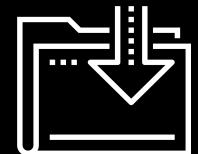


Introduction to Paid Search

Digital Marketing
Lesson 10.1



Introduction to Search Engines

Unit 10: Paid Search Advertising & Analytics

Here's what you will cover in **Unit 10**:

Today

Introduction to paid search ads and the Google Ads interface.

Next Lesson

Targeting and structuring campaigns and Google Search Network basics.

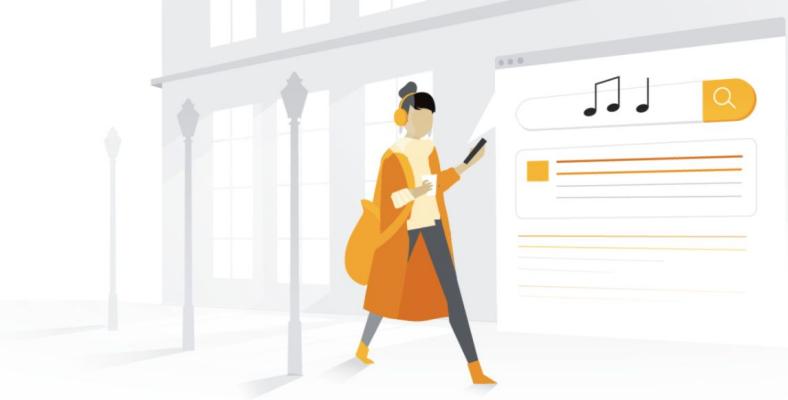
Third Lesson

Testing, evaluating, and optimizing campaigns.

End of week

Campaign data analysis using Google Sheets.

- ▷ Knowledge Check
(Optional Homework Bonus)
- ▷ Study Google Ads Search modules
(Optional Homework Bonus)
- ▷ After this lesson, with some real-world experience, you'll be prepared for a search certification.



A stylized illustration of a person with headphones and a backpack walking down a street. A large digital interface is overlaid on the scene, showing a search bar with musical notes and a list of results with orange lines.

♡ Favorites

Google Ads Search Certification

By Skillshop Published: Sep 7, 2019 3.7h Beginner   (227) [Report](#)

[Google Ads Search](#) [Google Ads Certifications](#)

In today's class we'll cover

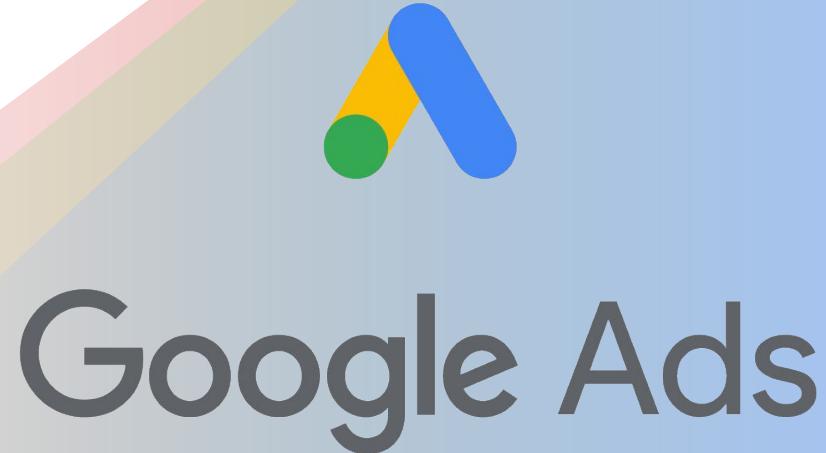


- The differences between organic & paid search.
- How to create a search ad using extensions.
- How user intent influences keywords in search ads.
- An introduction to keyword research and Google's Keyword Planner.

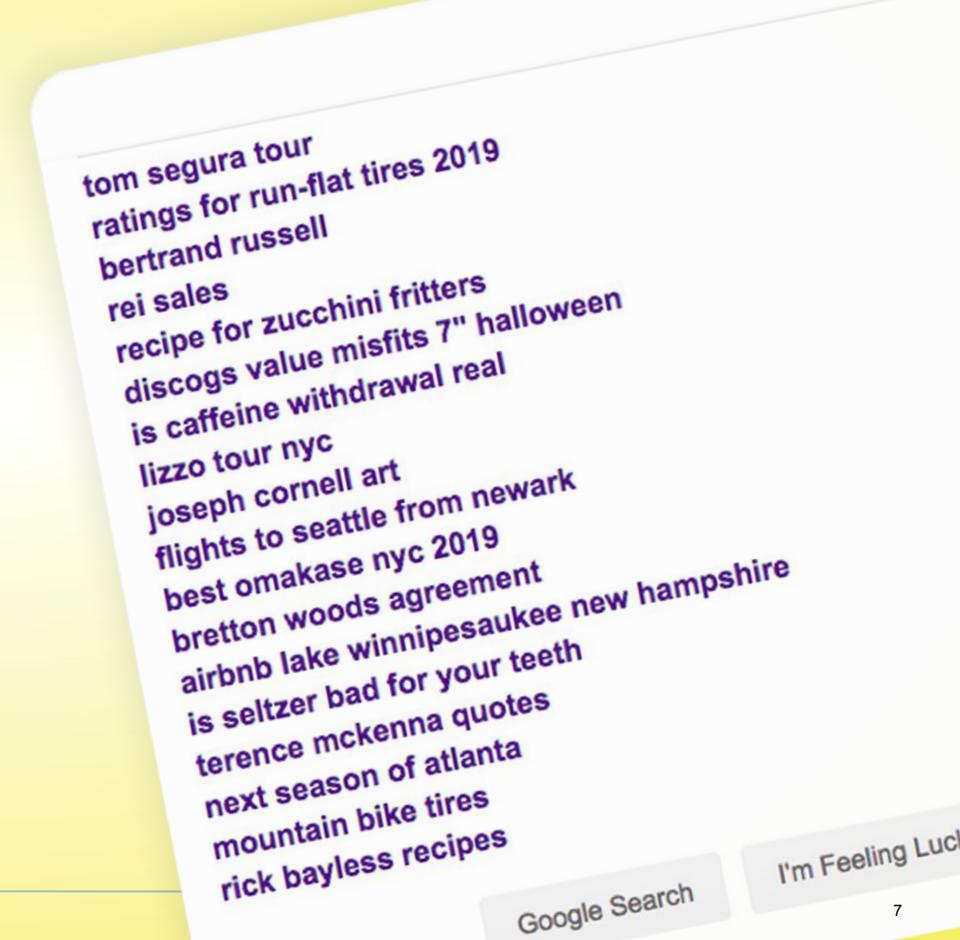
Important!

You have been added to the Google Ads class account. (We will explore it in the next class).
Here are three things you need to know:

1. You need to set up a personal Google Ads account.
2. You may be prompted to add a payment method, but it is not necessary to do so.
3. If you **do** choose to add a payment method, be careful not to accidentally hit “Create” or “Publish” on any campaign.



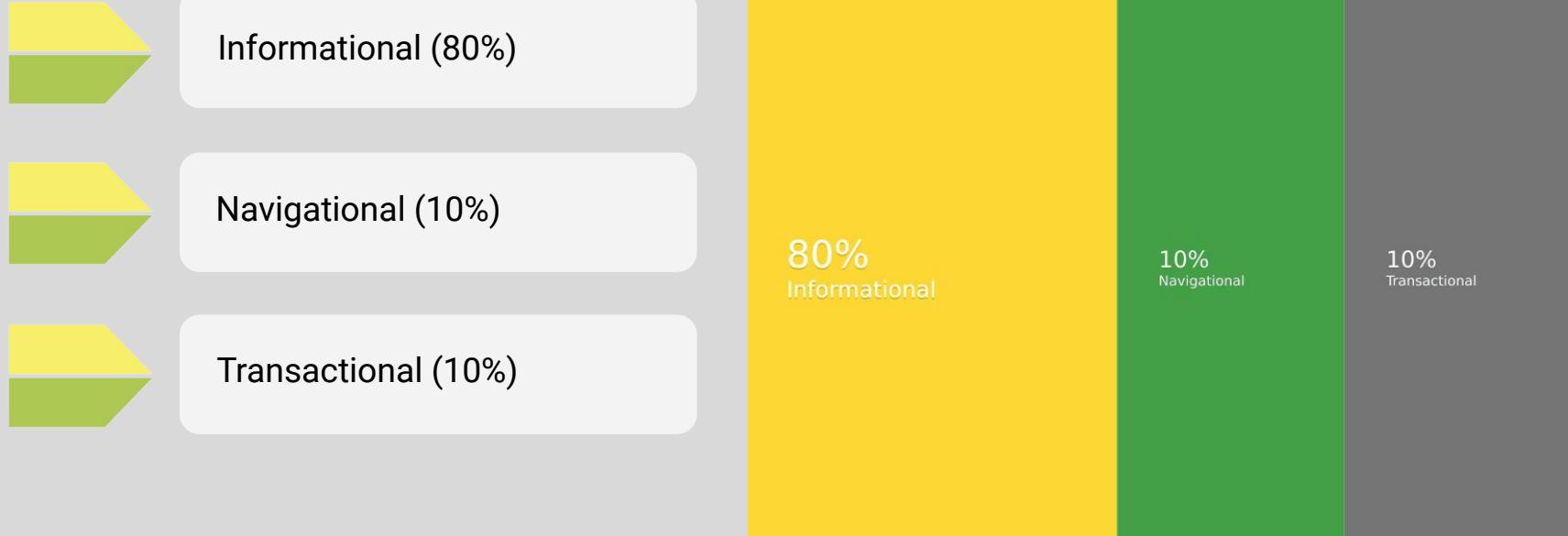
How Do People Use Search Engines?



Google Search

I'm Feeling Lucky

Types of Search Needs



Navigation (looking for a specific website)

Opportunities these searches present to a marketer: Conversion tends to be high if a search is specific to a brand. If it is for a competitor's brand, there's still potential to pull the searcher away from their intended destination.

Google

delta airlines

All Flights News Books Images More Settings Tools

About 86,100,000 results (0.74 seconds)

www.delta.com Airline Tickets & Flights: Book Direct with Delta Air Lines ...

Delta Air Lines, Inc., a leader in domestic and international travel, offers airline tickets & flights to over 300 destinations in 60 countries. Book direct at Delta.com.

Book a Flight Search for a Delta flight round-trip, multi-city or more. You choose ...

Booking a Flight Online Book a Flight - Booking Information - Fares & Discounts - ...

Flight Status Flight Status & Notifications. All fields required. Search by ...

Find Your Trip Loading My Trips Screen Loading content, please wait... Find Your ...

Coronavirus Update Center Travel Update Center, Site Section Navigation Navigation ...

More results from delta.com

Delta flights from Los Angeles, CA (LAX)

This airline has updated its flight change policies to give you more flexibility when you travel. Learn more

Los Angeles, CA (LAX) Enter a destination

Jun 11 ~ 15

Search Delta flights

Top stories

CNN Delta and United Airlines caught up in rising US-China tensions 1 day ago

Traveler How the Delta-LATAM Partnership Will Benefit Travelers 1 day ago

InvestorPlace Don't Rush to Buy Delta Stock Right Now 5 hours ago

More for delta airlines

People also ask

Are Delta flights Cancelled?

Can I call Delta to book a flight?

Delta Air Lines, Inc. is one of the major airlines of the United States and a legacy carrier. It is headquartered in Atlanta, Georgia. Wikipedia

Customer service: 1 (800) 221-1212

Stock price: DAL (NYSE)
\$25.65 +2.96 (+13.05%)
May 26, 4:00 PM EDT - Disclaimer

Bag information: In economy, within United States, 1st bag \$30, 2nd bag \$40. To other destinations, prices vary by itinerary. More Delta Air Lines bag information

CEO: Ed Bastian (May 2, 2016 -)

Headquarters: Atlanta, GA

Hubs: Hartsfield-Jackson Atlanta International Airport, MORE

Alliances: SkyTeam, SkyTeam Cargo

Track flight status

Enter flight number Track flight

Profiles

Twitter Facebook LinkedIn

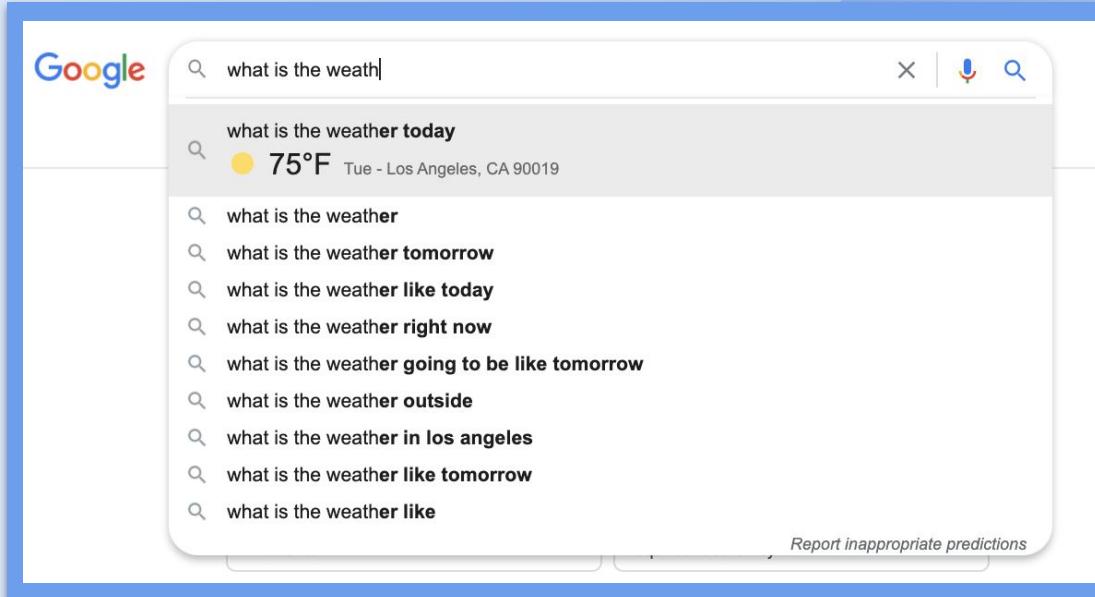
People also search for

American Airlines American Airlines United Airlines

Feedback

Informational (looking to address questions)

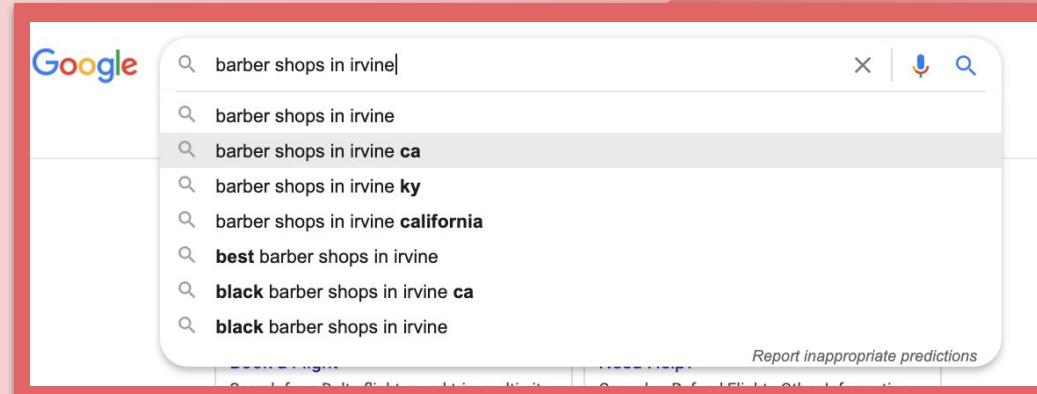
Opportunities: Many of these searches will not be transactional in nature, but some will consist of research for future purchases. This creates an opportunity for brand awareness. Many will likely return with more specific searches later if content stood out to them (and hopefully convert).



Transactional

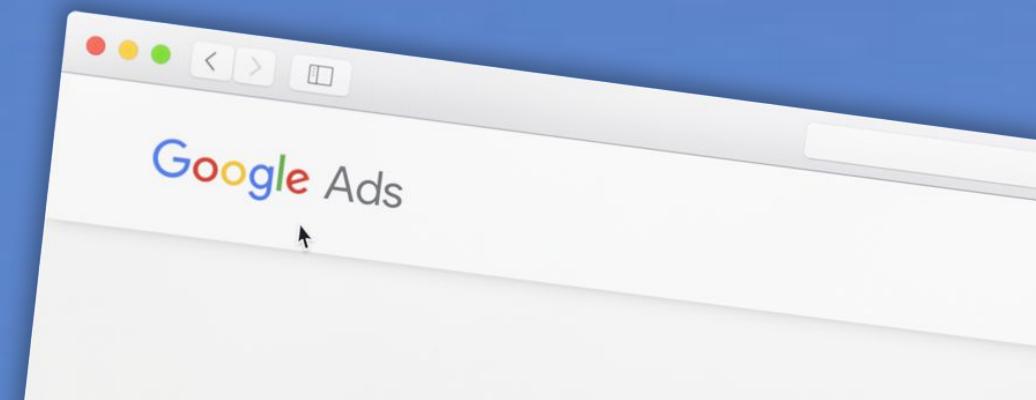
(looking to interact with a website by purchasing something, signing up, scheduling, streaming, etc.)

Opportunities: These searches do not necessarily involve an immediate purchase. Some involve other types of conversion or lead to offline interactions, such as a call or visit to a brick-and-mortar store (like the barbershop, for example).



By understanding *why* a consumer is searching, marketers can refine their content and paid search campaigns to facilitate desired actions.

The trick is to set up all aspects of a digital marketing program—from web, to social, to paid elements—to provide search engines with as much information about a business that is *relevant* to what customers are searching for.



Reach customers
when it matters.

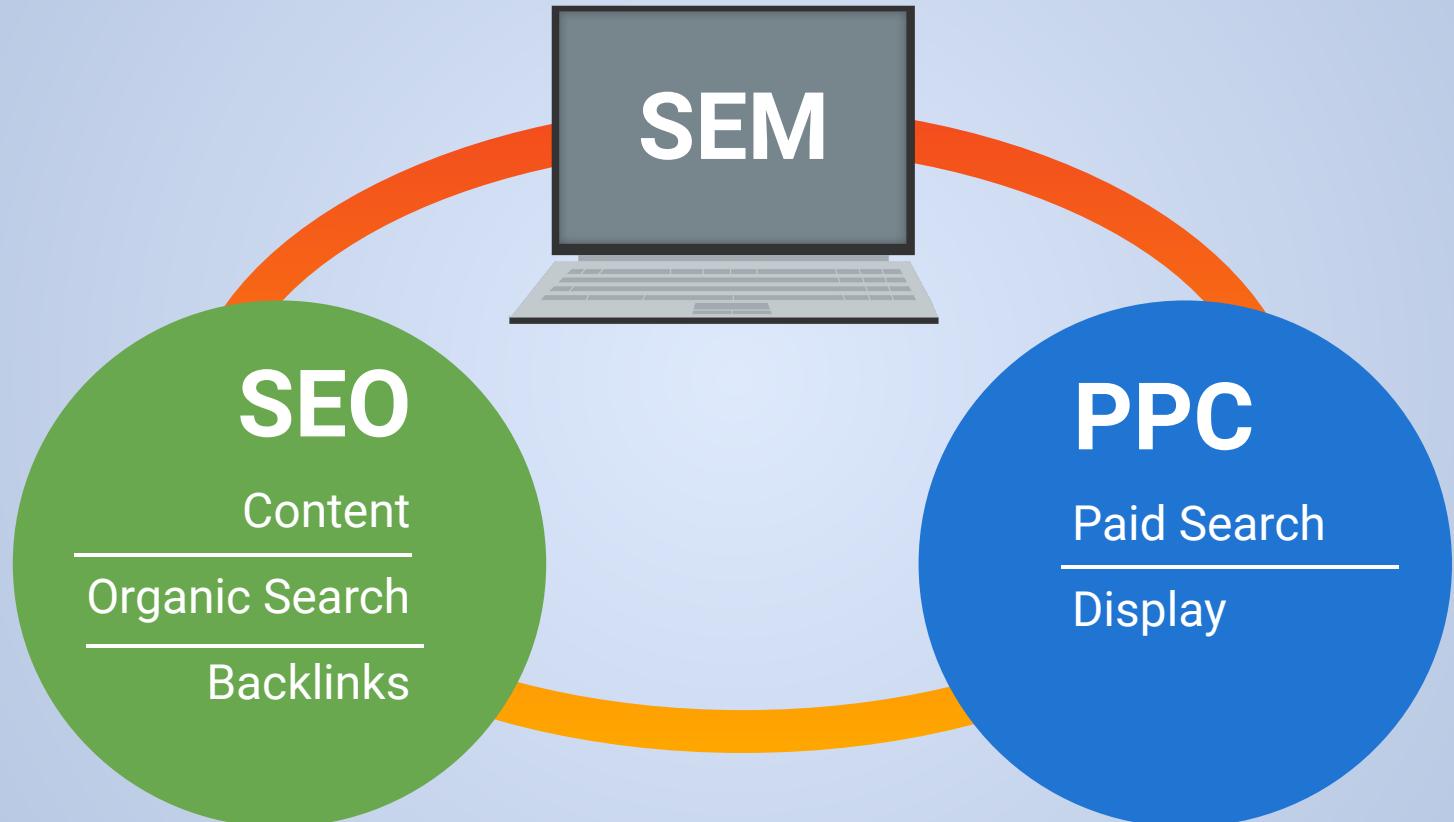
Show your ads...

Businesses leverage two types of search to reach customers

A screenshot of a Google search results page for the query "onitsuka tiger shoes". The search bar at the top contains the query. Below it, the "All" tab is selected, along with other categories like Shopping, Images, News, Books, More, Settings, and Tools. A message indicates "About 53,500,000 results (0.74 seconds)". The results are divided into two main sections:

- Paid Search Results** (highlighted with a green border):
 - OnitsukaTiger.com - Onitsuka Tiger® Shoes**
[Ad] www.onitsukatiger.com/Shoes ▾
Classic shoes making a modern comeback. Shop Onitsuka Tiger®. Free Shipping. Huge Selection. Official Site. Casual Shoes. Styles: Mexico 66, Colorado Eighty-Five, Serrano, Ultimate 81.
 - Onitsuka Tiger Shoes - Zappos.com**
[Ad] www.zappos.com/Onitsuka-Tiger-Shoes ▾
Huge Selection & Free Shipping on Onitsuka Tiger Shoes at Zappos! Shop New Arrivals.
- Organic Search Results** (highlighted with a gray border):
 - Men's Shoes | Onitsuka Tiger United States**
<https://www.onitsukatiger.com/us/en-us/men%27s-shoes/c/mens-shoes> ▾
471 Products - Admix Runner Slip-On. \$130.00 \$99.99. Admix Runner. Admix Runner. \$150.00 \$109.99. SERRANO. SERRANO. \$75.00. Serrano. Serrano.
Women's Shoes · Of 20 for Men's Shoes · Page 3 of 20 for Men's Shoes · Ultimate 81
 - Women's Shoes | Onitsuka Tiger United States**
<https://www.onitsukatiger.com/us/en-us/women%27s-shoes/c/womens-shoes> ▾
Search. collection_banner_free_shipping_free_returns_mobile.png. 539 Products found. Women's Shoes. 539 Products found. Show Filters. Sort by..

SEM (search engine marketing) is comprised of SEO and PPC



Benefits of Paid Search

Benefits

- Control
- Flexibility
- Speed for changes
- Opportunity to test and optimize
- Placement at top





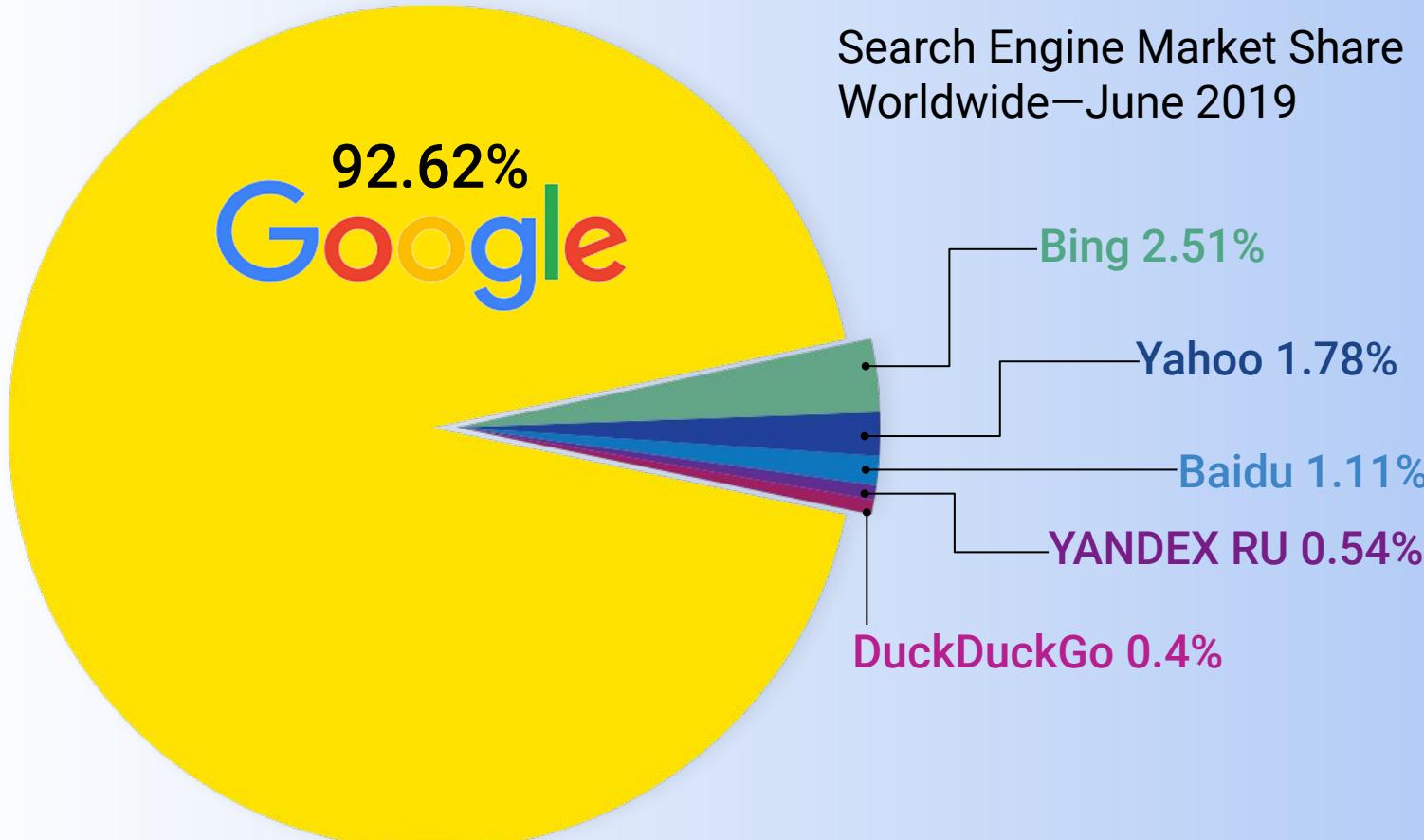
**What are some of the
downsides of paid
search compared to
organic search?**



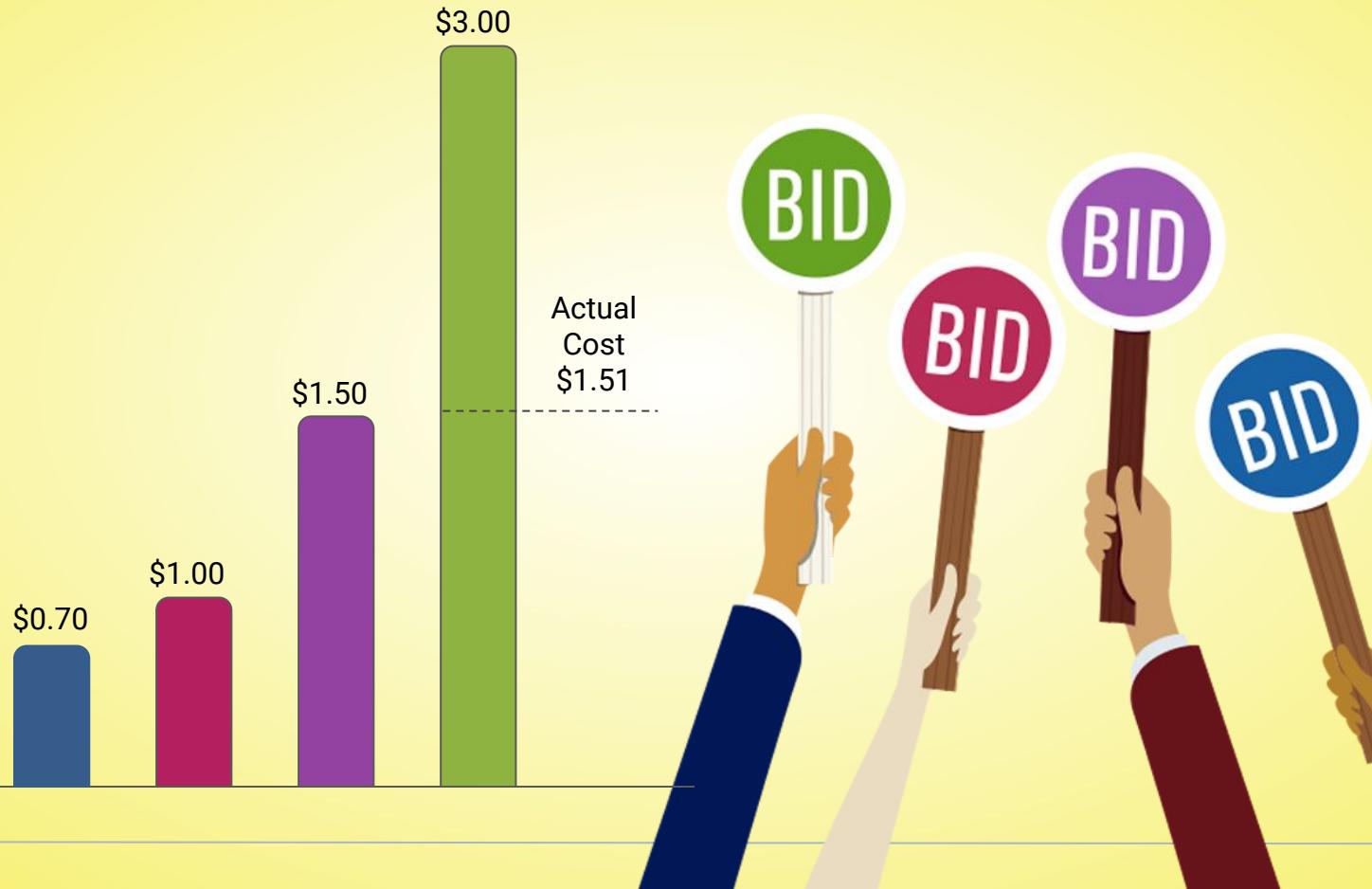
Cost & Legitimacy

Paid Search Basics

Google's Dominance in Search



Basic Pay-Per-Click



Paid Search Process

1

Bidding

Advertisers bid on keywords with the amount they are willing to pay each time a user clicks on an ad. However, the bid is not necessarily what the advertiser will have to pay. The winner ultimately pays one cent more than the next highest bid. So if an advertiser bids \$3 for a keyword, but the next highest bid is \$1.50, then the winner will only pay \$1.51 for each click.

2

Search Algorithm Ranking

Search engines rank advertisers **based on the amounts of their bids and the relevance of their ads and landing pages** to a given search.

3

Placement in Search Results

Paid search advertisements display on the SERP along with organic search listings.

**Do you think
winning a bid always
determines if users
see a company's paid
search advertising?**



Not necessarily!



Additional Factors in Paid Search



Bid



Ad formats (e.g. “extensions”)



Expected clickthrough rate (CTR)



Landing page experience



Relevance to search terms

The purpose of this multi-pronged process is to identify and reward *quality* ads that Google believes will provide users with what they are searching for.



Ad Rank

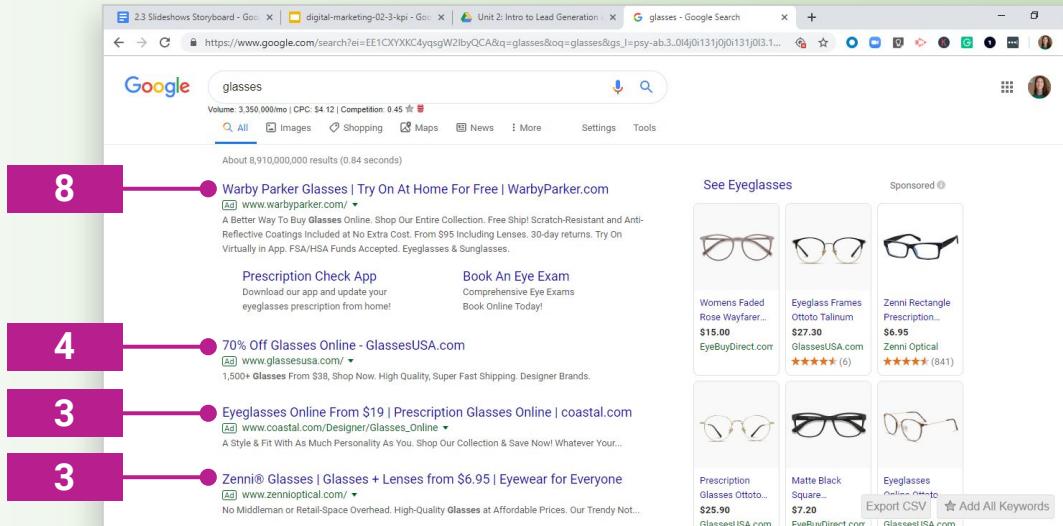
The screenshot shows a Google search results page for the query "glasses". The results are displayed in a grid format with numbered green boxes on the left indicating their ad rank.

- 1**: Warby Parker Glasses | Try On At Home For Free | WarbyParker.com
A Better Way To Buy Glasses Online. Shop Our Entire Collection. Free Ship! Scratch-Resistant and Anti-Reflective Coatings Included at No Extra Cost. From \$95 Including Lenses. 30-day returns. Try On Virtually in App. FSA/HSA Funds Accepted. Eyeglasses & Sunglasses.
Prescription Check App
Download our app and update your eyeglasses prescription from home!
Book An Eye Exam
Comprehensive Eye Exams Book Online Today!
- 2**: 70% Off Glasses Online - GlassesUSA.com
1,500+ Glasses From \$38. Shop Now. High Quality, Super Fast Shipping. Designer Brands.
- 3**: Eyeglasses Online From \$19 | Prescription Glasses Online | coastal.com
A Style & Fit With As Much Personality As You. Shop Our Collection & Save Now! Whatever Your...
- 4**: Zenni® Glasses | Glasses + Lenses from \$6.95 | Eyewear for Everyone
No Middleman or Retail-Space Overhead. High-Quality Glasses at Affordable Prices. Our Trendy Not...

On the right side of the search results, there is a sidebar titled "See Eyeglasses" featuring sponsored products:

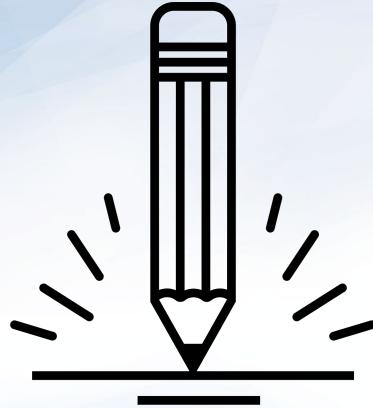
- Womens Faded Rose Wayfarer... \$15.00 EyeBuyDirect.com
- Eyeglass Frames Ottoto Talinum \$27.30 GlassesUSA.com ★★★★ (6)
- Zenni Rectangle Prescription... \$6.95 Zenni Optical ★★★★ (841)
- Prescription Glasses Ottoto... \$25.90 GlassesUSA.com
- Matte Black Square... \$7.20 EyeBuyDirect.com
- Eyeglasses Online Offers Export CSV ★ Add All Keywords GlassesUSA.com

Quality Score



To quantify several of the factors that are used to determine ad rank, such as expected clickthrough rate, landing page experience, and ad relevance, Google gives ads a **quality score**.

The quality score is a 1 to 10 rating (1=lowest score, 10=highest) reported for each ad in an account.



Activity: Rate the Ad

This is an all-class activity. Rank the ads from 1 to 4, based on how you think Google would rank them in an auction.

Suggested Time:
10 Minutes



Activity Instructions: Rate the Ad

How would these paid search bids rank?

SCENARIO 1

Four online mattress companies are competing for the keywords “online mattresses.” Here are some details on how Google might evaluate them:

- **Tuft & Needle** bids \$4, has no ad formats, and a low quality score.
- **Purple** bids \$3, has a medium number of ad formats, and a medium quality score.
- **Casper** bids \$2, has a high number of ad formats, and a high quality score.
- **Leesa** bids \$1, has a medium number of ad formats, and a high quality score.



How Did You Do?

Activity: Rate the Ad with Interactive Review

SCENARIO 1

CLICK TO REVEAL
ANSWERS

Activity Instructions: Rate the Ad with Interactive Review

How would these paid search bids rank?

SCENARIO 2

Four running shoe companies are competing for the keywords “running shoes for pronation.” Here are details about their campaigns:

- **Nike** bids \$6.75. Their ad copy mentions “running shoes,” links to the main Nike running landing page, and includes links for several other product lines related to running. It has a quality score of 6.
- **New Balance** bids \$4.25. Their ad copy mentions, “stability running shoes,” and takes the user to a landing page focused on their lines of stability running shoes. They include a list a local brick-and-mortar stores near the user’s location. It has a quality score of 8.
- **HOKA** bids \$5.30. Their ad copy mentions “the best cushioned running shoe available,” and shows a 4.5 star rating for their most popular running shoe. The ad links to the company’s homepage. It has a quality score of 6.
- **ASICS** bids \$4.80. Their ad copy mentions “overpronation running shoes for men & women,” and links to a landing page that displays running shoes that help balance overpronation. It also shows a 15% discount to sign up for promotional emails. It has a quality score of 8.



How Did You Do?

Activity: Rate the Ad with Interactive Review

SCENARIO 2

CLICK TO REVEAL
ANSWERS



**What do you think
would happen if three
of the companies had
high ad formats and
high quality scores?**

**Bids would then
take precedence.**



The Importance of Ad Quality on Cost

Company Name	Bid	Quality Score	Rank	Cost
Casper	\$2	8	1	\$2
Purple	\$3	5	2	\$2
Leesa	\$1	3	3	\$1
Tuft & Needle	\$4	2	4	\$2

The top result not only tends to get far more clicks than the second or third position, but if ad quality is higher than a competitor, you can also spend less on the ad and still get higher placement.



**What are some ways
to improve an ad's
position in the
rankings?**



Including ad extensions

Increasing the bid

Improving the ad's quality by making it more relevant to the keywords

Improving landing page relevance on their sites

Anatomy of a Search Ad

Basic Paid Search Text Ad

Cinturato P7 All Season Run Flat | Tire Rack - Official Site | [TireRack.com](#)

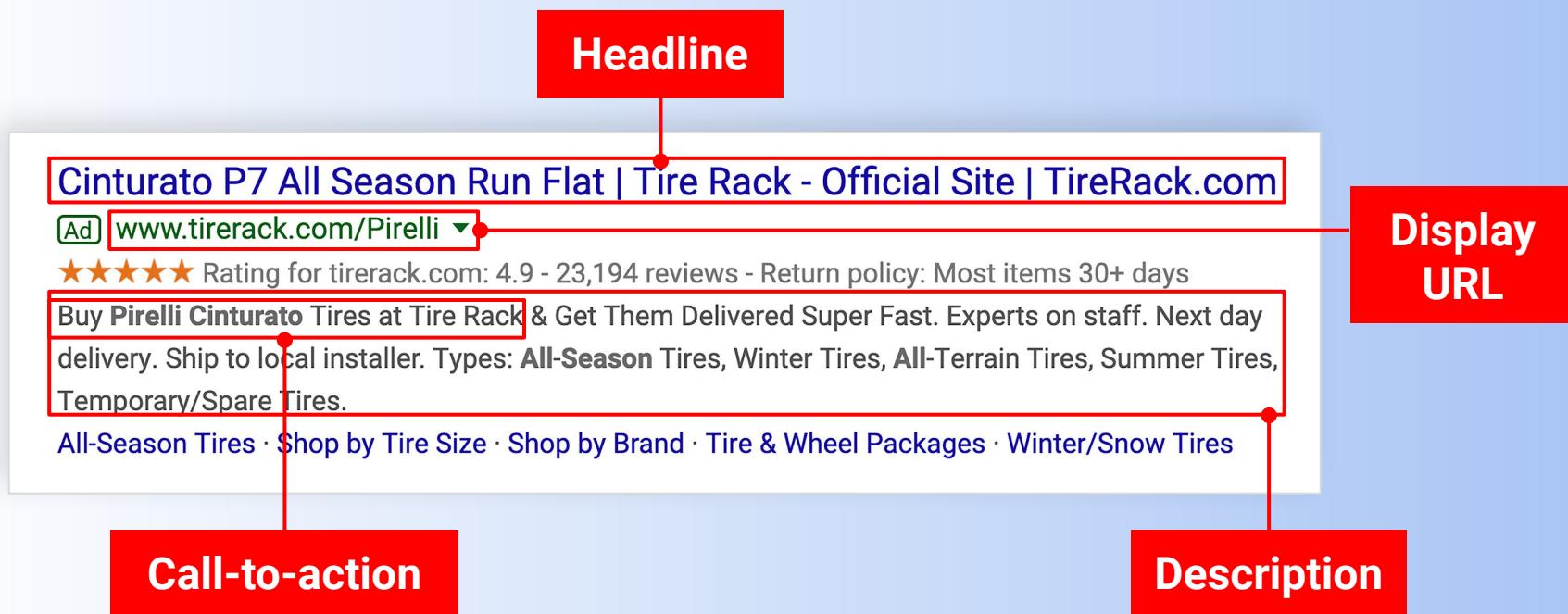
Ad [www.tirerack.com/Pirelli](#) ▾

★★★★★ Rating for tirerack.com: 4.9 - 23,194 reviews - Return policy: Most items 30+ days

Buy **Pirelli Cinturato** Tires at Tire Rack & Get Them Delivered Super Fast. Experts on staff. Next day delivery. Ship to local installer. Types: **All-Season** Tires, Winter Tires, **All-Terrain** Tires, Summer Tires, Temporary/Spare Tires.

[All-Season Tires](#) · [Shop by Tire Size](#) · [Shop by Brand](#) · [Tire & Wheel Packages](#) · [Winter/Snow Tires](#)

Components of a Paid Search Text Ad



Headlines

Cinturato P7 All Season Run Flat | Tire Rack - Official Site | TireRack.com

Ad www.tirerack.com/Pirelli ▾

★★★★★ Rating for tirerack.com: 4.9 - 23,194 reviews - Return policy: Most items 30+ days

Buy Pirelli Cinturato Tires at Tire Rack & Get Them Delivered Super Fast. Experts on staff. Next day delivery. Ship to local installer. Types: **All-Season** Tires, Winter Tires, **All-Terrain** Tires, Summer Tires, Temporary/Spare Tires.

[All-Season Tires](#) · [Shop by Tire Size](#) · [Shop by Brand](#) · [Tire & Wheel Packages](#) · [Winter/Snow Tires](#)

URL

The screenshot shows a browser window with three tabs and a tracking interface overlay.

- Top Tab:** URL <https://www.tirerack.com/tires/pirelli-tires.jsp>
- Middle Tab:** Tracking URL https://www.tirerack.com/tires/pirelli-tires.jsp?gclid=EA1alQobChMlw6SVpunQ4wIVj5-fCh1I4wgEAAYASAAEgJ2fvD_BwE&ef_id=EA1alQobChMlw6SVpunQ4wIVj...
- Bottom Tab:** GA Interface

The GA Interface window contains the following fields:

- Tracking template:** Example: <https://www.trackingtemplate.foo/?url={|purl}&id=5>
- Final URL suffix:** Example: param1=value1¶m2=value2
- Custom parameter:** { Name } = Value
- TEST**
 Use a different final URL for mobile
- DONE CANCEL**

URL

Tracking URL

GA Interface

Description

[Cinturato P7 All Season Run Flat | Tire Rack - Official Site | TireRack.com](#)

[Ad] [www.tirerack.com/Pirelli](#) ▾

★★★★★ Rating for tirerack.com: 4.9 - 23,194 reviews - Return policy: Most items 30+ days

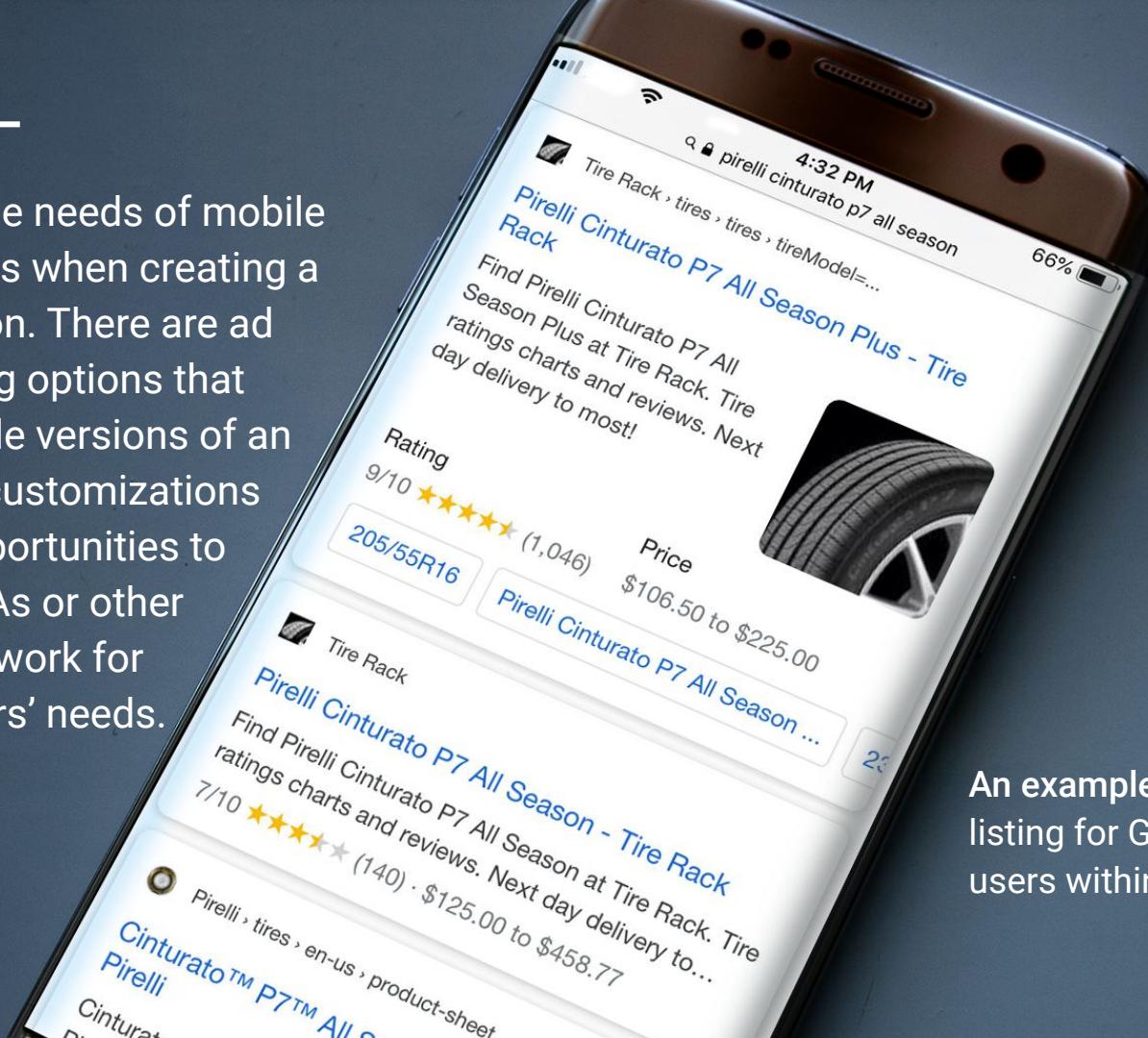
Buy **Pirelli Cinturato** Tires at Tire Rack & Get Them Delivered Super Fast. Experts on staff. Next day delivery. Ship to local installer. Types: **All-Season** Tires, Winter Tires, **All-Terrain** Tires, Summer Tires, Temporary/Spare Tires.

[All-Season Tires](#) · [Shop by Tire Size](#) · [Shop by Brand](#) · [Tire & Wheel Packages](#) · [Winter/Snow Tires](#)

CTA (call to action)

Mobile

Consider the needs of mobile device users when creating a call to action. There are ad customizing options that serve mobile versions of an ad. These customizations provide opportunities to include CTAs or other offers that work for mobile users' needs.



An example: provide a localized listing for Google Maps to mobile users within 20 miles of a store.

Ad Extensions

Extensions

Accenture | Leading In The New | Making Businesses More Agile

[Ad] www.accenture.com/ ▾

Using Threats To Grow Resilience. In Every Industry, Every Country, Every Day.

Accenture Careers

View Open Career Opportunities

Come Innovate With Us.

Technology Consulting

Discover Innovative Tech Solutions

To Transform Your Business.

Healthcare Experts

Meet The Experts That Can Provide

Deep Global Health Care Knowledge

Accenture Innovation Hub

Turn Disruption Into Opportunity By

Applying New Tech With Our Experts

Accenture

<https://www.accenture.com/us-en> ▾

Accenture unlocks opportunity by harnessing the possibilities that spring from disruption in every industry, in every country, every day. Read more.

Careers

Search and Apply - Event Calendar -

Entry Level Jobs - ...

About Accenture

Accenture solves our clients' toughest challenges by ...

View More Jobs

Search for Accenture jobs and find open positions near you. Use ...

Accenture Consulting

Accenture's ability to identify and scale opportunity at speed ...

Contact Us

Contact Accenture via the contact information on this page.

Accenture Strategy

Competitive Agility - Agile Business Models - The Big Zero

Accenture

Company



Accenture plc is a multinational professional services company that provides services in strategy, consulting, digital, technology and operations. A Fortune Global 500 company, it has been incorporated in Dublin, Ireland, since 1 September 2009. [Wikipedia](#)

Designated CEO: Julie Sweet (Sep 1, 2019–)

CEO: David P. Rowland (Jan 10, 2019–)

Stock price: ACN (NYSE) \$196.25 +1.28 (+0.66%)

Jul 26, 10:31 AM EDT - Disclaimer

Headquarters: Dublin, Ireland

Subsidiaries: Avanade, Droga5, IMJ Corporation, SinnerSchrader, MORE

Profiles



LinkedIn



Twitter



YouTube



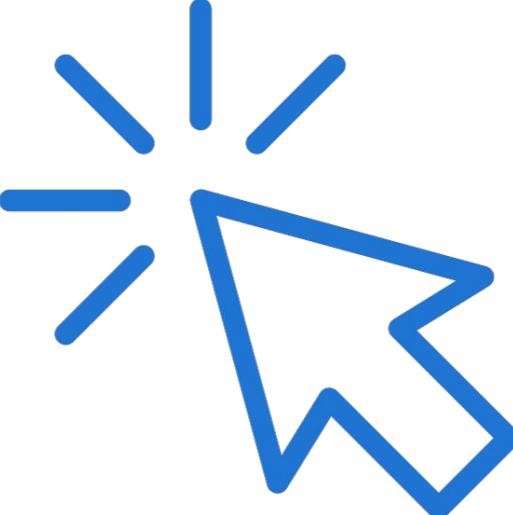
Facebook



Instagram

People also search for

[View 15+ more](#)



Why Use Ad Extensions

- By adding more content to an ad, extensions give them **greater visibility** and prominence on the search results page.
- **Extensions often increase the total number of clicks**, and provide searchers additional, interactive ways of reaching the advertiser—as with maps or calls.
- There is **no extra cost** to add extensions to ads; they are charged just like regular clicks.
- However, extensions increase the likelihood of someone clicking on an ad which increases the cost because you have to pay for more clicks. But that's a good thing because there's more potential to convert customers!

Location Extensions

Location extensions encourage people to visit a brick-and-mortar business by showing the location, a call button, and a link to the business details page—which can include hours, photos of the business, and directions to get there.

Location Extension

Road Runner Sports® Official | VIP Best Price In America
Ad www.roadrunnersports.com/ ▾

Test run your shoes for 90 days & earn Rewards Cash when you join the VIP Family. Online Fit Experts.
Free Shipping. VIP Savings. 90 Day Test Run.

📍 [1435 N Kingsbury St, Chicago, IL - Open today · 10:00 AM – 7:00 PM ▾](#)

Men's Running Shoes
Shop all the top brands and models.
Largest selection online.

Women's Running Shoes
Shop all the top running shoes
at the largest online running store

Shoe Finder
Find your perfect fit today!
Takes just 3 minutes.

Sale!
Shop great deals on top brands.
Shop our latest sales and discounts

Affiliate Location Extensions

Affiliate location extensions help people find retail chain stores that carry and sell a manufacturer's products.

Affiliate
Location
Extension

SEPHORA® Official Website | Get Free Shipping & Samples
Ad www.sephora.com/ ▾

Discover the Latest in Skin Care, Makeup, and Hair Care. Shop Must-Try Brands. Shop Best Sellers. Become a Beauty Insider. Free Samples. Skin Saviors. Earn points. Shop exclusives. Monthly subscription box. Makeup, Skincare & More. Transform Your Look. Limited Edition Products.

📍 Skokie · 7 locations nearby

On Sale Now
Find Great Deals On a Variety of Popular Products and Brands.

Shop SEPHORA® Value Sets
Limited Time Beauty Must Haves To Add To Your Makeup Routine.

Play Subscription Box
Subscribe Now For Beauty Delivered Monthly To Your Door For Just \$10

SEPHORA® Beauty Insider
Rewards For Shopping Is Just The Beginning. Sign In or Sign Up Now.

Callout Extensions

Callout extensions add additional text to ads, like “free delivery” or “24/7 customer support.” Callouts can be used to encourage people to convert offline.

Callout Extensions

Foundation | Why grain-free dog food could mean trouble for your pet

(Ad) www.puppyup.org/ ▾

Cancer Is The Leading Cause Death. For Dogs & People. Walk For A Cure! Follow Us On Social Media.

Shop Products Online. Donate Online. Make A Donation. Become A Volunteer. Download Mobile App.

Read Blogs.

[Donate](#) · [Upcoming Walks](#) · [Get Involved](#)

Call Extensions

Call extensions encourage people to call a business by adding a phone number or call button to the ads. This works well for businesses with multiple physical locations that want to direct all calls to a central phone number.

Nothing Bundt Cakes | Bringing Joy to Our Guests

(Ad) www.nothingbundtcakes.com/ ▾ (847) 796-2206

We ensure that every guest has the best **Bundt Cake** experience possible. It's never been easier to order a **Bundt Cake** in your favorite flavor online! Easy Online Ordering. 10 Delicious Flavors. Great Customer Service. Local Delivery. Melt in your Mouth. Bundtinis by the Dozen.

Order Online
Order a handcrafted bundt cake perfect for any occasion.

Find A Bakery
Enter your zip code to find a bakery near you.

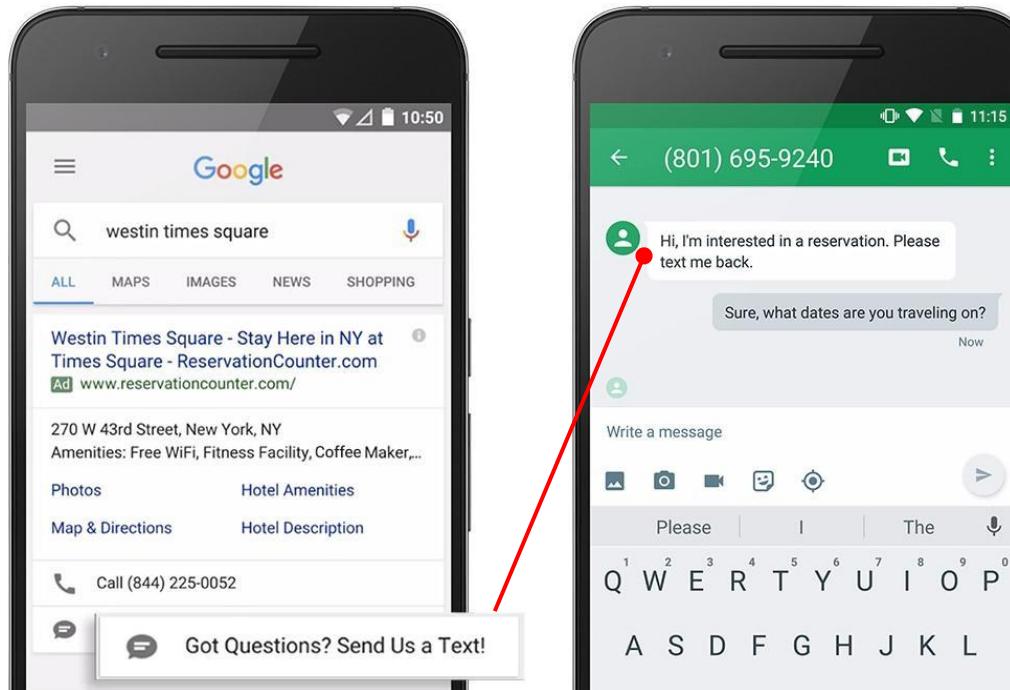
See All Products We Offer
We offer a variety of cake sizes, flavors and decorations.

Free Cake Samples
Visit a bakery to try one of our delicious Bundt Cake flavors.

Call Extensions

Message Extensions

Message extensions encourage people to text a business right from its ad.



Sitelink extensions

Sitelink extensions link people directly to specific pages of a website.

**Sitelink
Extensions**

Nike® Official Site | Shop Shoes On Nike.com

[Ad] www.nike.com/official ▾

From The Street To The Court And The Field. Chase Your Crazy Dreams. Nike.com Offers The...

[New Men's Shoes](#) · [New Women's Shoes](#) · [Nike Kids' Shoes](#) · [New Nike Products On Sale](#)

Structured Snippet Extensions

Structured snippet extensions showcase information potential customers will find most valuable by selecting a predefined header (such as a product or service category) and listing items.

HOKA ONE ONE® Official Site | Cushioned Lightweight Running

[Ad] www.hokaoneone.com/ ▾ (877) 620-4253

More Cushion. More Running. Free Shipping & Returns at HOKAONEONE.com. New Colors. Unique Performance. Time To Fly. New Evo Carbon Rocket. Introducing the Carbon X. New Fly Collection. HOKA ONE ONE® SKY Hiking. Types: Road, Trail, Hiking, Apparel.

HOKA ONE ONE®
Max Cushioned Running Shoes
Buy in 4 Interest-Free Payments

HOKA Trail Running Shoes
Built For the 106 mile UTMB® Ultra
Or Wherever Your Run Takes You

Structured
Snippet
Extensions

Price Extensions

Price extensions showcase services or product categories with their prices so that people can browse products right from an ad.

Honda Dealership - Brannon Honda Birmingham - brannonhonda.com
Ad www.brannonhonda.com/ ▾ (205) 543-9923

Brannon Honda Has Your New Vehicle. Don't Miss Out On These Deals!
Check Out the New CR-V · Lifetime Warranty · Free Trade-In Quote · Right Off I-59
Models: Accord, Civic, CR-V, Pilot, HR-V

New 2017 Honda Accord
\$159.00/mo
Dream Garage Sales Ev...

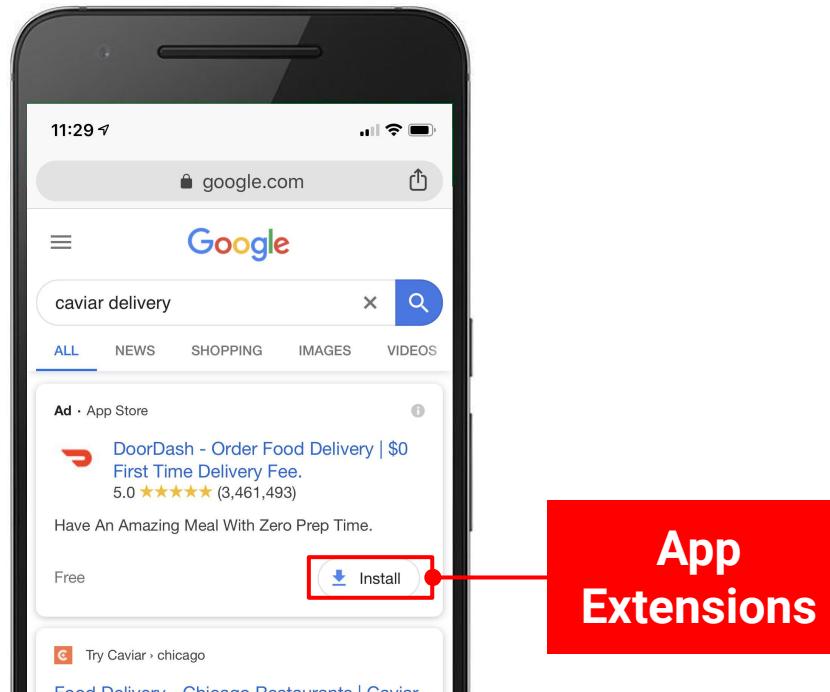
New 2017 Honda Civic LX
\$139.00/mo
Dream Garage Sales Ev...

New 2016 Honda CR-V LX
\$219.00/mo
Dream Garage Sales Event

Price Extensions

App Extensions

App extensions encourage people to download an app.





Activity: Create Search Ads

Create search ads with at least four extensions to help two companies promote their products.

([**Worksheet**](#) sent via Slack.)

Suggested Time:
15 Minutes





Time's Up! Let's Review.

Introduction to Keywords

What exactly are keywords? (Google's definition)

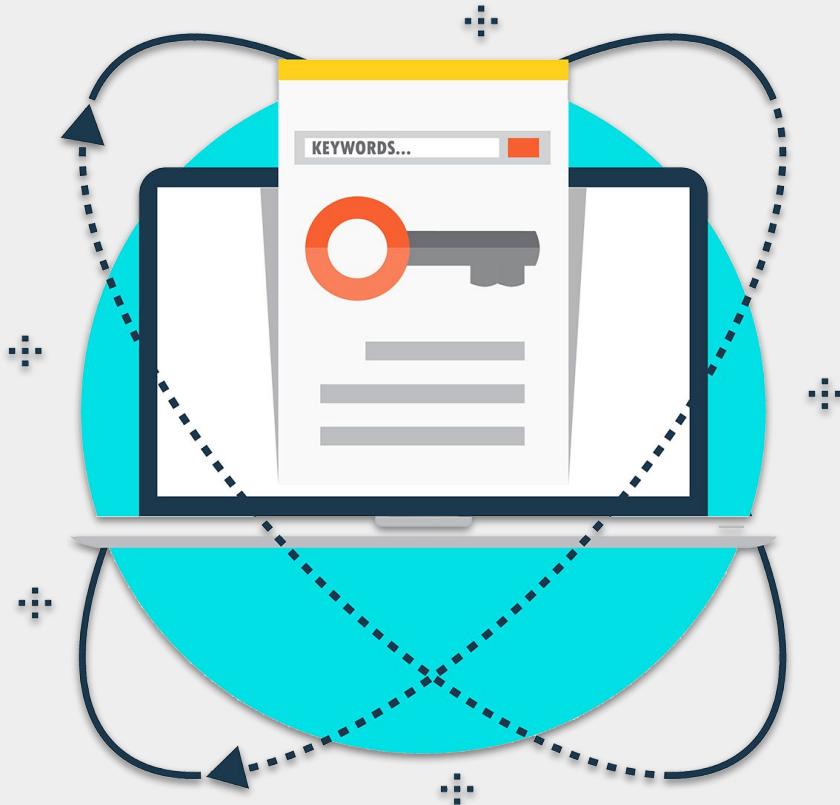


Words or phrases describing your product or service that you choose to help determine when and where your ad can appear.

- The keywords you choose are used to display your ads to specific people.
 - When someone searches on Google, your ad may appear based on similarities between your keywords and the person's search terms.
 - A great keyword list can help improve the performance of ads and help you to avoid higher prices ([source: Google](#)).
-

Why Keywords Matter

- In PPC marketing, everything starts with keywords.
- Search engine results appear because they are relevant to the words the user entered.
- If a marketer wants to show up in those results, they have to build a strong organic strategy and/or bid for those keywords.





Scenario:

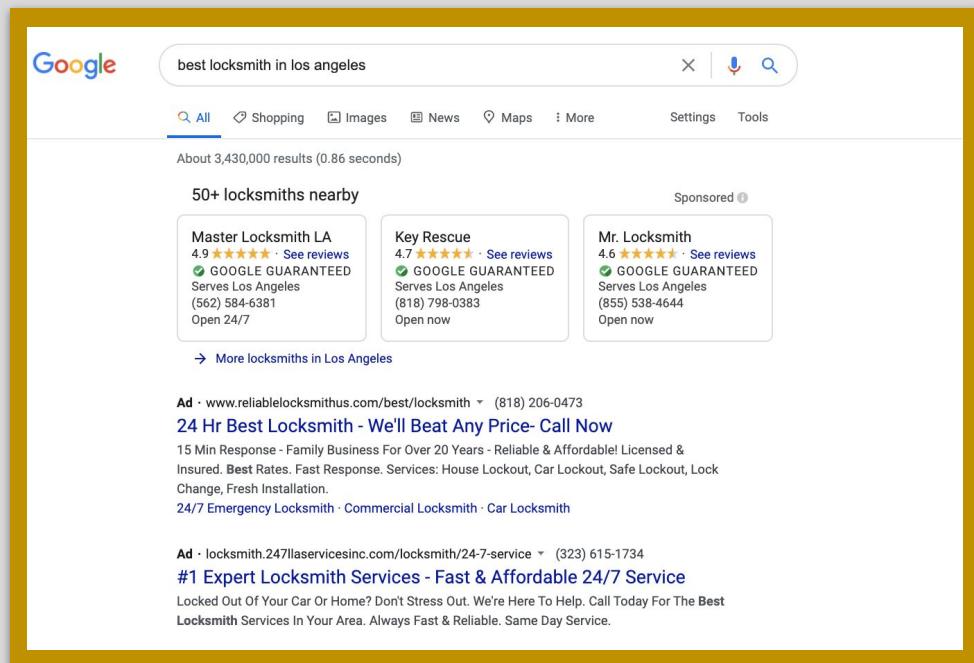
Let's say you work in marketing for a locksmith company. Depending on the **goal** of your campaign, you might want to bid on keywords like:

- Change locks
- New locks
- Locksmith near me

Keywords are not the same as search terms

A search term is the **exact** phrase that a user puts into their search bar.

Searchers don't always type in one keyword or the exact keyword you bid on. Instead, they may type in words or phrases like "closest locksmiths" or "best locksmith in los angeles."



Keyword Match Types

Use this match type...	With this punctuation...	To trigger your ad on...	Example
broad match	None	synonyms, related searches, and other relevant variations	locksmith near me
phrase match	"keyword"	a phrase and close variants of that phrase	"car locksmith" los angeles
exact match	[keyword]	an exact term and close variants of that exact term	[locksmith near me for cars]
negative match	-keyword	searches without the term	-cheap -safes

When building a paid search campaign, you are able to employ these **"match types"** to help control which searches your ad can be matched with.



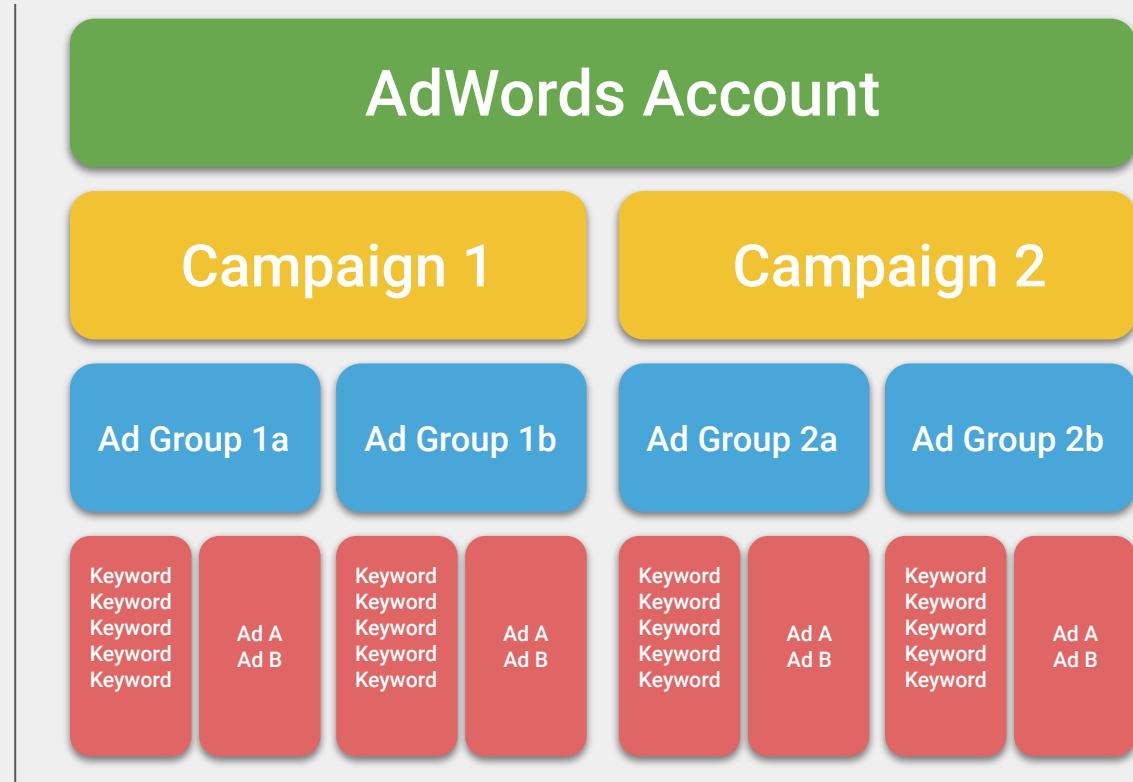
Other ways marketers utilize keywords on Google Ads

- Keyword organization
- Negative keywords
- Keyword bid optimizing



Keyword organization

- A best practice for a marketer is to group related keywords and associate them with similar ads. Organizing like this ensures that ad copy closely reflects the keywords that a user enters.
- **For example:** If someone types “Paris Vacation,” a well-organized keyword group would link that query to ad copy with a title like, “Paris Vacation Packages.” The user is more likely to click on it, and the account’s quality score goes up.



Negative Keywords

The screenshot shows a user interface for managing negative keyword lists. At the top, there's a section titled "Negative keyword lists" with a sub-instruction: "Create a negative keyword list that can be added to multiple campaigns." Below this is a "Learn more" link. The main area is titled "New negative keyword list". It has a "Negative keyword list name" field containing "Free". Underneath it, there's a "Keywords" section containing three entries: "discount", "free", and "cheap". At the bottom of the interface are two buttons: "Save" and "Cancel".

A marketer will want to include negative keywords in their campaign to filter out unwanted clicks.

For example: If you are advertising a high-end luxury vacation package, you won't want people searching for discounts to click on your ad. Therefore, you can add a negative keyword for "discount."

Keyword Bid Optimizing



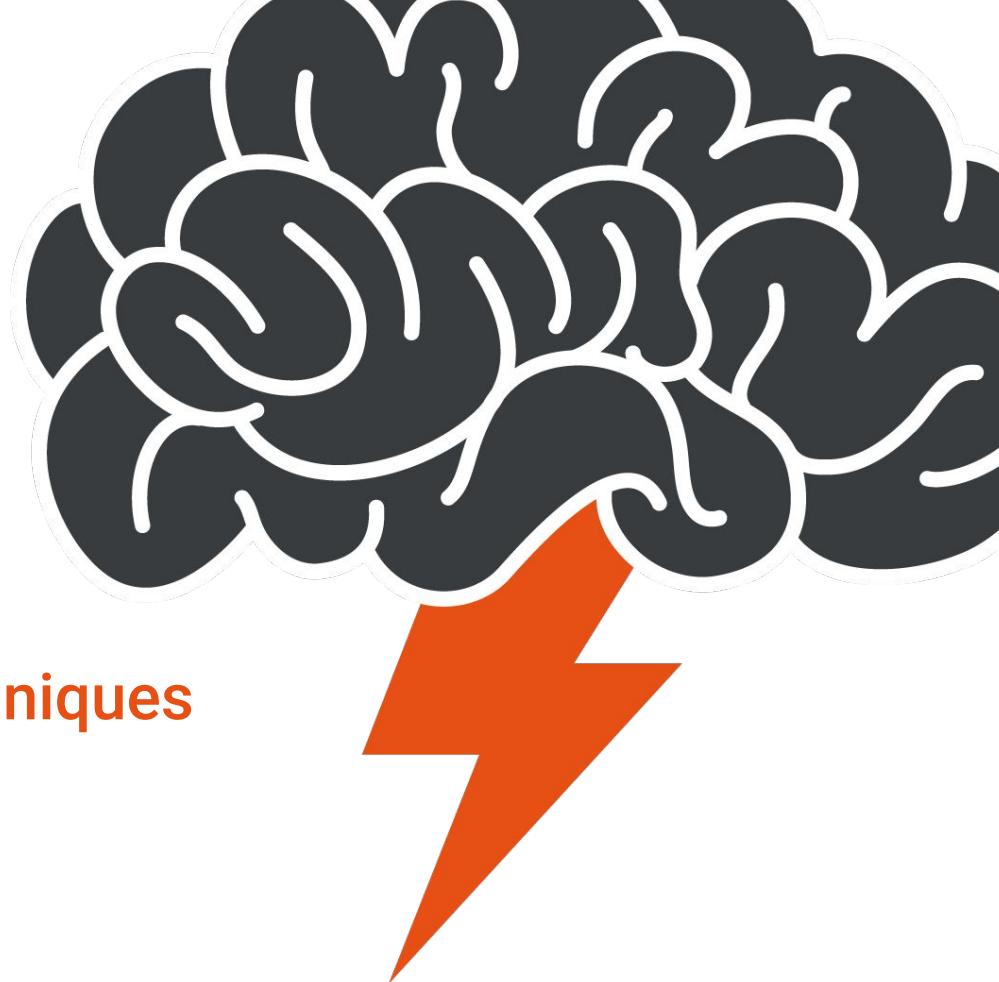
- As a campaign progresses, a marketer will optimize their campaign, focusing on the best performing keywords.
- So in the earlier example, a marketer might notice that the keyword “Paris” is performing very well, but that “Europe” is not. The marketer has the option of lowering the bid on “Europe” or turning it off to stay within budget.

Brainstorming Keywords



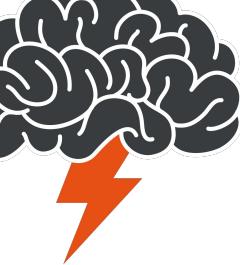
Keyword Brainstorming Techniques

First generate a list of terms and phrases that characterize your industry and how customers describe your business.



Keyword Brainstorming Techniques

Once you have an initial list, add synonyms for words and phrases.



Keyword Brainstorming Techniques

Create a taxonomy (classification) for all of the areas where your industry and business connect (such as people, projects, ideas, and other companies).

Industry • /in-du-stry/

1. An area of commercial enterprise such as the music industry.
2. The manufacture of heavy goods from raw materials.





Keyword Brainstorming Techniques

Expand your list by including higher-level terms and topics of which your product or service is a subset.

HOME GOODS

Mattress



Keyword Brainstorming Techniques

Research industry associations and media sites for additional phrases they may use to discuss the product or service you're advertising.

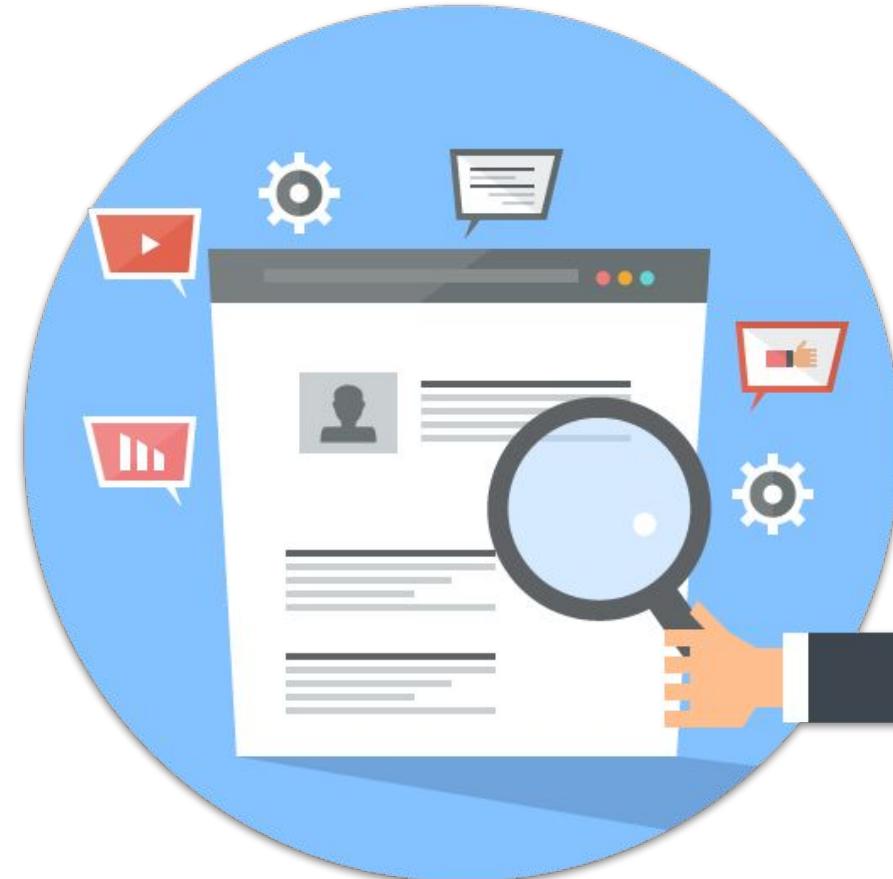


Ask yourself: What does the media say about your competitors? How does the larger industry describe your competitors?



Keyword Brainstorming Techniques

- Review your website for existing terms.
- Include all of your brand terms and products.

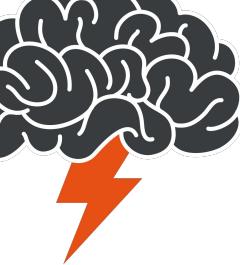




Keyword Brainstorming Techniques

Ask people outside of the company about how they would search for a similar product.





Keyword Brainstorming Techniques

Use tools like **Google Search Console** or **Moz Keyword Explorer** to see what terms people already use to come to your site.

MOZ

Moz Pro haylesherman's Acc... > Keyword Explorer

Keyword Explorer

One tool to discover and prioritize the best keywords to target.

Explore by keyword, root domain, subdomain, or page

keyword United States - en-US

Enter a term or phrase to get analysis, suggestions, difficulty, and more

29,999 of 30,000 queries available until 11/06

Google Search Console BETA

Status > Performance

Last updated: Jan 3, 2017

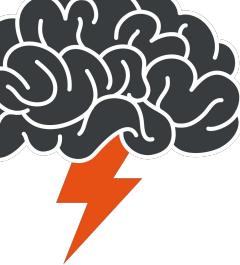
Search type: Web Date: Full duration + NEW

Total clicks: 26.6K Total impressions: 665M Avg. CTR: 4% Avg. position: 7.4

Clicks

Jan 2017 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan 2018

QUERIES	PAGES	COUNTRIES	DEVICES	⋮
Queries	Pages	Countries	Devices	Clicks CTR



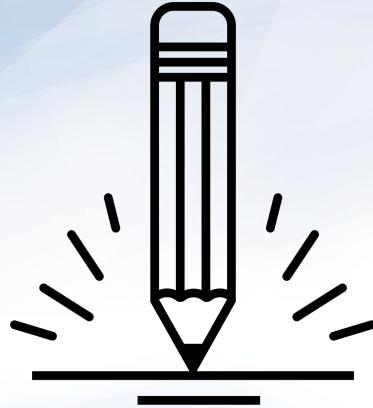
Keyword Brainstorming Techniques

Conduct searches in the major search engines, and look closely at the related terms they provide as recommendations.



Brainstorming tactics

-  Terms and phrases that characterize the business
-  Add synonyms for those terms
-  Areas where the industry and the business connect
-  Higher-level terms
-  Industry associations and media sites
-  The business's website
-  The brand's terms and products
-  Market research
-  Research terms people are already using to come to the business's site
-  Related terms in search engines



Activity: Avocado Search Brain Trust

Work in groups to create a list of terms and phrases to use for keyword research.

([**Cheat sheet**](#) sent via Slack.)

Suggested Time:
10 Minutes



Activity Instructions: Avocado Search Brain Trust

Scenario: The California Avocado Commission has been asked by its members, avocado farmers across the state, to increase consumer interest in buying avocados. The commission has enlisted you to create a list of words and phrases that will help them build a keyword strategy for a paid search campaign.

- Brainstorm and write your terms/phrases on Post-it Notes and stick them to a whiteboard or wall.
- You can use the Keyword Brainstorming cheat sheet as a reminder of the areas to consider as they create their list.
- Tip: Use the web for research and to generate ideas.
- Put yourself in the shoes of people who may be searching the web for information related to avocados.

Be prepared to share your list with the class!

Suggested Time: 10 Minutes





Time's Up! Let's Review.



Countdown timer

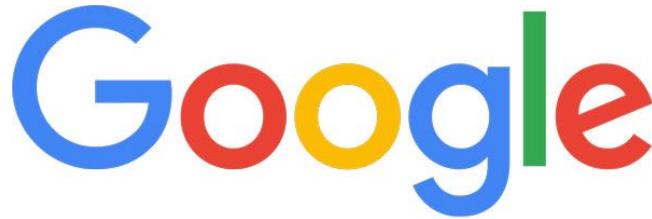
15:00

(with alarm)

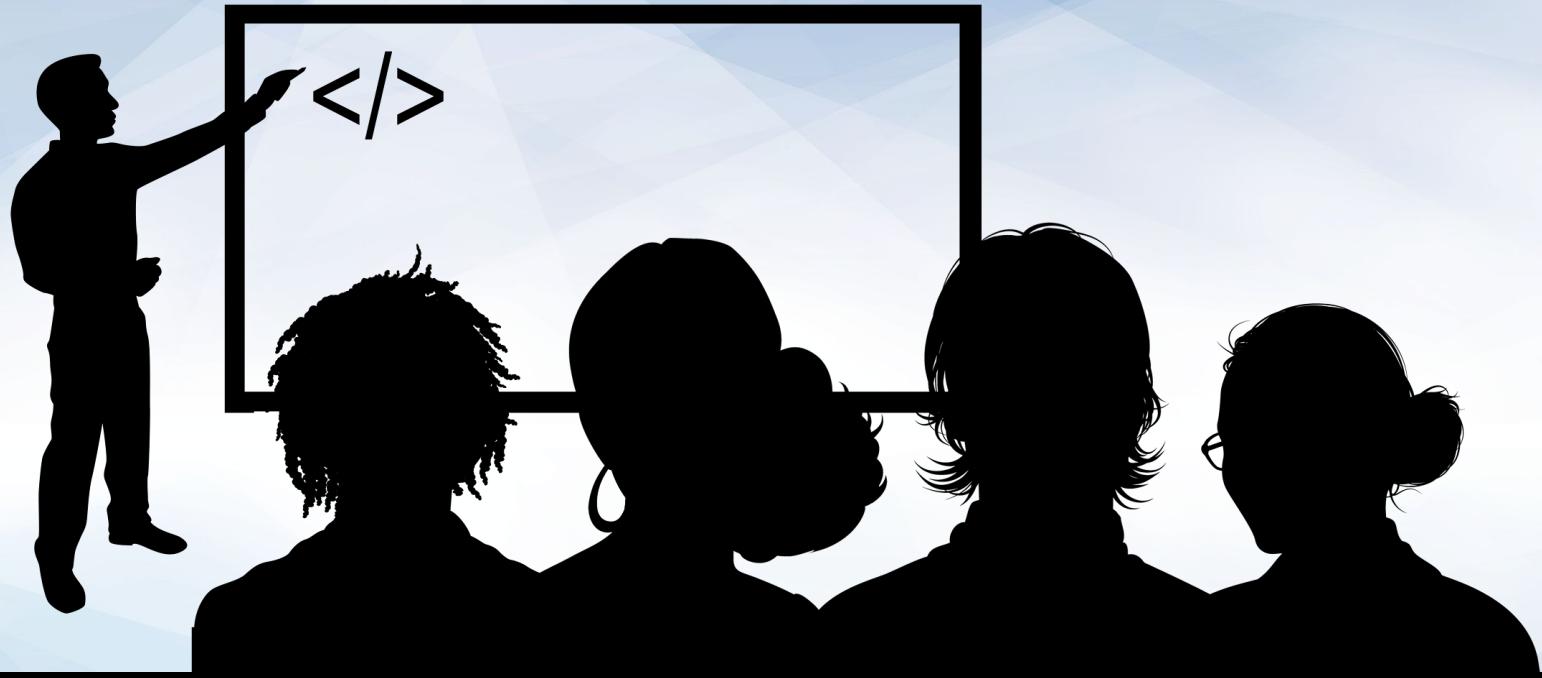
Break



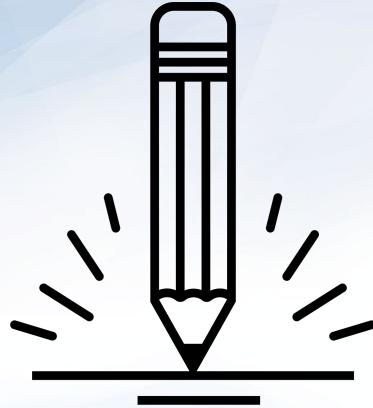
Google Keyword Planner Demo



Keyword Planner is a tool that provides keyword ideas and traffic estimates to help build a Google Search Network campaign. It allows you to search for keyword and ad group ideas based on terms that describe your product or service, website, or a product category related to what you're advertising.



Instructor Demonstration Google Keyword Planner



Activity: Find Keywords

Create a list of terms and phrases
to use for keyword research.

([**Worksheet**](#) sent via Slack.)

Suggested Time:
15 Minutes





Instructor Demonstration

Review Keywords Activity & Create an Ad Group

A black silhouette of a person climbing a steep mountain. The mountain has a dashed path leading up its side. The climber is at the top, holding a flagpole with a black flag. The background is a light blue gradient with white geometric shapes.

Activity:

Keyword Forecasting and Ad Group Creation

Create an Ad Group for David Austin's campaign,
based on your forecasting analysis.

(Instructions on the next slide.)

Suggested Time:
20 Minutes



Activity Instructions: Keyword Forecasting & Ad Group Creation

1. Open the Keyword Forecasting and Ad Group Creation [cheat sheet](#).
2. Go to the keyword ideas you've generated in the previous activity.
3. Export the data.
4. Filter it following the cheat sheet instructions.
5. Forecast the data in Keyword Planner.
6. Create an ad group.

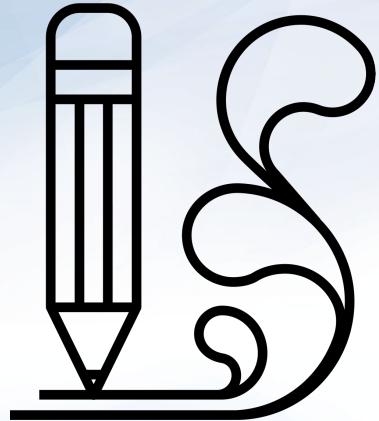
Suggested Time: 20 Minutes





Time's Up! Let's Review.

Questions?



Homework: Searching for Answers

Create a paid search campaign for the small business you created for the WordPress Unit's homework assignment—3, 2, 1 Launch—utilizing the skills you've learned in this unit.

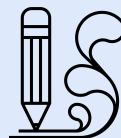
Due Date:



Homework: Searching for Answers

Create a presentation with the following sections:

- A campaign brief
- A list of at least thirty keywords
- A campaign structure
- 2-4 text advertisements
- Complete the student activity, From Interesting to Insights (Activity 10.4.9)



Homework



After today's lesson, you can start the following parts of the assignment:

- Create the campaign brief slide to describe your business and provide the objectives and KPIs for the paid search program.
- Conduct keyword research and choose a list of at least 30 keywords to include in the campaign.



Homework

Homework Tips:

01

Make Time: Schedule at least 3 two-hour blocks each week to work on homework.

02

Don't Go It Alone: Form study groups with other students. Having a group to discuss homework with can help generate ideas and boost motivation.

03

Attend Office Hours: Office hours can help answer questions about the homework or any of the past week's topics.

04

Reach Out on Slack: The instructional staff is available to answer questions on Slack so don't hesitate to reach out if you feel stuck.