

# ADVERTISING YOUR BUSINESS ON GOOGLE



Google™

# IN TODAY'S SESSION WE DISCUSS:

## ADVERTISING ON GOOGLE

An introduction to advertising on Google and how it can benefit a business.

## FINDING KEYWORDS

Learn how keywords work, how to find them, and how to evaluate their performance.

## WRITING GREAT ADS

Learn how to help clients write great ads for their businesses.

## GOING BEYOND SEARCH

We explain how the Google Display Network works and some tools to get started.



# ADVERTISING ON GOOGLE



## **IN THIS SECTION, WE DISCUSS:**

1. An introduction to advertising on Google
2. How ads on Google.com work
3. AdWords vs. AdWords Express

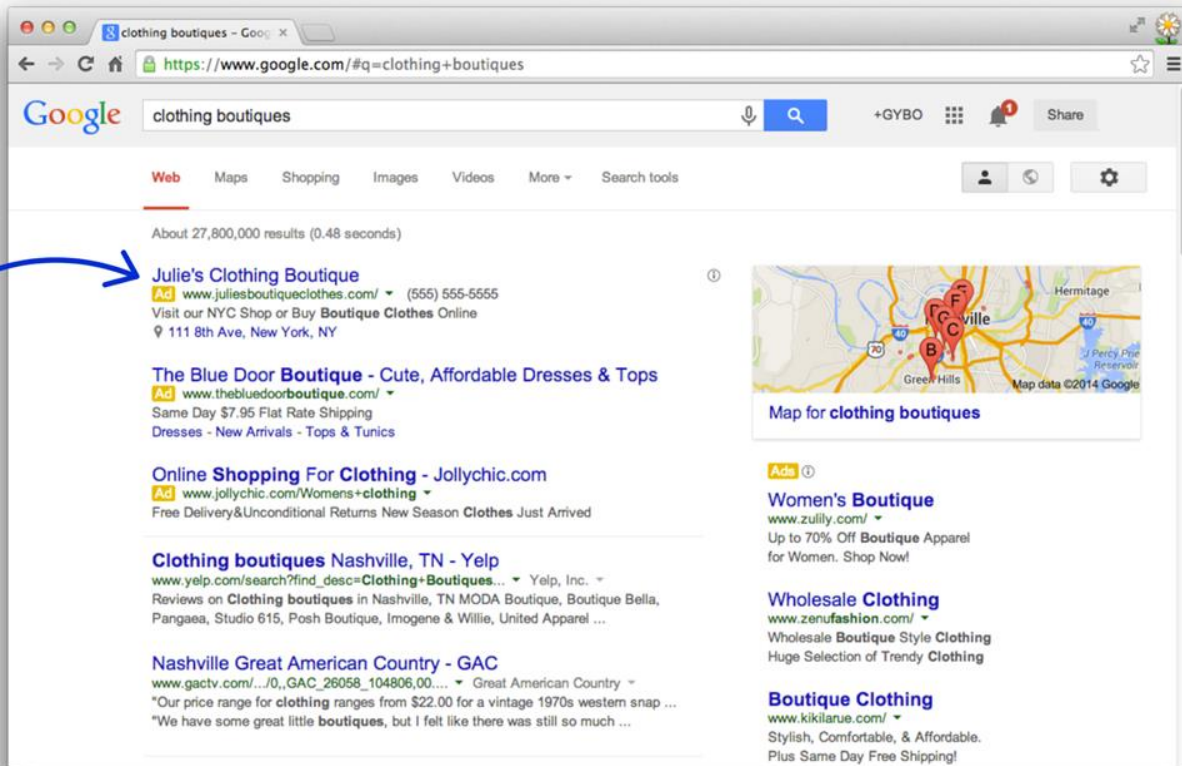
# HOW ADS ON GOOGLE.COM WORK

Ads are triggered by a search on Google.



# PAY-PER-CLICK

This advertiser pays when someone clicks the ad.



The screenshot shows a Google search for "clothing boutiques" with the following results:

- Julie's Clothing Boutique**  
Ad [www.juliesboutiqueclothes.com/](http://www.juliesboutiqueclothes.com/) (555) 555-5555  
Visit our NYC Shop or Buy Boutique Clothes Online  
111 8th Ave, New York, NY
- The Blue Door Boutique - Cute, Affordable Dresses & Tops**  
Ad [www.thebluedoorboutique.com/](http://www.thebluedoorboutique.com/)  
Same Day \$7.95 Flat Rate Shipping  
Dresses - New Arrivals - Tops & Tunics
- Online Shopping For Clothing - Jollychic.com**  
Ad [www.jollychic.com/Womens+clothing](http://www.jollychic.com/Womens+clothing)  
Free Delivery&Unconditional Returns New Season Clothes Just Arrived
- Clothing boutiques Nashville, TN - Yelp**  
[www.yelp.com/search?find\\_desc=Clothing+Boutiques...](http://www.yelp.com/search?find_desc=Clothing+Boutiques...) Yelp, Inc.  
Reviews on Clothing boutiques in Nashville, TN MODA Boutique, Boutique Bella, Pangaea, Studio 615, Posh Boutique, Imogene & Willie, United Apparel ...
- Nashville Great American Country - GAC**  
[www.gactv.com/.../0,,GAC\\_26058\\_104806,00...](http://www.gactv.com/.../0,,GAC_26058_104806,00...) Great American Country  
"Our price range for clothing ranges from \$22.00 for a vintage 1970s western snap ...  
"We have some great little boutiques, but I felt like there was still so much ...
- Women's Boutique**  
Ad [www.zully.com/](http://www.zully.com/)  
Up to 70% Off Boutique Apparel for Women. Shop Now!
- Wholesale Clothing**  
[www.zenufashion.com/](http://www.zenufashion.com/)  
Wholesale Boutique Style Clothing  
Huge Selection of Trendy Clothing
- Boutique Clothing**  
[www.kikilane.com/](http://www.kikilane.com/)  
Stylish, Comfortable, & Affordable.  
Plus Same Day Free Shipping!

A map on the right side of the page is titled "Map for clothing boutiques" and shows several red location pins in the Nashville, TN area. A blue arrow points from the text on the left to the first advertisement for Julie's Clothing Boutique.

# ADWORDS VS. ADWORDS EXPRESS





Pay only for clicks	Yes	Yes
Automated management	No	Yes
Website required	Yes	No
Ads on Google Search	Yes	Yes
Ads on related websites	Yes	Limited (U.S. only)
Mobile ads	Yes	Yes
Advanced ad formats	Yes	No
Geographically targeted	Anywhere	Local (15-40 mile radius)

## TO SUM UP:

Google AdWords is Google's advertising program.

- It uses a pay-per-click (PPC) model.
- Advertisers do not pay for ads to show.
- Advertisers only pay for clicks on ads.

Google offers two options:

-  Google AdWords ([www.google.com/adwords](http://www.google.com/adwords))
-  Google AdWords Express ([www.google.com/awexpress](http://www.google.com/awexpress))



# FINDING KEYWORDS



## **IN THIS SECTION, WE DISCUSS:**

1. Keywords and match types intro
2. Keyword Planner
3. Search Terms report
4. Negative keywords

# WHAT IS A KEYWORD?

A keyword is a word or phrase that can trigger an ad.

Keywords are not case sensitive.

What is a **“good keyword”**?

- Specific to the product or service you sell
- Close match to the searcher's query

# WHAT ARE KEYWORD MATCH TYPES?

Match type	Ads show on searches for:	Your keyword:	Ads can show for these search queries:
<b>Broad</b>	Word or phrase plus variations, in any order.	Alaska Cruise	<ul style="list-style-type: none"><li>• Alaska Cruise</li><li>• Cruise in AK</li><li>• Allaska Cruises</li></ul>
<b>“Phrase”</b>	Word or phrase plus close variants, in this order. Can include additional words before and after.	“Alaska Cruise”	<ul style="list-style-type: none"><li>• Alaska Cruise</li><li>• Alaskan Cruises</li><li>• 10-Day Alaska Cruise</li><li>• Alaska Cruise Luxury</li></ul>
<b>[Exact]</b>	This word or phrase plus close variants, in this order. Cannot include additional words before or after.	[Alaska Cruise]	<ul style="list-style-type: none"><li>• Alaska Cruise</li><li>• Alaskan Cruises</li></ul>
<b>-Negative</b>	None! Ads cannot appear when this word or phrase is in the search query.	-Cheap -Jobs -Tom	Cannot show for: <ul style="list-style-type: none"><li>• Alaska Cruise Cheap</li><li>• Alaskan Cruise Jobs</li><li>• Tom Cruise in Alaska</li></ul>

## NEGATIVE KEYWORD EXAMPLES

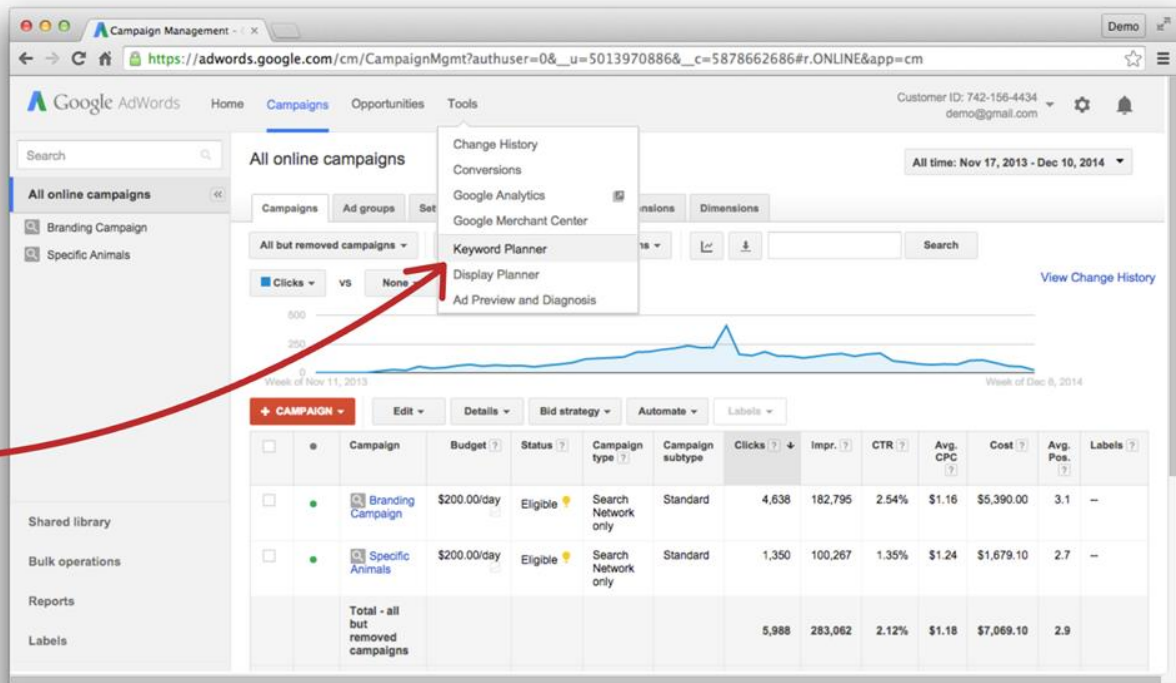
For service providers:	Frequently used by all:
become	free
study	lyrics
classes	second hand
license	used
training	pics
jobs	pictures
supplies	definition of
price	history

**HOW DO YOU FIND RELEVANT KEYWORDS?**

# START WITH KEYWORD PLANNER

This tool provides keyword ideas and traffic estimates to help build a Search Network campaign.

Access under the "Tools" section in AdWords.



The screenshot shows the Google AdWords Campaign Management interface. The 'Tools' menu is open, and 'Keyword Planner' is highlighted. A red arrow points from the 'Tools' menu to the 'Keyword Planner' option. The interface also displays a list of campaigns and a performance chart.

	Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
	Branding Campaign	\$200.00/day	Eligible	Search Network only	Standard	4,638	182,795	2.54%	\$1.16	\$5,390.00	3.1	--
	Specific Animals	\$200.00/day	Eligible	Search Network only	Standard	1,350	100,267	1.35%	\$1.24	\$1,679.10	2.7	--
	Total - all but removed campaigns					5,988	283,062	2.12%	\$1.18	\$7,069.10	2.9	

## USE KEYWORD PLANNER TO:

- Search for new keyword and ad group ideas
- Get search volume for a list of keywords or group them into ad groups
- Get traffic estimates for a list of keywords
- And more!



**HOW DO YOU EVALUATE KEYWORDS?**

# START WITH THE SEARCH TERMS REPORT

This report gives insight into search queries that resulted in your ad being shown and clicked.

Access under the "Details" button on the Keywords tab to get started.

The screenshot displays the Google AdWords Campaign Management interface. The main view is for the 'Campaign: Dreamgates Campaign- Listen Now'. The 'KEYWORDS' tab is active, and the 'Details' dropdown menu is open, showing options for 'SEARCH TERMS', 'AUCTION INSIGHTS', and 'Keyword diagnosis'. A red arrow points from the 'Details' button to the 'SEARCH TERMS' option in the dropdown menu.

The interface includes a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools'. The left sidebar shows a list of campaigns, with 'Dreamgates Campaign- Listen Now' selected. The main content area features a line graph showing 'Clicks' over time (Nov 2009 to Sep 2014). Below the graph is a table with columns for 'Keyword', 'Status', 'Max. CPC', 'Clicks', 'Impr.', 'CTR', 'Avg. CPC', 'Cost', and 'Avg. Pos.'. The table lists several keywords, including 'free lullabies' and 'free lullaby music'.

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Total - all campaigns			7,103	368,804	1.93%	\$0.21	\$1,496.59	1.7
free lullabies	Eligible	\$0.45	1,208	35,574	3.40%	\$0.22	\$269.21	1.5
free lullaby music	Below first page bid First page bid estimate: \$0.55	\$0.50	1,091	23,620	4.62%	\$0.21	\$232.68	2.2

# SEARCH TERMS REPORT TERMINOLOGY

"Match Type" column shows how closely the search term is related to the keyword.

"Keyword" column shows which keyword matched search term and triggered the ad.

"Search Term" column shows what the searcher typed in.

The screenshot shows the Google AdWords interface for a Search Terms report. The table below is a simplified version of the data shown in the image.

Search term	Match type	Added / Excluded	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Keyword
					6,071	287,862	2.11%	\$1.18	
<input type="checkbox"/> endangered species	Broad match	None	Branding Campaign	Animal	66	673	9.81%	\$1.80	animals in tn
<input type="checkbox"/> animal shelter	Exact match	Added	Branding Campaign	Animal Shelter	732	3,365	21.75%	\$0.16	walden's puddle
<input type="checkbox"/> stray dog	Exact match	Added	Specific Animals	Strays	35	3,014	1.16%	\$1.81	wildlife
<input type="checkbox"/> animals	Broad match	None	Branding Campaign	Wildlife Rehab #2	29	2,549	1.14%	\$1.79	wildlife
<input type="checkbox"/> tn wildlife	Phrase match	Added	Branding Campaign	Wildlife Rehab #2	24	1,132	2.12%	\$1.59	animal wildlife
<input type="checkbox"/> tennessee animals	Broad match	None	Branding Campaign	Wildlife Rehab - animal	29	470	6.17%	\$1.29	animal wildlife

## **USE THE SEARCH TERMS REPORT TO:**

- See how ads performed when triggered by actual searches
- Identify new high potential search terms
- Identify irrelevant searches to include as negative keywords

# WRITING GREAT ADS



## IN THIS SECTION, WE DISCUSS:

1. Ad text specifications
2. How to write great ads

# AD TEXT SPECIFICATIONS

- **Headline:**
  - 25 characters max, including spaces
- **Display URL:**
  - 35 characters max, including spaces
- **Two description lines:**
  - 35 characters max each, including spaces
- **Destination URL:**
  - 1024 characters max

Advertise With Google

[www.adwords.google.com](http://www.adwords.google.com)

Want fast results? Create your first AdWords campaign today!

# WHAT IS A GOOD ADWORDS AD?

A good ad:

- Is relevant to the keywords in the ad group
- Gets a high clickthrough rate (CTR)
- Stands out from your competitors
- Includes a call to action
- Links to a relevant page on your website (landing page)



## THREE HELPFUL QUESTIONS:

- What sets your business apart?
- What details help sell your products and services?
- What should a potential customer do next?

### Why choose you?

- We won an award in 2013.
- All products made in USA.
- We're always on time.

### Details that sell

- Battery lasts eight hours.
- Evening classes available.
- Ten convenient locations.

### Call to action

- Buy now!
- Get a free quote.
- Download the catalog.

**KICK ADS UP A NOTCH WITH AD EXTENSIONS**

# AD EXTENSION EXAMPLES


Call Extension

**Buscot Travel Agency**  
Ad [www.example.com/](http://www.example.com/)  
Visit Thames Valley Cheese Wharves  
Call Mimi for special rates



Location Extension

**Amherst Ice Cream Parlour**  
Ad [www.example.com](http://www.example.com)  
(413) 123-4567  
Our Specialty is Pistachio.  
English Majors Buy 1 Get 1 Free

 [100 Dardanelles Rd, Amherst MA](#)

## Walter's Bakery for Dogs

Ad [www.example.com](http://www.example.com)  
Artisanal Biscuits and Cakes  
Doesn't Your Dog Deserve it?

[Hours](#)      [Birthday Cakes](#)  
[Specials](#)      [Nutritional Data](#)

Sitelinks Extensions

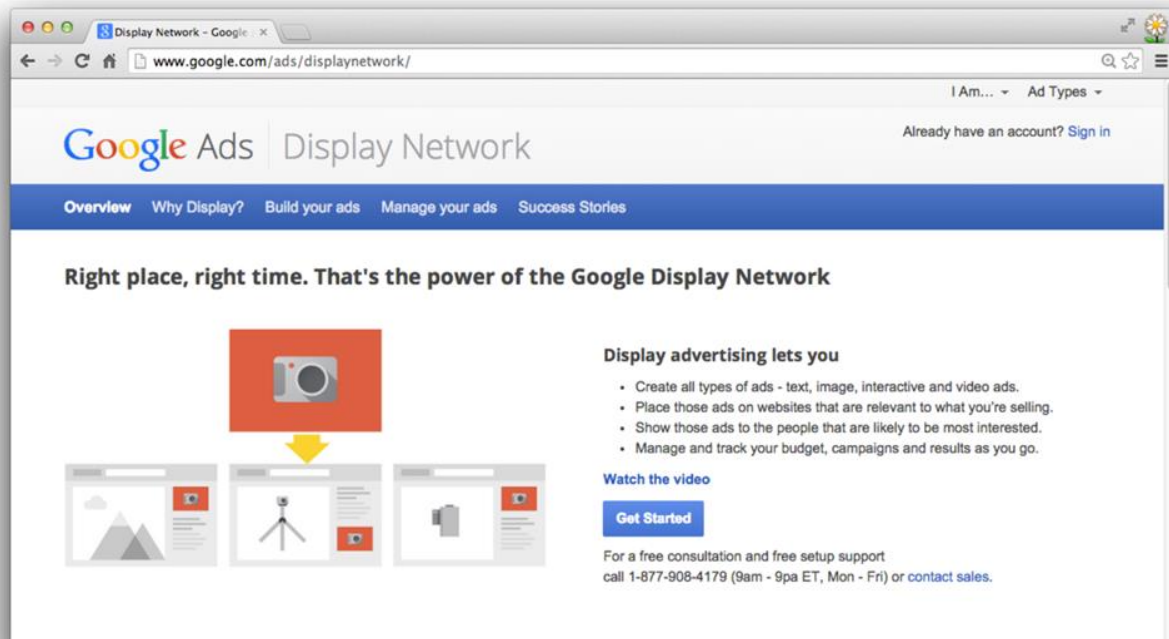
# GOING BEYOND SEARCH



## IN THIS SECTION, WE DISCUSS:

1. Display Network and placements intro
2. Display Planner
3. Display Ad Builder

# WHAT IS THE DISPLAY NETWORK?



The image shows a browser window displaying the Google Ads Display Network homepage. The browser's address bar shows the URL [www.google.com/ads/displaynetwork/](http://www.google.com/ads/displaynetwork/). The page features the Google Ads logo and the text "Display Network". A navigation bar includes links for "Overview", "Why Display?", "Build your ads", "Manage your ads", and "Success Stories". The main heading reads "Right place, right time. That's the power of the Google Display Network". Below this, a diagram shows a camera icon in a red box with a yellow arrow pointing down to three website thumbnails, each with a red ad icon. To the right, the text "Display advertising lets you" is followed by a bulleted list of capabilities. A "Watch the video" link and a blue "Get Started" button are also present. At the bottom, contact information for a free consultation is provided.

Display Network - Google

www.google.com/ads/displaynetwork/


I Am... Ad Types

Google Ads | Display Network

Already have an account? [Sign in](#)

[Overview](#) [Why Display?](#) [Build your ads](#) [Manage your ads](#) [Success Stories](#)

## Right place, right time. That's the power of the Google Display Network



**Display advertising lets you**

- Create all types of ads - text, image, interactive and video ads.
- Place those ads on websites that are relevant to what you're selling.
- Show those ads to the people that are likely to be most interested.
- Manage and track your budget, campaigns and results as you go.

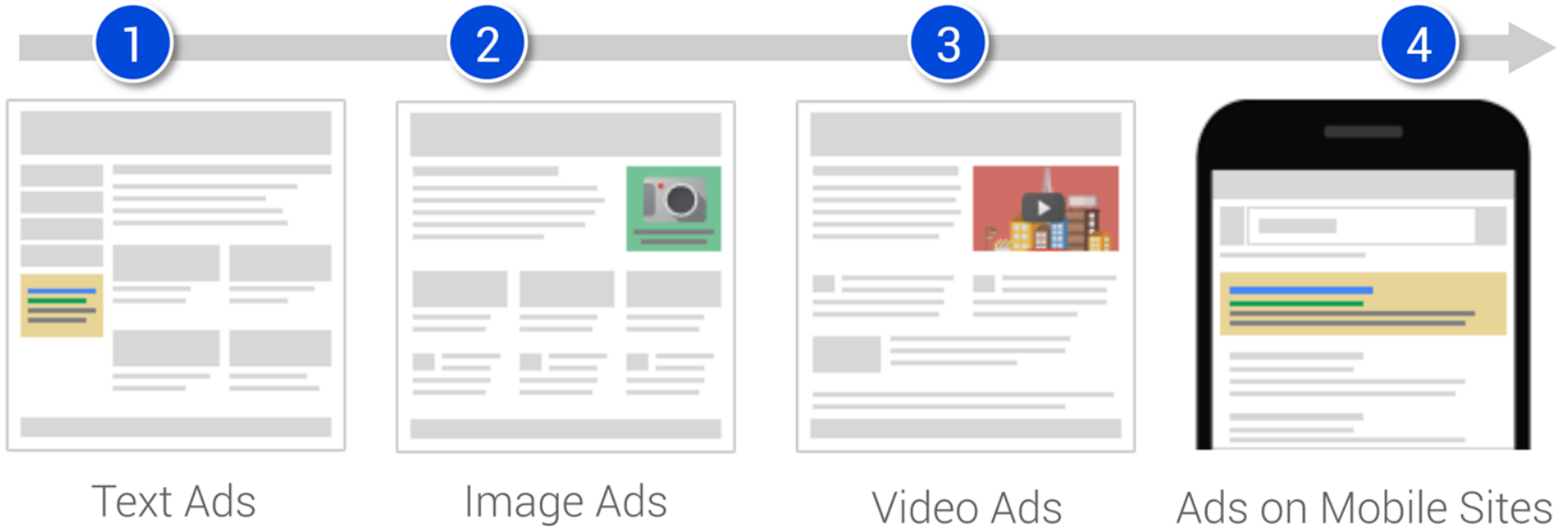
[Watch the video](#)

[Get Started](#)

For a free consultation and free setup support  
call 1-877-908-4179 (9am - 9pa ET, Mon - Fri) or [contact sales](#).

# ADS ON GOOGLE'S DISPLAY NETWORK

Ads are targeted to show ads to the right customers.



# WHAT IS A PLACEMENT?

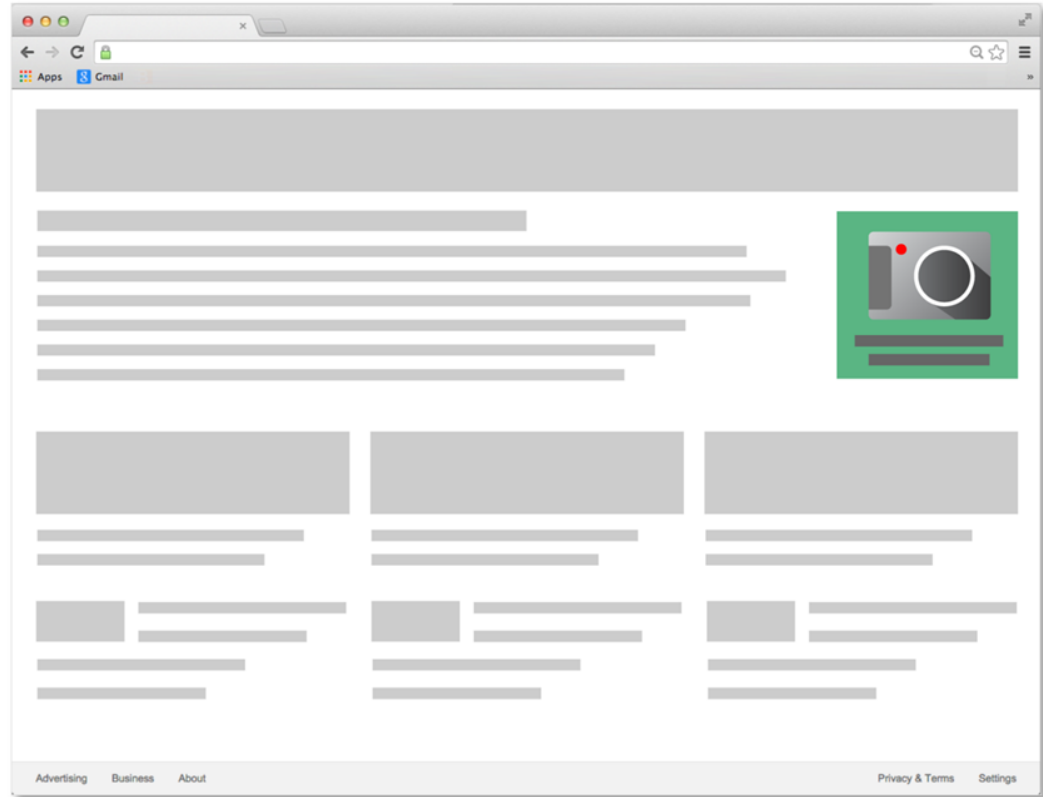
A placement is a location on the Display Network where ads can appear.

- Examples:
  - Relevant websites
  - Blogs
  - Articles
  - Apps



# HOW PLACEMENTS ARE DIFFERENT

- Ads are not triggered by a search.
- Advertisers are not limited to text ads.



**HOW DO YOU FIND RELEVANT PLACEMENTS?**

# TRY THE DISPLAY PLANNER

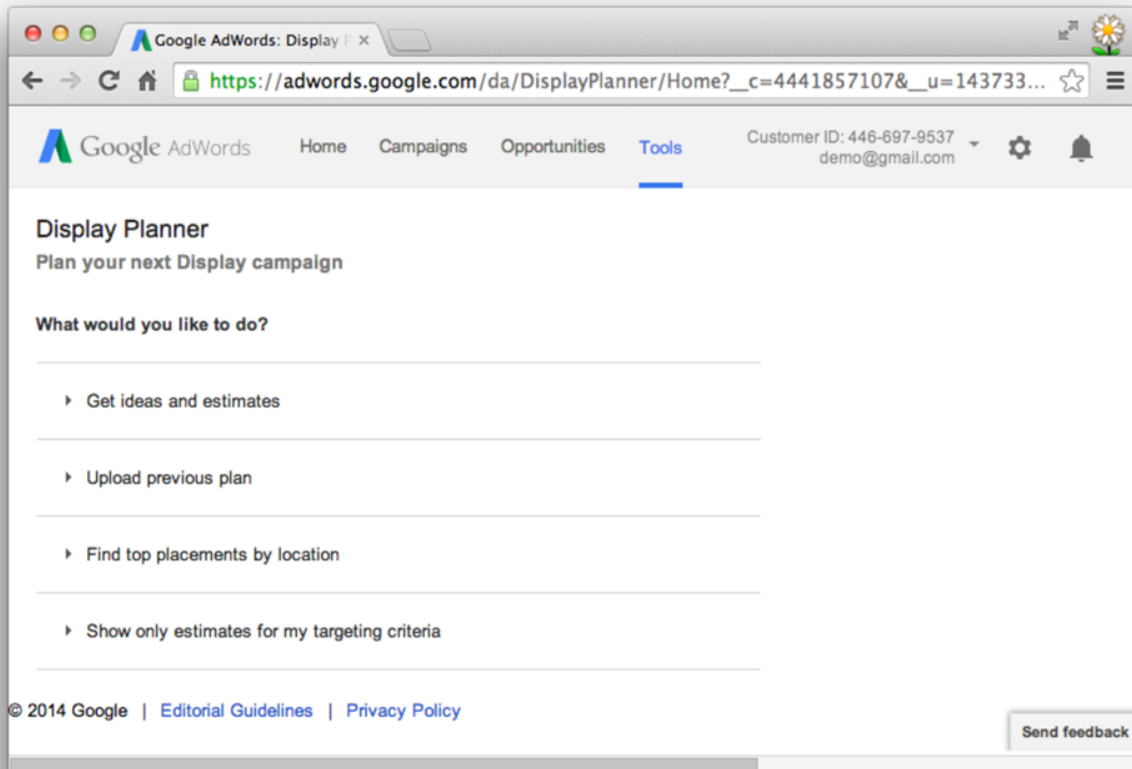
The screenshot shows the Google AdWords Campaign Management interface. The 'Tools' menu is open, and 'Display Planner' is highlighted. A green arrow points from a handwritten note to this option. The interface also shows a line chart for 'All online campaigns' and a table of campaign performance metrics.

	Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	Branding Campaign	\$200.00/day	Eligible	Search Network only	Standard	4,638	182,795	2.54%	\$1.16	\$5,390.00	3.1	--
<input type="checkbox"/>	Specific Animals	\$200.00/day	Eligible	Search Network only	Standard	1,350	100,267	1.35%	\$1.24	\$1,679.10	2.7	--
	Total - all but removed campaigns					5,988	283,062	2.12%	\$1.18	\$7,069.10	2.9	

Access under the Tools section.

# USE THE DISPLAY PLANNER TO:

- Get estimates for impressions, reach, and cost
- Create and manage your plan
- Find top placements by location, language, topic and campaign type



# IDEAS AND ESTIMATES

The screenshot shows the Google AdWords Display Planner interface. At the top, the browser address bar displays the URL: [https://adwords.google.com/da/DisplayPlanner/Home?\\_c=4441857107&\\_u=1437338237&\\_o=cues#results](https://adwords.google.com/da/DisplayPlanner/Home?_c=4441857107&_u=1437338237&_o=cues#results). The page header includes the Google AdWords logo, navigation links (Home, Campaigns, Opportunities, Tools), and account information (Customer ID: 446-697-9537, demo@gmail.com).

The main section is titled "Display Planner" and "Add ideas to your plan". It shows the current targeting: "Your customers are interested in" (cornhole x picnics x tailgating x Games > Party Games x) and "Your landing page" (http://www.downsouthcornholeshop.com/). Buttons for "Get ideas" and "More options" are present.

On the left, the "Campaign Targeting" section includes: United States, English, Ad Scheduling, No campaign exclusions, and Filters (Ad formats and sizes, Mobile operating systems).

The central area displays "Available network inventory (Weekly)" with "100M - 500M Cookies" and "10B+ Impressions". It features demographic charts for AGE, GENDER, and DEVICE.

**AGE:**

Age Group	Percentage
18-24	19%
25-34	18%
35-44	15%
45-54	9%
55-64	8%
65+	5%
Unknown	26%

**GENDER:**

Gender	Percentage
Female	38%
Male	45%
Unknown	17%

**DEVICE:**

Device	Percentage
Desktop	32%
Mobile	53%
Tablet	15%

Below the charts, there are tabs for "Ad group ideas" and "Individual targeting ideas". The "Ad group ideas" tab is active, showing a table of suggestions. A green arrow points from the handwritten note to the "Ad group ideas" tab.

Available network inventory: ON

Filters: All ad groups, Keywords, Interests, Topics, Placements, All placements, Sites, Mobile apps, Videos. Add all (35)

Ad group	Contents	Impr. / wk
Mobile Apps 1	Mobile apps: All Apps > Apple App Store > Games > ...	100M - 500M
Sites/Channels 1	Sites: print-bingo.com, scavenger-hunt-guru.com, blo...	5M - 10M
Videos 1	Videos: games (YouTube Channel)	150K - 200K

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See ideas for ad groups, keywords, placements, and more.

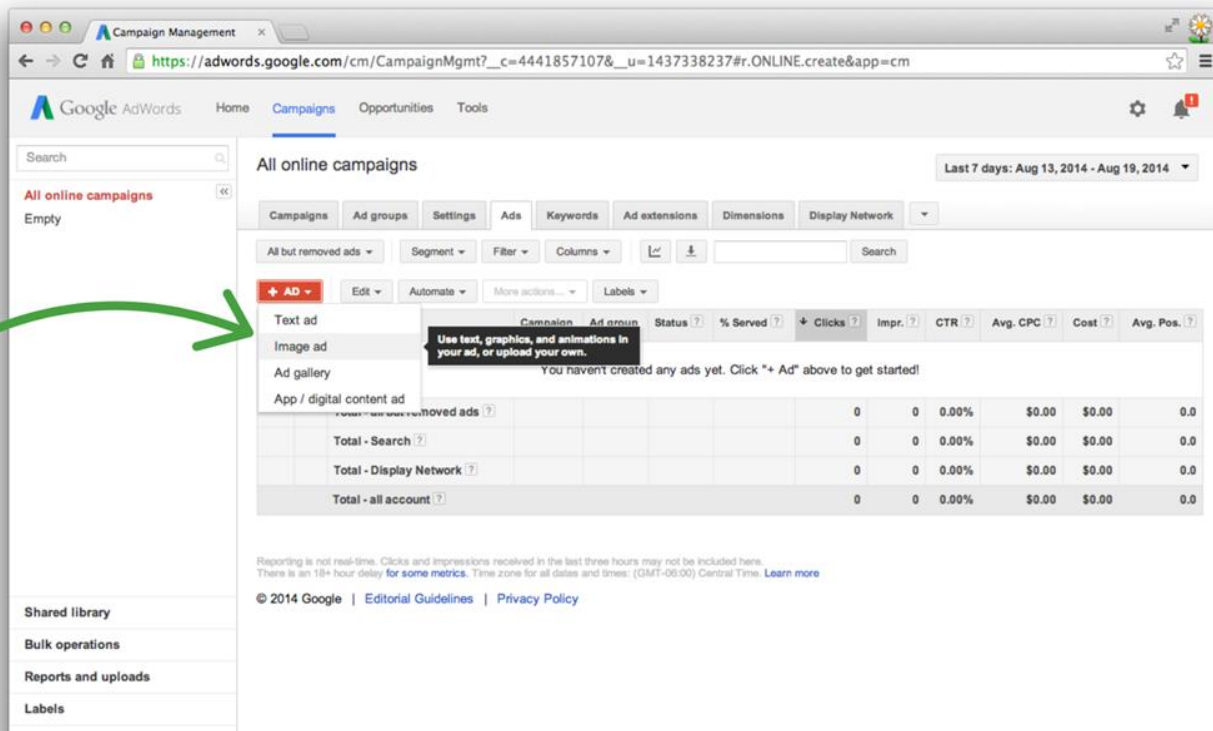
**HOW DO YOU CREATE IMAGE ADS?**

## TIPS FOR MAKING GREAT IMAGE ADS

- Use a prominent call-to-action in the ad.
- Use clear, high quality images.
- Text should be easy-to-read.
- Experiment with incentives like promotions and coupons.

# START BY CREATING AN AD

Select  
Image ad.



The screenshot shows the Google AdWords Campaign Management interface. The browser address bar displays the URL: [https://adwords.google.com/cm/CampaignMgmt?\\_c=4441857107&\\_u=1437338237#r.ONLINE.create&app=cm](https://adwords.google.com/cm/CampaignMgmt?_c=4441857107&_u=1437338237#r.ONLINE.create&app=cm). The page title is "All online campaigns" and the date range is "Last 7 days: Aug 13, 2014 - Aug 19, 2014".

The interface includes a search bar, navigation tabs (Campaigns, Ad groups, Settings, Ads, Keywords, Ad extensions, Dimensions, Display Network), and a table of campaigns. The table has columns for Campaign, Ad group, Status, % Served, Clicks, Impr., CTR, Avg. CPC, Cost, and Avg. Pos. The table shows a total of 0 clicks, 0 impressions, 0.00% CTR, \$0.00 Avg. CPC, and \$0.00 Cost for all account.

A green arrow points from the handwritten text "Select Image ad." to the "+ AD" button in the "Image ad" row of the table. A tooltip is visible over the "Image ad" row, stating: "Use text, graphics, and animations in your ad, or upload your own. You haven't created any ads yet. Click '+ Ad' above to get started!"

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-06:00) Central Time. [Learn more](#)

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# USE YOUR WEBSITE TO GENERATE ADS

Add your website URL.

Choose how to create your image ad

Get ad ideas from <http://www.gybo.com>



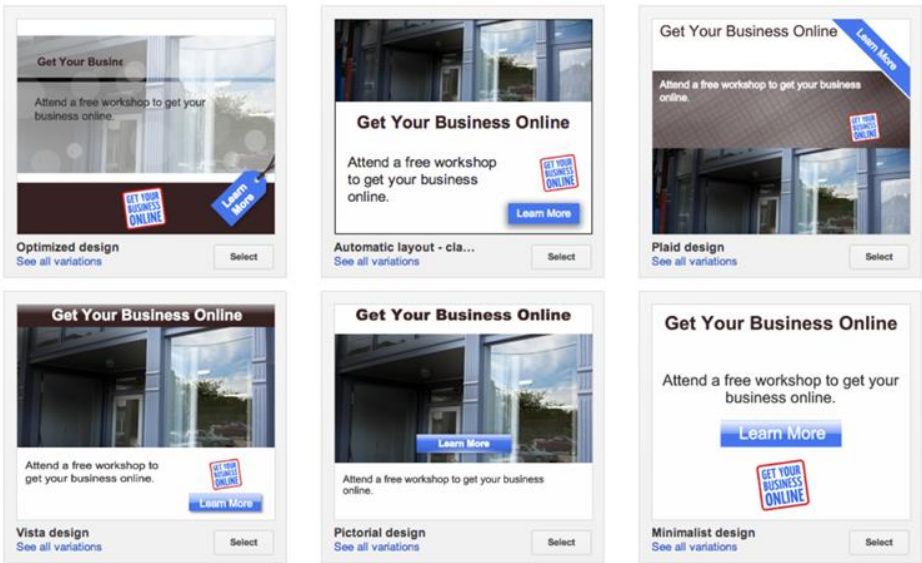
[Create an ad](#) [Upload an ad](#)

You can generate ad ideas based on content from your own website. be sure you have the legal right to use this content for this purpose.

Review ad ideas

Select an ad group Update ideas

Preview all Save Cancel



- Optimized design**  
Attend a free workshop to get your business online.  
[See all variations](#) [Select](#)
- Automatic layout - cla...**  
Attend a free workshop to get your business online.  
[See all variations](#) [Select](#)
- Plaid design**  
Attend a free workshop to get your business online.  
[See all variations](#) [Select](#)
- Vista design**  
Attend a free workshop to get your business online.  
[See all variations](#) [Select](#)
- Pictorial design**  
Attend a free workshop to get your business online.  
[See all variations](#) [Select](#)
- Minimalist design**  
Attend a free workshop to get your business online.  
[See all variations](#) [Select](#)

Image ads are automatically generated.

# RESOURCES

GYBO Resources	<a href="https://gybo.com/resources">gybo.com/resources</a>
Google AdWords	<a href="https://google.com/adwords">google.com/adwords</a>
AdWords Express	<a href="https://google.com/awexpress">google.com/awexpress</a>
Inside AdWords blog	<a href="https://adwords.blogspot.com">adwords.blogspot.com</a>

For a free AdWords or AdWords Express consultation and setup, call **(855) 607-0426**.

**THANK YOU**

