# GOOGLE ADVERTISEMENTS (GOOGLE ADS)

## Steps on how to get an advertisement running on Google

1. **Set up a Google AdWords account.**

* Either: Create a Google account
* Or: Use an existing Google account
* Set the time zone and currency (Can’t be altered after account creation)
* Verify the account
* Sign in to AdWords using the URL https://adwords.google.com

1. **Optional: Target a geographic region**

* Is it an ad for a local business in a specific city, postal code, country?
* Is it an ad for global or nationwide attention?
* The ad will appear in the location chosen.

1. **Creating your 1st Campaign**
2. Set daily budget(manual bidding)

* You only pay when your ad is clicked on
* Decide how much you should pay per day
* Set the budget under the **Bidding and Budget** section of the campaign settings

1. Control the Cost per Click i.e. the CPC (automatic bidding)

* This is how much you spend per click on your ad
* Select the Automatic Bidding option budget under the **Bidding and Budget** section

1. Create the advertisement

* Specify Ad Title
* Specify the text to be seen in the ad
* Specify the URL to your business’ website

1. Select keywords

* The ad will appear when these words are searched for
* You can add, edit and delete the list of keywords
* Consider relevance, quality and quantity when selecting keywords

1. Enter billing information

* The final step before activating the account
* Options are a Credit card, Direct debit, and Bank transfer
* Postpay(automatic payments) and prepay(manual payments) options are available
* The payment options available depend on currency chosen and location of billing address

# Facebook Advertisements

## Steps on how to get and advertisement running on facebook

1. Build a Facebook Page

* Create a Page
* This Page provides a way to communicate with customers
* Build your brand by setting a business category, Page name, logo, web address, cover photo etc
* Create posts such as updates, photos, videos for people who like your Page to see
* Invite people you know to like your Page
* This Page can be edited/updated whenever

1. Connect with people

* Reach current and potential customers by creating facebook ads
* Ads are not paid for by click per ad. They are paid messages coming from businesses
* Ads are delivered to potential customers based on their likes, location, gender etc
* Set up the ad by choosing what you want to promote e.g. place, app, event, Page etc
* Choose the basic demographic of the intended audience using **Location, Age and Gender**
* Name your campaign, select your budget and set the schedule for your campaign. You’ll never pay more than your budget, nor more than the actual cost to reach your intended audience

1. Engage your Audience

* Post quality content regularly. This keeps people interested. Make them relevant, succinct, friendly, conversational and timely
* Promote your posts to reach more people in news feed.
* Check Page insights to see what’s working e.g. who likes your page, demographic information of viewers etc

# Search Engine Optimization (SEO)

## Planning for SEO

1. Using keywords

* Words that a user might search for to find a piece of our content
* In title of page
* In headers
* Including them throughout the page especially at the top

1. Creating “description” meta tag listing keywords to the site

* Summaries defined for each page
* Must be unique & accurate

1. Improving the structure of the URLS

* Creating simple-to-understand for users & search engines and conveying content information easily
* Using one version of a URL to reach a document and setting up a 301 redirect from non-preferred URLs to the document

1. Creating site maps / Site maps

* List of pages of the website.
* Ensures all pages can be easily found. Search engines learn about the structure of our site and this can increase our coverage of our WebPages
* E.g. XML Sitemap, HTML sitemap, Image Sitemap
* We can have a custom 404 page to guide our users back to a working page on the site

1. Getting sites to link to the web page

* How many other Web Pages link to the page in question
* We can offer link exchanges with other sites that cover related material/content (Partnering)
* We can use blog posts, social media services, email, forums, or other means to direct people to our website

1. Balancing the content of the website between users and search engines

* Easy-to-read text
* Organized around the topic
* Fresh & unique
* Should be easily accessible to search engines

1. Avoiding the use of Black HAT SEO Techniques

* Illegal ways of tricking search engines list your Web Pages high in Search Engine Results Pages (SERP)
* E.g. keyword stuffing, page stuffing, use of invisible text, selling & farming links etc
* In the long run the website can be penalized e.g. rankings can be reduced, can be eliminated from the search engines databases

1. Use webmaster tools provided by search engines

* Google-Webmaster Tools
* Yahoo!-Yahoo! Site Explorer
* Microsoft-Bing Webmaster Tools

1. Submit your content to search engine e.g. Google

* <http://www.google.com/submityourcontent/>