Certified Digital Marketing Professional

Practical Exercises
Exercise Solutions
Paid Search (PPC) with Google Ads
EXERCISE 5: PAID SEARCH (PPC) WITH GOOGLE ADS

The aim of this module is to enable learners to develop the knowledge and skills to implement and manage paid search campaigns. They will learn how to create a Google Ads (formerly known as ‘AdWords’) account, create Ads campaigns, manage budgets, and report on their performance. The Practical Exercise associated with this module includes seven tasks:

Task 1 – Create a Google Ads Account
The first task requires the learner to set up a Google Ads account for a business so they can start advertising effectively online, as outlined in the scenario details provided in the exercise.

Learning Objective:
- Set up a Google Ads account for a business, for a given scenario

Step 1: In the Scenario page, read the scenario and then select the first task, **Create a Google Ads account**, from your Task List
Step 2: In the Task 1 – **Create a Google Ads Account** page, read the task details and then select the **Start Now** button to begin creating a Google Ads account
Step 3: Click the Google Ads image to begin creating a new Google Ads Test Account and then enter your email address and a name for your account that you want clients or customers to see
Step 4: In the **How will you primarily use this Google Ads manager account** field, choose the **To manage my accounts** radio button and then enter your country, time zone, and currency into the relevant Drop-Down list menus
Note: You will not be asked to enter any billing details, the currency is required to set CPC details only
Step 5: Select the Save and continue button and accept the terms and conditions so that you can create a test account
Step 6: In the Google Ads test account window, select the Accounts tab in the left menu and then choose the **Management** tab
Step 7: Select the solid blue + button and choose + **Create new account** to begin adding your new account details
Step 8: Enter **Organic BewT** into the Name field, choose **Australia** from the Country drop-down list, select **Sydney Time** in the Time zone drop-down list, choose **Australian Dollar** in the Currency drop-down list, and then select the **Create Account** button to complete the account setup
Step 9: Choose the **Organic BewT** account name to complete the task and to move forward

[Task complete]
**Task 2 – Structure a Google Ads Account**
The second task requires the learner to choose an appropriate structure for a Google Ads account.

Learning Objective: -
- Use best practice to structure a Google Ads account

**Step 1:** In the Scenario page, review the scenario again and then select the second task, **Structure your Google Ads account** from the Task List

**Step 2:** In the Task 2 – Structure your account page, read the task details and then select **Begin** when you are ready to start the task

**Step 3:** Complete the quiz activity by dragging the key structural components in a Google Ads campaign and dropping them on the correct targets and then click **Continue** in the feedback dialog box

**Step 4:** Complete the quiz activity by dragging examples of the components in a Google Ads campaign and dropping them on the correct targets and then click **Continue** in the feedback dialog box

[Task complete]

**Task 3 – Create a Paid Search Campaign**
This task requires the learner to create a Paid Search campaign in Google Ads, based on the scenario details provided in the exercise.

Learning Objective: -
- Create a Paid Search campaign using Google Ads

**Step 1:** In the Scenario page, review the scenario again and then select the third task, **Create a paid search campaign** from your Task List

**Step 2:** In the Task 3 – Create a Paid Search Campaign page, read the list of task details and then select **Begin** when you are ready to start the task

**Step 3:** Select the **Campaigns** tab on the left menu and then select the **solid blue +** button to add a campaign

**Step 4:** Choose **Search** as the campaign type

**Note:** In the latest version of Google Ads you are prompted to choose a campaign goal, for example sales, leads, or website traffic, before selecting your campaign type

**Step 5:** Next choose **Website traffic** as your campaign goal, enter [www.organicbewt.au](http://www.organicbewt.au) into the Select the ways you’d like to reach your goal field, and then select the **Continue** button

**Step 6:** Enter **Search-Organic BewT-Moisturizers-Aus** into the Campaign name field and uncheck the **Add Display Network** checkbox in the Display Network field

**Step 7:** Enter **Melbourne** into the Locations – Advanced search field and then select the **Next (>)** button in the bottom-right corner of the screen

**Step 8:** Choose **Melbourne, Victoria, Australia** from the prompted list of search locations, select the **Target** option, and then accept **English**, the default language suggestion for this location
**Step 9:** Enter $10 into the Budget field, select the **Delivery method** button and then choose the **Standard** radio button to spend your budget evenly over time.

**Step 10:** Accept the default bidding strategy, **Clicks** and **Automatically maximize clicks**, and then select the **Next (>)** button in the bottom-right corner of the screen to continue.

**Step 11:** Select the **Save And Continue** button to complete this task.

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**Task 4 – Create an Ad Group**

This task requires the learner to create an Ad Group using Google Ads for a Paid Search campaign, based on the scenario details provided in the exercise.

**Learning Objective:**
- Use Google Ads to create an Ad Group for a Paid Search campaign.

**Step 1:** In the Scenario page, review the scenario again and then select the fourth task, **Create an ad group** from the Task List.

**Step 2:** In the Task 4 – Create an ad group page, read the task details and then select **Begin** when you are ready to start the task.

**Step 3:** Choose **Ad groups** on the left menu and then select the **solid blue +** button.

**Step 4:** Select the **Search-Organic BewT-Moisturizers-Aus** campaign and then choose the **Create Ad Group** button.

**Step 5:** Enter **Body Moisturizers** as the ad group name and then select the **Next (>)** button in the bottom-right corner of the screen.

**Step 6:** In the Get keyword ideas field, enter **www.stemorganics.com** and then select the **Next (>)** button in the bottom-right corner of the screen.

**Step 7:** In the **Enter your product or service field**, enter body moisturizers and then select the **Next (>)** button in the bottom-right corner of the screen.

**Step 8:** Choose one of the first three suggested keywords in the Get keyword ideas field and the select the **Save And Continue** button to complete this task.

[Task complete]

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**Task 5 – Create a Text Ad**

This task requires the learner to create a text ad for an Ad Group and to include an effective CTA and Ad Extensions to help drive clicks, based on the scenario details provided in the exercise.

**Learning Objective:**
- Create a text ad with ad extensions in Google Ads.

**Step 1:** In the Scenario page, review the scenario again and then select the fifth task, **Create a text ad** from the Task List.

**Step 2:** In the Task 5 – Create an ad page, read the task details and then select **Begin** when you are ready to start the task.

**Step 3:** Select the **+ New Ad** button to start creating a new ad.
Step 4: Enter [www.organicbewt.au](http://www.organicbewt.au) into the Final URL field and then select the **Next (>)** button in the bottom-right corner of the screen.

Step 5: Enter *Organic Body Moisturizers* into the Headline 1 field and then select the **Next (>)** button in the bottom-right corner of the screen.

Step 6: Enter *Best Organic Beauty Products* into the Headline 2 field and then select the **Next (>)** button in the bottom-right corner of the screen.

Step 7: Enter *Moisturizers* into the Display path 1 field then select the **Next (>)** button in the bottom-right corner of the screen.

Step 8: Enter *Special Offers* into the Display path 2 field then select the **Next (>)** button in the bottom-right corner of the screen.

Step 9: Select the text in the Description field to learn more and then choose the **Done** button.

Step 10: In the Improve your ads… panel, select **Sitelink extensions** and choose the **+ New Sitelink Extension** button.

Step 11: Enter *Special Offers* into the Sitelink text field and then select the **Next (>)** button in the bottom-right corner of the screen.

Step 12: Select the **Final URL** field, accept the URL provided, and then choose the **Save** button.

Step 13: Select **Callout extensions** in the Improve your ads… panel and choose the **+ New Callout Extension** button.

Step 14: Enter *Free delivery, 100% Natural Ingredients* into the Callout text field and then choose the **Save And Continue** button.

Step 15: Select the **Extensions** tab to view your ad extensions and then select the image onscreen to complete the task.

**Task 6 – Set Up Conversion Tracking**
This task requires the learner to add conversion tracking to a Paid Search campaign to start recording campaign performance, based on the scenario details provided in the exercise.

**Learning Objectives:**
- Choose appropriate KPIs to measure the success of a Paid Search campaign
- Set up conversion tracking in Google Ads to measure the effectiveness of Paid Search campaigns

**Step 1:** In the Scenario page, review the scenario again and then select the sixth task, **Set up conversion tracking** from the Task List.

**Step 2:** In the Task 6 – Set up conversion tracking page, read the task details and then select **Begin** when you are ready to start the task.

**Step 3:** Select the **Tools (Wrench)** icon in the Google Ads top-level menu and choose **Conversions** from the Measurement menu.

**Step 4:** Select the **solid blue +** button and then choose **Website** as the type of conversion you want to track.

**Step 5:** Enter *Website purchases* into the Conversion name field and then select the **Next (>)** button in the bottom-right corner of the screen.

[Task complete]
Step 6: Select **Purchase/Sale** in the Category drop-down menu, choose the **Use the same value for each conversion** radio button and enter 10 into the Value field.

Step 7: Accept the default selection to count every conversion per click or interaction and then select the **Create And Continue** button.

Step 8: In the Tag setup page, choose the **Install the tag yourself** option, accept the default global site tag and the default **The global site tag isn't installed on all your HTML pages** radio button to continue forward.

Step 9: Select the greyed out tag code snippet onscreen to continue, choose the **Next** button, and then select **Done** to complete the task

[Task complete]

Task 7 – **Download a Metrics Report**
This task requires the learner to select the key metrics and download a metrics report from Google Ads to help report on campaign performance, based on the scenario details provided in the exercise.

Learning Objectives:
- Distinguish between the key metrics in Google Ads to measure the success of a Paid Search campaign
- Create detailed reports using Google Ads to measure the effectiveness of Paid Search campaigns

Step 1: In the Scenario page, review the scenario again and then select the seventh task, **Download a metrics report** from the Task List.

Step 2: In the Task 7 – Report on your campaign's performance page, read the task details and then select **Begin** when you are ready to start the task.

Step 3: Select the **Campaigns** tab on the left menu, then choose the **Columns (three vertical columns)** icon and select the **Modify Columns** option.

Step 4: Select the **Performance** option in the list under Modify columns for campaigns and then choose the **Save your column set** checkbox.

Step 5: Enter **Performance metrics** into the **Save your column set** text box and then choose the **Save & Apply** button.

Step 6: Select the **Download** icon to download your metrics report and choose the **.xlsx** file type to view your report in Microsoft Excel.

Step 7: Select the **Next (>)** button in the bottom-right corner of the screen to complete this task and choose the **Finish Module** button in the bottom-right corner of the screen to close the Exercise and complete the module.

[Task complete]