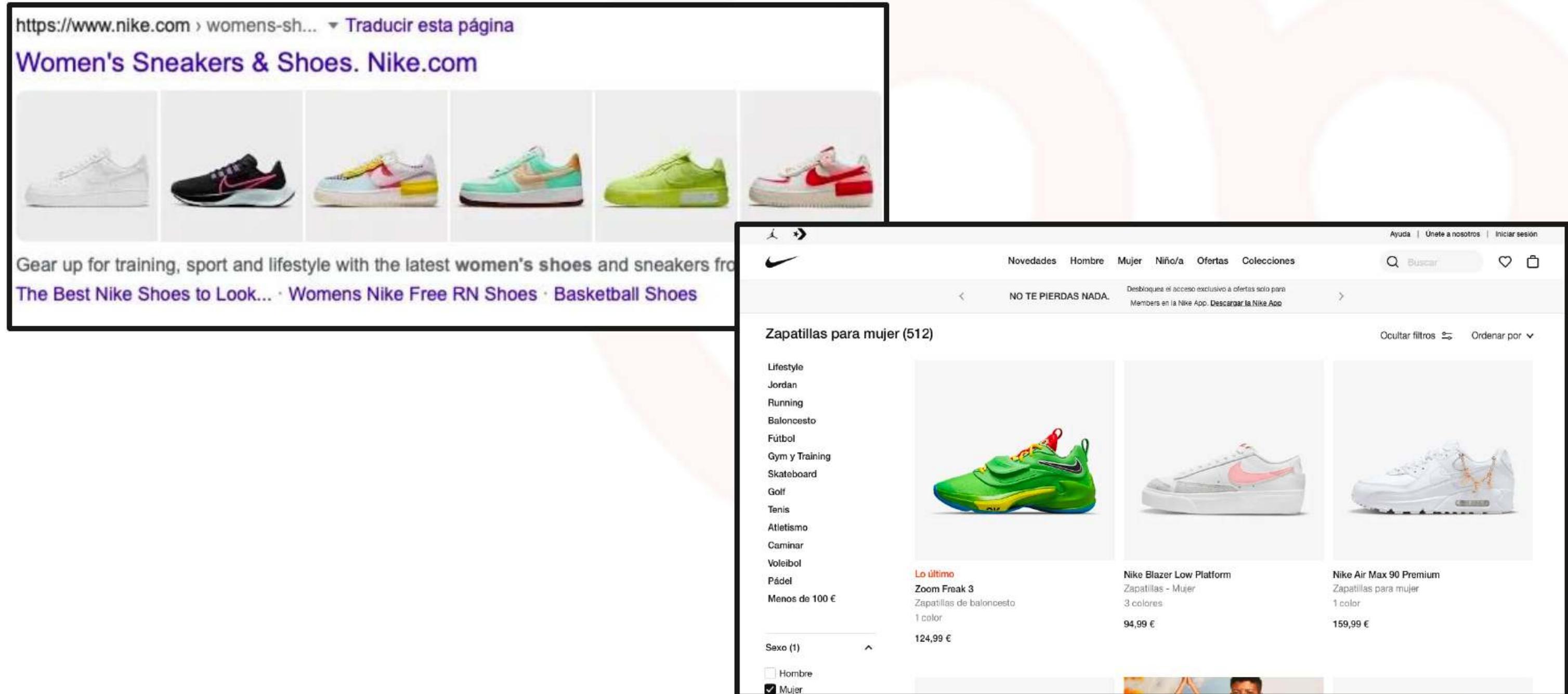


The screenshot shows the ASOS website search results for "Black Denim". The top navigation bar includes links for WOMEN, MEN, Offers, New in, Topman, Clothing, Shoes, Accessories, Trending now, Sportswear, Face + Body, Brands, Outlet, and Marketplace. A search bar at the top right contains the query "asos.com/search/?q=black+denim&refine=floor:1001&affid=5571&channelref=paid%2Bsearch&ppcadref=10261858494%7C102694750536%7Caud-3740146475...". Below the search bar, the page title is "Your search results for: **"Black Denim"**". The results are filtered by Gender (set to Men) and show 813 styles found. Four product thumbnails are visible: a man in a black t-shirt and jeans, a man in dark trousers, a man in a black shirt, and a man in a denim jacket.

# Landing page optimisation

<https://www.nike.com/womens-shoes> ▾ Traducir esta página

Women's Sneakers & Shoes. Nike.com



Gear up for training, sport and lifestyle with the latest women's shoes and sneakers from Nike.

The Best Nike Shoes to Look... · Womens Nike Free RN Shoes · Basketball Shoes

Novedades Hombre Mujer Niño/a Ofertas Colecciones

NO TE PIERDAS NADA. Desbloquea el acceso exclusivo a ofertas solo para Members en la Nike App. Descargar la Nike App

Zapatillas para mujer (512)

Lifestyle  
Jordan  
Running  
Baloncesto  
Fútbol  
Gym y Training  
Skateboard  
Golf  
Tenis  
Atletismo  
Caminar  
Voleibol  
Pádel  
Menos de 100 €

Lo último  
Zoom Freak 3  
Zapatillas de baloncesto  
1 color  
124,99 €

Nike Blazer Low Platform  
Zapatillas - Mujer  
3 colores  
94,99 €

Nike Air Max 90 Premium  
Zapatillas para mujer  
1 color  
159,99 €

Sexo (1) ▾  
 Hombre  
 Mujer

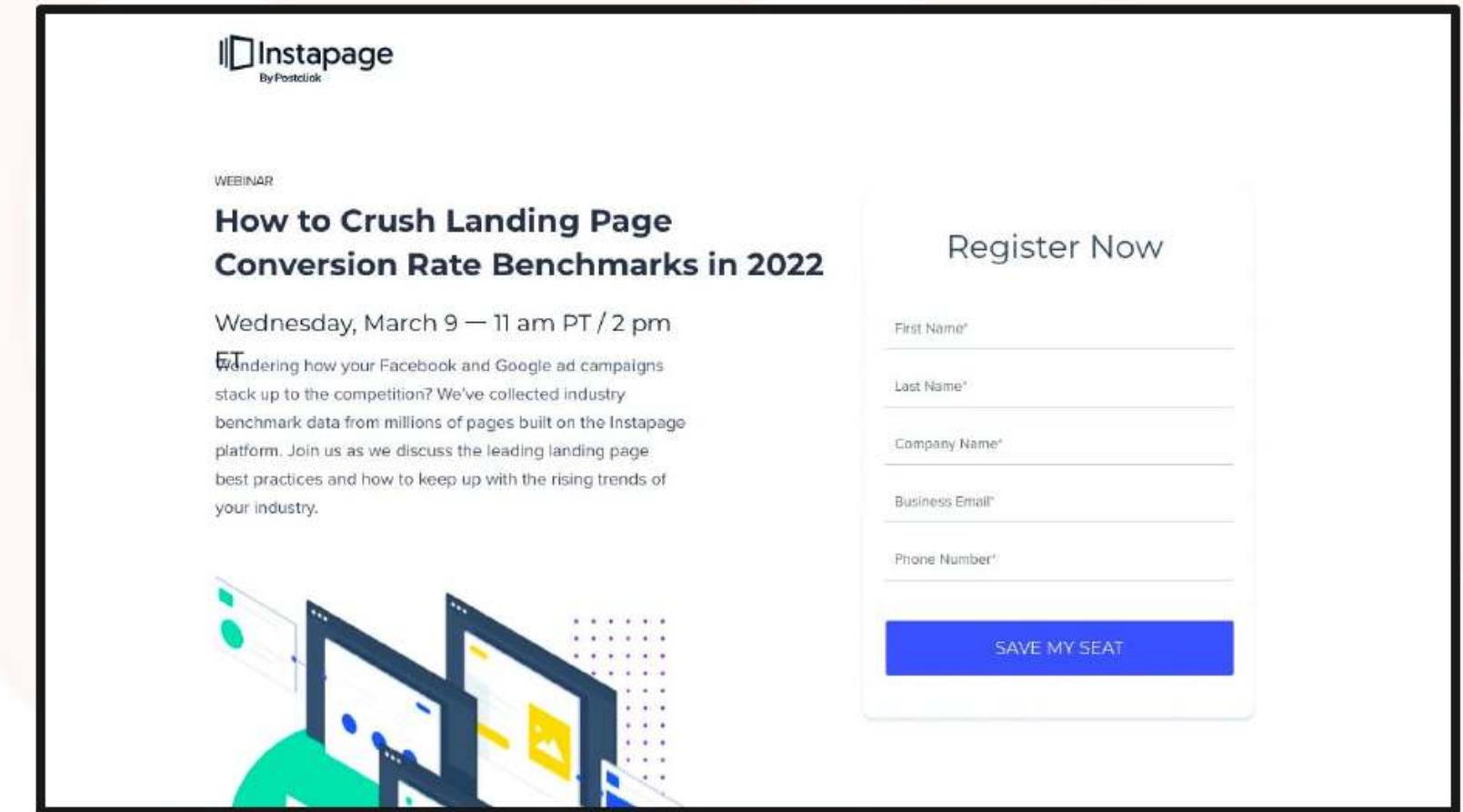
# Compelling CTA

- Key considerations:
  - Colours and visuals
  - Copy
  - Sizing
  - Prominence
  - Direction



# Easy sign up

- Key considerations:
  - Focus on basic information
  - Remove unnecessary fields
  - Consider what you're asking someone to do



# Include trust signals

- Key considerations:
  - Client testimonials or reviews
  - Accreditations like company logos or partnerships
  - Payment Assurance to reassure the client that their money is being handled safely (ex: “Secure payment”)
  - Performance indicators such as statistics or success stories
  - Contact information like a company phone number or email address

# Include trust signals

webdam  
by Bynder

Products Pricing Partners Support Login Free demo

## Imagine. Achieve.

From concept to completion, we accelerate your brand's operations. See how Webdam gets you from your big ideas to big results.

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1:45

Don't take our word for it



# Include a ‘thank you’ page

- Include:
  - A sincere “thank you” note for converted leads
  - An image of the offer (if applicable)
  - An explanation of the next steps to take (how they will redeem the offer)
  - Any related offers they might want to check out

# Include a ‘thank you’ page

## Success!

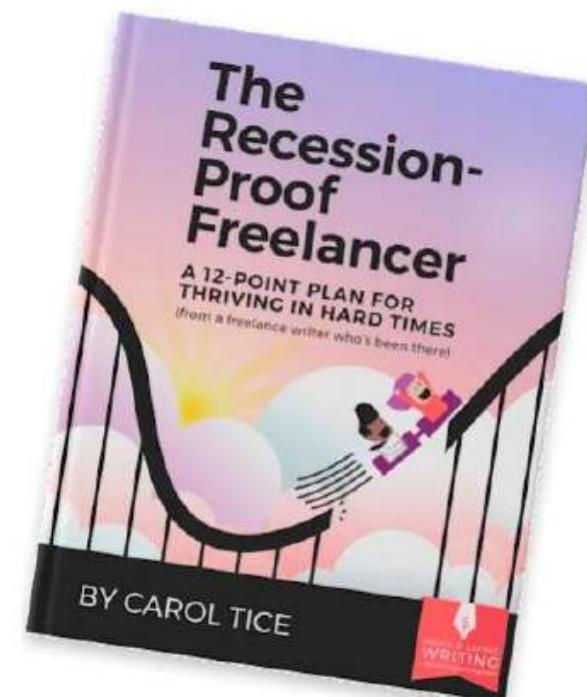
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Please allow up to an hour for the email to show up. You know how sluggish the Internet can get sometimes, especially when you're dying to get your hands on something. And how emails can hide in the promotions or spam folder, too — be sure to check there.

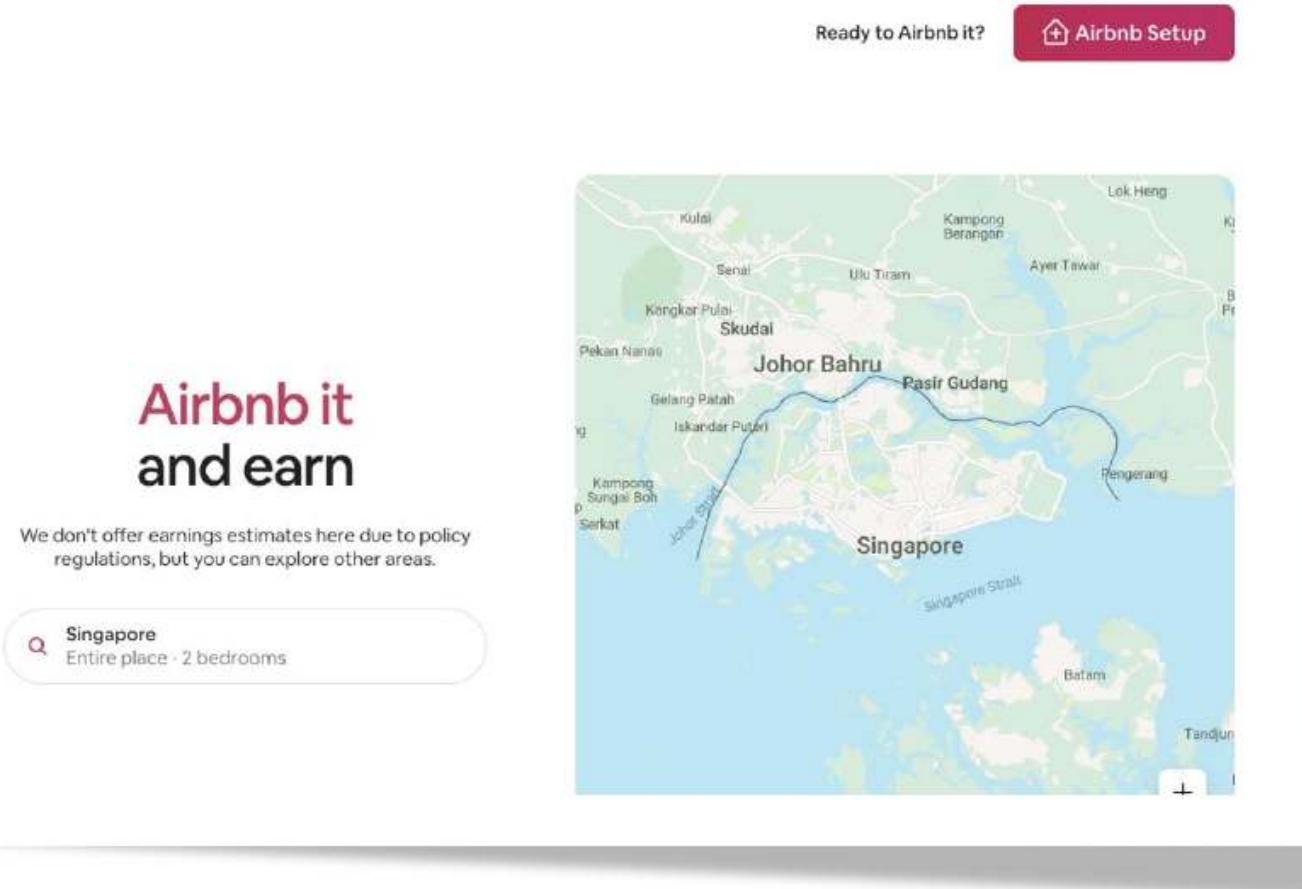
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# Learning Activity

## Group Discussion & Presentation

A



### Activity 6

- Review the AirBnB case study supplied
- Answer these questions:
  - How could you improve this landing page?
  - Demonstrate how you could use A/B testing to improve the performance of this landing page
  - Prepare 3 points to share with the class



**Learning Unit 1:** Introduction to Google ads and Strategic Planning

**Learning Unit 2:** Campaign Setup

**Learning Unit 3:** Measuring a Google Ads Campaign

**Learning Unit 4:** Testing & Optimisation

# Your Comment/Feedback/Review

Course Feedback



Traqom Course Survey



WSQ Course Feedback

Google  
Review



Course Run: 827164

# Thank you





# Assessment Requirements

**Individual project - ask123**  
**Case Study - ask456**

Assessment Method	Duration	Type of assessment
Individual Project	80 mins	Summative
Written Assessment (Case Study with Questions)	40 mins	Summative
Total	120 mins	-