The Loop Head Peninsula
Digital Academy

Digital Training Institute
Bring your learning into the Digital Age

Zucca Films

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management

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WEEK 10

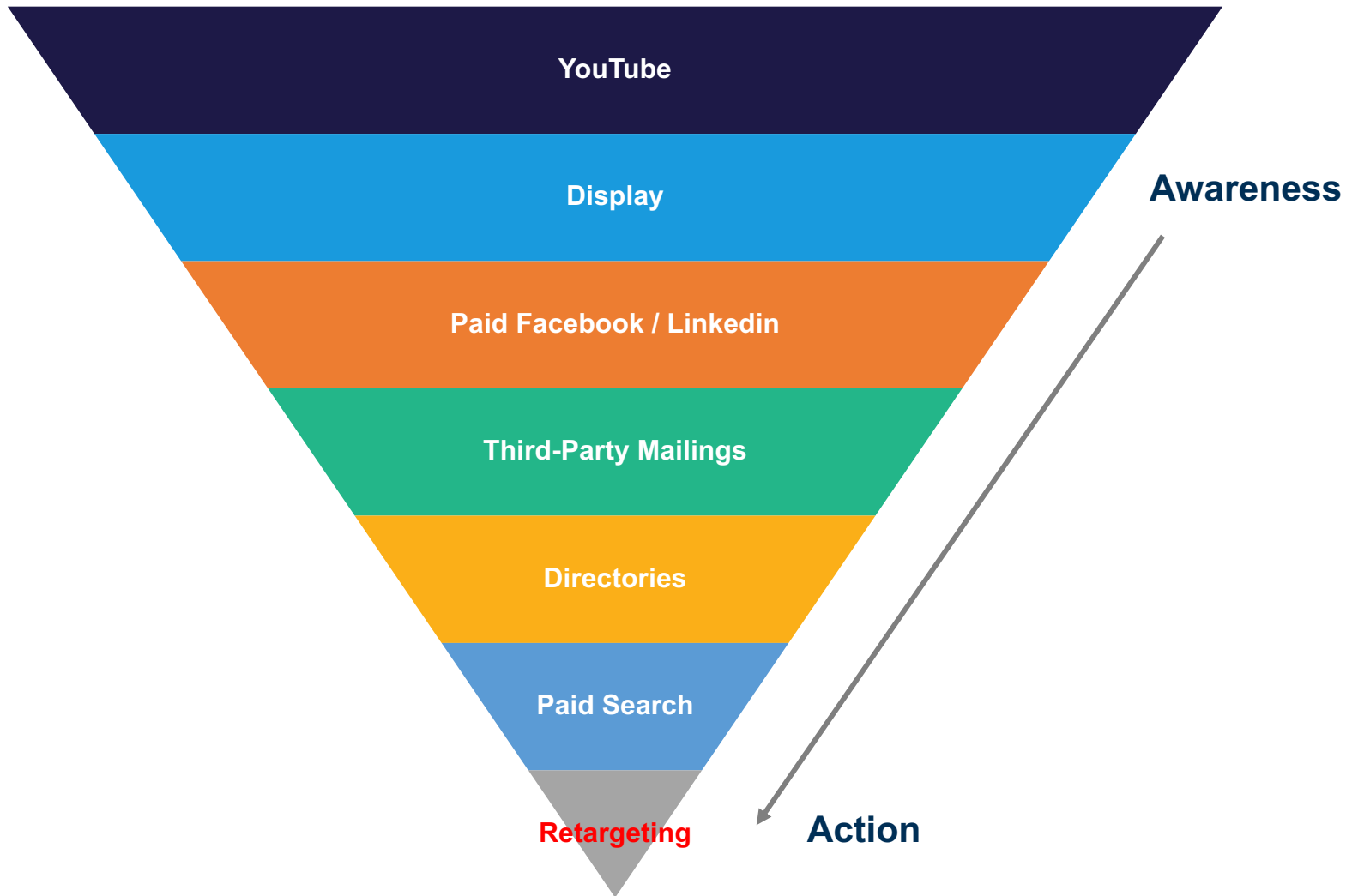# Google Pay Per Click (PPC) Advertising

Pay Per Click Advertising

What is PPC?

- PPC = **Pay per Click**

- It is a **targeted, measureable and flexible way** to get people to **visit your website**

- PPC advertising typically refers to **paid ads on search engines**, but clicks can be bought on other platforms as well.

Overview of PPC channels

YouTube

Display

Paid Facebook / Linkedin

Third-Party Mailings

Directories

Paid Search

Retargeting

Awareness

Action

The Google Ads Universe

Google Ads

SEARCH

DISPLAY & VIDEO

Google Display Network

Text Ads

The UK's #1 Conference | SALE: Buy one, get one FREE
Ad www.trendhunter.com/
Discover the future now at the Trend Hunter London Innovation Conference!
July 5th · Accelerate Innovation · Find Better Ideas Faster

Jack Morton | Event & Experiential Agency | jackmorton.com
Ad www.jackmorton.com/services/eventmarketing ▼
Event marketing agency with 75+ years of expertise in brand experience.
Multi-Talented · Multi-Discipline · Multi-Channel
◉ Acton Park Industrial Estate, Acton Park Estate, The Vale, London

Discover Lexus Design Event | Can design change the world?
Ad www.lexus-int.com/ ▼
Celebrate the next generation of designers helping to create a better future
Global Creators · Imagination · Craftsmanship · Creativity
Styles: Fashion, Products, Technology, Environmental
About Lexus Awards · Design Award Mentors · Design Award Judges

Shopping Ads /
Product Listing Ads

Color Block Mesh Insert Leggings,L
£10.99
SheIn
By Google

So Danca Tie Ankle Leggings...
£29.95
Move Dancewear
By Google

Kimberly Wyatt Girls Criss Cros...
£14.99
Mountain Ware...
By Google

Ads on YouTube
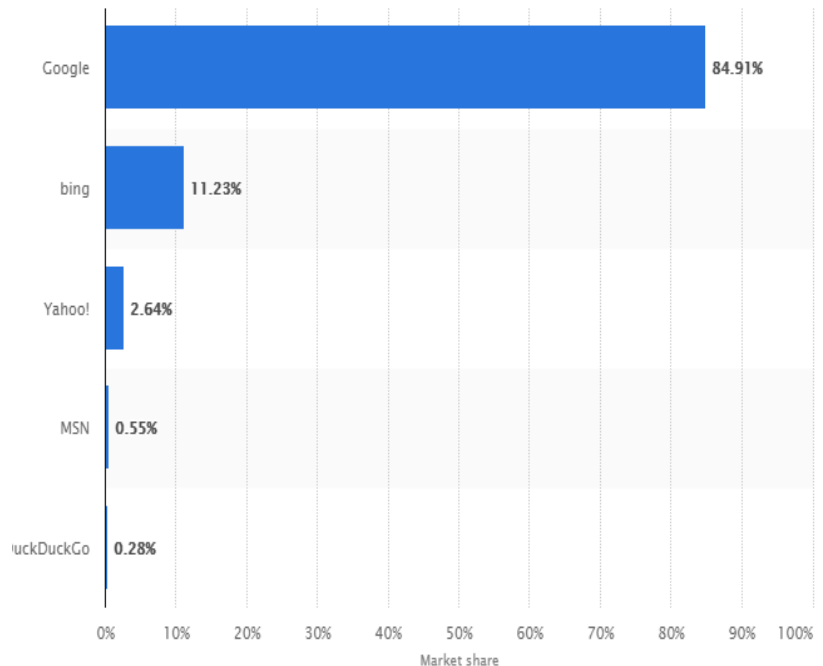
Ads on Websites

YouTube

Google AdSense

Google Ads – Search

Why Search Ads?

- Because you reach the consumers in the moment where they are actively looking for your service

- In January 2018, Google held **84.91%** market share in the UK.

https://www.statista.com/statistics/280269/market-share-held-by-search-engines-in-the-united-kingdom/
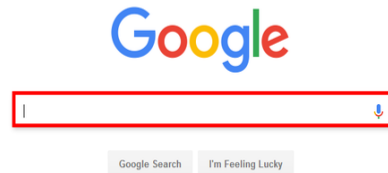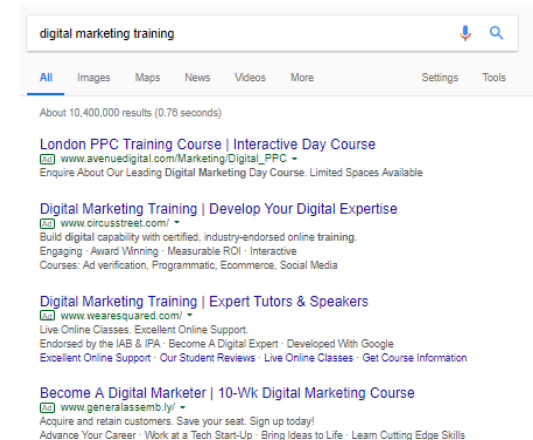
How Search Text Ads work

1. You decide the search terms against which you want your ad to appear (keywords) and set up a campaign in Google Ads

2. A user does a Search on Google for one of your keywords

3. Your ads get displayed

Account
Billing
Time Zone
Currency

Campaign
Objective & Campaign Type
Budget
Location & Language
Bid Strategy
Schedule
Extensions
Bid Modifiers

Adgroup	**Adgroup**	**Adgroup**
Bid	Bid	Bid
Audience	Audience	Audience
Extensions	*Extensions*	*Extensions*
Bid Modifiers	*Bid Modifier*	*Bid Modifiers*

Keywords	**Ad**	**Keywords**	**Ad**	**Keywords**	**Ad**
Match Type	Text	Match Type	Text	Match Type	Text
Bid	Landing Page	*Bid*	Landing Page	*Bid*	Landing Page
Landing Page	Tracking	*Landing Page*	Tracking	*Landing Page*	Tracking

Account Structure

Decide on an account structure: ***How many campaigns do you need?***

- Companies who sell products typically model their website structure
- You break up campaigns for overview and for budget control

→ Separate very narrow terms and very broad terms, as the narrow terms are more likely to lead to conversions and should have their own budget

Campaign Structure

- You want your campaign to consist of **tightly themed ad groups.**

- This ensures the ad text and landing page are as **relevant as possible for the given search query.**

- A high relevance of the ad and landing page is **rewarded by Google with a high Quality Score**. The higher your quality score, the cheaper your actual CPCs get.

Campaign: Waste and recycling

- Waste collection schedule
- Waste collection centers
- Recycling rules
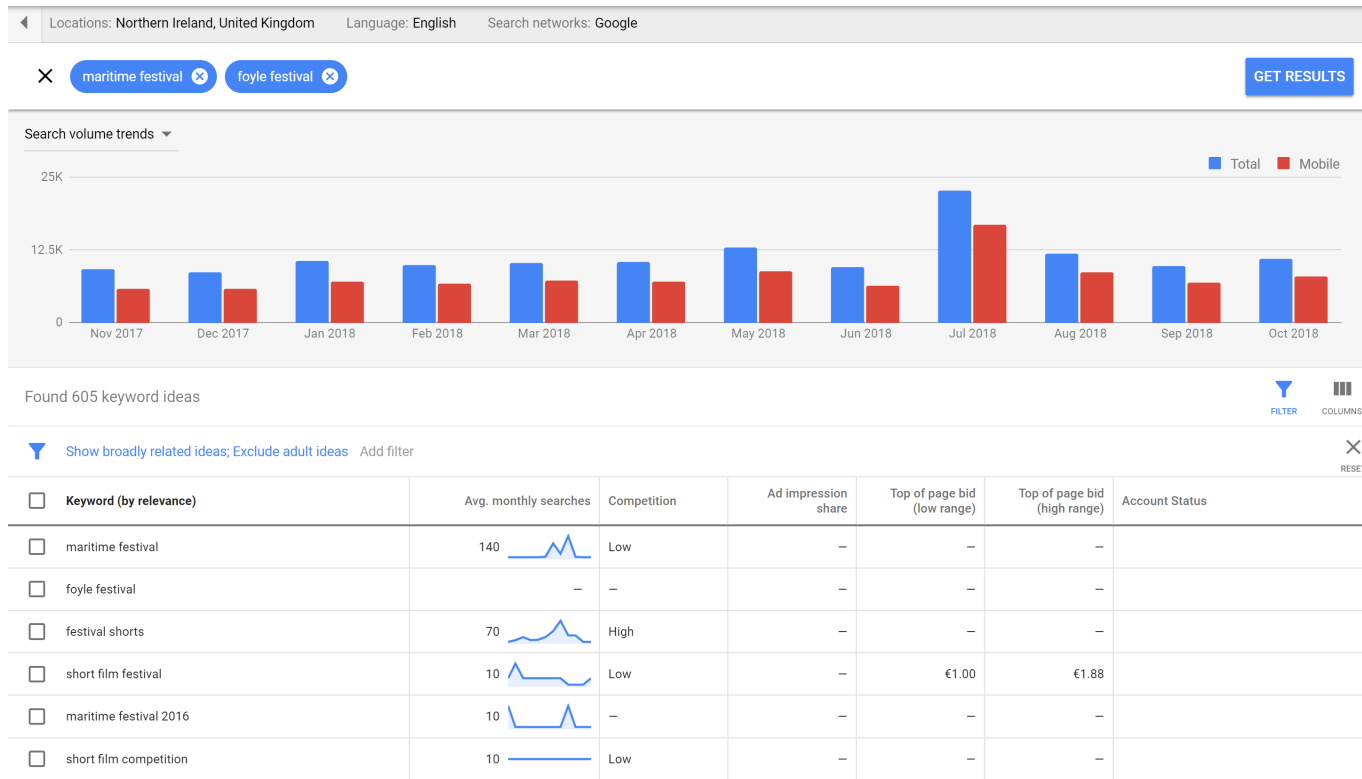- Compost
- Food and Garden Waste

Campaign: Jobs

- Council jobs
- Jobs Derry and Strabane

Keyword Research

1. **Make a list of terms** that people are searching for when looking for your website / event

2. **Go to the Keyword Planner** (in the tools section of your Google Ads account) and pop these terms in there, make sure your location and language is set properly, press get ideas

3. **Review the suggestions** and add the relevant ones to your plan

4. If you come across suggestions that are not suitable, consider adding them to your **negative keyword list**

5. **Review your plan** to get a rough idea of the clicks and cost to expect

6. **Download the plan and group the keywords** into tightly themed clusters – our future adgroups

Keyword Planner

| Locations: **Northern Ireland, United Kingdom** | Language: **English** | Search networks: **Google** |

✕ maritime festival ⊗ foyle festival ⊗   **GET RESULTS**

Search volume trends ▾

■ Total ■ Mobile

25K

12.5K

0

Nov 2017 · Dec 2017 · Jan 2018 · Feb 2018 · Mar 2018 · Apr 2018 · May 2018 · Jun 2018 · Jul 2018 · Aug 2018 · Sep 2018 · Oct 2018

Found 605 keyword ideas

▼ FILTER   ▦ COLUMNS

▼ Show broadly related ideas; Exclude adult ideas Add filter   ✕ RESET

	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
☐	maritime festival	140	Low	—	—	—	
☐	foyle festival	—	—	—	—	—	
☐	festival shorts	70	High	—	—	—	
☐	short film festival	10	Low	—	€1.00	€1.88	
☐	maritime festival 2016	10	—	—	—	—	
☐	short film competition	10	Low	—	—	—	

Keyword Match Types

- Keyword research gives us a list of terms that we will use to show our ads against

- 15% of searches are new and have never been searched before – so showing up only for exactly our keywords would mean missing a lot of relevant clicks

- That is why we can use match types to control how closely the user's search queries have to match our keywords

→ **Our recommendation:** Use Broad Match Modifier and supplement with Exact Match

https://searchengineland.com/google-reaffirms-15-searches-new-never-searched-273786

Keyword Match Types

BROAD formal shoes
Also matches: formal footwear, evening shoes, men's dress shoes…

MODIFIED BROAD (BMM) +formal +shoes
Also matches: formal evening shoes, formal shoelaces…

PHRASE "formal shoes"
Also matches: black formal shoes, formal shoes for men…

EXACT [formal shoes]
Matches: formal shoes, formal shoe*

*Exact Match nowadays also expands to different word order, queries containing filler words or having the same intent

Negative Keywords

- When using all match types except Exact Match, you **do not have full control over where your ads appear**

- You can use **negative keywords** to stop your ads from showing for search queries that contain certain keywords

- Negative keywords are also used for **"traffic sculpting"**
    - When using the same keyword in different match types
    - In complex accounts to direct the traffic to the most relevant keyword

- Negative Keywords can be kept at **Account, Campaign or AdGroup level**
    - → We recommend a list at account level that is applied to campaigns

The Interface

Access Tools & Old Interface

Access Reporting

Select Date

Select campaign type

Change history

Select campaign/adgroup

Select account element for main window

See automated optimization recommendations

Filter, Segment, Customize Columns, Download, Zoom into table or more actions

Campaign Creation
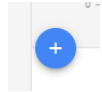
- On the campaigns tab, press

- Choose campaign type

- Select a campaign goal and fill in necessary fields, continue

- Fill in a campaign name (if you are having a complex account or want to use this in GA, think wisely)

- Add Search network if you want, DO NOT add Display Network

- Select Location and Languages (either local language or all languages)

- Enter a daily budget

- Select a bid strategy – select targeting strategy directly, select Manual or Enhanced CPC

- Leave audiences blank, tbc

- Extensions tbc

- Location options: recommended option

- Leave all other things on this page

- Create first adgroup by entering name, keywords (match types!) and a bid, save and continue

- Write your first Ad – Save.
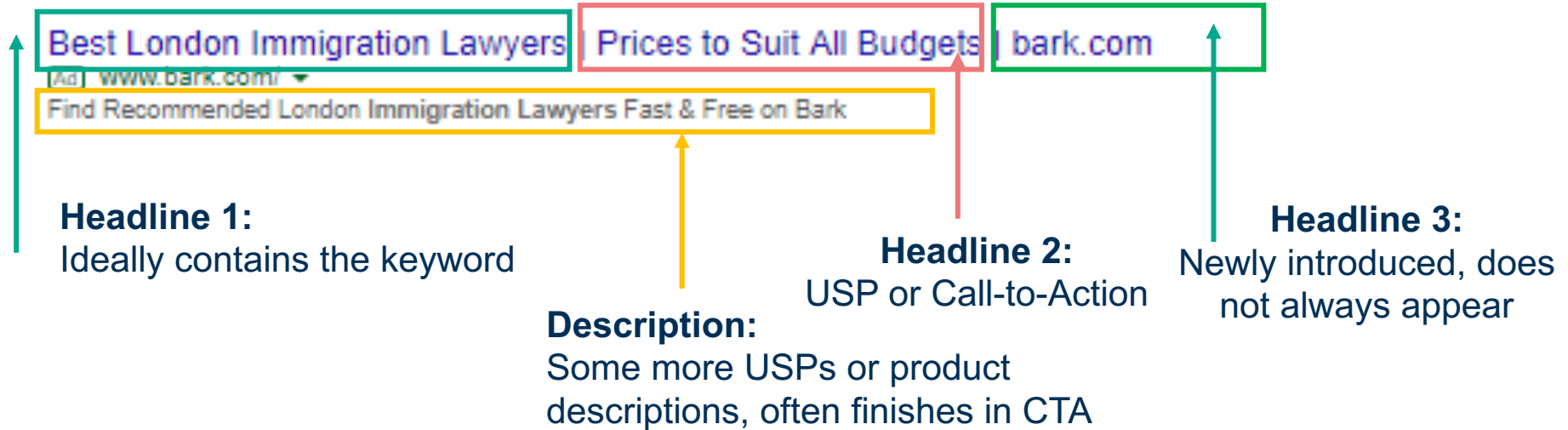
Google Search Partners

- Third-party websites who use Google Search technology and also show Google Search ads

- You can opt in and out on campaign level

- There is no transparency which sites your ads appear on and you cannot exclude separate sites

- It is a good option to get additional volume

- CTR across these partners is usually much lower

- You can see the performance by segmenting by network

→ I usually recommend including it

Bid Strategies

Bid Strategy	Goal	Use Case
Manual CPC bids	You want traffic to your website and want absolute control over your bids	Basic setup
Maximize clicks	You want to get as much traffic as possible and leave the control and adjustments of your bids to Google Ads	Not recommended
Position Bidding	You want to appear in a specific position in the auction or with regards to competitor URLs	Not recommended
Enhanced CPC	You want Google to automatically adjust your Max CPC Bid depending on the conversion probability (+/- 70%)	Recommended
Maximize Conversions	You want Google to automatically adjust your bids to get you as many conversions as possible	
Target CPA	You are receiving more than 15 (better 30) conversions per month and want to receive more conversions at the current CPA	
Target ROAS (Return on Ad Spend)	You want to receive more conversions at a similar ROAS (should have 50 conversions in the last 30 days)	

Ads

Best London Immigration Lawyers | Prices to Suit All Budgets | bark.com

[Ad] www.bark.com/ ▾

Find Recommended London Immigration Lawyers Fast & Free on Bark

Headline 1:
Ideally contains the keyword

Description:
Some more USPs or product descriptions, often finishes in CTA

Headline 2:
USP or Call-to-Action

Headline 3:
Newly introduced, does not always appear

- It is recommended to have at least three active ads per adgroup
- You can let Google optimize the delivery and show the best ad more frequently or choose even delivery if you want to do testing

Ads Policies

- ✓ no excessive punctuation

- ✓ no exclamation mark in headlines

- ✓ only one exclamation mark in the description

- ✓ only one question mark

- ✓ no CAPITALIZATION

- ✓ no use of trademarked words

- ✓ no mention of awards and superlatives if this is not proven on the landing page

- ✓ no use of incoherent language to attract attention

Ad Extensions

Phone Extension

Callout Extension

(Extended) Sitelinks

Structured Snippet Extension

- Message Extension
- Location Extension
- Price Extension
- App Extension
- Promotion Extension
- Rating Extension

Audiences / RLSA –
Remarketing Lists for Search Ads

- Google also lets you create lists of visitors to your site

- You can use these lists for targeting display ads and also on Search

- When implementing Remarketing lists for search ads, you have to options

- Targeting: only showing ads to users who are on your retargeting list (usually a small number and therefore not recommended)

- Observation: allows you to see the performance of these users on this campaign, helps Google to recognize them with automated bidding and you can increase your bids for these users

Bid Adjustments

Using Bid Adjustments, you can choose to increase your baseline bid by a set percentage number for the following criteria:

- Audience
- Demographics
  - ✓ Age
  - ✓ Gender
  - ✓ Household Income
- Locations
- Ad Schedule
- Devices
- Advanced Bid Adjustments

Bid Adjustments

→ We usually recommend bidding for quite high positions anyways, so increasing bids further only makes CPCs more expensive and we therefore would use it only very carefully (it can get messy quite quickly). Also, when using eCPC these factors are taken into account anyways.

Account Management & Optimization Routine

1. Budget, spend & notifications monitoring (daily/at least weekly)

2. Check bids & positions & optimize (weekly)

3. Pause non-performing keywords (weekly)

4. Search Query Reports (monthly)

5. Add new ads (monthly)

6. Evaluate and update ad extensions (quarterly)

7. Evaluate and change bid modifiers (quarterly)

8. Add new keywords (quarterly)

Search Query Report

1. Select the keywords view

2. Select the time frame since your last Search Query Report

3. In the top row of the keywords view, select search terms

4. Customize columns so that Impressions, Clicks, CTR, Cost, Conversions, Cost per Conversion and Conversion Rate are there

5. Export the file

6. In Excel, filter out queries that are triggered by exact match keywords and those that are already added

7. Then sort by conversions and make a note (in an extra column) of the keywords you want to add

8. Sort by cost and make a note of the keywords (or parts of keywords you want to exclude)

9. Sort by impressions and make a note of the keywords (or parts of keywords you want to exclude)

10. Implement the negative keywords you generated to the negative keywords list

11. Implement the new keywords you want to add – double-check that they end up in the right campaign & ad group

Google Ads Editor
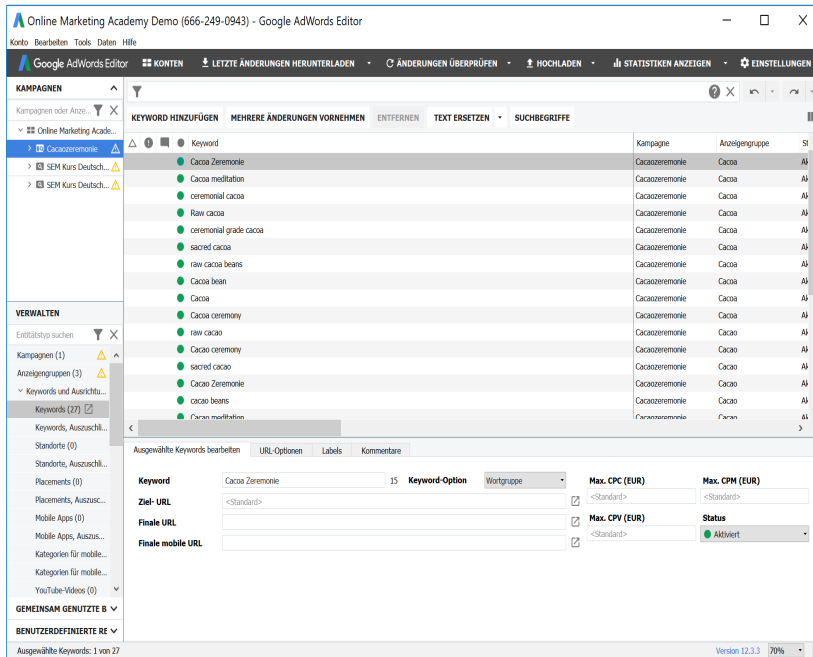
Tool for:

- ✓ Offline Campaign Management
- ✓ Collaboration
- ✓ Bulk Edits
- ✓ Copy-Pasting campaigns, adgroups etc.
- ✓ Importing keyword lists and ads from Excel
- ✓ Backups

DOWNLOAD HERE

How does the Google Ads auction work and how is the CPC price determined?

Pay Per Click Management - Insights on the Google AdWords Auction System

Hal Varian, Google's Chief Economist explains it better than I ever could in this video

Account Structure

Account
Billing
Time Zone
Currency

Campaign
Objective & Campaign Type
Budget
Location & Language
Bid Strategy
Schedule

Bid Modifiers

Adgroup Bid *Bid Modifiers*	**Adgroup** Bid *Bid Modifiers*	**Adgroup** Bid *Bid Modifiers*

Targeting	**Ad** Creative Landing Page Tracking	**Targeting**	**Ad** Creative Landing Page Tracking	**Targeting**	**Ad** Creative Landing Page Tracking

Targeting on the Google Display Network

Targeting the context (websites)

Targeting the user (audiences)
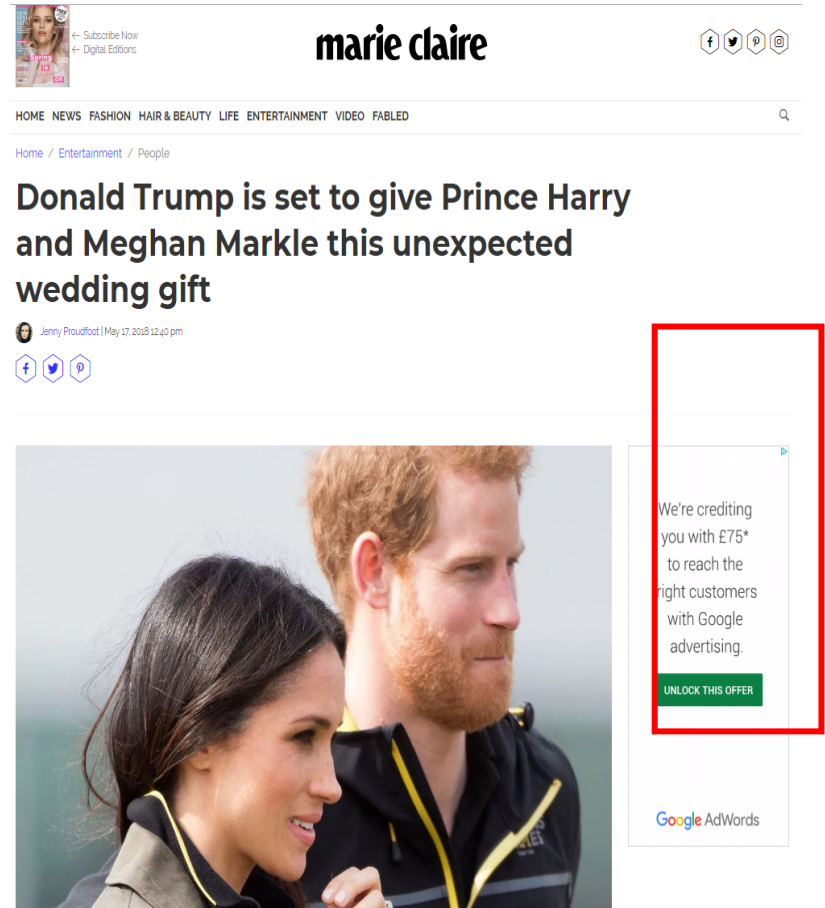
Targeting on the GDN

**Targeting the context
(websites)**

Context Targeting - Placements

- You show your ads on **specific websites** in the Google Display Network

- You choose the **website where you want your ads to appear** and **enter the URL** into your campaign

- **Maximum control, highest cost**

Context Targeting – Content Keywords

- Appear on websites that contain a **set of keywords** you define

- A lot of the pages you appear on are relevant and you get a **good price**, but **constant vigilance and optimization is required**

Context Targeting – Topics

- An **easy alternative** to handpicking websites or building keyword clusters – Google has grouped thousands of websites into Categories

- You have a list of **600 categories** to choose from

- High reach, placements **not always accurate in category**

- **Only use in combination** with other methods
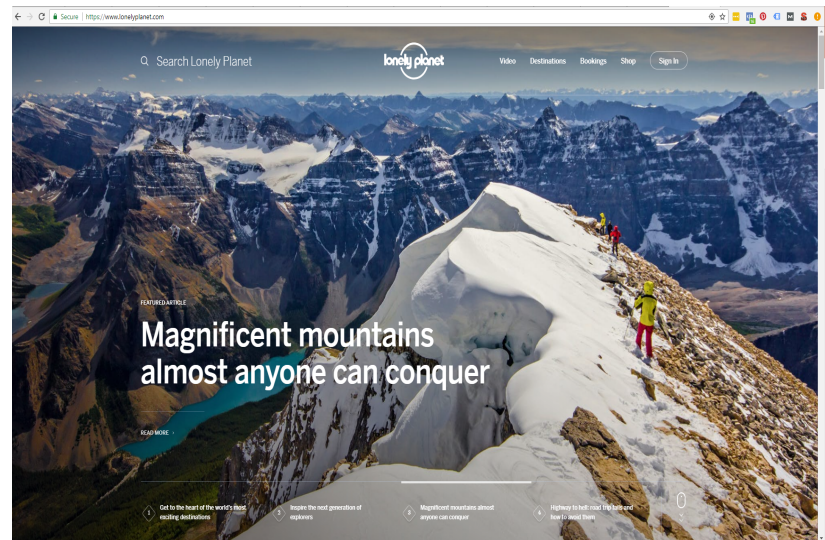
Targeting on the GDN

Targeting the user (audiences)

Audience Targeting – Remarketing

- Target **people who have visited your website**

- Use Remarketing lists set up in Google Ads or in Google Analytics or upload your customer list and do customer match

- **Tends to perform well** because it targets relevant users and the placement does not matter

Audience Targeting – Similar Audiences

- Google's Lookalike Technology

- **Automatically created** based on your retargeting lists

- **Works well in combination** with other targeting methods

Audience Targeting – In-Market Audiences

- **Based on browsing behaviour**, Google understands what users are looking to buy

- Target users who are **about to make a purchase** in your category

Audience Targeting – Audience Keywords

- Show ads to users who have **shown an interest in a set of keywords** you have defined

- **Broader than content keywords**, but ads following this targeting strategy often appear in relevant contexts

- You can use your search keywords, similar brands also tend to work well

- **Best performance achieved if layered** with other targeting methods

Audience Targeting – Affinity / Interest Audiences

- Affinity Audiences are interested in specific categories

- There are more than 80 segments available

- For Performance campaigns, it is better to use InMarket-Segments

Audience Targeting – Demographics

- Target users based on **age, gender and parental** status

- For Performance campaigns this is not a good setting. You can use these for **optimizing audience campaigns.**

GDN Targeting - Overview

Reach

Conversions

| Context	User
	Demographics
	Affinity / Interest Audiences
Topics	Audience Keywords
Content Keywords	In-Market Audiences
Placements	Similar Audiences
	Remarketing Lists

You can also use combinations of these targetings!

Automated Solutions

- Smart Display Campaigns, SDC
  Uses all types of GDN targeting to find conversions at a set CPA, advertisers only have to provide CPA target, budget and Creative

- Universal App Campaigns, UAC
  Automated app install ads working across search and display

Responsive Ads on the GDN

- **Flexible creative** for the GDN

- You only have to upload images and enter text and **Google automatically adapts the final creative** to the ad space and tests different text and image combinations and variants
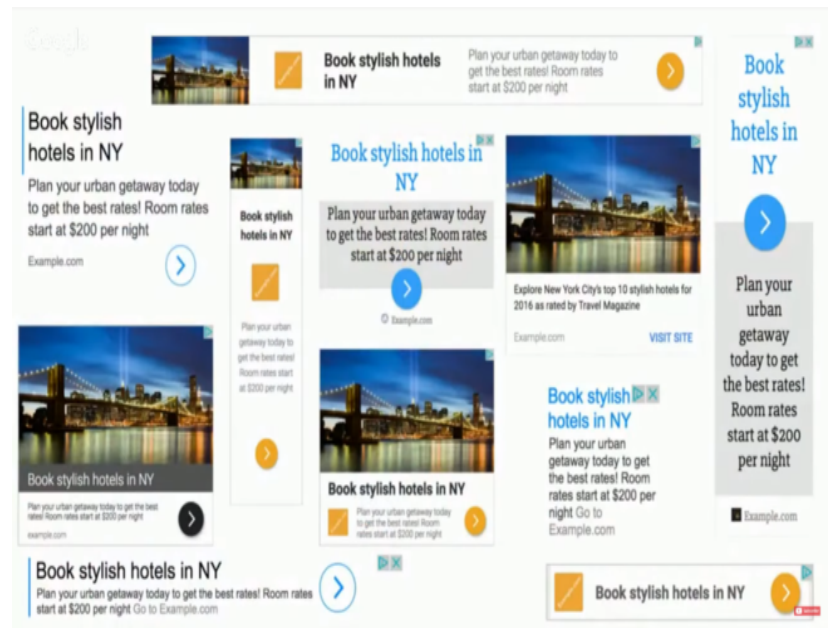
Creating and uploading your own banners

- If you do not want to use the responsive ads, you can also create your own banners

- There is a wide variety of different formats available. For maximum reach, use at least these formats:
    - **300x250 (medium rectangle)**
    - **728x90 (superbanner)**
    - **160x600 (wide skyscraper)**
    - **300x600 (half page)**

- Use attention-grabbing colours, maybe frames to stand out on crowded websites

- Have your name and a clear call-to-action on your banner

- You can use animated gifs, but they have to stop moving after 30 seconds

- You're not allowed to use click mimicking

- Use moat.com for banner inspiration

Measuring Performance on the GDN

Conversions

Conversion tracking on the GDN works as well as it does on   search. GDN typically appears earlier in the customer journey than search, so look at your assisted conversions / change your attribution model in Google Ads.

View-Through-Conversions

GDN campaigns will not only report click-through conversions,   but also View-Through conversions from people who have seen your ad but not clicked on it. Decide on how you want to take these into account.

CTR

CTR is very important on the GDN, because when you pay per click, so if your CTR is too low, Google is better off giving the ad space to somebody else. A benchmark CTR on the GDN is 0.10%. If you see your Impression Share being < 10%, Google might not give you all the ad space you could get.

Optimising Performance

Placement Campaigns

- Pause placements that do not perform to your expectations or if they have a lot of traffic, layer them with audience targeting (Similar Audiences or Interest Keywords)

Content Keywords & Topics

- Regularly analyse the placements that your ad appears on (aggregated across adgroups and campaigns) and exclude placements that do not perform well for you. If performance as a whole is unsatisfactory, try layering. Add successful placements to your placement campaign

Audiences

- Narrow down audiences by excluding demographics or layering with other audiences or topics. Once in a while, analyse all placements to make sure you are not overspending on non-performing ones.

Reporting

Today's Takeaway