**AdWords Guide**

**Structuring your AdWords Account :**

**Mimic web structure if web successful:**

* Every product category should have its own campaign.
* Every product category has its own target audience, profit margin and growth strategies according to business needs, need to see that data separately to take decisions and make different bets and promotions depending on which category you want to leverage from a business perspective.
* Location targeting can only be set at the campaign level.

Example : Client : Paillet y Asociados.

Campaigns :

* **Contabilidad Agropecuaria Integral :**
* **Contabilidad Integral :**
* **Asesoramiento Impositivo :**
* **Contabilidad Societaria :**
  + Escisiones :
  + Fusiones :
* **Impuestos Personales :**
  + Autonomos :
  + Monotributo :

**Network Options, where to begin :**

Search Network First for limited budget, then google partners (ecommerce websites like Amazon, ebay etc, not applicable in Argentina), then Display Network.

**Devices, tablets versus desktop vs Mobile :**

* **Conversion Rate : Desktop > Mobile > Tablets**
* **Avoid bidding in Tablets and Mobile if you have a limited budget.**
* **Bad UX is the #1 reason of less conversion rates in mobile and tablets, need to have a nice responsive website prior to bidding in tablets.**
* **CTR Rate : Desktop > Tablet > Mobile**

**Location Targeting : Can combine all of these location methods.**

* **Exclusions and Inclusions of locations or zip codes or cities or states !!! or with radius**
* **Radius Targeting, target a certain mile radius between a given target.**
* **Location Groups : Use places of interest to target ads or demographic tiers**
  + **Ex : Anywhere near airports, universities**
  + **Ex (dem tiers) : target top 30 % income in a city or country or 10 %**
* **Bulk Locations : Add a list of a given zip codes in which you specifically want to bid**

**Advanced Location Targeting : Do an analysis of the buying persona of the given business.**

* **Adding locations individually allows you to then manage bid adjustments by each individual, increasing or decreasing bids based on performance, cost and auction competition.**

**3 Types**

1. **Reach Ppl in, searching for or who show interest in my targeted location** : is a good choice only if you want people who are not in the location you are targeting right now but show interest or are potential travelers to that location. Ej : Hotels
2. **Reach People in My Location** : Most recommended option, shows only to people who looks in those locations via GPS and IP tracking. Most control over audience.
3. **Reack Ppl Searching for or who show interest in my targeted location :** Shows to anyone who shows interest in your target location, where the user resides is ignore. They need to specifically enter the city in the query search term, if not it won t pop up.
   * **Usable :** Want to attract newcomers to your location who are looking for stuff to do, shops etc, as it shows ads to ppl specifically searching for that.

**Targeting Option For Exclusions :**

1. **Exclude people in, searching for, or viewing pages about my excluded locations ;** Totally excludes all people who are or show interest in the excluded location
2. **Exclude people in my excluded location** : If you want people outside that location looking for your keywords and for that excluded location to find you.

Example : Belen Reggiani Violin :

1. PRO : Broader audience CON: Might attract querys from other places. SCORE : 3
2. PRO : Guarantees that they live in CABA CON: If they live in province and ork in caba might be excluded despite they might want to take classes SCORE:8
3. PRO: Broader audience, attract both caba and pcia CON:Might attract elsewhere.
4. Totally 1, we don´t want to target people too far away even if the show interest.

**Bidding Strategy :**

**Automated Bidding Strategies: Result driven, focuses on increment biddings to win the auction depending on your business objective.**

* **Target Search Page Location :** 
  + **Goal : Increase brand awareness by showing your ad higher on the page, either 1st page or top of the page.**
  + **How it Works :** Google takes control of keyword biddings based on a range you set to win as much 1st positions as possible based on the daily budget you set. Can be used only for a couple of keywords. Can set MAX BID**.**
  + **Direct Benefit :** Increase CTR as the result shows first in the query.
  + **Scenario Of Use :** Want to increase brand awareness or always be visible to users.
* **Target ROAS :**
  + **GOAL :** Drive revenue for business based on how much money you want to get after displaying your adds and making the sell.
  + **How it Works :**  Google predicts what clicks have more chance to convert and to and how much those conversions will be worth to u, then bids to secure those querys which he thinks my end in a profitable conversion based on your inputs.
  + **ROAS = Total Conversion Value / COST (all production cost includes advertising).**
  + **Need to have some conversion history and regular conversions to base algorithm**
  + **Scenario of Use :** want to increase sales at a profitable ratio, as long as your target ROAS is positive (depending on increased bidding cost), your business will grow in volume.
* **Target CPA : Cost per acquisition.**
  + **GOAL : get as many conversions as possible based on your target CPA.**
  + **How it Works:** google predicts which querys will convert and how much it will cost that click so that the cpc does not matter, because clicks convert at a profitable cost.. as long as you calculate it right.
  + **Scenario of Use: Target CPA =** CLTV \* Conversion rate(filling a form etc is the conversion). **Recommended !**
  + **Needs :** Have conversion data in you account so google algorithm can make conversions at the target CPA, at least 2 -3 conversion per campaign per day, better for large retailers.
* **Target Outranking Share :**
  + **GOAL :** beat competitor by bidding more than they do, don`t matter the cost.
  + **How it Works:** Takes up to a week to see results, google raises bids to all keywords in which the competitor usually is, but might not end up being.
  + **Scenario of Use:** avoid competitor from gaining ground or spreading their PRDs or Brands, seize the spots to prevent a client migration to competitor and secure market share.
  + **Needs :** Remove max CPC to see true results, be willing to spend money before seeing true results.
* **Maximize Click :**
  + **GOAL :** Get as much traffic as possible to your site, expenditure is capped at the daily budget, can also set a max CPC bidding.
  + **How it Works:** Google selects bids that might lead to a click and increases your bid limit to show your add.
  + **Scenario of Use:**  want to get feedback or customer behavior data, direct attention to a specific valuable or new product or get ideas on how to improve the UX and website experience.

**ECPC : Enhanced CPC (semi autonomus bidding) :**

* **Objective:** maintain a strict control of individual keyword level bids, control how much you bid for each keyword but allow google to increase a lil bit
* **How It Works :** google automatically increases your bid up to 30 % or decrease your bid up to 100% based on how likely the click is going to lead to a conversion.
  + **Starts with only modifying 50 % of your traffic, then adjusting based on performance of adjustments.**
* **Scenario of Use :** 
  + **Budget control at the keyword level, you keep control of bids.**
  + **Your keywords represent a different type of potential buyer**
  + **To start with automated bidding strategies.**

**Manual CPC : Best for beginners :**

* **You set the $ per bid, at the campaign and ad group level, google won t bid more than the max, best place to start to get insights and understand competition.**

**Default Bid :**

**How to figure out which is the default bid :** Look at keyword planner and another 3rd party data providers. Usually $3 is a good place to start 2-3 per click.

A default bid is going to be inherited by the childs in the campaign level or ad group, unless these are not changed, they will stick to the default bid amount.

Standard vs Accelerated Delivery Methods :

**Standard :** Optimize delivery of ads, spending budget evenly over time. Same amount of impressions spread evenly throughout the day, depending on add schedule.

* PROS: Get impressions volume throughout the day, helps see hourly trends by then pulling the reports and comparing timeframes.
* Ensures your ads are available all day through, spread out.
* Cons : Cant see the real volume of potential impressions.

**Accelerated :** Spends budget more quickly, it s the recommended to start to get to know how many impressions are available for your keywords and plan based on that. (adventure recommended).

* PROS : Truer data, can reveal insights on keywords and help figure out acurrate budget.
* CONS:
  + If accelerated you are bidding for clicks early in the morning in which competitors might not be present, therefore resulting in a lower CPC and a wrong competitive analysis.
  + May miss potential sales later in the day due to budget limit.

**TIP :**

* **IF BUDGET IS FIXED AND LIMITED, GO WITH STANDARD.**
* **IF BUDGET IS FLEXIBLE AND YOU WANT LONG TERM BENEFITS. GO WITH ACCELERATED TO FIND THE REAL POTENTIAL AND IMPROVE THE CAMPAIGN.**
  + MAKE SURE TO ANALYZE DATA AND CORRECT CAMPAIGN BASED ON THAT.
  + UNDERSTAND BUSINESS GOALS AND CAMPAIGN OBJECTIVES.

**Ad Extensions :**

* **SERP Real Estate : Gain space, the bigger the add, the more the CTR.**
* **Offer user more options and faster conversion path**
* **Increase quality Score**

**Auotmated Add Extensions : They do it automatically !!!!**

**Sitelinks :**

* **Drive users to specific pages**
* **Can create descriptions for sitelink extensions..even more NOTICABLE.**
* **Increases CTR**
* **Different URLs for each sitelink, no 3rd party links.**
  + **Desktop : 2-6 extensions**
  + **Mobile : 4 max**

**Tips:** Use **google analytics** to track customer paths in the page and provide sitelinks associated to that path.

**Location Extensions :**

* Added at the campaign or adwords level
* Needs google my business account
* Can ALSO include Business hours, google + reviews, hours and directions
* Can use address filters at the campaign level to only show google my business addresses related to that campaign.

**Call Extensions :**

* **On mobile, it s a clickable button and charged as if it was a click. When the use clicks, it pops up with a yes/no, if the user hits no, it charges anyway !!!.**
* **Can select to only show during business hours**
* **Use google forwarding number to redirect to your phone and keep track of the consumer path prior to the phone call.**
* **Call extensions take precedent over location extensions, can override location through call.**

**Review Extensions :**

* **Quoted or paraphrased 3rd party reviews.**
* **Not charged as clicks.**
* **Can t be hosted on your website and must link to 3rd party review, no press release reviews.**
* **Not used very much, room to stand out.**

**Callout Extensions :**

* **Small callouts below description that give further information or specifications on the PRD.**
* **Can set them at the campaign and at the ad group level.**
* **Highlight special offers and promotions, special traits. Ex : Winter Sales.**
* **Won`t reset add statistics if changed.**
* **25 character limit per extension**
* **4-8 callouts, google will rotate**
* **Can customize for mobile.**
* **Copywriting that hooks the audience.**
* **Can be scheduled to appear on specific times to mimic the sale !!!!.**
* **TIP: Keep promotions, free shipping, winter sales, sweet attactive client carrying minimal phrases on it, not product features.**

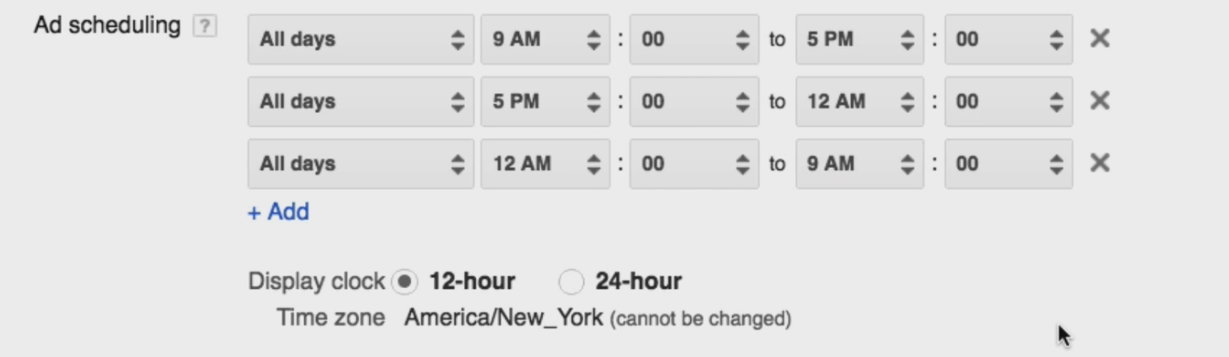
**STRUCTURED SNIPPETS EXTENSIONS :**

* **Similar to callouts, structured within a parent category provided by google.**
* **Predefined list of headers to choose from (Amenities, Brands, Courses, Destinations).**
* **Up to two headers per ad.**
* **TIP : Keep for practical product or service information, callouts for benefits and promos.**

**Ad Scheduling ;**

**Hard Scheduling : From -5pm to 9pm**

**Soft Scheduling : Display all day long but increase biddings in a specific timeframe. Need to detail all timeframes in add scheduling to then be able to bid more aggressively at the timeframe level.**

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**AD Rotation : 4 settings**

* **Optimize for Clicks :** show adds who have higher CTR historical rate more often.
* **Optimize for Conversions :** show adds who have higher historical conversion rates. Useful when you have a lot of conersions and data to make algorithms work statistically.
* **Rotate Evenely :** for 90 days and then adjust base on performance.
* **Rotate Indefinitely :** show lower performing ads more evenly with higher performing ads.
  + Use it as long as you are monitoring and analyzing results, rewriting ads and iterating. You choose how to rotate and perform analysis then rewrite, use KPIs.

**Optimize for conversions :** useful when you have been working and fine tuning your campaign for a great while.

**Dynamic Search Ads :** Let google create the adds, keywords and everything for youuuu.

**Tracking Templates : LINK GOOGLE ANALYTICS TO WINNN.**