PAID SEARCH (PPC) WITH GOOGLE ADS

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LESSON 1: FUNDAMENTALS OF PAID SEARCH
PAID VERSUS ORGANIC SEARCH

What is paid search?

Let’s begin by looking at what actually is paid search advertising. It is advertising within the search results of a search engine. Essentially, you’re putting your ad on the search engine in front of people who are actively looking for it. And that word active is really important. We’ll explore how user intent is the fundamental differentiator for search advertising, and how we can use it to leverage business objectives.

Search formats

Let’s look at search as a whole. Now, search as a whole incorporates paid search and organic search or SEO. They look quite similar. There are a lot of similarities across things like site links, clickable headlines and different things like that. But there is a fundamental difference on the backend to how they’re actually deployed.

Here, you can see that the search ad appears at the top. Generally, the search ads always appear above the natural listings or the organic listings, because from a search engine’s perspective, they want to drive more traffic to clicks that they will ultimately get paid for. So search ads tend to be above the organic listings, but there are some other differentiators, which we’ll explore later.

Similarities between paid and search

There are a lot of similarities between paid search and organic search.
Both have headlines that are clickable, and both have site links. These are the links just below the ad, or indeed the organic copy, that contain a little snippet of information that will drive us deeper into the site, and they both contain descriptions, or meta descriptions as they are known in SEO.

So there are similarities but there are differentiators too. If you look closely at that search ad, you can see, at the very top there, you can see a little tiny icon on the top left hand corner that says ad, that in itself just indicates that it’s an ad.

And there are other enhancements around phone numbers, around different rich snippets and other site links and ad extensions that will also differentiate it. Now we’re going to go through all of that later. And as you become more familiar with the features of search advertising, it will be like second nature to you, to be able to pick out the difference in search and in the organic world and the paid search world.

**Differences between paid and organic search**

There are some key differences between the two search types.

**Traffic**

With paid search advertising you’re obviously paying for the traffic. So it’s built on what’s called a PPC model, or CPC model, which is a pay per click or cost per click as other people call it. Sometimes people refer to paid search as PPC. And PPC, it’s become a synonym for paid search. So even though it is actually the pricing model, it is also another word for paid search.

**Speed**

In terms of speed and accuracy, we do find that because paid search is a more instantaneous medium, you can get up to the very top of Google or Yahoo or Bing, or whatever engine you’re actually operating on far quicker than your organic optimization, which is really about driving content and links and website development. It can be a less controlled process than with paid search which is pretty much telling Google, “I want these keywords, this ad copy, and I want to appear in position one, and I’m willing to pay for it.” So while there are differences and similarities between the two, I suppose the biggest and most obvious difference is the speed by which paid search kind of trumps the organic world, and that is really the key differentiator between the two.

Though they do serve different aspects of the consumer funnel, which we’ll go into later, speed is something you should always have in the back your mind when considering promotions and different things like that. Bear this in mind when deciding whether you should deploy an organic strategy or whether you should deploy a paid search strategy, or indeed how the two can work together. And
remember, they can work together very effectively to deliver amplified results across the marketing mix.

**Strategic considerations**

What are the key strategic considerations?

**Fill gaps**

Filling gaps with your organic results is a key facet of search marketing. You can very quickly understand what searches are not being served within the organic world or indeed being served on pages far lower than users are actually seeing.

So if there’s a particular keyword or type of keyword that you want to serve on, you can very quickly fill that with paid search whereas with organic, it can take time to rank, to index, and to build the content, and the domain authority to drive the, I suppose, sufficient rank to get significant traffic for that keyword. So paid search can just fill the gaps left by organic search.

**Visibility**

If you are ranking too low with your organic, you can push it up by paying for it with paid search. And that will just push you up higher and higher and higher. And it’s a basic human factor that people don’t scroll beyond maybe page one or two on the results page. They want the result there and then. And those who are willing to pay for it will get the majority of the eyeballs, will get the majority of the clicks, and ultimately, the majority of that qualified traffic with users intending to take action which is the most valuable thing around search.

**Access to market**

People are actively looking for the product. They're out there and they're thinking, "I have a need state. I need that resolved. If I go to a search engine and do a particular search, that will give me the answer." And we've certainly got access to a market that are looking for our product.

**Device preference**

And of course, they're not always searching on computers, people do use their phones to search for different products based on what they need there and then, it can be instantaneous need. Now the thing about mobile phone usage is that because you've got a screen and people are scrolling like that, the first result they see when they do search on Google or Bing or Yahoo or any of the major search engines is the paid search result.

And based on basic human behavior, people will more than likely click on result one which is paid, two which is paid, three which is paid, and possibly four which may or may not be paid. It actually takes a while on mobile search to get down to the organic results. So, with that in mind, device preference if your consumer is predominately mobile focused, mobile based, you need to be operating on paid search.

Because if you are allowing your organic listings within that, not only are you giving up space to your competitors, which can result in loss of business, you're relying on the fact that they will have to scroll down three or four or five listings just to see your results. So paid search is essential for any kind of mobile based target audience.
Different search engines

There are three main search engines globally. These are Google, Yahoo, and Bing.

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You can see that their market share differs in different territories. This is an important consideration if you are doing international prospecting for e-commerce, or for lead generation, or any kind of search marketing in different territories.

For example, if you look at the U.S., Google has 87% market share, Yahoo has 5%, and Bing has 6.5%. Within the European Union, Google has 91%, Yahoo has a very low share, and Bing has a slightly higher share. In Japan, Google has 68% market share, whereas Yahoo has 28%, and Bing has 4%. Within that particular geographic territory, there is a legacy issue with Yahoo. It is the incumbent search engine there, and it has been for a long time.

These are the types of considerations that you should look at when targeting different geographic areas. Different search engines provide access to different audiences and user types. For example, Yahoo users might be older; or Bing users might use a specific type of mobile phone, such as Microsoft phones, as the default search engine is set to Bing. This also varies in different locations, so your territorial targeting could influence which search engines to include in your media mix.

At the same time, Google has between 85% and 95% market share in most of the geographic areas and. So, once you focus most of your attention on Google, you will cover up to 95% of the audience itself.

Purchase-decision cycle

This is the cornerstone of all marketing. Always start with your consumer and look at their consumer behavior or purchase-decision cycle:

1. The consumer identifies a need or a want.
2. They search for solutions.
3. They evaluate the alternatives.
4. They decide to purchase.
5. They purchase.
6. They do a post-purchase evaluation.

Search behavior features in stages 2-6 of the purchase cycle, making it a highly effective channel to tie in with naturalized purchase decision-making. This is why search marketing is absolutely fundamental to the buyer process; in the modern age, people use search engines for their research to effectively dive into their consumer/buyer journey.
Evolution of AdWords

Search marketing has developed over time to be more and more efficient at driving the consumer’s behavior or purchase-decision cycle.

Let’s look at the evolution of AdWords. PPC began in the early 2000s as search engines became popular and as user habits, technology, and business developed online. New features have been added to enrich the advertising formats.

AdWords is Google’s search marketing platform. It was launched in October 2000. Over the years, new features and more advanced targeting options have been added to develop the AdWords suite beyond paid search ads. In 2017, the new AdWords interface was launched, which was an absolute game-changing interface for AdWords. On July 24th, 2018, Google rebranded Google AdWords as Google Ads.

- **2000:** AdWords Launched – AdWords was launched on the October 2, 2000. Priced as CPM.
- **2003:** Content Network Launched – Google launches AdSense and the early stages of the Google Display Network.
- **2005:** Quality Score and GA Integration Launched – Quality Score introduced to determine minimum bids. Google Analytics integrated with AdWords.
- **2008:** Search Keyword Tool Launched – Google introduces automated keyword research to help advertisers grow their accounts with ease.
- **2009:** Site Link Extensions Launched – Allowed users to add additional links below search ads to increase click-throughs.
- **2010:** Phone Extensions Launched – Recognizing the increase in mobile search, searchers can now call businesses directly from AdWords Ads. / Remarketing Launched – Now advertisers can create audience lists and serve ads back to people who have visited their site before.
- **2014:** Location Extensions Launched – Link AdWords to My Business (maps) to physical locations for businesses.
- **2015:** Gmail Ads Launched – Target users with ads directly in Gmail.
- **2016:** Removal of Right-Hand-Side Search Ads – Removal of right-hand-side search ad units increases the number of top ads to a max of 4 and 3 below organic search as mobile search dominates. / Expanded Text Ads Launched – Biggest change to search ads in 15 years; now features two headlines, free-form body copy, and URL paths.
- **2017:** AdWords Beta Interface Launched – Significant update to AdWords interface launched globally.
- **2018:** Google Ads Launched – Tool was rebranded as Google Ads in July 2018.

**BENEFITS OF PAID SEARCH**

**Why use paid search?**

So now that we know broadly what paid search is, let’s look at why we might use it and I mean the why and the understanding of how to deploy paid search as part of your digital media mix, is essential to getting the best out of the channel.

**Business objectives**
Like everything we do in any kind of organization, we always begin with our business objective. What is it ultimately that we want to do?

What is it that we want our consumers to do? Is it buy online? Is it download a brochure? Is it make contact? Is it just visit the website? What exactly is our business objective and how can we translate that into search? So, when we begin with that, we can start building our keywords list, and so on around that.

**Quick access to market**

It gives us immediate access to a market because based on that consumer journey, people have a need state, they have a need state that needs to be resolved, and that's what's called intent. And if they have intent, they are essentially saying, "I'm here ready to be spoken to."

They've asked a question to Google and you will give them an answer back in the form of a search ad.

**Mobile position #1**

Mobile positioning is always very important.

**Leverage buyer intent**

I can't emphasize this enough. Intent is the key difference here and the most powerful aspect of search marketing.

**Organic optimization**

Now, search marketing is paid search and organic search. And again, we have mentioned that sometimes there are gaps in organic search, which paid search can fill, and that's organic optimization.

**Advertising features**

I've also mentioned things like site links and other stuff that differentiate paid search from organic search. And these are the advertising features and advertising enhancements from everything from tracking to site links to different, and just I suppose, improvements of the search experience to make consumers more likely to click on the ad.

**Tracking**

That will feed into things like our ad rank, which is a formula we'll discuss later, and because there was a major change to ad rank that has to be considered beyond the original formula that Google had released a number of years ago. As I said, it takes time to optimize for organic. With paid search, it's almost instantaneous.

**Time-sensitive promotions**

You can make a copy change in paid search campaign, and it can be there in 25 minutes. So, if you have a time-sensitive promotion –such as "Offer ends Sunday!" or "Offer ends at 2 p.m." – you can make that copy change to your campaigns, and it will be there live for the consumer, when they have a need state, when they go to Google and look for whatever it is they desire, your offer will be there.
So, the time-sensitive nature of paid search is a very powerful consideration that we must have in the back of our mind, when we're approaching any search campaign.

**Compete in the marketplace**

Everyone's doing it. Everyone is on paid search. All your competitors are there. So, if you're not there, you're essentially losing the most qualified traffic.

Again, these are people looking for your product, and if your competitors are there and you're not there, the people who are looking for your product are going to your competitors. So, you have to be there. Now, there are ways to optimize this and that's what we'll talk about in the optimization stage a little later on.

**Key benefits**

What are the key benefits of paid search?

- **Relevance**: It's relevant to what the person is looking for. Can you resolve the need state? Can you give them the product, service that they desire at that particular moment?
- **Timing**: We've talked about the timeliness and the ability to, I suppose, very quickly adapt and change, whether it's keyword lists, ad copy or how much you want to spend each day.
- **Qualified visitor**: The qualified visitor is something that should always be in your head when we're doing any kind of search activity, because they're coming to you. It's not like you're putting an ad out there and the consumer decides to engage with it or not. They're actually coming to you, so they're a qualified visitor. They're saying, "I'm interested," and all you have to do is deliver on the promise that your search ad is saying on your website.
- **Control**: You have the control, of course, to change your landing page, to change your website, to change your ad copy, to change in which you want to spend to change the keywords and all of the different moving parts within a search campaign. So, that kind of control, again, it's instantaneous in many ways.
- **Visibility**: If it's an error latency, it's relatively okay in advertising terms. It's pretty instantaneous if you could think of, say, trying to change a TV ad or a radio script, which would need a rewrite, sent to the production house, sent off to the different media organizations and then deployed, you can pretty much change search from your phone, there as you're doing it. So, that gives you the visibility that you do need.
- **Measurability**: The metrics that are associated with search, gives you the accountability that you spent X, you got Y, and that kind of measurement brings it alive, and that measurement justifies the investment. It justifies the investment in time and resource and media spent. And it just allows you to build on what you've done in the past to accelerate what you want to do in the future.
- **Mobile micro-moments**: Micro-moments are a mobile-specific development within the search world. So, have you ever had that time when you just thought to yourself, “I wonder what that is?” Or, “I’d like to go.” Or, “I’d like to buy,” or “I’d want to know.” Indeed, these are the moments that you have, that in the past because of device limitations, you would have to go back to your computer, turn it on, and so on, just to find out the answer to these burning questions. Because we have smartphones and 4G or whatever internet access, mobile internet, you can just take up your phone and just go, "I want to go." So if you, as a brand owner are there to insert your brand message in the, "I need," "I want" moment of a micro-moment, it's a very powerful, very emotive need state that you can be front of mind. As a tactic for your mobile optimization, it does really bring to life one of the benefits and one of the more recent developments in how consumers use paid search.
CAMPAIGN ELEMENTS

PPC Elements

Keywords, ad copy, and landing pages are the three fundamental pieces of a PPC campaign. Always consider how these three items relate to each other to ensure your campaign is relevant to searcher intent.

- **Keywords**: These are the cornerstone of paid search advertising. Keywords refer to what people are looking for, and what questions they are asking Google.
- **Ads**: These are what users will see when they search on a search engine. Ads are how you, as a brand owner, respond.
- **Landing pages**: These are where the user lands after they click an ad. Landing pages are where those people go after you have given your response.

If you think of it like a conversation, people have asked something, you've responded, and you've brought them somewhere. This is the journey of search and how people behave with search engines.

**Keyword lists**

Keywords are what your potential customers would input into a search engine to find your product or service. Keyword lists are the lists of keyword combinations that you would like your ad to appear in response to.

It's very important to consider whether consumers are looking for information, consideration, or conversion, and create your keyword lists around the type of search intent.

For example, if someone is researching, they will have different types of search queries than someone who is comparing options. And likewise, when someone is ready to purchase, they might have a purchase modifier like 'buy iPhone', 'book hotel', etc.

In other words, consumers may signal their intent through the keyword itself. These basic human traits are something that you can build into your keyword lists, and then ultimately drive forward with your groups and campaigns.

- **Search intent**: Consider creating lists around the type of search intent. Consider whether they're looking for information (Top of Funnel Searches), consideration (Middle of Funnel), or conversion or sales queries (Bottom of Funnel).
- **Exhaustive list of keywords**: It is important to have an exhaustive list of keywords that your target audience is likely to search for. This is essential for building coverage and ensuring your brand is visible for the most valuable searches in a buyer's journey.
- **Keyword functions**: It's also important to know the function of each keyword and assign budgets to each group of keywords, depending on the part they play in a conversation.
- **Negative keywords**: Use negative keywords to cut out unwanted searches, such as low conversation or high cost and bad brand associations.

**Ad copy**

If you think of a search query – which is what someone types into Google – as a question, the next thing we have in the journey is the response. The response itself is your ad copy.
For example, someone has just asked a question, "What are the best hotels in New York". And you're going to come back with an ad that says, "We have a spa, and low rates, and we're five stars on Trip Adviser," or whatever it may be. You're going to respond with your best foot forward in terms of what they have just asked, and how that can be used to drive action.

Relevant

The ad copy must be relevant. If they're looking for hotels in New York, the ad should say hotels in New York, and not hotels in London or B&Bs in New York. They are not actually looking for anything other than what they actually signified they're looking for.

Attractive

The ad copy must be attractive. You could include an offer or a Unique Selling Proposition (USP) and an Emotional Selling Proposition (ESP). There are different types of deployments of an ESP or a USP in different industries.

For example, the banking industry relies quite heavily on USPs. A unique selling proposition might be, "We have the lowest interest rates on mortgages". That is a unique selling proposition because they might, indeed, have the lowest interest rates on mortgages.

The travel industry, however, relies more on ESPs and experiential type of search or purchase. An emotional selling proposition might be, "Have the most enjoyable sun holidays with your family". That's not a unique selling proposition but appeals to the emotions. If you can create a time for your family, that is an emotional selling proposition, which is a far more effective way of engaging with the audience.

Directional

The ad copy must be directional. Once you have actually engaged with that audience, you want to direct them towards some action. What we use at this point is a CTA or call-to-action. If you're a hoteller, you might say, "Book now"; or if you're a mortgage broker your CTA could be "Apply now". What you're trying to do at this stage is direct the consumer.
User search journey

The search journey begins when the user has a need or a want. They look for solutions, they've asked Google a question, you've responded with your ad, given the answer, and then the next stage is they're on your landing page.

Landing page

The landing page should deliver on the promise of the ad and resolve the user's need state. It also needs to be aligned to the ad copy. In other words, it needs to be relevant, attractive, and directional.

Good landing pages are related to what the searcher typed into Google, as well as the ad copy that they clicked. This increases the relevance of the search experience. If the relevance level is high, the searcher is more likely to engage with the page content.

If you include CTAs, you can direct the searcher to take action on your website. This can be in the form of buying a product, downloading a document, or filling out a contact form, for example.

You should take the entire search experience into account when choosing or designing landing pages for search campaigns.

Conversion rate optimization

Some elements of a landing page can be distilled into what is known as conversion rate optimization.

For example, this landing page contains:

- Product details to entice the searcher and quickly show how the product fits their needs
- Details of how the product appeals to the searcher's persona and motivations
- A large clickable CTA to drive action
- Appealing and aspirational imagery to quickly infer outcomes

Mobile landing page

Searcher behavior is different on mobile than on desktop devices. Mobile navigation has to be simple and easy to manage, with larger CTAs and readable font sizes for smaller screens. Google Ads takes
into consideration how mobile optimized your landing page is, such as whether it is responsive and
designed with mobile in mind. This will ultimately affect your quality score for mobile traffic.

Mobile experience is something that has become more and more important as mobile usage has
increased. And with all the updates to search engine algorithms, mobile is now a key consideration
for everyone's search marketing campaign.
LESSON 2:
CREATING A PAID SEARCH CAMPAIGN WITH GOOGLE ADS
What is Google Ads?

We begin with Google AdWords. Now I have mentioned that Google AdWords is, it's Google's advertising platform that does encompass other things like the display network and Gmail ads and YouTube and different, you know, other channels within the mix. But for today's activity, we're going to be looking predominantly at the paid search aspect of AdWords. But Google AdWords is an online advertising service by Google for businesses who want to serve clickable ads on the Google search results page, the search results page, sometimes called the search engine results page or SERP is something you'll hear again and again as you work more in the world of search marketing.

Account types

To understand the fundamentals of AdWords and how we launch a campaign, we're going to look at the structure of account types.

There are two main account types within AdWords:

- **Standard account**: A standard account is an account that contains your campaigns, your keywords, and all the different aspects of AdWords.
- **Manager account**: A manager account is kind of an account above that. It's free to set up but think of it like an agency account. So, if you are an advertising agency, you might have a number of clients each of which will have its own standard account. And you can contain all of these within your manager account.

When a standard account is contained within a manager account, it's called a child account. So a child account is a standard AdWords account but just contained within a manager account. And then obviously within those child accounts, you will have your campaigns, you will have your ad groups and your keywords.

Just to note, there is a third type of AdWords account which I haven't really explained too much. It's called AdWords Express. It is a limited, quick setup account with very restricted functionality and generally as search marketers, we wouldn't use them. It is out there but it does restrict what you can do in terms of what keywords you choose, what ads you choose and how you bid. All you can do is set a monthly budget, for example, enter your website and AdWords kind of automatically does the rest. It's generally not recommended for any experienced search marketers to be using AdWords Express.
So consider that when setting up your AdWords account. I would certainly veer towards a standard AdWords account if you just have one client or a manager account with multiple standard AdWords accounts or indeed child accounts as they’re called if you’ve got multiple clients.

Create an Ads manager account

We’re going to start at the very top which is AdWords manager accounts. So you can set up the AdWords manager account from: https://adwords.google.com/home/tools/manager-accounts/

And from there, you can sign up using your Gmail. A peculiar quirk with AdWords is you can only link one email address to one AdWords account. So, if you have an email address that’s already linked to another AdWords account, it won’t work setting up a second AdWords account with it.

So ideally, it should be a new email address you use to set up your manager account and then you can link all of your other AdWords accounts to your manager account, not to your email address. And that is the benefit of using a manager account.

Features of a manager account

This is an example of a manager account.

You can see here that we’ve got an account list. These are the different types of accounts that may be contained within one single view. So, if you were a travel organization, you may have a manager account with all your French accommodation in one child account, all of your Italian accommodation in another child account, and so on.

Or indeed, if you want to split it up by product type, you might have all of your hotels in one child account and all of your B&Bs; or apartments in another child account all the way down through the list as you see fit. So you can segment your product list or use your client list as you see fit within that manager account. But it does make the management of multiple AdWords accounts clients a lot more straightforward and a lot easier to access.

And once you dive into a child account, that’s when you start seeing things like your campaigns and your keywords and your ads.

Features of a child account

So the features of a child account are indeed a standard AdWords account.
The first thing you'll see is your overview. This gives you a supposed indication of different metrics around devices, times of day, types of conversions, campaigns that are moving, and campaigns that are doing stuff.

You've got two main tabs within the overview:

- You've got your navigation tabs which are over on the left-hand side which allow you to go to what's called campaign level, keyword level, ad group level, ad level. These are the different sections of any AdWords account and you can just toggle between those using the left-hand menu.
- And then in the center, you've got your performance overview, which in this particular section is within the overview navigation tab.

However, if you're in your keywords level, you'll see only data related to keywords. If you go to your campaigns level, you'll see only aggregated data, which is the combined data of all of the keywords in those campaigns. So these type of metrics and these type of levels will be something we'll get more and more familiar with as we go through the lectures.

**ACCOUNT STRUCTURE**

**Critical components**

The critical components of account structure include:

- Campaigns
- Ad groups and ads
- Keywords

When you are looking at campaigns, it's called campaign level. This is also applied to ad group level, ad level, and keyword level.

To give a view on those different levels, we've got here a typical account structure for a campaign in which you're an electronics retailer and you've got a campaign around TVs.

This is an example of how you could structure a digital marketing campaign selling TVs in Google Ads:
On a top level, we have the TV category as the campaign. We then split this campaign into ad groups for different types of TVs – HDTV and Smart TV. These ad groups contain the keyword lists and ads relating to the different types of TVs available.

This type of organizational structure allows for better management of a Google Ads account.

For example, these campaigns contain two ad groups. One is for HDTVs, and the other is for Smart TVs. When you think of ad groups, think of ad groups as keyword lists. HDTV as an ad group will contain only keywords that relate to high-definition televisions; whereas, within the smart TV ad group, it will contain keywords that only relate to smart TVs.

The reason this is important is that ad copy is set at the ad group level. When someone searches for a HDTV, the ad copy for the HDTV ad group is shown. That means that someone looking for Smart TVs sees Smart TV copy, and not HDTV copy. The TV keyword list is associated with Smart TV copy and the HDTV keyword list is associated with HDTV copy.

This gives your campaign response relevance, and the ability to connect with the search and the question that the person has asked. Of course, a typical campaign in Google Ads would be a little bit more complicated than this simple structure. There are a number of other elements that keep the structure alive and keep the structure moving, and that’s what we’re going to look at in the next slide.

**Determining factors**

Other elements of account structure include:

- **Match type**: Parameters that can be set on your keywords to control which searches trigger your ads to appear
- **Negative keywords**: Excluding certain search words from your campaign to not trigger ads
- **Max CPC bids**: The maximum you are willing to pay for a click
- **Ad copy**: The ad that someone sees when they do a search
- **Ad extensions**: Enhanced features to make your ad more appealing and drive higher clickthrough rates (CTRs)

Let's look at each one of these elements in more detail.

**Match type**

From an ad serving point of view, we’ve got our Match Type and Negative Keywords. Match Type is how the keywords are triggered based on the user’s search query. To reiterate, a user search query
is what someone types into Google. That is the question they’ve asked. It may include a misspelling, their name, or anything that they type into Google.

There is no way that advertisers can have every single possible permutation and combination of keywords that people are typing in. What Match Type does is it bridges the gap between what the user types in, and what the keyword is. There are three main match types and a modified Match Type, which we’ll discuss a little bit later.

What each Match Type does is it allows advertisers to very quickly deal with concentrated keyword lists rather than trying to think of every possible keyword that a user might type in. Secondly, there’s no way of knowing every possible new phrase that’s coming out every day, week, or hour. So, Match Type just helps you serve for emerging products and new trends.

Negative keywords

Likewise, you may not want to serve for particular products, and what we use in this case is what’s called negative keywords. For example, if your product is a premium product, you might add the negative keyword “Free” to your campaign. By doing so, you avoid paying for clicks from people who are looking for free products or free services that you simply do not offer.

Max CPC bids

The next key element of any kind of account structure is your Max CPC bid. This is the maximum you are willing to pay for a click – the ceiling you are willing to go to for that particular click – and it’s very important for your budgeting and understanding of how Google works. We’ll go into more detail on bidding practices a little later.

Ad copy and ad extensions

The ad copy and ad extension are what the user sees and what you have presented to them as an answer to their particular search query.

Account structure

Structuring your account helps you to manage performance and spend. You can use a few different methods to structure your account.

Keywords

Keywords is always the best place to start off. If you group your similar keywords together, this is what’s called thematic grouping. All similar keywords are usually grouped by theme into ad groups or keyword lists. You can thematically group your keywords depending on how you view your consumer purchase journey, decision making journey, or funnel.

Ad groups

When keywords share a common theme, a shared ad works effectively by delivering a relevant response to multiple search queries. Always start with similar theme-based keywords grouped together into ad groups. Then group those particular keyword lists or ad groups together into campaigns, like we did previously with all the Smart TV and HDTV ad groups grouped into the TV campaign.
An advanced way of looking at structure and controlling your daily budget is to split ad groups by search volume. You will find that some keywords get lots of searches and therefore they will require a bigger spend. Other keywords – long-tail keywords, for example – don’t have as many searches because they are less competitive or more specific to the consumer need. You will find that you spend a lot less on such keywords but they drive a better ROI.

**Campaigns**

If low-volume and high-volume keywords are in the same campaign, they both share the same budget. Your high-volume keywords will take the majority of your daily spend, leaving nothing left for those high-ROI, highly valuable, low-volume, long-tail keywords.

With that in mind as an overlay to your entire account structure, consider search volume as the final aspect of structuring your account.

**ACCOUNT ELEMENTS**

**Keywords**

As we’ve discussed, keywords are the starting point of any search campaign. Keyword lists can vary across the type of campaigns and accounts. It’s important to choose appropriate keywords relating to your product, its benefits, and consumer needs.

In this example, we can see various types of keyword. Some are SEOs, some are social media, and some are other types of keywords.

**Ad groups**

The way we group keywords, as we’ve discussed before, is into ad groups. The best way to think of an ad group is as a collections of keywords. In other words, these are keyword lists with an ad copy created for each keyword list.
Campaigns

Campaigns are ad groups organized together into larger groups. You can organize your ad groups into campaigns and manage how much these ad groups spend each day.

Match types

In this example, we have keywords separated out by match type in four positive match types.
Broad match

The first match type, hotel New York, as denoted by the absence of symbols before any of the words, is a broad match. This is the match type that allows for the largest reach. By using searcher history and the meaning of relative words and phrases, Google can match user search queries from a wide range of searches. For example, accommodation in New York would be a broad match. It does not contain hotel, but Google knows that hotel is a type of accommodation and searchers will use these words interchangeably.

Exact match

The second match type, [hotel New York] is an exact match keyword, as defined by the square brackets. When a user types something into a search engine, this is called a search query. This keyword will serve search ads only if the searcher types hotel New York into Google.

Phrase match

The third match type, “hotel New York”, is phrase match, as noted by the quotation marks. This keyword will serve search ads only if the searcher includes words before or after hotel New York, such as “best hotel New York city”. By allowing ads to serve when someone types in best and city, Google has expanded the reach of our keywords. It is important to note that for phrase matches, the core search query has to be input in exactly the order of the keyword.

Modified broad match

The fourth match type, +hotel +New +York is a modified broad match as identified by the + symbol before each word. This is like a flexible phrase match where word order can be mixed up, new words can be added, and some misspells are allowed. However, all the words in the keyword must be included in the search query. For example, “what are New York’s best hotels” is a modified broad match. This has even more reach than phrase match.

From a bidding and budgeting point of view, you may find that your exact match is cheaper and has a better conversion rate than your modified broad match. It's a good practice to separate your keyword lists by match type into match type-specific ad groups.
Negative keywords

Negative keywords are a means of reducing clicks from unwanted searches. Effective negative keyword lists can help to:

- Reduce costs
- Increase CTRs and conversion rates
- Make your paid search activity more effective

They are a way to ensure you don’t serve for certain searches as this might drive poor ROI or reflect poorly on the brand. Common negative keywords are “free” and “jobs”. For example, a company selling Sony products would not want to get clicks from people looking for Sony jobs or free Sony products. Unless you are advertising free products or job listings, these are good keywords to add to your negative list. You can then build out your negative keyword list based on what you know about your product and consumers.

If your brand or a particular product you sell is in the news, or if there’s any kind of negative publicity around it, you might want to add that news element in as a negative keyword. Ultimately, you don’t want to pay for clicks when people are searching for news or negative things about your brand. It just doesn’t really pay off in ROI or from a brand perspective.

Bids

A bid is the amount you are willing to pay for a click. When you set a bid, you tell Google the most you are willing to pay for a click. You can appear higher on the page if you set high bids. If you have a high Quality Score, you don’t have to set your bids as high to appear higher up on the page.

Bids can be set on two different levels.

Ad Group level

The first level is Ad Group level bids. These have to be set when you’re setting up your campaign. You don’t have to use them, but they have to be set. An Ad Group level bid essentially tells Google that you are willing to pay a certain CPC for a click from any of those keywords in that keyword list.

Keyword level

The second level is Keyword level bids. We would generally set bids on a keyword level because within a keyword list you might find that you can pay less for that particular keyword than another keyword in that keyword list. If you set them both at the high bids, you’re effectively inflating your costs. If you set Ad Group bids and you don’t set keyword bids, Google will use the Ad Group bids. If you set Ad Group bids and keyword bids, Google will use the keyword bids.

Text Ads

When an ad is shown on a search engine, you say an ad has been served. Here are two examples, along with some key considerations.

- Character limits of a text ad include:
  - Headline 1-3: 30 characters
  - Description 1-2: 90 characters
Ads are linked to ad groups, which means that a number of keywords can show in the same ad. This is why it is really important to ensure your ad groups are organized thematically.

Well-written ad copy will improve searcher experience with your brand and drive more clicks. It can also increase conversions by directing searchers with a CTA, such as: "Sale ends Sunday! Buy today!"

You will find that because mobile devices have smaller screens, you get a slightly different ad format and variation. The shape of the ad is also slightly different, but you can look at your ad preview and see what the user is going to see.

As you proceed through your ad creation, there are different fields to fill in and some considerations around copy length. You've got two headlines, which are 30 characters each, and you've got a free flow description area, which is 80 characters. Following on from that, you've got two paths.

Your paths are the sub-directories that come after your main URL. Be creative with your paths. You've got two 15-character spaces, so think how you can use this to enhance what the user sees when they've asked a question and seen your ad. See it as a way of engaging with the consumer in a very subtle way.

**Ad extensions**

Ad extensions provide context on the nature and variety of your products and services before visitors click-through to your site. They make your ad more appealing and drive higher click-through rates (CTRs). You should look at the types of ad extensions available to you and choose the most appropriate one for both your business or client, and your business objective.

Ad level is where you will discover those ad extensions. These are the things that bring the ad alive a little bit more. They can be the company phone number, your store's location, or a map. They can be site links, which are deep links into different parts of your site; or they can be callouts, which are additional pieces of copy.

All ad extensions appear below the 80-character free flow ad copy area, and increase the size of your ad. This, in turn, allows you to engage more effectively with your customers.

**KEYWORD RESEARCH**

**What is it?**

To begin with actually deciding all keywords we're going to use, we're going to do what's called keyword research. Now, what is keyword research? Keyword research is the process by which lists of keywords relating to a product or a service are created using tools like the Keyword Planner. There are other tools available to us, and you can, indeed, manually build out your keyword lists. But the keyword tool, or the Keyword Planner in Google AdWords is a very powerful tool for just building out ideas, building out related, you know, search queries that you may not have thought of before, and developing new search queries, it's an ongoing process in search to do this.

So keyword research is the starting point of everything to do with keywords, which is the cornerstone of search marketing indeed.
Buyer journey

Throughout this course we've talked about the buyer journey. And another visualization of the buyer journey is this particular funnel. So, within the funnel, we've got our awareness keywords, our interest keywords, our consideration keywords, conversion keywords, and retention keywords.

So depending on where that person is in that buyer journey, they may be at the interest stage which could be evaluating alternatives, or indeed seeking the information. Consideration, which is deciding on purchase, conversion, which is purchase, and retention which is the post-purchase evaluation. So you can see how that slide, that one slide, is, I suppose, conceptually the backbone of any kind of business objective around search marketing and how you would, indeed, approach a search marketing campaign or activity.

Google Keyword Planner

There are tools available to us that we can deploy within search marketing, such as Google Keyword Planner.

It is an input area where we could decide on the types of keywords we're looking for, the targeting we best want to associate with those keywords whether it's location or language targeting, and then the ideas that will be the ultimate output from that.

Let's start with the top area, Area A, in the image below. This is where you enter your keywords. This is the starting point for anyone's keyword research. Just three, four, five broad keywords around what you think your consumers might look for when you're building your campaign. A second option for getting your keywords are, you could just enter your landing page.
Now this is a less controlled option because what's happening is you're saying to Google, "Just look at my landing page and decide what keywords might be relevant to it." You've less control over what, you know, what type of keywords you're directing Google to give you because essentially, it's kind of making a leap based on the content of your page. So you're using your page content to decided what your keyword output might be, whereas in the other section, you're using your consumer intent to decide what your keyword output might be.

The third option you have to get keywords is the category option. So with this, it's a very wide, it's a very, you know, uncontrolled way of getting keywords. Essentially, you're saying, "I am part of the travel vertical. I work in airline," and you will get a whole lot of airline keywords, but it can be very off-topic, it can be totally irrelevant to what you're trying to achieve.

It might be worth exploring. My recommendation is always to input just four or five keywords into that A section there and go from that rather than letting Google scrape your site in column B, or indeed, just choosing a category-based group of keywords which is totally uncontrolled, and can be off-brand. Now, this has to be understood in the context of your targeting.

The targeting section D contains things like your location, your language, and, this is information about your consumers. Where are they based? What do they speak? Ideally, what do you speak? Because if your website is in English, you don't want to be serving to people who don't speak English or don't have indeed their browser set to English as the standard language.

In order to get the right type of keywords back, you should consider your language options and your location options. And then finally, in section E, we've got the Get Ideas CTA button, which is the next step.

**Keyword Planner benefits**

Well, once you've input your information into section A, you can press that button and then Google will return to you a list of keywords and the search volumes, your existing keywords, and the ability to plan, or create a plan around these keywords.

There are two methods for getting keywords out of the Keyword Tool. One is to press that right-hand arrow button. It is the blue icon in the bottom right-hand corner of the Keyword Planner, and
that will add that particular keyword to your plan. It’s an uncontrolled way of structuring an account. It’s a very quick-fix way of visualizing the account structure. It’s not recommended.

Now, what is recommended is download your keywords. If you download your keywords using the download button just below that keyword volume graph, you can see all your keyword lists in an Excel doc and then you can structure them and upload them in AdWords Editor, for example, or indeed the AdWords interface.

Now, just to go through some other items on this particular visual, we’ve got our graph here just above the keyword list. So, while we’re solely focused on what keywords Google is going to give back to us, it’s also interesting to know what those keywords did over the year. Where their peaks and troughs were, where the most interest was, what month did we see the highest volume, the highest amount of interest from users on that particular keyword list.

And again, this can be changed over on the left-hand side with what country and location you’re targeting. You might find that particular keywords in the US behaved very differently in May than keywords in the UK, and that is a consideration for your territorial targeting. But as part of your keyword research, it’s always good to know your search volume and indeed your seasonality and this is what the Keyword Planner will give you.

**CAMPAIGN CREATION**

**Elements of a search campaign**

There are key settings around campaigns that are not available on other levels, like the ad group level. These settings, or elements, that you can input into a search campaign include:

- **Name**: Name the campaign carefully.
- **Location**: Decide on the locations you want to operate in.
- **Language**: Identify the languages of your users.
- **Daily budget**: Determine how much you are willing to spend.
- **Goal**: Outline the goals you want to achieve.

**Campaign setup**

To begin creating any campaign in Google Ads, you need to click the ‘plus’ button that is on a campaign level. Once that campaign is created, you’re presented with a number of options around
what type of campaign you want to create: Search, Display, Shopping, Video, or Universal App. For the purpose of this particular module, we’ll be looking at creating a search campaign.

**Setting up your goals**

Goals are one way for Google Ads to optimize the type of performance or activity you want to generate through a search campaign. It’s important to go through the different goals available and decide what is best for you. What goal relates to your business objectives?

**Google Display Network**

Following goals set up, the next step is to decide whether to include search partners and the Google Display Network. You can create a blended search and display campaign. However, it’s not best practice to mix search and display networks in the same campaign.

For example, a search query might be, “I want to book a holiday to the Maldives.” However, display serves ads to people based on the content that they’re looking at. So, if they’re reading an article about holidays in the Maldives, they will see a display ad. However, that is a very different user to the person who says, “I want to book a holiday to the Maldives.”

Search generates high intent traffic. On the other hand, intent doesn’t exist as readily with display campaigns, so it is always a bad idea to mix a display campaign and a search campaign. If you want to run display ads, run a separate display campaign. Mixing display and search means you’ll get mixed results on the bid option, which is how you pay for ads and clicks. Search CPCs tend to be a lot higher because they’re a lot more valuable, and display CPCs tend to be a lot lower because there’s less intent involved.

Display also drives a lot more traffic. You can end up inflating your traffic count, messing with your CTR, and messing with your conversion rate because you’re blending search and display, which are two different types of audiences. Therefore, always deselect the ‘Include Google Display Network’ checkbox.

It’s useful to include search network partners. It just expands your reach to searchers within different search engines and Google partners.

**Location and language**

Next, select the location and language you want to target.

**Location**

Use Advanced search to find specific locations to target. Where do you want to target with this particular campaign? This is a very important consideration. It doesn’t have to be country level. It can go down to city level or even specific location.

**Language**

Likewise, the language that your user speaks is going to be fundamental to how they interact with your website. You don’t want to target ads at people who don’t speak the language of your website – they simply won’t understand your site.
Bid strategy

Following on from setting your language targeting and your location targeting, let’s look at setting the automatic bid for your campaign.

Conversions

The default option is maximized for conversions. Essentially, you’re letting Google decide your bids, and even though it is on the recommended level, we would tend towards what’s called manual CPC bidding. This is where you set the bid, as we demonstrated in previous sections. You can start with the recommended bid strategy and optimize at a later date.

Budgets

For your budgets, it’s best to start off with a small budget and then increase your spend if you see positive results. How much is that budget going to spend in a day? You will find that some days it spends a little bit more, some days a little bit less; but over the month, it spends broadly 30 times what that daily budget is.

Delivery

And just below that you’ve got your ad delivery method. Campaigns are automatically set to ‘Standard’ and it is recommended that you use standard delivery to optimize performance when you are new to Google Ads. Standard means your ads get shown evenly throughout the day, whereas ‘accelerated’ means your ads get shown in a non-optimized fashion until your budget runs out, and then it doesn’t show any more. If there’s a spike in interest in the morning, your budget for the day will be depleted, and your ads won’t serve in the evening.

Ad group elements

Ad groups have a number of key elements.

They enable you to organize many keywords into lists, and then organize many ad groups into campaigns. You can set single bids for all the keywords in an ad group for simple management.

Ad group setup

After you set up your campaign, you are asked to create your first ad group. Name your ad group and enter your keyword list. Ad groups should contain similar keywords and a relevant ad that works for all keywords in the list.

For example, you might have a “Phone case” campaign with a “Cheap iPhone cases” ad group. This ad group only contains keywords such as “cheap iphone case”, “cheapest iphone case”, “low cost iphone case”, “best buy iphone case”, and so on. The ad will talk about cheap iPhone cases so anyone who searches for the keywords on the list sees an ad about cheap iPhone cases – this is search relevance or specificity.
Ad copy setup

The next step is to write an ad that relates to your keyword list. It should include your brand and compelling pieces of information such as offers or benefits, as well as a CTA to help drive action after the searcher clicks.

Add additional ad copy variations as you see fit. Three ad variations per ad group is the recommended best practice.

Click Save to set your campaign live.

Ad group-level bids

As we've discussed, you have to set an Ad group-level bid to give each keyword in the ad group the same bid. This has to be set when you're setting up your campaign and it is a way to quickly set bids for large numbers of keywords.

An Ad group-level bid essentially can give mixed results because some keywords require different bids to work effectively. At a later stage, you can decide you are going to move into different keyword level bids for different keywords, based on that individual keyword performance.

Ad extension setup

Following on from our bids, we've written our ads, we've input our keywords into our ad groups and campaigns, which have our location, our language, and daily budget. We now want to enhance that activity, and we enhance that activity using ad extensions.

Ad extensions are found in the “Ads & extensions” tab. They can be added on an account, campaign, or ad group level by choosing the extension from the list available and clicking the 'plus' button.

Ad extension options

There are a number of ad extensions available to marketers to enhance the ad detail for searchers.

In general, we recommend experimenting with all of them to see what works best for you. Google Ads will, over time, start serving the most relevant, the most effective, and the best ad extensions with your ads, so you don't need to optimize it manually.

Sitelinks are clickable links that appear below your ad and take searchers to different parts of your website, such as product catalog, about us, blog, or contact pages.

Benefits of ad extensions

Ad extensions are beneficial because they give your ad greater visibility and prominence on the search engine results page. On a practical level, they drive clicks and phone calls, but they also improve the search experience by enhancing the ads with additional trust signals. This can drive higher CTRs and lower CPCs as Quality Score increases.
As you can see here, the Digital Marketing Institute ad is twice the size of any other ad on the page. Because it takes up far more space, it gives far more detail, and just looks a lot more appealing. It will get a higher click-through rate than those other ads. Why? It boils down to simple consumer behavior and the fact that people have limited time. They’ve asked a question, and they want a quick response. In this example they’re then presented with a highly effective, highly detailed ad that is a lot larger than the other ads.

By enhancing your ads with ad extensions, you increase the visibility, you increase the effectiveness, and you provide more detail for your consumers.
LESSON 3: MANAGING A PAID SEARCH CAMPAIGN
**BUDGET MANAGEMENT**

**Set a budget to manage spend**

Budget management determines what we are willing to spend. This is what a particular campaign or indeed, a particular group of campaigns within an account will spend in a day multiplied over 30 days to see the aggregate spend for the month itself. When you are assigned a marketing budget, you have to know what percentage of the marketing budget you want to give to different campaigns.

And the way you understand that is based on what that campaign does. So is it a campaign that converts quite readily like a brand search campaign, or a high-volume generic campaign, is it a long-tail keyword campaign? What exactly is it? Understanding how to allocate your budget is essential to knowing what is the best way to optimize your daily spend.

So that structure we talked about previously will determine how you allocate your budget and from time to time, you will hit budget ceilings which means that you could spend more, but because your budget is capped at a certain level, you don't. These campaigns are limited by budget. This means that the daily spend is too low based on the interest that users are expressing for those particular keywords.

**Manage daily spend**

As a means of understanding your daily budget is just think of it as the maximum your campaign can spend in a day and then aggregate it over 30 days. I have mentioned previously putting high-volume keywords in campaigns separate to low-volume keywords.

So keywords that get a lot of traffic will spend a lot of money, you know. You might want to group those keywords that spend a lot of money in campaigns that are high traffic campaigns. And keywords that spend less money because they have less search volume, less search interest in traffic, they will spend a lot less. So, because you don't want them sharing the same budget, you can separate them out and that is a good optimization tactic and a very good way to consider your budget management strategy as part of your process.
Use budget trackers

This is very important for anyone that is managing clients. Your client will assign you a budget, and that is the budget you can spend. You can’t spend any more than that, so you should keep track of your budget. So in a very simple format using something like Microsoft Excel or Google Docs or something, you can create pretty much a tabular budget tracker that shows your total budget which is the amount of budget that that particular campaign is allowed to spend, you know.

<table>
<thead>
<tr>
<th>Total Budget</th>
<th>% Budget Share</th>
<th>Spend</th>
<th>% Spend</th>
<th>Budget Remaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>€17,195.83</td>
<td>32.83%</td>
<td>€17,349.15</td>
<td>100.89%</td>
<td>€153.32</td>
</tr>
<tr>
<td>€20,500.00</td>
<td>39.14%</td>
<td>€20,145.57</td>
<td>98.27%</td>
<td>€354.43</td>
</tr>
<tr>
<td>€13,682.66</td>
<td>26.12%</td>
<td>€13,651.37</td>
<td>99.77%</td>
<td>€31.29</td>
</tr>
<tr>
<td>€1,001.51</td>
<td>1.91%</td>
<td>€1,001.51</td>
<td>100.00%</td>
<td>€0.00</td>
</tr>
</tbody>
</table>

Then, I have in this example, budget share, which shows you the percentage of that campaign’s budget versus the entire budget, so you can see that in the first row, we’ve got a campaign that has a budget of €17,000. This is 32% of the entire budget for all your campaigns, and the next one is €20,000 which is 39%, etc.

You can just work that out and understand I want to give 15% of my budget to those research keywords at the start of the buyer process, or I want to give 60% of my budget to those purchase keywords at the end of the process because I know these are the most valuable ones. These are the ones that we can see a direct ROI on, so I might want to spend a little bit more on them.

So budget share is a good way of understanding how to allocate your budget. The next column we have here is spend. This is what you’ve spent to date. So, you can see in the first row, that campaign has overspent its budget. It has overspent its budget by €152, €153. The next campaign down has underspent its budget by €364.

It has spent €20,145 of a budget of €20,500, so there is a carryover there. And by using a very simple methodology like this, it allows you to kind of either move budget around, if there’s an overspend or indeed an underspend, and just make sure on an aggregate level, on a combined level, you don’t exceed the budget that you’ve been allocated by your client, or indeed by your company or marketing director.

So use budget trackers. There are loads of templates online, you can use this template or indeed create your own depending on how you want to proceed.

Forecast to estimate performance

Another effective aspect of budget management is deciding how much you need. How much do I actually need to drive a particular number of clicks? So if you want to drive, in this example, 1000 clicks at a CPC you know from historical records that you would pay €1.50 for a click, a thousand clicks at €1.50, the budget you need to deliver that amount of traffic is €1,500.
You can use budget trackers to maintain your daily budget. And you can use forecasting tools to work out what traffic is required based on the CPC and what that will cost.

With AdWords, paid search, and all of the different PPC models, you’re driving traffic. So what will it cost me to drive that amount of traffic? Now, what the traffic does afterwards based on conversions, and actions on site, purchases and different things like that, is another percentage we can put into the mix as well.

But for basic forecasting, if you need to generate 1,000 clicks at a cost-per-click of €1.50, that will cost you €1,500. That is the budget you need. And this is a straightforward way of managing your budget in that regard.

**BIDDING**

**The bid auction**

How do we actually pay for clicks? What does Google do to decide how we pay for a click? Well, the starting point of that is the bid auction. A bid auction is when all the different advertisers who are bidding and competing for clicks are piled into Google’s black box system. There, a number of factors determine what the actual cost per click will be. These include the maximum cost per click, or CPC, the advertiser has set, the quality score of the advertiser, the perceived relevance of their ads, their ad rank, and so on.

When a click occurs, Google assigns a charge to the advertiser based on these factors and that is, ultimately, what you will pay. It may not be as high as your maximum CPC bid or it may be slightly higher, depending on different factors within the system. But it’s rarely much higher than what you said you were willing to pay.

**Ad Rank and Quality Score**

Ad Rank and Quality Score are two internal Google Ads metrics that will affect final cost per click.

**Ad Rank** is ultimately where you appear on the page. Your ad rank is decided when you multiply your quality score by your maximum CPC bid.

**Quality Score** is a measurement of how relevant and how good your ad and keyword combinations are versus what Google thinks your audience is looking for.

The main factors that determine a quality score are:

- Your bid (or what you’re willing to pay)
- The perceived CTR of your ad
- Your landing page relevance
There are a number of other factors, too, but these are the most important. You generally have a Quality Score of between one and ten. Ten, obviously, is the best, and one is the worst. Broadly, if you have Quality Scores of seven or above, they’re good.

**Pay per click**

Bids are set at the maximum you are willing to pay for a click in the bid auction. Sometimes you’ll pay a little more or less than your maximum bid.

This is because when an ad enters the bid auction, a number of factors are taken into account in order to serve the ad:

- **The maximum CPC of competitors bidding on one keyword:** This is the most influential factor, how high an advertiser is willing to pay for a click. The number of advertisers competing for a keyword drives up the price paid for a click in relation to their max CPC bid. This will vary across verticals and seasonality.
- **Your Quality Score for that keyword versus your competition:** If an advertiser has a good Quality Score, they pay less for a click than a competitor with a lower Quality Score. This is because Google rewards advertisers with good Quality Scores.
- **Estimated CTR:** This is determined by Google.
- **Landing page relevance:** This is the relevance of your landing page to the search term and ad (as determined by Google).

It’s important to align keywords, ads, and landing pages when determining how much you’ll pay for a click.

**Effectiveness of Quality Score**

A good way to test the effectiveness of your Quality Score is to just hover over your keyword. A little pop up will appear giving you your quality score for that keyword.
It will also show you the estimated broad stroke standard for the three main factors affecting quality score, which are expected click-through rate, the ad relevance, and the landing page experience. So, if it's average, below average, or above average, that will give you an idea of what you need to improve to drive a better Quality Score.

**Landing page considerations**

There are other considerations for how Google rates your landing page when deciding on Quality Score. This is calculated by Google Ads using a number of key indicators, such as:

- Relevance to keywords and ads
- Language
- Device optimization
- Speed

**Bid strategies**

Different bid types will have different costs and performance levels. If your focus is purely on driving traffic, manual CPC bidding is the best. Your maximum CPC bid is what you're telling Google that you are willing to pay, maximum, for a click. Your actual CPC is what you pay.

If you have a high Quality Score and a good Ad Rank, and if use the different ad optimization features, you will actually pay less than that maximum CPC bid. So Google discounts your maximum CPC based on any kind of positive optimization features that you use.

Now, this will vary. You'll find the cost per click in areas like insurance can be quite high because it's a really competitive market, whereas other verticals aren't as competitive.

So it is market specific. But, again, optimizing for Ad Rank and Quality Score can really help give you a competitive advantage by paying less than what the competition is paying.

There are other bidding strategies available to any search advertiser.

- **Maximize conversions:** One strategy is maximize conversions, which is an automated bidding type aimed at driving the highest number of clicks and, based on your conversion rate, the highest number of conversions. You can end up paying a little bit more using maximize conversions, so it's worth testing and seeing what works best for you.
- **Target CPA:** Another automated strategy is your target CPA. This is a conversion-based bidding strategy where you say to Google, I am willing to pay €15 for a particular conversion, like a sale, or a contact request, or an activity that you find valuable. It's generally only useful if you get at least 15 conversions in a month in a particular campaign.
- **Target ROAS:** Target ROAS – or return on advertising spend – is a way of understanding how effectively the amount of money you spend generates ecommerce revenue. It’s very much an ecommerce-based metric. So if you spend €100 to generate €2,000-worth of ecommerce sales, you can work out your ROAS based on that. You can set a target ROAS bid if you have an ecommerce functionality with your website, and that can be pushed into Google Ads.
- **Maximize clicks:** This is another automated bidding strategy that involves driving traffic. It is driving the most number of clicks to your website, regardless of whether the clicks are good, bad, indifferent, or related to your business objective. It’s just driving clicks.
Target Search Page Location: This is an automated bid strategy that targets the first position of the results. This means you always get the lion’s share of first-position clicks, which can be useful for mobile advertisers, for example.

Target Outranking Share: This is an automated competitor bid type that aims to serve ads in a higher position than a competitor’s website. It can be used to stay ahead of the competition. It’s more a competitive-based bidding strategy.

Enhanced CPC: This is a variation of manual CPC. Enhanced CPC essentially takes your bid and if – using historical data and all of the intelligence that Google has available to it – Google believes that there is a likelihood of a conversion, which is something like a purchase, or a brochure download, or a contact request happening on your site, it will increase your bids by a maximum of 20% to ensure that you get that click. Again, it works better when you have a number of conversions or a number of actions on the site that Google can use as a historical reference point before you proceed.

Reduce CPC

We can aim to reduce CPC by increasing or optimizing the Quality Score of our ads. Optimizing for Quality Score is the overarching consideration for any kind of bid strategy.

Write better ads

The way to improve on Quality Score is, obviously, to write better ads. Give a better ad experience. Give a better answer to the question that the person is asking the search engine. If we have high Quality Score ads, we could essentially be paying less for a click than a competitor with a lower Quality Score. So that gives us a competitive advantage, because we can generate more clicks, for less.

Improve landing page

Improve your landing page, if that’s an issue. If your landing page doesn’t deliver on the promise of your search ad, then you’re letting people down. You’re saying one thing when they click and showing them a different experience when they land.

Add negative keywords

Add more negative keywords to cut out irrelevant searches that just muddy the water and make your ads less relevant to what people are looking for. The more negative keywords you add, the more precise your ad experience and your search experience will be.

Test bid thresholds

Also, test bid strategies and thresholds. Is it manual CPC? Is it optimized for conversions? Is it target ROAS? What exactly is it?

Testing, testing, and more testing is the way to proceed when it comes to any kind of Quality Score optimization. To give you an idea of where you should be bidding and what different bid levels and bid thresholds can do for your keywords, there is an automated tool available in Google called the Bid Simulator. Use the tool by clicking on the small graph icon (when available) below the keyword bids to explore how bid changes could impact your search network traffic.
The Bid Simulator collects and analyzes data from ad auctions on Google from the previous seven days, while considering information such as the quality of your ads, your competitors’ bids, and product data. It then uses this information to estimate how certain changes to your bid might have impacted activity over the previous week. It’s not active on every single keyword, but when it is active you’ll see a small little graph icon that appears just beside the bid.

**Using the Bid Simulator tool**

The Bid Simulator tool is useful because it helps marketers take the guesswork out of setting bid thresholds by providing estimated results and costs for this. It gives very helpful insights into how bid changes could affect your results. Bear in mind, however, that the data it shows is based on the previous seven days, which is not always a good predictor of future activity.

If you’re using the Bid Simulator at the campaign level it has a bid scaling feature, so you can see what might happen if you increase or decrease all your bids by a certain percentage.

**Deciding on bid levels**

When deciding on bid levels, there are a number of metrics you can use.

An important metric to consider is impression share. Impression share is the number of times your ad shows up when someone searches. If you have 100% impression share, you show up 100% of the time when someone searches for that keyword.

If you have a 50% impression share, you only show up half the time. For valuable keywords that are high converting, you should aim for a high impression share. So you might want to bid based on the type of impression share you want to get.

Another thing that you can look at is your estimated first page bid. What do you need to bid to be on the first page of Google? Then look at what you need to bid to be in the very first position. Obviously, it will be higher to appear first than just to appear on the first page itself. By setting a bid between these two estimates and settling on a level you are comfortable with, you can determine where you will actually feature on the SERP.

Remember you won’t spend more than 20% higher than your daily budget. This contains your spend limits.

At the end, we’re back to Quality Score. What is the Quality Score of your ad and is there anything you can do to improve it? Obviously, if you have a Quality Score of ten, there’s very little you can do. It is an excellent performance and should be continued. But, for lower Quality Scores, keep focusing on how to improve it.
Bid adjustment steps

Bid adjustments are part of the campaign optimization process. You can set automatic bid adjustments for devices, demographics, remarketing lists, and locations.

Searchers might research on a phone but convert on a desktop computer. You can set automatic bid changes (increases or decreases) for these devices; in other words, increase the bid by 10% if they are on a mobile device or decrease the bid by 15% if the searcher is a man aged 55 or over. Setting bid adjustments allows you to increase visibility for your most valuable customers and reduce exposure on lower-value searches.

Remarketing Lists for Search Ads (RLSA)

One of the first bid adjustments you can make within your campaign is bidding more for an audience. Within your Google Ads history, you can look at re-marketing. When someone has visited your website, they’re added to what’s called an audience list. If someone has visited your website and done a search, you know they’ve engaged with the brand, they’ve been there before, they’ve evaluated your offering, and so on. You will want to get traffic from that person again, because you know that they’ve spent a bit of time on your site before and you definitely don’t want them going to your competitors.

By adding an audience list to your search campaign, you can say to Google Ads, “Increase my bids by 10% or 15% if an audience member searches for a particular keyword”. This is a very powerful way of ensuring that the most engaged searchers will come back to you. You can simply add a bid adjustment in percentage terms, up or down, based on whatever audience you have added.

Optimize for devices

You can also optimize for devices. To do this, navigate to the Devices tab on the left-hand menu, and add a percentage bid to a device. This type of bid modifier increases or decreases your max CPC bid by a percentage in the search using a mobile or desktop device.
Why bid on devices?

If you find that the majority of your valuable traffic, your converting traffic, comes from desktop devices, you might want to increase bids for desktop by 10%. If you find that mobile doesn't convert, you might reduce that bid by 15%. So you pay less for mobile and you pay more for desktop traffic.

Testing can help you understand whether you want to pay more for desktop, less for mobile, and slightly more for tablet, for example. Remember that when people are searching, their searches might lead to conversions. So it's important to find the balance between mobile and desktop traffic, or conversion and research traffic. Both are valuable, and work in unison to drive results.

Location targeting

Location targeting helps you show your ads to customers in a selected geographic location.

Why perform location targeting?

You should perform location targeting in paid search campaigns for the following reasons.

- **Selective targeting**: Targeting by location allows you to only target territories where your consumers are located or where you would like to expand into.
- **Customized campaigns**: You can select your locations, increase bids automatically for high-value locations, or exclude certain locations from your campaigns.
- **Performance enhancement**: Location targeting also enhances performance and ROI by only showing ads to people in areas where you do business.

Optimize for locations

So if your core audience or highest value customers are based in the UK, you can tell Google you're willing to pay 20% more for traffic from the UK than traffic from Belgium or another country, for example. This should help you secure traffic from high-value locations.

Scheduling ads

Ad scheduling or dayparting is where you tell Google that you want your campaign to show only at certain times of the day. Or, you may want the campaign to show at all points of the day, and to increase your bids at certain times.

- You can set times when your ads are active throughout the week and pause activity automatically at certain times of the week.
- Ad Scheduling can be set using the Ad Schedule tab for a campaign.

Searchers sometimes convert at peak times, by looking at conversion times over a number of weeks or months you might be able to spot trends. You can then focus your activity around conversion hot spots and test this on overall conversions.

Sometime searchers are researching before they convert so it's important to test ad scheduling.
**Why schedule ads?**

You could discover that lunchtime on Monday is a valuable period, as people do a lot of converting at that time. Therefore, you might say to Google, "Between 1pm and 2pm on Mondays, increase our bids for everything by 10%".

You might also find that 4am on Thursdays is a very low conversion time, as you would expect. So you could reduce your bids at that point. Depending on the flow of your valuable traffic, you can set your ad schedule to turn completely off at certain times, or to increase or decrease bids based on the value of a particular time period.

**Google Ads Editor**

When optimizing campaigns, there are lots of moving parts. How can you manage all of it? Google has created a tool called Google Ads Editor, which can really help. It's a piece of software that's free to download. It installs itself onto your computer and allows you to make bulk changes to Google Ads accounts in an offline environment.

**Benefits of Google Ads Editor**

Google Ads Editor enables you to make mass changes quickly. It provides a concise view of all of your campaigns. It can make thousands of changes to your account in a very short time. It allows you to bulk edit campaigns. And because changes are made offline, you can apply them when you are ready, which means you can check your work to ensure there are no mistakes.

**Features of Google Ads Editor**

The Google Ads Editor tool is easy to use and has many features. For example, it allows you to make mass bid updates. You can pause or activate keywords, ad groups, campaigns, and ads. You can also add new ads, negative keyword lists, and bid modifiers for locations and devices. You can set bids safely, knowing that none of it is live. Everything is stored locally. Once you're happy with all the changes that you've made, you can push them live.
It's an incredibly powerful tool for making thousands of changes across many different campaigns, ad groups, keywords, and ads. When you're happy, you press the 'Post' button in the top center, and that will push it live.
LESSON 4: MEASURING PAID SEARCH CAMPAIGNS
PAID SEARCH KPIs AND CONVERSION TRACKING

Key performance indicators

There are three key performance indicators you need to monitor.

Conversions

Conversions are those valuable actions that users take on your site like buying something or filling in a form. The success can be measured in the number of conversions generated at a particular cost. So this determines your ROI, and campaign KPIs can be set around, generally, conversions because they are the closest thing to aligning search with the business objective that we can find. So conversions are a really important metric to consider.

Awareness

Now, another key performance indicator that we can use to measure the success of a campaign would be something like awareness. So, if we do a lot of wider searches, broad searches, do we get our brand name out there? Can that be attributed to things like increases, then, in brand searches?

Brand searches

So, if people are more aware of our product and then, indeed, more aware of our brand, does our brand search increase? Because that, as a baseline understanding for how well known our product is within the market is a very good measuring tool to determine success. And KPIs, like everything, are essential for always and continually measuring the success of a campaign from inception to the ongoing process.

They're indeed the end of that particular campaign.

Conversion tracking

We're going to begin in our campaign measurement section with conversion tracking.

So what type of conversion are you going to measure?

- Is it the number of leads you've generated?
- Is it the number of purchases that have gone through the website from a click?
- Is it number of phone calls that were generated through AdWords?
- Is it number of downloads of a particular brochure or item?

Is that going to be your measurement of success? So you need to understand what a conversion is. What is that valuable action that can be taken on the site that you can measure? Can you then link back to or attribute to a click and therefore a cost, because you know what the cost of that click was?

Track different actions

AdWords gives you four broad conversion options when you're setting up conversion tracking in AdWords.
Website

You've got conversions on the website, such as a purchase or a contact to team, and so on. So the way website stuff works is if there's a "thank you" page or a purchase complete page, you put a piece of code on that page and when that page shows, that page will only ever show after someone submits a contact request and will say, "Thank you for your request."

So once that page shows, we know a conversion has happened and we know that that conversion came from an AdWords click. So we can attribute one to the other. Often, that would happen with ecommerce tracking. After you make a purchase, it will say, "Thank you for your purchase." Whenever that page shows, the AdWords tag will fire and then we will know that, therefore, this valuable action has been taken on the website.

The most common conversion type is website conversions. But not everything is website.

App

Because of mobile phone usage and certainly app installs and different things like that are an important metric for different advertisers, you can also track the number of app installs from your AdWords for mobile search.

Phone calls

Likewise, with mobile search, people do make calls directly from the mobile device and you can measure that and track that in terms of length and area code and different things using Google's call forwarding option which is part of the call extension set up.

You'll be guided through that process, so that is something that is very straightforward to set up. It's call forwarding and that will give you indications of call length and, therefore, the value of that particular call. Now you won't be able to hear the call itself, and there's a number of identifiers that are taken away, but it is a valuable indicator for the number of phone calls generated from an AdWords click.

Import

The fourth option is a more advanced option. This is taking conversions from maybe you're CRN or something like that that might have an AdWords integration and importing them into AdWords. Now, this is a highly advanced method and unless you're a fairly advanced advertiser with CRN capabilities or, indeed, capabilities to link directly to the AdWords API, it can be tricky to justify the amount of expense needed to use that particular conversion type.

Add conversion tracking

With website conversions, you add a piece of code to what's called the "thank you" page or, if it's an ecommerce transaction, to the purchase complete page. Every time that page shows, the code is loaded and once the code is loaded, that sends a signal back to AdWords that has all the details around what click drove that particular action, you know, the time, the location, all of those different campaign settings.
And you can see, with a good bit of clarity, the number of clicks and what clicks and, indeed, what keywords have driven certain valuable conversions on your site and when. And the way you do it is you set up your conversions in the main menu in the top right-hand corner of AdWords.

It will guide you through the process. You can choose what type of conversion it is, whether it's a lead or a sale, and you can assign a value to that conversion and you can count, kind of, only unique conversions. Then you are given a piece of code and once that piece of code is given to you, you send it to your web developer or, indeed, if you have access to the website yourself, you can add that piece of code to the “thank you” page, to the purchase complete page, and once that is added, then your conversion tracking is set up.

In a couple of hours, if you’re a highly trafficked website, or a couple of days, just go back in and make sure that conversions are indeed being tracked. And Google will tell you if they aren't, and it’s a very effective way of just measuring the success of your campaign.

**PAID SEARCH METRICS AND REPORTS**

**Measuring the success of your campaign**

Campaign measurement can go beyond pure conversion tracking. You can use a number of metrics to measure the success of your campaign:

- **Impression**: The number of times an ad is served to audiences
- **Click**: How often an ad is clicked
- **Cost per click (CPC)**: The actual price paid for each click in a PPC campaign
- **Click-through rate (CTR)**: The percentage number of impressions that lead to a click
- **Cost per impression (CPM)**: The cost of serving a batch of 1,000 impressions
- **Cost per acquisition (CPA)**: How much it costs in PPC advertising media spend to generate a sale or conversion
- **Average position**: Where an ad is shown on a search result page
- **Conversion**: An action that an advertiser has defined as valuable on a website, such as purchase or contact form completion
- **Conversion rate**: The percentage number of clicks that turned into conversions
- **Cost per conversion**: The total cost of generating traffic divided by the total number of conversions
- **Impression share**: The number of impressions received divided by the estimated number of impressions that were available
- **Click/Impression assisted conversions**: The number of conversions that were assisted by a particular campaign, ad group, or keyword
- **Quality score**: An estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad

**Choose your metrics**

In Google Ads, you can see performance metrics such as impressions, clicks, conversions, average position, cost per conversion, and impression share at keyword, ad group, and campaign level. You can schedule your reports to run daily, weekly, and so on, and have them emailed to specified recipients.

To do this, select a campaign or ad group. Select the Columns icon and click Modify columns. Consider saving the set of columns if you use it often.
Add filters to understand metrics

Use filters to analyze your metrics. By using filters, you can home in on certain metrics and measure their success. Then you can make optimization decisions.

You can run metrics reports in Google Ads on multiple levels – including campaigns, ad groups, and keywords – to measure the success of your search campaigns. You can export these reports, manipulate the data, add graphs, and so on. Simply select the level of report you want from the menu and download the report.

Add segments to metric reports

You can add segments to metric reports to give extra granularity to your reporting and to segment your view. Add additional data to your report by clicking Add Segment.

You can segment the data by conversion type/name and time (day, week, month, or quarter, and so on) for additional insights. A segment could, for example, give you the ability to look at the daily performance of your Google Ads account. However, this may generate a huge amount of data, which can be difficult to analyze in Excel. So it may be easier to analyze the information in a pivot table.

Use pivot tables

You can run a pivot table on segmented reports to make the data easier to understand, and to generate greater insights. It’s a great way of aggregating many rows of data into an easily understandable format.

To measure the success of your paid search campaigns, link your Google Ads account with Google Analytics. By doing this, you can look in Google Analytics and see what your Google Ads activity looks like. This will give you a view beyond a simple click or conversion metric, which is what you’re seeing in Google Ads.

Why link your Google Ads account with Google Analytics?

You’ll be better able to do the following:

- Enhance your reporting with detailed website engagement.
- See how paid search channels perform against other channels.
- Measure Return On Ad Spend for ecommerce clients.
- Get a deeper understanding of what searchers do post-click.

To link Google Ads to Google Analytics using Google Analytics:

- Sign in to both Google Ads and Analytics.
- Navigate to the admin tab in Google Ads.
- Choose Google Ads linking from the property level options list and select the accounts or manager.

Access Google Analytics through Google Ads
When you’re linked, you can use the shortcut to Google Analytics in the Ads Tools tab to access your analytics data. So you can quickly jump from one interface to the other and start measuring different aspects of your Google Ads campaigns.

**View Google Ads Data in Google Analytics**

To see your Google Ads cost, click and impression data, navigate to the Acquisition tab in Google Analytics, and choose the Google Ads menu. In this menu you can see the linked accounts in your manager account, campaigns, site links, keywords, and search queries, segmented by hour of day.

You can further segment your data by adding a secondary dimension to the report to see how each keyword does against other data points such as device type, date, month, and so on. This view gives you detailed website engagement, goal conversion, ecommerce, and click data – all in one Google Ads view. Remember, this is a reporting view only.

You can’t make any changes to Google Ads campaigns from Google Analytics. It’s for viewing Google Ads metrics only.

**ADVANCED MEASUREMENT**

**Deep dive into Google Ads with Google Analytics**

So, just to go beyond the standard metrics and the standard things we’ve been looking at, we’re going to deep dive into some advanced metrics, and this is where we bring in Google Analytics, because Google Analytics, it looks at all aspects of your website. It looks at everything, all kinds of traffic, all kinds of activities, and it gives you that really robust understanding in a metric-based way of your site behavior.

But once we have AdWords linked to it, we can start seeing that in the context of how AdWords traffic might differ from your organic traffic, might differ from your referral traffic, or other types of traffic. So, engagement metrics are just, I suppose, they bring alive the consumer activity. They bring alive the journey, and by understanding those in the context of AdWords, we can really start deep diving into things like personas and different things like that.

**Import Google Analytics Data into Google Ads**

Alongside linking AdWords and Analytics, you can also link Analytics and AdWords. You can import metrics from Google Analytics into your AdWords, and that allows you to very quickly see
engagement metrics associated with keywords or campaigns. For example, you can see the average time a user spends when they click through from a particular keyword.

This is quite useful because if keywords are driving a lot of engagement, you might think to yourself, "Well, what type of consumer is generally targeted by this? And what would they like to see or what is causing them to spend so long at the site?" This can just be really useful for just very quickly understanding top-level engagement metrics.

The benefit is you don’t have to jump into Google Analytics to understand your AdWords data. The drawback is you don’t get all of the Google Analytics metrics imported into AdWords. You only get a number of them. So Google Analytics will give you more robust, more advanced understanding. But it’s still worthwhile to link your AdWords to your Analytics in that regard.

And you can do that at the AdWords interface. Likewise, at Firebase, you can understand things like in-app actions. So, how people are behaving on your app following AdWords, clicks, and different things. You can also link your Google Play Store. So, you can link the number of downloads and then follow on activity from app engagement for Android users. And then, if you have something like Salesforce, there’s a direct API that allows you to share a lot of data from your CRM, if it is a Salesforce CRM to AdWords, just to see if there’s any offline purchase or any additional information that is valuable, that can be imported into AdWords.

So, there are integrations and there’re more integrations growing each day, and just keep an eye out for them in that particular section of AdWords.

**Link Search Console to Google Ads**

Likewise, there’re other integrations we have within the Google Suite. So, you should always link your YouTube channel to your AdWords. That allows you ultimately to serve Ads on YouTube, but also allows you to do things like share remarketing lists.

So when we did RLSA, which are Remarketing List for Search Ads, we talked about bidding for clicks on audiences who have been on our website. But we might want to bid for clicks from people who’ve seen our videos or subscribed to our YouTube page. So, by integrating YouTube to AdWords, we’re able to see that kind of level of detail.

Likewise, with Search Console, which is the organic measurement tool for SEOs, we can start looking at things like how our organic performance compares to our paid performance within AdWords. Always go to Link Search Console to AdWords, and if you are a shopping client, like Google shopping, you’re able to link your Google Merchant Center to your AdWords which allows you to do things like serve shopping Ads or PLAs which are Product Listing Ads in shopping campaigns.

If you’re an e-commerce client and if you have the Google Merchant Center, always worth linking it to AdWords. And then there’s other Analytics applications that you can link in there using their APIs. As I said, integrations are growing by the day and definitely keep an eye out for any new integrations that are, you know, coming online.

But, in terms of your measurement, what this does is it just allows you to deep dive into things like video engagement, organic engagement, engagement with your Merchant Center and they’re just understanding how their Analytics programs can bring to life that AdWords data within the AdWords interface.
Use annotations

Of course, the majority of people do use Google Analytics, and secondly, do make loads of changes.

So, as changes occur, they can sometimes get lost in the mix. A very useful tool within Google Analytics and highly important for any kind of AdWords activity and AdWords optimization is using a feature called Annotations. Annotations are just a little note that you leave for yourself in Google Analytics on a particular day to say, "I did this. I changed older bids. I uploaded new ads. I paused a number of campaigns." Whatever it may be.

So, when you're measuring success in Google Analytics and you see a change in behavior, if you see a change in behavior, it indicates an anomaly or something. So, what caused that? And if you can see that on that particular day, you increase bids by 10% so therefore conversions went up by 20%, you can attribute that bid increase to that increase in conversions and you can understand the success of your campaigns in terms of the actions that you have taken to optimize them and take note of them using Google Analytics Annotations.

Change history

And then, finally, as I said, we make a lot of changes in AdWords, and sometimes they get lost in the mix, and sometimes they're the wrong changes. They're things that we want to reverse. Within Change History, it is available over on the left-hand side of the toggle menu, if you set your particular date, you can see all the changes that were made within an AdWords account on that date and undo them.

You can undo the changes that were made on that particular day if too many other changes have been made afterwards. But, what it allows you to do is very quickly revert to the older version that you had previously if the changes that you made was less favorable than you expected or if someone on your team made a change and you didn't know, or if there's just something that you want to reverse, or indeed just follow the pattern of changes that have been made and just take note of what has been changed in your AdWords account.
If you look at the change history, it gives you a complete list of all of the different things that you have changed in your account, based on all of the things that you have learned on this course.