
LU5 - Google Ads

- 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....

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:

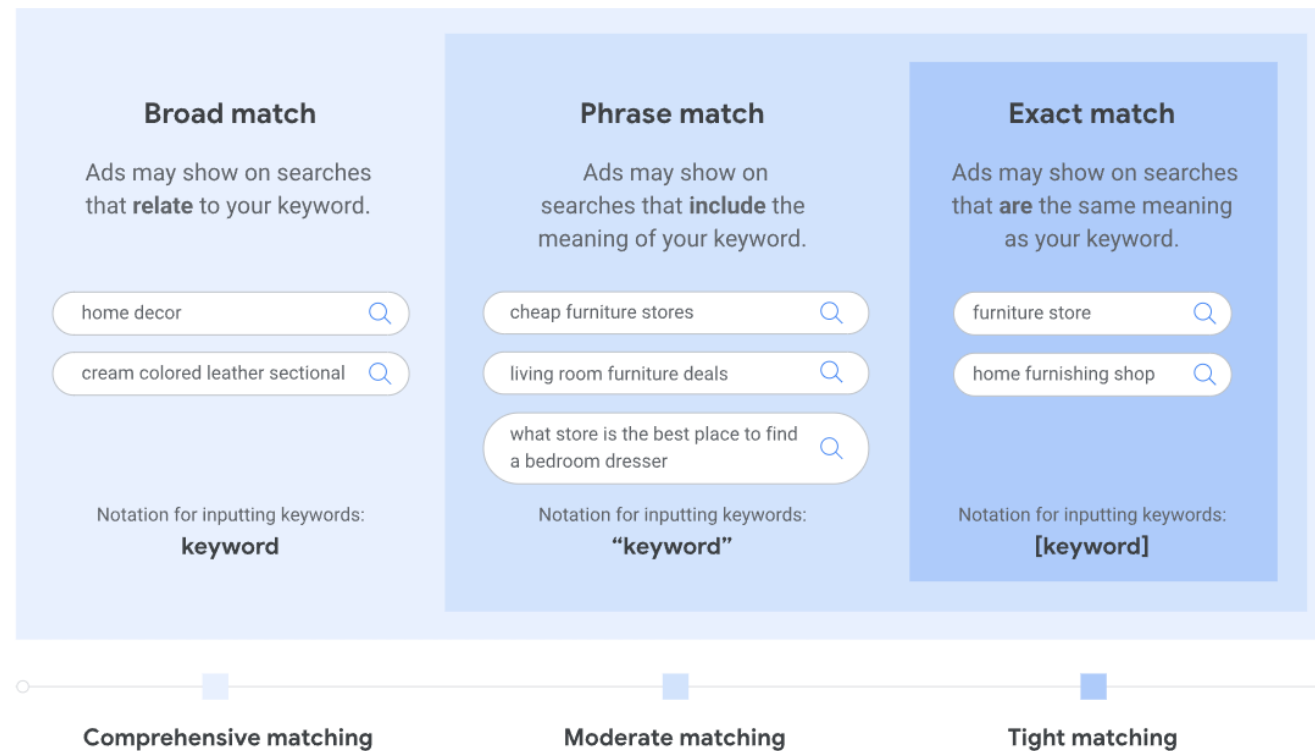
- Constantly checking Search Terms and adding irrelevant keywords to negative keywords. Irrelevancy can be low CTR, high bounce rate
- Use Long-tail keywords
- Use match types to tighten your targeted keywords

Budget setting

Keyword Match Types

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

per match type



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

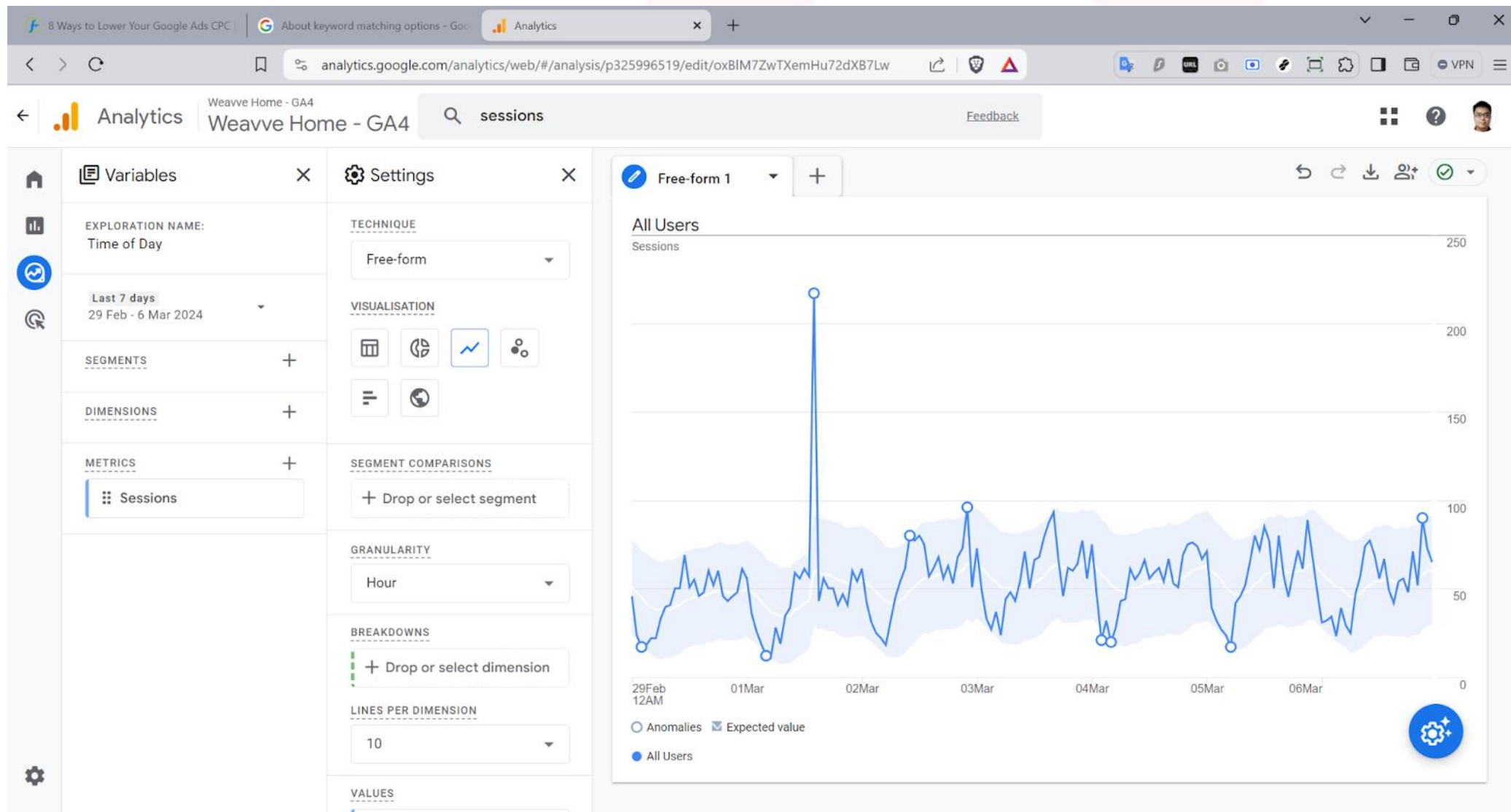
Step 3 - Switch the visualization to Line chart

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

The screenshot shows the 'New campaign' setup interface in Google Ads. At the top, there's a navigation bar with icons for Search, Spacing, Tools and settings, Help, and Notifications. The main heading is 'What's your campaign objective?'. Below this, a section titled 'Choose your objective' prompts the user to 'Select an objective to tailor your experience to the goals and settings that will work best for your campaign'. There are seven objective cards: Sales, Leads, Website traffic, App promotion, Awareness and consideration, Local store visits and promotions, and 'Create a campaign without a goal's guidance'. The last card is highlighted with a blue border and a checkmark icon. Below the objectives, a section titled 'Select a campaign type' shows four options: Search, Performance Max, Display, and Shopping. The 'Search' option is also highlighted with a blue border and a checkmark icon.

New campaign

What's your campaign objective?

Choose your objective

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

- Sales**
Drive sales online, in app, by phone or in store
- Leads**
Get leads and other conversions by encouraging customers to take action
- Website traffic**
Get the right people to visit your website
- App promotion**
Get more installs, engagement and pre-registration for your app
- Awareness and consideration**
Reach a broad audience and build interest in your products or brand
Brand objectives have merged
- Local store visits and promotions**
Drive visits to local shops, including restaurants and dealerships.
- Create a campaign without a goal's guidance**
Choose a campaign type first, without a recommendation based on your objective.

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 three million sites and apps with engaging creative
- Shopping**
Showcase your products to shoppers as they explore what to buy

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

The screenshot shows the 'New campaign' setup page in Google Ads, specifically the 'Bidding' section. The browser tabs at the top include 'Fresh Appr...', 'weavvehon', 'weavvehon', 'Search x', and 'google ads'. The address bar shows 'ads.google.co...'. The page title is 'New campaign'. The left sidebar has a search icon and a 'New campaign' button. The main content area is titled 'Bidding' and contains the following options:

- 'What do you want to focus on?' with a dropdown menu set to 'Clicks'.
- A checked checkbox for 'Set a maximum cost per click bid limit'.
- A text input field for 'Maximum CPC bid limit' containing 'SGD 1.00'.
- A promotional banner for 'Maximise conversion value using a target ROAS' with an 'Apply' button.
- A note at the bottom: 'Alternative bid strategies like portfolios are available in settings after you create your campaign'.

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

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

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