



# PAID SEARCH

Study Notes

# Paid Search

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# **LESSON 1:**

# **PAID SEARCH**

# **CONCEPTS**

# BASIC PRINCIPLES

## Definition

We begin with a quick definition of paid search, which is advertising within the search results on Google or Bing or Yahoo! and only paying when the user clicks. This is the cost-per-click (CPC) model.

But ultimately, paid search advertising means advertising within search results and you only pay for that click. So when the user searches, you don't actually pay for the ad to be shown. It's only if they decide to click, so you can see that there's value in that. There's value in the traffic that it's driving.

And ultimately, paid search advertising offers a way to deliver online ads based on what the user is looking for. This is a key difference, a key difference with paid search versus any other type of advertising in that it's what the user is actually looking for, not what you, the brand, are pushing out to them. It's them coming to you with a need or a want and we'll talk about that a little bit later. So that is what we call search intent.

## Intent

Intent is the driver of paid search, and it is effective because it matches what the person is looking for with the relevant ad and then driving them to the landing page, your landing page, or your clients' landing page to take that valuable action – a purchase, a download, whatever it may be. And therefore, it's so valuable in that regard.

## Pricing

Pricing is essential because, unlike organic search (which is the free), with paid search, you must pay for it. And the pricing model for it is called pay per click (PPC). You only pay for that click. And now PPC is also a synonym. It's used quite regularly and interchangeably with paid search. So people just talk about PPC and they'll mean paid search.

But it is the pricing model, too. In simple terms, paid search advertising is a way of getting your product or service in front of the most relevant people because these are people who are actively looking for your product. They're looking for those searches with those keywords. And by choosing the types of keywords that relate to what they need and what you can offer, you drive into their search intent and ultimately answer their need with your ad and open to your product.

## Three key elements

There are three main elements of any paid search campaign.

## Keywords

The cornerstone of everything to do a paid search is your keywords. This is what someone types into Google or Bing, or whatever. And you have to build a list of keywords that relate to what users might type in based on your product offering. So, if you're an airline, you'd bid on keywords around flights to New York or something like that. When a user has that need, they'll go to a search engine. They'll type a query into Bing, which fires your keyword and then answers it with an ad. So the ad itself is your response to the user asking a question to Google. Your ad isn't in isolation.



## Ads

There'll be a lot of other ads in the mix there, too. Everyone is doing paid search. So when someone asks that question, you will be weighed up against all of the other options in the results page. When you've written a good ad with a good offer and on a directional call to action, the user hopefully will click on your ad. And then that drives them to the landing page.

## Landing page

The landing page is the last step in that journey.

So just to recap:

1. The journey itself begins with the **keyword**. It begins with the search that the user conducts.
2. The response by you, the advertiser, is the **ad** that they see. So think of it like a question and then an answer.
3. The next stage is driving them to your **landing page**, which is the directional place that you will hopefully funnel them or corral them into buying your product, or downloading a brochure, or filling in a form, or calling your call center, whatever it may be.

But that journey starts with the keyword, moves to ads, and then finishes on landing pages.

As we progress through this module, we'll talk about advances around how we can build out keywords, different enhancements for ads, and best practices around landing pages, too.

## PAID VS. ORGANIC SEARCH

### Similarities between paid and organic search

Paid search and organic search have a lot of similarities. And it's important to be able to differentiate between the two.

So generally, our paid search results are at the top of the page. They will contain a tiny little note saying ad or something like that. So you can easily identify what is actually an ad, because even though we don't sometimes consider digital marketing as advertising, it is an ad. Your paid search results will have a little ad icon just underneath the clickable headline, but there are a lot of similarities now between paid search and organic search.

Search results:

- Have clickable headlines
- Have non-clickable body copy
- Have clickable site links (the small links underneath the main ad area)

So there are a lot of similarities but they can be distinguished in the results by using something like that little ad feature. And then there will be other enhancements that we'll talk about. And these are part of the benefits of paid search around map extensions and other things you can do to make your ads a lot more interesting. And these will be other features that aren't available in organic search. And that's also a key identifier. But just as best practice, it's important to be able to distinguish between the two.

## Difference between paid and organic search

Now that we can see the similarities between paid search and organic search, let's look at some differences.

### Traffic

Paid search is a method where advertisers pay to serve the ads, whereas organic search, you don't pay. That's obviously the main difference between organic and paid search in the pricing model and how it will affect you, the advertiser, or you, your client, and your budget and different things like that.

### Speed

Paid search is also a lot faster. It can take anywhere between two weeks to a couple of months for you to rank organically, whereas paid search can go live within 15 minutes to half an hour. You can see your ad at the top of Google, Bing or Yahoo!, whereas it can take a lot longer with the organic results.

### Positioning

Paid search results are always at the top and there will be a couple at the bottom. They top and tail the organic, while organic is in the middle and less attractive. It's less above the fold. People actually may not click those links because they're too far down the screen and that has a major result on mobile. We will talk about that.

### Copy

Paid search has a little ad icon. This highlights a challenge of paid search versus organic searches.

Organic search results will have a longer headline and a longer body copy, whereas paid search results tend to be shorter headlines and shorter body copy. And that's a character limit restriction on paid search. So it's now actually a challenge for you, the advertiser, or marketer, to get your message across in a much shorter character limit and then with that, make it snappier, make it more relatable, and so on.

Rather than seeing a drawback, look at it like a challenge!

## SEARCH ENGINES

### Main providers

Within the search engine sphere, we've got three different main providers of paid search results:

- Google (the market leader, with around 95% of market share in most markets)
- Yahoo!
- Bing

Yahoo! and Bing are an interesting one because Yahoo! and Bing have an agreement that if you serve ads on Bing they will be pushed onto Yahoo! So you only need to set up your campaigns in Bing and then you will actually serve on both search engines apart from mobile on Yahoo! and native on Yahoo!, which is done through Yahoo!'s own platform called Gemini.

So with Bing and with Yahoo!, it gives you access to a different audience. It's an older audience. It can be a little bit cheaper to convert on those audiences. But at the same time, they don't have the scale. They've only between 6% and maybe 10% of market share. So even though you will get those lower cost-per-conversions and different things like that, you won't actually drive the number of conversions or the number of sales that you require, more than likely, by simply using Yahoo! and Bing. But it does give you another option. So including it in your media mix is standard practice for any search manager because over-reliance on one platform like Google can just lead to mixed results. So we'd always recommend exploring what your platforms can do.

The other thing is there's a button pretty much on Bing that will mimic everything you're doing on Google and pull it on to Bing. So you don't even have to do additional work. There's an integration that does it automatically for you. If you build out your stuff on Google, you press the integration button on Bing, it'll pull it across onto the Bing platform, which then sends it out to both Yahoo! and to Bing.

## How consumers use search engines

Always consider the consumer decision-making journey:

1. Identify a need or want
2. Search for solutions
3. Evaluate alternatives
4. Decide to purchase
5. Purchase
6. Post-purchase evaluation

Search features in five of these steps:

- It features in obviously **search for solutions**.
- You **evaluate alternatives** when you're looking at the different ads, and you're going to different websites, based on your search criteria.
- You **decide to purchase** based on what you've seen from that research. Before purchase, people generally search and then buy. This is what intent is all about. So they actually will do that search and then they'll go and buy. If you think about the human condition here, they're searching when they're ready to buy, when they're ready to take action. So they've made that decision 90% at that stage.
- The **purchase** stage is usually proceeded directly by a search.
- Then, during **post-purchase evaluation**, people want to check that they've done the right thing. They will search around and they look at reviews and what other people have said and they will evaluate their purchase.

The only step in this decision-making process that isn't covered by search in any great, great degree is the identification of a need or a want. Generally, that can be influenced by things like your display activity, any kind of offline PR, or any kind of what's called outbound advertising where you see an ad.

You may not be aware of a product, but you see an ad and then that somehow may influence your consideration around a need or a want that you have. But generally, it's an internal experience that is then brought alive through stages two to six by paid search or indeed any kind of search.

So you can see within any kind of commercial activity, which is the consumer buying journey, how search features so heavily and why it's so important.

# **BENEFITS OF PAID SEARCH**

What exactly are the benefits of paid search?

## **Meet business objectives**

It can help you meet your business objectives, back to that consumer decision-making process. This is the commercial decision-making process in marketing. And you can align five of those points to your paid search. So paid search is as close to the consumer decision-making process as can be. Creating campaigns, using ads and keyword lists, that bridge the gap between your consumer needs and those business objectives.

Suppose you sell holidays, and someone, for example, is in the market for two weeks in California. Paid search bridges the gap between that need to go on a holiday and your business objective as you being the retailer of holidays. So you can see it's them telling you what they want, and you delivering to them. It also gives you very fast access to the market.

## **Quick access to market**

Paid search campaigns can be launched in the market at any time. It can take broadly 15 minutes to half an hour to get your campaigns up and running.

## **Mobile position**

And another benefit of paid search in this device-driven economy is mobile position number one. So the first ad that anyone sees on a mobile search is the paid search ad and it's, therefore, the most likely to be clicked because people don't really thumb and scroll down. So if you can have your ad serving in a very high position for mobile search, you will drive most of those clicks.

It's broadly around 58% of all clicks on a mobile device go to the paid search ads, which is a staggeringly high statistic. There are some additional advertising features within paid search. These are the ad enhancements like map extensions, app downloads, you can click to call, there's dynamic ad copy.

## **Additional advertising features**

There's a load of different ad outputs available to search marketers that aren't featured in the organic results. So that gives you a cutting-edge advantage over people who just solely focus on the organic results. Your ads are far more attractive.

## **Manage spend and ROI**

Consider the control that you get from paid search in terms of managing your ROI. You do manage pretty much everything real time. If you just turn a campaign off in paid search, you will stop serving ads for that campaign in half an hour. If you change the ad copy, if you've got a new offer, if you've got something that's time sensitive, that will appear in your ads within a very short period of time. Remember, it can take between two weeks to a couple of months for that to rank in organic search so any kind of time-sensitive activity is more suited to paid search activity.

## **Easily tracked**

You're tracking it, because with any kind of cost delivery, like paid search, you do want to see what you're getting for what you're paying. And the integration between Google Analytics and Google Ads makes it fairly straightforward. But there are URL Builder and URL techniques to bring your Bing stuff which is not a Google product but bring your Bing stuff into Google Analytics so you can track exactly what's happening there.

### **Easily updated**

Ad copy updates and new keywords relating to special offers can be added and launched within 30 minutes and paused with almost immediate effect at the end of the offer period. It isn't possible to pause organic listings or even remove them from the SERP with ease.

### **Leverage buyer or search intent**

It's very important to leverage the buyer intent. People have a need, they have a want, and they're researching, using keywords, and they're looking around to see what they want to buy and they're finding out information about your industry. And when you align your offering to their needs, that's where the magic happens. So leveraging that buyer intent is essential to any kind of paid search success.

### **Compete in the marketplace**

The other thing is everyone else is doing it. So you have to be able to compete in the marketplace. If you don't do paid search, all your competitors are going to be doing it. So they're going to be getting a share of that traffic from those consumers who have that intent to buy. In order to defend your position within the marketplace, you do need to compete on paid search.

### **Fill gaps in organic optimization**

With the lag around two weeks to three months for organic search, you may not always rank highly for all the keywords that you want to. So paid search can just very quickly fill those gaps in organic optimization.

## **LANDING PAGES**

### **What are landing pages?**

We're going to look at landing pages as a starting point of any paid search activity. Before you begin any paid search campaign, you need to know where exactly you're going to direct your visitors to and how this impacts user search experience and your own business objectives.

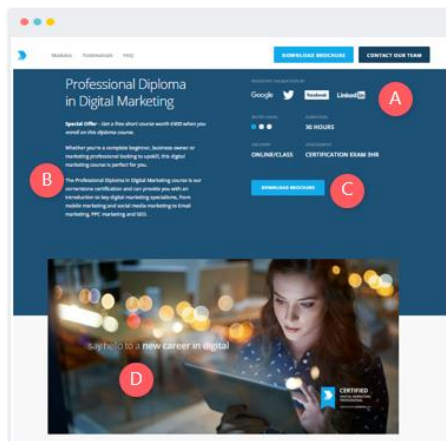
In your website, you control this zone. This is your place. You have to have directional calls to action (CTAs) to corral people into the areas that you want them to take action. So whether it's proceeding to the checkout, adding something to your cart, whatever it may be, downloading a form, direct them in that way.

And good landing pages will be relevant to the ad copy that the person has just clicked in the search results, which will be relevant ultimately to the keyword that they just looked for. So the journey is very succinct and then finalized with that call to action to drive them towards the business objective that you want them to take.

## Considerations for a good landing page

Just to recap. The user has a need. And they look for solutions online, they click your ad and because it's closely aligned to what they've just looked for, and then they land on your landing page.

Consider these questions. Does your landing page deliver on the promise of the ad and does it resolve their needs? Work backwards to their need and is it aligned to the ad? So if the ad mentioned something, do we see it very prominently on the landing page? Don't make it too hard for the user to see it.



In the example here, we can call out some features.

- In the A section, we've got our detailed summary, which is a snapshot of the core elements of the courses that we do here.
- Then there's a bit more detail on the product. So once we've caught their eye with the elements of the course, we can move on to details.
- We drive them to call to action button in section C there.
- D is just that aspirational image to infer the outcome. So this is why the user might believe that this is the correct option for them to take.

## Conversion rate optimization

These elements can be distilled into what's known as conversion rate optimization. This is a process whereby pages are designed to drive as much valuable motion around them and move people into the areas and through the purchase process, and through the funnel as seamlessly as possible using things like call to actions and different behavioral influencing considerations for your landing page. And this is best practice.

Conversion rate optimization is the step that you can take on your website to turn that valuable intent-driven search traffic into valuable business actions. And once you've decided on your landing page and optimized it to drive the types of actions you want, you can start looking to build your search campaign.

Begin with your landing page and work backwards towards the consumer. And this is the best process to build and begin your search marketing campaign.

# NOTES

# **LESSON 2: CREATING A PAID SEARCH CAMPAIGN**



# ACCOUNT SETUP

## Google Ads

We're going to begin with Google Ads, because it is the market leader, it is the biggest search engine, and ultimately it is the standard for search.

So search on Google Ads is in terms of campaign setup, and in terms of all of the elements, is reflected exactly on Bing. So if you can use Google Ads, you can use Bing. And it also is associated, and it is a platform where you can also pull in your display activity with Google, your YouTube video ads and their shopping campaigns. All of this is run through the Google Ads platform, so it's a very powerful digital marketing area.

The starting point of any of this is setting up the Google Ads account. So, this involves setting up your Google Ads account by following the steps such as logging in with your Gmail and then going to Google Ads.google.com. It's a straightforward process when you click to CTA, and just you'll be guided through your setup.

## Types of account

There are two types of Google Ads account:

- **Standard:** The first is a standard Google Ads account. The standard Google Ads account will contain all your campaigns and your keywords and different things like that.
- **Manager:** With the manager account, you can manage multiple standard Google Ads accounts from a standard Google Ads account that's contained within a manager account. This is called a child account, and that's the hierarchy.

## Standard account

A standard Google Ads account is used to manage paid search campaigns. It's best practice now to keep one account per client. So, if you have a number of clients, you don't put them all in the same standalone account or a child account. It is best practice to have one account per client because there is restrictions around sharing data, there's restrictions around privacy, and generally the clients just don't like to have their data visible to other parties even if they're not related whatsoever. So, it's best practice to keep them separate.

You can create your keyword lists in your standard account. You organize those keyword lists into what's called ad groups. Ad groups might contain between 10 and 50 keywords, and will contain the ads related to the other keywords. And that's where you write your copy. And then you can report on performance of your campaigns within that standalone account itself.

## Manager account

The manager accounts are very powerful tools. You use a single login to access your manager account, and within that manager account. So think of it like an agency account, and this would be what an agency would have. Now they're free, anyone can open them. If you look up, if you simply do a search for Google manager account, and you can set it up yourself.

However, you can't setup a manager account with an email address that's already assigned to another Google Ads account. It must be an email address that's not associated with any Google Ads

account. It does allow you to search and navigate between all your different accounts. So if you have multiple clients or indeed multiple product lines, you can very easily jump between them in one single dashboard.

You can create and manage your campaigns, and you can compare performance across accounts and campaigns, so it'll give you that extra level. If you are a large electronics retailer for example, you might have a manager account that contains your TV product line, your computer product line, your white products product line like washing machines, and so on.

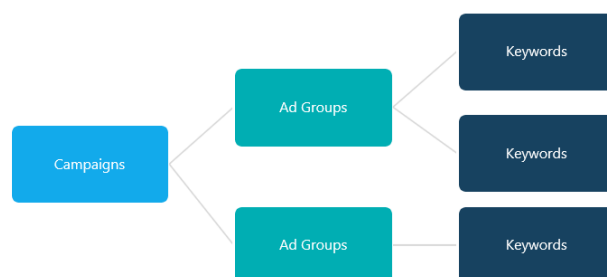
So you can compare across your product lines what's working in terms of your investment and what you're getting out of it. In terms of management for any kind of bigger activity, a manager account would be the way to go. And in most cases, it's best to begin with a manager account because it's free and it just allows you to build out. So you might start with that one child account, but then you'll find in time you will need a second one or a third one.

You know, so begin with the manager account. It gives you the flexibility to keep adding on additional accounts as you need to. It is free, and it's a lot more straightforward to set up a new Google Ads account in a manager account, so there are benefits around efficiency there. And because agencies are any kind of big companies that will have multiple clients to manage, it is essential for them just for efficiency too.

## ACCOUNT STRUCTURE

### Critical components

We're going to deep dive now just into an account. Here is the structure of a standard account.

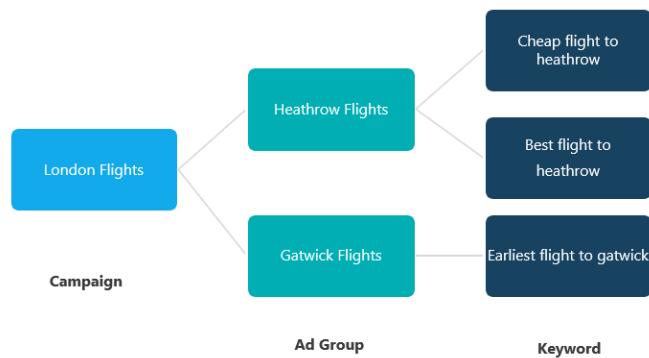


You have your campaigns, which contain your ad groups, which contain your keywords.

Let's begin with keywords. The keywords are the cornerstone of any search campaign. We have our keywords, and we build our keywords into lists of keywords that are all related together. These lists of keywords are what we call ad groups. An ad group contains a list of keywords on an ad that relates to that list of keywords.

So if your keywords are quite closely related, like if they were all flights to New York keywords, a flights to New York ad would be suitable. But if there are flights to New York, flights to Budapest, flights to the United Kingdom, all of them in one ad group, your ad wouldn't exactly suit the searches that people are looking for. It's important to make your keyword lists as tight as possible to build them into sensible lists which we call ad groups and then write the ads that are closely related to those keywords.

In order to organize our multiple keyword list, because there will be hundreds of keyword lists in any search campaign, search campaigns can have millions of keywords in them. It's best practice to have between 10, at an optimal level, and 50 keywords at a maximum level of keywords in an ad group. Avoid having any more than 50 keywords in an ad group. In fact, aim to have only have 10 keywords in an ad group and build out five ad groups, and make a keyword list of 50. And then you group these into campaigns, which is how you easily manage multiple keyword lists across different clients, across different territories and across different product lines.



Here's an example of how we might structure an account. So we begin again with the keywords, and we've got our cheap flights to Heathrow keywords, and best flight to Heathrow keywords, all into Heathrow flights ad group. Everything in that ad group will relate to flying, and to fly into Heathrow airport.

So, the ads in that ad group will all say fly to Heathrow, which when someone does a search for any of our keywords and they see fly to Heathrow in the ad, that means it's as relevant as it can be to what they've looked for. And then in the next one we've just simply have flights to Gatwick. So again, in that ad group all of those keywords will mention Gatwick and they will mention flying. So the ads in that ad group will also mention flying and Gatwick, and therefore relevant to the user's search query. And then we've grouped all of our Heathrow, Gatwick, and there might be Stansted, there might be Luton, and there might be all of the different airports within London, London City Airport into the London flights campaign.

You can see that we're managing it by building that structure around keywords that are related to each other, grouped into lists which we call ad groups, and grouped into overall groupings or campaigns in that regard. So this is the sensible structure that Google Ads presents us.

And if we begin with the keyword, and work backwards towards that campaign, that's the most sensible way for us to optimize our activity.

## Other elements

Let's consider some other elements around campaigns. There are a lot of different moving parts within the campaign that relate to the keywords themselves and the ads themselves.

## Keyword match types

This is a method that Google uses to bridge the gap between your keyword and what the person has actually typed in. For example, if your keyword is flights to London, but they've misspelled flights or indeed misspelled London, Google has enough intelligence to match their misspelling to your ad and to make sure that you do capture any of the related things or misspells or whatever that the

searcher actually inputs into the search engine. Google will bridge that gap for you. They use a tool called match types at that point.

## **Negative keywords**

Negative keywords are highly important for anyone who doesn't want to drive a certain type of traffic. Best practices around negative keywords will be adding things like the negative keyword jobs. Consider cases when people are looking for your brand but they're not actually looking to buy off you. They might be looking for a job, or researching any kind of activity around strikes or bad PR or anything like that. You don't want to pay for traffic that relates to these types of searches. That's what negative keywords are.

## **Ad text**

The ad text we've talked about.

## **Bids**

Bids are what you ultimately pay for a click.

## **Ad extensions**

Ad extensions are those enhancements of an ad that make them more clickable, that make them more appealing to the searcher. And we'll delve into each of these elements a lot later in the course in a bit more detail.

## **Methods to structure your account**

Structuring your account has a methodology to it. If you build your methodology correctly from the start up, it makes it a lot easier to manage and optimize going forward.

## **Similar keywords**

You group your keywords together. You structure a Google Ads account from ground up, and you put your similar keywords together and put them into keyword lists which are called ad groups and group those similar keyword lists into campaigns. And this is the sensible structure that everyone should undertake for ongoing optimization and future management of your activity.

## **Ad groups and ad copy**

Your ad groups and ad copy must be as closely related to the keywords as they can be, because this is how the structure is built.

## **Campaigns**

Campaigns involve understanding how we can group groups of keyword lists into bigger campaigns.

## **Search volume**

Search volume helps you to understand how to structure the account, because you can only give a certain budget to a campaign. So if you have a mixture of keywords that get a lot of searches and

keywords that don't get a lot of searches in the same campaign, the keywords that get a lot of searches will get the lion's share of that budget if not all of that campaign budget.

So therefore, the smaller, longer tail keywords may not ever get a chance to show. And those keywords can be highly relevant, they can be highly converting, they can be cheap, and they can be very effective in an incremental build of your commercial activity.

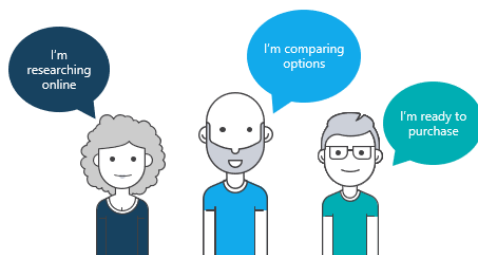
So, by grouping your keywords together by search volume, it allows you to apply a high-volume budget to your high volume campaign, where they get a lot of budget and a separate budget to your low volume campaign.

So these will serve and you can control what they spend. And the high volume keywords will also serve, and you can control what they spend. However, if you group them into the same campaign, Google will ultimately decide who gets what and you'll find over time that the high volume keywords get all of the budget and the low volume keywords get none of it. To give the control back to you, the advertiser, I would recommend splitting any kind of keyword lists by search volume in order to apply them the correct daily budget for ideal optimization.

## KEYWORDS, AD GROUPS, AND CAMPAIGNS

### Keywords

Keywords are essential to everything we do.



And this is just a nice way of bringing life here. So you can see there are three people here. One is searching online, one is comparing options, and one is ready to purchase. Now just think back to that consumer buying journey, and you can see how it relates exactly to a wider spread of consumers and gives you access to that market.

### Keywords and consumers

Keywords are the foundation for a search campaign. These are what consumers input into a search engine to find your product. So choose the appropriate keywords relating to your product, but also relate into its benefits on what the consumer is actually looking for. You will also find that, depending on the competition level and depending on how much that keyword converts, you can put different bid levels.

So you might want to pay less for the research keywords than you do for the purchased keywords, because the purchased keywords are going to drive all the revenue, and the research keywords are only getting people into that funnel. So using bids can allow you to give different pricing levels that you're willing to pay to different keywords along the journey, and this is essential for any kind of deep optimization.

And campaigns themselves generally have multiple keywords to cover multiple searches. So it's like you have to build out a whole variety of different searches that users might input into Google in order for you to capture as much of the market as you possibly can. This will be built into a keyword lists, which are lists of word combinations that we use, that you would use, and you would like your ad to show when a potential customer or interested party searches for that particular keyword.

## Ad groups

When you group a list of similar keywords together into a list, that's called an ad group. There are tools available to search marketers to easily create relevant keyword lists.

You don't have to just think of everything. You can input it into Google and Google will use what's happening in the market presently. It'll use your own historical data and a number of other factors to deliver you hundreds of keywords that you can input into your campaigns. And it allows you to, I suppose, discover new searches. It also allows you to research the market a little bit, because Google will show you what people are trending now as part of the keyword output.

Keep on top of your keywords. How can keyword lists be created to drive business objectives? Consider creating lists around the type of search intents. Are they top of the funnel? Are they researching? Or are they ready to purchase? Are they middle of funnel? Are they comparing options? Are they evaluating alternatives?

Always go back to that search bar behavior model and think, "Where exactly in the journey could my keywords fit in the psychology of the consumer?"

## Campaigns

Then you can structure your campaigns around a top-of-funnel campaign, a middle-of-funnel campaign, and a closing campaign or purchase campaign.

And you can apply different budgets and different bids to the keyword lists all across and all across your campaign structure, so you can know how much you're paying for research, and how much you're paying for comparative keywords, and how much you're paying for actual purchased keywords. It's a future-proof way of reporting sensibly to key stakeholders on what their investment is driving at different levels of the bar decision-making process.

You will need an exhaustive level of keywords to target your audience, because people are searching tons of things all the time. So having hundreds of keywords is essential to make sure that you capture as much of those searches as you possibly can. Google will use the matching technology, the match type technology to build it out a little bit.

## Summary

### Keywords

As best practice, you're better off building as many keyword lists as you possibly can. Note the function of that keyword, and assign the correct budget to that keyword level in that regard. And then, to refine your traffic as an optimization technique, you could add those negative keywords to cut out the unwanted searches or low conversion to high cost per conversion searches that are just eating up a lot of your budget but they're not actually giving you what you want, and you may find that over time.

So you will not know more than likely at the beginning what's a high CPA and low CPA, but over time you can start building and making sure those negative keywords are added in there to refine the traffic more and more.

## **Ad groups**

Ad groups are groupings of your keywords, and you group them into similar themes, and this is how you organize your keyword lists. Keywords are stored in ad groups, and you can create ad copy for that keyword list. So the closer your keywords are related to each other, the more relevant that ad will be. And you should group your keywords together by relevant theme. Keep them as close as possible, down to the level that the superlative might be a reason for grouping all your keywords together.

For example, you might group all your cheap flights keywords in one ad group, and all your best flight keywords in another ad group. That level of detail can make a big difference because someone who's searching for cheap flights may not be looking for the best flight. They're certainly looking for the cheapest flight. And likewise, someone looking for the best flight may not be looking for the cheapest flight. So it can be worth separating your keyword lists.

## **Campaigns**

Keyword lists or ad groups are grouped together into campaigns, and campaigns are at the top level of management.

The reason campaigns are important is this is where you set your location, and this is where you set your daily budget. So you can organize your ad groups into campaigns and manage how much these ad groups spend on a daily basis. Think of a campaign as the gatekeeper to the spend of all the keywords within all the ad groups in that list. It's very much a budgeting consideration around the way you structure and the way you think about campaigns.

This type of organizational structure allows digital marketers, really like we've got thousands and thousands of keywords to manage thousands of lists as easily and effectively as possible with a budgeting element and a location driving element to this.

## **MATCH TYPES**

### **What are match types?**

Match types are what we use to bridge the gap between our keyword list and what the consumer is searching.

There are four main match types available to us in the positive sense. And then there are negative keywords which is a negative match type.

### **Exact match**

The first is what's called exact match. Exact match in Google Ads and in Bing and in Yahoo! is indicated by two square brackets around the keyword.

It's generally a little bit cheaper, but again you can't just solely rely on exact match because you would need every single possibility then that the user searches for you to build out your exact match

keyword list to cover everything that could be valuable to you. When users type something into a search engine, it's called a search query, and if we think our search query must match exactly what we have in our keyword list, we are not going to cover everything.

## **Phrase match**

A phrase match is indicated by two quotation marks on either side of the keyword. So, for example, you might have 'phone case'. Unlike the exact matching and where they actually have to type 'phone case' into Google, with a phrase match we can type in 'best phone case' and that will match it, or 'best phone case to buy', or 'best phone case online'.

So essentially phrase match is your core keyword, with words before or words after the keyword. So, best phone case in the United Kingdom, best phone case available now, iPhone cases available to buy online, or whatever it may be. It's words before and words after your keyword.

## **Modified broad match**

The next match type which is a little bit more flexible is what's called modified broad match. This is indicated by a plus symbol before each of the keyword tokens.

A keyword token is a word in a keyword. Modified broad match means that unlike phrase match where 'phone' and 'case' have to come in that order with words before and words afterwards, 'phone case' in modified broad match they can be in any order, and we can have words in between them, and words at the beginning, and words at the end, and different things like that.

So, 'where can I buy the best phone case online' would be an example of a modified broad match. Or, 'cases for phones' would be another modified broad match. We get that plural in there, so 'case' becomes 'cases', and 'phone' become 'phones'. So, we flip them on their order and we've inserted a word in the middle.

So we don't actually need the keyword 'cases for phones' on exact match in our account. Our modified broad match will do that.

## **Broad match**

And then the last match type is broad match, which is just a standard broad match.

This is the most expansive match type. Google will bridge a lot of gaps here. For example, with 'phone cases' on broad match, 'cell cases' might be a search query that might match to it. Obviously 'cell phone' and 'cell' are synonyms for 'phone', so in this regard Google might bring 'cell' in. Also, 'cover' is a synonym for 'case', so we can actually have the keyword 'cell covers', 'cell phone covers', or whatever it may be. And as a search query, that will trigger that keyword. So, it's very expansive. It can give mixed results.

## **Best match types?**

There have been numerous studies done on the most efficient and the most effective match type for conversion and for cost. Arguably the best is exact match. And then just to give you that extra bit a reach, modified broad match is the next searched match type that you might include in your accounts.



Most accounts will have a mixture of exact match and modified broad match, with sometimes broad match. Phrase match is not being used as regularly as it was many years ago, but it's still in there in the mix, if you want to experiment and test it. But broadly, exact match and modified broad match are the two main match types that we are concerned with.

## NEGATIVE KEYWORDS AND BIDS

### Negative keywords

The negative match type helps you cut out those clicks and unwanted searches that we don't want to be associated with. That can be because the ROI is poor, or it's a bad brand experience, or it's bad PR or something like that.

The important thing is to build out your negative keyword lists as extensively over time as you can. As you see more and more search results that you don't want to be served for. So a well-built-out negative keyword list can reduce costs, reduce a bad search experience, increase your CTR, because you're cutting out those unwanted searches, and also hopefully, increase your conversion rate because again, you're cutting out those in lower conversion or high cost per conversion searches.

Negative keyword lists are an essential part of any ongoing optimization process with paid search.

### Bids

The next impending feature of search activity is what we're willing to bid. In other words, what are we willing to pay for a click?

We can set our bids in two different ways:

- **Ad group level:** You can have the same bid for that entire list of keywords
- **Keyword level:** This gives you individual bids for individual keywords.

It is more flexible to do it on an individual level. It takes a bit more time, a bit more work, but generally, you'll get better results by taking the time, again, to bid on different levels for individual keywords. And setting the correct bids for your keywords or keyword lists in an ad group level will help you optimize the price you pay and drive that ROI, understand what you're getting for your paid search results.

Bids are an important first step to budgeting.

## AD COPY AND AD EXTENSIONS

### Ad copy

As copy and what we say to the consumer are extremely important. When people search, they have a need or want, they ask a question, and we return a response. This is our ad.

Ad copy can be rendered in different ways on mobile and on desktop.

### Character limits

We have character limits. So organic results tend to be a lot longer and bigger, but they're less controlled. The challenge for us as marketers is to work around the character limits of the paid search ads.

These are the character limits:

- Headline 1 is 30 characters.
- Headline 2 is 30 characters.
- There's a free-form description
- Path 1 and Path 2 are 15 character notes that come after the display URL.

What I recommend with those is inserting relevant keyword ideas into your Path 1 and Path 2, just to make it appear more relevant to the searcher.

## Other considerations

Ads are linked to ad groups, and that means they're linked to list of keywords. So the closer your keywords are, the more relevant your ads can be.

Well-written ad copy can improve the search experience with your brand. It is an experience with your brand. It is that question and answer. It will drive more clicks, and it can increase conversions because you are funneling people into the correct part of the landing page.

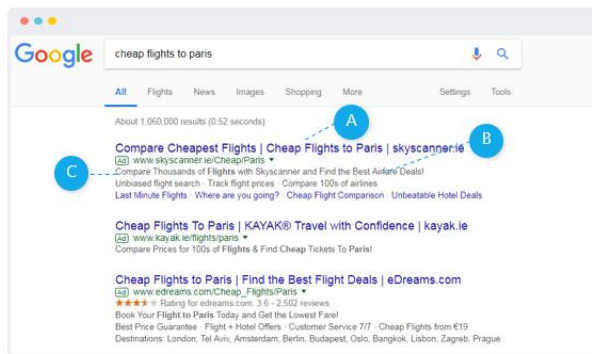
We've begun with our landing page and our CTA brings them to the next level. So, if your CTA in your ad says "Sale ends Sunday", something like that can cause what's called urgency or a click rush and people will dive in. There's also additional ad features during promotional offers, which'll have a time limit. Time limits are great CTAs because they encourage action today, quick and fast action. Also, because you're paying for that click, you want the action as soon after the click as can possibly happen. So having a time-sensitive or a time-impending CTA can drive that click, and then ultimately, drive the action on the web page that you do want them to take.

## Best practices

Structurally, around ad copy, we've just got several things we need to consider:

- **Relevant:** Is it relevant to the search? If someone has looked for flights to New York, and they get an ad saying, "Cheap flights to Paris", that's not relevant. I don't want to go to Paris. So I'm definitely not going to click that ad. So is it relevant? And the best way to make it relevant is, does it contain the keyword? And when your keyword is contained in the ad, Google or Bing will make it bold, and psychologically, people will see bold in the ad and they'll spot that and they'll go, "Oh, that ad is relevant to me".
- **Attractive:** It must be more attractive to them. So if you include things like your offer, and your USP, your brand values, and so on (within those character limits), you can make it attractive.
- **Directional:** We're doing it for a purpose, so it has to be directional. So buy now, whatever it may be, download, tell the person what they have to do next when they land on that landing page. And then, when they're on the landing page, have additional copy of CTAs to tell them where to go. To download, to buy, to add to cart, whatever it may be.

So the core elements of ad copy is relevance, attractiveness, and directional activity around calls to action, or CTA.



Here, we have an example of some copy here that contain our relevance, our attractiveness, and our directional action here.

So the search query is cheap flights to Paris. The ad says, “Compare cheap flights to Paris”. So there’s a comparison aspect which is attractive because I know there’s going to be multiple carriers. I do want a cheap flight. So if I want to compare price, that leads very nicely into my cheap flight search.

The second thing is it’s an attractive offer. It’s an attractive offer to book because we’re able to see every deals. And the fact that I’m looking for a price-sensitive search, I can compare those prices and I can see deals.

The CTA is directional. It’s telling me to compare. It’s telling me how I can find. It’s these types of words because, ultimately, any kind of research-based activity and comparison-based activity we’ll want those kinds of CTAs just to tell them, “Okay, no you can’t compare here. No, you can’t find here”. And we are, again, feeding into that best airfare deals. So this will be a perfect example of relevance, attractiveness, and directional action to be taken within an ad.

## Ad extensions

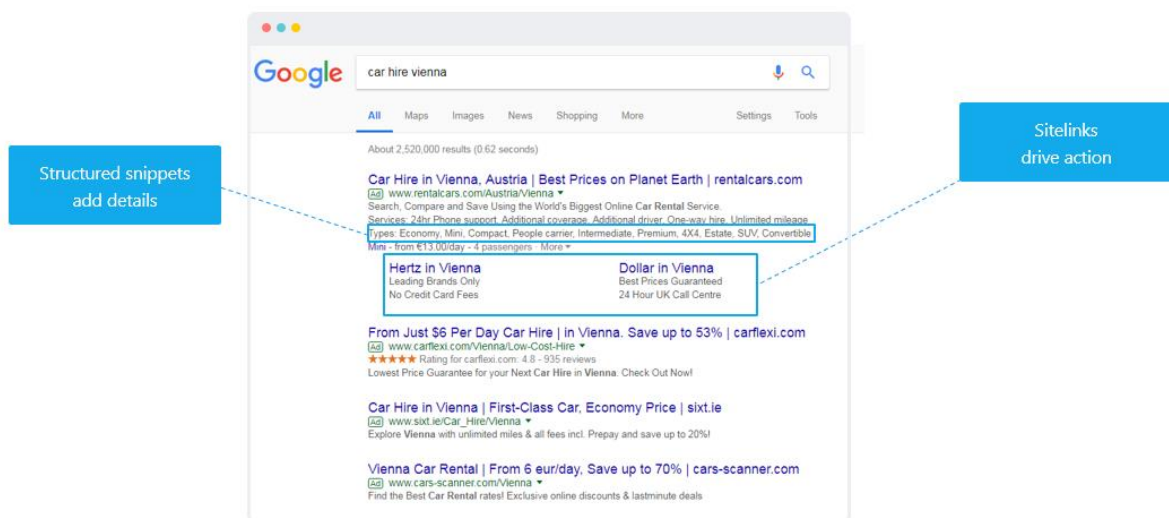
The next level is to enhance your ads, with what’s called ad extensions. And we’ve a number of ad extensions available to us. These, on a very basic level, increase the size of the ad.

- **Sitelink extensions:** These are clickable links below your main ad copy.
- **Callout extensions:** They are non-clickable short copy pieces below your main ad copy.
- **Structured snippet extensions:** These are non-clickable descriptions for certain items from a predetermined list.
- **Call extensions:** These show your phone number with your search results. They can be clicked to call on mobile search.
- **Message extensions:** For mobile only, these send a text message to the business. These are very useful for trades people and so on who may use their cellphone or their mobile phone as their core communication device.
- **Location extensions:** These show the map location of your store or office from Google maps below your PPC ad. If you are a maybe a convenience store, perhaps you don’t particularly sell online, but you do want to drive footfall within the store. Having that map location integrated with your Google Ads allows you to bring the offline element online and online element offline
- **Affiliate location extensions:** These show the locations of other businesses that sell your products – for example, stores where Nike products can be found. You might not sell your particular product on your website, but other retailers might. If you’re like a shoe brand, you

might not have that facility to sell that product online, but you might want to direct people to where they can buy it in store.

- **Price extensions:** These show the price of your main products or the products you want to feature below your PPC ad. These will be the products that you want to call out particularly in that search. Not everything you do, but maybe you want to call out your top-tier products.
- **App extensions:** These promote downloads of your mobile app when people search for your products or brand.
- **Promotion extensions:** These show a discount or sale offer and the end date for the promotion to encourage clicks and conversions. It can create more clicks, conversions, and you can set the run dates for that particular extension. These are useful if you have a time-sensitive promotion in your campaign plan.

The most common used extensions are sitelinks, callout extensions, and call extensions. By default, you should probably include sitelinks and callout extensions in all of your ads. Depending on whether you have a phone facility or not, you should include call extension. So sitelinks, callouts, and call extensions will be the three top-tier ad extensions that advertisers should use in all PPC advertising.



This is an example of where they appear. So you can see the callouts are just below the ads there with the structured snippets. And then, we've got our deep dive into action using our sitelinks. So this can give just an additional piece of space. As you can see, that ad's a lot bigger than the other ads on the page. So visually, it takes up more room on the search results page, and can ultimately lead to higher click-through rates.

## KEYWORD RESEARCH

### Difference between PPC and SEO

During our account structure, we talked about where people might be sitting in the funnel and the different types of keywords you use.

You do research keywords differently for paid search than for organic search.

- **Organic:** For organic search, you're researching keywords around content and wider, generally top-of-funnel searches.

- **Paid:** With paid search, it's generally around the consideration and conversion piece. You may include some awareness stuff, but generally, we do find that the majority of paid search is down the bottom of funnel.

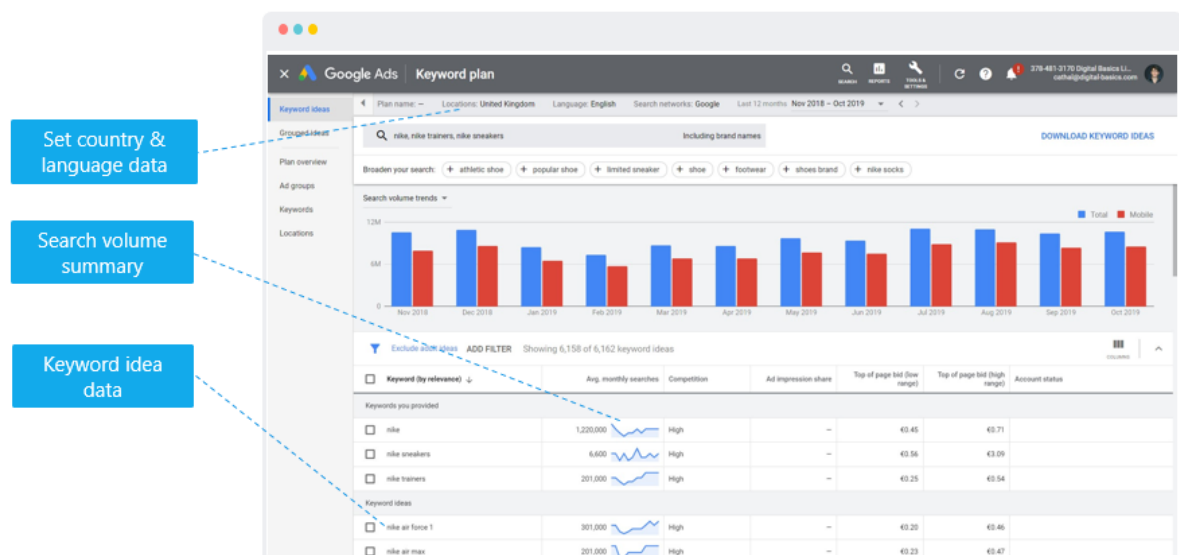
## Google Keyword Planner

The Keyword Planner is a tool within Google Ads that we can use. It is very straightforward.

You can put your three top keywords, press Get Started, and it will suggest several ideas, search queries, and different things like that.

But for organic, because it can take longer, we use different methods. So, it's important to separate the two and why exactly you're doing your paid search versus your organic search, and this will influence your keyword research process.

After you've inputted those keywords within the Keyword Planner, we're presented with some outputs here.



So the first is our graph. This shows our seasonality of the keyword lists that Google is suggesting. We're then presented below that graph with the list of keywords that we can choose. There's some data around the competition level of those keywords, and the search volumes they get on a monthly basis. And this is all market-specific because up at the top there, you can change your market and you can change your language to make it more specific to that particular location that you're trying to target.

So search volumes and competition will differ from market to market. But it's a very useful tool for just allowing you, again, going back to structuring by keywords that get lots of searches and keywords that don't get as many searches. This is where you get that data. This allows you to structure. This is the first port of call for any build following on from optimizing your landing page.

When looking at the keywords, the Keyword Planner is the first place to start, and it is the most structured way to get our research options available to us in a sensible manner in that regard.

# CAMPAIGN CREATION

## Elements of a search campaign

So now that we've decided on our keywords, we need to look at some considerations around the campaign.

So what type of campaign do we want to build? We need to consider:

- The goals available to us (These are predetermined goals by Google)
- What we're going to call it
- Where we're targeting the language of our users
- The daily budget we want to apply to that campaign based on the function of the keywords within that campaign
- The bidding strategy within the campaign itself

## Campaign type

To begin with a search campaign, when you click New Campaign, you press the New Campaign Button, and we're then presented with several campaign options available to us within Google Ads.

## Goals

When setting our goals for our campaign, we need to know what exactly we are trying to do here.

- If we're e-commerce, we're probably going to drive sales.
- Perhaps we're assisted e-commerce like insurance. People enter a quote and then they might get a phone call from an insurance sales rep afterwards saying, "We see you just entered your details into the site, would you like to talk about motor insurance?"
- And the third option is website traffic where we might just want to drive traffic to the website. So if we are, say, a convenience store, we don't sell online but we do have, you know, a map to where our nearest location is or our latest offers or whatever it may be. So we still want to drive that traffic because that traffic leads to brand engagement, and hopefully down the line, it will lead to some kind of conversion or some kind of valuable action that your business can track back to that original search.

So we have our search display, we've got video, we've got apps, and we've got shopping campaigns. So we're most interested in search, so we're going to choose Search as, you know, our starting point.

## Name

When we have our goals chosen, we're going to name our campaign obviously. An important next step in the campaign setup is to uncheck the Display Network Box. So underneath the campaign name area, and we've got Search Network and Display Network as our options here, we don't want to mix search activity with display activity. Keep them separate. Always uncheck that Google Display Network Box there or you'll have mixed results. The display can fill in too much of your budget. It can drive a lower CTR. It doesn't drive the precision that a pure search campaign will.

## Location and language

Then, working through the process here, we set our location and our language.

## Daily budget

Our daily budget is very important. It determines how much we actually want to spend per day on this campaign. We can set it at an initial level like €1 when we're building the campaign. And then, when the campaign is built, we can change it to whatever we want at a later stage. But the key is, we do need to put something into the daily budget area when we're setting up the campaign. It can be changed at a later stage, at whatever point during the day.

And then, we can modify our delivery methods. So, we can already go Accelerated, which is served keywords as quickly as possible until the budget runs out, or Standard where Google Ads kind of matches your available budget to the search traffic to ensure you don't really go offline as frequently as you could. If there was a massive amount of clicks done with the accelerated delivery, you could be off by 10:00 in the morning.

## Bidding

You then need to choose your bid strategy. The default option is to Optimize For Conversions, which is obviously what we all want to do. But there's other options in there. And it's, you know, over time, and in later optimization activity, we could change this. It's better off starting off with the recommended bid strategy, and we'll change at a later date.

## Ad extensions

We can skip out extensions. It is an option, but I would generally set them up at a later point when we're setting up the ads. And then when we set up all these options, we can create the campaign and move on to our next step.

## Ad group

An ad group contains our keyword lists. The ads are related to those keyword lists and the bids that we are willing to pay for those particular keywords. Bids can be set on an ad group level or on a keyword level. I would always recommend setting it on a keyword level.

## Keywords

And when you move on to the ad group stage, after you've created your campaign, this is where you can input your keywords. So if you have a list of keywords already made with those square brackets for exact match, pluses for modified broad match, quotation marks for phrase match, or no indicator whatsoever for broad match, input your keyword list into this area and hit Save and Continue.

## Ad

After you've input your keyword list, you want to create the ad for that keyword list. It's very straightforward, and Google will tell you when you go over the character limits. Just fill in all the areas, and then include your landing page. It's a very straightforward process. The key to any kind of copywriting is actually what you're saying, not doing it. Doing it's fairly straightforward. It's what you're actually saying. That's where the real magic will happen in that regard.

# NOTES



# **LESSON 3: MANAGING A PAID SEARCH CAMPAIGN BUDGET**

# BUDGET MANAGEMENT

## Manage your advertising budget

In order to manage your advertising budget, you need to consider three elements:

- **Daily spend:** If we look at our daily spend, ultimately what we pay on a campaign level each day to serve those ads.
- **Max CPC:** This is what we're willing to pay for a click
- **Time:** Considerations such as time of day, day of week, and different factors can affect whether we spend more or less.

Managing your advertising budget should be the first major consideration for delivering your business objectives. It is your investment into the advertising. It is what you want to see the ROI on. And, as PPC is very much a conversion channel, try not to think of it as a budget spend, but actually a commercial return.

When you measure over time – your ecommerce metrics, for example – you might find that for every €100 of media spend, you get €1,200 worth of revenue. Therefore, for every €1,000 invested in Google Ads, you get €1,200 worth of revenue. So we see it as an investment piece rather than a marketing piece. And if you think about it in commercial terms relating to your business objective, when you're doing PPC, you'll find it much easier to reduce inefficiencies in your account, because an efficiency in spend doesn't give you the commercial return you want. It's "I'm investing, and do I get the investment back to what I expect?" And anything that doesn't drive that investment, you need to kind of reduce the visibility or cut that out altogether.

So, knowing how much you want to spend on PPC is directly linked to knowing how much you want to make from that spend. So if you want to make €1,200 and you know that you need to invest €1,000 to do that, that's your budget. It's actually that straightforward. Now, it does take a little bit of time to work out these metrics. You build it up and you start small, but then over time you will see that the investment does equate to revenue return, and that's more how a commercial PPC manager would look at it. We are constrained by our allowable budgets. So we must ensure that we're only investing in the areas that do drive that return, and so we don't go over our allowable budget with any inefficiency or something like that, because you know that certainly just leads to difficulties with stakeholders. And managing your budgets is an effective way to keep the investment strategy on course.

### Daily spend

Now, Google Ads offers different ways for you to manage your budget, such as your daily spend, which is what you want to spend on a campaign, and you can control this. Bear in mind that daily spend can go over by up to 20%, and if there's a lot of click-traffic Google Ads will just open it up for you just so you can get that traffic.

However, it is equalized out over the course of the month. Even though you might have had a click spike on one particular day and gone over your daily spend, by the end of the month Google Ads will have worked out what you should have spent based on that average daily spend.

### Max CPC

The next is your maximum cost per click, and this is the price you're willing to pay for a click. This is at an ad group or a keyword level. The equation is important: the sum of all your clicks multiplied by your CPC is how much you've spent. It sounds quite simple. That is the fundamental of pricing in paid search advertising.

## **Time**

You can schedule your ads only to run on certain days or only at times when you know that it's peak conversion time and you won't be spending at times when there's not. So, you can have a limited incremental reduction in how much you spend and the efficiency of your account by building in an ad schedule to your campaign.

## **Manage daily spend**

Each campaign has a daily spend, and by structuring your account correctly by search volume or by type of keyword, conversion keyword, awareness keywords, you can manage effectively how much you want to spend each day, and that will translate into that investment return and within the context of your overall marketing budget.

## **Best practices**

Putting keywords with similar search volumes allows you to control how much the high traffic keywords will spend versus how much the low traffic keywords will spend. Grouping keywords together by what they do, whether they're awareness or whether a conversion, allows you to invest in higher ROI.

Give more budget to closing high ROI keywords. So these are the keywords that lead to the sale, and maybe smaller budgets for the top performer, and awareness drive and so on. So when you structure your account efficiently, daily spend becomes quite straightforward, and the bid management strategies around how to drive the best performance become quite clear. You're able to start choosing away from maybe the standard, optimized for conversions towards things like a target CPA, which is a target cost per acquisition, or other -driven and bid management options available to you within Google Ads. But it all starts from that structure.

## **Use budget trackers**

To ensure you don't actually go over your spend, using things like a budget tracker is quite useful.

You can use a table, using Excel or another tool, to show your total budget, how much you've spent, and how much is left. And simply by tracking that on a day-by-day, or weekly basis or whatever your frequency is, you can ensure that you don't go over spend. Because when you start reaching or overspending you can pull back. Or if you're partway through the month and you see that you have only 10% of your budget left, you may have to make some changes around how much you're spending in the different campaigns. And knowing how the campaign is structured, seeing that maybe we should just reduce spend on high volume keywords for the awareness driving keywords, or consideration keywords so we can start deciding where we want to move our budget from if we're getting close to our spend.

Tracking your budget is essential because it's paid search. So you're paying for it and you do have more than likely a limited budget to what you can work on within a monthly, quarterly, or yearly basis.

## Forecast to estimate performance

Using the metrics available to us we can forecast using whether it's impressions and clicks to understand our CTR. There's different formula for understanding how much you might need to spend in order to drive a certain amount of traffic. In this example, our cost per click is €1.50. We need to drive 1,000 clicks to hit our KPI based on our conversion rate. So therefore, in order for us to drive 1,000 clicks at €1.50 per click, we need to spend €1,500.

Impressions	CTR	Clicks	CPC	Budget Required
10,000	10%	1,000	€1.5	€1500

So, you're able to forecast out how much you need to spend based on the traffic that you need, which ultimately has a conversion rate, which ultimately leads into your conversion.

The conversion rate is the most important metric for any kind of commercial activity. We have a goal to drive a certain number of sales. We will know that based on our current conversion rate we need to drive this amount of traffic at our current conversion rate to hit our sales KPI. This traffic is €1.50 per click, so we multiply that by the traffic required, and that gives us our required budget, and that's how you forecast.

## BID AUCTIONS

### The bid auction

How much you actually pay is decided in what's called a bid auction. The bid auction is what Google Ads uses to determine how all of the different advertisers who are trying to bid for a particular click will pay. So suppose there are, for example, three different advertisers, each bidding different amounts for a particular keyword. Based on things like the quality score, the historical data, and other factors around the advertising account, the landing page and different things like that, these advertisers will end up paying different amounts than they're actually willing to pay based on these factors, and Google decides that for you. This determines your position on the page, whether you're at the top of the page or in the middle or wherever. And this is decided using the measure of what's called ad rank.

### Ad rank

Your ad rank is decided by your maximum CPC bid.

The ad rank is calculated by multiplying your maximum by your quality score. That will determine where you sit in the page compared to your competitors.

$$\text{Max CPC Bid} \times \text{Quality Score} = \text{Ad Rank}$$

### Quality score

Your quality score is very important. It is a metric that was introduced in 2005. It is assigned to your keyword based on its CTR, its bid, and its landing page relevance. So again, we're thinking landing pages, bids, we're thinking CTR as historical based on what your CTR has been over time, and Google's able to assess your landing page. But having a high quality score means Google Ads thinks that your ad, your keyword, and your landing page are all relevant to that particular user. And if you have a high quality score, you get rewarded for that.

Your quality score is the most impactful way to cost-effectively increase the position of your keywords without drastically affecting your bids. Having quality landing pages and quality ads is easily the most effective way to affect where you rank on the page. And AdRank is the factor that Google uses to determine what position you're going to end up in after the bid auction is complete.

Bids are set at the maximum you are willing to pay for a click. Sometimes you'll pay a little more or less than your maximum bid and this can be because of several reasons including:

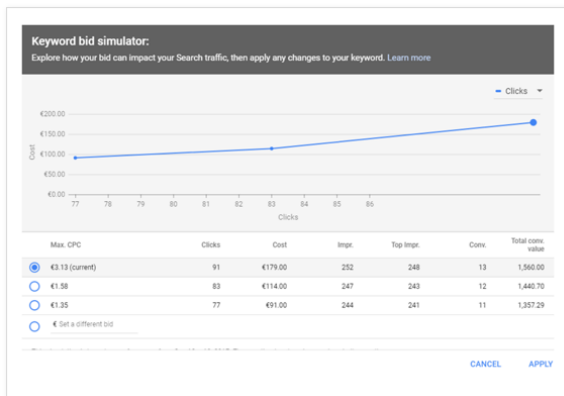
- **Maximum CPC of competitors bidding on one keyword:** The most influential factor is how much an advertiser is willing to pay for a click. The number of advertisers competing for a keyword drives up the price paid for a click in relation to their maximum CPC bid. This will vary across verticals and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

If we keep these four elements in mind when you know optimizing towards a constrained budget or just trying to drive efficiencies in our account, it will impact positively on the amount we pay and the efficiencies that we drive into the account.

## BIDDING BEST PRACTICES

### Bid simulator

To help us see where we actually sit compared to the competition, we can use a tool in Google Ads called a Bid Simulator. It collects and analyzes data from ad auctions on Google all the time. And so it looks back broadly about seven days, and it considers information looking like the quality score of your ads, your competitors' bids, your product data, and it will tell you how many clicks you might receive for a certain bid, how many conversions you might receive for a certain bid, the traffic. There's different metrics it will give back to you based on different bid levels over time.



The bid tool is quite useful because it's automated, and it takes a bit of the guesswork out of where you need to be bidding to drive the results you want. It gives helpful insights at how bid changes could potentially affect your results.

So, if you reduce bids, what would that look like? If you increased bids, what would that look like? Rather than just taking a shot in the dark, it gives you an estimation. It's again a forecasting tool to see where and what might happen if you changed your bids. And it's a good predictor of what could potentially happen with an increased budget.

Bear in mind that not all keywords have the Bid Simulator available. It appears over time when there's enough historical data. There's a little graph just to the right of the keyword and you're able to click on it. That will open the Bid Simulator, and that's where you'll see the screen. It'll show you the different options available to you, and the different levels, and the outcomes.

## Best practices

Now, some best practices on deciding on bid levels.

There's a number metrics that we can use to decide on bids.

### Impression share

An important one here is impression share. Impression share is the number of times that your ad shows up when someone searches. So, for example, if you have 100% of impression share, you show up 100% of the time when someone looks for that keyword. If you have 50% you only show up half of the time. Ideally you want, for any keywords that convert, you want them to be showing up in the high 90s in terms of impression share. You do want your high conversion, low cost per conversion keywords showing up as often as possible, and we'll go into it a little bit of that in the optimization piece.

### Estimated metrics

The other way you can decide on bids is using the estimated metrics. There are two metrics available to us in Google Ads:

- Estimated first position bid
- Estimated first page bid

One is at the top of the page and one is just to be on the first page. And this will just give you an idea of what ideally you need to be bidding to be in those positions. Now even if you are bidding, you still won't spend any higher than 20% of your daily budget, so there is that flexibility built in there. And you know what that means is that like any kind of bidding strategy does have an openness to the amount you can actually spend. Also, there are other bid strategies available to us, so we do have target CPA, we do have manual bidding, optimize for traffic, optimize for conversions, and different things like that. Testing each against your KPI is essential to understand how best to set your bid, bidding strategy, not just your levels.

## Timing

Don't rush into making your decision. The first few hours of launching a campaign or even a test can give very different results than if you run over a longer period of time. So, ideally you want a minimum of 1,000 impressions, and a statistically significant level of clicks. Don't run a test for shorter than three weeks. You need to test for at least three weeks and drive well over 1,000 impressions for low volume campaigns.

For high volume campaigns, you need hundreds of thousands of impressions. But a good three-week period gives you almost a month's cycle. If you can test for a month, do a test for a month, because then you have the natural monthly cycle of getting paid, moving through the purchase process, maybe people are light on conversion once in the middle of the month because funds are running dry, and then coming towards the end of the month they start researching again. So you do get the full cycle of consumer thought process around a monthly test.

## Bid options

There are several automated bid options available to us.

- **CPC bidding:** The standard is just your manual CPC bidding. It focuses just on driving traffic, and it optimizes for traffic.
- **Enhanced CPC (eCPC):** You can add an enhancement to which will use your conversion data. This is called enhanced CPC bid. It tells Google Ads to raise your bid by up to about 20% if it believes that using your historical data that you're likely to get a conversion from this click. So it allows you to just automatically bid a little bit more aggressively if there's a likelihood of a sale, or a download, or a contact quest, or a conversion from this click.

There are more automated bidding options, and these are getting quite advanced at this point. There's a lot of artificial intelligence being built into Google Ads.

- **Maximize conversions:** This will obviously try and maximize the number of conversions you can get based on historical data.
- **Maximize clicks:** This is just driving traffic. If you're in any way conversion-focused on your site and you do want to drive sales or contact requests or phone calls, maximize conversions is a better strategy than maximize clicks. If you just want to drive traffic, it's good. But if there's an additional goal around conversions that you're really optimizing towards, maximize clicks doesn't always work as well on that.
- **Target CPA:** Over time, you have your target CPA bid which will, when you build upon enough conversion history, try and optimize your ad serving and your bidding to drive conversions at a certain cost. So, while Maximize Conversions just drives as many conversions as possible, target CPA drives conversions, as many conversions as possible at a certain cost.

- **Target ROAS:** Further to target CPA, when you're an e-commerce site you have target ROAS, which is return on ad spend. It will work towards how much sales you expect to get from your budget. So target ROAS is very much e-commerce driven. It works great over time if you've got a very high conversion campaigns and definitely one worth testing.
- **Target search page location:** This is an automated bid strategy to drive as many impressions as possible in the first position. So you're just appearing in the top results as often as you possibly can for your daily budget.
- **Target outranking share:** This is an automated competitor bidding type that tries to optimize your ads to serve higher than your competitors in as many possible ways and many possible auctions over the day for your daily budget as you can.

The last two are less effective bid strategies. Ideally Maximize Conversions, Target CPA, Target ROAS, and manual bidding are the standard, top performing bid strategies within Google Ads.

## Quality score

Linked very closely to your bidding strategy is your quality score. You always want to have a high-quality score because it just makes your bidding strategy more effective.

Here are some tips for improving your quality score:

- Write **better ads**.
- Refine the type of traffic you're getting by adding **negative keywords**.
- Improve your **landing page** as always.
- Test those **bid thresholds**.

Increase your bids by a couple of cents for a few days or reduce by a couple of cents for a few days, up and down, and just test those bid thresholds to see what your impression share looks like over time.

## CAMPAIGN OPTIMIZATION

### Set bid adjustments

After you have optimized your Google Ads quality score and set your bid strategy, there's an additional feature in your campaign optimization called bid adjustments.

This works on different levels:

- **Device level:** You can bid certain amounts for mobile traffic. If you want to show more on mobile, you can say, "Well, I want to bid 10% more for mobile traffic because it's very valuable to me." Or if mobile traffic isn't valuable to you, you can say, "I want to bid 50% or 100% less on mobile traffic." If you bid minus 100% that means you've cut out mobile altogether.
- **Location level:** You can also bid for certain locations. For example, if you're advertising in the UK where you find that London is a particularly good zone for conversions, you might say, "I'm willing to pay 20% more for a click if the searcher is from London."
- **Audience level:** Using your remarketing you're able to bid on different audiences. And we'll talk a little bit about remarketing later for search because it's slightly different than the type of remarketing we would do for display.



## Device bid adjustments

If most of your conversions happen on a desktop you might want to increase your bids by 10%. If most of your research happens on a mobile and it's research, you might want to reduce your bids by 15%. You might say, "I want to drive the research traffic, but at the same time I want to pay a little bit less for it." And you can add your bid adjustment to your devices by choosing the Devices section in the left-hand tab, and adding your bid adjustment there. It's very straightforward, and it's literally you add a percentage bid adjustment up or down depending on the device, a mobile, tablet or desktop, and what you want to do.

## Location and exclusion targeting

Your location targeting allows you to bid for certain locations. It's set up in exactly the same way as mobile and on desktop bidding. So, over in the left-hand menu you've got your locations tab, and beside each location you're able to add a percentage up or down depending on how much you want to bid up or down for that particular location.

## Ad scheduling

We've also talked about ad scheduling as an important factor for driving efficiency in your campaigns. So, you're able to bid up and down at certain points of the day. You can turn your ads on and off at certain points of the day and days of the week. And you can say, "I'm willing to pay 20% more for traffic between 11:00 in the morning and 2:00 in the afternoon, because that's when most of my conversions happen." So you can bid more aggressively at the time when you know conversions are likely to happen, and therefore hopefully beat the competition to those clicks. It's a very good way of deep diving into the purchase timings around your activity.

# NOTES

# **LESSON 4: OPTIMIZING A PAID SEARCH CAMPAIGN**

# SEARCH REMARKETING (RLSAS)

## Why use it?

To begin, we're going to look at RLSA. So why use it? And the reason is we're able to reach people who visited your website, your app. What's most important is when they're searching, we're able to bid more aggressively for their clicks. Because they've been on the site before, we're able to show them different ads.

There are two methods of RLSA:

- **Observation:** You add your audience to your campaign, and that allows you to see, "Okay, these are people who've been on my site before. Are they more likely to click and convert?"
- **Optimization:** If they are likely to convert, you can then decide to optimize and set a higher bid adjustment, just like we did for devices, just like we did for locations, and just like we did for time of day.

You can set a higher bid adjustment for past visitors because you might want to drive more traffic from your past visitors, because they've seen your brand and so on.

Within the interface, it's very straightforward. It's under the Audiences tab. It's always worthwhile adding remarketing for observation, because you don't actually have to do anything. You can just look, and report, and see what percentage of your website visitors go on to do a search and click to your ads from a search. That type of data is invaluable for understanding the buyer behavior cycle and different things like that.

So you can report on that, and over time, you're able to optimize on it. As standard, it is important to, whether you're doing it yourself or working with your agency, to make sure that your remarketing lists are added for observation in your account.

## Reasons to use RLSA

### Top-of-funnel searches

There are many reasons to use RLSA. You can use it on top-of-funnel searches. These keywords can be expensive if they're very high volume and they're very competitively bid against.

So these keywords, like in an airline, for example, it might be "cheap flights". Well, it's not saying a destination. So it's not as likely to convert as a keyword that says "cheap flights from London to Paris", which is quite likely to convert if you're flying from London to Paris.

But "cheap flights" is very much a research-based keyword. So if you want to drive traffic from that particular keyword but you don't want to pay for everyone in the world who's looking for that keyword in your market, and you can use remarketing. So you can say, "Well, I only want to bid on that keyword if that person has been on my site before."

That's a very clever way of reducing the search pool from, say, 100,000 searches down to maybe 2,000 searches. You can still serve that keyword but only to your most valuable customers.

### Specific copy

Another reason to use it is you can give the specific copy.

You might want to serve a search ad to that customer who's been in your site before and give him a special offer – a 5% discount or something like that. Using past visitor-related copy in your RLSA campaigns is a very strong way of engaging in the intent phase, which is search with past visitors.

## How to create RLSA campaigns

The steps to creating a remarketing list for RLSA campaigns are straightforward.

### Creating the audience

You set up your remarketing in the shared library, and that's found in the main menu at the top. You set up the remarketing in there, and then you're presented with a piece of code. This is your audience code. You put that piece of code, or get your webmaster, or your agency, or whoever manages your website, to put that on every page of your website. And now you're tracking cookies. Once the cookies are actually being tracked, you have to build the audiences from those cookies.

So you click on the Audiences tab on the shared library, and you can create an audience from there by saying, "We only want people who visited the homepage, or a particular page." These audiences will then all be stored in your shared library, and it can be applied to your accounts and to your campaigns after that. This is an important consideration for anyone who does manager accounts or child accounts.

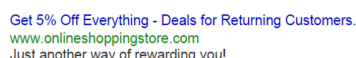
Remarketing list can be set up at a manager level, and those remarketing lists can be given to any of the accounts in that manager account, or they can be specific to the child account. So depending on what you want to do, you can already do it on a manager level or on a child account level.

It is a consideration because you may not, if you have it on the manager level for multiple clients, you can't share one client's remarketing list with another client. That would be a data protection breach, and it's just not best practice. It will get you into a lot of trouble. So considerations around if you are managing on a manager level, and for multiple clients, that you can't share across the clients.

### Applying the audience

Once the audience is created, it is easy to apply it.

We click on the Audiences tab on the left-hand side, and we add the audience to the campaign by pressing the **Create your audience** button. That will give us the audiences available to us, including predefined Google audiences and in-market audience. We can, from that dropdown, select our remarketing lists and then simply add that to the campaign and have it in there for observation. Over time, you can see if it's good or not and then decide whether to make a bid adjustment.



Get 5% Off Everything - Deals for Returning Customers.  
[www.onlineshoppingstore.com](http://www.onlineshoppingstore.com)  
Just another way of rewarding you!

This is an example of the type of ads you might show a returning visitor. So as you can see, 5% off everything for returning customers. So that ad won't be shown to everyone. It's only shown to people who have been in your site before. So it's a clever way of reengaging your most valuable audience and trying to incur with repeat business.

A tip would be to add a negative audience to prevent your ad being shown to searchers on a certain list. So if you want to only show ads to people who have not converted before, you could add all of your converters as a negative list to your audiences. And if that happens, it means that only people who haven't bought before can see that ad. So again, this goes into your thinking around the type of structure you want for your search account.

## GOOGLE ADS EXPERIMENTS

### What is it?

Testing is essential to paid search and to any kind of digital marketing. In Google Ads itself, we have a very good tool called Google Ads Experiments, which is a controlled method to test changes and optimizations to your account over a set period and traffic-split.

This is the great thing. You can say, "I only want 50% of the traffic going to the test and 50% going to normal." This basically reduces the risk of testing 100% against the new feature, because by default, in a test, one is going to be good and one is going to be not so good.

So by having 50-50, it means that you're only putting 50% to potentially the lesser performing option. Whereas if you divert 100% into a certain test, it means that you're taking a gamble that it could be better. And we're trying to reduce risk at any point. So having that 50-50 split is a very controlled way of mitigating against risk and giving us a very clean dashboard at the end of the test, which shows a clear winner.

At the end of the test, we can decide to apply or reject the test function. It's simply pressing the **Apply results** button in the top right-hand corner and that's it.

### What use it?

Reasons to use Google Ads Experiment include:

- **Control traffic:** You can control how much traffic you're testing against.
- **Control length:** You can control the length of the test, two weeks minimum, three weeks minimum, a month minimum, depending on your traffic levels, but you do need to have enough traffic.
- **Clean dashboard:** You have a clean dashboard interface for measuring the metrics at the end, so you can make a decision quite easily.
- **Minimize impact of poor hypotheses:** You can minimize the impact of a poor hypothesis by not putting all your eggs in one basket and just doing the optimization while testing it first.

It's fairly straightforward to setup and it allows you to systematically control everything about the testing features that you want to do.

You don't need to do this for minor optimizations, like bidding up or down by a couple of cent, or whatever like that. If you change your bid strategy, you always want to do a test first. Opening up a location, opening up device bid adjustments, anything like that, I would do a test on it and see whether there is any difference. And copy is an essential one to this, too.

## What is it?

With Google Ads, if you change a bid in the Google Ads interface, it changes there and then. That's when that changes. However, with Google Ads Editor, you can make those bids and you can change things. You can move things around, you can delete things, you can do everything. And when you revise and you're happy with the changes that you've made, you can decide to push it live or not.

It can make tens of thousands of changes to your account in a very short time. It would take you a very long time to do the same amount of changes in the Google Ads interface. When you're making multiple changes, and you have a lot of data, if you have a lot of uploads to do, new keyword lists, you should use Google Ads Editor.

The other thing you can do is you could export your campaign into Excel, make changes in there, re-upload it, and it will verify those changes in the interface, and push live when you're ready.

Now, this is a view of Google Ads Editor.



And then over on the right-hand side, we've got the **editor** pane where you're able to choose what aspect of the campaign you're going to edit. And we can see, just below the choice area, we're able to see what we can actually edit, and that changes depending on the level you're on the left-hand side.

So the key with this is actually to download it and to play around with it, because the more you get used to this, the quicker it is to make the mass updates that we need to do. We can be using hundreds of thousand keywords in Google Ads, so a tool like this is essential for managing that.

We can pause keywords in an instant, we can add new ads, negative keyword lists, bid modifiers. Everything we can do in Google Ads, we can do in Google Ads Editor, just a lot faster.

## BID MANAGEMENT SOFTWARE

### What is it?

A progression from Google Ads Editor might be something like Bid Management Software. This is a third-party tool used to help drive search efficiency by using different things like automated rules, artificial intelligence (AI), and different things like that. It can automate your bids and it can automate your budget depending on predetermine KPIs that you build into that tool.

So you're building your objectives into the tool and then it uses its AI or it's set up to drive the best results possible from Google Ads for your goal. It's a simplified way of optimizing and very useful if you're managing multiple clients in a big agency, or if you have big expectations of your search.

For smaller stuff, Bid Management Software would be overkill. You don't need it for everything. It's for just very much high-level, high-spend activity. And just some examples of Bid Management Software will be around the likes of DoubleClick, which is owned by Google. There's Marin, there's Adobe DART Search, which is kind of part of DoubleClick, Aquisio, AdCore and then other tools like Segmatic, which are able to drive Bid Management from your Google Ads. Again, it's costly.

### Advantages and disadvantages

So just outline some advantages and disadvantages of Bid Management Software.

#### Advantages

- **Reduced time on reporting:** You have to spend less time on reporting and optimization because the software does it for you.
- **Reduced time on optimization:** They tend to be quite visual so you get some nice graphs and it can be quite good for high-level reports to key stakeholders
- **Enhanced bidding strategies:** There are enhanced bidding strategies that may not be available in the standard PPC activity – for example, target CPA, position-based and so on.
- **Whitelabel reporting and dashboards:** We're able to whitelabel them so things like you can add your company logo, your client logo, whatever it is to the report. So you're branding it for clients and stakeholders.
- **Automatic budget management:** It can manage your budgets. We don't really ever want to overspend our budget. We try to manage our budget within the framework of that budget itself. So it will do that first and alleviate risk around overspends. This helps us to keep spend within monthly thresholds. So it will do that first and alleviate risk around overspends
- **Optimize audience, device, and location bid adjustments:** It allows us to optimize to meet those predetermined KPIs.

#### Disadvantages

- **Is expensive:** It can be very expensive.



- **Requires training:** It requires training and, if you don't implement it correctly, it can have disastrous results.
- **Requires correct implementation:** Correct implementation of the tool is vital. Otherwise, you will drive a poor performance from synchronous action meant to drive and improve performance.

## Choosing a bid management tool

Here are some considerations around choosing a Bid Management tool:

- **Cost:** It is the biggest outlay of using the platform, so what is the cost using this tool?
- **Ease of use:** How easy is it to use?
- **Management options:** What are the bid and budget management options available to you? Because the reason you're doing a Bid Management buy would be that you want to reduce time on budgeting or optimization at keyword level or reporting, whatever it is. What is the efficiency there?
- **Other integrations:** Are there integrations with Google Analytics? Are there integrations with email? Are there integrations with other platforms, Facebook, or Bing, or Twitter or what is it? So what can it integrate with?
- **Attribution:** What can be attributed to search? What can be attributed to social? What can be attributed to all of the different channels in a multi-channel marketing plan? So attribution is important too.
- **AI possibilities:** AI is essential to all of this stuff because as machine learning builds more and more we need to understand what are the AI possibilities of this. Is it built on an AI engine or is built on a lookback engine? Essentially what are the AI possibilities? Because futureproofing your activity will be around AI and then like everything.
- **Reporting:** The reporting an optimal optimization and customization is essential for the purchase in the first place. So is this part of the mix and how can we leverage that?

## GOOGLE SHOPPING AND GOOGLE MERCHANT CENTER

### What is it?

The next stage in your optimization process would be if you're a retailer or working for large e-commerce or any kind of e-commerce outlet as a client or in-house is to use Google Shopping.

### Google Shopping

So Google Shopping is taking the lion's share of all paid search results for retail at moment. Google Shopping displays those visual search ads. These ads show the product and they show the price. They're linked directly to your e-commerce store using an XML feed, which is something that your developer or your webmaster will know about, and that drives dynamic ads on the search results that show exactly your product, exactly your price.

And when someone clicks on it, it takes them to the landing page that they need to go to in order to buy that. So it's a very visual way of doing e-commerce using search results. It is taking way more clicks, way more impression share, and driving way more conversions than standard text for retail and has been for the past number of years.

If you're doing any kind of retail e-commerce or are planning to kind of go forward to future proof your e-commerce activity, considering Google Shopping part of your mix is essential.

## Elements

The elements that we need to consider for this include:

- Your e-commerce store
- The XML feed, which is the link between your e-commerce store and Google
- Google Merchant Center, which controls the feed
- Google Ads, which you create your shopping campaigns from

So just to reiterate, it's your e-commerce store. It's the XML feed from your e-commerce store, Google Merchant Center, and then our Google Shopping campaigns from that.

## Google Merchant Center

We'll have a look at Google Merchant Center because this is where we upload our feed. This is where we link our retail e-commerce store to Google.

We create an XML product feed from our web developer or through a plugin, if you're using something like Shopify or Magenta or any of the big e-commerce website engines.

You can create using a plugin an XML product feed that will be built for this. And then you upload that feed into Google Merchant Center. Then you set what's called a fetch. This is how often Google goes and fetches the data from that feed. So ideally this is once a day, because any longer than that and prices can change, products can go out of stock, and different things.

There's other factors that may affect the performance of your feed. So 1:00 in the morning every day is the standard time when Google Shopping or any other comparison shopping engine (CSE) fetches from your store XML feed.

If you have hundreds of thousands of products, there's no way you can create all the keywords for those. So these keywords are created on the fly from that feed using Google's intelligence. It opens up your entire inventory and puts it online. And when something goes out of stock, we're able to set up rules that say, if we go down to only five units left, turn off the ads or one unit left, turn off the ads, or whatever it may be. So it's a very powerful way of ensuring the most up to date and relevant feed-based information is being pushed into Google.

## Uploading your feed

Uploading your feed is very straightforward. A feed is just a URL link. So it'll be your store name. such as `mystore.com/xmlfeed.xml` or `shoppingfeed.xml`, whatever you call it. And then you just paste that URL into Google Merchant Center and then decide how often you want to have it fetched.

At that point you're able to ensure that your imagery is going to be as up to date as possible. You're then given a tabular look of what your feed looks like. This determines how Google reads your feed. You're able to see your product name, your landing page, your image, your price, all the factors that Google uses to create the ads in a table once you upload your feed and it's very intuitive and very simple and easy to understand.

So once we've uploaded our feed into Google Merchant Center and everything is looking okay there, we need to ensure that Merchant Center is linked to Google Ads. We can do that in the left-hand menu of Google Merchant Center. And once they're linked and talking to each other, we're able to

create what's called a shopping campaign in Google Ads. In the beginning of this module, we were looking at the types of campaigns you can create in Google Ads. We were looking at, there's search, there's display, there's video, there's apps, and there's shopping campaigns.

So we're going to choose a shopping campaign at this point.

## CREATING AND OPTIMIZING SHOPPING CAMPAIGNS

### Creating a shopping campaign

And just like a search campaign, we have goals. So our goals can be sales leads traffic as always, and it will optimize towards those goals. And we have just have to choose the correct one.

Optimizing your shopping campaign is a little bit different than optimizing a standard search campaign because you don't have keywords that you choose. The keywords and the searches are driven automatically through the relevance of your feed by Google. So if you have keywords in your product title or lots of keywords in your product description, Google will use those indicators to match them to the searches as people search.

### Optimizing shopping campaigns

This is how we optimize our feed essentially for our searches:

- **Include top keyword searches:** We need to include top keyword searches in our feed because we can't include them in our campaigns because there are no keywords in the campaigns.
- **Use high-quality images:** We need to use high-quality images from our website in the feed. So when people get served the result back they can see what they're buying.
- **Add promotional copy:** Promotional copy is something we can add so we can maybe put a limited time offer or a discount, and that's something we can add in the shopping campaigns itself.
- **Set different bids:** We can also set different bids for different product categories within a shopping campaign. So a product category would be an automatic creation of an ad group essentially, from your product feed. For example, if you're a large electronic retailer, you might have a TVs category, you might have a washing machine category, you might have a DVD player category, and so on. This is all defined in your feed and you can say, "I want to bid this much for TVs, this much for radios, this much for washing machines, and so on." They're like ad groups, but in shopping campaigns. We call them product categories and then we're able to set different bids for them.
- **Use dynamic display remarketing:** We can build in what's called dynamic remarketing. And that's when we use our Google Shopping feed to serve display ads back to people who've been on our site with that exact product, with that price, and driving to that landing page. It's a highly relevant remarketing ad created on the fly from your own product imagery to that person including your own price. When your price changes on your site, it changes in your ad. So that type of remarketing is very powerful for bringing people back into the funnel if they didn't convert and buy in the first place.

### Showcase ads

To widen the reach of your shopping campaigns, we can use things like showcase ads. A showcase ad is a selection of your products that can show up. It allows you to show multiple products that

might be of interest to one searcher, such as related searches or related products. You can build that old one out and they can scroll right to left and see is there anything within that showcase that that they would like to click on and buy.

So they require specific showcase ad type which can be created in the campaign. But will require a header image of 1080 X 566. So that's a consideration. And if we do want to optimize for visuals and our performance, we need to put all the key messaging within the frame because sometimes things get reduced down. So all the key messaging has to be within the 768 to 402 range. Now they're pixels dimensions, because even though this is search, there is an image aspect to it. It is search because of the triggering.

- **Display:** Display is served to people, whether they like it or not, whether they're looking for something. Display is served to people because they fit an audience type.
- **Search:** Search, on the other hand, is triggered. we've inputted a particular keyword phrase into Google and we're giving something back.

That's why this is search and not display. It's not about the ad format, it's about what triggered the ad that determines what type of advertising it is. So even though we're talking imagery here, it is, essentially, a search-based ad.

## OTHER SEARCH NETWORKS

### Bing Ads

You can also target other customers using other engines.

Bing ads will get you on to search on any of the Microsoft products and onto Yahoo! because they've got a search agreement. Including Bing ads in your media plan, it'll drive incremental revenue. Generally, they have between 6 and 10% of market share.

You'll probably get a lower cost per conversion, but you won't get scale. So you'll get some incremental efficiencies and access to a new market by including Bing in your media plan. So it's an important consideration to be not so reliant on one particular search engine and broaden out where you can.

Bing also has shopping campaigns. In fact, because Google has set the standard for what search is, Bing has pretty much copied all of that so everything you've done on Google you can do on Bing. The only consideration is it's a non-Google product so it won't directly integrate with Google Analytics. You can use the automated UTM tracking builder within Bing. You just tick a box and Bing will do the Google readable tracking for you, or you can use what's called URL Builder to do that.

### Yahoo! Gemini

Yahoo! Gemini is for mobile traffic on the Yahoo! network and native ads within the Yahoo! network.

Bing ads serves PPC ads on both Yahoo! and Bing. But it doesn't work as well on mobile on Yahoo!, so you use Yahoo! Gemini. It's quite small scale unless you're operating within the United States, because that's the market where Yahoo! is still a significant market scale and the market is big enough to warrant diving into Yahoo! Gemini or the United Kingdom or something like that.

You really need to focus in on big markets because within any kind of smaller markets, you'll have a lot of time investments into driving the Yahoo! Gemini campaign, whereas you may not get the return for that investment simply because the markets so small and their market share within a small market is even smaller. So Bing is a much more effective way of getting yourself onto Yahoo! and Bing because it pushes out both. But if you want mobile-specific stuff on Yahoo!, you have to use Gemini.

# NOTES

# **LESSON 5: REPORTING ON THE SUCCESS OF A PAID SEARCH CAMPAIGN**

# KEY PERFORMANCE INDICATORS

## Path of enquiry

For key performance indicators, we need what's called a reporting framework, which is our path of enquiry. The one we've chosen here is:

- Identification
- Insights
- Optimization

It's basically around three questions:

### Where?

The first question is the identification of those high value conversions, where they are. This relates to what location, what device, and what channel. Where are the conversions happening, or where are the conversions not happening, and we're spending whatever it may be? But we'll take it from a positive perspective. Where are the conversions happening?

### Why?

Once we've understood where the conversions are happening and what these valuable segments look like, we need to identify some insights. So we then ask why these people are there. We can understand why people are on a certain channel, or why people are using a device or a particular search engine.

Obviously for location, it's more than likely because they live there. However, we do find with things like business travelers that they frequently log on in airports so that's why they're there and that's an insight. It's because they're business travelers and they're on business. So with that type of insight we're able to understand how we can optimize.

### How?

When we have identified our segments, and understood why about those segments, we're then able to move into investigating how can we optimize. What are the things we can do to make the journey more efficient, easier for them, and more profitable for us?

## Google Ads Search Goals

We need to understand what the key performance indicator is that we're trying to track? Is it a sale? Is it a lead? Or is it traffic?

Key performance indicators really should reflect your business goals and how they can be achieved online. And if you use a metric value makes it's quite straightforward to understand what success looks like. We can then benchmark our campaign against predefined KPIs to measure the success of them. So are we ahead of KPI or are we below KPI?

KPIs are used to measure the success of your search campaign. They generally would revolve around sales leads or traffic metrics because they're the kind of actions that we want to value when we're assessing the performance of a search campaign. So these can be automatically optimized



using Google Ads. So forward thinking and planning your campaign for what KPI you're driving is essential to your reporting structure.

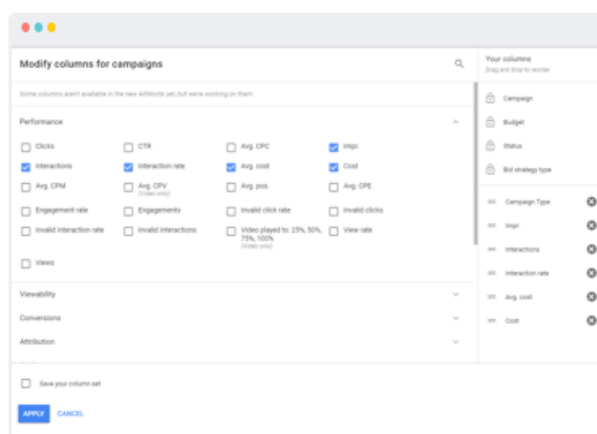
## PAID SEARCH METRICS

Okay, so we've a large range of metrics available to us to optimize in paid search campaigns for either performance of the campaign or for conversions.

- **Impressions:** The number of times an ad is served to audiences
- **Clicks:** 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 % number of impressions that lead to a click
- **Cost-Per-Impression (CPM):** The cost for serving a batch of 1,000 impressions (not a standard search metric, mostly associated with display)
- **Cost-Per-Acquisition (CPA):** How much it costs in PPC advertising media spend to generate a sale/conversion
- **Average position:** Where an ad is shown on a search result page
- **Conversion:** An action an advertiser has defined as valuable on a website, such as purchase, or contact form completion
- **Conversion rate:** The % 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

## Performance metrics in Google Ads

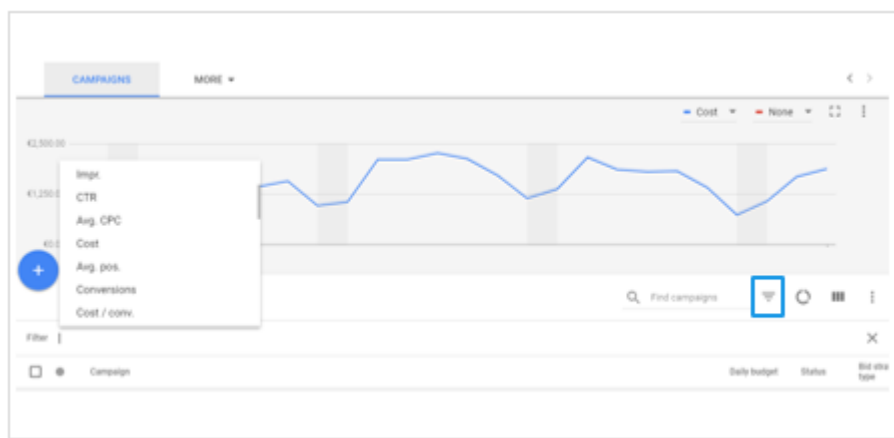
To see these metrics in Google Ads and likewise in Bing, we can use the columns filter, which is just below the graph. And then we're presented with several different metric buckets, such as performance, visibility, conversions, competitive metrics, and things like that. And within each of those buckets, there are a number of metrics that we can choose to add to our columns. When we add these to our columns, we can save this suite of metrics. And when we download a report, these are the metrics that we'll download.



We can save different types of metrics suites. So if we wanted to look at a purely performance cost-based metric suite, so we just have cost per click and a cost per conversion as our three metrics in there. We might call these costs or commercial. And then if we want to just focus on conversions, we might just have metrics that are just around conversions. And we can toggle very easily between our different column sets. We can also use filters to segment our data on the fly. So we can use the search bar to identify campaigns or to identify audiences or to identify areas, which is just below the graph.

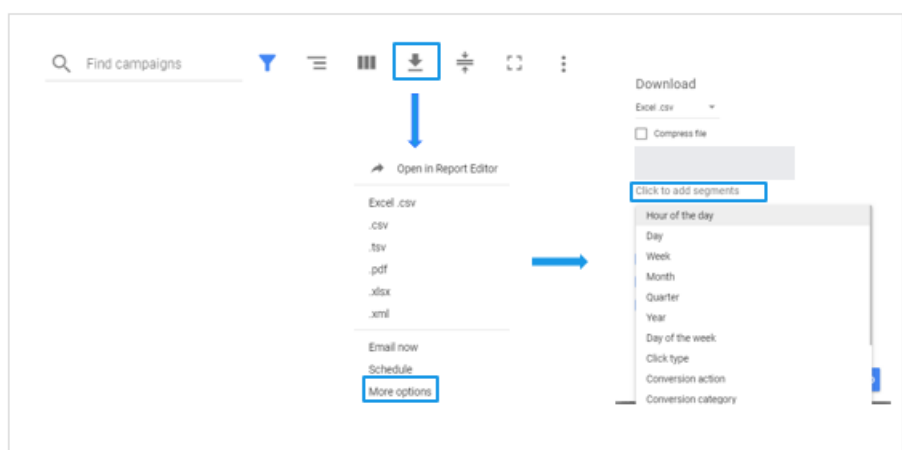
## Filters

We can use filters to see our data in a non-permanent way. And when we download that report, it will download with those filters. And we're also able to add additional segments and custom segments to our reporting. So for example, when you download your report, you're given a number of options around downloading as a CSV, or an Excel, or a PDF, or whatever it may be.



## Segments

When you click the More Options feature, you're able to add different segments, including day, months, quarter, time stuff, and other predefined options around how exactly you would like to segment that data. This is important in the identification piece. Remember, we have to see where are the high converters. If we can find out where are the high converters, we can then draw that insight. Once we draw that insight and understand where they are, we can apply the correct actions to our campaign to optimize and this is where the framework really fits into the segmentation process.



# CONVERSION TRACKING

## What is it?

Conversions are those valuable actions like sales or leads that are generated on our website following a click. Conversions are really important to measure to understand the value that your paid search campaign is driving.

Conversion tracking shows, ultimately, what happens after a customer clicks. It can be measured through things like Google Ads but also through things like Google Analytics, your website analytics tool. It's very important to decide what is your single source of truth here. So if you're using Google Analytics for all of your channel reporting, use Google Analytics reporting for Google Ads as well. It's generally not good practice to use different reporting standards across how you're reporting your conversions.

However, with things like display, we find like post impression and where people see the ad but don't necessarily buy, but then maybe they buy through search at a later stage. That type of metric can be reported in using things like DoubleClick and integrated with how powerful analytics programs like Analytics 360. But generally deciding on a single source of truth for your conversion tracking is essential to ensure the validity of your reporting.

## Examples of conversion types

The types of conversions we could track are:

- Leads
- Purchases
- Phone calls
- Downloads

Remember, you can click an ad in Google Ads and it can lead to a phone call. The length of that phone call can be measured. It can be tracked back to that ad. So if you drive a number of phone calls that were ten minutes of length each to your sales team from Google Ads, you can probably understand that there's value in that. And then the last one would obviously be downloads of your mobile app. These are the types of conversions that we can track and should track when we're doing any kind of paid search activity.

**Website tracking** would be you install a piece of code on your "Thank you page", so when someone completes a form, and it says, "Thank you for content to us", or put it on your purchase confirmation page where, when someone buy something, and it says, "Your order is now complete". The tag fires and sends the information back to Google Ads and we can see the conversion.

You can also track any kind of **app installs**. That links directly with Google Play. So because obviously it's a Google product so you can see what happens afterwards. And if you use tools like Firebase or any of the analytics tools for apps, you're able to see a little bit more how the app is being used and maybe you understand things like lifetime customer value. So app reporting is also important.

**Phone call reporting** includes calls from your ads, from mobile phone users. We can measure the length. This is useful for understanding the value of direct sales calls from searches.

You're able to **import data** from Google Analytics is one, or your CRM, or from other analytics platforms or different integrations. It's a key consideration because if you have that single source of truth like Google Analytics, this is where you would import those goals from.

## Adding conversion tracking to Google Ads

The image shows the Google Ads conversion tracking setup interface. On the left is the 'Conversion name' form, and on the right is the 'Tag' section showing the tracking code.

**Conversion name form fields:**

- Conversion name:** Purchase
- Category:** Select the category that best describes this conversion action
- Value:** Select how to track the value of each conversion. Options: Use the same value for each conversion (US Dollar (USD (\$) = 100), Use different values for each conversion, Don't use a value.
- Count:** Select how many conversions to count per click or interaction. Options: Every, One.
- Conversion window:** 30 days
- Viewthrough conversion window:** 1 day
- Include in 'Conversions':** Yes
- Attribution Model:** Last click

**Tag section:**

Select whether to track conversions on a page load or click

☒ Page load: Add the tag to the page a customer reaches after completing a conversion

☐ Click: Add the tag to a button on your website, such as a 'Buy now' button

Copy the tag below. Paste it between the <body> </body> tags of the page to track.

```
<script>
  (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.js':true});
  var g=script=document.createElement(s);var req=document.createElement('script');
  req.src="//www.google-analytics.com/gtm.js?id=UA-12345678-1";var tag=document.createElement("script");
  tag.src="//www.google-analytics.com/gtag/js?id=UA-12345678-1";var script=document.getElementsByTagName("script")[0];
  script.parentNode.insertBefore(tag,script);
  w.dataLayer=w.dataLayer||[];
})(window,document,"script","dataLayer","GTM-XXXXXX");

</script>
```

Let's look at standard Google Ads conversion tracking. You create a conversion in the main menu up at the top, and then you guide yourself through the process, you name the conversion.

You say what type of conversion it is. Is it a lead? Is it a sale? You note the value of the conversion. If you want to count every single conversion or just unique conversions, you can choose that too. And then how long do you want to leave the window open for a conversion? So if someone clicks your ad, and converts within 30 days, does that get attributed to the original click?

You can also choose what attribution model you want to use on your conversion tracking. The default is Last Click and, but there's also First Click position-based and other models depending on what's most relevant to you. You're then presented with a piece of code and that piece of code needs to be put on the "Thank you" page or the confirmation page of your website. You don't put it on every page. You only put it on the page that you see directly after the conversion happens.

Usually, when you fill in a form, you press **Submit**, and you see "Thank you for your getting in touch". The only time that "Thank you for getting in touch" that page has ever shown is when someone completes that conversion. So we want to track visits to this page.

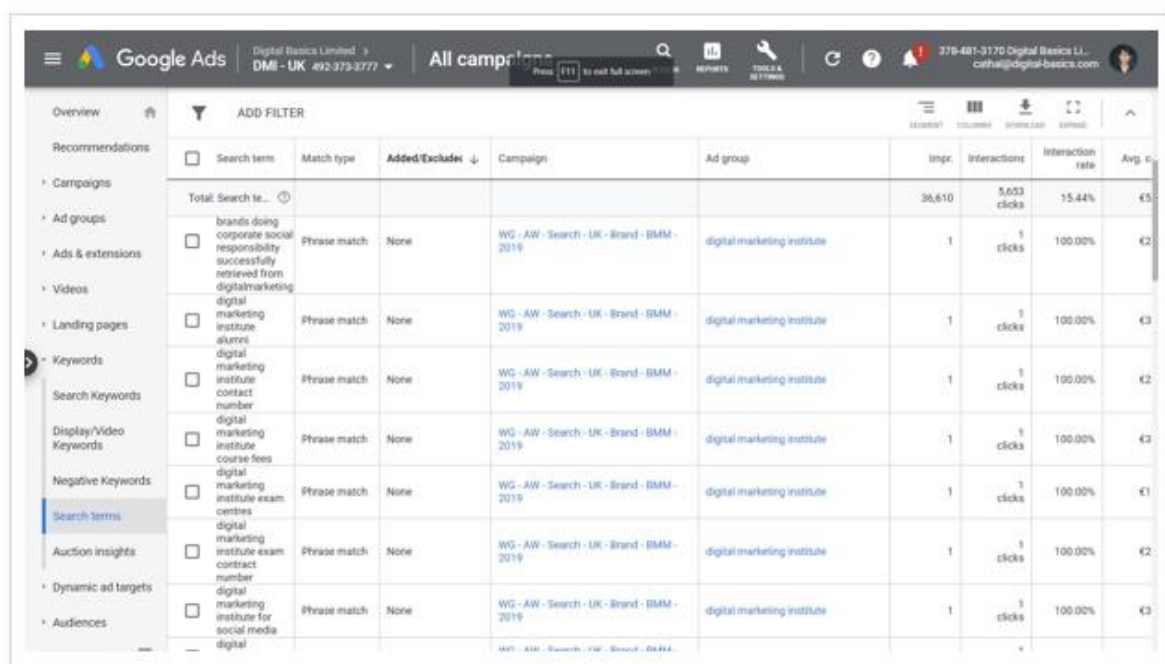
Likewise, the only time you ever see "Thank you your order is complete" is when someone has bought something. So we want to track the amount of people that visit that page.

# CONVERSION OPTIMIZATION

## Optimize for conversions

The cornerstone of paid search advertising is optimizing towards conversion. So this is really about techniques around how you might optimize your PPC campaigns for conversions.

To optimize campaigns or conversions, you must compare different metrics. And once you've tagged everything up and you're tracking all your sales, you're able to compare metrics, some keywords against other keywords, and you can assess the cost of these conversions based on the keyword level. If they're too high, you can do things like you can test reducing bids or improving quality score, change your landing page. And if your CPA is quite low, you might just say, "Well, I'm going to spend more on this because I want more of those low CPA stuff".



Search terms	Match type	Added/Excluded	Campaign	Ad group	Impr.	Interactions	Interaction rate	Avg. C.
Total Search te...					36,610	5,653 clicks	15.44%	€5...
brands doing corporate social responsibility successfully retrieved from digitalmarketing	Phrase match	None	WG - AW - Search - UK - Brand - BMM - 2019	digital marketing institute	1	1 clicks	100.00%	€2
digital marketing institute alumni	Phrase match	None	WG - AW - Search - UK - Brand - BMM - 2019	digital marketing institute	1	1 clicks	100.00%	€3
digital marketing institute contact number	Phrase match	None	WG - AW - Search - UK - Brand - BMM - 2019	digital marketing institute	1	1 clicks	100.00%	€2
digital marketing institute course fees	Phrase match	None	WG - AW - Search - UK - Brand - BMM - 2019	digital marketing institute	1	1 clicks	100.00%	€3
digital marketing institute exam centres	Phrase match	None	WG - AW - Search - UK - Brand - BMM - 2019	digital marketing institute	1	1 clicks	100.00%	€1
digital marketing institute exam contract number	Phrase match	None	WG - AW - Search - UK - Brand - BMM - 2019	digital marketing institute	1	1 clicks	100.00%	€2
digital marketing institute for social media	Phrase match	None	WG - AW - Search - UK - Brand - BMM - 2019	digital marketing institute	1	1 clicks	100.00%	€3

## Tips

Here are some tips are optimizing your campaign with a high CPA.

If your CPA is too high, try adding negative keywords. Negative keywords will remove low-quality searches that are triggering your keyword. We can find the searches that trigger our keyword in the keywords tab. And then, you can see, in Search Terms, this'll show us what exactly people typed into Google to trigger our keywords. We're then able to, from this list, select the keywords that drive high cost per sale or are really expensive and don't convert or whatever, and we can add these in this tool just by clicking them as a negative keyword.

Another way of reducing CPA is to reduce the bid. And you can test reducing the bid to see if you can reduce any of the CPA cost at this point. The only thing is it may reduce the number of clicks and reduces the number of clicks and may ultimately reduce the number of conversions. So you might get lower cost per conversion, but you might also just get lower conversion. So there's a balance that needs to be struck there. If the bid reduction is ineffective, you can try and improve quality score by looking at your ads, your landing pages, and trying to improve the customer journey.

However, it may not always be possible to reduce CPA to the desired level because of market competition, internal delays, website updates, or other external factors. But it is important to manage expectations of what can be achieved within reason and forecast accurately. So you can't always hit the desired level, but you can understand where you can get to and manage those expectations accordingly.

Cost / conv.	Conv. rate	Search impr. share	Search lost IS (budget)	Search lost IS (rank)
€4.87	0.67%	49.29%	50.40%	0.30%
€35.21	0.39%	17.32%	77.84%	4.84%
€4.88	0.79%	65.87%	32.53%	1.61%
€39.34	0.62%	76.46%	15.45%	8.09%
€147.08	0.39%	63.60%	0.74%	35.65%
€227.69	0.18%	73.58%	0.01%	26.41%

This would be a standard way of comparing competitive metrics to understand how to optimize for conversions. So up at the top there, we can see our CPA is good and we've got quite a low cost per sale at €4.00. Now over a little bit in the middle of the screen, we can see that we're only showing up 50% at a time for those keywords.

So we can sell at less than €5.00 with this particular keyword, but we're only showing up 50% of the time. So if we look at why are we are showing up 50% of the time, our last impression share due to budget is 50% and our last impression shared due to rank is less than 1%. So our bids are okay, because we're losing less than 1% of impression share because of bids, but our budget is 50% too low.

The strategy here is to test increasing the budget by maybe 48% and see do we still get loads of conversions at €4 or less than €5 for that particular higher budget.

This is a good way of understanding how we can optimize our budget for higher visibility when we've got a low CPA. And then down the bottom there, we can see the CPA is quite high for that particular keyword. But equally in the middle, our impression share is over 70%. We're spending a lot on that keyword. We're showing up over 70% of the time and our CPA is very high. So, what I would do in this instance, I would reduce the amount we spend on this particular campaign by reducing the budgets of this campaign. And what I would do with the savings that are made from this campaign budget is I would reinvest them in the low CPA campaign that needs more budget.

We're using metrics to sensibly take budget away from high CPA campaigns and putting it into low CPA campaigns, which is obviously what we want to do. We want to drive more cheap sales and reduce the amount of high cost sales we do. So this would be a good technique for optimizing conversions using competitive metrics and conversion optimization.

# CONVERSION ATTRIBUTION

## Attribution modelling

Attribution modeling involves understanding where a channel fits or where a clean keyword fits in the conversion journey.

- **Last click:** The default model is last click. So these are keywords that get 100% of the credit for the conversion because they were the last click before the conversion. Other models include things like first click. So the first click in the conversion journey gets 100% of the credit.
- **First click:** 100% of the credit is given to the keyword/campaign that initiated the customer journey to conversion.
- **Position-based:** The majority of the credit is given to the first and last clicks, with the remaining credit distributed to the keywords in the middle of the path to conversion.
- **Linear:** All clicks in the path to conversion are given equal credit.
- **Time decay:** Higher credit is given to keywords and campaigns the closer they are to conversion.
- **Data-driven attribution:** Google uses historical data, search signals, AI and other factors to apply different levels of credit to keywords and campaigns in the path to purchase to help clarify how each touch point contributes to a conversion in a more scientific and metric based way.

## Model comparison

What we do in Google Ads is in the top, in the attribution section of the main menu in the top, we can use our model comparison tool to see what our cost per conversion looks like when we change the different conversion models.

Suppose we've created a bunch of awareness campaigns. We can't use last click conversion for these campaigns because they're not the keywords that people use to buy our product. They're the keywords that people use to enter the funnel to do the research and awareness.

So what we might use for those campaigns is the first interaction or first click model, or we might use position-based. Then with our closing campaigns, the campaigns that we have in the bottom of the funnel, we might use the last click campaigns, so the last interaction campaigns and the last interaction model for those particular campaigns.

The last non-direct click might be for our comparison issues. Last Google Ads click is something to test, but it may not fit within your structure. Linear is always good to look at but it's rarely a good attribution model to apply to your campaign because it gives mixed results, likewise with time decay.

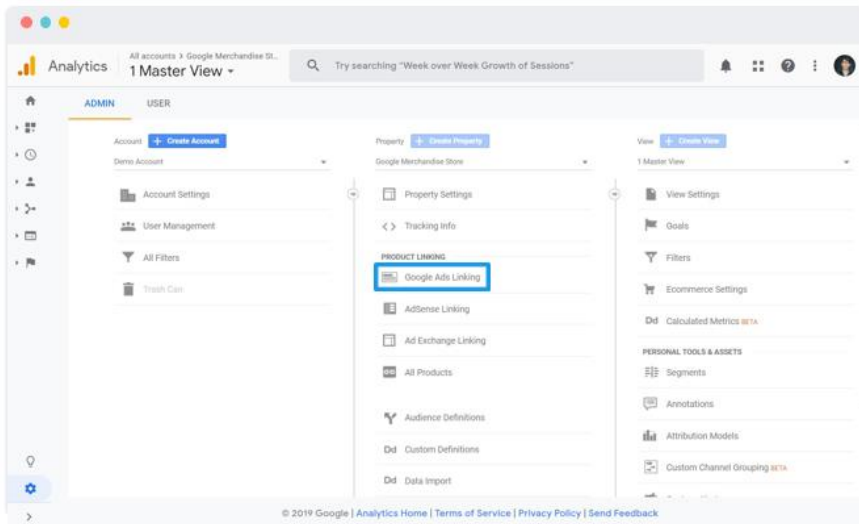
And then when there's enough data in your account, you're able to use the data-driven attribution model, which is Google's artificial intelligence built machine learning model that looks at historical data, keyword interaction, and a whole load of other indicators to understand what percentage of credit each keyword campaign and ad group might get for the activity that you're driving. So that is currently online and currently available, but not rolled out to everything just until you get the correct amount of data within your campaign itself.



# GOOGLE ANALYTICS

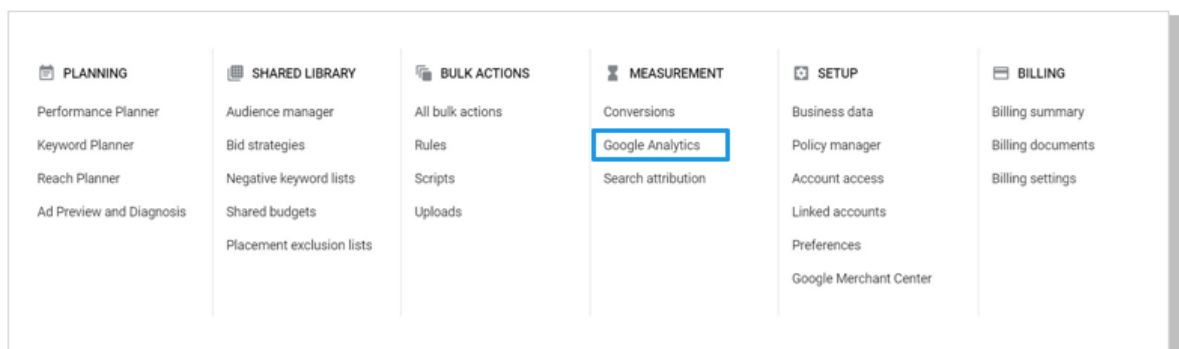
## Link Google Ads to Google Analytics

For deep-dive reporting into the interactions that happened after the Google Ads click, what we can do is we can link Google Ads to Google Analytics and link Google Analytics to Google Ads as well. So you can... essentially, the first point is to link your Google Analytics to Google Ads, to pull Google Ads data into Google Analytics. We're able to see all of our cost data, impression data, and all those different metrics from Google Ads directly into Google Analytics and attribute that to e-commerce sales or to other goals that we have set up in Google Analytics. It's a very straightforward process.



Once we're in Google Analytics, we sign in to both Google Ads and Google Analytics. We navigate to the Admin tab in Google Analytics. And in the center point, your property section of Google Analytics, we see Google Ads Linking. And then once we see Google Ads Linking, there's a very straightforward process to just choose the Google Ads accounts you want to link to this particular Google Analytics account, and Google does the rest or you. It's very straightforward.

## Access Google Analytics in Google

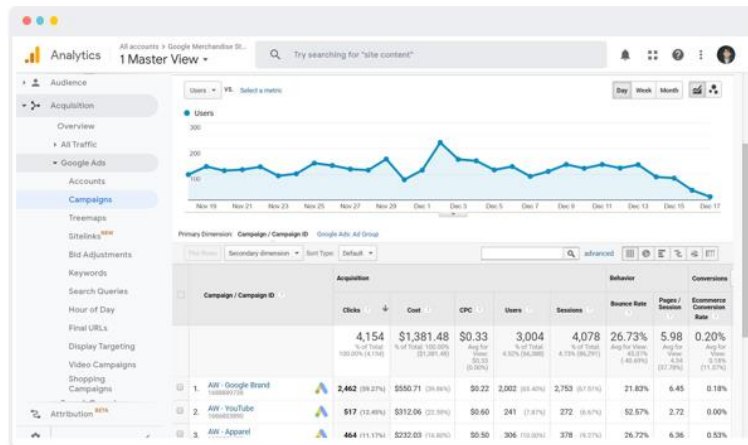


To quickly jump into Google Analytics from Google Ads in the main menu, we can see a Google Analytics tab there, which just allows to very quickly jump between the two platforms from Google Ads, which will say one thing to Google Analytics, which will say, a deeper level of reporting.



## View Google Ads data in Google Analytics

To view your Google Ads data in Google Analytics, you can see this in the acquisition tab on the left-hand side, and then the Google Ads sub-tab in there.



Within the Google Ads sub-tab, there are a number of different levels we can look at like campaigns, bid adjustments, search queries, which are what people type in to Google to actually trigger the keyword, the keywords themselves, shopping campaigns. You can also see things like you're displaying video campaigns in there.

Everything that you're doing in Google Ads is visible in Google Analytics, underneath the acquisition main tab, in the Google Ads sub-tab.

## Track non-Google search campaigns

Now, not everything integrates with Google Analytics, so we know that the likes of Facebook, Bing, and different things like that, Yahoo!, they don't integrate natively with Google Analytics because they're not Google products. With Bing, we can just take a box and it will create a tracking link for us and add to all of our campaigns, but we might want to do it manually. And if we want to do it manually, we can use what's called the URL Builder. It's a free tool. You simply enter your destination page. You enter your campaign name. You enter your source, and you enter your medium.

This then gives you back a trackable link that you can add to your campaigns and Google Analytics can read it. The only thing you won't see is you won't see things like your cost data from Bing, or your impression data from Bing, or your click data. You'll just see what happened once they hit the site, so before they got there. So you don't see the searches. You don't see the ads. You don't see any of that stuff. You just see what happens once they got to the site. So you'll see your traffic, and conversions, and e-Commerce stuff, but not clicks and cost.

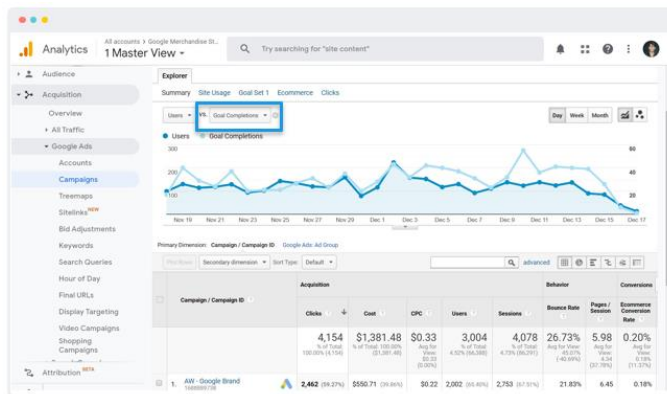
## DEEPER REPORTING

### Deep-dive in to Google Ads with Google Analytics

For deep-dive reporting into Google Analytics, consider website engagement metrics to determine the quality of your Google Ads and traffic, not just the click. So engagement metrics will show how long they spent on the site. Did they bounce? How many pages did they visit? It's not just that conversion-based actions.

So look at a whole suite of metrics in Google Analytics to understand the value of your Google Ads traffic. And this type of analysis and recording of trends can really help uncover the why. This will help you understand why people are doing certain things, and what are the steps you can take to correct or improve the performance of your campaigns based on that way.

In the previous section, we imported Google Ads data into Google Analytics. Now, we're going to bring Google Analytics data into Google Ads. It allows us to bring in things like bounce rate, average time on site, those engagement metrics from Google Analytics. We can pull them into the Google Ads interface and view them directly in the Google Ads interface.



### Import Google Analytics data into Google Ads

It's always best practice, not only to link Analytics to Google Ads, but to link Google Ads to Analytics, too, so we can see the data back and forth. And you can link your Google Analytics at your Google Ads and your Search Console to your Google Ads, your Firebase, YouTube, Merchant Center, your sales, Salesforce CRM itself, if that's what you're using, or your Google Play account to Google Ads. You can do this by clicking on the main menu and choosing Link Accounts. Then you can navigate to whatever table you want to bring in.

If you're logged into Google Merchant Center and you choose to link this here, the linking will happen automatically. If you're logged in to YouTube and you choose to link here, it will happen automatically. Likewise, with Google Analytics, Play, and Firebase.

Doing things like linking your Analytics means that you just get a little bit more post-click data into Google Ads. This is useful. Rather than always jumping between the two reporting platforms, we can do it directly in Google Ads and make the optimization there and then.

And likewise, with Search Console because search in the eyes of the consumer is just search. As a marketer, we see it as paid search and organic search, but they just see search. So it's important to understand how Search Console and your organic activations can work in line and how they stack

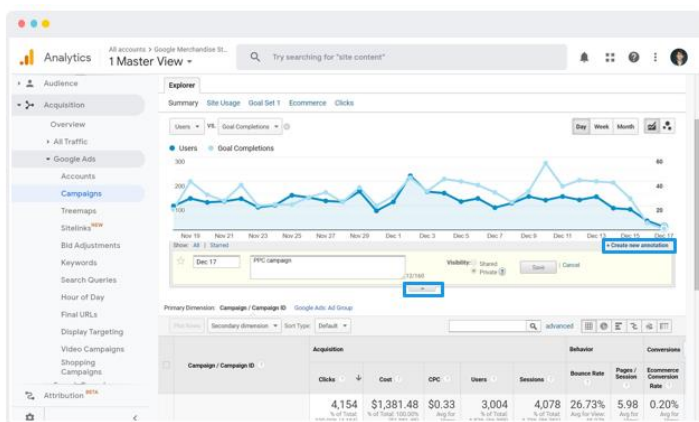
up against your paid search. So this is something that could be done in the reporting sections of Google Ads. But before we do any of this, we need to link Search Console.

## ANNOTATIONS IN GOOGLE ANALYTICS

### Annotations

Because we take a lot of actions and make a lot of changes and do many things over time, it's important to use annotations. These are just little notes for yourself every time you make a significant change in Google Ads.

If you do a master keyword bid adjustment, add new ads, add new markets, and so on, just take little notes in Google Analytics by pressing the upside-down triangle below the graph and adding a note for yourself on the day itself for when this action actually happened.



### Change history

Likewise, if you want to see actions that you took, or actions that someone else might have taken on your account (whether it's another Google Ads Manager, previous agency, current agency, or whatever it may be), you're able to look at your change history.

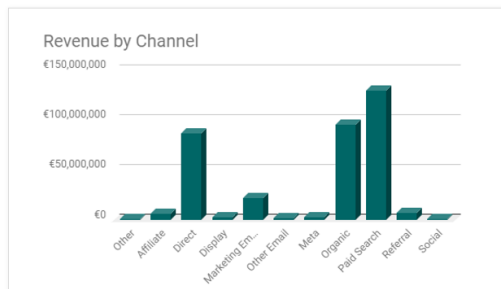
Change history is broadly used for troubleshooting. It allows you to look back on changes made by you or others in your account. And it's by date, so you set the date when you expected that change to have happened. It's particularly useful for identifying positive or negative changes in performance based on actions that we may have undertaken ourselves. And you can also undo these changes in the change history.

And if there is a change of performance, and you have added annotation in Google Analytics, you're able to move back and jump between the two and broadly estimate what that might have been. And if it was an action that you took, or if it was an external force that led to a change in performance. And this is all found in the change history on the left-hand menu of Google Ads.

# ENHANCE GOOGLE ADS REPORTING

## Data visualization

Data visualization is an essential part of any kind of Google Ads reporting, because it simplifies very complex data tables into graphs or charts, which are easily digestible by stakeholders, by managers, by people who are non-technical, or people just have limited time to understand what exactly it is you're doing.



There are a number of methods available to us to do some data visualization within Google Ads itself:

- Google Docs
- MS Excel
- Free or paid data handling tools like Google Data Studio, or Tableau, Datarama

After using the tables and the reports that you've exported or created within Google Ads and inputting them into the data visualization tool, you can then create the charts and graphs. This will allow us to draw quick insights of key pivots, share important data very quickly with non-technical people, and just act as a point of reference to map trends over time. So data visualization is essential to any kind of cost-based search activity.

An example of a Google Ads dashboard, which is really become quite common within expectations around Google Ads reporting from Google Data Studio. This is the standard template. And because it's a Google product, it links directly with Google products like Google Ads, and so on.

All of that data that we have presented here is in templated format. And simply by opening a Google Data Studio account, choosing this template and linking it to your Google Ads, you can create this report. The other thing about this report is it's dynamic. There's a date range. You can do things like change segments by options, including device, location, and modify your graphs to your liking by right clicking.



So creating a custom dashboard in Google Data Studio is the next level of Google Ads reporting where you really want to bring it alive and share it with people. You can then allow them to manipulate your data using the dynamic methods, but not exactly changing the data and having the safety that they're not going to make any optimizations within Google Ads itself.

## FURTHER ENHANCE GOOGLE ADS REPORTING

### Google Tag Manager

For simplification, for tracking, for managing your tags, for any kind of reporting, we have a free tool from Google called Google Tag Manager (GTM). This allows you to remotely put all your tracking tags onto your website without actually placing the hard code on your website. And so we can quickly add new or update existing codes on our site. We can test an experiment with different advertising techniques by using dynamic variables within Tag Manager.

After you install GTM code on all pages of your website, you can place your Google Ads, your marketing code, your Facebook code, your Google Analytics code, any of your different tracking pixels, remarketing pixels, or pieces of code into the GTM interface and just select which pages you want to serve the codes on.

And that's the easiest way to get those tracking pixels onto your site without having to change the code, or get in touch with your webmaster, or your client, or your client's webmaster.

The benefits of GTM, of course, are that, that you can control what code gets put on the site. The other thing is it can speed up the loading of your site because of the way it's built.

It's important not to have codes being tracked in GTM that are also hard coded because then you're doubling up. So if you have Google Analytics hard coded on your website, you don't put it in Google Tag Manager, because then you're counting it twice. Likewise, with Google Ads, you don't have your Google Ads conversion pixel hard coded on your "Thank You" pages and also showing up in Google Tag Manager because that will double count your conversions and overreport on your performance.

# NOTES

