## Set Up Your Account and Add Keywords

Setting Up AdWords

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* Hi there! and welcome to learnzilla’s introductory adwords course. This course is a step-by-step guide to setting up your first adwords account. In just a few hours of this course, you’ll have a fully functioning adwords campaign of your own!
* We are always here to help, so feel free to ask questions using our contact us section.
* Let’s jump right in!
* Learnzilla consist of two stages: video tutorials, and mini quizzes that will help you retain the knowledge. Don’t worry, they’re only 3 or 4 questions each and they will help you absorb and apply the content you’ve just learned. Also, these quizzes will help make sure that you get a good grade on the AdWords Certification exam, if that is your goal.
* AdWords is as simple as driving a car, once you learn the controls, you become less intimidated and harness its true value. So let’s jump right in to creating our account and our first campaign.
* We are going to go to adwords.com…. and set our email and name of the website. You can click No on whether you want personalized tips from Google…. Moving on to the next step, Google Express menu may pop-up. AdWords express is a more automated version of AdWords, and while it’s simpler, it doesn’t offer as much control over your campaign, and you won’t get as good of a return on your investment as you will using the traditional campaign types. I have always preferred the added options and settings of the traditional interface, so let’s click on Switch to Adwords on the very top of this menu.
* And off we go into creating our first campaign!
* ….
* Campaigns are like subjects, there should be one for each product, or a specific geographic target, where you can group similar services or product types.
* First, let’s set our budget. This is approximately how much your campaigns will spend every day. This number is specific to each individual campaign and varies by about 20% up or down, depending on Google. We are going to set a budget of $1 per day for now, and adjust this later. I’m actually going to pause this campaign once we are inside the adwords interface, so we don’t spend any money until all of our ads, keywords, and ad extensions are ready to go.
* Next up, let’s set a location we’d like to target. You can target as large of an area as you like, but I think its good practice to test your campaign in a specific geographic location first before expanding your radius to all of your targeted areas. Let’s type in Chicago, Illinois as our starting target location and hit Save.
* Keywords. Google has actually done the leg work here and has selected these keywords based on the content within our website. I like what we see here so far and we can always add and remove these from our campaign as we go…
* Setting your bid is fairly important, and I wouldn’t want to leave this at Google’s discretion. Let’s set our bids to manual setting, and at about $1 for now. We’re going to go through our keywords and bids in our next lesson.
* And look at that, we’re creating our first ad already! Let’s just make one generic ad and add to this later on.
* Learn AdWords Online For Free will be the headline, and for the 2nd headline we can make Awesome AdWords Courses. Now we just need to come up with a quick description of what our website is about. Learn How To Use Google AdWords Online Through Easy Video Courses. Learn More!
* Don’t worry about this one too much, we can always create new ads.
* Great job! After your billing is set up, your campaign will be ready to go! Just be sure to pause the campaign once you get into the AdWords interface by pressing the Green button next to it and changing the campaign status to Pause. We want to make sure everything in our campaign is ready and looks amazing before we start running our ads.
* In our next lesson, we’re going to add keywords to our campaign and get it ready for launch, we’ll see you there!

**Add Your Keywords:**

You have made it! Now that the account setup is done, we are on our way to creating our first campaign.

* We’ll be using LearnZilla.com as our AdWords example. For this, we’ll need to create a Search campaign that will help us target users that are interested in learning adwords.
* We’ll name our first campaign after our product - AdWords. You can go ahead and click on the Pen that hovers above Campaign name, and change that to AdWords.
* (pause)
* Within it, we are going to create a set of Ad Groups. Ad groups are essentially sub-campaigns that use all the same settings and budget but enable you to give them each their own keywords, ads, bids, and more. These Ad Groups should all fall under the same theme, a product, or a product category to help you organize your campaigns, but more on this later.
* When we go to the settings tab, we can see all the settings we have set when created this campaign in our first lesson. Here you can see the Target Locations, language we are targeting, and the budget.
* For now, we just need to change our campaign type, as we will learn Google Search network at first, and later on we will tackle Display campaigns. Let’s go ahead set this to Search only – All Features by clicking Edit and selecting Search Only from the drop-down. This will allow us to have as much control over our search campaigns as possible. After all, you’ll be an expert in AdWords in no time.
* Great! Let’s get back to creating our ad groups by going to the Ad Groups tab.
* We will use our first ad group to target Google users that would like to learn adwords and another ad group to target users that want to practice for their AdWords certification exam. So we’ll use the same campaign settings for them, but the keywords and ads will be specific to each type of user.
* Let’s name these two and add the keywords to them together. Click on the pen to edit the name of our first ad group, and since this ad group will target users looking to Learn Adwords – we’ll just name it Learn.
* To create a second ad group, you can either go through the ad group creation process using this red button…. or copy and paste the existing ad group, which is a bit easier for me. Simply click the check box next to the ad groups you’d like to copy,………………. click Edit, then copy and paste. Just be sure to change the keywords and ads in the new ad group if you do this, otherwise they’re all identical to the ad group we copied them from. Let’s name this ad group Practice Exam.
* Awesome! For this ad group, let’s create ads that are better suited for to visitors who want to practice for the certification exam. To do this, just go to the Ads tab and change the title of our ads. Click on the little pen that appears when you hover over the ad, press Edit – “Study For AdWords Exams”. Also feel free to change all of the descriptions as needed. I’m going to leave mine as they are for now, as they still seem to be relevant. Hit save. We don’t need a second ad for now, we’ll pause this.
* Now we get to the fun part – adding keywords.
* Let’s add a few keywords to our first ad group – the Learn ad group. Let’s head over to the keywords tab and hit the red + Keywords button, and select our Learn ad group. Here’s a pro tip: One word keywords like “adwords” are often considered too broad, they bring too much “general interest” and may not necessarily bring in clients that are interested in your product. This traffic often quickly leaves the site and may not be the best investment. These are called short-tail keywords, longer keywords are called long-tail keywords. There is much more search volume for short-tail keywords such as “adwords”, however not all of these searches are looking to learn about adwords. Maybe they’re searching for adwords news or for adwords customer service, so we wouldn’t want to bring them to our site. Long-tail keywords often bring more specific clientele. For example, let’s look at the keyword “where to learn adwords online”. These users are much more likely to be looking for a specific site to learn adwords, and are not just doing research on Adwords or looking for news. This long-tail keyword is much more effective at bringing interested visitors to our website, instead of those who will just hit the Back button.
* “where can I learn adwords online for free?” is another great example. I usually try to avoid single-word keywords and stick with two word keywords or more.
* There are 4 different types of keywords we can use in AdWords, they are called Match Types. And don’t be intimidated, these are ultimately going to help you target the EXACT searches you want to go after.
* First one is called broad match. If we go with just one keyword for now – “adwords” and it’s broad match keyword, it will also show our ads for general search queries such as “adwords news, learn about adwords sitelinks, and what is adwords cost”.. This match type is very general, it certainly brings in lots of traffic, but it may not necessarily give you the best return on your investment, but that’s where the other three come in.
* Second match type is modified broad match. This means that the search queries **must** include keywords that have a plus sign in front of them. Ex. +learn +adwords +online. This will show search queries that include all 3 of these keywords, and potentially some others. For example “where to learn adwords online”. This keyword has all 3 of our keywords, and therefore meets the criteria. AdWords will ignore the order of these keywords in modified broad match.
* However, order is particularly important in Phrase match. This is the third match type. Phrase match means that the query has to show a set of keywords or a “phrase” in it, and the order of these keywords matters. For example “learn adwords online” has to appear in that exact sequence, and potentially with other keywords. This match type uses double quotation marks. Some of the keywords that your ads would show for are “where to learn adwords online” or “learn adwords online for free”. These all have the 3 keywords appear in that particular sequence.
* Finally we have exact match. This is as specific as you can get. Google will only show the exact search query without any other keywords, and only in their specific order. It uses the square brackets: [adwords… courses]. This will not show up for “free adwords courses” as it is limited to exactly the two keywords we used and in that particular order. While this will get you quality clicks, don’t limit your ad groups to just exact match keywords, as this will limit the number of users who see your ads, and may hinder how many clicks you can get in a day.
* Ok, let’s sum up our match types:
* Broad match can show up for a whole variety of keywords containing our words in them. Modified broad match can show any keywords containing our words in them in any order… Phrase Match can show any keywords containing the phrase that we included, in that specific order, and exact match is as specific as you can get. No other keywords will be allowed and no other order followed.
* It’s general practice to add all 4 match types of each keyword into an ad group in the beginning, and then weed out the keywords that don’t work by either pausing them, or lowering their bids.
* Are you bored yet? Alright, let’s actually add some keywords.
* You can put these match types in yourself, but why bother if you can use the keyword toaster tool online. Let’s go to keywordstoaster.worldofsolomon.com/, which is fun and simple…………………. Copy your broad match keywords and paste them on the left of this neat tool “learn adwords…. Adwords courses….learn adwords online…” …….and you get all 3 other match types on the right. Neato! Copy and paste all of these …. into your ad group…, and hit save!
* Voila, we’re all done!

Right about now, you may be having second thoughts about the keywords we added initially, and you’d be right, those may not be such a great match because they are so general. Let’s take a look:

Open university courses, courses online, online classes, marketing courses, are all pretty broad terms and are going to result in our ads showing to those looking for an online university to learn all sorts of stuff outside of adwords. We wouldn’t want to pay for any of those clicks because it’s much more likely that the traffic won’t find what they’re looking for on our site and bounce right out. So it’s a pretty good idea to pause all of the keywords that don’t include adwords. I’m going to select the first keyword in here… hold Shift…. And select the last of the first bunch that I want to pause… then select the rest……. .dsf. …Adwords broad match might be a little too broad, .. aaand this will do. Let’s hit Edit, then hit Pause for all of these. Wonderful, this ad group should be ready to go.

Because we copied the practice exams ad group, it is actually going to have these same keywords in there, which we don’t want. Let’s Head over there, and pause all of these initial keywords, and add a few new ones that are going to drive the traffic that we want. Go ahead and hit the red Add Keywords button.

Since we are looking to bring in traffic that’s looking for Google AdWords Certification exam practice questions, let’s go back into the keyword toaster tool and add some of these keywords as well as all of their match types. Let’s add “practice for adwords certification exam”, “adwords certification exam course” and “adwords certification practice” should do for now. Copy these over using CTRL + C, and use CTRL (or command if you’re using a mac) + V to paste them into our Keywords tab. Well done.

* At this point you’re probably wondering about the dollar amounts and the Max CPC labels that you see in our Keywords tab.
* This is how keywords work. Each keyword can have its own bid, which is the Max CPC Column, and they all go into a “keyword auction” when the keyword is triggered from a relevant search query. The highest bid and most relevant keyword will win the auction, and in turn will show on google using the most relevant ad. The higher the keyword bid, the more it will show as opposed to others, up until you’re out of budget. Oftentimes, keywords may not run at all, if the bids are too low or if there is low search volume for that specific keyword, but AdWords can actually help us here with a handy column called Estimated. First Position bid (or Est First Page) bid.
* RE-RECORD
* **This column will show you** an approximate bid amount that will get your ad to be the first ad on the first page. Just go to the Columns drop-down on top of the Keywords tab, click Modify Columns… and you can find the Estimated First Position bid column within the Attributes tab. Feel free to add any other columns you may find useful. These look good so far to me, so I’ll hit Apply.
* The First Position bid data will usually show up after the keyword has received several impressions.
* Some of my favorite metrics are bounce rates and time spent on site, these can be added too, but we’ll need to link our Google Analytics to our AdWords account to see them, and in our bonus lesson, we’ll do just that.
* To sum up bids, the higher the bid, the more clicks and views (also called impressions) a keyword will get. You will only be charged when someone clicks on your ad, but keep in mind that a higher bid may mean a higher cost for a keyword, so keep an eye on the Cost Per Click column – called Average CPC. More expensive keywords don’t always mean that you’re getting the most value.
* Next time around, we’re going to link up our Google Analytics to our AdWords account in a bonus mini lesson, and after that we will discuss ads, ad rotation, and getting the most out of each keyword.
* We’re covering good ground here, you’ll be an adwords pro in no time!

**Google Analytics setup and AdWords Linking**

* Welcome back to LearnZilla’s AdWords setup course. In this lesson, we’ll link our AdWords account to Google Analytics. Linking Google Analytics will help you see vital campaign success metrics like Conversions, average time spent on site, bounce rates, and other key metrics. Google Analytics will also enable you to compare your organic and paid search data side by side, along with all the other channels.
* To link, you will first need to go to your Google Analytics account. Follow the setup instructions if you haven’t set up your account yet.
* When you reach your account, and click on the Admin tab on the bottom left. In the admin tab, find the AdWords Linking menu under the Property column. Right here in the middle... Once there, double-check the AdWords Customer ID number and make sure it matches to the AdWords account you are trying to link..
* This number is located in the top right-hand corner of your AdWords account. Right here. If this number matches, make sure its checked, all others unchecked, hit continue, and Link Accounts. Easy!
* If you can’t find your number under here, this just means your AdWords and Analytics accounts are under different email addresses. Simply go back to Admin menu of Google Analytics, head over to User Management under View column on the right….., and add your adwords account email to one of the users that can Edit the account by entering it in right here…………… Let’s be sure to give it the Manage Users and Edit permissions before moving on.
* Easy. We’re almost done. Now let’s go back to our Adwords account and finalize the linking process.
* Let’s head back over to Adwords Settings gear-icon and go to Linked Accounts. Hit Google Analytics over on the right… and click Set Up Link for our website. Now, everything should be set up. To make sure we’re good to go, we’re going to back into Analytics and see if our account pops up under AdWords Linking in Google Analytics. If it’s not linked yet, we just need to Add New Link Group,… check that this is, in fact, our AdWords Customer ID number, if it’s a different number or there is no customer ID in here at all, you may have to log in to Analytics with the same account that the adwords is under…. Let’s do that…. We’ll check the box next to it, call it our Company Master link… check All Web Site Data, and hit Link Accounts!
* Well done.
* You should get an email confirming this, but be sure to go to the AdWords Linking menu in the Admin tab to make sure your Adwords Customer ID is now linked.
* Wonderful, onto the next! In our next lesson we’ll create conversion goals. These are absolutely crucial to campaign success. If we don’t know which clicks are genuinely interested, then how will we measure success? I’ll show you in our next lesson. So until next time, we’ll see you back here.
* And conversion tracking!! Whole another lesson.

**ADS and Negative Keywords**

* Feel free to use Google’s keyword suggestions, as long as you think they’ll be relevant and are likely to bring profitable clicks to your site. Let’s set a default bid of $5 to start.

Welcome back to LearnZilla’s introductory AdWords course and congratulations! You are well on your way to becoming an adwords expert. You are just a few lessons away from becoming a paid search guru.

Today we’ll be making more ads to go with our keywords and later on, we’ll be adding several negative keywords to make sure we only get the best clicks.

* So, there are 3 basic guidelines to creating ads:
* 1st is: Google only allows you to use 1 exclamation point (and it has to be in the description);
* 2nd is You cannot say Click Here. Google considers those ads “spammy” and will not approve them for use.
* And finally, be sure to Capitalize the first letter of Each word and be sure to utilize 100% of your ad space. These two tips will make your ads look bigger and ensure that they stand out from your competition.
* When making your ads, make them as relevant as possible by using your keywords. Whenever your ad appears, matching words from the search query will be highlighted in your ad. This will make your ad different from others, so make sure you throw in a few of your keywords into the ad itself.
* Ok, enough about the policies for one day, let’s head over to our Learn Ad Group, and jump to the Ads tab.
* You can copy and create ads just as you can with ad groups. You can create a whole new ad, or just use the Copy and Edit button in the top-right corner of the ad. This makes the ad creation process super simple, and you don’t have to start from scratch.
* Let’s start by modifying our initial ad by going to Copy and Edit. In this ad, I would like to change the title to something more suitable for the Learn ad group. Let’s try a title “Free AdWords Tutorial”, ok… and a description of “Learn AdWords Online”….. Very good. I actually like our current description, but I would like to add a more descriptive Display URL.
* This is simply the URL that is displayed under your ad, and not the actual destination where the user will be directed when they click on the ad... Final URL is right here on top, and is the actual landing page of this ad. Display URL should summarize what the page is about and be relevant to the ad group. In our case, we can call it Adwords. And guess what? When a keyword has a word “adwords” in it, that word will be bolded in our Display URL, which will make our ad stand out! Great, let’s Save this and move on.
* Well, that was easy! but I’m not sure if the word “courses” will resonate with our potential visitors, so I’m going to make one more ad for good measure.
* Let’s copy and edit on our last ad…
* and try adding the word “online” into our title, maybe this will perform better. “Free Online AdWords Tutorials”… I like that.
* Why not try something new with the 2nd headline, too! : “Hands-on Video Lessons”.
* Yes,… I’m not the best ad writer that ever lived, but you don’t have to be to succeed in adwords! It’s simply a matter of trial and error… As marketers, we only have somewhat of an idea of what might resonate with our demographic, no one is ever fully sure, so it never hurts to try a few different ads, and sooner or later, we’ll find the winners.
* Let’s create a new description before we move on.
* “Free Online Video Courses And Quizzes For Future AdWords Experts. Learn More!”
* When you create several ads like we did, you can see which ads work best for you, and which ones don’t. Click-through-rate is a great metric for determining which of your ads works best. This metric is calculated by taking Clicks and dividing them by Impressions. In other words, how many users clicked on the ad, out of how many saw it. The higher the percentage, the better the ad.
* Great. I want to emphasize that it’s important to make sure your title as relevant as possible. According to studies, users don’t always read the description. So make the headlines engaging, and tell the audience why your product/company is best.
* Finally, I would like to point out one very important point about editing and removing ads and keywords.
* Whenever you edit, or remove an ad, its historical data will become harder to find and impossible to see in reports as it will be considered a “removed ad”. Most agencies and companies copy the ads before editing them, and just pause old ads… never remove. This ensures that you have data from your past and your reports show accurate information. AdWords will actually warn you about this when you try to Edit an ad………. saying your old ad’s statistics will be visible in the Totals below, but what they’re not telling you is that those statistics won’t show up on your reports as part of the total. Same applies for ad groups, campaigns, and anything else you may create or remove in adwords.

Great job on creating your ads! In the last few minutes of this lesson, I would like to briefly introduce you to Negative Keywords.

* Negative keywords are an amazing tool. They work just like regular keywords, but they do the opposite. Including a negative keyword means that your ads will never show for a search query featuring that specific keyword. We can have negative keywords for the whole campaign, or for a single ad group, depending on where you implement them.
* Let’s look at an example. Our Learn ad group features broad match keywords such as “learn google adwords online”. In a broad match situation like this, Google may or may not show our ads for similar queries such as “learn google analytics online”. We wouldn’t want to spend money on this click if we don’t offer any Analytics courses, as they’re likely to just leave the site soon after coming in.
* To prevent our ads from showing for this keyword, let’s add “analytics” to our negative keywords list by going back to our keywords tab…. And the Negative Keywords sub-menu…. Press the Add Keywords button under the Campaign Level, then simply type “analytics” in here and press Save.
* Be wary of other ad groups when implementing your negative keywords at the Campaign level. Make sure there is no conflict with some of the keywords in other ad groups. Always check back when implementing new negative keywords, Google will tell you if there is a conflict, but for some reason, it doesn’t say anything right away. In our case, there will be another campaign for Google Analytics courses, so we can safely add the “analytics” negative keyword to this Campaign.
* You can also add negative keywords to an ad group by going into an ad group, and then going to the negative keywords sub-tab.
* Let’s add a few other keywords that I think may negatively affect our campaign.
* Keywords such as “news” and “cost” would likely appear in popular queries from those looking to find out more about the cost of adwords, or adwords news. These queries are probably not coming from those that want to learn how to use adwords, so it’s a good idea to add these as negative keywords for the campaign.
* Want to know something cool? You can actually see which search queries triggered our ads! Adwords shows these in the Search Terms sub-menu. Here you can see keywords that brought clicks to your site, and add them as keywords, or as negative keywords, depending on how relevant they are to your site. I would recommend adding them as individual words because adding a whole phrase may have an unforeseen impact by creating conflicts with your existing keywords.
* We’ll often be using this report to help us add more negative keywords as we go.

Great job getting this far! Our campaign is almost ready for launch, and for success.

Ad Rotation, Delivery, Devices.

**Settings**

Welcome back to LearnZilla’s introductory adwords course! In this lesson we’ll get familiar with some of the ad and keyword settings that you can use to improve your campaign’s performance.

* If you haven’t discovered it already, go ahead and click on your campaign and go to the settings tab. This tab is here, is AdWords is not very intuitive… This tab is there to help us be as granular as possible, and let us make sure that we only get the clicks that we want.
* Here, you can change the Campaign Name, your search type, and campaign types when we start creating more and more campaigns. Device settings on their own can be a very powerful tool.
* If our product is a mobile app, then we may only want to advertise to Googlers that are on their phone! We can actually do that if we go into **device settings tab**. We’re going to accomplish our goal by decreasing what we call a bid adjustment for Computers to -100%. This means that a $10 bid, will become a $0 bid to those using a computer. To increase or decrease bid adjustment on devices, you just click on the bid adjustment column in any of the device rows, enter in a percentage desired, then select increase or decrease,… and hit save.
* Remember our keywords? These bid adjustments are applied to a qualifying keyword when a search query is triggered. So when a keywords has a $0 bid, it’ll never enter the auction.
* In another scenario, we notice that clicks from mobile devices do a little better than Computers and Tablets. In this case, we can always add a bid adjustment of 20% to mobile, so our keyword bids for Computers will always be less than those for mobile… this means that bids for mobile devices will be eligible to go into the keyword auction more of the time.
* To add a 20% bid adjustment, we would select the bid adjustment field in the mobile row, and enter in 20. Easy-peasy.
* Device settings are very useful, they are actually one of my favorite reports to look at when working with my clients. You can easily improve campaign performance by messing around with these. Most of the time, we’ll notice trends of one device or another doing better, depending on the nature of a business, or in some cases, the quality of a client’s website. For the better-performing devices you can increase the bids, and for those not doing as well, you can always decrease, or leave them as they are. I usually look at the data from the last 30 days or more, and go with a 10-20% bid adjustment for the devices that are doing better, until I’m sure that one device brings in more conversions than another. Keep in mind, that these trends may change from time to time, so be sure to check back into the Devices report often.

Sound good? Let’s go back to our main settings tab.

* Locations we target can be important too. This tool helps us refine our targeting, and to make sure we don’t get clicks from areas that may find our product irrelevant. This is especially important to businesses like restaurants that focus on local markets. We wouldn’t want to pay for clicks from Seattle if our restaurant is located in New York, right? Unless your restaurant is that good…. Haha then please, do send me an invite.
* Alright, what we can do here is add several geographic targets…. We’ll Hit Edit… and Advanced Search. I love this graphic location interface, I think its incredibly helpful. We can get as granular, or as general as you like. We can go as far as adding the address of our business, and set a target radius around it! Let’s do just that.
* Hit the Radius Targeting tab,… enter in our address, ….. which for all intents and purposes just happens to be 123 Chicago Street, Chicago, IL, and set a mile or kilometer radius around it. Default is 20 miles, but I’d like to start with 10… the closer my customers are to my location, the more likely they are to be interested. Look good? Let’s add this. Great.
* If your campaign is still targeting the whole country, you can always remove those general targets by hitting the Remove button next to them. I’m not sure if targeting clicks nationwide would be profitable if we’re in the restaurant business. So feel free to go back to the Search tab and hit remove to any existing targets you might have.
* AdWords will also let us target states, cities, zip codes, as well as exclude them, and I think that exclusions are usually a pretty good idea for any business just to be sure that our ad dollars aren’t going anywhere but the desired geographic targets. I like to go as far as inserting a list of States that are outside of my target location to ensure that we don’t pay for any clicks outside of the target area. You can search for locations in the search bars in the location tab and exclude them there, but to add or exclude a larger list of geographic targets, we can actually use the Bulk Targets tab…. You can copy and paste lists of your locations in here and exclude them one by one…….. I’ll leave this one to up to you.
* …..
* It’s always a good idea to target nearby towns if you think its residents may be interested in your business. Some businesses go as far as stealing clicks from their competition by targeting competitor brand keywords in their location. This is fairly common practice...
* Alright, after you’ve added your locations, hit Done, and save your location changes!
* Just like for devices, you can set bid adjustments for the locations and look at the data about the clicks you get from the surrounding areas. Just go to the locations tab, and make the necessary adjustments as you see the clicks trickle in.
* Next, you can change the advanced location and language options if you’d like, but the default options are usually applicable to most of my campaigns, so we’ll skip this and Bid strategy for now, as these are some of the more advanced settings that may be worth exploring in the future.
* Next up down the line of our settings are budgets. The daily budgets are certainly going to be of importance to you if you are working with a pre-determined budget. The dollar amount that you assign in the settings, or in the campaign tab is going to be Google’s daily budget. However! This is a strong however because Google may spend more or less than this budget, depending on search traffic, your bids, and a few other variables. Google say they will only over or under-spend by 20%. And I’d say this is fairly accurate. It’s not often that Google will spend more than 20% of your daily budget, but it still may happen, so keep an eye on how much Google spends…. A consistent 20% overspend of your daily budget can cause you to spend quite a bit more than you intended. In the end though, google claim that AdWords won’t spend more than your daily budget times 30.4… this is the average number of days in a month.
* If you’re spending less than you’d like, you may want to add more broad match keywords, increase your keyword bids, or look into our next item: Delivery method.
* The delivery method has to do with how fast google will attempt to spend your daily budget. If you would like your ads to run as soon as possible and as much as possible, first thing in the morning, then you should go with Accelerated Delivery. If you’d like to make sure that your ads show evenly throughout the day, Standard delivery does a good job at this. This is a fairly safe option. But if your campaign is struggling to spend its daily budget, feel free to change this setting to Accelerated.
* Very good! We’re almost done with our settings.
* Next up is your ad schedule. This setting can be useful if your campaign has to end on a certain date, or if you’d like to show your ads at certain points in the day. Let’s hit View Ad Schedule and explore this setting a bit more. Let’s say that our restaurant and is only open in the afternoons. We can choose for our ads to show only after 12 o’clock - noon.
* Click on add Ad Schedule…., Create Custom Schedule,….. and select 12pm to 12am, which is midnight. You can even set your hours based on the day of the week. Just keep in mind, that your time zone is based on your gmail account that’s associated with adwords.
* Super. Let’s go back to All Settings and discuss our last key item, which is ad rotation.
* Ad rotation is an adwords feature that will allow Google to automatically show some ads more than others, or show them all evenly. This setting is based on the ad’s Click Through Rate (also called the CTR), but AdWords likely looks at a number of factors. If you’re always creating new ads to see which ones work best, or if you always have new sales offers that you would like to advertise, I’d recommend sticking with **Rotate Indefinitely option**. This will ensure that all of your ads get shown. Otherwise, you’re relatively safe with Optimize for Clicks. The other two options are not as reliable in terms of driving quality clicks, but feel free to test them out and let us know how they work out for you.

Very good. We are making strides in getting to know adwords, how things work, and how you can improve campaigns performance. In fact, we are almost ready to launch our campaign. Our next lesson features Sitelinks, which is a great way to help your ads look better than your competition and may make a real difference on whether a potential client clicks on your ad or someone else’s.

Feel free to reach out to us using our Contact section, we’d leave to you’re your feedback. See you next time! 😊

**Ad Extensions**

* Welcome back to LearnZilla’s Introductory AdWords course. In our last lesson of setting up our account, we’ll briefly go over how Ad Extensions work and how you can use them to your advantage.
* Let’s jump right in and take a look at an example. On the left we have an ad with several ad extensions, and right away, you can see there are several distinctions between the two.
* Ad extensions are certainly worthy of a lesson of their own, for a number of reasons.
* They can not only help your ads aesthetically, but they can help direct visitors to pages they’re particularly interested in and help provide valuable conversions like calls from ads.
* And there are all sorts of ad extensions out there – location, callout extensions, call extensions, price, review extensions and much more!
* So …let’s create a few ad extensions of our own.

Among the extensions we saw in our sample ad were Sitelink Extensions…. Right here below the text…. These are a few extra links that show up under your ad and help direct your visitors to different pages on your site that may be more helpful to their search... A bit like a shortcut. More importantly, sitelinks make your ad look much bigger and more professional.

To start, let’s go to our campaign, and go to the Ad Extensions tab.

Under the View drop-down, select Sitelinks Extensions… and hit add Extension. Extensions’ purpose is to act like a shortcut and direct visitors to areas of the site they’re interested in. Usually, these would follow the structure of the site, so I’ll start with a Contact Us section.

Hit New Sitelink… give it a title – Contact Us… add the full URL for this section, and add a brief description: Get In Touch With Us To Find Out More About Our Services. Hit save, sand save again.

* What’s great is you can actually use the Ad Preview tool to check out your ads without ever incurring any impressions in your campaign! This is what we saw in the beginning of this lesson! This tool is also very effective in troubleshooting any issues with your ads:
* It’s bit like a diagnostics tool – you can take a look at what your ads look like once you launch your campaign or figure out why they’re not showing. This tool makes sure that don’t incur any actual views or impressions, so you can search as many times as you want.
* You can access this tool by going to the Tools menu on the very top, then go to Ad preview and Diagnosis. You can see your ads in here once the campaigns are turned on, just be sure to enter in the location that is inside your geographic targets and double check to see if you have budget remaining in the day… Pretty neat!

Now let’s create one more sitelink that will direct our visitors to the courses page. Let’s head back to our campaigns view, select a campaign, and go to the ad extensions tab. Go ahead and click add new extension, then new sitelink – maybe title this one Our Courses… then we want to insert the URL of the page, and a brief description: View Our Selection Of Free Online Google AdWords Courses….

Aaand save this.

Now, if you happen to have enough pages on your site, I would recommend adding 2 more sitelinks as Google can show up to 4 of these extensions at a time, and this will make your ads look fantastic.

We’ll move on to other extensions in the meantime. By the way, if you would like to add these sitelink extensions to another campaign, AdWords makes it super easy. Simply go to the Sitelinks menu in another campaign, then click on the right- or left-facing arrows to move the desired ad extensions around the campaign, and hit save! If they’re on the right side, that means they’re showing, on the left, they are not. Using the same technique, you can actually add different sitelink extensions into each one your ad groups, otherwise these will show up for all of the ad groups.

Great job. I’m also a huge fan of Callout extensions. Unlike Sitelinks, these aren’t shortcuts, neither are they clickable ad extensions, but they provide all sorts of cool bits of information about your business or products just below each ad. Take a look at this one.

This is extra information that our visitors may find useful. Let’s go ahead and add a few callout extensions to our ads.

* We’re going to go back to our View menu, then go to Callout Extensions, ,click Add extension, and New Callout. These extensions are a great way to mention some of the benefits of using your service or product. We can say things like “Free Video Courses”….., then maybe “Quick Learning”……, and maybe “Practice Questions” for example. Very straightforward. Let’s save these.
* Although My favorite extension is the Call Extension. Call extensions are incredibly useful if you have a locally-based business. These come in so handy if someone is browsing on their phone, they can just hit the Big call button that appears on your ad and they’ll be inquiring about your business in minutes! It’s much more practical than filling out a Contact us or Get a Quote form. These have proven to bring in tonnes more conversions in my experience.
* Feel free to use other ad extensions as well, there can be no harm in these. Google only shows ad extensions they think are going to have a positive impact. Not all of these will show up all of the time, but Google will pick one or two extension types to show with most of your ads. I would say the three extensions we just created, plus a call extension if possible, are a great start.

With ad extensions in place, you have almost completed account setup. I want to congratulate you on teaching yourself adwords as you have learned a great deal. You may start running your campaigns by hitting the enable button in your campaign view, but be sure to create several conversions and link your Google Analytics account in our next lesson so that you can track your success. By setting up your conversions and linking AdWords to Google analytics, you’ll be able to figure out which of your clicks bring you business, and which ones just bounce out. These are very important aspects of analyzing your Return on Investment, and we’ll set these up quickly and easily in our next lesson.

Also, be sure to fine-tune your campaigns at least once per week. Some campaigns take off with huge success, but most will need fine-tuning to make sure they are driving the traffic that you want. AdWords is simply a software, and it may not necessarily know what sort of clicks you are looking to bring in. It is up to you, adwords gurus, to optimize your campaigns and make them profitable…. and there is no campaign out there that cannot be improved.

Our next few chapters will cover hugely important points about maintaining your account and making it successful.

* If you have had even a little bit of luck with the quizzes or if you are already applying the knowledge or thinking about the things we talked about, you are doing an amazing job! Feel free to get in touch with any questions or feedback using our Contact Us page, and we’ll see you in the next section 😊

**Set Up Conversions**

* Welcome back! Conversions are a exciting part of managing your adwords account – they give you a chance to visualize the impact your campaign is having on your business.
* First question is – which conversions should we be tracking? Common types of conversions for product-based companies are check-out page visits, contact us page visits,get a quote page, so if a customer is getting a quote this is a clear indicator that they’re interested in your product. For companies that sell a services like LearnZilla, things are a little more tricky so sometimes you have to get creative. It’s good to set some goals like the amount of time a customer spends on the site and number of pages they browse because this shows how interested a visitor is in your service. I’d also like to add a Contact Us page visit as a goal, since we will only hear from those interested in LearnZilla. You can also go as far as tracking whether a visitor clicked on a Checkout button, or a Contact Us button. You can do these using your Google Analytics account, and if you havne’t linked your account yet, please watch our lesson on Linking Google Analytics to AdWords.
* Great, lets set up our conversions. Our first move is to go to the Admin menu, and then Goals in the View sub-menu. In the Goals tab, we’ll click Add New Goal.
* Custom goals are the best – we’ll usually use these, since they are much easier to set up and they’ll track exactly what we want. Hit Continue and set up the name of your first Goal. Let’s start by tracking visitors that spend 4 or more minutes on your site. 4+ Minutes Spent On Site….. This is a Duration type goal, so let’s be sure to hit this box… and hit Continue! Okay, we have the details window, which we’ll use to give Google the 0 hours, 4 minutes and 0 seconds, which will be our guideline. Go ahead and verify the goal. The Verify button is there to make sure your conversion will work. If there’s any percentage point data in the Verify section, great! Our conversion is working. If not, there may be something wrong with the goal, or the goal is simply too strict to have been met in the last 7 days. This isn’t always always a bad thing, goals are good to set. Let’s make sure everything is correct and hit Save.
* That was easy, let’s make some more! We can also set up 4+ Pages Browsed, which is another useful Goal. So let’s create another custom goal….. use the Pages/Screens per session and add in a number 4. Let’s verify this and… awesome! That was easy, right?
* One of the most common goals on most websites are visits to particular pages, like Contact Us Page we talked about earlier – this is called a Destination Goal. In sum, if you direct users to a particular landing page, and they end up on the Contact Us page at one point in time, this will count as a conversion.
* To create this, let’s go ahead create another custom goal,. Hit Continue… go to Goal Description, name our goal – this will be Contact Us Page Visit, and select Destination type. Continue, and enter in the page URL of this goal. Be sure to not enter the WHOLE url, because Google analytics is already associated with your site and knows its domain, so enter in whatever comes after the first forward slash. In our case, we wouldn’t type in [www.learnzilla.com/contactus/index.php](http://www.learnzilla.com/contactus/index.php) , but rather use the link addendum - /contactus/index.php.
* If your link changes for any particular URL and is a dynamic URl that changes with each visitor, you can select a different destination goal type – such as Begins With. So a visit to any page with a link that begins with a particular URL structure, will count as a conversion. For example, if I use /learn, then all visits to pages under that URL such as /learn/lesson1 or /learn/adwords/learn will be counted as conversion goals.
* Wonderful! We have a basic set of goals that will serve as a bench mark in determining which traffic expresses more interest in our site. To get more granular with our goals, I’d recommend researching Google Tag Manager.
* Google Tag Manager will help you easily track which buttons customers click and how they interact with the website. Tag Manager also allows easier implementation of Google Analytics, AdWords, and Facebook tags, so definitely give it a try.
* Very good.
* To make sure you can see your goals in Google Adwords, let’s go back to the AdWords Tools menu and import these conversions….. In your adwords account, hit Tools menu up top, then conversions, and go to the Google Analytics tab. In here you’ll see the list of goals that your linked Google Analytics account is tracking. Check which ones you’d like to see in your AdWords, and hit Import!
* Great job!. You are now ready to track your conversions! It usually takes a day or so for all the goals from today to be visible in AdWords, so don’t expect to see them right away. Unfortunately, Google Analytics cannot register goals that happened in the past, so give it a few days to register new ones.
* This lesson is absolutely mission-critical. Your campaign is now fully set up and is tracking data, conversions, and you can start to see which campaigns are making a splash. Use the conversion data to optimize the keywords that perform the best, and keep an eye on ads and keywords that have high bounce rates. These are the pages that your visitors may not be expecting.

One final piece of advice: it’s a good idea to create Call Conversions. You can do this by creating a Call Extension in your adwords account – people who click on your Ad’s Call Extension to call your phone number will show up as a conversion in adwords. It’s an easy ad extensions to set up, and is very effective.

As always, reach out to us with any feedback and we’ll see you back here next time!

**Bids and Strategies**

* If you missed the class on adding your keywords, let’s sum up what we covered there:
* Bids are how keywords work. Each keyword can have a bid of each own, and one of them will go into a “keyword auction” when a relevant search query is triggered. The highest bid will win the auction, and will show on google using the most relevant ad. Google won’t actually charge the exact amount of your bid, just one penny over the next highest bid. So if you bid $8 for a keyword, you win, and next highest competitor bid is $7.50, you will be charged $7.51.
* The higher your keyword bid, the more it is likely to show as opposed to others, up until you’re out of budget. Oftentimes, keywords may not run at all, if the bids are too low or there is low search volume for a query, but AdWords can actually help us here with a handy column called Est. First Position bid (or Est First Page) bid. This will show you an approximate bid amount that will get your ad to be the first ad on the first page.
* To sum up bids, the higher the bid, the more clicks and views (we also call them impressions) a keyword will get. But keep in mind that a higher bid may mean a higher cost for a keyword, so keep an eye on a Cost Per Click column – called Average CPC. Some keywords are cheaper than others.
* There are all sorts of strategies and theories on keyword bids out there, but you should see what works for your brand by experimenting with different bids, ads, and settings. It’s wise to go after keywords such as “product x for sale” and “deals on product x in my area”, as these search queries are made by people already in the market for a product or service. But don’t be shy away from trying out other keywords too, although you can always set a higher bid on the ones you believe may be more profitable to you.
* One of the problems you may encounter is not getting clicks, or impressions at all. If you have low impressions, try increasing your bids gradually, low bids is a common problem. If not, try increasing the target locations. Also check your ad schedule, as there may something going on there.
* How often your ads show up, may also depend on your keywords’ quality score. This is Google’ automated score of how relevant your keywords and ads are to the search query. You can add a column to see it too. If your keyword is mentioned in the ad and on your landing page (also called destination page) then it’s likely to have a higher quality score.
* Let’s add this column - just go to the keywords tab, then hit Columns, Modify Columns, and find it within the Attribuates tab. There it is, titled Qual Score….
* Quality score is interesting to look at, but I often find that some keywords with low quality scores are still very profitable to me, while some of the high quality score keywords aren’t. I prefer looking at the click and conversion data to tell me what’s good for my company.
* This brings us to conversions and tracking them in your adwords. This is pretty important in gauging the success of each campaign, ad group, and keyword is. Which of the clicks are bringing you business? Thankfully, Google Analytics makes tracking these in your AdWords easy. You can even see the conversion data, average time spent on site, and bounce rates – that is, how many of the clicks just bounced back to Google search engine result page.
* If you haven’t linked your AdWords to your Analytics account yet, please refer back to our Google Analytics tutorial in Lesson 3.
* If they are successfully linked, let’s talk about the conversions and set up a few that will help us see how we are doing in our next lesson

Bids and Quality Scores

Let's get the account set up, add keywords to it, and ensure all of our settings are matching our goals.

* Bids
* Ad Relevance
* Negative Keywords
* Bid Adjustments

Rules and Optimizations

Let's get the account set up, add keywords to it, and ensure all of our settings are matching our goals.

* Optimizations
* Create Rules
* Set Bid Adjustments
* Ad Rotation