

Topic 5

Paid Search Marketing

MKT 485

Chapter Objectives

Identify the various **types of search engine advertisements** and their parts.

Analyze the **effectiveness** of an existing search engine advertising campaign.

Determine ways to **improve an ad's position** without increasing the bid amount.


Create a **categorized list of keywords** on which to advertise on a search engine.


PPC

PAY PER CLICK



Money Machine for Google





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Google Launches Self-Service Advertising Program

 [Subscribe](#)

Google's AdWords Program Offers Every Business a Fully Automated, Comprehensive and Quick Way to Start an Online Advertising Campaign

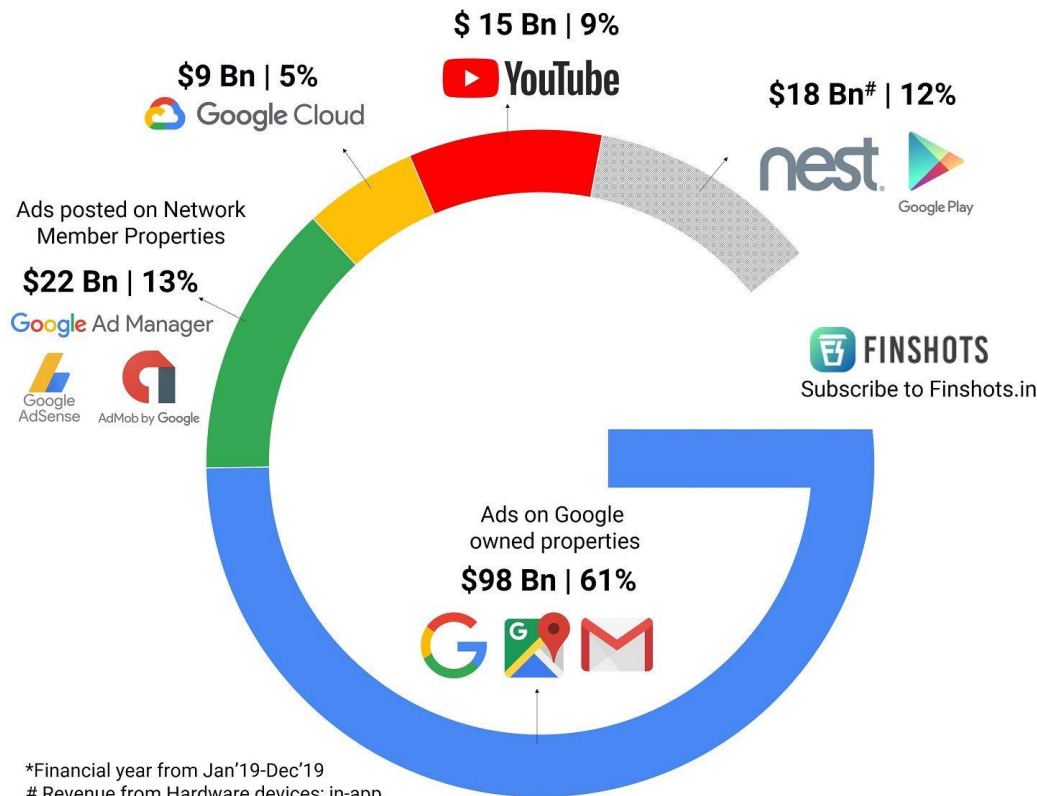
MOUNTAIN VIEW, Calif. – October 23, 2000 – Google Inc., developer of the award-winning Google search engine, today announced the immediate availability of AdWords(TM), a new program that enables any advertiser to purchase individualized and affordable keyword advertising that appears instantly on the google.com search results page. The AdWords program is an extension of Google's premium sponsorship program announced in August. The expanded service is available on Google's homepage or at the AdWords link at adwords.google.com, where users will find all the necessary design and reporting tools to get an online advertising campaign started.

Since the beta debut of AdWords earlier this month, the program has seen widespread adoption by approximately 350 businesses and advertising agencies worldwide. The AdWords program offers advertisers the same highly targeted ad serving technology as the premium sponsorship program, and through a simple to use self-service system, enables advertisers to sign up and monitor a campaign directly from the Google website.

"Google has carefully built and scaled the AdWords program to address the needs of any business by providing a one stop resource that is

BREAKING DOWN REVENUE STREAMS OF GOOGLE (ALPHABET)

Total Revenues: \$162 Bn



*Financial year from Jan'19-Dec'19
Revenue from Hardware devices; in-app purchases & digital content on Play Store; Misc revenues.

So Big!

Search Engines Advertising

- “Fastest way to generate traffic
 - Be careful!
 - Also might be the fastest way to burn money!
- Easy to Segment
- Easy to Measure/Track
- Easy to Test
- Easy to Scale"

Acronyms you should know

- “PPC: Pay Per Click
- Max CPC: maximum amount of (cost per click)
- CPM: Cost Per Mille (cost per thousand impressions)
- CPA: Cost Per Action (e.g., conversion)
- Keywords (kw) : words that describe your ad
- Impressions : number of ads views
- CTR (Click Through Rate): number of ads clicks
- CR (Conversion Rate): percentage of clicks that resulted in a purchase
- Bounce Rate: percentage of page visitors who left the website after viewing one page only”

Google Ads



➤ “Two main networks:

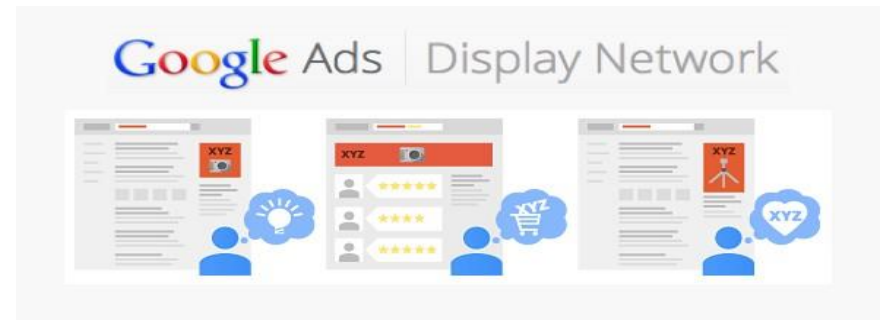
- Search (Topic 5)
- Display (Topic 6)

➤ Search

- Google
- Partner

➤ Display

- Google’s Owned (Youtube Gmail)
- Sites included to Google Network"



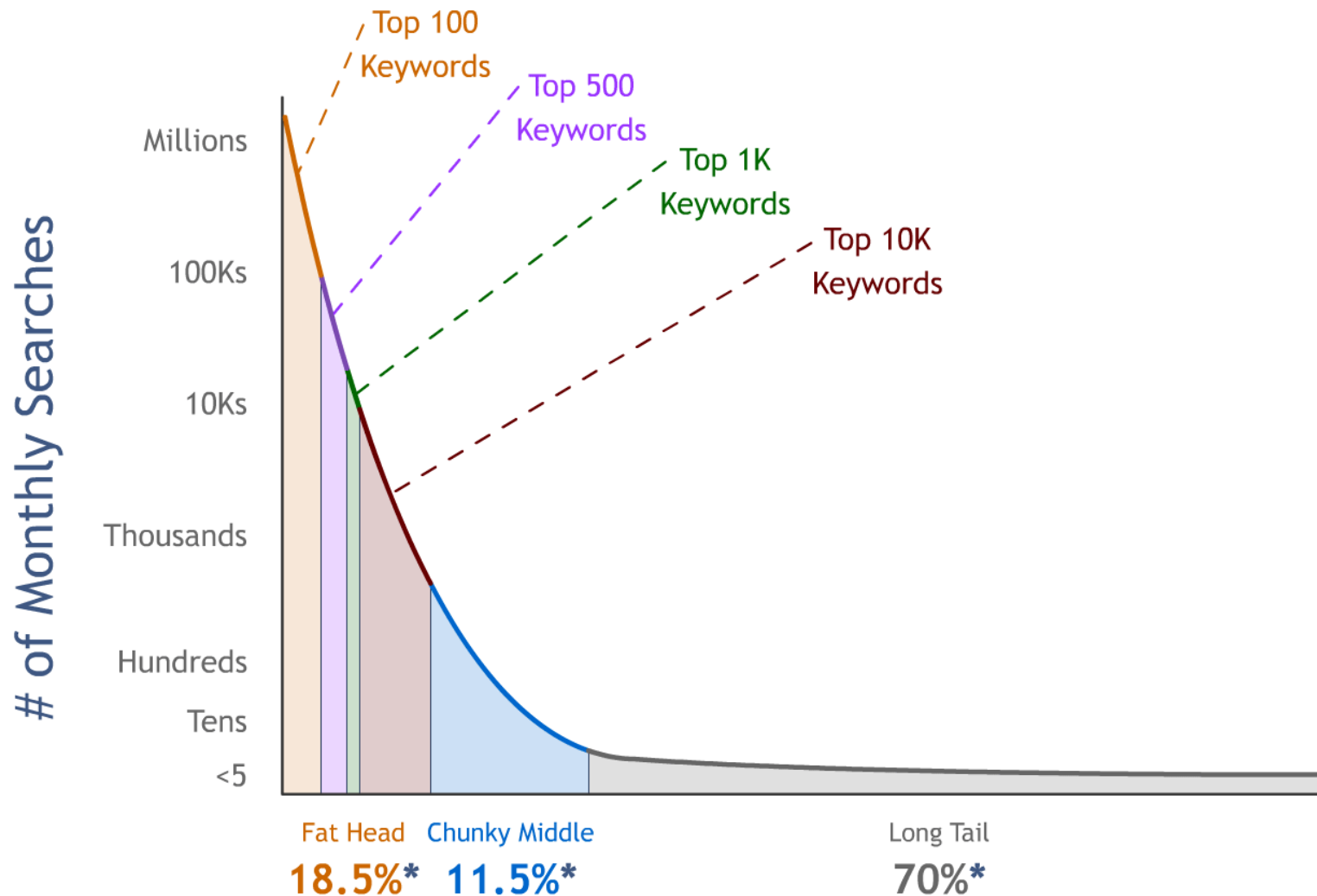
Recent Development



Keyword Research

- “Sometimes it is hard to begin
 - Do you know what your target audience is looking /searching for?
 - How much budget required to start?
 - Is search volume enough to start my campaigns?
- Kw research is a process of identification for the potential search volume, competition and trends for a specific KW / group of KWs in a given geography and given language.
- The Kw research tool can be reached within your Google Ads Account"

The Search Demand Curve



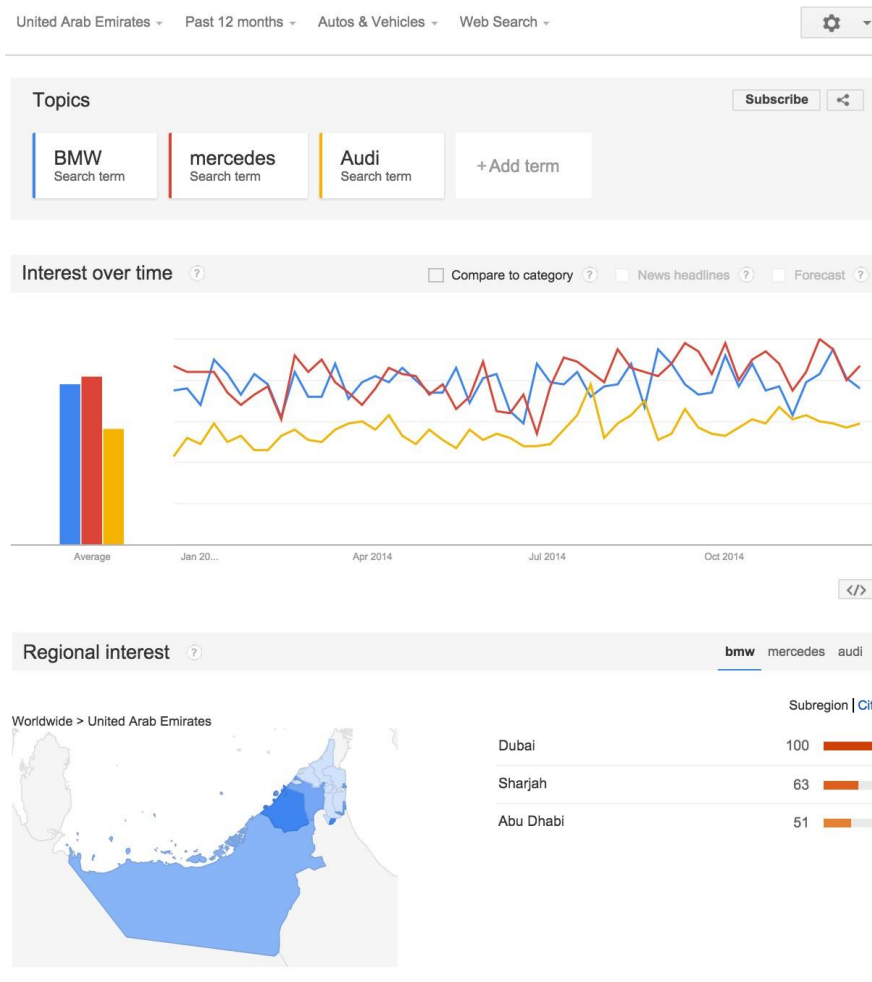
Data Source:



of Keywords

*% of search traffic

Google Trends

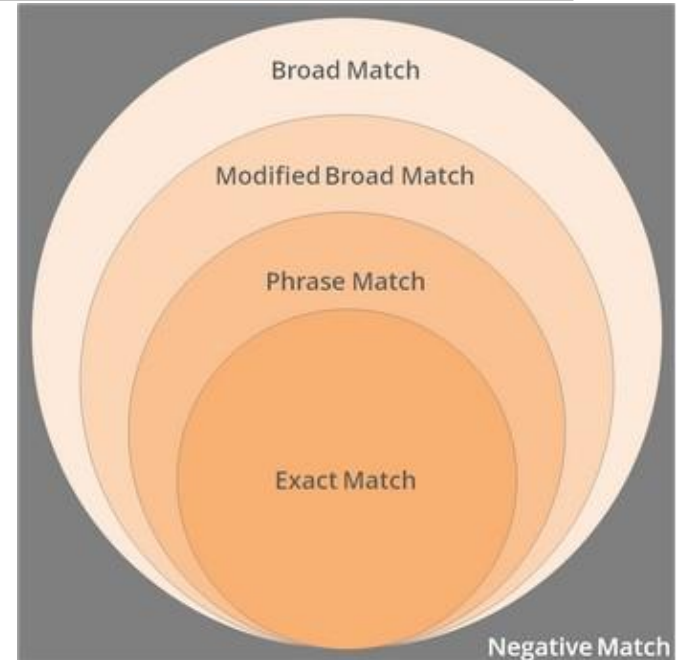


“Compare search volume pattern and trends

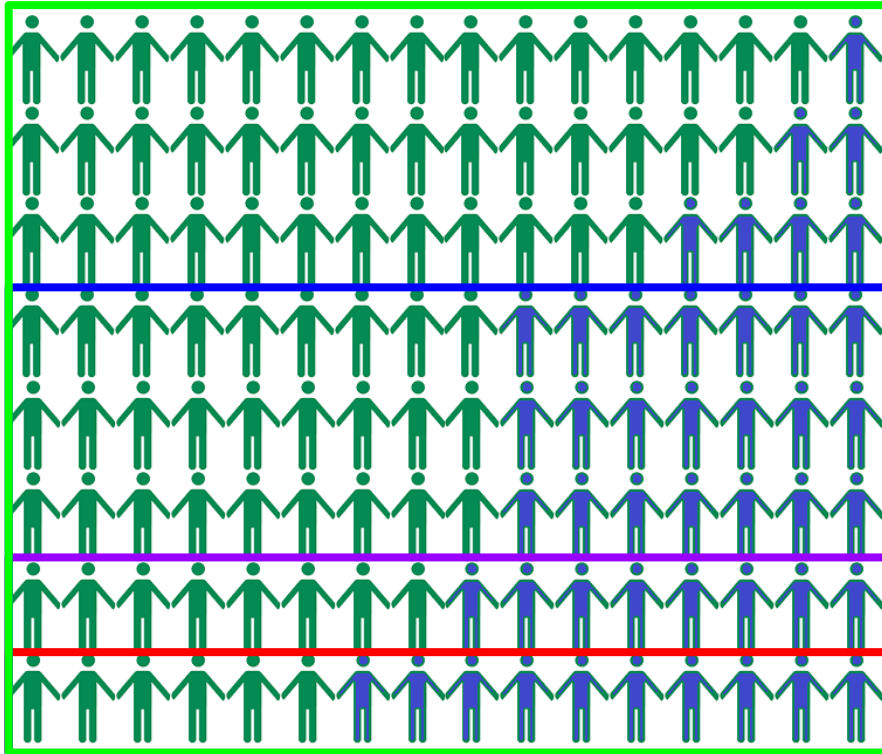
- Regional, for a selected time period
- Identify Peak and Low Volume Seasons
- Identify relevant high volume searches
- Identify relevant rising (popular) searches”

5 Keyword match types

- “Broad Match”
 - **Keyword**
 - Includes misspellings, synonyms, related searches, and other relevant variations
- Broad Modifier Match (Modified)
 - **+Keyword**
 - Contains the modified term (or close variations, but not synonyms), in any order
- Phrase Match
 - **“Keyword”**
 - are a phrase, and close variations of that phrase
- Exact Match
 - **[Keyword]**
 - are an exact term and close variations of that exact term
- Negative Keywords
 - Can be any of the above match types, and are used to exclude certain words/phrases you don’t want to drive traffic from”



Keyword Selection





wakeboards for sale

+wakeboards for +sale (most popular)

"wakeboards for sale"

[wakeboards for sale]

 = potential converter
 = non-converter

The proportion of non-converters in any given search typically exceeds 80% (i.e., the conversion rate on even the best searches is usually under 10% and virtually always under 20%).

Keyword Match Types

Broad: formal shoes

Also matches*: formal footwear, evening footwear, men's dress wingtips...

Modified Broad: formal +shoes

Also matches*: evening shoes, black dress shoes...

Modified Broad: +formal +shoes

Also matches*: frmal shoes, formal evening shoes...

Phrase: "formal shoes"

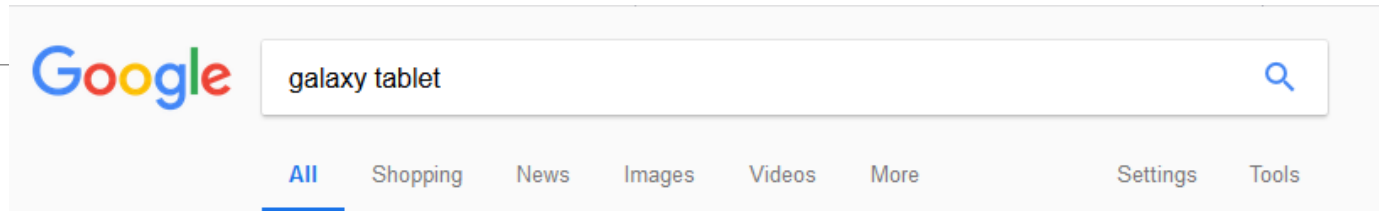
Also matches*: black formal shoes, formal shoes for men...

Exact: [formal shoes]

Matches: formal shoes

*In each ring, the keyword shown also matches the searches inside the smaller rings. Illustrative – figure not drawn to scale.

Ad Copy



The New Microsoft® Surface Go | Starting At \$399 | microsoft.com

(Ad) www.microsoft.com/Surface-Go ▼

★★★★★ Rating for microsoft.com: 4.4 - 7,931 reviews

Perfect For All Your Daily Tasks. Laptop Performance, Tablet Portability. 10" PixelSense™ Display. Windows 10. Up To 9 Hours of Battery. Starting At Just 1.15 lbs.

[Help Me Choose](#)

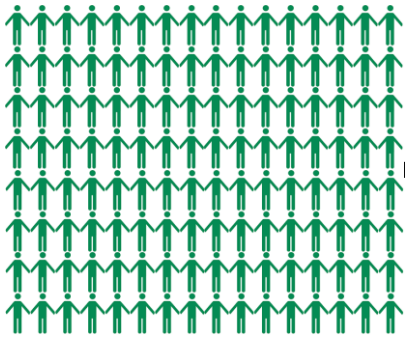
Find Your Perfect Surface Today
By Answering A Few Short Questions

[Compare Surface Devices](#)

Choose Up To 4 Devices To Compare
Tech Specs & See How They Stack Up

- Keyword relevance
- Enticing and unique value proposition (UVP)
- Obvious call to action
- Number of headings
- Ad extensions

A/B Testing Ad Copy

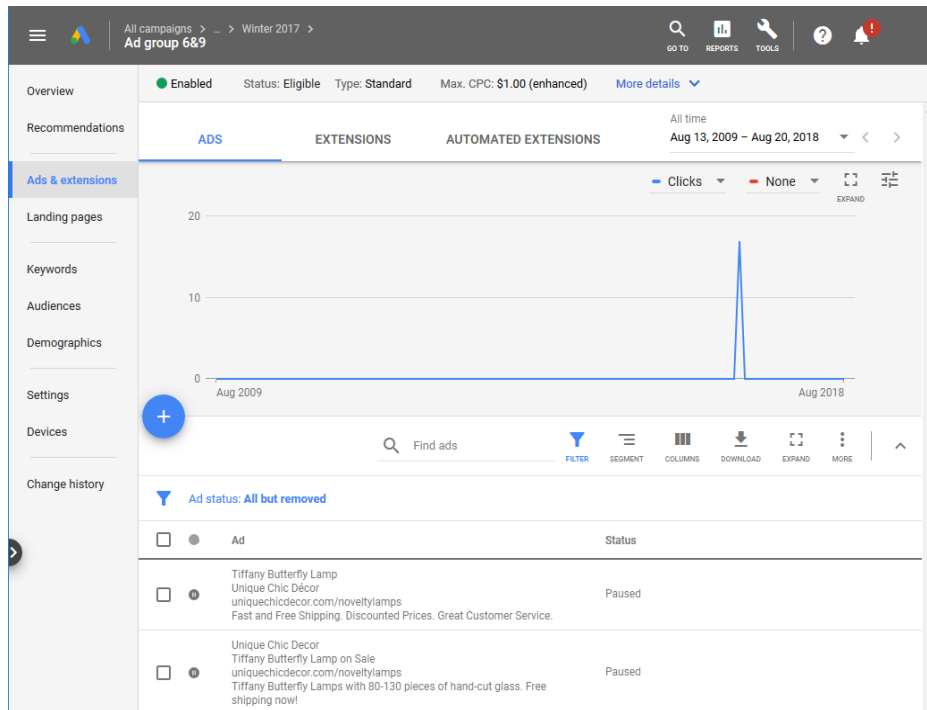


Tiffany Butterfly Lamp
Unique Chic Décor
uniquechicdecor.com/noveltylamps
Fast and Free Shipping. Discounted Prices. Great Customer Service.



Unique Chic Decor
Tiffany Butterfly Lamp on Sale
uniquechicdecor.com/noveltylamps
Tiffany Butterfly Lamps with 80-130 pieces of hand-cut glass. Free shipping now!

A/B Testing Ad Copy



A/B testing is simple in principle but can be a bit more difficult in practice. Doing an A/B test of a landing page, for example, requires creating a second landing page, ensuring conversion tracking is working properly, and so forth (which is actually not that difficult with **Google Optimize**, but requires a little bit of know-how). A/B testing of ad copy using Google Optimize is easy. All it requires is creating a second ad, which can be done by clicking on the blue plus button and filling in the ad copy.

Achieving High Ad Rank

Google

شراء سيارة

Monthly searches: 10 | CPC: \$0

Volume: 0/mo | CPC: \$0.00 | Competition: 0

Powered by SURFER

All Images Maps Videos News More Settings Tools

About 75,600,000 results (0.45 seconds)

Ad - www.kayishha.com/

نشترى جميع انواع السيارات - نضمن شراء سيارتك في ٣٠ دقيقة

8 N/A N/A

رَبِّحْ بَالِكْ و بِيْعْ سيارتك مهما كان حالها. نشترى سيارتك في ٣٠ دقيقة و نحول لك قيمتها مباشرة. كيوش سيارتك معنا بأفضل سعر. حياك لا تقرب فرع لك او ارسلنا موقعك وحدا لنسلم سيارتك من بيك. اصل الان. احصل على موعد مع خباركنا. تمؤف على كيتنا. تم بتقييم سيارتك اون لاين. وين قروعدا في السعودية

Ad - www.syarah.com/

سياراتك المستعملة واصلة لبيك - ضمان استرداد للسيارات...

1,221 994 0

اخترنا لك افضل السيارات المستعملة بذيقة. نضمن كل سيارتنا. اشترى وانت مطمئن. لأول مرة في السعودية. ضمان استرداد ثمن السيارة المستعمل. ضمان استرداد على المستعمل. اشترى سيارتك كائن و أقساط توصيل سريع.

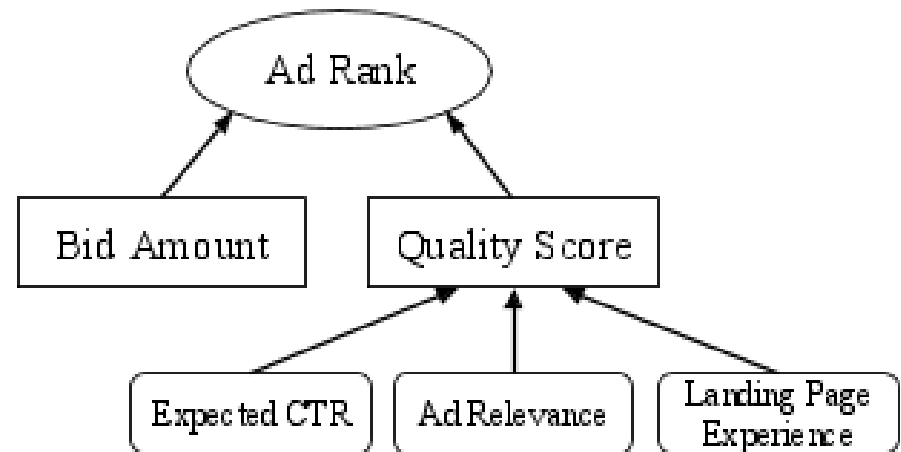
Ad - www.infiniti-umapremium.com/infiniti/vehicles

800 244 2020

إفينييتي السعودية - تملك الطريق

1 359 0

بمنحك المرح القوي بين الأداء والتصميم والأمان كل ما تحتاجه. إعرف المزيد. عند اختيارك لإفينييتي، أنت تختار الخروج عن المألوف. منمنعة للذهاب إلى أبعد. مساعدة العملاء. اكتشف مجموعتنا. تصاميم مثيرة. مجموعة واسعة من الألوان. اتصل بنا. اطلب تجربة قيادة الآن. بحث عن مركز إفينييتي. احصل على سعيرة



Achieving High Ad Rank

Expected CTR. Google wants the CTR to be as high as possible, because that's how it earns money, so if we earn a high CTR, we will be rewarded with better ad placement. We can improve CTR by writing good ad copy and by continually running A/B tests to keep improving CTR. Another technique that many search marketers use is called "bid popping." At the start of a new campaign, keep bid amounts higher than you will have them in steady state. Even though this will cost the advertiser some money, it will earn a high CTR (because of the high ad rank it earns), which gives the advertiser a high expected CTR.

Ad Relevance. Ad relevance is primarily measured by the keywords found in the ad. This means that (1) advertisers should incorporate keywords into the ad copy when possible and (2) **ad groups** should be organized around a small number of keywords (5–10) so that the ad relevance remains as high as possible for as many keywords as possible.

Landing Page Experience. Employing the principles of good web design found in Topic 2 of the text should create a good landing page experience, which will decrease bounces. But search marketers should also remember to incorporate keywords into the landing page and also to create a different landing page for each ad group to make sure the landing page matches the searchers' intent.

Quality Score

A good digital marketer will say that a Quality Score under 8/10 for any keyword is unacceptable and should be fixed.

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status	Max. CPC	↓	Quality Score	Exp. CTR	Ad relevance	Landing page exp.
Total: All but removed keywords										
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	[REDACTED]	Eligible	\$2.21		7/10	Average	Above average	Average
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	[REDACTED]	Below first page bid (\$10.20)	\$2.03		7/10	Average	Above average	Average
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	[REDACTED]	Below first page bid (\$3.34)	\$2.01		7/10	Below average	Above average	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	[REDACTED]	Eligible	\$2.65		6/10	Average	Average	Average

Correlation between CPCs and QS



Optimal Paid Search Rank

CTR: 20%

CPC: \$10

CTR: 14%

CPC: \$7

CTR: 10%

CPC: \$5

CPC: 7%

CPC: \$4



social media marketing agency



All

News

Images

Videos

Maps

More

Settings

Tools

About 227,000,000 results (0.93 seconds)

Social Media Marketing | Top-Rated Full Service Agency

(Ad) www.quickmarketing.com/social-media/marketing

Leverage Social Media to Grow your Business and get more Customers! Quick Setup. Instagram.

Hometown Media & Advertising | Results Driven Marketing

(Ad) www.hometownadvertising.com/ (801) 658-3013

Direct Mail- Digital Marketing -SEO-Social Media-Website Development & more. Television Marketing. Online Marketing. Brand Promotion Marketing. Consultation. Social Media Marketing. Business to Business. Voice Actor. Marketing Strategist.

Human-Centered Social Media | Award-Winning Social Campaigns

(Ad) www.neboagency.com/Social/Media

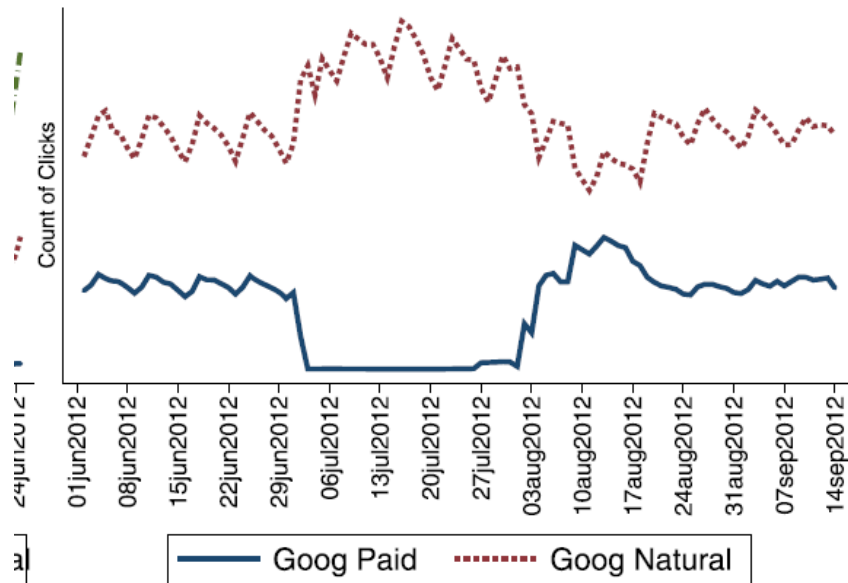
Our Campaigns Do More Than Drive Awareness, They Change Behavior. Learn Why. Proven results.

Social Media Marketing Denver | We Create & Manage Campaigns

(Ad) www.v9digital.com/Social_Media

We help Colorado Businesses Strategize & Manage Quality Content for Social Media. Monitor your results. Increase your reach. Engage your community. Grow your brand. No long term contracts. Types: Social Media, Digital Marketing, Content Optimization, Blog Writing, Web Analytics.

EFFECTIVENESS



(b) Google Test

Branded Keywords

The textbook discussed an experiment that tested the effectiveness of search ads on branded keywords (which found that shutting off ads on keywords that included *ebay* did not decrease traffic, because all of those searchers clicked on the organic results instead). This above graphic comes directly from that paper, which graphically depicts the experiment results. On the left, on Microsoft's search network, when paid ads were turned off, a corresponding increase in organic search volume occurs. On the right, on Google, the organic volume goes up when paid ads are turned off, and organic volume drops when paid ads are turned back on.

The authors did some more sophisticated measurement of search volume and the results of their experiment, and they found that by not employing search ads, ebay lost only .529% of traffic, meaning they retained 99.5% of traffic.

Generic-to-Brand Spillover

● Enabled

Status: Eligible

Type: Search

More details

▼

All time

▼

<

>

AD GROUPS

AUCTION INSIGHTS

+

Find ad groups

FILTER

SEGMENT

COLUMNS

DOWNLOAD

EXPAND

MORE

▼

▼

Ad group status: All but removed

<input type="checkbox"/>	●	Ad group	↑	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. pos.	Conversions	Cost / conv.
<input type="checkbox"/>	●	Generic		Eligible	\$ 5.00 (enhanced)	5,218	65,320	7.99%	\$4.32	\$22,541.83	2.7	84	\$268.36

The 5,218 clicks on the Hilton ad only produced 84 hotel bookings. But could the remaining 5,134 clicks generated a profit somehow? **80%**

Capturing Lost Conversions

Non-converters:

- Did not like what they saw - **IMPROVE**
- Were not likely to convert anyway – **DO NOTHING**
- Were not ready to convert (but may be ready in the future) – **REMARKETING**

Setting Up Google Ads

1 Select campaign settings — 2 Create an ad group

You're ready to create your first campaign!
Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icon.


Campaign name

Type ☐ **Standard** - Keyword-targeted text ads for the Search Network, with Display Select [?](#)
☒ **All features** - All options for the Search Network, with Display Select [?](#)
[Learn more about campaign types](#)

To run Product Listing Ads, link your Google Merchant Center account to this AdWords account. [Learn how](#)

Networks [?](#) To choose different networks, edit the campaign type above, or create a new campaign.

- ✓ **Google Search Network** [?](#)
 ☒ Include search partners
- ✓ **Google Display Network** [?](#)



Setting Up Google Ads

1 Select campaign settings

2 Create ad groups

3 Create ads

4 Review ad groups

Type: **Search Network only - Standard**

You're ready to create your first campaign!
Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icons

Campaign name

Campaign #1

Type ?

Search Network only

Search Network with Display Select

Best opportunity to reach the most customers

Search Network only

Google search and search partners

Display Network only

Google's network of partner websites

Shopping

Best way to create Shopping Ads

Video

Video ads on YouTube and across the web

Universal app campaign

Promote your app across Search, Display and YouTube

Standard - Keyword-targeted text ads showing on Google search results ?

All features... All the features and options available for the Search Network ?

Networks ?

Apps - Ads encouraging people to download your app ?

Engagement - Ads that encourage actions within your app ?

Content - Ads targeted based on your website content ?

Call - Ads that encourage people to call your business ?

Campaign types

or create a new campaign.

udemy

Setting Up Google Ads

Google AdWords

Home

Campaigns

Opportunities

Tools

Search

All online campaigns

Ad Extension Test Campaign

Campaign #10

Campaign #14

Campaign #15

Campaign #16

Campaign #2

Campaign #3

Fechas

Fond Foods

Forwarding numbers example

Mickaboo (Search Network)

Review Extension Test

Site Bağlantıları

Sitelink Extension Test

แบบจำลองเว็บไซต์

New campaign

Shared library

Bulk operations

Reports and uploads

Bid strategy

Basic options | Advanced options

☒ I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.

☐ AdWords will set my bids to help maximize clicks within my target budget

Default bid

\$ 5

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget

☒ Individual budget

\$ per day

Actual daily spend may vary.

☐ Apply a budget from the shared library

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

Location

☐ Extend my ads with location information

Sitelinks

☐ Extend my ads with links to sections of my site

Call

☐ Extend my ads with a phone number

Save and continue

Cancel new campaign

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

PPC Math



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

TO
AG

PPC Math



Cost Per Acquisition (CPA) Formula

AKA Cost Per Action. Calculate how much each conversion costs.

$$\text{CPA} = \left(\frac{\text{Total Amount Spent}}{\text{Total Attributed Conversions}} \right)$$

(Cost Per Acquisition)

What does it mean?

Total Amount Spent: The total amount of money used on a marketing activity (eg running an ad campaign).

Acquisition, Action, or Conversion: Any action that is being measured (eg a sale or signup).

Total Attributed Conversions: The total amount of conversions which were attributed to *this* activity. Conversions usually have multiple causes, so someone (usually the advertiser) has to decide what to attribute for each conversion.

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**TO
AG**

PPC Math

With a budget of \$1000, an average CPC of \$2.50, how many clicks can the advertiser receive before their budget is exhausted?

$$\$1000 / \$2.50 = 400 \text{ clicks}$$

PPC Math

With an unlimited budget, an average CPC of \$1.00, a CTR of 1.8%, and 60,000 impressions, how much will the advertiser spend?

$$(60,000 * .018) * \$1 = \$1080$$

PPC Math

With an average CPC of \$2.00, how high does the conversion rate need to be in order to reach a goal **CPA of \$10**?

$$(\$2/\$10) * 100 = 20\%$$

PPC Math

If you have a \$3000 budget, your average CPC is \$0.50, and your conversion rate is 5%, what is your current CPA? How many conversions can you get for \$3000?

At a 5% conversion rate 5 out of 100 clicks result in sales, or 1 sale for every 20 clicks. 20 Clicks * \$0.50 = \$10 CPA. \$3000 Budget/\$10 CPA= 300 conversions.

PPC Math

Assume you buy women's skirts at wholesale for \$10, and you resell them online for \$50, and you give away free shipping which costs \$5, and you want to make \$20 per dress, what should your target CPA be?

\$50 Retail Price - \$10 Wholesale cost - \$5

Shipping cost - \$20 Target Margin = \$15 Target CPA

PPC Math

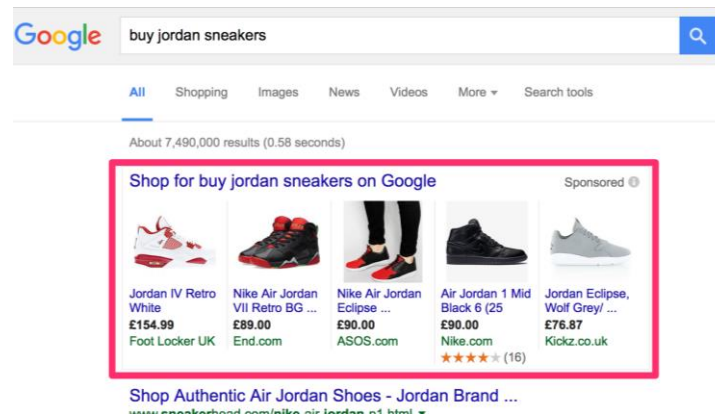
Using the above information and answer, with an average CPC of \$3, how many clicks can you get before you get a sale? What should be your target conversion rate?

$$\$15 \text{ CPA} / \$3\text{CPC} = 5$$

(1 Conversion / 5 clicks) = 20% Target conversion rate.

Campaign Settings

- Campaign Type
 - Search network only
 - Display network only (Topic 6)
 - Search network with display select
 - Shopping



Campaign Settings

- Device
 - Desktop
 - Tablet
 - Mobile

Campaign Settings

- Location
- Language

What about Demographics?

2. Search campaigns, Display campaigns, Video campaigns

3. Demographics

4. AGE, GENDER, HOUSEHOLD INCOME

5. Selection checkboxes for Gender

Gender	Campaign	Ad group	Status	Bid adj.
Female	Travel Backpacks	Travel Backpackers	Eligible	—
Male	Travel Backpacks	Travel Backpackers	Eligible	—
Unknown	Travel Backpacks	Travel Backpackers	Eligible	—
Total: Genders				
Total: Other				
Total: Account				
Total: Search cam...				

Campaign Settings

- Bid strategy
 - Manual
 - Automatic
 - Conversion Optimizer – Target CPA“
 - Flexible (Manual + Enhanced CPC)

Daily Budget

Setup

Google Ads | Keyword plan

back brace, maternity back brace, back support brace, lower back brace, back brace for men, back brace for women, lumbar back brace zerocompression

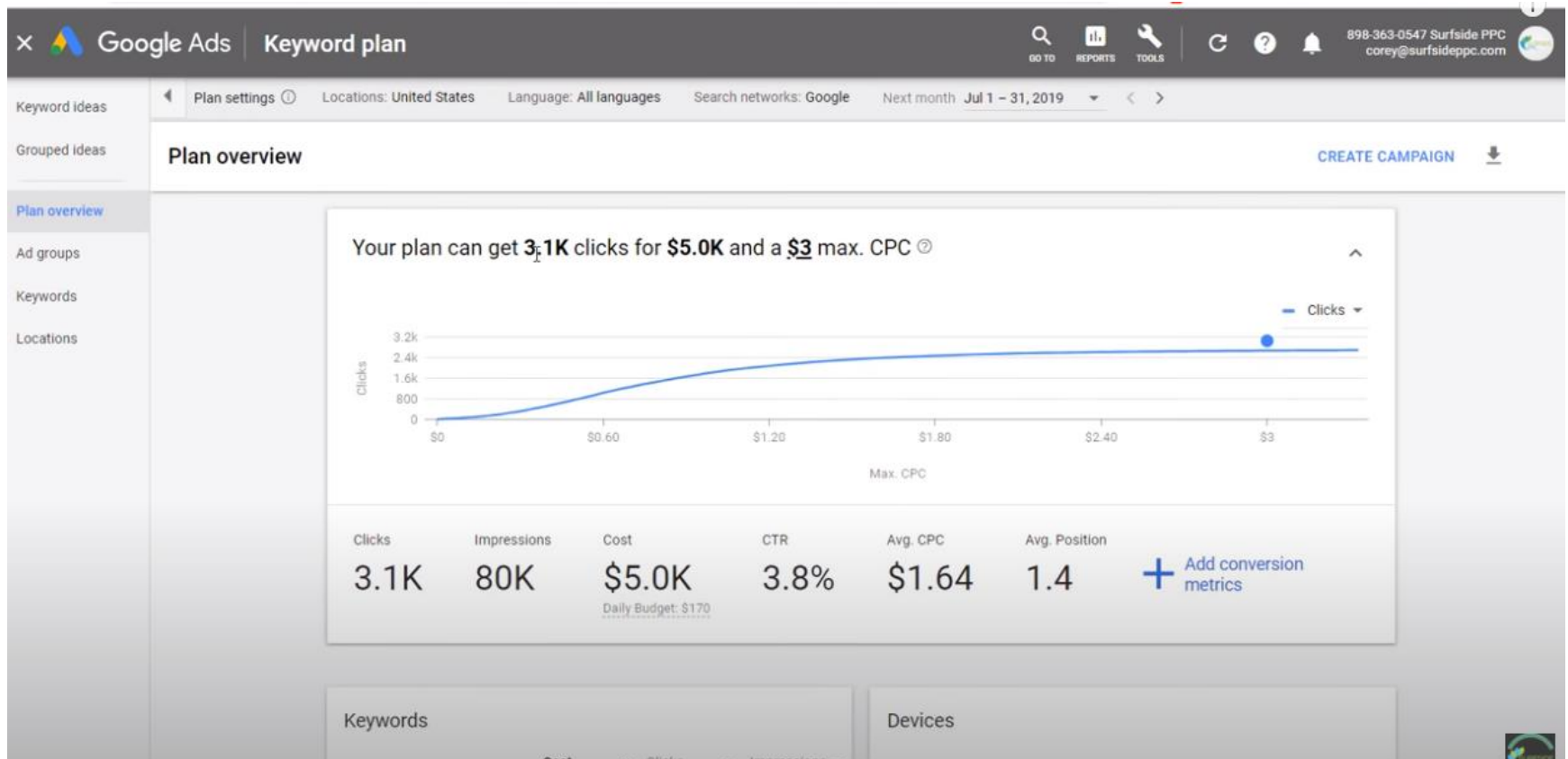
DOWNLOAD KEYWORD IDEAS

Broaden your search: + back pain + knee brace + posture corrector + back pain relief + back support + ankle brace + posture brace

Exclude adult ideas ADD FILTER Showing 1,147 of 1,150 keyword ideas

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> posture brace	18,100	High	—	\$0.40	\$1.57	
<input type="checkbox"/> back support belt	12,100	High	—	\$0.51	\$1.96	
<input type="checkbox"/> scoliosis brace	9,900	High	—	\$1.23	\$6.00	
<input type="checkbox"/> back brace for posture	12,100	High	—	\$0.44	\$1.34	
<input type="checkbox"/> back belt	2,400	High	—	\$0.45	\$2.02	
<input type="checkbox"/> scoliosis back brace	4,400	High	—	\$0.58	\$5.00	
<input type="checkbox"/> back pain belt	1,900	High	—	\$0.49	\$6.00	
<input type="checkbox"/> copper back brace	2,900	High	—	\$0.54	\$2.33	
<input type="checkbox"/> back brace amazon	2,900	High	—	\$0.54	\$4.00	
<input type="checkbox"/> upper back brace	2,400	High	—	\$0.44	\$1.97	
<input type="checkbox"/> best back brace	1,900	High	—	\$0.38	\$2.43	
<input type="checkbox"/> 16:12 es for lower back pain	2,400	High	—	\$0.75		

Setup



Setup

Google Ads interface showing campaign setup for "Zero Compression Back Brace - SPPC".

Header: Surfside PPC > 674-222-1037 | All campaigns > Zero Compression Back Brace ...

Left Sidebar:

- All campaigns
 - Search campaigns
 - Display campaigns
 - Shopping campaigns
 - Enabled
 - Google Shopping - Zero Compression Back Brace - SPPC
 - Zero Compression Back Brace - SPPC**
 - Back Brace For Men
 - Back Brace For Pain
 - Back Brace For Sciatica
 - Back Brace For Women
 - Back Brace For Work
 - Back Brace Lower Back
 - Back Brace Lower Back Pain
 - Back Brace Under Clothes

Right Panel:

Overview | Recommendations | Ad groups | Ads & extensions | Landing pages | **Keywords** | Dynamic ad targets | Audiences | Demographics | Settings | Locations | Ad schedule | Devices | Advanced bid adj.

Keywords Table:

Keyword	Ad group	Status	Max. CPC	Avg. CPC	Conversion	Clicks	Impr.	CTR	Cost
Total: All enabled keywords									
+back +brace +for +men	Back Brace For Men	Eligible	\$0.73 (enhance)	\$0.67	0.00	15	1,362	1.10%	\$10.07
+back +brace +under +clothes	Back Brace Under Clothes	Eligible	\$0.75 (enhance)	\$0.67	0.00	13	209	6.22%	\$8.70
+lower +back +brace	Lower Back Brace	Below first page bid (\$1.06)	\$0.80 (enhance)	\$0.82	0.69	20	2,126	0.94%	\$16.45
+zero +compression +back +brace	Zero Compression Back Brace	Eligible	\$0.75 (enhance)	\$0.68	0.00	5	48	10.42%	\$3.41
+best +back +brace	Best Back Brace	Eligible	\$0.77 (enhance)	\$0.84	0.00	79	2,260	3.50%	\$66.10
+back +support +wrap	Back Support Wrap	Eligible	\$0.94 (enhance)	\$0.83	1.00	9	1,964	0.46%	\$7.46
[lumbar back brace]	Lumbar	Below first page bid (\$0.88)	\$0.75 (enhance)	\$0.66	0.00	11	404	2.72%	\$7.23
[best back brace for lower back pain]	Best Back Brace	Below first page bid (\$0.77)	\$0.75 (enhance)	\$0.64	0.67	7	245	2.86%	\$4.48
[back brace under clothes]	Back Brace Under Clothes	Eligible	\$0.75 (enhance)	\$0.70	0.50	3	61	4.92%	
[back braces]		Below first							

Setup

The screenshot displays the Google Ads interface for a campaign named "Zero Compression Back Brace - SPPC". The campaign is currently "Enabled" with a status of "Eligible", type of "Search", and a budget of "\$20.00/day". The "Settings" tab is selected, showing the "Bidding" section. A dropdown menu is open under "Automated bid strategies", with "Maximize clicks" highlighted. A tooltip explains that "Maximize clicks" sets bids to help get the most clicks within the budget. Other options in the dropdown include Target CPA, Target ROAS, Maximize conversions, Target search page location, Target outranking share, Enhanced CPC, and Target impression share. Below the bidding section, the "Start and end dates" are set to "Not set", and the "Dynamic Search Ads setting" is configured with the domain "zerocompressionbackbrace.com", language "English", and targeting source. The left sidebar shows a list of campaigns, with "Zero Compression Back Brace - SPPC" selected. The top navigation bar includes the Google Ads logo, account information, and various utility icons.

Google Ads

Surfside PPC > 674-222-1037 674-222-1037

All campaigns > Zero Compression Back Brace ...

GO TO REPORTS TOOLS

898-363-0547 Surfside PPC corey@surfsideppc.com

All campaigns

Search campaigns

Display campaigns

Shopping campaigns

Enabled

Google Shopping - Zero Compression Back Brace - SPPC

Zero Compression Back Brace - SPPC

Back Brace For Men

Back Brace For Pain

Back Brace For Sciatica

Back Brace For Women

Back Brace For Work

Back Brace Lower Back

Back Brace Lower Back Pain

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Dynamic ad targets

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Enabled Status: Eligible Type: Search Budget: \$20.00/day More details

Settings

Budget \$20.00/day

Bidding

Automated bid strategies

Target CPA

Target ROAS

Maximize clicks

Maximize conversions

Target search page location

Target outranking share

Enhanced CPC

Target impression share

Manual bid strategies

Manual CPC

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.

Sets bids to help you get the most clicks within your budget.

CANCEL SAVE

Start and end dates

Dynamic Search Ads setting

Domain: zerocompressionbackbrace.com Language: English Targeting Source: ...

Additional settings

Setup

The screenshot displays the Google Ads interface for a campaign named "Zero Compression Back Brace - SPPC". The top navigation bar includes the Google Ads logo, account information (Surfside PPC, 674-222-1037), and campaign details (All campaigns, Zero Compression Back Brace ...). The left sidebar shows a list of campaigns, with "Zero Compression Back Brace - SPPC" selected. The main content area is titled "Recommendations" and shows a campaign optimization score of 69.1%. It lists several recommendations to improve the score, including "Bid more efficiently with Target CPA" (+12.2%) and "Add new keywords" (+10.9%).

Google Ads Interface Details:

- Header:** Google Ads logo, Surfside PPC, 674-222-1037, All campaigns, Zero Compression Back Brace ...
- Left Sidebar:** All campaigns, Search campaigns, Display campaigns, Shopping campaigns, Enabled, Google Shopping - Zero Compression Back Brace - SPPC, Zero Compression Back Brace - SPPC, Back Brace For Men, Back Brace For Pain, Back Brace For Sciatica, Back Brace For Women, Back Brace For Work, Back Brace Lower Back.
- Top Navigation:** GO TO, REPORTS, TOOLS, 898-363-0547 Surfside PPC, corey@surfsideppc.com
- Recommendations Section:**
 - Your campaign optimization score:** 69.1% (BETA)
 - Improvement suggestions:** ALL RECOMMENDATIONS (+12.2%), REPAIRS (+12.2%), BIDS & BUDGETS (+12.2%), KEYWORDS & TARGETING (+16.1%), ADS & EXTENSIONS (+2.6%), DISMISSED.
 - Recommendation 1: Bid more efficiently with Target CPA (+12.2%)**
 - Get more conversions at a lower or similar CPA with a fully automated bid strategy**
 - Conversions:** +1.9
 - Cost:** +\$148
 - Weekly estimates**
 - Recommended because:** our simulations show your campaigns are likely to benefit from Target CPA bidding.
 - Target CPA uses these and other signals to automatically optimize your bids for visitors who are more or less likely to convert.**
 - Examples of top signals for your campaigns:** Location: Marina and keyword: +medical +back +brace.
 - Recommendation 2: Add new keywords (+10.9%)**
 - Show your ads more often to people searching for what your business offers**
 - Recommended because:** you're not targeting searches that could be relevant to your business.
 - Keywords:** [wrist brace], [best posture corrector for women], [lumbar support for the car], [best posture corrector for men], + more.

Setup

Google Ads | Surfside PPC | 674-222-1037 | Bid strategies

Portfolio bid strategies | This month | Jun 1 - 26, 2019

Target CPA

Include campaigns (optional)

Select campaigns

Name

Target CPA

\$

Your recommended target

Advanced options

SAVE CANCEL

Bid strategy

Back Brace Back Pain Relief_Back Support Brace

Enhanced CPC

Target ROAS Zero

Select campaigns

Search by name or campaign ID

9 campaigns

Recommended target CPA

Bid strategy

1 selected

CLEAR ALL

Zero Compression Back Brace - SPPC

Google Shopping - Zero Compression Back Brace - SPPC

Zero Compression Back Brace - SPPC

[PAUSED COPY OF] Back Brace Back Pain Relief_Back Support Brace

Back Brace Back Pain Relief_Back Support Brace

Ergo Back April

Official new Google ad 2/20/19

Sales-Search ROSALIE and DA

Manual CPC

Target CPA

Maximize clicks

Maximize clicks

Maximize conversions


Maximize conversions

Maximize conversions

CANCEL DONE

Conversions	Cost / conv.
0.00	\$0.00
5.50	

Setup

 Google Ads

Surfside PPC >
674-222-1037 674-222-1037 ▼

Bid strategies

GO TO REPORTS TOOLS

898-363-0547 Surfside PPC
corey@surfsideppc.com

This month Jun 1 – 26, 2019 < >

Portfolio bid strategies

Target CPA

Include campaigns (optional)

[Zero Compression Back Brace - SPPC](#) ✎

Name

Target CPA ZCBB Bid Strategy

Target CPA

\$ 76.00

1 Your recommended target CPA is ~~\$76.59~~ \$76.00. This value is based on your past average CPA.

Maximum bid limit [?]

\$ 1.00

Bid limits will not be used in Display-only campaigns. To clear maximum bid, leave this field blank.

Minimum bid limit [?]

\$

Bid limits will not be used in Display-only campaigns. To clear minimum bid, leave this field blank.

With "Target CPA", Google Ads automatically sets bids to help get as many conversions as possible at the target cost-per-acquisition (CPA) you set. Some conversions may cost more or less than your target.

[Learn more](#)

Setup

The screenshot displays the Google Ads interface for a campaign named "Zero Compression Back Brace - SPPC". The interface is divided into several sections:


- Header:** Includes the Google Ads logo, account name "Surfside PPC", phone number "674-222-1037", and campaign name "Zero Compression Back Brace ...". It also features navigation icons for "GO TO", "REPORTS", "TOOLS", and a "More details" link.
- Left Sidebar:** Contains a list of campaigns under "All campaigns". The selected campaign is "Zero Compression Back Brace - SPPC". Other campaigns listed include "Back Brace For Men", "Back Brace For Pain", "Back Brace For Sciatica", "Back Brace For Women", "Back Brace For Work", "Back Brace Lower Back", and "Back Brace Lower Back Pain".
- Overview Section:** Shows campaign status as "Enabled", "Status: Eligible", "Type: Search", and "Budget: \$20.00/day". It also includes a "More details" link.
- Settings Section:** Displays various campaign settings in a table format:

Setting	Value	Action
Campaign name	Zero Compression Back Brace - SPPC	Dropdown arrow
Campaign status	Enabled	Dropdown arrow
Goal	Sales	Dropdown arrow
Networks	Google Search Network, Search partners	Dropdown arrow
Locations	United States (country)	Dropdown arrow
Languages	English	Dropdown arrow
Budget	\$20.00/day	Dropdown arrow
Bidding	Target CPA ZCBB Bid Strategy	Dropdown arrow
Target CPA	\$ 76.00	Change bid strategy ?
- Right Panel:** Provides additional information about the bidding strategy, stating: "With 'Target CPA', Google Ads automatically sets bids to help get as many conversions as possible at the target cost-per-acquisition (CPA) you set."

Campaign Settings

- Ad extensions
 - Location

Amherst Ice Cream Parlour - Artisan Soft Serve

 www.example.com

Pistachio and Brown Butter Raisin On Tap. Fresh Baked Cookies.


 [100 Dardanelles Rd, Amherst MA](#)

Campaign Settings

- Ad extensions
 - Location
 - Affiliate location

Campaign Settings

- Ad extensions
 - Location
 - Affiliate location
 - Callout

ACME Electronics - Competitive Pricing
 www.example.com
Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.
Free Shipping · 24-7 Customer Service · Price Matching

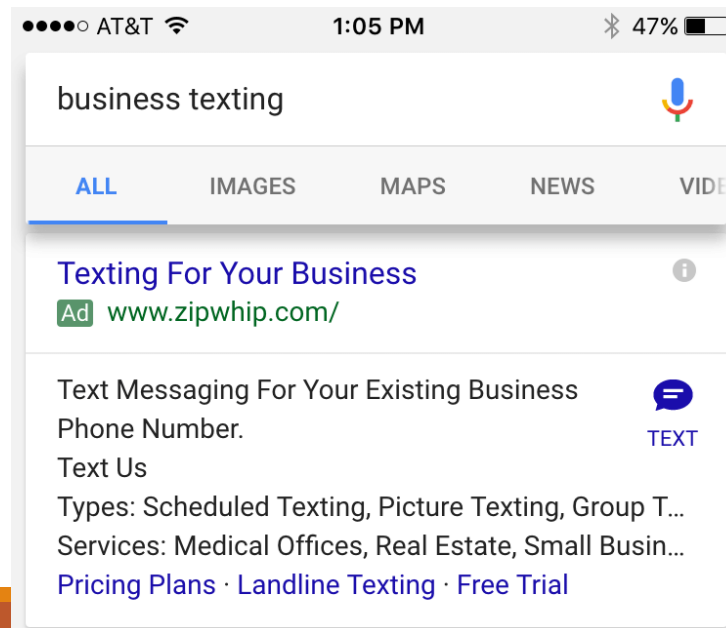
Campaign Settings

- Ad extensions
 - Location
 - Affiliate location
 - Callout
 - Call



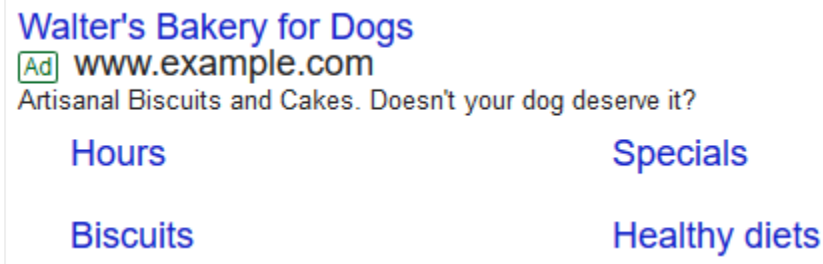
Campaign Settings


- Ad extensions
 - Location
 - Affiliate location
 - Callout
 - Call
 - Message



Campaign Settings

- Ad extensions
 - Location
 - Affiliate location
 - Callout
 - Call
 - Message
 - Site link



Walter's Bakery for Dogs
 www.example.com
Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

Hours	Specials
Biscuits	Healthy diets

This image shows a Google Ad with a site link extension. The main ad text includes the business name 'Walter's Bakery for Dogs', a small 'Ad' icon, the website 'www.example.com', and a description 'Artisanal Biscuits and Cakes. Doesn't your dog deserve it?'. Below the main text, there are four site link extensions arranged in a 2x2 grid: 'Hours', 'Specials', 'Biscuits', and 'Healthy diets', all in blue text.

Campaign Settings

- Ad extensions

- Location
- Affiliate location
- Callout
- Call
- Message
- Sitelink
- Structured snippet

ACME Electronics - Full Service Tech Shop

Ad www.example.com

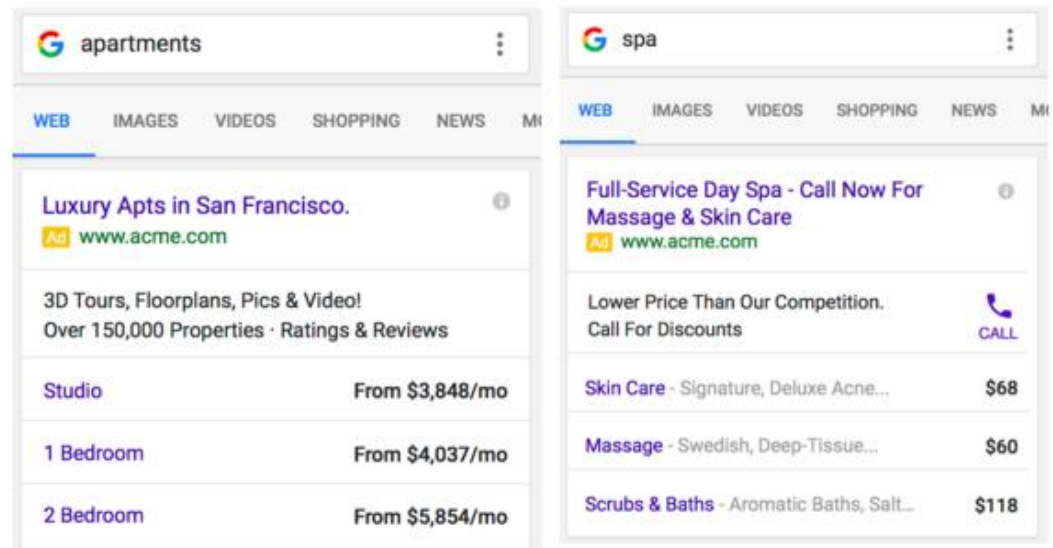
Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.

Services: Tech Support, E-Waste Recycling, Computer Repair

- Available headers: Amenities, Brands, Courses, Degree programs, Destinations, Featured hotels, Insurance coverage, Models, Neighborhoods, Service catalog, Shows, Styles, Types

Campaign Settings

- Ad extensions
 - Location
 - Affiliate location
 - Callout
 - Call
 - Message
 - Sitelink
 - Structured snippet
 - Price



Campaign Settings

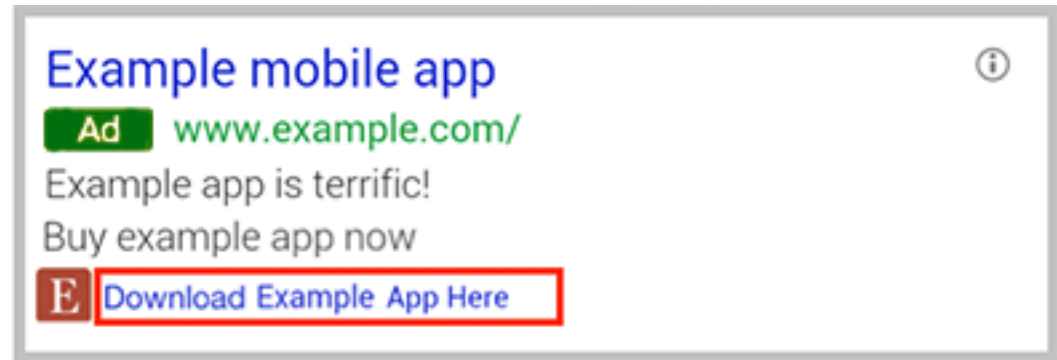
- Ad extensions
 - Location
 - Affiliate location
 - Callout
 - Call
 - Message
 - Sitelink
 - Structured snippet
 - Price
 - Review



Mushroom Foraging Tours
 www.example.com
Find Chanterelles, Porcini, Oyster
Mushrooms with a Fungi Guide!
"The leader in foraging." - FungiAssociation.com

Campaign Settings

- Ad extensions
 - Location
 - Affiliate location
 - Callout
 - Call
 - Message
 - Sitelink
 - Structured snippet
 - Price
 - Review
 - App



Campaign Settings

- “Budget is set at the campaign level
 - There is no ad group or KW budget
- Campaign settings determines where your ads will shown
 - Which Geo Location
 - Which Language
 - Which Type of advertising
 - Search / Display / Search with Display / Shopping / Video
 - Ads will show on all eligible devices by default.”

Ad tips

- “Highlight what makes you unique
- Include prices, promotions, and exclusives
- Empower customers to take action
- Include at least one of your keywords
- Match your ad to your landing page
- Appeal to customers on mobile
- Test!"

More Ad Tips

- “Writing the Ad Copy
- Use main KWs in the ad group This will increase CTR%
- Value proposition - what makes your offer unique
 - Lowest price
 - Many options
- You can test showing price of service/products
 - Starting from 19.90
 - Only for \$29
- Mention for offers
 - Buy 2 get 1 for free
- Use call to action
 - Book now, reserve now, use now, register now, discover..."

Dynamic Keyword Insertion

- “This allows advertiser to insert the KW that triggered the Ad in to ad text.
- Rule:
- Rent {KeyWord: BMW}

Headline ?	Rent{KeyWord: BMW}
Description line 1 ?	Best clean cars available for rent
Description line 2 ?	Free cancellation, pay later
Display URL ?	bmw-rental.dubairentals.com
Destination URL ?	http:// bmwrental.dubairentals.co

Ad preview: The following ad previews may be formatted slightly differently

Side ad

Rent{KeyWord: BMW}
bmw-rental.dubairentals.com
Best clean cars available for rent
Free cancellation, pay later

Top ad

Rent{KeyWord: BMW}
bmw-rental.dubairentals.com
Best clean cars available for rent Free cancellation, pay later

- Benefits:
- Increases ad text relevancy with searchquery
- Search term displayed in bold
- High probability to increase CTR
- Can be used in any part of the ad"

Example of Dynamic Keyword Insertion

Keywords	Ad text
dark chocolate	Headline: Buy {Keyword:Chocolate}
sugar free chocolate	Display URL: www.example.com
gourmet chocolate truffles	Description line 1: Artisan candy from San Francisco
	Description line 2: Free shipping orders \$50 more

Depending on which keyword is triggered by a customer's search, the above ad could look different. Here are some examples of how your ad could look for customers:

Customer searches for:	Your ad could look like:
dark chocolate	Buy Dark Chocolate www.example.com Artisan candy from San Francisco Free shipping orders \$50 more
sugar free chocolate	Buy Sugar Free Chocolate www.example.com Artisan candy from San Francisco Free shipping orders \$50 more
gourmet chocolate truffles	Buy Chocolate www.example.com Artisan candy from San Francisco Free shipping orders \$50 more

Analyzing Keyword Performance

+ Add Keywords		Campaigns	Ad Groups	Ads	Keywords	Insights								
ACTIONS	Campaigns	ALL ▼	Ad Groups	ALL ▼										
<input type="checkbox"/>	Status	Keyword	Sug. Bid	Max CPC	Impr.	Clicks	Avg. Pos	Avg. CPC	Total Cost	CTR	Conv.	Conv. Rate	Profits	CPA
<input type="checkbox"/>	▶ Active	canon eos rebel	\$1.30	\$1.05	5,400	53	6.00	\$1.05	\$55.65	0.98	2	3.77	\$144.00	\$27.83
<input type="checkbox"/>	▶ Active	canon eos rebel t3i	\$0.81	\$0.85	27,100	352	4.50	\$0.85	\$299.20	1.30	14	3.98	\$1,008.00	\$21.37
<input type="checkbox"/>	▶ Active	canon rebel	\$1.00	\$1.05	27,100	312	4.50	\$1.05	\$327.55	1.15	12	3.85	\$864.00	\$27.30
<input type="checkbox"/>	▶ Active	go pro	\$0.85	\$0.85	38,555	175	9.50	\$0.85	\$148.75	0.45	7	4.00	\$313.81	\$21.25
<input type="checkbox"/>	▶ Active	go pro camera	\$1.15	\$1.21	27,100	139	9.50	\$1.21	\$168.19	0.51	5	3.60	\$224.15	\$33.64
<input type="checkbox"/>	▶ Active	go pro hero	\$0.72	\$0.90	5,400	35	9.50	\$0.90	\$31.46	0.65	1	2.86	\$44.83	\$31.46
<input type="checkbox"/>	▶ Active	go pro hero 3	\$1.21	\$1.55	12,100	78	9.50	\$1.55	\$120.28	0.64	3	3.85	\$134.49	\$40.09
<input type="checkbox"/>	▶ Active	go pro hero camera	\$1.37	\$1.55	170	0	9.50	\$1.55	\$0.00	0.00	0	0.00	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	go pro hero hd	\$0.89	\$1.00	140	1	9.60	\$1.00	\$1.00	0.71	0	0.00	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	gopro	\$0.74	\$0.85	19,319	0	10.00	\$0.85	\$0.00	0.00	0	0.00	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	gopro camera	\$1.17	\$1.21	19,147	0	10.00	\$1.21	\$0.00	0.00	0	0.00	\$0.00	\$0.00
<input type="checkbox"/>	▶ Active	nikon coolpix l110	\$0.19	\$0.25	1,900	70	3.00	\$0.25	\$17.51	3.68	2	2.86	\$89.66	\$8.76

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