



PAID SEARCH

Practical Exercises

Exercise 1

Lesson Goal: To set up a Google Ads account and create a paid search campaign

You are an e-commerce furniture maker based in Exeter in the United Kingdom and you want to expand your customer base. You decide to run a PPC search marketing campaign using Google Ads to start selling to potential customers in other parts of England. But to keep delivery costs down you don't want to sell to the entire UK, just England.

- First you must create a manager account at https://adwords.google.com/intl/en_ie/home/tools/manager-accounts/ and sign up using a Gmail address that hasn't been used on a Google Ads account before.
- Next you'll be asked to fill in some details:

Welcome to AdWords manager accounts!

1. Please provide some basic information so we can create your manager account.

What's your email address?

Name your account.

This is the name your clients will see.

How will you primarily use this AdWords manager account? (choose one)

☐ To manage my accounts.

☐ To manage other people's accounts.

- Select your country, time zone, and currency – these can't be changed.
- When your manager account is created, click on 'Management' at the top of the screen, then the '+' to create or link an account. Choose 'Create an account' and fill in your details:

| Overview | PERFORMANCE | MANAGEMENT | BUDGETS |
|----------------|---|------------|---------|
| Accounts | <p>New Account</p> <p>Create a new account that will be automatically linked to your manager account</p> <p>Type</p> <p>AdWords account ▼</p> <p>Name</p> <p>Digital Basics</p> <p>Country</p> <p>Ireland ▼</p> <p>Time zone</p> <p>(GMT+01:00) Ireland Time ▼</p> <p>Currency</p> <p>Euro (EUR) ▼</p> | | |
| Campaigns | | | |
| Change history | | | |

- Your account will be visible in the account list. Click on your account and then on 'Campaigns'.

Note: You do not need to add a credit card to set up this type of Google Ads account. There is no need to add your credit card to Google Ads for any practical exercises. If you are working in a live account for your practical exercises, remember to pause your campaigns immediately so they don't spend any money.

- When you're in the Campaigns section, click the '+' and select 'Search' as your campaign type.
- Choose your objective as 'Sales' and continue to the next step; there is no need to enter the other details on the page.
- Call your campaign 'Search – UK Furniture' and remove the display network from the options.
- Scroll down to the 'Locations' section and select to enter a different location from the default, if 'UK' is not already selected.
- Type 'United Kingdom' into the search bar. Select 'United Kingdom – country' from the country menu to add it to your targeted locations.

To ensure there is no possibility of customers in Scotland, Wales, and Northern Ireland clicking your search ads, add these three regions as negative locations for your campaign. To do this:

- In the Locations section, type 'Scotland'. Unlike above, instead of selecting 'Scotland, United Kingdom', click on 'Exclude' by hovering over the area on the far right of the menu. This will ensure that your ads will not be shown to people searching from Scotland.

| Matches | Reach ? | | |
|---|------------|--------|---------|
| Scotland, United Kingdom province | 4,442,667 | TARGET | EXCLUDE |
| Scotland County, North Carolina, United States county | 155,443 | | |
| Scotland County, Missouri, United States county | 9,485 | | |
| Scotland, Connecticut, United States city | 5,965 | | |
| Scotland Neck, North Carolina, United States city | 9,724 | | |
| Scotland, Pennsylvania, United States city | 64,914 | | |
| Scotland, South Dakota, United States city | 1,362 | | |
| Locations that include: Scotland, United Kingdom | | | |
| United Kingdom country | 54,765,923 | TARGET | EXCLUDE |
| Related locations | | | |
| MA-9 Massachusetts United States Parliamentary constituency | 2,108,604 | | |

- Repeat this step for both Wales and Northern Ireland. When you press 'Save' in a real campaign, this will ensure you exclude the specified regions, cities etc. from your primary location targeting. Then continue the set up:
- Note the key elements of a Paid Search campaign are Keywords, Copy, and Landing pages.
 - Set your daily budget at 0.01 and continue through the set-up process to complete the first part of your campaign. Set your bids at .10.
 - Enter some related, relevant keywords into the Keyword area and create your ads using quality CTA and clear language. Input your landing page into the final URL field to complete the set up.
 - Save your campaign.
 - Ensure your campaign doesn't go live by pressing the active/pause 'Green' button to the left of the campaign name.

******do not enter any credit card details to complete this exercise *****

Exercise 2

Lesson Goal: To manage a paid search campaign budget effectively

You want to manage the budget of your paid search campaign using a budget tracker.

- Open Excel and input your ideal or an imaginary PPC budget, e.g. \$5,000.
- Divide your total budget by 30 to get your average daily spend for the month.
- Create a new column called total Spend to Date and enter your total spend to date – this can be a real or imaginary figure.
- Subtract total spend from total budget to get your remaining spend.
- Keep this tracker up to date and modify your campaign daily budgets or pause campaigns to ensure you don't go over budget.
- Increase daily spend and bids if you are running behind.

| Total Budget | Daily Spend (estimated) | Spend to Date | Remaining Budget |
|--------------|----------------------------|---------------|---------------------|
| | | | |
| | | | |

Exercise 3

Lesson Goal: To measure and report on the success of your campaign

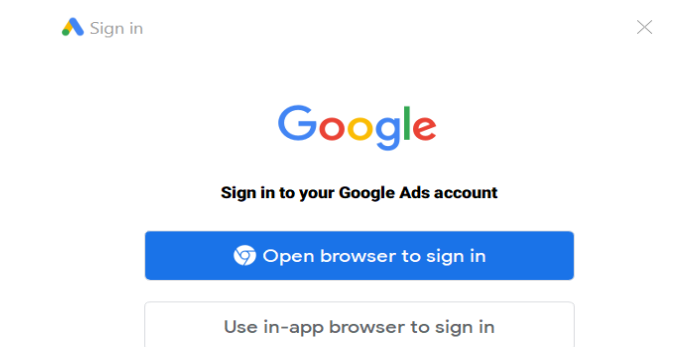
You want to measure conversion on your Google Ads campaigns:

- Open Google Analytics or the demo account and navigate to the Google Ads section in the Acquisition tab.
- Choose 'Campaigns'.
- Set your date range to the last six months and then click 'Goals' towards the right of the metrics below the graph.
- Take note of the different metrics per keyword. Work out the cost per conversion for each keyword by dividing the total cost by the total goal completions for that keyword.
- Are there any high-cost, lost-conversion, or zero-conversion keywords present?
- Consider what actions you could take in Google Ads to improve performance, including pausing poor performing keywords.

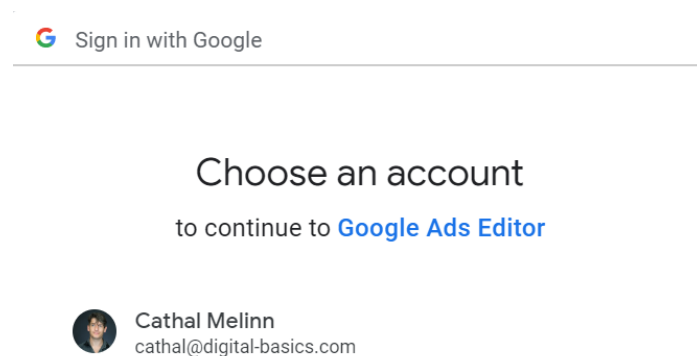
Exercise 4

Lesson Goal: To use different methods to optimize your paid search campaign

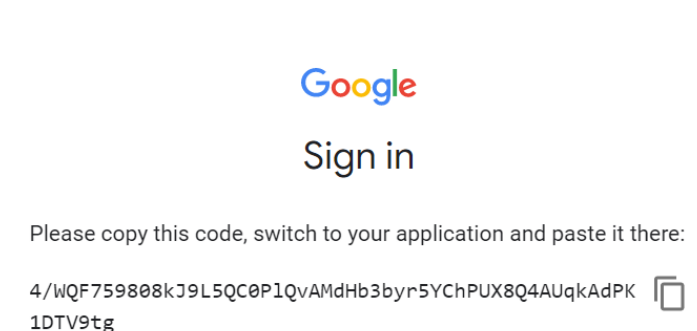
- Do a Google Search for Google Ads Editor and install the program.
- Open Google Ads Editor and click '+ Add' from the accounts menu at the top of Google Ads Editor.
- In the next screen, select to sign in using your browser or the in-app browser.



- Sign into your Google Ads Manager account and choose to let Google Ads Editor manage your account.



- You are then presented with a long piece of code. Copy this code and paste it into this access area:



- You can now download and manage your account with Google Ads Editor.
- Press the 'Get recent changes' button at the top of Google Ads Editor and download your account.
- Explore the different levels of Google Ads Editor.

