

Google AdWords Fundamental Exam

Ch.1 Intro to AdWords

- Word/phrase into search engine = **query**
- Two types of results
 - o Organic listings: natural/free
 - o Paid listings: advertisements
- Search engine optimization (SEO): building new websites, changing existing websites, so that they rank highly in search engine's organic search results
- Search engine marketing (SEM): process of promoting and marketing a website through paid listings on search engines
- Pricing models
 - o Pay-per-click model (PPC)
 - o Cost-per-thousand impressions (CPM)
- Advertising goals
 - o Direct Response
 - Like user to perform an action after clicking through your ad to your website: make purchase, sign up newsletter, request quote etc.
 - Define cost-per-acquisition (CPA) that you'd like to achieve per conversion
 - o Branding
 - Raise awareness and visibility of product, service, cause
 - Aim to place ads in front of as many people as possible within target audience
- Common AdWords Terms
 - o Keywords: terms or phrases you want to prompt your ad to appear
 - o Placement: control where your ads appear. Usually a website where you'd like ad to appear
 - o Image ad: graphical ad that can be static or animated, runs on Goggle Display Network
 - Also called display ad
 - o Campaign and ad group: AdWords accounts organized into campaigns and ad groups
 - Start with one campaign which has its own daily budget and targeting preferences
 - Can have multiple campaigns running and might choose to create one campaign for each product or service
 - Within each campaign, you have one or more ad groups, which are sets of related ads, keywords, placements
 - o Impression: number of impressions is number of times ad is displayed on Google or Google network
 - o Click: customer sees ad and clicks on it, click recorded in account
 - o Clickthrough Rate (CTR): number of ad clicks/number of impressions x100
 - o Cost-per-click (CPC): AdWords charges for each click ads receive.
 - o Cost-per-thousand impressions (CPM): pay for views of ad rather than clicks. Maximum CPM is most willing to pay for each thousand impressions.
 - Only available for campaigns that target the display network and not google search or search partner sites
 - o Quality Score: basis for measuring quality of your keyword and ad and determining your cost-per-clicks (CPCs)

- Determined by CTR, relevance of ad text, historical keyword performance and other relevancy factors
 - Higher the quality score, lower price you'll pay per click
 - First page bid estimates: first page bid estimate for each of keywords. Metric estimates the CPC bid needed for ad to reach first page of Google search results
 - Optimization: process of creating/editing keywords and ad text to improve performance of AdWords ads
- Client manager works with client accounts through the My Client Center (MCC) program

Ch. 2: AdWords Account and Campaign Basics

- Six main tabs in AW account
 - Home: contains Account Snapshot page, easy to ready summary of key acct info
 - Campaigns: create/edit campaigns, ads, keywords, display network placements
 - Opportunities: keyword and budget optimization ideas across acct
 - Reporting: track performance of website, reporting tab includes access to Google Analytics
 - Billing: enter and change billing details, see billing history, print invoices
 - My account: control personal info
- Each campaign should reflect single, overarching goal
- Some effective ways to organize campaigns
 - Theme or product line
 - Website's structure, such as by categories
 - Different brands
 - Geography
 - Language
 - Distribution preference
 - Budgets
- Can edit campaigns using bulk edits or inline edits
- Campaign settings
 - Locations: can target ads to almost any set of locations, including: countries, territories, regions, cities, custom areas
 - Languages: AW system looks at user's Google interface language setting to see if it matches one of languages that campaign targets
 - Networks and devices: determine where on internet and on which types of devices ads will appear
 - Bidding option: basic bidding options include automatic bidding and manual maximum cpc bidding
 - Budget: amount you're comfortable spending on AW advertising each day
 - Ad Scheduling: specify certain hours or days of week when you want AW ads to appear
 - Ad Rotation: determines how often we deliver your active ads in relation to one another within ad group
 - Optimize (default): system will favor ads that have combination of a high CTR and Quality Score. Ads will enter ad auction more often and ads will rotate until ad with the better CTR start to show more frequently.
 - Rotate: each of your ads will enter ad auction an approximately equal number of times

- Frequency capping (Display Network only): limits number of times ads appear on Display Network to unique user.
- Ad groups tab fast way to see/edit details of all ad groups in AW acct

Ch. 3: AdWords Ad Formats

- Text ad key concepts
- Ads should:
 - Clearly and accurately represent site
 - Emphasize unique benefits of product/service
- Text ads most basic type of ad, known as sponsored links
- May appear on Google, search partners, Google Display network
- 25 characters for title
- 70 characters for ad text
- 35 characters for Display URL
- Adwords Image Ad Basics
 - Image ads are graphical ads that can be static or animated
 - Appear on Display network sites in google network
 - Combine two powerful features: graphics and prove AW targeting technology
- AW video ad basics
 - Work with google, youtube, publishing partners
 - Video ads may appear in, with, or around video content depending on ad format
 - May choose CPC or CPM pricing depending on video ad format
 - Must target ads to Google Display Network, will not appear in google search results
 - Can choose to serve video on specific sites in network, or use keywords to target ads to pages that relate to product or service
 - Managed placements: select sites or categories that you know will target audience, recommend target at least 10 sites
 - If keyword-targeted campaign, important to have tightly themed ad groups
 - Ability to target video ads internationally, nationally, locally
 - Choose to bid on CPC or CPM
 - CPC: text overlay, in-video, click-to-play
 - Pay when clickthrough leads users to your website, not when user clicks on video ad's opening image or play button
 - CPM: text overlay, in-stream, in-video, click-to-play
 - Allowed only in campaigns that don't target search, pay for impressions of opening image, rather than plays of video
- AW mobile ad basics
 - Mobile ads appear only on mobile display network
 - Mobile ads must lead to mobile website
 - Recommended to create separate campaign just for mobile ads and settings
- Rich media display ad
 - Rich media ads include video ads, flash animated ads, ads that mix text and animated content and designs
 - More actively engage web user
 - Video: create in-stream or click-to-play video ads
 - Animation/image: select multiple interactive templates that allow showcase images or set unique destination URLs per image

- Need to use display ad builder to create rich media ad
- Choose CPC or CPM pricing
- Must target ads to google display network
- Managed placements vs. keyword-targeted campaign
- Text ad guidelines/policies
 - Ad policies fall into three categories: editorial/format, content, link
 - Editorial and format
 - Character limit: headline, text, URL must fit within required limits
 - Prices, discounts, free offers: if ad includes price, discount, free offer, must be clearly and accurately displayed on website within 1-2 clicks of ad's landing page
 - Punctuation and symbols: may only contain maximum one exclamation point
 - Content: policies relate to products and services you advertise, may apply to ads and content of site
 - Link: policies relate to display and destination URLs in ad
 - Writing targeted ad text
 - Create simple, enticing ads
 - Include prices and promos
 - Use strong call-to-action
 - Buy, purchase, call today, order, browse, signup, get a quote
 - Include one of your keywords in your ad text
- Image ads
 - Use compelling call to action
 - Prominently show your display URL
 - Include details like prices, delivery details, and relevant special offers
 - Relevance is key
 - Use appropriate capitalization
 - Promote sense of urgency in display ads
 - Keep it simple
 - Include clear images of product/people using product
 - Align all of advertising messaging, help build cohesive brand
- Video Ads
 - Video should be direct and engaging
 - Deliver key messages early in video
 - Clear about what business offers and message
 - Provide clear next steps
 - Bid by impression rather than by click, this way lower CTR won't affect where ad appears
 - When using CPC, use negative keywords and exclusions
 - Focus on interaction rates, better indicator of time your audience engages with your brand
- Mobile ads
 - Mobile ads have unique link policy and size guidelines
 - Link policy
 - Destination site must be written in a supported mobile markup language
 - Wml (WAP 1.x)
 - Xhtml (WAP2.0)
 - Chtml (imode, etc.)
 - PDA-compliant html

- Size guidelines
 - WAP mobile text ads contain two lines of text, limit 12-18 characters per line
 - Destination URL appears on third line, have option of “Call” link
- Rich Media Display Ads
 - Contain mix of content types such as text, flash, video, images
 - Copyrights: must have full legal rights or an authorized license to distribute all content you submit to google AW
 - Advertising policies: all ads subject to AW content and editorial policies
 - Privacy: may not use any ad to collect personally-identifying user info
 - Best practices
 - Set effective bids and budgets
 - add display ads to an existing ad group
 - create display ads in their own unique ad group
 - customize your ad
 - choose easy-to-view colors
 - work with publisher color schemes
 - calls to action
 - make sure final frame (for animations) contains all key messaging and call to action
 - be explicit about call to action, in button or elsewhere
 - use transparent PNG format images whenever possible
 - balance ad content: ad text and images balanced within body of display ad and within overall ad size
 - create a visible Display URL
 - try different display options
 - change color schemes
 - try new templates
 - measuring impact of rich media display ads
 - driving direct sales: getting more clicks
 - compare costs to leads or conversions
 - target your audience more effectively
 - promoting your brand: measure interactivity
 - look at mouseover and interaction rates
 - percentage of impressions in which a user moused over the ad for more than one second
 - track your website traffic trends using Google Analytics
 - use conversion tracking to learn whether your display ads are driving the kind of web user behavior you want to see (signups/purchases etc.)

Ch. 4: AW Targeting and Placements

- google network split into search network and display network
- search network: google and other search sites like AOL
- display network: collection of websites that have partnered with google [display partners], youtube, specific google properties such as gmail
- keyword-targeted campaigns opted into entire google network by default

- keyword-targeted ads can appear across search and display network pages in google network
 - o google uses search targeting to match keywords to search terms on search sites
 - o for display network pages, google uses contextual targeting to match keywords to webpage content [called automatic placements]
- placement-targeted ads can appear only on pages in display network
 - o choose specific audience and site to target
 - o if ad group also has keywords, keywords and placements work together to determine where ads should appear
- google displays ads across the search and display networks based on relevancy
- quality score calculated separately for search and display network
- appearance of ads vary slightly among google network sites to match look and feel of different pages
 - o google automatically formats ads for you
- text ads can appear on search pages and on display network pages
- ads that contain graphics are only on display network pages
- targeting on search network applies to keyword-targeted ads shown on google search results pages and on sites in search network
- placements are locations on google display network where ad can appear
 - o can be an entire website, subset of website, or individual ad unit positioned on single page
 - o automatic placements: keywords in ad group are targeting display network, use contextual targeting
 - o managed placements: placements user chooses to manage separately for increased control
 - excluded placements: certain placements you don't want to run ads
 - o device platform targeting: allows to target text/image ads to one of both of following
 - desktop and laptop computers
 - iPhones and similar mobile devices that use full HTML browsers
 - opting in and out: device platform targeting applied at campaign level. Can opt campaign in and out of targeting either device platform
 - google network: campaigns opted in to targeting mobile devices eligible to show text ads on google web search
- keyword match types
 - o broad match: default setting for all keywords
 - all searches made using your keyword in any order/combo might display your ad
 - o phrase match: narrows reach by requiring words to appear in exact order
 - o exact match: shows ad when exact phrase is used in search, without any other words before, between, after
 - o negative match: eliminates searched phrases you don't want your ad to appear for
 - o embedded match: allows you to prevent your ad from appearing in relation to certain phrase or exact matches
- broad match: submit keyword to ad group without quotes or brackets
 - o reach wide audience and trigger ad to appear whenever keyword or similar term appears in a user's query
- phrase match keyword targeting: triggers ad to appear for any query that includes your keyword or phrase in exact sequence and form that you specify
 - o to enable phrase matching, enclose it with quotation marks
 - o ex. "used book"

- exact match keyword targeting: most precise method
 - o enclose it in square brackets
 - o ex. [used book]
- negative match keyword targeting: specify negative keyword, add minus sign
 - o ex. -college
- embedded match: allows to prevent ad from appearing in relation to certain phrase or exact matches
 - o ex. -[toy story]
- keyword creation five-step process
 - o 1. Build keyword list: create list of terms that refer to your business and think of common phrases people use to think of something similar
 - Get additional keyword suggestions from Keyword Tool
 - o 2. Group keywords by theme: grouping ads and keywords together in their own ad groups by theme can help you better performance from ads
 - o 3. Set appropriate match types for each keyword (Search Network)
 - o 4. Remove unnecessary keywords
 - o 5. Test run the campaign
- Keyword tool: tool provides additional keyword ideas, including synonyms and spelling variations
 - o Can build relevant keyword lists, review traffic estimates, add keywords directly to your ad groups
- Monitor keywords using quality score column and keyword analysis field
 - o Quality score column: displays quality score
 - o Keyword analysis field: gives in-depth view of keyword's performance
 - Let's you know if ad is not showing for keyword, also includes quality score details which explains whether problems with keyword relevance, landing page quality, or landing page load times are negatively impacting your quality score
- Try keyword lists of 20-30 tightly themed terms
- Two or three-word phrases generally work best
- Whenever you create new campaign, choose which languages and locations you want to target
 - o Language: target up to 40 different languages
 - o Location: target any combination of countries, territories, regions, cities, and customized areas that you define
- Target language spoken by audience trying to reach
- Target countries/territories if want to reach wide audience across one or more countries
- Can combine targeting options any way you like within same campaign
- Only show ads to users whose Google interface language matches language(s) that campaign targets
- Location
 - o Google considers google domain (.fr, .de etc.)
 - o Analyze search term user submits on google
 - o When possible google determines user's general location based on computer's IP address
- Customized location targeting
 - o Enter physical address: enter business address, then choose distance that forms radius of circle around address
 - o Select point on map: can define center of advertising circle by dragging interactive map to place a red marker on location

- Multi-point (polygon): lets you click three or more points on interactive map to outline advertising region of your choice
- Key concepts on display network placements
 - Automatic placements: use contextual targeting to determine automatic placements where ads appear using keywords in ad group
 - Managed placements: choose to manage placements separately for increased control, use managed placements
 - Can increase/decrease ad delivery by setting unique bids for each of your managed placements or can use managed placements to restrict sites in the display network where ads appear
 - Excluded placements: can also choose certain placements on which you don't want to run ads
- Automatic placements: contextual targeting means that the AW system automatically starts by looking through every possible page in google display network to find content that matches those keywords, takes contextual matching down to the page level
- Placement targeting lets you choose individual spots in display network where you'd like to see ads displayed
 - AW placement tool can help find placements for ad as you create new campaign/ad group
 - Placement diagnosis to determine whether your display ad is running on particular display network placements
- General order of bids for automatic placements (highest to lowest priority)
 - Individual placement bids
 - Override ad group default bids
 - Managed placement bids
 - Display network bid
- Managed placement targeting basics
 - Specific ad placements in display network where you'd like ads to appear
 - Placement restriction: want to run ads using option "show ads only on pages that match all selected targeting methods"
 - Bid management: have ads running and you'd like to raise/lower bids for specific placements based on the performance of those websites
 - Can do this by adding them to managed placements
- How keywords and managed placements work together
 - Step 1) keywords always do their work first
 - Step 2) managed placements further control where your ads may appear
- Pricing for keywords and managed placements
 - AW always uses most specific bid available
 - General order of bids
 - Individual bid
 - Ad group managed placement bid
 - Ad group display network bid
 - Ad group default bid
- Three main ways to add managed placements to ad group: manually adding, copying from your automatic placements table, or using placement tool
- Monitoring placement performance
 - Important to review performance of ads on all placements to determine whether the placements are effective

- To run a URL report click See URLs – report lists pages where ads have appeared on display network and ads’ statistics
 - Focus on areas that matter most by initially sorting the data by column fields such as “clicks” or “cost”
 - Helps you understand which domains or URLs give your ads the most exposure
- Targeting placements by content type
 - Targeting video placements: use placement tool to target video content on sites that are a part of the google display network
 - If placements are available for your location and language settings you can access them via the Entertainment placement targeting category
- Targeting game placements
 - Use placemet tool to target web-based games on sites that are a part of the google display network
 - If placements available, access them via Online Games
- Targeting feed placements
 - Can use placement tool to target RSS feeds that are a part of the google display network
 - Feeds allow web users to track updates and new content for their favorite sites, and allow publishers on display network to syndicate their content to subscribed web users automatically
 - Access via Feeds
- Targeting mobile placements
 - Within placement tool under telecommunications → mobile and wireless→mobile phones
- Placement targeting best practices
 - Use relevant keywords
 - Using keywords to refine the targeting for your ads on placement is a good option when targeting sites that have wide variety of content
 - If you want contextual targeting to be only deciding factor in where ads appear, create keyword-only ad group
 - If want ads to show anywhere on a given placement, with no regard to contextual matching, then create an ad group with placements only, and set your campaign settings to “show ads only on pages that match all selected targeting methods”
 - Placement choices will be only factor involved
 - Select placements that might be of interest to your target audience
 - Try creating rich media and display ads and selecting sites that allow these ad formats in their placements
 - Take advantage of targeting different types of content within display network, try targeting ads to potential customer by reaching them through the types of content they might enjoy
 - If using managed placements mostly to manage sites on which you want to be highly competitive, consider raising the managed placement default bid
 - Give stronger chance at winning ranking auction
 - Use placement diagnosis to determine whether your display ad is running on particular Display Network placements

- Bid is amount willing to pay per click, per thousand impressions, per acquisition
- Each time ad is eligible, auction takes place
- Ranking on search network: ads are ranked on search pages based on combination of matched keyword's CPC bid and quality score
- Ranking on display network: ads are ranked on display network pages based on ad group default bid, the ad's past performance on this and similar sites, and the landing page quality
 - o If set display network bid or bid specific for placement, these will overrule the ad group default bid when ad runs on display network of placement you've selected
- Focus on clicks: cost-per-click (CPC) bidding
 - o If mostly interested in getting traffic on site
 - o Automatic bidding: set daily budget, AW works to bring most clicks possible within that budget
 - o Manual bidding: pay only when someone clicks on ad but option lets you control your own maximum cpc bids
 - Can set bids at ad group level, or for individual keywords or placements
- Focus on impressions: cost-per-thousand impressions (CPM) bidding
 - o May choose CPM option in campaigns targeted to display network
 - o When cpc and cpm ads compete with each other in same display network auction, adwords system uses a system of effective CPM or eCPM to compare and rank ads
 - o For CPC ads, AW dynamic ranking system considers the bid, CTR, and other relevance factors
 - Resulting number is eCPM, effective cost per 1000 impressions
- Focus on conversions: conversion optimizer
 - o Bidding option enables to specify maximum cost-per-acquisition CPA bid for each ad group in campaign
 - o Conversion optimizer uses adwords conversion tracking data to get more conversions at lower cost
 - o Optimizes placement in each ad auction to avoid unprofitable clicks and get you as many profitable clicks as possible
 - o Using historical info about campaign, conversion optimizer automatically finds the optimal equivalent CPC bid for ad each time eligible to appear
 - o Campaign must meet requirements to use conversion optimizer
 - Conversion tracking enabled
 - Campaign must have received at least 15 conversions in last 30 days
 - Must have been receiving conversions at similar rate for at least few days
 - o Maximum CPC bid at least \$0.01
 - o Maximum CPM bid at least \$0.25
 - o Demographic bidding: tool for targeting ads to specific groups of customers visiting certain sites in google display network
 - o Position preference: tool for specifying in which positions you'd like your ads to appear
 - Direct-response advertisers can target their most cost-effective ad rankings
 - Brand advertisers can make sure their ads run only in most visible positions
 - Adrank = maximum CPC x Quality Score
- Best practices bidding
 - o Choose bidding strategy fits advertising goals
 - Focused on clicks: choose automatic or manual CPC bidding
 - Focused on building awareness of product/brand on google display network: choose CPM bidding

- Focused on leads/purchases: choose conversion optimizer (CPA)
 - Implement adwords conversion tracking to see how much conversions cost when you're using various CPC bids
 - Use bid simulator to see possible advertising results you could get if used different keyword maximum CPC bid
 - Estimates click, cost, impression data that ads would have received over last seven days had you set different keyword level bids
- Budgets
 - Daily budget is amount willing to spend on specific adwords campaign each days, on average
 - When budget limit is reached, ads typically stop showing for that day
 - On any single day, AW system may deliver up to 20% more clicks than your daily budget calls for
- Types of adwords budgets
 - Standard delivery: spread ad impression across the day to make sure you don't accrue all clicks early on
 - Accelerated delivery: display ads as often as possible until budget is reached
- for MCC accounts, offers manager defined spend (MDS)
 - simple way for MCC account users to control their managed accounts budgets
- google can calculate recommended daily budget includes detailed budget analysis of campaign performance, typically from past 15 days
- how budget is calculated
 - determining total potential impressions
 - comparing potential impressions with recent performance and costs
 - combining daily estimates
 - tempering recommended amounts to allow for testing
- overview of best practices
 - keep total account spend in mind when specifying campaign budget→daily budget applies to individual campaigns
 - think of bids in addition to budget, bids primary way to control advertising spend
 - can change daily budget for each campaign maximum ten times/single day
- tips to keep in mind when creating and editing budgets for managed accounts on MDS
 - make sure accumulated monthly spend for managed accounts that you have on MDS doesn't exceed company's approved credit line with google
 - can create as many budgets as you like for each managed account
 - start date of a new budget defaults to three days in future
 - start dates for new budgets can't overlap with other budgets that may already be set up for the managed account

Ch. 6: Policies and Ad Quality Topics

- relevance automatically determined by many factors, including google's pagerank algorithm
- most important factor in relevance is ad's quality, which we measure with a metric called "quality score"
- landing page quality: influenced by usefulness and relevance of information provided on the page, ease of navigation, load time, how many links are on the page and more
- for calculating a keyword-targeted ad's position, landing page quality not factor

- for calculating first page bid, quality score doesn't consider the ad or search query, since this estimate appears as a metric in your account and doesn't vary per search query
- quality score for display network
 - o contextually-targeted ads
 - CPC
 - Historical CTR of ad on this and similar sites
 - Relevance of ads and keywords in the ad group to the site
 - Quality of landing page
 - Other relevance factors
 - CPM
 - Quality of landing page
 - o Placement-targeted ads
 - CPC
 - Historical CTR of ad on this and similar sites
 - Quality of landing page
 - CPM
 - Quality of landing page
- Improving landing page and site quality
 - o Relevant and original content
 - o Relevance
 - Users able to easily find what ad promises
 - Link to page on site provides most useful info about product/service in ad
 - o Originality
 - Feature unique content that can't be found on another site
 - Bridge pages: pages that act as intermediary, whose sole purpose is to link or redirect traffic to parent company
 - Mirror page: page that replicates look and feel of parent site, site should not mirror parent company's or any other advertiser's site
 - Provide substantial info
 - o Transparency
 - Openly share info about business
 - Honor deals and offers
 - Deliver products/services as promised
 - Distinguish sponsored links from rest of site content
 - Avoid altering users' browser behaviors or settings
 - Don't request personal information
 - o Navigability
 - Provide short/easy path for users to purchase/receive product or offer in ad
 - Avoid excessive use of pop-ups, pop-unders, and other obtrusive elements throughout site
 - Make sure landing page loads quickly
- Monitoring quality score
 - o Keyword diagnosis
 - Eligible: keywords eligible to trigger ads
 - Disapproved: keywords don't comply with guidelines or policy and won't trigger ads until problem corrected
 - Paused/deleted: keywords you have paused/deleted

- Low search volume: keywords suspended b/c associated with very little search traffic
- Below first page bid: keywords' bid below first page bid estimate, meaning likely aren't triggering ads on first page of search results
- Low quality score: these keywords have very low quality scores, not likely to trigger ads

Ch. 13: Optimizing Performance

- Optimization is process of adjusting parts of account as well as website to improve the quality and performance of AW ads
 - o Optimization → meet advertising goals, be it to gain traffic, lower costs, improve conversions
- Campaign improvements
 - o Organizing campaigns
 - o Changing language and location targeting
 - o Changing ad delivery times and position
- Ad group improvements
 - o Editing keywords
 - o Editing ad text
 - o organizing ad groups
 - o changing bids
 - o using keyword matching options
- website improvements
 - o changing website to improve flow and relevancy
 - o choosing right landing pages
- optimizing can mean higher quality score, lower costs, better ROI
- advertising goals/desired results most important thing to keep in mind when optimizing
- goal: I want more clicks
 - o increase ad exposure by adding relevant keywords and site placements to ad groups while making ad text more compelling
- goal: I want to increase my CTR
 - o focus on ad quality. Attract more clicks by refining ads, and eliminate extra impressions by using negative keywords
- goal: I want to improve my ROI
 - o focus on ads and keywords to attract right audience. Then focus on website. Be sure landing page and entire website is set up to let users find the specific thing being promoted in ad
- improve your ROI
 - o to identify and optimize ROI you need to measure conversion data instead of CTR, traffic, or other measures
 - o to optimize for ROI, aim for high quality scores which can reduce costs, encourage conversions with enticing ads and by using the right landing pages, and target customers who are likely to convert
 - lead potential customers to the most relevant page on site
 - add call to action in ads to highlight action you want customers to take
 - include unique selling points to make ad stand out
 - allocate your budget according to performance

- group highly relevant keywords and ads together so that your ad text will match a user's search
 - target the right region and language for your business
 - use conversion optimizer to get more conversations at a lower cost
 - improve CTR
 - really about making ads more relevant to your potential customers
 - optimization should focus on creating more relevant and compelling advertising to help drive more targeted traffic to your website
 - filter out irrelevant searches by refining keyword list and incorporating negative keywords where appropriate
 - ad text should reflect user's search as closely as possible
 - use keywords in ad title and text to make ads more relevant
 - use negative keywords to eliminate unwanted impression that won't result in clicks
 - create a relevant keyword list to target when your ads will show
 - use keyword insertion to make your ad more relevant to a diverse audience
 - increase your clicks and traffic
 - consider running on a broader range of keyword variations
 - running on very general keywords can negatively affect quality score and increase costs
 - create keywords for unadvertised parts of website
 - find new keyboard variation ideas using keyword tool
 - increase daily budgets and maximum CPC bids and/or increase quality scores
 - reach more customers and maximize traffic by targeting the Display network
 - broaden your location targeting settings
 - promote brand awareness
 - designed to increase traffic to your website and enable customer to interact or learn about company's brand
 - might design to run CPM campaign in addition to CPC campaign
 - supplement your text ads with image and video ads that are great for branding messages
 - use display network placements to show your ad to people who are interested in what you sell
 - choose a landing page that focuses on the interaction with your brand
- types of optimization tools
 - targeting tools
 - keyword tool: provide ideas for new keywords that can add to ad groups, find negative keywords, estimate keyword traffic, see additional keywords that may also trigger ads
 - placement tool: provide you with ideas for websites and areas in the display network where you can show your ads
 - traffic estimator: provides traffic and cost estimates for keywords, get estimates for keyword's status, search volume, average CPC, cost per day, average position
 - the "search terms" report and search query performance report allow to see every search query that triggered your ad
 - optimization tools
 - opportunities tab is central location for optimization ideas across your account

- website optimizer: allows to experiment with content of website to determine what users respond to best
 - choose what parts of webpage you'd like to test and google runs experiment on portion of site traffic
 - conversion optimizer: uses conversion data to get you more conversions at lower cost, optimizes ad serving to avoid unprofitable clicks and gets you as many profitable clicks as possible
 - tracking tools
 - google analytics: shows how people found your site, how they explored it, how you can enhance experience
 - improve website's ROI, increase conversions, make more money
 - conversion tracking: measure conversions
 - account statistics on campaigns tab: give you instant insights into performance
 - optimization tool use cases
 - keyword tool: use tool to brainstorm keyword lists and find negative keywords, use while creating campaign or any time want to expand keyword list
 - traffic estimator: find keyword traffic and cost estimates or identify potential keywords to add or to optimize keyword bids, better forecast ad's performance based on CPC bid, targeting options, other criteria
 - placement tool: good keyword list will provide sufficient targeting, filter out placements that do not accept that ad type and format
 - opportunities: consider tab when looking for fast, efficient way to find new keyword ideas or recommended budgets
 - conversion optimizer: use tool if campaign focuses on conversions and want to optimize bids on case by case basis
 - website optimizer: tool to test changes to website's landing page to see which is most effective in improving conversion results
 - optimizing campaigns and ad groups
 - organization helps achieve advertising goals, make edits quickly, target ads appropriately
 - create well-structured campaigns by theme or product
 - good campaign structure also allows you to
 - determine which ads are generating best traffic and conversions
 - monitor changes easily
 - have better control over budget and costs
 - easily locate specific keywords
 - easily manage and edit campaigns
 - organize campaigns by topic
 - tightly-themed ad groups focusing on just one product or service you offer
 - create separate campaigns for each of product lines, brands, types of services or offerings
 - each ad group should contain specific keyword lists that relate directly to the associated ad texts
 - target the right languages and locations
 - target your audience appropriately by choosing languages and location that relate to your business
 - create highly specific ad groups
 - build ad group around single product or service

- group keywords and placements into related themes
 - avoid duplicate keywords across ad groups
 - tools and strategies for optimizing campaigns and ad groups: common ways to structure account
 - products and services: creating effective campaign structure is to mirror website's structure
 - performance and budgeting: create separate campaigns in account to set different daily budgets
 - separate ad groups may be created whenever you'd like to set different maximum CPCs for keywords that may be highly competitive or that convert less often
 - themes of functions: set up separate campaigns or ad groups when same product or service can appeal to variety of needs
 - websites: all ads in ad group have to promote same website
 - geographic location: create separate campaigns for each area business serves
 - targeting: create separate campaigns focused on display network and on search
 - separate campaigns allow to use settings more effective for display network than search, such as different bidding methods
 - brand names: branded keywords convert better than generic product descriptions
 - advertiser may want to designate separate ad groups or even separate campaigns for each brand, depending on variety of products under given brand label
 - seasonal products/services: seasonal products organized into own campaigns or ad groups so that these can be paused and resumed according to season
 - optimizing keywords
 - when choosing keywords, think like a customer
 - choose specific keywords that relate to your business, ad group, landing page
 - include variations
 - take advantage of keyword matching options
 - get more ad impressions, get more focused targeting
 - negative match keywords are an especially important part of most keyword optimizations
 - use unique keyword URLs
 - keywords are not case-sensitive
 - do not have to include punctuation
 - avoid including duplicate keywords across different ad groups/campaigns
 - optimize keywords for better CTR: delete keywords with high impression counts but low number of clickthroughs
 - important to focus on negative keywords
 - consider trying different keyword matching options like phrase match to reduce the number of irrelevant searches
 - optimize keywords for better ROI
 - bottom line for any keyword is how much value generates compared to cost
 - identify and delete keywords that accumulate high costs but very few conversions
 - once understand value of keyword, increase keyword's profitability by adjusting CPC/CPM bid
 - use appropriate keyword matching options to control who sees your ads
 - use negative keywords to eliminate unwanted clicks

- filter out different products/services
- filter out irrelevant searches
- filter for serious buyers
- optimizing ad text
 - include keywords in ad text
 - show users that ad relates to their search
 - if part of ad uses same words user searches for, phrase will appear in bold
 - create simple, enticing ads
 - highlight key benefits in ad
 - use strong call to action
 - choose appropriate destination URL
 - test multiple ads in each ad groups
- optimize ads for ROI
 - define a clear call to action
 - goal to maximize ROI
 - call to action should reflect action that you consider conversion
 - relate ads to their landing pages
 - filter out unqualified clicks
- optimize ads for CTR and traffic
 - be descriptive
 - include deals and benefits
 - match your keywords as closely as possible
 - consider keyword insertion
- optimize ads for branding
 - try different ad formats
 - try visual ad formats like image ads
 - graphical messages grab attention
- run ad performance report and use data to identify low and high performing ads
- use different metrics to measure ads' success
- optimizing language and location targeting
 - target only languages and locations relevant to business
 - location targeting settings affect ads on Display as well as on Google
 - Target right language for business
 - Single language: target the language in which ad is written
 - Multiple languages: create separate campaign for each language
 - Combine with location targeting: language targeting also gives excellent way to reach users even if they are physically located in non-native areas
 - Target right location for business
 - Country targeting: target countries or territories if business or website serves wide audience across one or more countries
 - Region and city targeting: target regions/cities if business serves specific geographic areas or if want different advertising message in different regions
 - Receive more qualified clicks from smaller, more relevant population
 - Customized targeting: ad relevant only to very precise geographic area where you do business
 - Targeting internationally
 - Set up separate campaign for each main location and select relevant language for each campaign

- Separate geographic campaigns makes it easier to manage account and track each region's ROI
- Optimizing display network placements
 - Managed placements: choose individual websites within Display Network
 - Use only relevant placements, find potential customers interested in exactly what advertising
 - Delete poorly-performing placements: eliminate irrelevant impressions on ads and improve quality score
 - Use sites compatible with ad: make sure placements select will accept ad formats and sizes you plan to run
 - Use most effective bidding strategy: can use CPC or CPM pricing
 - Experiment with different bids: to improve position of ads, try increasing maximum CPM/CPC bid for individual placements that perform well for you
 - Assign destination URLs: placement level destination URLs send users to a specific landing page
 - Group placements by theme: review placements and look for themes within overall list, consider creating separate ad groups with highly specific ads for each of these smaller groupings
 - Combine with keywords: mixing placements with keywords in same ad group good way to refine Display Network campaigns
 - Use placement diagnosis: help determine whether display ad is running on particular display network placements
 - Automatic placements: keyword list determines which placements on display network will show your ads
 - Use relevant keywords: AW systems looks through every possible page in Google display network to find placements that match keywords
 - Group keywords by theme
 - write ads that match your keywords
 - optimizing display network placements
 - find relevant placements: use placement tool to select websites/other placements in display network where you'd like ad to appear
 - campaigns focused on branding/traffic: think of what type websites target audience might visit
 - campaigns focused on ROI and conversions: consider type website potential customer likely to visit when most likely to make purchase or convert
 - track success with placement reports: shows performance statistics for ads on specific domains/URLs
 - focus on conversions, not CTR
 - Optimizing Bids and Budgets
 - Budget and maximum bids are tools to help control costs while working to get most profit from ads
 - Daily budget determines how often ads show throughout day
 - Good budget strategy can maximize your ad exposure and take advantage of traffic available to you
 - Bids help determine ad position on page and profit margins
 - Understand your ROI
 - Understand relationship between cost and quality
 - Understand how good quality score can enhance any spending strategy

- Higher keyword's quality score, lower the price you pay for each click
 - Allocate budget according to performance: prioritize your products/services then match budgets to each campaign based on priority
 - Experiment to see what works: test different bid amounts and budgets, measure how effective change is
- Tools for optimizing bids and budgets
 - Evaluate keywords' value: bottom line is how much value keyword generates compared to cost
 - Track conversions from keyword with conversion tracking tool or Google Analytics
- Optimize for ROI
 - Use conversion tracking to track cost per conversion, cost for each conversion should be less than the amount you receive for that conversion
 - Use advanced ad scheduling if campaigns make more sales or other conversions during certain times of day
 - Reallocate budget from campaigns that don't convert well to high ROI campaigns limited by budget
 - Test bids adjustments until achieve optimal performance
 - Set display network bids so you can bid separately for ads on display network
 - Use conversion optimizer to get more conversions at lower cost
 - Use keyword positions report in google analytics to help decide how to adjust keyword bids
- Optimize for clicks and traffic
 - See effect of different keyword bids
 - Use bid simulator or traffic estimator tools
 - Increase bids for valued keywords to improve ad position
 - try automatic bidding to get most traffic available within budget
 - experiment with higher budget: ads show more often
 - use recommended budget to help choose budget amount
 - bid to appear on first page of paid search results
 - see what you're missing by using impression share report to see percentage of possible impressions ads could have received if budgets were higher
- optimizing ad scheduling, serving and positions
 - control over display of ads, AW offers some advanced optimization features
 - when ads show: ad scheduling lets you specify certain hours/days of week when ads appear
 - where on page ads show: position preference lets you tell google which ad positions prefer among AW ads on given page
 - which ads show: if multiple ads in single ad group, AW determines when to show each ad based on ad serving settings
 - optimize: default setting and show high performing ads more often
 - rotate: serve all active ads in ad group more evenly on rotating basis, regardless of performance

Ch. 15: selling and Representing AdWords

- google AW equals relevant real-time distribution on massive scale, 24 hours/day, 7 days/week

- value proposition of AW relevance
 - o high-quality ads benefit entire online advertising system of Google, users, advertisers, publishers
- branding and advertiser goals
 - o build brand awareness: build awareness using Display network by having massive reach
 - o understand user's purchase intent: adwords/google analytics
 - o understand if ads driving people to site: CTR
 - o understand which sites ads appear on: placement report
 - o test how messaging impacts brand: use google search to test a few different messages to see what resonates with customers
- value proposition for metrics
 - o accounting snapshot charts: quick overview of account performance, based on chosen date range and metrics
 - o campaign statistics: summary tables at each level of account- campaign, ad group, keyword
 - o conversion tracking: monitor/evaluate how well ad campaigns convert
 - o google analytics
- most commonly used reports
 - o keyword
 - o ad
 - o placement
 - o search term
 - o hourly
- selling benefits of AW
 - o conduct client needs analysis: determine client's current online marketing involvement, learn about company/organization landscape, know who decision makers are, uncover company pain points
 - o before speaking with advertiser about online marketing needs, do:
 - review their website
 - do some research
 - learn to speak their language
 - begin to plan
 - o challenges
 - limited time
 - lack of experience
 - resource constraints
 - not targeting audience effectively
 - inability to measure success
 - limited marketing strategy
 - limited budget
 - o address marketing needs
 - concerned spending too much/not enough? Feature → control over budget
 - worried current media plan isn't as efficient as could be? → flexibility and local targeting
 - concerned may not know how to best target advertising to audience? →reporting and targeting
 - satisfied with level of traffic, conversions? →marketing reach and reporting
 - feel like you don't understand user behavior? → can't track landing pages

- does that have any related effects on making decisions about product offering?
 - unable to track performance
- basic google sales pitch
 - value of hiring qualified third party for account management: SEM campaigns allow to effectively target customers searching for products and services you offer
 - qualified professional has experience and proficiency in creating adwords campaigns for businesses
 - adwords and google marketing reach
 - reach consumers in relevant, accountable way
 - 170 million people use internet in US, googles network reaches 80%
 - Target potential customers by neighborhood, city, state, country
 - Available in 38 different languages and 250 countries
 - adwords relevance
 - show ads to potential customers when they're actively searching for what business like yours have to offer
 - adwords ROI
 - measure and improve your return on investment
 - adwords impact on conversions
 - conversion occurs when click on ad leads directly to user behavior you deem valuable
 - conversion tracking way to monitor and evaluate how well ad campaigns convert into meaningful action
- handling common questions/concerns
 - proof of publication: budgets used to determine frequency in which advertiser ads show
 - explaining google adwords policies and invalid clicks issues
 - invalid clicks are clicks generated by prohibited methods
 - google closely monitors these and other scenarios to help protect advertisers
 - detection and filtering techniques: each click examined by system, google looks at numerous data points for each click and analyzes factors to filter out potentially invalid clicks
 - advanced monitoring techniques: google uses number of unique and innovative techniques for managing invalid click activity
 - google team: team uses specialized tools/techniques to examine individual instances of invalid clicks
- maintaining client relationships
 - connecting with customer
 - support your customers
 - customers reaching business
 - protecting clients' info
 - account ownership
 - value of hiring third-party professional
 - understand your core value proposition compared to other third-party professionals
 - services and operations: services you want to consider offering with your products, such as reporting, optimization, and account/relationship management
 - reporting
 - what to share on reports

- update client frequently with progress and areas of improvement, offer multiple metrics for success
- at very minimum:
 - clicks
 - impressions
 - average CPC
 - ad rank
 - cost spent on google adwords
- how often you should share
 - send customers reports when they request them
 - send weekly/monthly report via AW interface
 - provide “report access” into AW account
 - provide your own UI or technology for advertisers to view reports
- protecting customer information
 - consider your My Client Center MCC account management structure to put the right safeguards in place for all of different clients’ info
 - different users have different access rights
 - account owner with sign-in credentials can invite others with different access rights at different levels
 - AW account users may invite users to share access to their accounts with others at three different levels
 - Administrative: highest level
 - Standard: access to most account features
 - Reports: can view and run reports
 - Provide minimum access level that is needed