How-To Guide: Online Advertising and Google AdWords

Content Provided by Google
Google Online Advertising

Agenda

- Trends in the Internet
- What is AdWords?
- What is an AdWords Ad?
- Effective Keywords
- Tips for Creating Good Ads
- The AdWords Account
- Additional Resources
Trends in the Internet
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Mission: Organize the world’s information and make it universally accessible and useful
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+4.6B mobile subscribers (67% population)

+1.7B people worldwide have Internet access (25% population)

+50% of all new handsets sold worldwide are smart phones

+3.6B worldwide searches per day

+800M people visit social networking sites

+1B videos streamed on YouTube everyday
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• Strongest growth sector in advertising
• Growing +10% year over year
• Outperforming traditional media

![Year on year advertising spending growth: 2011 - 2012](source: Strategy Analytics Global Advertising Forecast 2012)
What is AdWords?
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A Way to Reach Your Audience

When users search ...AdWords ads are displayed along with the search results

Search results

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Google Ads

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Ads

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Map for volunteer boston

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Google Map

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Volunteer Opportunities

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Volunteer in Boston - Organize Kids Toys, Books, Clothes

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Volunteer Boston

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Want to Volunteer? | VolunteerMatch.org

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Help homeless kids - It only takes 2 hours per week.

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About 63,700,000 results (0.47 seconds)
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How Does it Work?

• Advertisers create ads
  o Target keywords, create budget for bids

• Google runs an auction when a user searches
  o For every single query – every user, everywhere around the world
  o Happens almost instantaneously

• "Winner" gets an ad on Search Results page

• Ad's position (called ad rank) is calculated based on a combination of bid and quality
What is an AdWords Ad?
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AdWords Ads

Ads have both visible and non-visible components

Visible

- Ad Title
- Display URL
- Two lines of description

Ad: 
Adopt a Shelter Dog
www.sadiemaefoundation.org/
Save a life, adopt a pet today!
Find the perfect furry friend here.

Not Visible

- Keywords
- Bid
- Budget
- Targeting
- Quality Score
- Destination URL
1. Target customers
2. Input the ad
3. Choose keywords
4. Create budget for bids
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What is Bidding?

For each ad ...

- *Maximum Cost Per Click* (Max CPC)
  - The most that you are willing to pay for a single *click* on your ad

- *Daily budget*
  - Controls how much you pay per *day*
What is a Keyword?

A keyword ...

- A word or phrase that you identify as being relevant to your ad
- Can be part of ad text or not
- Can trigger an ad
- Are not case-sensitive
An estimate of how Google expects the keyword to perform.
Effective Keywords
The Goldilocks Principle for Keywords

Not too hot or too cold - Make them just right

<table>
<thead>
<tr>
<th></th>
<th>floria vacation rental</th>
<th>3br vacation rental south beach</th>
</tr>
</thead>
<tbody>
<tr>
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<td>tax preparation nyc</td>
<td>tax preparation 14th Street</td>
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</tr>
<tr>
<td>accounting</td>
<td>accounting software</td>
<td>accounting software for petsitters</td>
</tr>
</tbody>
</table>

Too General  Just Right  Too Specific
For a user searching for "animal shelter"

Effective keywords:
• animal shelter
• adopt dog
• rescue kittens

Ineffective keywords:
• pets
• animals
• shelter
• cat care
• adopt rescued dog from New York City shelter
Specific Keywords

Choose enough words – 94% of people use multi-word phrases

**Average US Search Phrase Length**

- 2 word phrases: 29%
- 3 word phrases: 22%
- 4 word phrases: 20%
- 5 word phrases: 12%
- 1 word phrases: 6%
- 6 word phrases: 6%
- 7 word phrases: 3%
Terms that match are displayed in bold text on the Google results page.

Tip: Inter-capitalize your website name!
## How Keywords Match Search Queries

<table>
<thead>
<tr>
<th>Match Type</th>
<th>Definition</th>
<th>Example</th>
<th>Your ad shows when someone searches for…</th>
</tr>
</thead>
</table>
| **Broad**  | Queries include the keyword, synonyms, or combinations with the keyword in any order | Caribbean Cruise | • Caribbean holiday Cruises  
• Cruise holiday in Caribbean  
• Cruise in Caribbean |
| **“Phrase”** | Queries must be typed in the exact order you specified in quotes. Can have other words before and/or after | “Caribbean Cruise” | • Cheap Caribbean Cruise  
• Caribbean Cruise deals  
• Luxury Caribbean Cruise |
| **[Exact]** | Queries must match exactly what you specified as a keyword | [Caribbean Cruise] | • Caribbean Cruise |
| **-Negative** | Queries with this keyword do not display the ad | - Tom | Will not show on search for:  
• Tom Cruise |
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Use the Keyword Tools for Ideas

Enter the product or service you provide

Get keyword suggestions
Tips for Creating Good Ads
What is a Good AdWords Ad?

A good ad...
- Is relevant to the keywords in the query
- Gets a high clickthrough rate (CTR)
- Stands out from your competitors
- Includes a call to action
- Achieves a high quality score
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Ask Yourself Three Questions to Help Write Great Ads

What sets your organization apart?
• “We offer free quotes”
• “We’re having a sale”
• “All products are custom made”

How can you describe your products or services?
• “Collectors item”
• “Sizes 8-16”
• “Evening classes available”

What is your call to action?
• “Sign up for our mailing list”
• “Order a copy of our brochure”
• “Request a call back”

Send visitors to the most useful page on your website!
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Creating Good Ads

POOR

car mechanic

Cars Cars Cars
All Makes and Models!
You broke it. I fix it!
YourCarDoesNotWork.com

OK

car mechanic

Car Repairs
All Makes and Models! Auto
Repair Specialist. Call for Quotes!
YourCarDoesNotWork.com

GREAT!

car mechanic

Professional Car Mechanic
All Makes & Models. Experienced
Mechanic. BBB A+. Call Today!
YourCarDoesNotWork.com
The AdWords Account
### Campaign Best Practices

Before starting, think about your goals:

- Structure your campaign to mirror your website

- Create separate campaigns per theme or type of service
  - Easy account management
  - Better control of budget allocation
  - Execute changes quickly

- Use language and location targeting if relevant
  - Create separate campaigns for multi-location advertising
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Structure Your Account for Success

What should your account look like?

**AdWords Account**
Unique email address, password, billing information

**Campaign**
- Daily budget
- Location/Language Targeting
- Distribution preference
- End date

**Campaign**
- Daily budget
- Location/Language Targeting
- Distribution preference
- End date
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Track Your Ad’s Performance

- Ads
- Keywords
- Detailed reports
- Conversions
- Google Analytics
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Using Google Analytics

Where and why are visitors abandoning my shopping cart?

Is my website design driving people away?

Which marketing initiatives are the most effective?

Where are my visitors coming from?

What do people do while on my site?

What keywords resonate with prospects and have the power to convert them?
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Additional Resources

**Google Optimizer Tools**
- Google Website Optimizer
- Google Insights for Search
- Google AdWords Editor

**AdWords**
- Help Center: [www.adwords.google.com/support/aw](http://www.adwords.google.com/support/aw)
- AdWords Application: [www.google.com/adwords](http://www.google.com/adwords)

**Learn With Google**
[www.google.com/ads/learn/](http://www.google.com/ads/learn/)

**Small Business Center**
[www.google.com/adwords/smallbusinesscenter/](http://www.google.com/adwords/smallbusinesscenter/)
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