Google Ads Cheat Sheet

Everything you need to know about Google Ads

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GOOGLE ADS
CHEATSHEET

TEXT ADS

Display URL
(shortened & customize
with paths)

Headline, max. 30 characters

1. 2. 3.

www.yoururl.com / path1 / path2

★★★★★ Integrate your ratings

Description,
max. 90 characters

1.
2.

Sitelinks *

Sponsored

SHOPPING CAMPAIGNS
(Made in Google Ads)

Example
€99,-
www.example.com
By Google

Example
€99,-
www.example.com
By Google

Example
€99,-
www.example.com
By Google

GOOGLE SHOPPING

PRODUCT LISTING ADS (PLA)

WHAT AFFECTS MY AD POSITION?

AD RANK = **BID**
Cost you'll pay per click (CPC)

+ **QUALITY SCORE** *

✔ Relevant
✔ Good landing page
✔ Historical account performance
✔ Keywords

* **IMPROVES YOUR**
C LICK **T** HROUGH **R** ATE

NEGATIVE:
Exclude any search terms which might appear.

By using Channable for ad automation, you can generate unlimited Google Ads that are automatically updated but never paused. Saving you heaps of time and preserving valuable performance data!

WWW.CHANNABLE.COM

Image credit: https://www.channable.com/blog/blog-channables-handy-google-ads-cheat-sheet

Value Prop of Google Ads: Get access to a broad range of advertising products designed to help you reach customers in the moments that matter.

What can google ads do?

- Drive Sales
- Get Leads
- Increase Website Visits
- Influence Consideration
- Build awareness
- Promote your app

3 Principles: relevance, control, and results.

Relevance:
- connect with the right people at the right time with the right message. Ads can appear on google search, youtube and more
- Appears right when someone is looking for products or services like yours

- You can customize: keywords and location to get in front of most relevant customers

Control:
- Complete control over your budget
- Choose how much to spend by month, day or ad
- Auction based on budget to determine which ad to show
- If want to change strategy you can adjust ad, modify budget or pause/restart a campaign

Results:
- pay only for results like clicks to websites or calls to business.
- Measurement tools show you how your site, apps and ads are performing
- Smart tech lets you create, manage and optimize your campaigns

2. Support your Business Goals with Google Ads
- Connect with people finding answers on search, Watching youtube or discovering apps on google play
- Choose where customers see ads

Google Ads campaign types:
- Each campaign type determines where ads appear and format ads are displayed
- Types:
    - Search
    - Display
    - Video
    - Shopping
    - App

Google | rugs

Web   Shopping   Images   Maps   Books   More ▾   Search tools

About 87,300,000 results (0.34 seconds)

Shopping

AdWords

All Rugs 75% Off Sale - eSaleRugs.com
Ad www.esalerugs.com/Rugs-Sale ▾
4.9 ★★★★★ rating for esalerugs.com
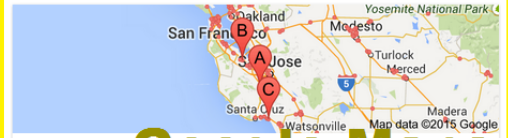Plus, Save an Extra 50% Off Today! Free Shipping & Free Returns.

Blowout Sale on Area Rugs - Rugs-Direct.com
Ad www.rugs-direct.com/ ▾
Find Great Deals on Area Rugs. Save 30-70%! Shop Now & Get Free S/H
Free Shipping · 30-Day Risk Free Trial · 110% Price Match
Rugs Direct has 238 followers on Google+
Clearance Outlet - Shop by Size - Shop by Style - Oriental Rugs

Giant Area Rug Selection - medallionrug.com
Ad www.medallionrug.com/Area-Rug ▾   (888) 387-0113
Up To 70% Off Handmade Area Rugs! No Sales Tax. Order Online Now
Free Shipping · Largest Inventory In U.S. · 30 Day In Home Trial
Rectangular Area Rugs - Runner Area Rugs - Square Area Rugs - Rug Services

Area Rugs - Overstock.com
www.overstock.com/Home-Garden/Area-Rugs/.../cat.html ▾ Overstock.com ▾
Area Rugs: Thousands of Deals, Thousands in Savings at Find the perfect area rug for
your space from Overstock™ ...
7x9 - 10x14 Rugs - 5x8 - 6x9 R

Rugs | Area Rugs & R
www.homedecorators.com/r ▾
Area Rugs. Roll out the decorating groundwork in each room with area rugs. The
Constantine Area Rug. The Constantine Area Rug. The Portico Area Rug.
Color - Size - Shape - Size & Shape

Rugs USA | Discount Area Rugs, Modern Rugs and More ...
www.rugsusa.com/ ▾
Rugs USA offers area rugs at discount prices and free shipping. Browse our large
selection contemporary, traditional, outdoor rugs, clearance, and more.
Shag - Area Rugs - Contemporary Rugs at - Traditional Rugs at

Shop for rugs on Google   Sponsored ⓘ
Honeycomb   Safavieh   Oriental   Mohawk Home
Carved Soft... Handmade M... Weavers - Mo... Caravan Med...
$139.00 $164.99 $129.50 $93.96
www.shades... Overstock... Rugs Direct   Overstock....
                                          ★★★★☆ (525)

Google Maps
Map for rugs

Ads ⓘ
Rugs at JCPenney®
www.jcpenney.com/Rugs ▾
4.5 ★★★★★ rating for jcpenney.com
Save 30-50% on Rugs at JCPenney®!
Free Shipping Every Day at JCPenney

Upto 70% Off at Rugstudio
www.rugstudio.com/OnlineSale ▾
4.7 ★★★★★ rating for rugstudio.com
Save Xtra 20% On Rugs.
Free S/H & 30 Day Returns. Buy Now!

Search

- Appear next to google search results and on other google partner sites like youtube
- Make sure potential customers notice your brand, consider your products and take action

Display:

- Appear across a network of over two million sites and apps
- Reach 90% of people on the internet
- Ads get matched to content related to business or to customer's interests
- Increases exposure and reaches audiences with specific interests

Video

- Right the right audience at scale and capture their attention
- Show your ads on their own or within other streaming video content on youtube and across google's network of websites and apps.
- Only pay when people choose to watch you ad
- Help you bring your business's story to life. Engage customers in different ways- show ads before their favorite music video or while researching an upcoming purchase

Shopping

- Ads appear on Google Shopping next to search results near text and responsive ads
- Promote products by giving detailed info before they select your ad
- Advertise your online and local inventory, boost traffic to site or local store, find better-qualified leads

App

- Run ads across google's largest properties: search, play and youtube and other mobile sites and apps
- Ads and bids automatically adjusted to get the most downloads
- Increase engagement, app installs and in-app actions (like signing up for a newsletter or ordering a product)

Specialized Campaign Types

- Local: drive important offline metrics (store visits or instore sales) by ads on multiple platforms. Google ads optimizes how your ads appear on search, maps, display and youtube to maximize your offline performance
- Hotel: advertise rates and availability. Search, maps, and assistant
- Discovery: easily engage customers across google's most popular properties with rich, unique ad formats. YouTube Home Feed, Gmail, Google's Discover Feed

Smart Campaigns

- Automated
- Choose business goals and let machine learning work through Google Search, Display and Maps
- Set default
- Great fit for those who want an easy way to reach relevant customers and drive results but have limited time or experience with managing google ads

Optimize Campaigns

- Campaign type determines where users see your ads
- Customize features to engage meaningful audiences
- Device Targeting: reach customers on any device: desktop, tablet, smartphone
- Locations and Language: eligible to show to customers in particular locations or chosen a selected language for browser
- Bidding and budget: how you pay for users to interact with ads. Bid limit is most you'r pay per click for ads in ad group. Budge is the average amount you're comfortable spending each day on campaign. Budget can be adjusted at any time
- Ad extensions: include more info such as location, links to pages and phone number

Explore the Value of Google Search

1. Recognize the value of google search ads

- 3.5 billion searches are made each day on google search
- People search for info, shopping online, comparing product prices, getting directions, learning something new
- People want to know, buy, go or do

Translate User intent into business results

- Ads show up alongside search results when people are looking for the products or services you offer

2. Master the foundations of a google search campaign

- Create a Google Search campaign
- How you can create and customize your campaign

Setting up a search campaign

- How can you drive more traffic to your site, service or product
- Where do you want your ads seen?
- How much do you want to invest?
- What do you want to share in your ads?
- What keywords will match your customer's search terms?

Search Campaign Examples

- Increase sales by bringing in more customers- marketing goal is increase sales
- Campaigns are created around a marketing goal and based on actions you want customers to take
- Marketing goal should be the main thing you want to achieve from the ad
- Search campaign marketing goals can be : Sales, Leads, Website Traffic - Display, Video and App campaigns have additional goals too

- Networks setting determines where you want your ad to appear based on campaign type
- Ex. with google search network: ad appear on google search sites, google play, google shopping, google maps and on non google search sites like CNN that partner with google to show search ads (search partners)
- You can also expand to the google display ads network where your text ad can show on sites that partner with google
- Campaigns target all types of devices (desktop, tablet, mobile)- you can customize campaign for different devices
- Ads can be set to show to users located in or who have interest in a geographic location.
- Language targeting allows restriction where your ads appear based on user's language settings and language of site
- Bid strategy controls manner in which you pay for users to interact with ads
- Choose metric for campaign then see different bidding options to optimize for it- can choose manually to set bids of clicks or like google ads do it
- Budget: average amount you want to spend each day on campaign- can change at any time

- Create ad groups
- For each ad group need to create specific text ads and list of search keywords (words and phrases that prompt ads to show up)
- It's best to create ad groups around themes or products- allows for right message to right customers
- For each ad group create unique list of keywords- think about search terms people may use when researching or looking for products
- Decide bid amounts- max amount you want to pay when customer clicks ad
- Create a set of text ads for each ad group.
    - Headline- catch customer's attention
    - URL- reach page
    - Description: highlight details of offer
- Select create ag groups made up of dynamically created text ads and keywords lists- built automatically based on content of website- ads show up for searches you may not think of when creating standard ad groups (Dynamic Search Ads)

More Search Campaign Settings
- Ad extensions: location info, links to pages on website, phone number
- Start and end date: campaign start and end date
- Ad scheduling: choose certain days or hours of the week for ads to show

How do ads end up in front of customers:
- A person performs a search

- Auction starts- google go through all advertiser's campaigns looking for keywords in ad group to match user's search term. Look at bids for these keywords. Auction occurs every time a search is run.
- Google ranks all ads and decides which one to show based on bid and relevance. If not relevant- it won't show
- Search turns into a sale

3. Manage which searches prompt your ads
- Keywords in an ad group = tell google which customer searches should match with your ads
- How to customize keyword list to broaden or narrow matches

How to control which searches prompt your ads
- Think like your customer-match keywords with what customers use when looking for your products or services (keyword targeting)
- Think about business goals: more visitors or reach more customers ready for a purchase? Five match type options for keywords from broad to narrow:
  - Broad match
  - Modified broad match
  - Phrase match
  - Exact match
  - Negative
- You may be sure your customers are using some phrases and others you may never see coming
- Get google to do it for you- dynamically created texts ads and keyword lists developed automatically based on your website content- show up for more search terms than you may have initially included

How to reach a broad audience with match types

- Get ads in front of a wider audience and make sure not miss any search terms = broad match and broad match modifier

Broad match (default match type)

- Shows ads if a keyword or any variations like misspellings, synonyms or related searches are included in users search terms
- Good if you want to spend less time building exhaustive keyword lists
- Wil leach people not necessarily searching for your specific brand or business - casting a wide net

Broad match modifier

- Adding a + sign in front of a keyword turns it into a board match modifier
- Ads appear only if keyword or close variables are part of the search term
- Certain concepts related to keywords must be present in searches to display ad

How to narrow your reach with match types: phrase match and exact match

Phrase match: place quotes around the keywords makes it a phrase match. Ads appear only if the keywords within the quotes or close variations match a user's search term. There cannot be any extra words between the user's search terms. Extra words can appear before or after the phrase match

Exact Match: place brackets around the keywords. Ads only show if search means the same thing as keyword. Includes close variations of keyword like misspellings, plurals and synonyms. There can't be any extra words before or after search terms

How to use match types so ads don't show up on wrong searches: negative keywords

Adding a minus sign in front of a keyword makes it a negative keyword meaning ads wont show if someone includes that negative keyword in their search

The **broader match types** (broad and broad match modifier) help you discover terms that you might not be aware of already, whereas **exact match** is good for those search terms you know your customers will be using when they're searching for a product or service that you want to provide specific messaging for.

4. Complement your keyword strategy with Dynamic Search Ads (DSA)

- 15% of all google searches daily hae never been seen before = lost opportunities
- Building ad creatives at scale and correctly matching them to each different landing page is HARD

Signals available with
bid adjustment

Exclusive signals for
AdWords automated bidding

Time of the day Remarketing list OS App Browser

Location Smartphone Language Actual query Ad creative

+ Search partner

Combinations between
2 or more signals

Bid

What are dynamic search ads?

- Help you increase reach of search campaigns
- Instead of creating an ad for each pay on your site and adding keywords for each of those ads- dynamic search uses google's understanding of your site to customize and target your ad

How Dynamic Search Ads work

1. Specify the pages of your website, daily budget and an ad template
2. Customer enters search in google search
3. If you have content relevant to the search google dynamically generates an ad headline and destination URL to best matching page on site
4. Web crawling indexes your site and uses it for lists to ultimately determine if customers search is relevant. If the search term matches the index, google automatically creates a headline and destination URL customized to customer search. Only need to create a description in template beforehand- everything else is automatic.

Dynamic Search Ads in Action

1. Types a search term
2. Google matches term to relevant landing page on site
3. Google creates ads based on your template and tailor-made headline

Targeting Options for Dynamic Search Ads

- Landing Pages from standard ad groups: easiest option- includes all web pages that you're already using as landing pages for ads across accounts
- Categories: based on website content google creates targetable categories or sets of landing pages organized by theme. Decide which set of pages to target and how to group similar pages and level of granularity
- URL contains: target pages of your site containing specific strings ex target every url containing "blog"
- URL is: target specific URLS
- Page feeds: generate ag group's DSA targeting based on a feed of specific URLS mapped to custom labels updated automatically

Benefits of Dynamic Search Ads

- Reach and coverage: capture more searches and match with searches you may have missed but are super relevant
- Efficiency and time savings: don't spend time creating endless ads, managing extensive keyword lists
- Transparency and control: full transparency, control bids and exclusions for irrelevant traffic
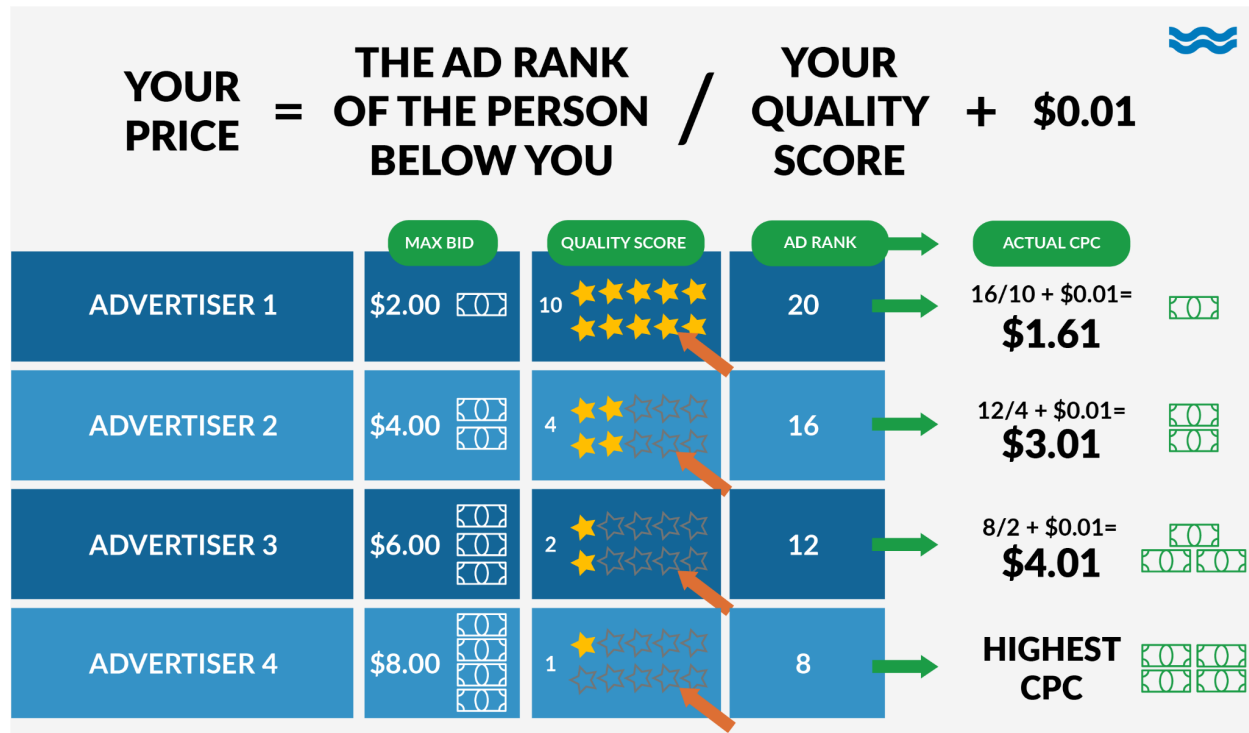
Position Dynamic Search Ads based in business goals:

- Incremental reach: I want to have my ads appear for more relevant user searches
- Long-tail automation- I want my users to find me even on my long-tail products- great for website content large and dynamic and fear risk of missing long-tail traffic with keyword-targeted campaign-only strategy
- Rapid Expansion: I want to enter new markets quickly- broaden your current activity to new business areas of countries

Understand the Google Ads Auction

1. What is Google Ads Auction?

- Ad Rank determines your ad position

	MAX BID	QUALITY SCORE	AD RANK	ACTUAL CPC
YOUR PRICE = **THE AD RANK OF THE PERSON BELOW YOU** / **YOUR QUALITY SCORE** + **$0.01**				
ADVERTISER 1	$2.00	10 ★★★★★★★★★	20	16/10 + $0.01= **$1.61**
ADVERTISER 2	$4.00	4 ★★★★	16	12/4 + $0.01= **$3.01**
ADVERTISER 3	$6.00	2 ★★	12	8/2 + $0.01= **$4.01**
ADVERTISER 4	$8.00	1 ★	8	**HIGHEST CPC**

How google ads auctions work

- Auction system to rank ads that appear in search results page, determine cost for each ad click
- Order which ads appear based on calculator called ad rank

How Ad Rank determines your ad position

- Ad with the highest ad rank gets to show in top position, and so on
- Factors going into ad rank
  - Bid: max amount willing to pay for a click on ad
  - Ad rank threshold: to ensure high quality ads we set minimum quality thresholds that ad much achieve to hold a position
  - Content of query: look at search terms entered, persons location, type of device using, time of search, nature of search terms, other ads and search results that show on page
  - Ad extensions impact: how extensions and other ad formats you use will impact performance
  - Auction time and quality: how relevant and useful the ad and website it links to are to a person. Quality score is aggregated

Factors determining quality of an ad

- Expected clickthrough rate: prediction of how often an ad will be clicked on when shown. Rely on user feedback to drive decision makes and user click through rates tell us what users respond to
- Ad landing page experience: ad landing pages that help them find what they are looking for. Relevance. Appropriate and original content that helps users complete tasks. Easily navigable and transparent about business- how site interacts with users computer and how it intends to use personal info
- Ad relevance: measure of how well ad matches what the user is searching for and helps make sure userful ads are shown

How ad rank influences actual cost per click

- Average CPC ios not the price you're paying for each click
- CPC can vary a lot from auction to auction and depends on factors
- Higher quality ads typically lead to lower costs, better ad positions and more ad success

2. Improving Ad Rank

What is quality score: an estimate of the quality of ads, keywords and landing pages. High quality ads lead to lower prices + better ad positions. Quality score made of expected clickthrough rate, ad relevance and landing page experience.

AD RANK = CPC BID × QUALITY SCORE

The best combined
CPC Bid x Quality Score
gets the best position:
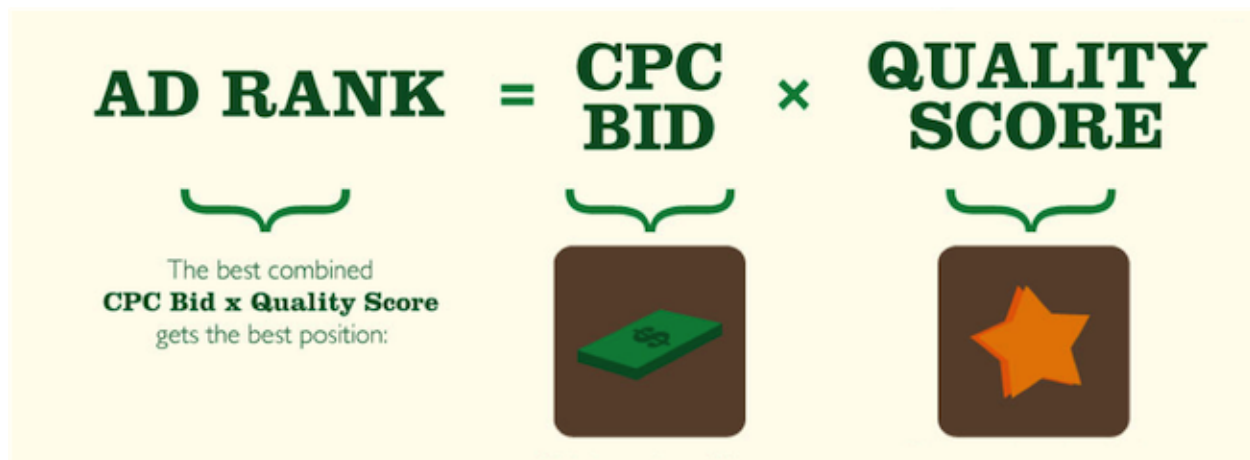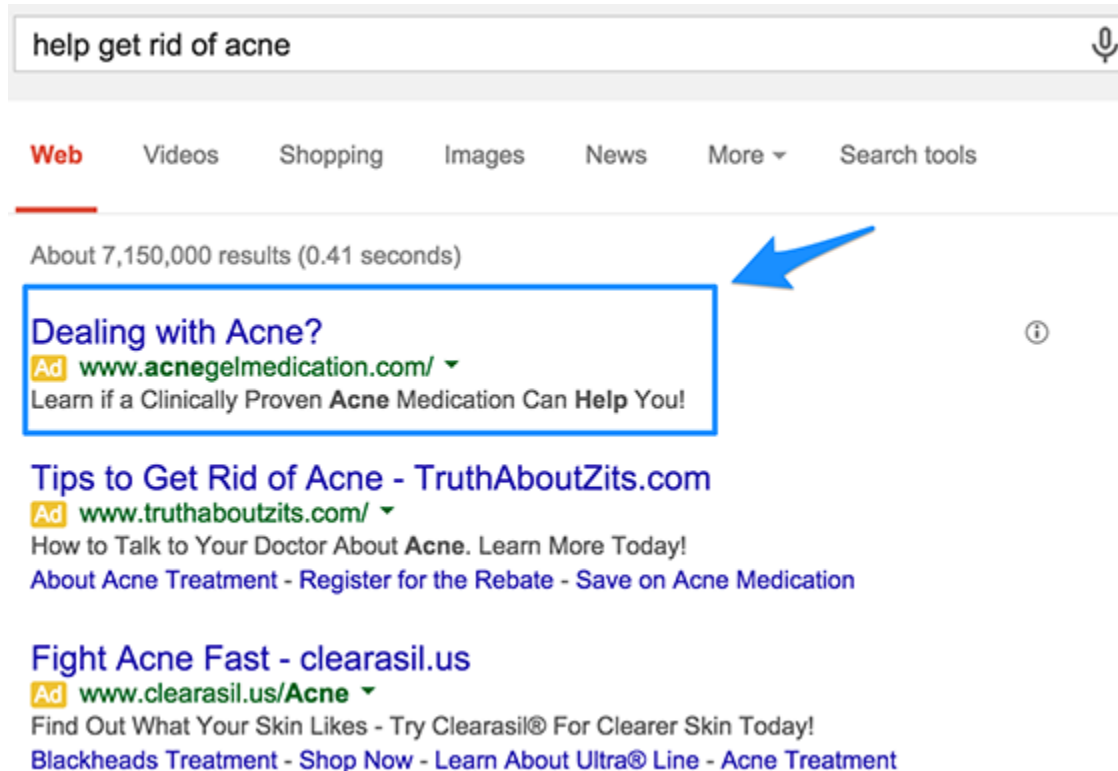
How can you find your quality score on google:

- 4 quality score status columns in google ads interface: quality score, landing page xperience, ad relevance and expected clickthrough rate
- You should use all relevant ad extensions for your business because the expected impact of ad extensions is factored into Ad Rank. For more details, use this best practices guide: Using Quality Score to Guide Optimizations.

To improve your ad quality, focus on 3 components of quality score

- Expected clickthrough rate- likelihood ad will be clicked. Predicts whether your keyword is likely to lead to an ad click. Should always be actively working on improving CTR.
- To Improve CTR:
    - Be specific in your ad- include keywords in your ad text (especially in headline) to show people your ad is directly relevant to their search
    - Experiment with different CTAs: Offer free shipping or free returns? Call now or book now?
    - Highlight a unique benefit of your product or service: what makes you stand out from competition- what matters to users (ex. Exceptional warranty or return policy)
    - Create time or location specific ad text: test seasonal creative around holidays or special events- test location optimized creative
- Ad Relevance: how closely the ad matches the intent behind a user's search. Improve by:
    - Add negative keywords: prevent ads from showing on unwanted queries or queries not closely related
    - Be specific on mobile: if mobile search is different from desktop, test mobile specific creatives
    - Be local: target right region using only relevant languages and locations
    - Include relevant search terms in ad copy
- Landing page experience: how relevant, transparent and easy-to-navigate the page is for users. To improve:
    - Send traffic to the right landing page- direct clicks to pages related to the query.
    - Be consistent: ensure landing page continues conversion set up by ad and follows through with ad's offer/CTA
    - Make the site transparent and trustworthy: easy for visitors to find your contact info, clearly state what your business does. If request personal info from customers make it clear why you're asking for it and what you'll do with it
    - Work on loading speed and clarity: content visible above the fold
    - Rethink mobile: optimize for mobile

Deliver the right message with text ads

1. What is a text ad

What is a text ad

- Ads made up of text
- Google search network
- Should be informative, relevant and engaging

What makes up a text ad?

- On search network show above and below google search results
- Need a headline, URL and description

Headline

- Up to three headline fields
- 30 characters each
- First two headlines required, third is not

- Include at least one keyword in headline (relevance)

Description

- Two fields
- Up to 90 characters
- Highlight unique details about product or service
- Mobile space is tight- google optimizes ad to show highest performing text
- HIghlight what makes your business unique (shipping, variety, offers)
- Include prices, promotions and exclusive offers
- Empower customers to take action: CTAs (purchase, call today, order, browse, sign up, get a quote)

URL

- Shows website address
- Match as to your landing page- make sure promos or products in ad are included on the page.
- 2 optional path fields can be added to display URL. Each field can hold up to 15 characters. Gives users idea of what will see when click ad

2. How to create effective text ads

7 Best Practices for Google's NEW Expanded Text Ads (Available NOW!)

1 Write NEW Ads! Use the extra characters to say something new. Don't just add a second headline.

2 Include your most important messaging in the headlines.

3 Remember: Headline #1 is far more important than headline #2.

4 Don't pause your old ads right away.

5 Write your ads to speak to users on all devices.

6 Include top keywords in the path fields.

7 Update your ad extensions.

Presented by: WordStream

Steps to create a text ad in google ads

- Sign in to your google ads account
- In page menu on left select ads and extensions
- Select the + button and choose the text ad option
- Enter a url, headline and description and optional path fields- preview on mobile and desktop will appear
- Select save ad

Best practices for excellent google ads creatives

- Implement 3-5 ads per ad group
- Optimize your ad rotation for clicks or conversions
- Use at least 3 extensions for each ad group
- When you rotate your ads to optimize for clicks or conversions, ad groups with three or more high-quality ads may receive up to 15% more clicks or conversions, compared to ad groups with one or two ads.
- That's because Google selects the best ad for every auction, ensuring the right message gets in front of the right customer. When combined with three or more ad extensions, this best practice can result in even better performance.

3. Responsive Search Ads

What are responsive search ads

- Let you create ads that adapt to show more relevant messages to customers
- Supply headlines, descriptions URLs for ads
- More headlines and descriptions you enter, the more google ads can test adn serve ad variations to match user's search terms
- Enter headlines and descriptions
- Google ads assembles text into multiple ad combos in way that avoids redundancy
- Over time test the most promising ad combos and learn which ones most relevant to your customers
- Make sure to choose ad groups that have a good amount of traffic, and then regularly monitor their performance and ad status.
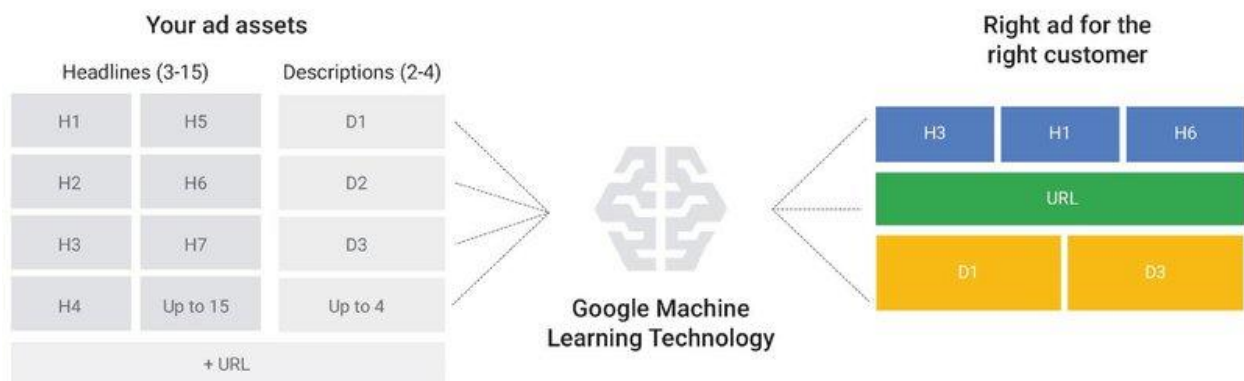
What are the benefits of responsive search ads?

- Flexibility- adapt to device widths

- Relevance- google displays most relevant ad
- Reach- more potential customers with multiple headlines and descriptions- compete in more auctions and match in more search terms
- Performance- increase ad group performance- attract additional clicks and conversions that existing ads aren't capturing
- You can provide up to 15 headlines and four descriptions for a single responsive search ad. And Google Ads will automatically show different combinations depending on the search query.

Important note

- Create at least one responsive search ad for each ad group and include at least two expanded text ads in that group
- For help with writing content for your ads, check out this <u>Search Creative Best Practices Guide</u>.

Resources

To learn more about text ads, select the links below.
Write successful text ads - Google Ads Help Center
Create a new text ad - Google Ads Help Center
Edit your text ads - Google Ads Help Center
Create a responsive search ad - Google Ads Help Center
Search Creative Best Practices Guide: Responsive Search Ads

Make Ads Relevant with Search Ad Extensions

1. Explain why ad extensions matter

- Users are either looking for: general info, product, location, something else
- Using right ad extensions improves user experiences and increases engagement

What do users want?

- Relevant information
- Information based on their moment: users are consulting multiple sources across multiple devices- have become more demanding and impatient to get results- quickly provide results that meet their intent, interest, location and more

- Ads that contribute to their experiences: create a good user experience and encourage others to take action- provide users the right information

Why does this matter to users?

- Providing relevant ad extensions encourages users to make more informed decisions and take action
- Increased engagement: increase likelihood of matching user's moment and addressing signals like intent, device, interest, location. More relevant and higher engagement
- Better ad quality + ad rank
- More qualified leads: giving users info up front translates to more qualified leads- users know what to expect when they come to your site- more likely to fulfill action called to from ad

2. Choose the Right Ad Extensions
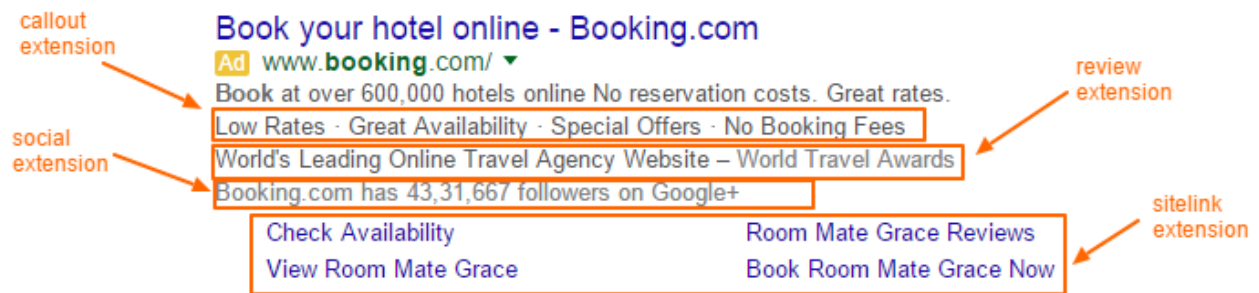
How are ad extensions served?

- Co-trigger
- At any time up to 4 extensions can show

Universal extensions

- 3 extensions everyone should use: sitelinks, callout extensions, structured snippets

Sitelinks: direct to specific sections of website

Nike.com - Nike Official Store
Ad www.nike.com/ ▾
Shop for Nike Shoes and Gear. Available Now at Nike.com
Free Shipping With Nike+ · Free 30 Day Returns · No Minimums
Nike has 3,771,377 followers on Google+

Nike New Releases
Shop our Latest Shoes, Gear & Clothing. Available Now at Nike.

New Nike Pegasus 32
Find Your Fast with The New Nike Air Zoom Pegasus 32 - Shop Now.

Custom Nike Shoes
Create Your Customized Footwear. For Performance, Fit and Style.

New Nike Free Shoes
Shop the Latest Free 3.0, 4.0 & 5.0 Styles Exclusive Colors at Nike.com

- Additional links appear just under text of search ads to specific web pages
- Benefits
  - Increased engagement, increase CTR and brand terms
  - More conversions: directly to right page less steps to purchase
  - Easy to manage: add and update at account, campaign or ad group level without need to bid separately or add separate keywords- system automatically display best performing or most relevant sitelinks for each query
- Why use it? The link in the sitelink can't be the same as the headline links
  - Diving store sales: store hours and locations (find a store)
  - Making online conversions: special discounts, new offers, men's shoes, subscribe now
  - Raising brand awareness: our values, learn more about our business story
- Tips and best practices
  - Add as many sitelinks as you can. Ideally implement 8-10 per campaign. Make sure at least 2.
  - Select right landing pages- link directly to popular or high converting sections of website
  - Guide user- in sitelink title mention what find on landing page

Callout Extensions: High value adding attributions

ACME Electronics
`Ad` www.acme.com/ ▾

Shop ACME Electronics for laptops, smartphones, video games and more!
Free shipping · 24-7 customer service · Price matching
"2014 Online Electronics Store of the Year" – Electronics Weekly
Daily Deals - Laptops - Smartphones - Gift Cards

- Short and specific 25 character snippets of text
- Highlight info about value adding attributes of biz, products or services
- Benefits:
    - Boost engagement- 10% increase in CTR
    - Easy to implement- just add 25 characters for most languages
- Why you should use
    - SHort snippets of text
    - Drive store sales: free pickup in store- no lines at checkout
    - Online conversions- 356 day returns, free shipping over 25, 24/7 customer service
    - Brand awareness- zero waste policy, organic material only
- Tips:
    - Be brief: include at least six of them in your campaigns
    - Be appealing: unique offerings, apply at a high level to whole business
    - Be concrete: focus on specific info ex. 4.7 inch LED display vs large LED display, 34 MG max mileage vs great fuel economy)
    - Think bullet points: free shipping is better than we have free shipping- sentence case beats title case

Structured Snippets: give glimpse of what's offered

- Describe features of a specific product or range of products and services offered before clicking
- Benefits:
  - Get more qualified leads- when provide more specific info about what you're offering before visit side = more likely to convert
  - When should you use?: highlight specific aspects of your products or services ex
    - Amenities: wifi, breakfast, pool, gym, spa
    - Types: loose fit jeans, tapered leg jeans, relaxed fit jeans
    - Destinations: Las Vegas, New York, Tokyo, Rome, Cancun, Paris
  - Tips and best practices
    - Focus on the essential- make sure info is useful and attractive to users. 4 values should be added to each header. Make sure at minimum 2
    - Be relevant: must make sense in context of the chosen header
- Avoid confusion when it comes to structured snippets vs. callout extensions. Structured snippets highlight *specific aspects* of the products or services offered, while callouts highlight what makes a *whole business unique*.

Location Extensions

Allen Edmonds - Official Site | Extra 30% Off Select Boots
[Ad] www.allenedmonds.com/ ▾
Save An Extra 30% Off Select Boots From Allen Edmonds. **Shop Men's** Boots Today! Top Quality Made in U.S.A. Handcrafted Leather **Shoes**. Free Standard Shipping. Types: **Men's Shoes**, **Men's** Clothing, **Men's** Accessories, **Men's** Bags & Belts.
New Clearance Additions · 15% Off First Purchase · Dress & Casual Shoes · Shoe Care · Belts · Boots
📍 36 Newbury St, Boston, MA - (617) 488-3808 - Open today · 9:30 AM – 7:00 PM ▾

- Give directions to the business. SHow your business address, phone number and map maker alongside ad text. Mobile devices link with directions to business
- Benefits
  - Drive store sales
  - Drive online sales- many users feel more confident buying online if know there is a store close by to return or exchange
  - Increase performance- 10% boost in CTR
  - Boost visibility: add bid modifier for users who are close to store location. Increases ads visibility and chances user will visit store
  - Report store visits- location extensions are required of advertiser wants to report store visit
- When to use: if you have physical stores, or encourage customer visits
- Tip and best practice
  - Keep info updated- served through Google My Business account
  - Adapt Bids- bid more aggressively for users close to stores to ensure they see your ad with advanced location settings in google ads

Affiliate Location Extensions:
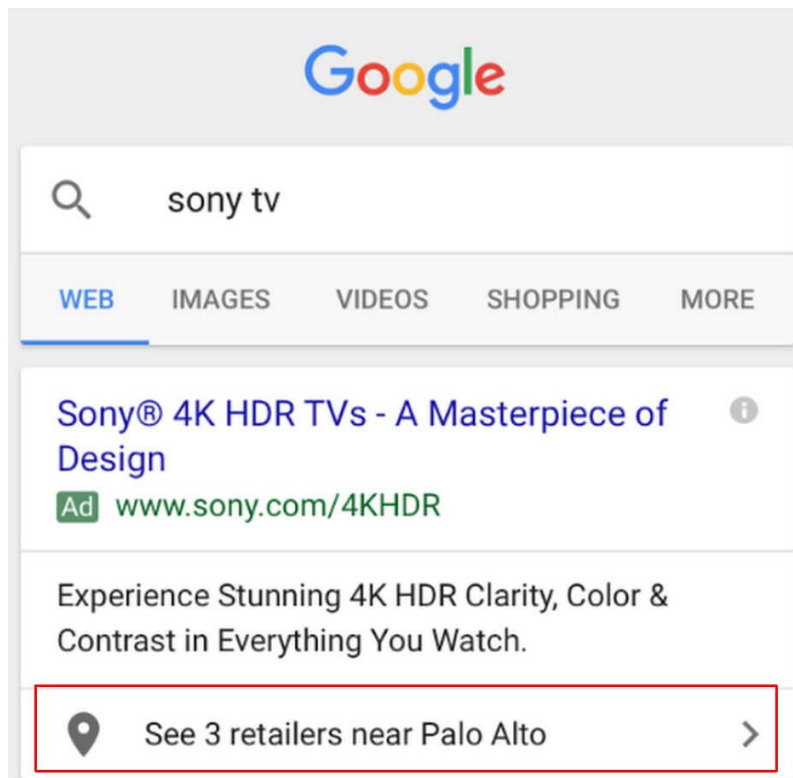
- Give directions to retail partner locations in select countries
- Allow product manus to drive visits to retail partners that sell products
- Display headline and URL for manufacturer's website, ad text for manufacturer's product and nearest retailer
- Benefits:
  - Drive store sales
  - Drive online sales
  - Report store visits
- When to use: ideal for manus.
- Tips
 - Maximize local reach
  - Adapt Bids

Call Extensions

- Get calls from customers
- Phone number allow mobile users to directly call business
- Benefits
  - Convenience
  - Qualified Leads (increase options for connection)
  - Flexible schedule- specify dates, days of week and times of day call extensions appear aligned with business opening hours.
- When to use: if do business over the phone and value phone calls as much as clicks to website
- Tips
  - Measure impact- enable phone call conversions reporting in account settings to assess which campaigns, ad groups and keywords are most effective at driving call conversions
 - Provide great service on the phone

Structured snippets, callouts, and location ad extensions are eligible to show with call-only ads.

App extensions
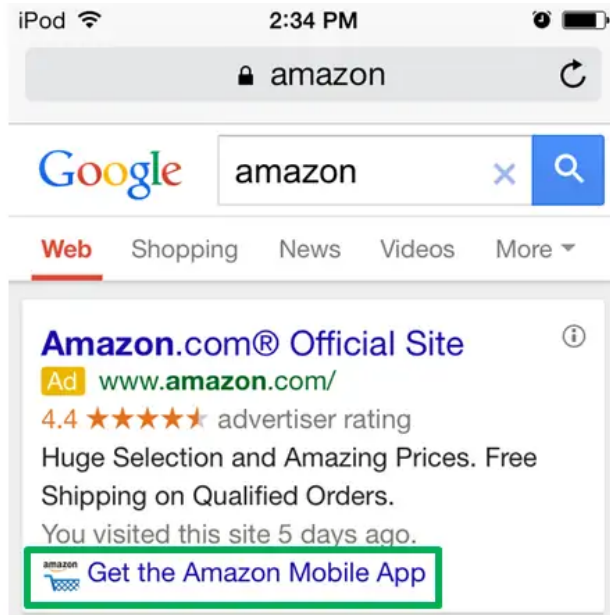
- Have an app to promote
- Drive traffic to website or app store from text ad
- Benefits: option to install app via the extension increase app's visibility and grow installation base
- When to use: have an app to promote, guarantee ad impression based on a keyword
- Tips
  - Be clear: headline link should direct to your website while app extension links to app store- don't link headline to app store as well
  - Show it: implement extension to serve both brand and generic keywords
  - Be inclusive: don't limit extension to keywords oriented to driving mobile app downloads since users still have option to click through website

Price extensions:
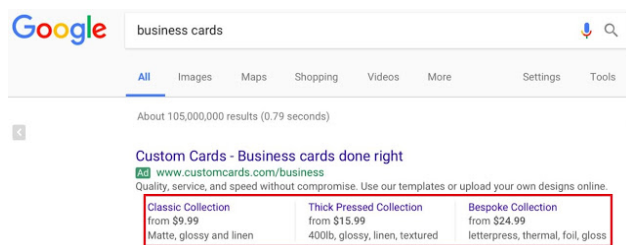
- Showcase your services and range of products alongside prices. Globally in several languages and currencies

- Benefits: better customer experience and set clear expectations
- Easier for people to compare options
- Tips:
    - Be granular and relevant to user queries
    - Make sure descriptions relate to headers
    - Don't use promo copy in descriptive lines
    - Don't repeat deadlines and description lines

Promotion extensions
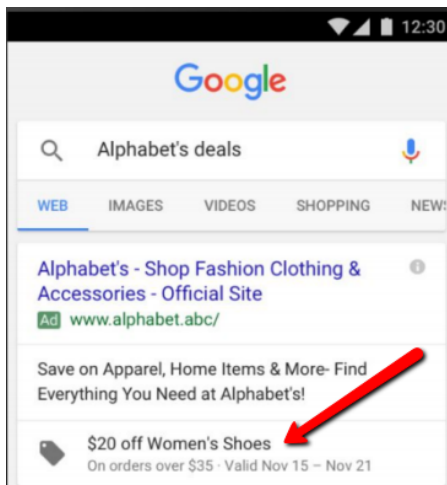
- Quickly and prominently display info about promotions without updating every ad
- Benefits: below ads in eye catching
- When to use: highlight special offers and sales and include monetary or percentage discounts
- Tips
    - Select special occasions and events- prepopulated occasions to have promo extensions appear with bold labels (back to school, black friday, boxing day)Check out the Help Center for all available occasions.
    - Flexible scheduling- choose to show promo extensions within date of the occasion or specify dates, days and week or times of day want them to show

Message extensions
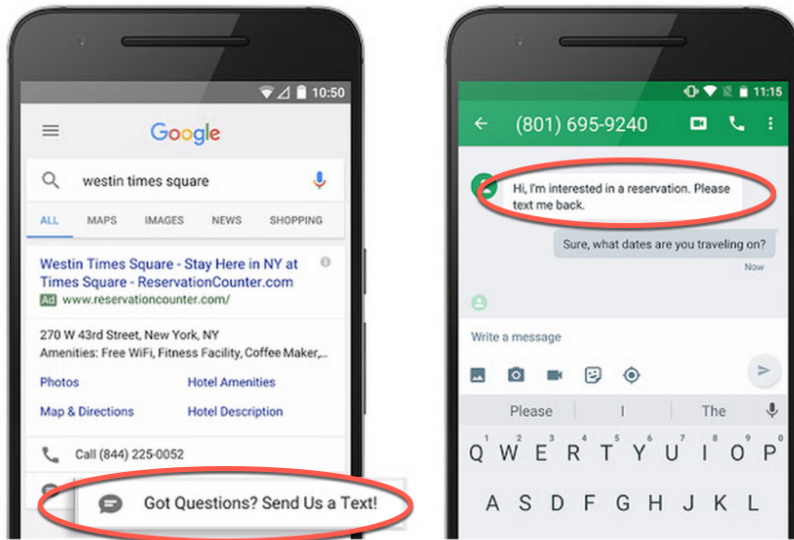
- Adapt to new communication style- message extensions in mobile only format enables clients to easily connect with users who prefer text
- Benefits:
    - Convenience- customers can interact with business on own terms- ensure your business doesn't miss opportunity to connect to customers when not a good time to call
    - Prequalify- give users chance to ask questions, review products, talk pricing and engage in other ways they can't on your site
    - Ability to generate leads: receive messages from users- put then in queue to call later when convenient
- When to use: great when you want to give customers an alternative to calling. Provide an initial touchpoint to generate leads, book appointments and state sales process. Make sure process in place to respond to messages
- Tips
    - Optimize message extensions: have clear STA like "text us to get a quote" put together pre filled message text that makes users excited to contact you.
    - Schedule your message extensions- show when someone is available to provide answers
    - Provide great service: reply to texts in professional and timely manner

Best practices
- Use the right number of extensions

- ○ At least 3
- ○ Recommend to have 4
- ○ Minimum have sitelinks, structured snippets and callouts
- Keep them fresh and updated
  - ○ Change link text and URLs whenever something new to communicate like sales or special offers
- Monitor performance
  - ○ Monitor at ad group level to see how increasing performance by capturing relevant traffic and queries
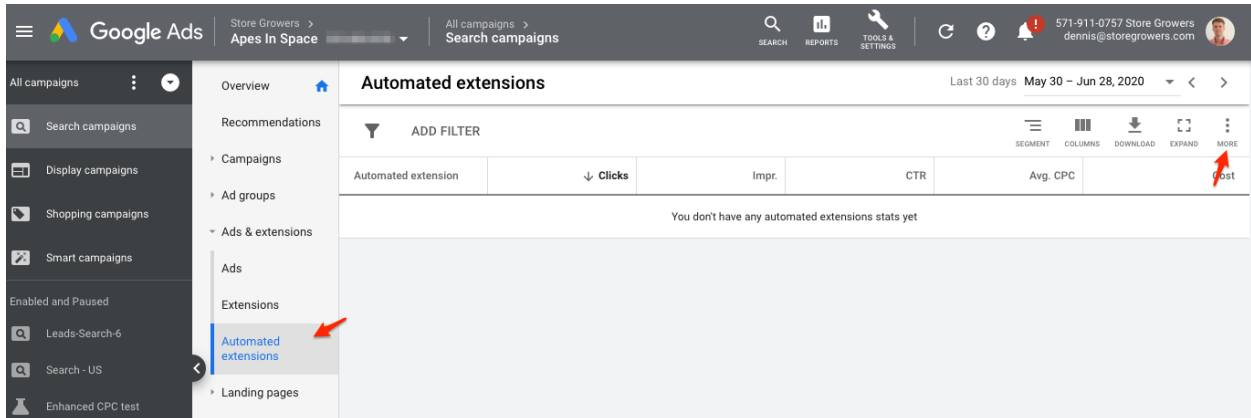
3. Automated Ad Extensions

Manual Ad Extensions	Automatic Ad Extensions
Affiliate Location	Automated Call
App	Automated Message
Call	Automated Sitelink
Callout	Automated Location
Location	Dynamic Callout
Message	Structured Snippets
Price	Seller Ratings
Promotion	
Sitelink	
Structured Snippet	

4.

What are automated ad extensions

- Give customers relevant info up front translates to more qualified ads
- Gets opted into all automated ad extensions eligible for

- Carefully generated by machine learning
- Fully automated extensions: directly populated by google and no action needed on your part. Shown automatically when google predict improves ad performance
- Advertiser provided extensions: not automatically generated but google recommends implementing options amount for business to get more impressions. Always supercede automated ones


Dynamic extensions

- Dynamic sitelinks: automatically generated site links for search ads
  - Optimized to direct customers to relevant pages with website
  - One or two line formats. Look the same as ad provided sitelink extensions
  - Between 2 and 6 dynamic sitelinks can show with specific ad- depends on device
- Dynamic structured snippets
  - Automatically surface useful structured custom info
  - Additional line of non clickable text in form of header: value 1, value 2 and value 3. One line or two line version of this automated extension.
  - Content generated from website and data from internal resources
  - SHow with text ads in any position on google search.
  - Minimum of two snippets will show but no max number

Dynamic Callout Extensions

- Automatically generated callouts
- Text generated from existing content on website
- If system can find match on landing page of high value phrases can be used in callout "get a free quote" "book online" "stores nationwide"
- Up to 6 dynamic callouts can show depending on device and content

It's important to keep optimizing the ad extensions you create because they'll always supersede the dynamic versions.

Seller ratings (stars) extension
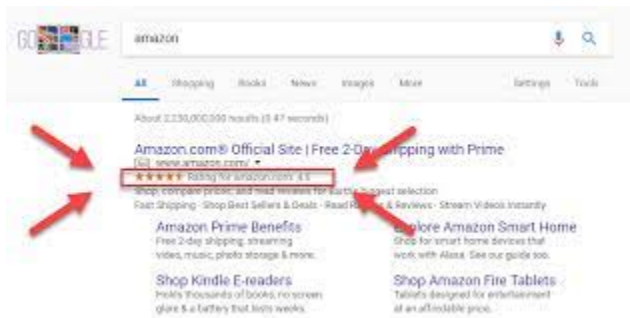
- Automated extension that lets users know if your business is highly rated for quality service
- Generate a seller ratings score
- Google Customer Reviews: free service that helps businesses collect feedback from customers- with one click at checkout customers can choose to receive surveys to rate experience.
- SellaService- independent company evaluates customer service performance of online businesses
- Google led shopping research: evaluates the customer service performance of online businesses- own methodology- similar to StellaService
- Google Consumer Surveys: platform collects ratings for businesses
- Third party review sites: aggregate user reviews

Checking the performance of automated extensions

- Ads & extensions tab
- Click Automated Extensions

Increase Efficiency with Automated Bidding

# 1. What is automated Bidding
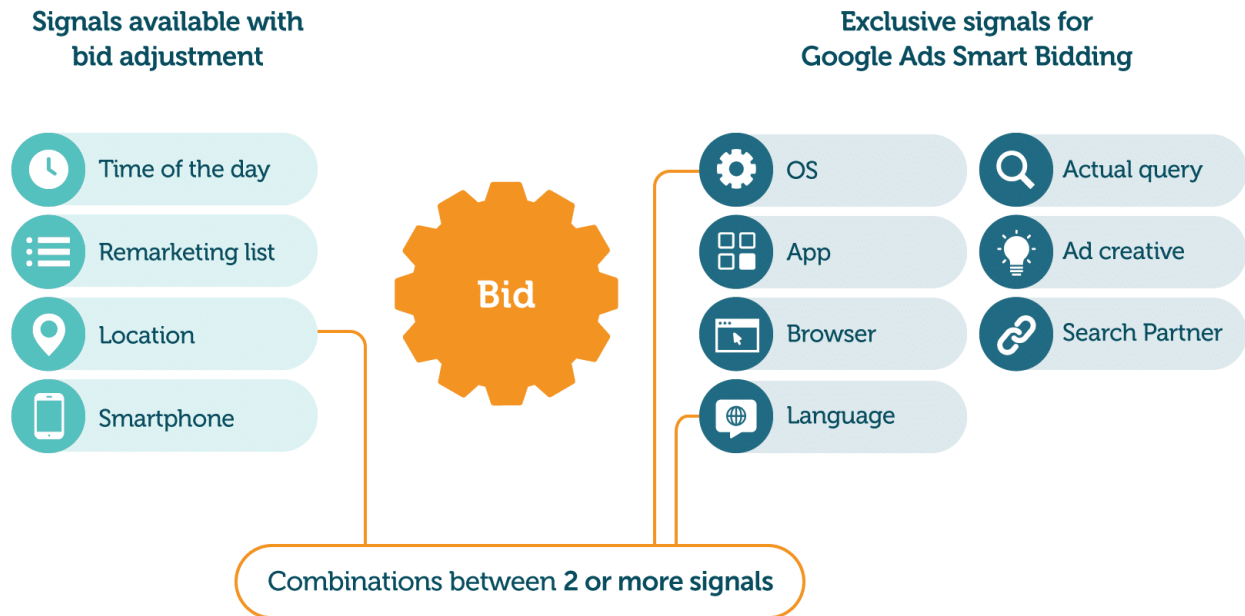
What is Automated bidding

- Setting appropriate bid
- Performance- how visible your ads are and amount of interactions you get in each unique moment- could miss valuable conversions
- Auctions- appropriate bid can often be a moving target that's challenging to reach at scale with manual bid
- User journey complexities-Automation can take location, time, device, etc into consideration with automated bids

Benefits of Google Ads automated bidding

- Built for complex customer journey- set bids based on users context
- Best solution to effectively account for all available variables
- MACHINE LEARNING
- Time saved
- Auction-time bidding
- Depth of signals used and cross analysis: comorbidities

2. Choose the right bidding strategy
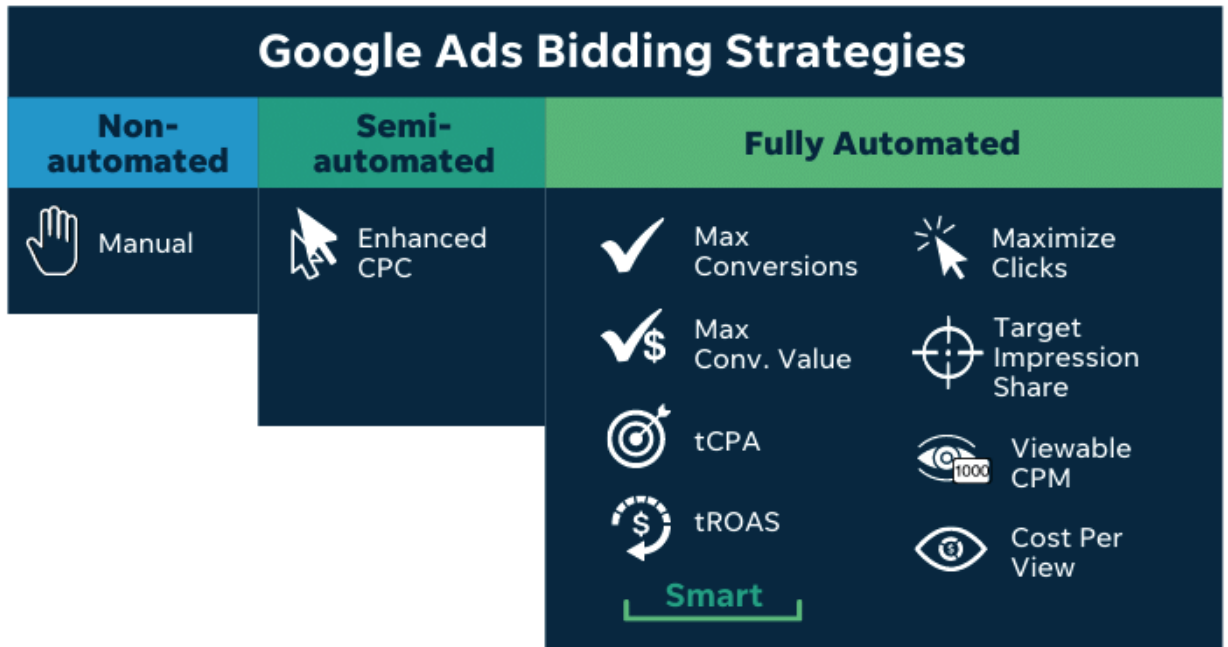
3.

Awareness-based bidding strategies

- If want to make sure your ad is visible for certain queries and at certain locations on page
- Goal: visibility
- Bid Strategy: Target Impression Share
  - Make sure your ads are meeting a specific impression share threshold for a specific location on search results page- anywhere, top of page, absolute top of page
- Use for raising awareness of brand and campaigns that include brand terms

Consideration-focused bidding strategies

- Drive as many clicks as possible within a set level of spend
- Goal: Clicks
- Bid Strategy: maximize clicks- set bids to try to get as many clicks within target spend
- Use for: budget constrained campaigns focused on driving clicks, dive more click volume, max traffic when extra budget is received, upper funnel keywords that have high assist value in conversion

Conversion-Focused Bidding

- Tracking actions post-click, valuing conversions equally, max number of conversions
- Goal: Conversions
- Bid strategies
    - Maximize conversions: drive as much conversion volume as possible within budget. Don't need to provide specific CPC, CPA or ROAS targets.
    - Target cost per acquisition (tCPA): automatically sets bids to help you increase conversions while reaching average cost per acquisition goal
    - Enhanced cost per click (eCPC)- automatically adjust manual bid up or now based on each click's likelihood to result in conversion
- Use if…
    - Max conversions: advertisers want to max the number of conversions for campaigns. Want to spend a fixed budget and dont have explicit SPA/ROAS goal
    - Target cost per acquisition: max amount of conversions without considering order value such as lead generation and ecommerce business. For a display campaign using target spa- chose to pay for conversions billing
    - Enhanced cost per click
        - For search this is for advertisers who want set the core bid manually or through third party bidding tools with added layer of real-time optimization
        - Display- for advertisers who do not have conversions tracking, use a third party bidding system or insist on setting bids manually with added layer of optimization real time. Great for lead generation and drive online sales.
- You must be tracking conversions for conversion-focused bid strategies to work properly, with the exception of eCPC on Display.

Revenue-focused bidding strategies

- Tracking revenue or value associated with conversions and want to max it at a specific return on ad spend target
- Good fit if tracking conversion value and have campaigns at least 5 0conversions in past 30 days for search and at least 15 conversions in past 30 days for display
- Goal: Revenue
- Bid Strategy: Target return on ad spend (target ROAS): automatically sets bids to help get as much conversion value as possible at the target ROAS you set
- Use case- want to automatically optimize bids to max revenue within target ROAS

Enhanced CPC, Target CPA, Maximize Conversions, and Target ROAS fall specifically under the umbrella of Google Ads Smart Bidding. They're conversion-based bid strategies that leverage an exclusive set of signals to bid at auction time.

Once you've decided which automated bid strategy works for your business, check out Finding success with Smart Bidding: Google Best Practices (Search) and the Smart Bidding Guide (Display) to help further simplify your account structure and get the most of your bid strategy.

Research Valued Customers with Search Audiences

1. Identify benefits of google's Search Audience Solutions

Audience Targeting Options

	Bing Ads + Microsoft Audience Ads	Google Ads + Display Network (GDN)	Facebook Audience Network	Verizon Media (Yahoo/Oath)
Affinity Audiences (interest targeting)	X	✔	✔	✔
Custom Audiences (DMP)	✔	✔	✔	✔
Customer match (email match)	*	✔	✔	✔
Demographic, device and location targeting	✔	✔	✔	✔
In-market Audiences (behavior targeting)	✔	✔	✔	X
Placement targeting (ex: show my ad only in Instagram)	X	✔	✔	X
Product Audiences (dynamic remarketing)	✔	✔	✔	✔
Professional profile targeting	*	X	✔	X
Remarketing Lists	✔	✔	✔	✔
Similar Audiences (look-alike audiences)	*	✔	✔	✔

* Coming in 2019

SMX SEARCH MARKETING EXPO   #SMX   @ChristiJOlson @BingAds

Audience solutions in practice

- Create autidence lists based on signals then layer the audience lists onto ad groups
- Condition her bids, creatives and keywords based on various customer groups
- Combine intent exhibited from search keywords with insights about potential customers
- Get customers at the right moment with the right bid and message

Evolving to meet customer expectations

- People expect all online interactions to be helpful, personal and frictionless

Meet your marketing goals

- Awareness
- Consideration
- Conversion and Loyalty

Marketing Goal: create awareness

- Detailed demographics: reach people based on demo like marital status, education, parenting stage, homeownership
- Affinity Audiences- aggregates people who demonstrated strong interest in given topic

Marketing Goal: Drive consideration

- In-Market Audiences: drive consideration among people who are actively researching products or services you offer and who are in market to guy them and may be considering other places to buy them
- Remarketing lists for search ads (RLSA)- Helps you reach people who have engaged with your website or youtube channel in the past
- Similar Audiences for Search: find new customers that share behaviors and characteristics of your remarketing audience segments

## Marketing Goal: Increase purchases and loyalty with existing customers

- Customer match: upload your own data into google ads and reach custom segments across devices. Find loyal customers, exclude current customers, reach those that resemble your customers
- Remarketing Lists for Search Ads (RLSA): help you reach those who were customers in the past (gone to website's thank you page)

How audience solutions can enhance your search strategy

- Variable bidding: layer at least one audience group on top of search campaign- bid differently for that audience based on their value to business
    - Increase your bids on certain audiences
    - Decrease your bids on certain audiences
    - Ad auctions are competitive, and you want to make sure you're making the right bids when certain groups of people are searching for you.
- Keyword expansion: expand your keyword set to larger set terms and more broad terms. Engage the mid and upper funnel for greater reach
    - Use generic keywords

- ○ Only show ads to certain audiences
- Creative customization: reach different audience segments with unique messaging. Tailor your ad content based on user
  - ○ Build ad groups catering to specific audience lists
  - ○ Create bespoke text ads for groups of people

2. Reach Prospective Customers with Google's Search Audience Solutions
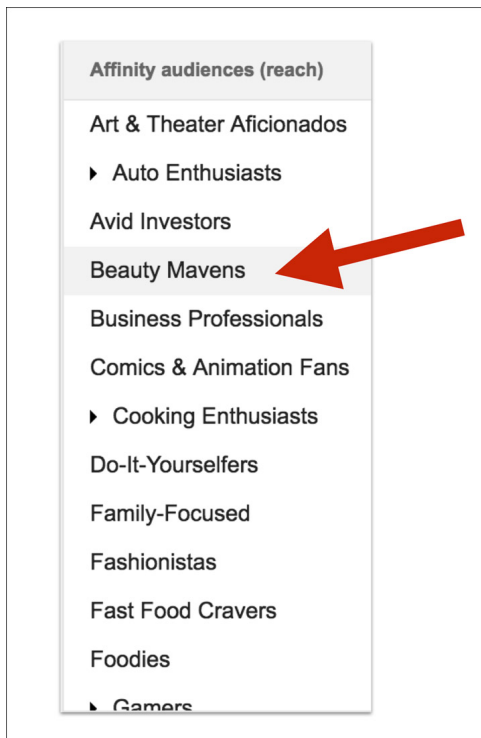
Affinity Audiences
- Aggregates users who've demonstrated qualified interest in topic

Detailed Demos
- Reach customers based on activities on google.com. Activities may indicate parental status, parenting stage, homeownership status, marital status and education status

In-Market Audiences

- Tell the difference between interest and intent. Reach people when they're in the mindset to buy

it's recommended that you apply these audiences to view list- and segment-specific performance and implement creative customization.

How do these solutions work?

- Signals- see related patterns of behavior
- Survey- behavior surveys
- Scale- users use between mobile and desktop- google get holistic behaviors

3. Harness the power of your own data to reach your marketing objectives

4.
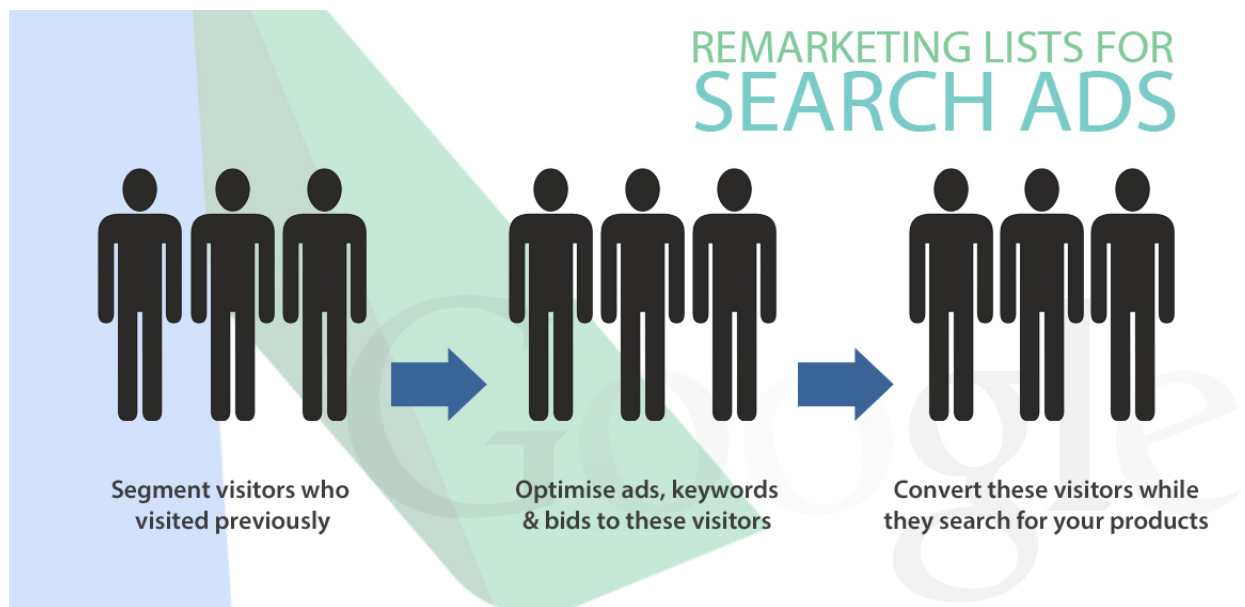
Remarketing lists for search ads (RLSA)

- Some people searching for your keywords may have visited your home page, added items to a shopping basket on your site then abandon it, may be entirely new to site
- Allows you to serve unique ad creatives and set ad group bids differently based on past interactions

Improving campaign performance with RLSA

- Never heard of site: Create a text ad that includes a "new user offer" to reach the first group, as these people haven't been to her site yet.
- Visited site before: Bid higher for the second group, which has a greater chance of converting, since these people already know about her site.
- Reached checkout page: Create a text ad that includes a special "return offer" to reach the third group. These people might decide to return and make a purchase!
- Increase her bids on certain audiences
- Decrease her bids on certain audiences
- Create ad groups targeting generic keywords and only show ads to those who've visited her before
- Tailor her ad creatives based on the customer
- Exclude certain audience lists from her campaigns

A remarketing list must have at least 1,000 users on it before it can be used.

Customer match

- CMR data- leverage online and offline customer data
- Upload customer data into google ads- match it against people who search on google and form into audience lists
- Segment: based on desired marketing action (ex. Reactivation of lapsed customers)
- Upload: upload list to google ads
- Audience lists- translated to audience list and made available for targeting on search, youtube and discovery
- Customize creative with special offers or incentives specific to audience

Why complement your audience strategy with customer matches?

- Diversify your audience strategy with a tagless strategy.
- Re-engage with customers you haven't seen in awhile.
- Reach customers who may not have converted online and aren't a part of your remarketing lists (i.e, customers who converted off your app or in your store).
- Reach customers based on their purchase history (i.e, customers who've made at least one purchase in the last month).
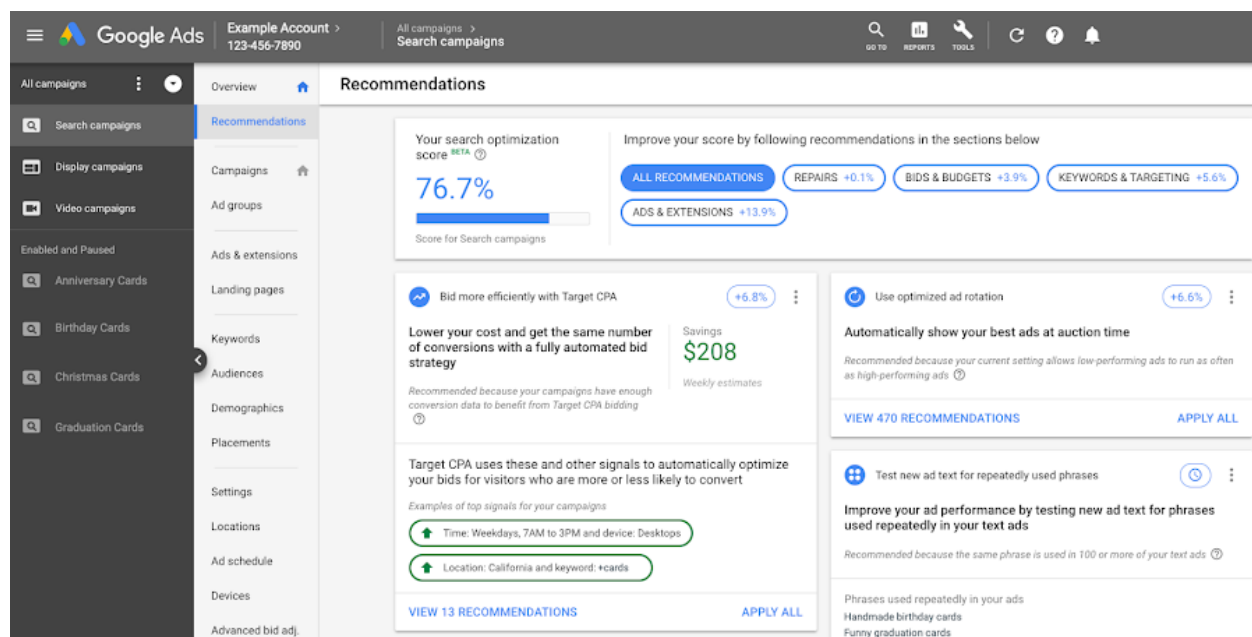- Reach customers according to their lifetime value.

Similar Audiences

- Leverage remarketing lists to find new customers with similar characteristics
- Similar based on recent browsing interests, search terms and videos watched on youtube
- System scores people based on how similar they are to original list
- Layer similar audience lists over campaigns and bid higher to reach valuable potential customers

Note: Each similar audience has its seed list members removed to ensure that no one overlaps between a similar list and its seed list. In the case of an All Visitors list, this would mean that the Similar to All Visitors list is composed of users who've not been to your site before.

Boost Performance with Optimization Score

What are the benefits of optimization Score?

Why optimization score

- Found on google ads recommendations page
- Estimates how well your search campaigns are set to perform 0-100%
- List of optimization recs

Benefits

- Instant
- Customized Recs
- Scalable- available for campaigns, accounts and manager accounts
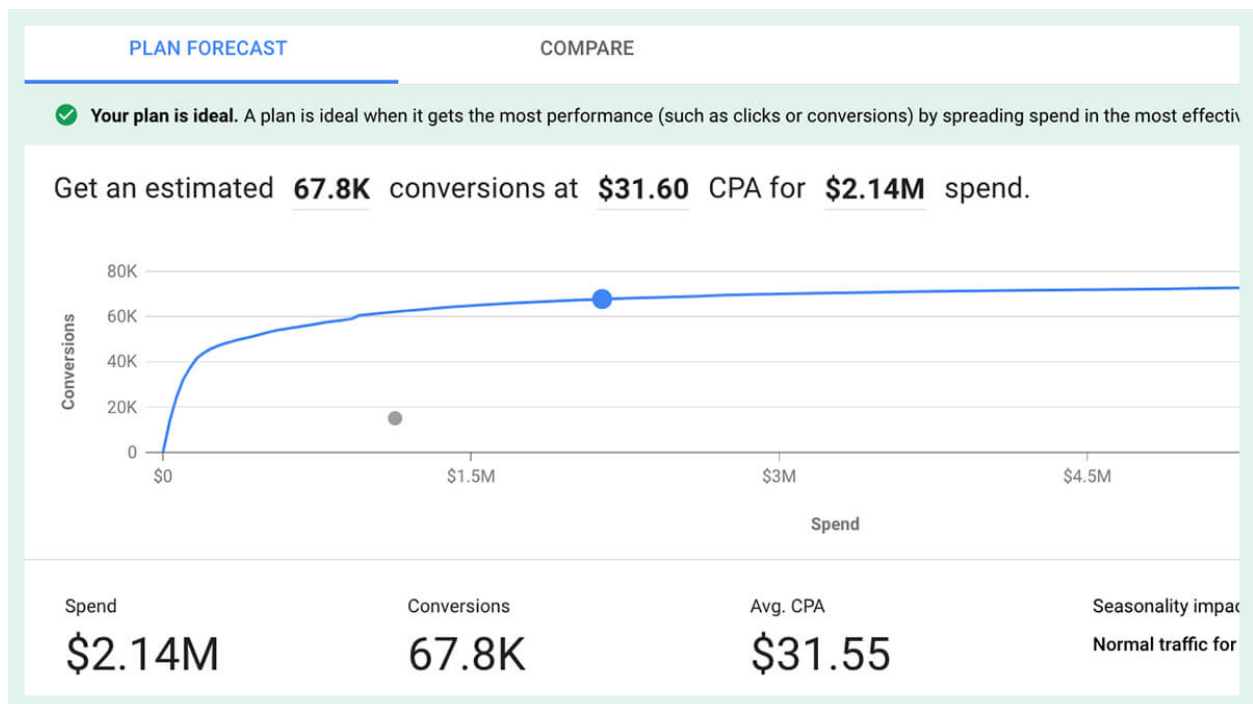
2. How does optimization Work?

Put optimization score to work for you

Navigate optimization Score
See optimization score in action

Increase Conversions with Performance Planner

1. Why you should plan for performance with performance planner

Planning is crucial first step to achieving success

- Plan your Google Ads budgets **on a monthly basis** in advance

By planning your Google Ads budgets in advance, you can:

1. Understand the future spend potential of current Google Ads campaigns to help drive budget decisions
2. Take advantage of seasonality to capture incremental opportunities
3. Set optimal bids and budgets across your campaigns to help ensure that ROI performance is maximized
4. Find new opportunities to grow your sales volumes with Google Ads

Helps you find out

-
- "How will my campaigns perform next quarter?"
- "Is there a better way to distribute my current spend to drive increased conversions for my current Google Ads investment?"
- "How much budget do I need for my Google Ads to achieve key performance indicators (KPIs)?"
- "How can I use Google Ads to drive more sales, while remaining profitable and further growing my business?"

What's the google ads performance planner

- Forecasting tool
- Explore forecasts for upcoming monthly, quarterly and annual budgets for current campaigns

How does it work?

- Determines optimal bids and average daily budget allocations across all campaigns
- Using Google's seasonality data and insights, Performance Planner will predict the results if you use optimal bids and average daily budgets across your

campaigns to maximize the number of conversions for any future spend scenario.
- When you choose a spend point on the blue line, Performance Planner will improve your ROI by reallocating spend between campaigns through adjusting bids and average daily budgets.

How does performance planner forecast campaign performance
- Account history
- Machine learning
- Confidence interval high
- seasonality, clickthrough rate, competitors, landing page, and time of day.

2. How to user performance planner

How to user performance planner
- Create a new budget plan to learn the best bids and budgets for your campaigns to drive incremental conversions.
- Explore further optimizations and forecast how you can grow your business with Google Ads.
- Review and implement changes prescribed by your Performance Planner plan.
- Ensure you react to external factors and optimize to the target metrics set. Use Performance Planner on a monthly basis for best results.

Optimal budgets and bids are crucial to getting most of your marketing budget
- Additional conversions generated for same spend
- Incremental number of conversions achieve and max amount you can spend without diminishing returns
- Incremental number of conversions can achieve and max amount spend at desired target CPA goal
- Additional spend and resulting conversion scenarios at higher target SPA goals

Performance Planner helps improve return on investment so you can drive more conversions within your target CPA.

Based on 250 random Google Ads Customer IDs*Performance Planner highlighted how to find an average 43% increase in conversions — for the same investment — by reallocating bids and budgets between campaigns. It's also been seen to highlight how to grow conversions by 80% for the same CPA (no diminishing returns).

Best practices

- Create separate plans for each marketing objective
- Set bids and budgets using non-last click conversions
- Regularly check plan

3. Take action with performance planner
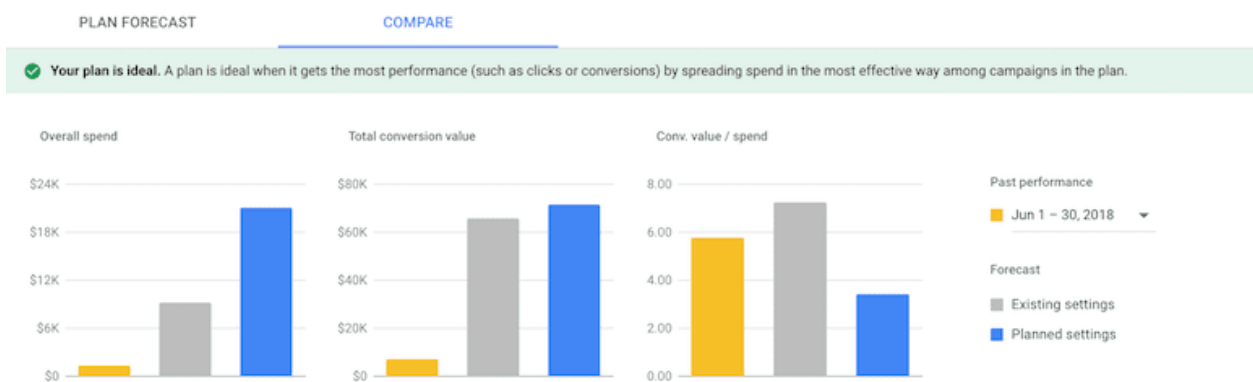
What changes with Performance planner recommend

- Create plan with target date, campaigns, budget, target conversion volume and target cost per acquisition for upcoming periods
- Search manual cost per click or enhanced CPC campaigns-- recommend average daily budget and campaign bid scaling
- Search maximize click or maximize conversions campaigns- recommend average daily budget
- Search target SPA or target return on ad spend (ROAS) campaigns- recommend average daily budget, campaign level target CPA or campaign level target ROAS

How do I see and implement these recommended changes

- CSV download with recommended bid scaling, target CPA, target ROAS, average daily bidding amounts
- Can manually apply or download a google ads editor file and upload to google ads editor to see action

Performance planner best practices

- Use non last click attribution conversions
- Create multiple plans for campaigns that have different marketing objectives
- User performance targets feature: Use the performance targets feature to monitor targets set in Performance Planner and receive alerts and recommendations when a campaign isn't on track.
- Use optimization score in Rec page to improve campaigns

Seasonality

Market Share: Get ahead of fluctuating auctions due to activity from other businesses and other external factors.
Growth