



@ASK Training
Attitude | Skills | Knowledge

WSQ GOOGLE ADS

ICT-SNM-4017-1.1



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Version Control Record

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1.0	1 April 2023	For Course Accreditation	Dr. Lee Swee Yee
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Course Overview

Skills Framework: Infocomm Technology

TSC Category: Sales and Marketing

TSC: Marketing Campaign Management

TSC Code: ICT-SNM-4017-1.1

TSC Proficiency Level & Description:

Level 4 – Develop marketing campaigns and enhance campaign awareness and campaign visibility.

Knowledge	Abilities
K1: Objectives of campaigns	A1: Develop operational plans to achieve marketing campaign objectives
K2: Components of the Google ads infrastructure	A2: Select relevant communication tools to reach out to target markets effectively
K3: Considerations when selecting the marketing mix	A3: Set performance measures for each element of the campaigns
K4: Components of budgets	A4: Manage pre-campaign testing plans to gauge effectiveness of the campaigns and refine operational plans
K5: Marketing campaign management tactics	A5: Manage operational plans
K6: Digital Advertising trends	A6: Manage campaign budgets
K7: Messages to be communicated	A7: Evaluate customer responses to determine effectiveness of the campaigns
K8: Products to be advertised	A8: Refine campaigns to enhance its effectiveness
K9: Possible media options	A9: Monitor and evaluate campaign performance and effectiveness in accordance with performance measures to further refine operational plans
K10: Campaign schedules	A10: Evaluate media effectiveness against media cost
K11: Means of using data gathered from pre-campaign testing	

Learning Outcomes

- Explore the framework and setup of the Google ads platform.
- Analyse E-commerce trends and components of budgets to strategically formulate Google Ads campaign objectives and effectively select the appropriate marketing mix to optimize campaign success
- Formulate and implement operational plans by setting up Google Ads campaigns, incorporating effective marketing management tactics, and strategically selecting messages and products to be advertised to achieve the defined marketing campaign objectives.

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- Select the relevant metrics within Google ads to measure success.
- Evaluate ad activity to ensure the campaigns effectively reach target markets, align with performance measures, and are optimized based on pre-campaign testing and budget management.
- Apply the framework of the Quality Score to effectively measure success and identify conversion opportunities.
- Utilise pre-campaign testing data to refine and optimize campaign elements, ensuring continuous improvement and effective performance analysis.

Teaching Methodology

- Lectures: Traditional lectures are an essential component of the course, where the trainer/facilitator presents the core concepts, theories, and principles related to Google Ads. Visual aids such as slides, diagrams, and examples may be used to enhance understanding.
- Interactive Discussions: Organise interactive class discussions to encourage participation. This allows you to ask questions, share your thoughts, and engage in debates related to Google Ads topics.
- Applied Learning: During the classroom learning sessions. You will be actively engaged with the material through hands-on experiences or projects, which can enhance their understanding and retention of the content.

Assessment Methods

To receive and be awarded a “Statement of Attainment (SOA)”, you must complete a written E-Assessment comprising of Written Individual Project and Short Questions and Answers as stated below.

Assessment Method	Duration	Type of assessment
Written Assessment – Individual Project	80 mins	Summative
Written Assessment – Case study with Questions	40 mins	Summative
Total	120 mins	-

1. Introduction to Google ads and Strategic Planning

In this section, we will review the role of Google ads in the overall digital marketing mix. We will also explore the foundations of the Google ad system and discuss the strategic decisions

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you will need to make before launching a Google ads campaign such as budget, target audience, timing and market conditions.

1.1 Overview of the marketing mix and how Google ads fit in

The benefits of using Google ads are:

1. Reach:

- Global Exposure: Google is the most widely used search engine globally, providing advertisers with an unparalleled reach to a vast audience.
- Massive User Base: With billions of daily searches, Google Ads enables businesses to tap into diverse markets and connect with potential customers around the world.
- Platform Diversity: Beyond search, Google Ads extends to various platforms such as YouTube, Gmail, and the Google Display Network, allowing advertisers to reach users across different online channels.

2. Increased Leads and Customers:

- Immediate Visibility: Google Ads offers a quick way to get your business in front of potential customers. Ads appear at the top of search results, ensuring high visibility.
- Highly Targeted Traffic: By selecting specific keywords relevant to your business, you attract users actively searching for products or services similar to yours, increasing the likelihood of generating qualified leads.
- Conversion Tracking: Google Ads provides robust conversion tracking tools, enabling advertisers to measure and optimize campaigns for actions that lead to increased customers, such as form submissions or purchases.

3. Precision Targeting:

- Keyword Targeting: Advertisers can choose specific keywords that trigger their ads, ensuring that their message reaches users with a particular search intent.
- Demographic Targeting: Google Ads allows advertisers to target users based on demographics such as age, gender, and location, ensuring that ads are shown to the most relevant audience.
- Device and Time Targeting: Advertisers can customize when and where their ads appear, optimizing for specific times of day or targeting users on particular devices.

4. Remarketing:

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- **Re-Engaging Interested Users:** Remarketing allows advertisers to show ads to users who have previously visited their website. This helps re-engage potential customers who showed interest but didn't convert initially.
- **Customized Messaging:** Advertisers can tailor their remarketing ads based on users' past interactions with their website, presenting personalized content to encourage return visits or conversions.
- **Increased Conversion Rates:** Remarketing often leads to higher conversion rates as it targets users who are already familiar with the brand or product, making them more likely to convert.

5. Flexible Budgeting:

- **Cost Control:** Advertisers have control over their budgets at various levels, including daily or monthly limits at the campaign level.
- **Pay-Per-Click (PPC) Model:** With the PPC model, advertisers only pay when users click on their ads, ensuring that budget is spent on actual engagement rather than just impressions.
- **Adjustable Bids:** Advertisers can adjust bids based on performance data, allocating more budget to high-performing keywords or Ad Groups.

Google ads can be integrated into all stages of the marketing funnel. The key benefits for each stage are:

- **Awareness** - good for getting your message out to a broad target market
- **Interest** - it's possible to target consumers with specific offers and promotions to encourage them through the marketing funnel
- **Conversion** - ads can be used for retargeting warm leads, encouraging users to an optimized landing page, or offering a compelling call to action to encourage purchase

1.2 How Google Ads works

Google Ads operates as an online advertising platform that enables businesses to display ads on Google's search engine results pages (SERPs) and across the Google Display Network. The system functions through a pay-per-click (PPC) model, where advertisers bid on specific keywords to have their ads displayed to users searching for relevant terms. Here's an overview of how the Google Ads system works:

1. Keyword Targeting:

Advertisers select keywords or phrases relevant to their products or services. When users search for these keywords on Google, ads are eligible to appear.

2. Ad Auction:

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When a user initiates a search, Google conducts an auction to determine which ads will be displayed. The auction considers bid amounts, ad relevance, and expected click-through rates.

3. Bid Management:

Advertisers set bids, indicating the maximum amount they are willing to pay for a click on their ad. Bids, in conjunction with ad quality, determine the ad's Ad Rank in the auction.

4. Ad Rank:

Ad Rank is a metric used by Google to determine the ad's position on the SERP. It is calculated based on the bid, ad quality, and other factors. Higher Ad Rank increases the likelihood of an ad being displayed prominently.

5. Ad Creation:

Advertisers design their ads, which typically consist of headlines, descriptions, display URLs, and relevant extensions. Compelling and relevant ad content can positively impact click-through rates.

6. Quality Score:

Google assigns a Quality Score to each keyword in an advertiser's campaign. It considers the ad's relevance, click-through rate, and landing page experience. A higher Quality Score can lead to better ad placement and lower costs.

7. Campaign and Ad Group Structure:

Advertisers organize their ads into campaigns and ad groups. Campaigns may focus on specific products or services, while ad groups contain related keywords and ads. This structure helps manage and optimize performance.

8. Targeting Options:

Google Ads provides various targeting options, including geographic targeting, demographic targeting, and device targeting. Advertisers can tailor their campaigns to reach specific audiences.

9. Budgeting:

Advertisers set daily or campaign budgets to control overall ad spending. Google Ads aims to optimize delivery within the specified budget constraints.

10. Measurement and Analytics:

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Google Ads offers robust analytics tools to track the performance of ads. Advertisers can analyze metrics such as clicks, impressions, conversion rates, and return on investment to assess campaign effectiveness.

By understanding and strategically utilizing these components, advertisers can leverage the Google Ads platform to reach their target audience, drive traffic to their websites, and achieve their marketing objectives.

1.3 Key considerations when planning a Google Ads campaign

When planning a Google Ads campaign, key considerations include:

1. **Goal/Objective:**

Clearly define your campaign goal or objective, whether it's to drive website traffic, increase sales, or raise brand awareness. Your objective guides the entire campaign strategy.

2. **Budget:**

Set a realistic budget that aligns with your goals. Determine how much you're willing to spend daily or over the campaign duration, considering your overall advertising investment.

3. **Schedule:**

Establish a campaign schedule that aligns with your target audience's online behavior. Consider peak times or seasons relevant to your business, and schedule ads accordingly.

4. **Target Market:**

Identify and understand your target market. Define demographics, locations, and interests to ensure your ads reach the right audience. Utilize Google Ads targeting options effectively.

5. **Keywords:**

Research and select relevant keywords that reflect your products or services. Use a mix of broad, phrase, and exact match keywords to capture a diverse range of search queries.

6. **Current Trends:**

Stay informed about industry trends and adapt your campaign to leverage emerging opportunities. Regularly review and update your keyword strategy to align with evolving user behavior.

In summary, a successful Google Ads campaign involves setting clear goals, allocating a suitable budget, scheduling ads strategically, defining a target market, selecting effective keywords, and staying attuned to current industry trends. By addressing these considerations, advertisers can optimize their campaigns for better performance and results.

2. Google Ads Campaign Setup

2.1 Google ads account structure

The Google Ads account structure is organized hierarchically to provide advertisers with a systematic way to manage and optimize their advertising campaigns. At the top level is the **Google Ads Account**, which serves as the overarching container for all campaigns. Within the account, advertisers can create multiple Campaigns, each representing a distinct advertising objective, such as promoting a product line or targeting a specific geographic location.

Underneath each campaign, advertisers define **Ad Groups**, which are thematic subdivisions that contain sets of **keywords** and ads. Advertisers select relevant keywords that trigger their ads when users search on Google. Ad Copy, consisting of headlines, descriptions, and display URLs, is crafted within each Ad Group to appeal to the target audience. This granular structure allows advertisers to tailor their messaging and targeting for specific products or services.

Within the Ad Groups, advertisers also have the option to implement various **Ad Extensions**, which provide additional information such as site links, phone numbers, or location details. Ad Extensions enhance the visibility and engagement potential of ads by offering users more context and interaction options.

The success of Google Ads campaigns is influenced by bid strategies, and advertisers set their desired bids at the Keyword Level or Ad Group level. The ad auction system, which considers bid amounts, ad relevance, and expected impact of ad extensions, determines the positioning of ads on the search results page.

2.2 Understanding the different advertising objectives

The different Google ads objectives are summarised here:

- **Sales:**
 - Objective: Drive online sales and increase revenue.
 - Focus: Optimize for conversions and track sales-related actions on the website.
- **Leads:**
 - Objective: Generate leads by encouraging users to take specific actions (e.g., form submissions).
 - Focus: Maximize form fills and other lead-generating interactions.

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- **Website Traffic:**
 - Objective: Increase the number of visits to a website.
 - Focus: Optimize for clicks and direct users to specific landing pages.
- **Product and Brand Consideration:**
 - Objective: Increase awareness and consideration of products or brands.
 - Focus: Engage users with informative content, encouraging exploration.
- **Brand Awareness and Reach:**
 - Objective: Expand brand visibility and reach a broad audience.
 - Focus: Maximize ad impressions and reach to increase brand recognition.
- **App Promotion:**
 - Objective: Drive installations and interactions with a mobile app.
 - Focus: Encourage users to download and engage with the app.
- **Local Store Visits and Promotions:**
 - Objective: Drive foot traffic to physical stores.
 - Focus: Utilize location targeting and promotions to attract local customers.
- **YouTube Video Views:**
 - Objective: Increase views and engagement for video content on YouTube.
 - Focus: Optimize for video views, interactions, and channel subscriptions.
- **Loyalty and Advocacy:**
 - Objective: Foster loyalty and encourage customer advocacy.
 - Focus: Target existing customers with exclusive offers or loyalty programs.
- **Education and Insights:**
 - Objective: Provide information and insights to a target audience.
 - Focus: Deliver educational content to engage and inform users.

2.3 Setting up different types of ads

Here's a brief description of each type of ad in Google Ads:

1. **Responsive Search Ads:**(RSAs) are dynamic ad formats that allow advertisers to input multiple headlines and descriptions. Google's machine learning system then assembles different combinations to find the most effective ad for each search query. This flexibility enables advertisers to test various messaging options.

2. **Performance Max Ads:** is a campaign type that allows advertisers to showcase their ads across various Google networks, including Search, Display, YouTube, and Discover. This type of campaign is designed for maximum reach and performance by automatically optimizing ad placements to achieve the best results.

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3. **Display Ads:** are visual advertisements that appear on the Google Display Network, which includes a wide range of websites, blogs, and apps. These ads can include images, text, and interactive elements, providing a visually engaging way to reach a broad audience.

4. **Demand Generation (Demand Gen) Ads:** aim to create interest and demand for a product or service. With Demand Gen, your best-performing video and image assets are integrated across the most visual, entertainment-focused touchpoints — YouTube, YouTube Shorts, Discover and Gmail. These products reach over 3 billion monthly users as they stream, scroll and connect.

5. **Shopping Ads:** often used by e-commerce businesses, display product images, prices, and business names directly within the search results. These ads appear when users search for specific products, allowing advertisers to showcase their inventory with rich visuals.

6. **Video Ads:** are advertisements shown on YouTube or across the Google Display Network. They can include a variety of video formats, such as in-stream ads that play before or during YouTube videos, or display ads with video content.

7. **App Ads:** are designed to promote mobile applications. They can appear across Google's networks, including Search, Display, YouTube, and the Google Play Store. These ads encourage users to download and engage with mobile apps.

8. **Smart Campaigns:** are a simplified ad campaign type designed for small businesses or those new to online advertising. Google's automated systems handle campaign setup, targeting, and optimization to make it easier for advertisers to achieve their goals without extensive manual management.

In summary, Google Ads offers a diverse range of ad formats, each serving specific purposes and catering to different stages of the customer journey. Advertisers can choose the ad types that best align with their objectives and target audience.

2.4 Identifying and utilising the right bidding strategy for your goals

There are 3 key types of bidding for Google ads:

Google Ads Bidding Strategies: Targeting Your Goals

Choosing the right bidding strategy in Google Ads is crucial for optimizing your campaign performance. Here's a breakdown of strategies categorized by their primary focus:

Focus on Conversions:

- **Target CPA (cost-per-acquisition):** This strategy automates bids to acquire conversions (sales, sign-ups etc.) at your target cost. Ideal for campaigns with clear conversion goals and sufficient conversion data.

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- **Target ROAS (return on ad spend):** This automates bids to achieve a specific return on your ad spend. Well-suited for campaigns where you assign a value to each conversion (e.g., sales of different product categories).
- **Maximize Conversions:** This strategy prioritizes getting the most conversions possible within your budget. Works well for campaigns in the initial growth stage where acquiring conversions is the main objective.

Focus on Clicks:

- **Maximize Clicks:** This strategy prioritizes driving as many clicks to your website as possible within your budget. Useful for campaigns where website traffic is the primary goal, such as directing users to informative content.
- **Enhanced CPC (cost-per-click):** This combines manual control with automated bidding. You set maximum bids, and Google Ads automatically adjusts them within those limits to get you more clicks. Effective for gaining clicks while maintaining some control over costs.

Focus on Visibility:

- **Target Impression Share:** This automates bids to ensure your ad appears a specific percentage of the time someone searches for your chosen keywords. Beneficial for brand awareness campaigns where high ad visibility is desired.
- **Maximum CPM (cost-per-thousand impressions):** This strategy sets a maximum amount you're willing to pay for every thousand times your ad is shown. Useful for raising brand awareness on the Display Network where impressions are more important than clicks.
- **Cost-per-thousand viewable impressions (vCPM):** This focuses on ensuring your video ads are seen by actual users rather than just displayed. Ideal for video campaigns where maximizing viewable impressions is a priority.

2.5 Selecting campaign, network, location and languages

The **Google Network** is divided into groups to give you more control over where you'd like your ad to appear:

The Search Network: Google search results pages, other Google sites like Maps and Shopping, and search sites that partner with Google to show ads.

The Display Network: Google sites like YouTube, Blogger, and Gmail, plus thousands of partnering websites across the Internet.

By default, new ad campaigns are set up to show ads across the entire network to give your ads the most visibility.

If you see that you're not getting a good return on investment from an area of the network, you can exclude individual sites on the Display Network or change your ad campaign's network settings to opt in or out of each network.

Locations and Languages: This option adds geographic targeting feature to your campaign. Your ads will only be shown to targeted location or to customers who have selected your targeted language as their browser's language setting. You can target either a country/territory, region/city, or a custom location. The more specific you are in your geographical selection, the more targeted your ads will be – and in some cases cost less per click. You can also set up your campaign in any language you want but English is a universal language. So, I would recommend using English in your ads. Use “+Locations” button to add new locations, after adding your desired locations you can adjust the bids for various locations in the same campaign and you don't have to create a different campaign for different locations.

2.6 Effective audience targeting techniques

The options when defining your target audience are:

- **Google Audience Types:**
 - Affinity Audiences: Reach users based on their long-term interests and habits.
 - In-Market Audiences: Target users actively researching or considering products or services.
 - Remarketing Audiences: Re-engage users who have previously interacted with your website or ads.
- **Custom Audiences:**
 - Customer Match: Upload lists of existing customers to target or exclude specific audiences.
 - Website Visitors: Create audiences based on users who visited specific pages of your website.
- **Demographic Targeting:**
 - Refine your audience based on demographics such as age, gender, parental status, or household income.
- **Interest-Based Targeting:**
 - Leverage audience targeting based on users' interests, behaviors, and online activities to reach those likely to be interested in your offerings.

You can also use your own data (such as website visitors and app users) to retarget these people with a Google ad.

To select the right audience for your campaign consider the following tactics:

- **Layer Audience Targeting:**
 - Combine Audiences: Experiment with layering different audience targeting options to create more refined and specific audience segments. For example, combining In-Market Audiences with demographics.

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- **Explore Similar Audiences:**
 - Similar Audiences: Utilize Similar Audiences to expand your reach by targeting users who share characteristics with your existing customers.
- **Exclude Irrelevant Audiences:**
 - Audience Exclusions: Exclude audiences that are less likely to convert or are not relevant to your campaign goals. This can help optimize your budget and improve targeting precision.

2.7 Keyword research and matching

In Google Ads, keyword match types dictate how closely user search queries need to align with your chosen keywords for your ad to be triggered. Here's a closer look at the three main types:

Broad Match:

- **Casts a wide net:** Reaches the broadest audience with searches containing your keyword in any order, or even with additional words.
- **High traffic, low control:** Drives a high volume of impressions and clicks, but relevance to your product or service can be loose.
- **Best for:** Brand awareness campaigns, initial keyword research, capturing variations and misspellings.

Phrase Match:

- **More targeted reach:** Triggers your ad when a user's search query includes your exact keyword phrase, potentially with additional words before or after.
- **Balance between reach and control:** Offers a good balance between attracting a decent audience and maintaining some relevance to your offering.
- **Best for:** Targeting specific product or service variations, capturing long-tail keywords with high purchase intent.

Exact Match:

- **Highly targeted control:** Shows your ad only when a user's search query exactly matches your keyword, with no extra words allowed.
- **Low traffic, high relevance:** Generates the most relevant clicks but reaches the fewest users compared to other match types.
- **Best for:** Protecting your budget for highly valuable conversions, targeting specific branded terms and competitor keywords.

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Here are some examples of how you would use these different types of keywords:

Broad Match:

- Keyword: Running shoes
- Ads may appear for variations, synonyms, and related searches like "best running sneakers" or "athletic footwear."

Phrase Match:

- Keyword: "Running shoes"
- Ads display for searches containing the exact phrase or close variations, such as "buy running shoes" or "running shoes for women."

Exact Match:

- Keyword: [Running shoes]
- Ads appear only for the exact keyword or close variants, such as "running shoes" or "running shoe."

Broad Match Modifier:

- Keyword: +Running +shoes
- Combines elements of broad and phrase match, providing more control over keyword variations. Ads may appear for searches like "running shoes for sale" or "best running shoes brand."

Choosing the right match type is crucial for targeting precision and controlling ad visibility based on campaign objectives.

2.8 Automatically created assets

Automatically created assets (ACAs) in Google Ads are a time-saving feature that helps generate additional headlines and descriptions for your responsive search ads (RSAs). ACAs use machine learning to analyze your existing ad copy, landing pages, and keywords to create new content variations. This can be particularly beneficial for small and medium-sized businesses (SMEs) as it frees up resources for campaign management while potentially improving ad performance. By enabling ACAs, SMEs can leverage Google's automation to expand their ad variations, potentially leading to a wider reach and better ad relevance for user search queries.

2.9 Campaign Schedule & Rotation

Fine-Tuning Your Reach: Google Ads Campaign Settings

Beyond core elements like keywords and ad copy, Google Ads offers various campaign settings to optimize your targeting and budget. Here's a breakdown of four key settings to consider:

Ad Rotation: This determines how often your ad variations are shown within an ad group. There are three options:

- **Optimize for clicks/conversions:** Google Ads prioritizes showing the ad variations likely to generate the most clicks or conversions based on past performance. This is the default option and ideal for maximizing results.
- **Rotate ads evenly:** Each ad variation is shown for roughly the same amount of time, regardless of performance. This can be useful for testing new ad variations initially.
- **Manual rotation:** You have complete control over which ad variations are shown and when. This is beneficial for A/B testing specific ad copy elements but requires close monitoring.

Start and End Dates: Set specific dates for your campaign to run. This ensures your ads are displayed only during the desired timeframe, like a promotional period or product launch. This helps you manage your budget effectively and avoid unnecessary spending outside the designated campaign duration.

Ad Schedule: Control when your ads appear throughout the day and days of the week. You can choose specific times or days when you expect higher engagement or conversions. For instance, scheduling your ads for business hours might be optimal for B2B companies, while e-commerce stores might see better results with extended evening or weekend hours.

Brand Restrictions: This setting allows you to control how your trademark or brand name is used within your ads and ad extensions. You can prevent competitors from triggering your ads using your brand terms or restrict the use of specific variations of your brand name. This protects your brand identity and ensures your ads appear only for relevant searches related to your brand.

2.10 Keyword Research

Mastering Keyword Research with Google Keyword Planner

The Google Keyword Planner is a powerful tool for crafting successful pay-per-click (PPC) campaigns. Here's a comprehensive guide on utilizing it for keyword research, volume forecasting, and building effective ad groups:

1. Unearthing Keyword Gems:

- **Seed Your Search:** Start by entering relevant keywords related to your product or service. You can also include competitor websites or landing pages to discover keywords they target.
- **Discover New Keywords:** Google Keyword Planner suggests a plethora of related keywords based on your seed entries. Explore these suggestions to identify broader terms, long-tail keywords with higher purchase intent, and variations users might employ during searches.
- **Filter and Refine:** Utilize filters to narrow down your search based on average monthly searches, competition level, and ad impression share. This helps you find keywords with the right balance of search volume and competitiveness.

2. Forecasting Performance:

- **Volume & Trends:** Keyword Planner provides estimated average monthly searches for each keyword. Analyze historical trends to understand seasonal fluctuations and identify potential opportunities during peak search periods.
- **Cost Estimates:** While not always perfectly accurate, Keyword Planner offers a range for the top-of-page bid for each keyword. This helps you estimate potential campaign costs and budget allocation for different keyword groups.
- **Forecasting Tool:** This tool allows you to project potential impressions, clicks, and conversions based on your budget and chosen keywords. Use this data to set realistic campaign goals and expectations.

3. Building Compelling Ad Groups:

- **Thematic Grouping:** Organize your keywords into ad groups based on a central theme. For instance, group keywords related to "running shoes for men" under one ad group and those for "women's athletic wear" under another. This thematic structure ensures your ads and landing pages are highly relevant to the user's search intent.
- **Negative Keywords:** Refine your targeting by adding negative keywords. These prevent your ads from triggering for irrelevant searches. For example, if you sell high-end athletic wear, you might add "cheap" or "discount" as negative keywords.
- **Ad Creation Harmony:** Once your ad groups are structured, craft compelling ad copy that directly addresses the keywords in each group. Use strong calls to action and highlight the unique value proposition of your product or service for each specific theme.

2.11 Copywriting best practices

A Google search ad is comprised of several key elements:

- **Headline (1-3):** Short snippets (under 30 characters each) that grab attention and communicate your value proposition.
- **Description (1):** A brief description (under 90 characters) that expands on the headline and includes a call to action (CTA).
- **Display URL:** The web address shown below the headline. It should be clear, concise, and relevant to the ad copy.
- **Final URL:** The actual landing page users reach when they click your ad.
- **Extensions (optional):** Additional information displayed with your ad, such as phone numbers, locations, or sitelinks to relevant pages.

Writing a compelling ad for Google Ads involves crafting concise and persuasive copy that resonates with your target audience. Here's a summary of key steps:

1. **Keyword Relevance:** Integrate relevant keywords into your ad copy to enhance its visibility and alignment with user search queries.
2. **Compelling Headline:** Craft a captivating headline that grabs attention and entices users to read further. Include keywords if possible.
3. **Unique Selling Proposition (USP):** Clearly communicate the unique benefits or offerings that set your product or service apart from competitors.
4. **Clear Call-to-Action (CTA):** Encourage immediate action by including a clear and persuasive call-to-action. Use action verbs to prompt engagement.
5. **Relevance to Landing Page:** Ensure alignment between your ad copy and the content on the landing page. Consistency enhances user experience and boosts conversion rates.
6. **Highlight Benefits:** Focus on the benefits of your product or service rather than just features. Explain how it solves a problem or fulfills a need.
7. **Use Ad Extensions:** Take advantage of ad extensions to provide additional information and increase ad visibility. This may include site links, callouts, and structured snippets.
8. **Mobile Optimization:** Optimize your ad for mobile users with concise and impactful messaging. Consider the limited screen space on mobile devices.
9. **Emphasize Discounts or Special Offers:** If applicable, highlight any promotions, discounts, or special offers to create a sense of urgency and encourage clicks.

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10. **A/B Testing:** Experiment with different ad variations to identify what resonates best with your audience. Test headlines, copy, and CTAs to optimize performance.

11. **Ad Copy Length:** Keep ad copy concise and to the point. Google Ads often favor shorter, impactful messaging.

12. **Ad Quality and Relevance:** Maintain high ad quality and relevance to improve ad rank and reduce costs. This involves providing valuable content and a positive user experience.

By implementing these principles, advertisers can create ads that capture attention, communicate value, and drive desired actions from their target audience. Regularly monitor and optimize ad performance based on insights and data analysis.

2.12 Crafting Eye-Catching Display Ads

Display ads, showcased across the vast Google Display Network (GDN), offer a powerful way to reach potential customers beyond search queries. Here's a breakdown of key elements to consider when designing impactful display ads for Google Ads:

Understanding Your Audience:

- **Targeting:** The foundation lies in understanding who you want to reach. Leverage Google's targeting options based on demographics, interests, and online behavior to ensure your ads appear in front of the right audience.
- **Messaging:** Craft compelling messages that resonate with your target audience's needs and desires. Consider their pain points and highlight how your product or service solves them.

Visual Appeal:

- **Images & Creatives:** High-quality visuals are crucial for grabbing attention within the vast online landscape. Use clear, professional images or eye-catching graphics that directly relate to your offering.
- **Brand Consistency:** Maintain a consistent visual identity across all your display ads. This includes using your brand colors, logos, and fonts to create a recognizable and trustworthy presence.
- **Multiple Sizes:** GDN ads come in various sizes. Utilize Google's responsive display ad format, which automatically adjusts your ad layout to fit different ad spaces. Alternatively, you can create different ad sizes catering to specific placements.

Compelling Copy:

- **Headlines:** Craft clear, concise headlines that capture attention and communicate your value proposition. Keep it short (ideally under 30 characters) and use strong verbs to pique interest.

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- **Description Text:** Expand on your headline in the description text. Briefly highlight key benefits and include a call to action (CTA) prompting users to visit your website, download an app, or learn more.
- **Mobile-Friendly:** Ensure your ad copy is easily readable on mobile devices, where a significant portion of GDN impressions occur. Keep text concise and avoid cluttering the ad space.

A/B Testing:

- **Multiple Variations:** Create several variations of your display ads with different visuals, headlines, and descriptions.
- **Testing & Optimization:** Utilize Google Ads' built-in A/B testing feature to identify which ad variations perform best with your target audience. Continuously test and optimize your ads based on data insights to improve click-through rates (CTR) and overall campaign performance.

Additional Tips:

- **Highlight Offers & Promotions:** Use display ads to showcase special offers, discounts, or limited-time promotions to incentivize clicks.
- **Localize Your Ads:** If you cater to a local audience, consider customizing your display ads with location-specific information.
- **Track & Analyze:** Regularly monitor your display ad performance metrics such as impressions, clicks, and conversions. Use this data to refine your targeting, messaging, and creatives for better results.

By following these comprehensive guidelines and embracing a data-driven approach, you can design impactful display ads that effectively capture attention, drive traffic, and achieve your marketing goals on the Google Display Network.

2.13 Creating effective video ads

Creating effective video ads for YouTube involves a strategic and visually compelling approach. Considerations include:

1. **Capture Attention Quickly:** Start your video with a compelling hook to grab viewers' attention within the first few seconds. Front-load important information or intrigue.
2. **Deliver Clear Message:** Communicate your message concisely and clearly. Structure the video to maintain viewer interest and ensure key points are easily understood.
3. **High-Quality Production:** Use high-quality visuals and audio to create a professional-looking video. Invest in good production values for a positive viewer experience.
4. **Mobile Optimization:** Optimize your video for mobile viewing as a significant portion of YouTube users access the platform on mobile devices.

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5. **Brand Visibility:** Ensure your brand is prominently displayed throughout the video. Consistent branding helps build brand recognition and recall.

6. **Test and Iterate:** Experiment with different video lengths, styles, and content to understand what resonates best with your audience. Regularly analyze performance data and iterate based on insights.

7. **Include a Call-to-Action (CTA):** Clearly state the desired action you want viewers to take, whether it's visiting a website, making a purchase, or subscribing to your channel.

By combining engaging content with strategic elements and a focus on audience preferences, advertisers can create effective video ads on YouTube that resonate with viewers and drive desired actions.

2.14 Defining a Budget

Google Ads provides flexible budgeting options that allow advertisers to control their spending based on campaign goals and financial considerations. Here's a summary of the key budgeting options within Google Ads:

1. Daily Budget:

Advertisers can set a daily budget, which represents the average amount they are willing to spend per day on a campaign. Google automatically distributes the daily budget across the days in a month to avoid exceeding the monthly budget.

2. Campaign Budget:

For campaigns with multiple ad groups, advertisers can use campaign-level budgets to allocate a specific budget to each campaign. This provides more control over the overall spending for individual campaigns within an account.

3. Bid Strategy:

Google Ads offers various bid strategies that automate bidding to help achieve specific goals. Examples include:

- **Manual CPC (Cost-Per-Click):** Advertisers set their bids for clicks manually.
- **Target CPA (Cost-Per-Acquisition):** Google adjusts bids to achieve a specified cost per conversion.
- **Maximize Conversions:** Google automatically sets bids to get the most conversions within the specified budget.

4. Shared Budget:

Advertisers can use shared budgets to allocate a single budget to multiple campaigns. This helps ensure that high-performing campaigns can use the budget left by underperforming ones.

Understanding and leveraging these budgeting options empowers advertisers to tailor their spending strategies to align with their objectives, target audience, and overall campaign performance goals within the Google Ads platform.

3. Measuring a Google Ads Campaign

3.1 Understanding key Google ads metrics

In Google Ads, various metrics play a crucial role in assessing the performance and effectiveness of your advertising campaigns:

Impressions: Represent the number of times your ad is viewed or displayed to users on the Google Ads network. It indicates the reach and visibility of your campaign. This applies to both search and display ads.

Click-Through Rate (CTR): The percentage of users who click on your ad after seeing it. It's calculated by dividing the number of clicks by the number of impressions, providing insights into how compelling and relevant your ad is to the audience.

Cost-Per-Click (CPC): Represents the average cost you pay for each click on your ad. It's a fundamental metric for understanding the financial efficiency of your campaign.

Cost Per Acquisition (CPA): The average cost you incur for acquiring a new customer or lead through your advertising efforts. It's calculated by dividing the total cost by the number of acquisitions, providing insights into the overall efficiency of your campaign.

Return on Ad Spend (ROAS): Measures the specific return you generate on the money spent on your advertising campaign. It's calculated by dividing the total revenue generated by the campaign by the total ad spend. A positive ROAS indicates your ads are generating revenue, but it doesn't necessarily tell you if you're making a profit overall (consider ROI for that).

Video View-Through Rate (vCTR): Specific to video ads, this metric represents the percentage of times your video ad is played for at least a certain duration (usually 30 seconds or more) without being clicked. It indicates how well your video ad captures and holds viewers' attention.

Quality Score: A Google Ads metric that assesses the relevance and quality of your keywords, ads, and landing pages. It impacts your ad rank and CPC. A higher Quality Score can lead to better ad positioning and lower costs.

These metrics collectively provide advertisers with valuable insights into the visibility, engagement, cost efficiency, and overall performance of their Google Ads campaigns.

3.2 Analysing ROI and ROAS

ROI (Return On Investment) and ROAS (Return On Ad Spend) are both metrics used to measure profitability, but they differ in scope:

- **ROI considers the overall profitability of an investment.** This takes into account all your expenses, not just advertising costs. It factors in things like manufacturing costs, employee salaries, and even rent for your office. When calculating ROI, you want the result to be a positive number, indicating you're making money on your investment.
- **ROAS focuses specifically on the return from your advertising spend.** It calculates how much revenue you generate from the money you spend on advertising campaigns. A positive ROAS means your ads are generating revenue, but it doesn't necessarily tell you if you're making a profit overall.

Here's an analogy: Imagine running a lemonade stand.

- **ROI:** This would consider all your expenses - the cost of lemons, sugar, cups, and your time. If your total revenue from lemonade sales is less than your total expenses, your ROI would be negative, signifying a loss.
- **ROAS:** This would only look at the money you make from selling lemonade compared to how much you spent on ingredients. Even with a high ROAS (meaning you make a lot on each cup sold), you might still have a negative ROI if other expenses outweigh your revenue.

In simpler terms, ROAS is a stepping stone to understanding ROI. A good ROAS is a positive sign, but a positive ROI is the ultimate goal, indicating your entire investment (including advertising) is profitable.

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Calculating Return on Investment (ROI) with Google Ads involves assessing the financial performance of your advertising campaign by comparing the revenue generated against the costs incurred. The formula for ROI is:

$$\text{ROI} = \left(\frac{\text{Net Profit}}{\text{Cost of Campaign}} \right) \times 100$$

Here's a breakdown of the components:

Net Profit:

- Subtract the total costs associated with the campaign from the total revenue generated. This should include not only the cost of advertising but also other relevant expenses such as product costs, shipping, and handling.

Cost of Campaign:

- Include all costs directly associated with your Google Ads campaign. This encompasses ad spend, management fees, and any other expenses specifically tied to the campaign.

Calculation:

- Divide the net profit by the cost of the campaign and multiply the result by 100 to express the ROI as a percentage.

The resulting percentage indicates how much profit was generated for every dollar spent on the campaign. A positive ROI signifies a profitable campaign, while a negative ROI suggests that the campaign has incurred more costs than it has generated in revenue.

Measuring ROAS (Return On Ad Spend) is a straightforward process:

1. **Track Revenue:** Determine the total revenue generated from your advertising campaign. This could involve using website analytics or internal sales data attributed to the campaign.
2. **Track Ad Spend:** Identify the total cost you incurred for the advertising campaign. This includes your spending on platforms like Google Ads or other channels used.
3. **Calculate the Ratio:** Divide the total revenue (step 1) by the total ad spend (step 2). This gives you the ROAS ratio.

For example, if your campaign generated \$10,000 in revenue and your ad spend was \$2,000, your ROAS would be 5. This signifies that for every \$1 spent on advertising, you generated \$5 in revenue.

3.3 Customising Reports

Creating custom reports in Google Ads allows you to tailor the presentation of data to meet specific analytical needs. Here's a step-by-step guide:

1. **Navigate to Reports:** On the left-hand side, click on "Reports" in the navigation menu.
2. **Choose Predefined or Custom Report:** Google Ads provides both predefined and custom report options. For a custom report, click on "Custom."
3. **Select Report Type:** Choose the type of report you want to create, such as "Campaigns," "Keywords," or "Ad Performance." This determines the data that will be included in your report.
4. **Configure Settings:** Customize your report by selecting the specific metrics and dimensions you want to include. You can add or remove columns, set date ranges, and apply filters to refine the data.
5. **Add Filters:** Use filters to narrow down the data based on specific criteria. For example, you can filter by campaign, ad group, keyword, or performance metrics.
6. **Save Report Configuration:** Once you've configured the report to your liking, you can save the configuration for future use. Click on "Save" or "Save as" to store the report settings.
7. **Schedule or Download:** Decide whether you want to schedule the report to run at specific intervals (daily, weekly, or monthly) or download it immediately. Scheduling is useful for regular performance monitoring.
8. **Review and Run:** Review the configured report settings to ensure they match your requirements. Click on "Run" to generate the report based on your specifications.
9. **Access Saved Reports:** If you saved the report configuration, you can access it under the "Reports" section for future use. This allows you to quickly run the same report without recreating it each time.
10. **Export or Share:** After generating the report, you can export it to various formats (PDF, Excel, or Google Sheets) or share it with others directly from the Google Ads interface.

By following these steps, you can create custom reports in Google Ads that provide tailored insights into your advertising performance, helping you make informed decisions and optimize your campaigns effectively.

4. Testing & Optimisation

4.1 Campaign testing

Campaign experimenting in Google Ads, often referred to as "A/B testing" or "split testing," is a feature that allows advertisers to test changes within their campaigns to assess their impact on performance. This testing methodology helps advertisers make informed decisions based on data-driven insights.

Here's a step-by-step guide on how to carry out experiments:

- **Navigate to Experiments:**
 - In the left-hand menu, click on "Experiments" under the "Drafts & experiments" section.
- **Create a New Experiment:**
 - Click the "+ Experiment" button to create a new experiment. Provide a name for your experiment, and choose the campaign or ad group you want to test.
- **Choose Settings:**
 - Define the settings for your experiment, including the start and end dates, experiment split (percentage of traffic), and the type of experiment (e.g., A/B split test or a campaign draft experiment).
- **Adjust Experiment Parameters:**
 - Specify the changes you want to test. This could include adjusting bids, ad copy, keywords, or any other campaign settings. If you're using a draft experiment, make the desired changes in the draft.
- **Launch the Experiment:**
 - Click on "Launch" to activate the experiment. Google Ads will automatically apply the changes to the selected portion of your traffic.
- **Monitor Performance:**
 - Regularly monitor the performance of your experiment. Compare the experiment's performance with the original campaign to assess the impact of the changes.

By conducting tests, advertisers can systematically experiment with different elements such as ad copy, keywords, bidding strategies, and targeting options. This process allows them to identify which variations resonate most effectively with their target audience and yield the desired results. A/B testing enables advertisers to make data-driven decisions, refine their strategies, and allocate resources more efficiently. It not only helps in understanding what works best for a particular campaign but also fosters continuous improvement by providing insights into user behavior, preferences, and market trends. In the dynamic landscape of

online advertising, campaign testing is an invaluable tool for staying competitive and ensuring that ad budgets are allocated to the most impactful strategies.

4.2 Understanding the components of Quality Score

Quality Score in Google Ads is a metric that measures the relevance and quality of your keywords, ads, and landing pages. The key components of Quality Score include click-through rate (CTR), ad relevance, and landing page experience. A higher Quality Score contributes to better ad placements and lower costs per click, emphasizing the importance of creating relevant and user-friendly ad campaigns.

Several factors influence the Quality Score in Google Ads, and these factors collectively help determine the relevance and quality of your ads. The main components include:

Click-Through Rate (CTR):

- The percentage of users who click on your ad after seeing it. A higher CTR indicates that your ad is relevant and engaging to users, positively impacting your Quality Score.

Ad Relevance:

- How closely your ad's keywords relate to the content of your ad. Creating ads that align well with your chosen keywords enhances ad relevance and improves your Quality Score.

Landing Page Experience:

- The quality and relevance of the landing page users reach after clicking on your ad. A well-designed, user-friendly landing page that offers relevant content improves the overall user experience and boosts Quality Score.

Keyword Relevance:

- The relevance of your keywords to your ads and landing pages. Ensuring that your selected keywords align with your ad copy and the content on your landing page is crucial for a higher Quality Score.

Historical Performance:

- The historical performance of your Google Ads account and the individual campaigns. Consistent high performance over time can contribute to a better Quality Score.

Account Structure:

- The organization and structure of your Google Ads account, campaigns, and ad groups. A well-organized account structure helps Google understand the relevance of your ads to users' queries.

Ad Formats and Extensions:

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- The use of ad formats and extensions, such as site link extensions and callout extensions, can enhance the visibility and relevance of your ads, positively impacting Quality Score.

Geographic Performance:

- The performance of your ads in different geographic locations. Tailoring your campaigns to specific regions based on performance can improve Quality Score.

Device Performance:

- How well your ads perform on different devices (desktop, mobile, tablet). Optimizing your campaigns for various devices based on performance can influence Quality Score.

Ad Relevance in the Search Query:

- The relevance of your ad to the specific search queries triggering it. Ensuring that your ads closely match user queries contributes to a higher Quality Score.

By focusing on these factors and continually optimizing your ads, keywords, and landing pages, you can improve your Quality Score, leading to better ad placements and potentially lower costs per click in Google Ads.

4.3 Improving ad relevance, landing page experience, and ad performance

Improving ad relevance, landing page experience, and overall ad performance in Google Ads requires a strategic approach. Here are specific actions you can take for each component:

1. Ad Relevance:

- **Keyword Alignment:** Ensure that your ad copy closely aligns with your chosen keywords. Include relevant keywords in your ad headlines, descriptions, and display paths.
- **Compelling Copy:** Craft compelling and clear ad copy that speaks directly to the user's intent. Highlight unique selling points and encourage action.
- **Dynamic Keyword Insertion (DKI):** Use DKI to dynamically insert keywords into your ad text, making it more relevant to users' search queries.

2. Landing Page Experience:

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- **Relevance:** Align the content and messaging on your landing page with the ad and user's expectations. Ensure a seamless transition from the ad to the landing page.
- **Page Load Speed:** Optimize your landing page for fast load times. Users are more likely to engage with a site that loads quickly.
- **Mobile Optimization:** Ensure that your landing page is mobile-friendly. With a significant portion of users on mobile devices, a responsive design is crucial.
- **Clear Call-to-Action (CTA):** Provide a clear and compelling call-to-action on your landing page. Guide users on the desired next steps, whether it's making a purchase, filling out a form, or exploring more content.

3. Ad Performance:

- **Continuous Monitoring:** Regularly monitor the performance of your ads. Analyze click-through rates (CTR), conversion rates, and other relevant metrics to identify areas for improvement.
- **A/B Testing:** Conduct A/B testing by creating variations of your ads to test different elements such as headlines, ad copy, and visuals. Identify high-performing elements and optimize accordingly.
- **Ad Extensions:** Utilize ad extensions to provide additional information and encourage user interaction. Site link extensions, callout extensions, and structured snippets can enhance ad performance.
- **Negative Keywords:** Use negative keywords to filter out irrelevant traffic. This helps ensure that your ads are shown to users with genuine interest in your offerings.

4. Overall Optimization:

- **Quality Score Analysis:** Regularly review your Quality Score metrics. Identify areas with lower scores and prioritize improvements in ad relevance, landing page experience, and other factors.
- **Keyword Expansion:** Expand your keyword list based on user behavior and emerging trends. This can help you reach a broader audience and improve overall campaign performance.
- **Competitor Analysis:** Keep an eye on competitor ads and strategies. Analyze what works well in your industry and adapt your approach accordingly.

By consistently optimizing these elements, you can enhance the overall effectiveness of your Google Ads campaigns, improve user satisfaction, and achieve better performance outcomes. Regular testing, monitoring, and strategic adjustments are key to ongoing success.

4.4 Tips for creating high-converting landing pages

Creating high-converting landing pages is crucial for turning website visitors into customers or leads. Here are some tips to help you build landing pages that drive conversions:

- **Clear Value Proposition:** Clearly communicate the unique value your product or service offers. Use concise and compelling language to explain why visitors should take the desired action on the page.
- **Attention-Grabbing Headline:** Craft a captivating headline that immediately captures the visitor's attention. It should be relevant to your ad or promotion and encourage further exploration.
- **Concise and Persuasive Copy:** Keep your copy clear, concise, and persuasive. Focus on benefits rather than just features. Use bullet points and subheadings to break up text and make it easily scannable.
- **Compelling Visuals:** Use high-quality and relevant visuals, such as images, graphics, or videos, to enhance the overall appeal of your landing page. Visuals should support the messaging and encourage engagement.
- **User-Friendly Design:** Ensure a clean and user-friendly design. The layout should guide visitors toward the call-to-action (CTA) without distractions. Consider the placement of elements and maintain a logical flow.
- **Single Call-to-Action (CTA):** Focus on a single, clear, and prominent CTA. Whether it's making a purchase, filling out a form, or downloading a resource, the action you want visitors to take should be highly visible.
- **Mobile Optimization:** Optimize your landing page for mobile users. With a significant portion of internet traffic coming from mobile devices, a responsive design is crucial for a positive user experience.

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- **Form Optimization:** If your landing page includes a form, keep it brief and ask for only essential information. Consider using progressive profiling to gather more details over time as the relationship develops.
- **Trust and Credibility Elements:** Include trust indicators such as customer testimonials, reviews, security badges, or industry certifications. Building trust can significantly impact conversion rates.
- **Urgency and Scarcity:** Create a sense of urgency or scarcity to encourage immediate action. Limited-time offers or low-stock notifications can drive visitors to convert sooner.
- **A/B Testing:** Conduct A/B testing to experiment with different elements on your landing page, such as headlines, CTA buttons, or images. Use data to identify which variations perform better and optimize accordingly.
- **Load Time Optimization:** Ensure that your landing page loads quickly. Slow load times can lead to user frustration and higher bounce rates. Optimize images, minimize scripts, and use reliable hosting.
- **Post-Conversion Thank You Page:** Design a thank-you page that acknowledges the user's action and provides additional information or next steps. It's an opportunity to nurture the relationship further.

By incorporating these tips into your landing page design, you can create a compelling and effective user experience that maximizes the chances of conversion. Regularly monitor analytics and user feedback to refine and optimize your landing pages over time.

Appendix

Individual Project: Google Ads Campaign Development

The Individual Project consists of THREE Parts.

Strategic Planning:

- **Objectives:** Select an objective 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 objective and how it relates to your business goals and marketing activities.
- **SMART Objectives:** Define clear SMART objectives for this hypothetical Google Ads campaign

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.
- **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.
- **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
- **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 on the ad when complete.
- **Budget:** Recommend a suitable budget and schedule for this campaign to align with your objectives.

Measuring & Optimising a campaign:

- **Metrics:** For your hypothetical campaign, select suitable metrics to assess the performance. Explain why you have chosen these metrics.
- **Experiments:** Identify how you would set up an experiment to test at least 2 different aspects of this campaign.