**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.