LU5 - Google Ads

Budget setting

- The best practise is to always to test a campaign with the **minimum budget** to confirm a few things

- Search Terms - What are the actual keywords and if they are relevant?

- Search Impression Share - How much search volume are there really for your targeted keyword?

- Rule of thumb - We need enough data, at least 100-1000 impressions for a targeted keyword before reviewing the analytics....

Budget setting

How do you know what is the right amount to spend per click?

Your Cost Per Click can be part of testing, being set to $0.01. Google Ads will report the budget is too low and then you can slowly increase CPC until you get impressions.

For existing campaigns, cost can be reduced the following ways:
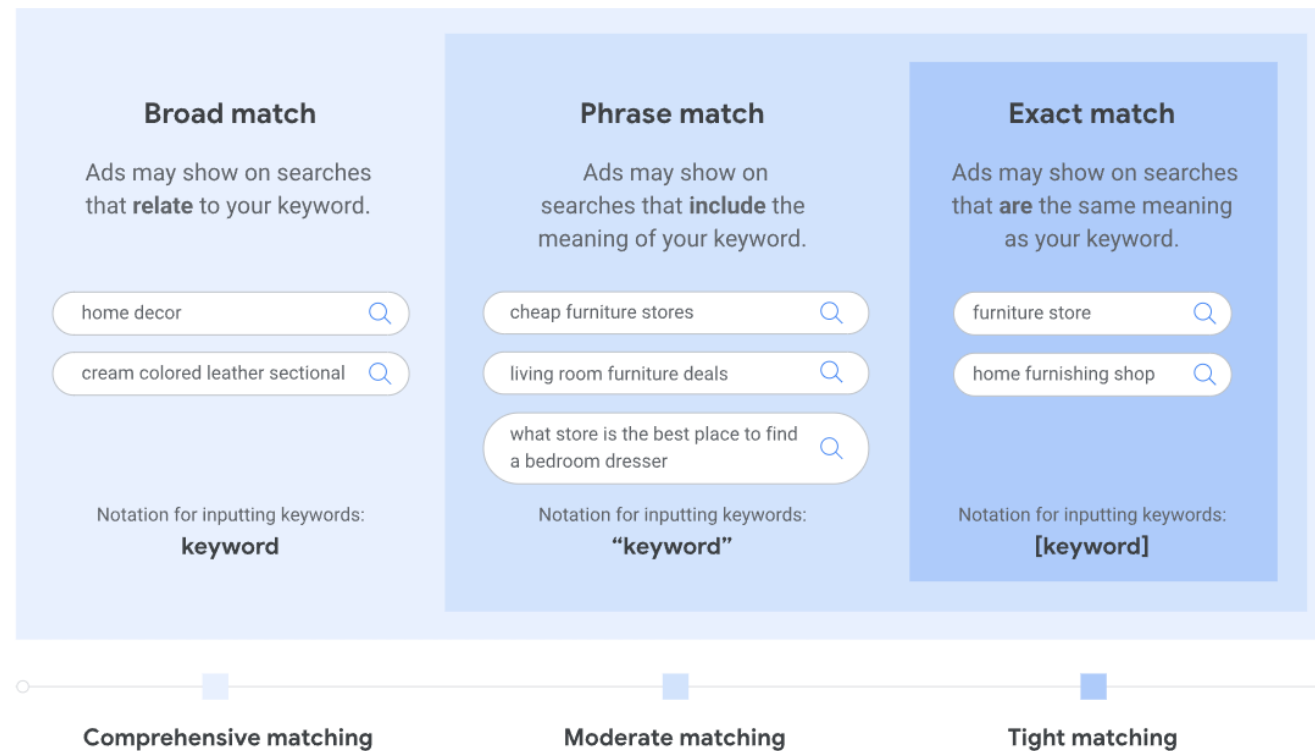
- Constantly checking Search Terms and adding irrelevant keywords to negative keywords. Irrelevancy can be low CTR, high bounce rate

- Use Long-tail keywords

- Use match types to tighten your targeted keywords

Budget setting

Keyword Match Types

For the keyword Furniture store , we can match the following queries (   )🔍

per match type

	Broad match	Phrase match	Exact match

Broad match

Ads may show on searches that **relate** to your keyword.

| home decor 🔍 |

| cream colored leather sectional 🔍 |

Notation for inputting keywords:

keyword

Phrase match

Ads may show on searches that **include** the meaning of your keyword.

| cheap furniture stores 🔍 |

| living room furniture deals 🔍 |

| what store is the best place to find a bedroom dresser 🔍 |

Notation for inputting keywords:

"keyword"

Exact match

Ads may show on searches that **are** the same meaning as your keyword.

| furniture store 🔍 |

| home furnishing shop 🔍 |

Notation for inputting keywords:

[keyword]

Comprehensive matching   **Moderate matching**   **Tight matching**

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Scheduling ad campaigns

Scheduling ad campaigns

- This is dependant on the customer behavior

- Schedule them to run around when your website starts get traffic

- GA4 no longer reports this but you can create a exploration report to show this

Creating an Exploration Report

Step 1 - In Google Analytics, click on Explore and create a new Exploration
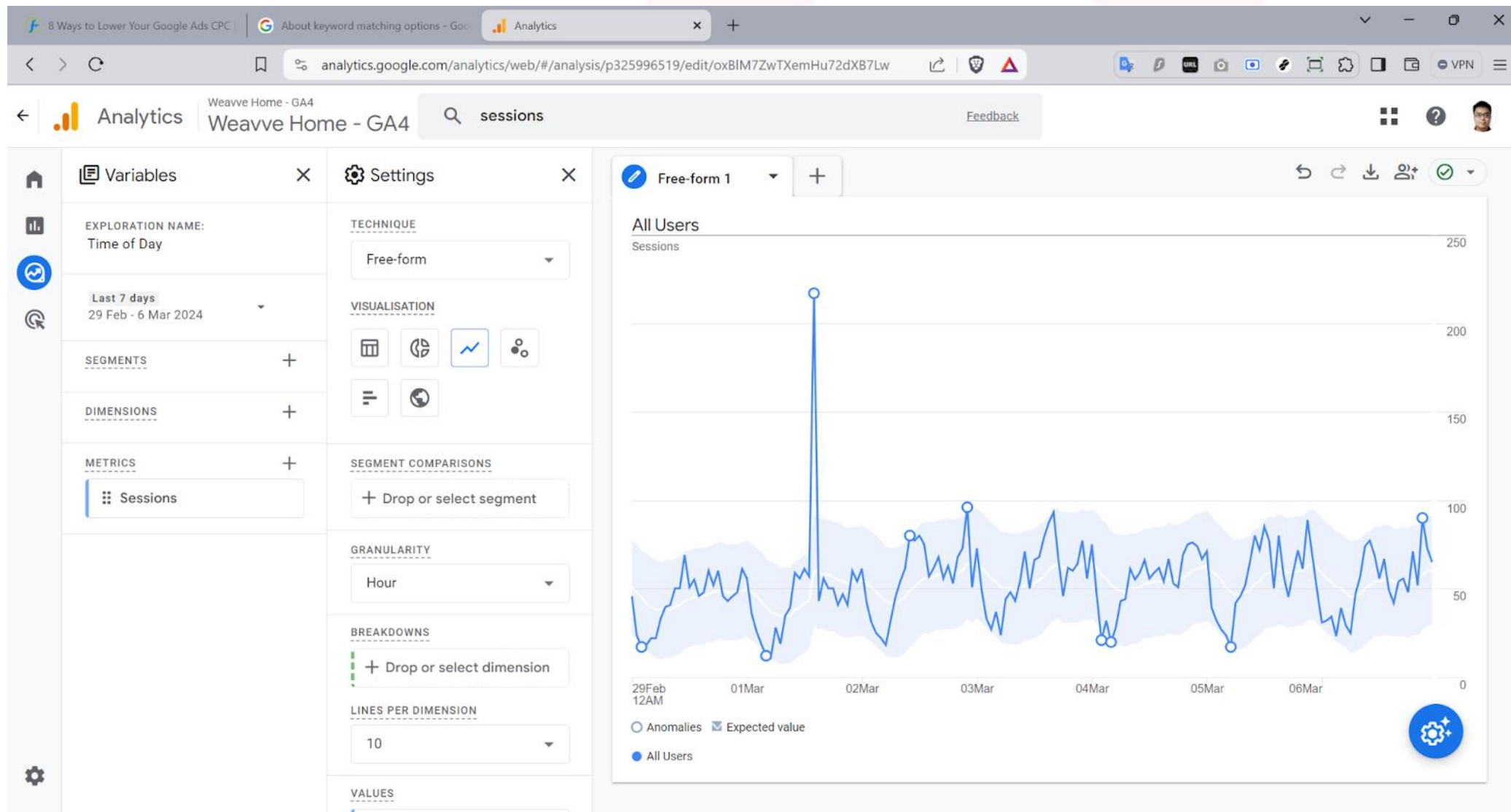
Step 2 - Add Sessions as a metric

Step 3 - Switch the visualization to Line chart

Step 4 - Change the granularity to hour

Step 5 - Add Sessions to Values

The traffic trend by the hour appears, you can change the granularity and date range

to study your websites time of hour & day of week peak period

Creating an Exploration Report

Walkthrough of setting up a Google Ads Search and Display campaign

Step 1: New Campaign

- Sign In to your Google Ads account.

- Click the + New Campaign button.

- (Best Practise) Skip Objectives, choose Create a campaign without a goal's guidance then select Search or Display separately

Walkthrough of setting up a Google Ads Search and Display campaign

Google is introducing goals and objectives to simplify the setup but tend to combine search and Google Display Network (GDN) together

When used incorrectly your ads budget will be wasted on GDN as many free mobile apps show such ads irrelevant to your intent or force users to click on ads to continue using them

Choose only 1 conversion goal such as Purchases for e-commerce stores and Submit Lead Forms for lead generation websites

Choose Website Visits as results

Walkthrough of setting up a Google Ads Search and Display campaign

Step 2: Bidding

(Best Practise) Focus on clicks and set Maximum CPC to a small amount

Walkthrough of setting up a Google Ads Search and Display campaign

Step 3: Campaign Settings

Network - (Best Practise) Unselect both networks

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 ⊘

🔍 **Use Display Expansion:** Show your ads in more places and get more conversions at a similar cost per action (CPA) ⊘   Apply

Walkthrough of setting up a Google Ads Search and Display campaign

Step 3: Campaign Settings

Locations

(Best Practise) Unhide Location Options & change to People in or regularly in your targeted locations

Walkthrough of setting up a Google Ads Search and Display campaign

Step 3: Campaign Settings

Languages

Best Practises) Stick to one language and of course, your ad copy must be in the same language

Audiences Segment

- Choose Targeting to narrow down the audience who are currently in the market for your product or service
- Understand your customer by creating a customer persona, a detailed description of your ideal customer.

Walkthrough of setting up a Google Ads Search and Display campaign

Step 4: Keywords

(Best Practise) Use tools like Semrush, Google Keyword Planner to help you discover keywords but Google Search Console to check to ensure these are valid terms related to your pages and have decent Click Through Rate of at least 1%

Step 5: Ads
- (Best Practise) Always craft the Display URL to contain the search keywords or relevant terms
- (Best Practise) Always create as many Headlines & Descriptions so Google Ads will test
- (Best Practise) Add images, Business Name & Logo to the campaign
- Craft compelling headlines (you can create multiple headlines for testing).

Step 6: Budget
Set a daily budget 95% of what you intend to spend to avoid overspending