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THE COMPLETE DIGITAL MARKETING

Google Adwords: Create Your First Profitable Campaign Today!



Avoid the most common mistakes and save yourself hundreds of dollars, time and frustration.

Remember: Google is advertising company. Their #1 goal is to get you to spend money. All the

default ad campaign settings are not optimal – so never take Google's advice! Instead, listen to the advice listed here. I don't want you to spend, I want you to succeed.

Note: payment is only required at the end of the Adwords campaign set up, so follow the process and get a feel for Adwords without needing to spend a penny!

Bonus: Download a PDF version of this guide. Access it offline anytime. Bring it to team or

client meetings!

BENEFITS OF GOOGLE ADWORDS Here are three key benefits of online advertising and Google Adwords:

2. **Highly Targeted.** Target by keywords, location, language, time of day & more!

1. Instant Results. Drive Targeted Round-The-Clock Traffic to Your Website in Minutes.

3. Cost Effective. You'll only pay when someone clicks your ad. Pay per Click (PPC) Google Adwords vs. Facebook Ads.

Which is more effective? What to use for higher converting traffic?

different on both websites. • Google: People use Google to find a solution to their problem. e.g "Emergency plumber", "wedding venue". Therefore, AdWords is a good to target these people actively searching

Both can be highly effective but they need different approach because the users intent is

because you are theoretically providing that solution. • Facebook: People use Facebook to connect with people and share. Therefore, Facebook

Ads can be good to leverage word-of-mouth as it's already a social venue. This is perfect for

problems people might have but not actively search, or problems they don't yet know they have. **Pro Tip:** You can allocate budget for both and see which one bring you the result you desire.

- **HOW GOOGLE ADWORDS WORKS** Ads on Google and it's display network are sold by auction. Advertisers bid on keywords in order to serve an ad which, when clicked upon, leads the
- searcher to a website landing page. However unlike traditional auctions, the highest bidder does not always win. Google takes 2 factors into consideration:

1. Quality Score (expected clickthrough rate, ad relevance, and landing page experience). 2. Bid (e.g. \$1)

Google multiple these two factors together to create a new measure: Ad Rank.

Ad Rank = Quality Score * Bid The bidder with the highest Ad Rank gets the top spot and so on down to either the last ad

white speech bubble next to any keyword.

For example your goals may be to increase:

Now that we've covered the basics, Follow These 10 Steps to Set Up Your First **Profitable Adwords Campaign**

Before paying for a single click, you first need to determine exactly what you want your

1. DEFINE SUCCESS & SET UP TRACKING

• Focus on consistently improving your quality score so you can reduce costs and out rank

higher bidding competitors. See details about that keyword's Quality Score by clicking the

advertising to accomplish. Always set your goals first and make decisions towards those goals.

Brand Awareness

Online Sales

Phone Calls

qualifying.

Recommendation:

App Dowloads New Leads In Store Purchases Expand into a New Territory

While Google can't determine your goals for you, they try and make it easy for you to track your

through rate (CTR) but when you look deeper in Google Analytics, you may see that term

3. Link Google Analytics to Adwords. Go to Google Analytics admin area>pick the

The second huge mistake many people make is not doing any competitor research before they

correct profiles to link and you'll have Adwords data in Analytics and visa versa..

2. ANALYZE YOUR PPC COMPETITION

doesn't convert well or has a high Bounce Rate. That kind of information can really help you

It's OK to change or refine your goals later on but if you don't know exactly what you want; then no decision in AdWords can be correct (or incorrect).

Recommendation

1. **Set up Goals in Google Analytics.** AdWords may show a Keyword has a great click

goals once you figure them out.

effectively optimise your account. 2. Link your Adwords Accounts to Google Analytics and Search Console. Create an AdWords account and go to Google AdWords settings > linked accounts and pick the appropriate Analytics and Search Console profiles.

create their first campaign.

keywords in Google.

page instead of the homepage.

Recommendation

Recommendation

improve on your competitors best strategies.

maximizing the return you'll see from your ad investment.

to find what they were originally searching for in Google.

Leadpages and add your content from there.

There are six main campaigns types you can choose from:

4. **Shopping.** Best ways to Create Shopping Ads.

5. Video. Video Ads on YouTube and across the Web.

5. TARGET YOUR AUDIENCE

3. **Time of day.** e.g. Show ads during business hours only.

Google Analytics and from your Facebook Page.

the page or on the first page of Google search results.

the target cost-per-acquisition (CPA) you set.

1. **Location**. city, zip code etc.

only relevant language ads.

from another domain.

conversion on your website.

budget. 📃

2. Language.

Recommendation

1. Search Network with Display Select. (can be very broad!)

2. Search Network Only. Google Search and Search partners.

3. Display Network Only. Google's network of partner sites.

Recommendation 1. Search Google. Check out the ads you'll be up against by searching for some of your best

2. Note Down Compelling Ad Copy. What makes you want to click? Look for great offers,

3. Review Competitor Landing Pages. See what your competitors landing pages are like.

3. HAVE A CONGRUENT LANDING PAGE

certain prices, deals or product benefits make the ads more compelling.

4. Spy on Your Competitors. Use free tool Spyfu to get even more insights.

This exercise gives you an instant advantage when writing your ad copy because you can

Having a landing page dedicated to your advertising campaign objective is a huge part of

Do they ads go to their homepage and are call to actions visible?

One of the biggest mistakes that AdWords beginners make is driving paid traffic to their homepage. Your homepage is great for explaining what your business is about, but it's never going to be as effective as a dedicated landing page at getting conversions.

E-commerce Businesses especially should send traffic to the appropriate product or category

• Begin with the end in mind. Remember, paid search won't fix a bad landing page or a high-friction shopping cart experience. Before you get started, you should have a mobile optimized website or landing page that you want to send traffic.

• Match your ad keywords with your landing page headline. Don't try and reinvent

the wheel. Start with a high converting landing page template from a company like

Good landing pages, take customers exactly where they expect to go. i.e. they don't need to click

4. SELECT THE RIGHT CAMPAIGN TYPE When you start setting up your AdWords campaign, you'll need to choose a campaign type and a campaign sub-type.

The campaign type determines things like where your ads can show to customers on Google's

Adwords Ads can be displayed in the **Search Network** (Google & partners sites) and across

their **Display Network** (YouTube, Gmail, Wall Street Journal, New York Time etc.)

6. Universal App Campaign. Promote app, across Search, Display and YouTube.

advertising networks, and what format they can be in, such as text or video.

• Login into Google Adwords. For your first campaign, select on "Search Network Only". Click "all features" and untick "include search partners" to target campaign even further. Budgets are set at the campaign level, so creating separate campaigns if you want to run different types of campaigns for your can manage your budget.

The ability to target your ads is one of the key benefits of online advertising.

your website. **5** Ways to Target Your Adwords Ads

4. Device targeting. Mobile, tablet, desktop, certain operating systems, carriers etc.

• Use Available Data. To improve the accuracy of your targeting, use available data in

• Language. If you want to target two languages, it's best to create a separate campaign for

that language so that you can control the budget separately for that campaign and include

1. **Target Search Page Location.** Automated bidding strategy to show your ad on the top of

2. **Target CPA.** Bidding strategy that sets bids to help get as many conversions as possible at

keywords to help achieve an average return on ad spend (ROAS) equal to the target you set.

3. Target ROAS. Automated bidding strategy across multiple campaigns, ad groups, and

4. Target Outranking Share. Automated bidding strategy that help your ads outrank ads

5. Maximise Clicks. Automated strategy to help get as many clicks as possible within your

7. Manual CPC. A bidding method that lets you set your own maximum cost-per-click (CPC)

1. Match your ad to your landing page. People might leave your website if they don't find

5. Include at least one of your keywords. For example, if you've included digital cameras

6. Follow Google's editorial guidelines. Don't overuse CAPLOCKS, exclamation points,

• Use all characters given to write your text ad. Your are paying for space. Get to zero

2. Highlight what makes you unique. Free shipping? Dazzling variety? Tell people!

for your ads. This differs from automated bid strategies, which set bid amounts for you.

6. **Enhanced CPC.** Raises your bid for clicks that seem more likely to lead to a sale or

5. **Keywords**. Target your audience further by selecting keywords. See step 9.

It allows you to control your costs and also drive more targeted (and high converting!) traffic to

6. DETERMINE YOUR BIDS & BUDGETS Choose the right bidding strategy for your marketing goals. Set the Bids for your Ads in 7 Ways:

Recommendation For your first campaign, enter the info below in the 3 fields in Adwords.

Bid Strategy: Select "Manual CPC"

7. WRITE EFFECTIVE ADS

Follow these 6 tips to write effective text ads:

■ **Default bid.** Enter "\$1". 📃

• Budget: Enter "\$20" a day

what they expect.

Recommendation

Planner Tool.

Showcase the products, services, or offers that make you competitive. 3. Include prices, promotions, and exclusives. If you have a limited-time discount or stock an exclusive product, say so. 4. Empower customers to take action. Include calls to action like purchase, call today, order, browse, sign up, or get a quote make clear what the next steps are.

as a keyword, your ad headline could be "Buy Digital Cameras."

in each line – it helps push other competing ads further down the page.

• Broad Match Modifier. Add plus sign on +keywords for broad modifier match.

search results. Enhance your ad with Site Links, Call Links, Location. More info here.

• Remarketing. Great to show ads to people who have visited your website or used your

• Negative Match: -keyword. E.g. free, cheap, torrent, youtube.

use GiM!M1CkY TEXT and S.P.A.C.I.NG. More info here.

8. CHOOSE PROFITABLE KEYWORDS

Start with 10-20 keywords for each ad group. Choose phrases that customers would use to search for your products and services. Be specific: avoid one-word keywords. Research Keywords by spying on competitors and also using the Google Adwords Keyword

control when your ads appear.

Recommendation:

app. More info here.

Don't just set it and forget it.

copy, bid price, and landing pages.

Recommendation

1. Google Adwords Help

NEXT STEPS...

very broad! • Phrase Match. Enter keywords in Adwords using quotes marks on "keyword" for phrase match targeting. • Exact Match: Enter keywords in Adwords using square brackets on [keyword] for phrase match targeting.

9. ADVANCED CAMPAIGN SETTINGS Negative Keywords: Add Negative keywords to the negative keywords tabs. -keyword. e.g. free, cheap, torrent, youtube. • Ad Extensions. Create more reasons to click your ad and increase it's prominence in the

10. MEASURE & OPTIMIZE

people just learning about a topic).

- Running ads is a constant game of optimization. There's always new opportunities to pursue for growth so don't let it just sit there.
- Optimise or pause underperforming ads. • Reinvest budgets in ads that are working have high CTR's and conversion rates.

If you want to get the most out of your AdWords campaigns remember to test things like ad

- Create Your First Profitable Adwords Campaign by following the steps outlined above. Ask questions & get feedback on your work inside the course.
 - **Related Posts** local-seo seo-checklist 26-Point SEO Checklist for
- Bonus: Local SEO How

2. Google Adwords Certification: Get Certified in 2 Days

Facebook Marketing: Get Your First 1000 Likes New Websites & SEO to Rank Your Local Without Facebook Ads Business

I am going to ads campaign for eCommerce site. If i want to set Default bid:

This sounds good to me. But you have to make sure that the bid

\$0.20 and per day:\$10. that is okay.

James

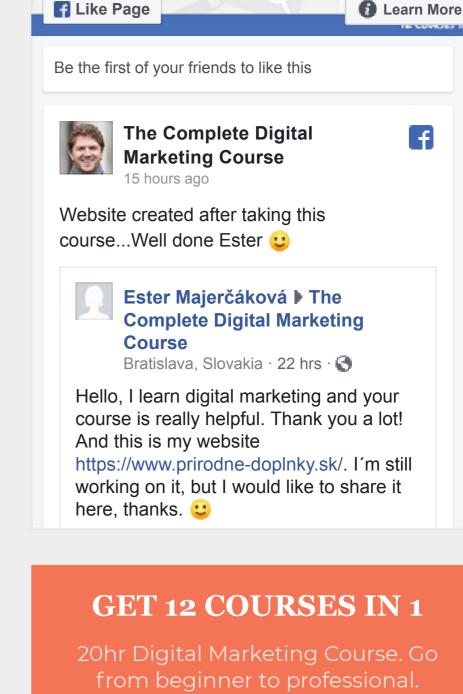
2 Comments

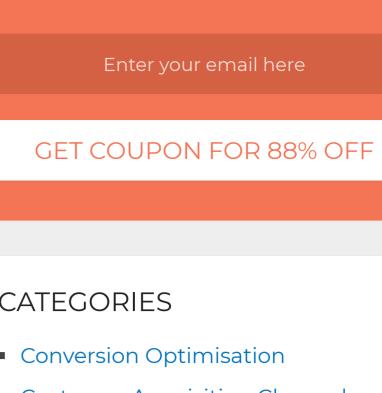
FREE DOMAIN + 60% OFF HOSTING

BLOG

WordPress: Create a Website in 1hr Without ... 47 Comments

The Complete Digital Mark...





- **CATEGORIES** Conversion Optimisation Customer Acquisition Channels Data & Analytics Market Research Resources
 - only \$2.95 /mo Get Started

bluehost



Wordpress Development

- The Best Web Hosting

Theme by MyThemeShop

Of of the most expensive mistake people make is not using the appropriate match types. These • Broad Match. Default match type. Shows ads to searches for similar phrases or searches. Start with 10 keywords for each ad group. Focus on keyword that show intent to buy (not

ADDITIONAL RESOURCES

prices don't fluctuate too much. Because it is on default it will keep

changing prices as required, so you better keep an eye on it and as soon as it gets out of your budget, you better bid manually.

Facebook marketing

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