

# Google AdWords Advertising

Barry Abraham, with Michael Wansten

# Barry Abraham

Certified AdWords Specialist

Google Partner

Author of “The Internet Marketing Strategy Book”



# Michael Wansten

- Has worked with Google in digital advertising since 2010
  - Has multiple Google certifications
- Currently a Senior Level Agency Acquisition Specialist



What is AdWords??



What do people think it is?



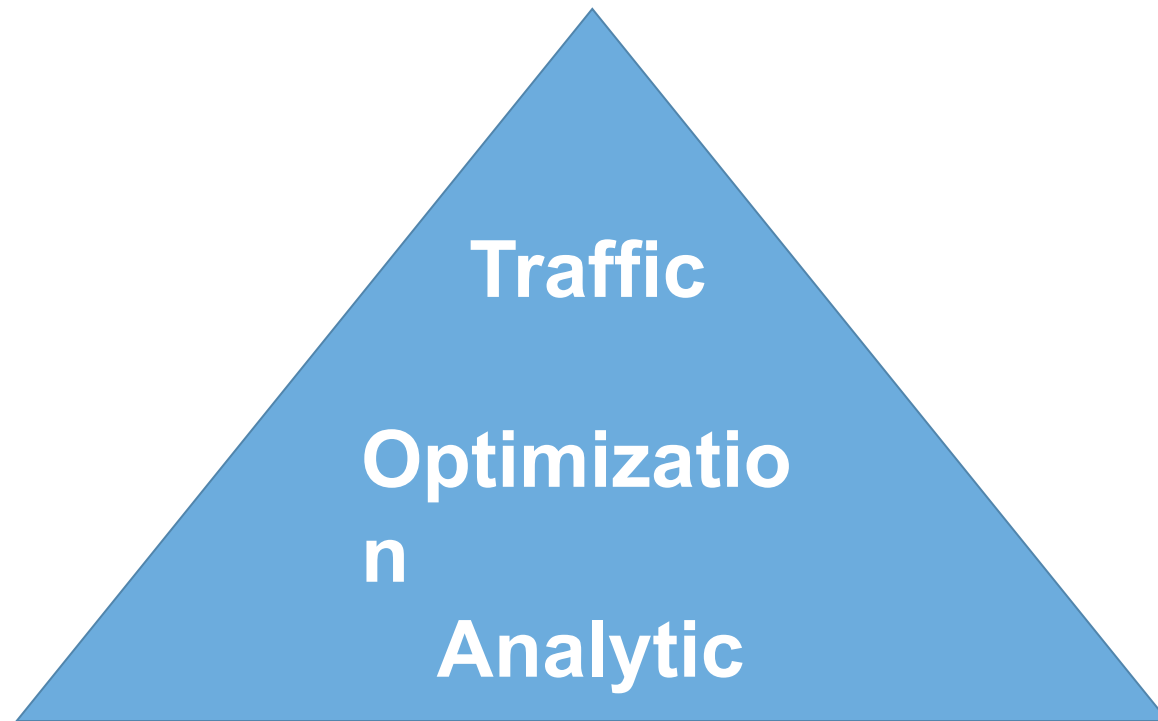
# Dispelling a few myths...

- It's really expensive.
- Only for search.
- It's a scam.
- It's risky.
- Anyone can do it.

# Basic things to know about AdWords



# Internet Marketing Pyramid



# Engineering Wonder



# Two simultaneous goals



- **Get Clicks**

(Be visible to people who might become customers)



- **Avoid Clicks**

(Be invisible to everyone else)

# Search ads vs. display ads

## Search Ads

Appliance Repair Local - ApplianceRepairsNow.com

**Ad** [appliance repairsnow.com/Boca-Raton](http://appliance repairsnow.com/Boca-Raton) ▼  
Free Service Call W/Repair, 20% Off Guaranteed Quality, Quick Response

Mr Appliance® Boca Raton - MrAppliance.com

**Ad** [www.mrappliance.com/BocaRaton](http://www.mrappliance.com/BocaRaton) ▼ (561) 503-4865  
Certified Appliance Repair Experts. 1 Year Warranty & \$25 Off w/ Repair  
All work guaranteed - Skilled in-home service - No over-time charges  
One Year Warranty - \$25 Off Repair  
📍 170 NE 2nd St, Boca Raton, FL

Affordable Appliance Repair - Boca-Raton-Appliance.net

**Ad** [www.boca-raton-appliance.net/\\$25-Off](http://www.boca-raton-appliance.net/$25-Off) ▼ (561) 701-8283  
Free Service Call w/ Repair, Plus Same Day Service Before 5pm.  
Boca Raton, FL - Hamptons & Whisper Walk - Delray Beach & KingsPoint  
Award Winning Service - ARM Approved & Trusted - Specials & Discounts

Boca Appliance Service,\$29.95 SerCall, Free with Repair ...

[www.bocaappliance.com/](http://www.bocaappliance.com/) ▼  
Boca Appliance,\$29.95 ServCall, \$20 OFF 1st Repair, FREE 2nd Item Check When In Home, Former Sears Tech,Specialist in Whirlpool,Kenmore,KitchenAid.  
Installations - Parts - Landlord / Prop Mgmt - Service Areas

Mr. Appliance of Boca Raton | Expert Appliance Repair

[www.mrappliance.com/boca-raton/](http://www.mrappliance.com/boca-raton/) ▼



Map

**Ads**

Seal

www.:

4.4 ★

(888) :

20% C

Trust

📍 590

Paln

www.:

Get 20

No Se

Appl

## Display Ads

The screenshot shows a web browser window with a search results page. The main content area displays search results for "Appliance Repair Local". The sidebar on the right contains several display ads:

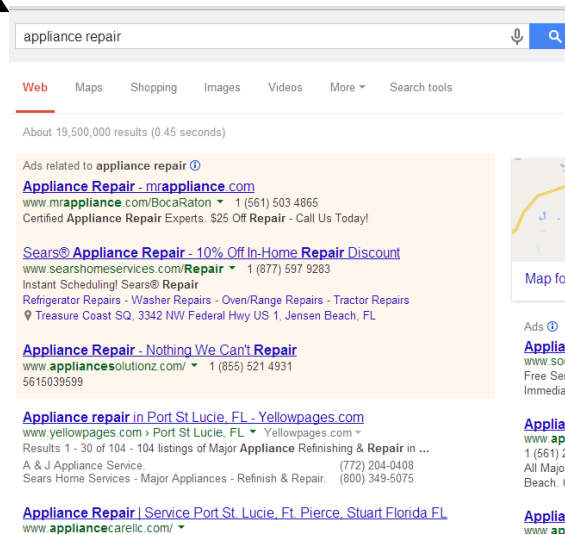
- DASHLANE**: Forgotten password again? Learn about the simple solution to this common problem - the password manager.
- VA Loans for Veterans**: Veterans Can Qualify for \$0 Down VA Loan. Pre-Qualify Today! [www.vamortgagecenter.com](http://www.vamortgagecenter.com)
- How To Write e-Books**: Let AuthorHouse Teach You How To Publish E-Books. Get A Free Guide! [www.authorhouse.com](http://www.authorhouse.com)
- \$19 \* Cheap Car Insurance**: (Florida Residents Only) Get a Free Quote & Save 55-75%! [quotelab.com/Florida](http://quotelab.com/Florida)
- Body Language Basics**: Customizable training materials to teach basic body language courses.

# Auction-based system



# Ad rank formula

$$\text{BID} \times \text{QUALITY SCORE} = \text{RANK}$$



# Quality Score



- Assigned for each keyword
- Score between 1 - 10
- Affects cost-per-click and ranking order
- Based heavily on CTR ("click-through-rate")
- Based on numerous other factors, including landing page relevance, landing page load time, and historical performance of the keyword, ad group, and account.
- Can be improved!

# Cost Control

## Daily Budget

(in campaign settings)

Budget <sup>?</sup> \$  per day  
Actual daily spend may vary. <sup>?</sup>

## Bids

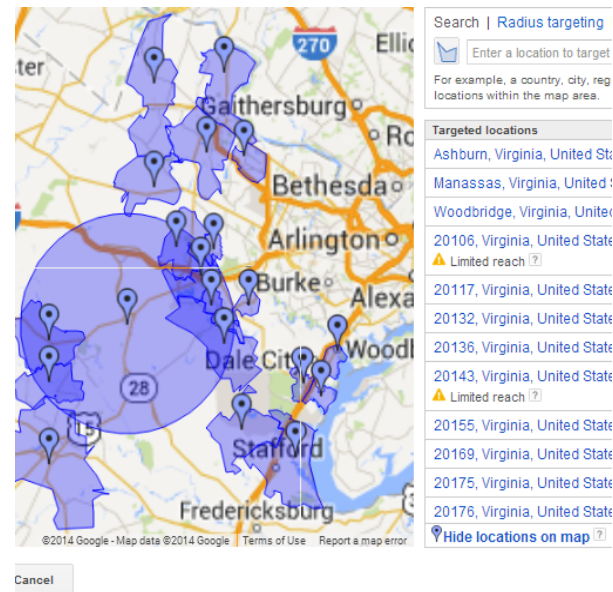
(can be set at different levels)

| Status <sup>?</sup> | Max. CPC <sup>?</sup>                       | Clicks |
|---------------------|---------------------------------------------|--------|
| Eligible            | \$18.01 <input checked="" type="checkbox"/> |        |
| Eligible            | \$15.01 <input checked="" type="checkbox"/> |        |

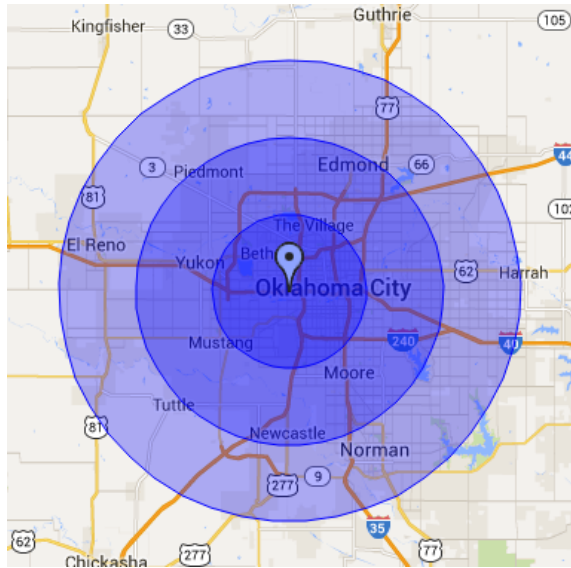
# Location Targeting

## Location Target by:

- Country
- State
- City
- Congressional District
- Zip code
- Radius



# Location zones



Adjust bids based on  
proximity to business  
location

# Account levels

**Account**

**Campaign(s)**

**Ad Group(s)**

**Keyword(s) +**

**Ad(s)**



# Match types

Broad

Modified

Broad

Phrase

Exact

Negative



Easy cake  
recipes

Easy +cake  
+recipes

“easy cake  
recipes”

[easy cake  
recipes]

-wedding

Good motto: Don't waste a penny



# AdWords display advertising basics

Ads appear next to content on the web, in mobile apps, in gaming systems

GDN reaches 85% of the world's Internet using population

Cost-per-click bidding

or

CPM bidding (cost per 1,000 impressions)

# Google Display Network Advertising

## **Ad Types**

- Text ads
- Image ads
- Video ads
- Engagement ads

## **Targeting Methods**

- Keywords (for context)
- Topics (for context)
- Remarketing (interest)
- Affinity audiences (interest)
- Demographics
- Managed placements

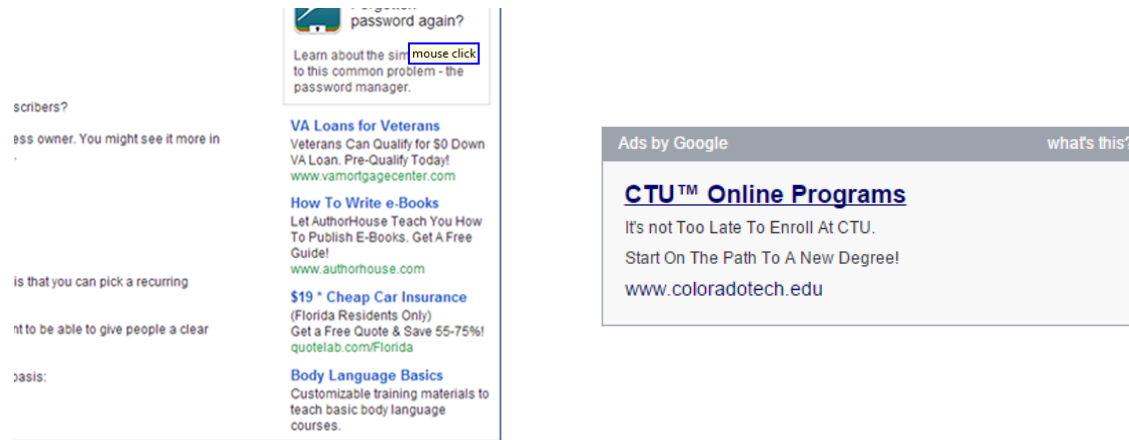
# Remarketing Effect

Remarketing ad serves as a reminder to people who have recently taken an interest by looking at your website—or just specif



# Remarketing PPC

Remarketing ads are pay-per-click display ads.



The screenshot shows a web page with several remarketing ads. The ads are for password managers, VA loans, e-books, car insurance, and body language training. A 'mouse click' is highlighted on one of the ads.

password again?

Learn about the **mouse click** to this common problem - the password manager.

**VA Loans for Veterans**  
Veterans Can Qualify for \$0 Down VA Loan. Pre-Qualify Today!  
[www.vamortgagecenter.com](http://www.vamortgagecenter.com)

**How To Write e-Books**  
Let AuthorHouse Teach You How To Publish E-Books. Get A Free Guide!  
[www.authorhouse.com](http://www.authorhouse.com)

**\$19 \* Cheap Car Insurance**  
(Florida Residents Only)  
Get a Free Quote & Save 55-75%!  
[quotelab.com/Florida](http://quotelab.com/Florida)

**Body Language Basics**  
Customizable training materials to teach basic body language courses.

Ads by Google

what's this?

**CTU™ Online Programs**  
It's not Too Late To Enroll At CTU.  
Start On The Path To A New Degree!  
[www.coloradotech.edu](http://www.coloradotech.edu)

Click costs are cheap.  
Impressions are free! (with Google)

## Stats for Remarketing--Two-Week Period

Tons of impressions show for free!

| Ad group    | Status ? | Default Max. CPC ?                         | Clicks ? ↓ | Impr. ? | TR ?  | Avg. CPC ? | Cost ? | Avg. Pos. ? |
|-------------|----------|--------------------------------------------|------------|---------|-------|------------|--------|-------------|
| Remarketing | Eligible | \$2.00 <input checked="" type="checkbox"/> | 5          | 1,098   | 0.46% | \$1.55     | \$7.74 | 1.1         |

# AdWords for video campaigns

A sub-platform within AdWords

Based on a CPV pricing system (cost-per-view)

Videos must be hosted on YouTube

Several format available, called “TrueView”  
formats

# Where do the ads show?

In YouTube search results (as “in-display” ads)

On YouTube watch pages (as “in-display” ads)

As skippable “in-stream” ads

# Targeting your video ads

Keywords (for context)

Topics (for context)

Remarketing (interest)

Affinity audiences (interest)

Demographics

Managed placements

# Account screenshot (last 7 days)

|          |            |                     |            |                 |         |         |             |            |              |          |                    |     |     |      |  |
|----------|------------|---------------------|------------|-----------------|---------|---------|-------------|------------|--------------|----------|--------------------|-----|-----|------|--|
| CAMPAIGN |            | Change status...    |            | More actions... |         |         |             |            |              |          |                    |     |     |      |  |
| ●        | ↑ Campaign | Status ?            | Budget     | Impressions     |         | Views ? | View rate ? | Avg. CPV ? | Total cost ? | Clicks ? | Video played to: ? |     |     |      |  |
|          |            |                     |            | Thumbnail ?     | Video ? |         |             |            |              |          | 25%                | 50% | 75% | 100% |  |
| ●        | AWFV       | Limited by budget ? | \$3.00/day | 1,081           | 1,693   | 472     | 17.02%      | \$0.04     | \$21.03      | 1        | 37%                | 30% | 27% | 12%  |  |

# Promotion (ending July 31<sup>st</sup>)

Get \$300 of Google Advertising

Includes this guarantee:

If it doesn't help you increase enrollment, you get a complete refund of any setup fees paid to me.

[barry@brickwaymarketing.com](mailto:barry@brickwaymarketing.com)

I also do...

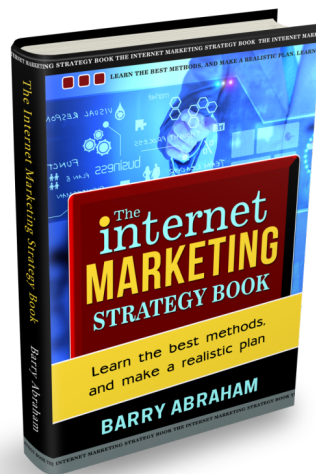
Bing & Yahoo ads

Facebook ads

Review and testimonial generation

General consulting for Internet marketing

[barry@brickwaymarketing.com](mailto:barry@brickwaymarketing.com)



PDF copy of my book,

Also available:

- AdWords cheat sheet
- Remarketing cheat sheet
- Analytics cheat sheet
- AdWords/Analytics linking tips

[barry@brickwaymarketing.com](mailto:barry@brickwaymarketing.com)

**?’s...**

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