

Grow with Google

Google Ads to Maximize ROI



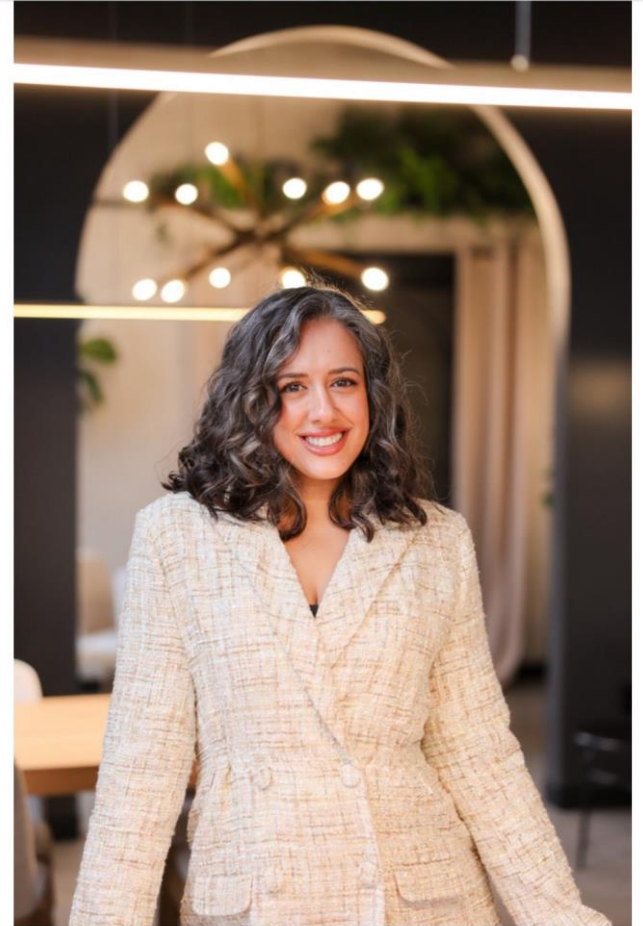
PRESENTER

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U.S. Small Business
Administration



GOOGLE ADS CAN HELP BUSINESSES, LARGE AND SMALL

49% of shoppers surveyed said they use Google to discover or find a new item or product.

59% of shoppers surveyed said they use Google to research a purchase they plan to make in-store or online.



Google/Ipsos, Global, Global Retail Study, Base: total sample (n=14,206), online 18+ who shopped in the last week, countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, U.S., AE, VN, Feb. 2019.

BENEFITS OF ONLINE ADVERTISING

Online advertising allows you to show your ads to people who are actively searching for your products and services.



Reach specific audiences



You control when and where ads appear and how much to spend



Measure the results

AGENDA

- HOW GOOGLE ADS WORKS
- ADVERTISING ON GOOGLE
- IMPROVING YOUR ADS
- MEASURING SUCCESS
- RECAP & RESOURCES

How Google Ads works

HOW ADS WORK ON GOOGLE SEARCH



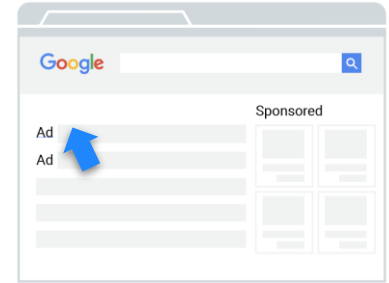
Starts with a search query



Google creates search results



Advertisers bid for opportunities to show ads

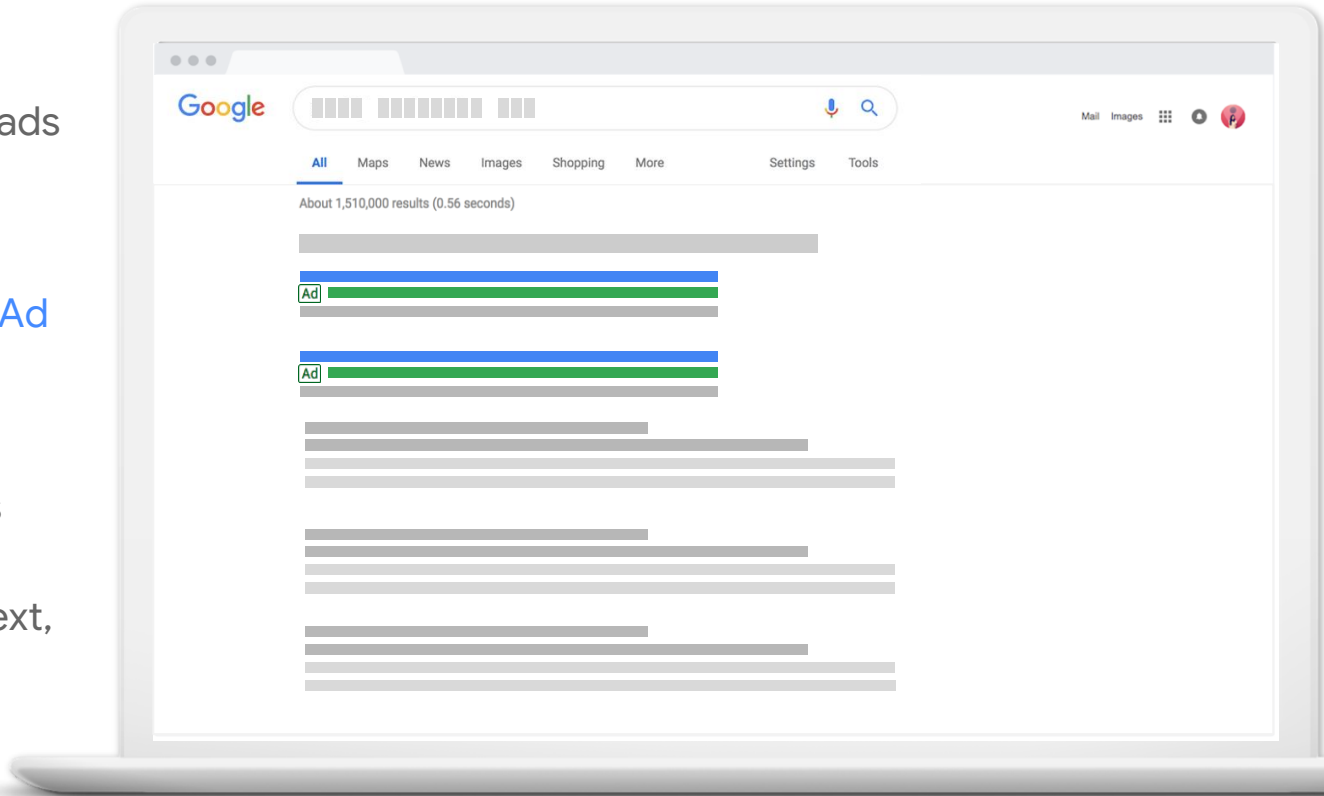


“Winners” appear in results with an [Ads](#) label.

Advertisers pay if searchers click an ad.

HOW THE AUCTION WORKS

- The auction determines which ads show and their position.
- Google calculates [Ad Rank](#) to determine auction winners.
- Ad Rank fluctuates depending on competition, context, and quality.



Google Ad Rank



- The [ad auction](#) is how Google decides first which ads are eligible to show, and second how they're ranked among eligible ads.
- At both the eligibility and ranking stages, Google calculates Ad Rank scores. Generally speaking, the advertiser with the highest Ad Rank gets to show in the top position and the advertiser with the second-highest Ad Rank gets to show in the second position, assuming the ads clear the [relevant thresholds](#) and so on.

How to Improve Ad Rank

- **Keyword research** – Discover new, highly relevant [keywords](#) to add to your campaigns, including long-tail opportunities that can contribute to the bulk of your overall traffic.
- **Keyword organization** – Split your keywords into tight, organized groups that can be more effectively tied to individual ad campaigns.
- **Refine ad text** – Test out PPC ad copy that is more targeted to your individual ad groups. More effective ads get higher CTR, one of the best ways to improve Quality Score.
- **Optimize landing pages** – Follow landing page best practices to create pages that connect directly with your ad groups and provide a cohesive experience for visitors, from keyword to conversion.
- **Add negative keywords** – Continuously research, identify, and exclude [irrelevant search terms](#) that are wasting your budget.

How Do Ads Appear?

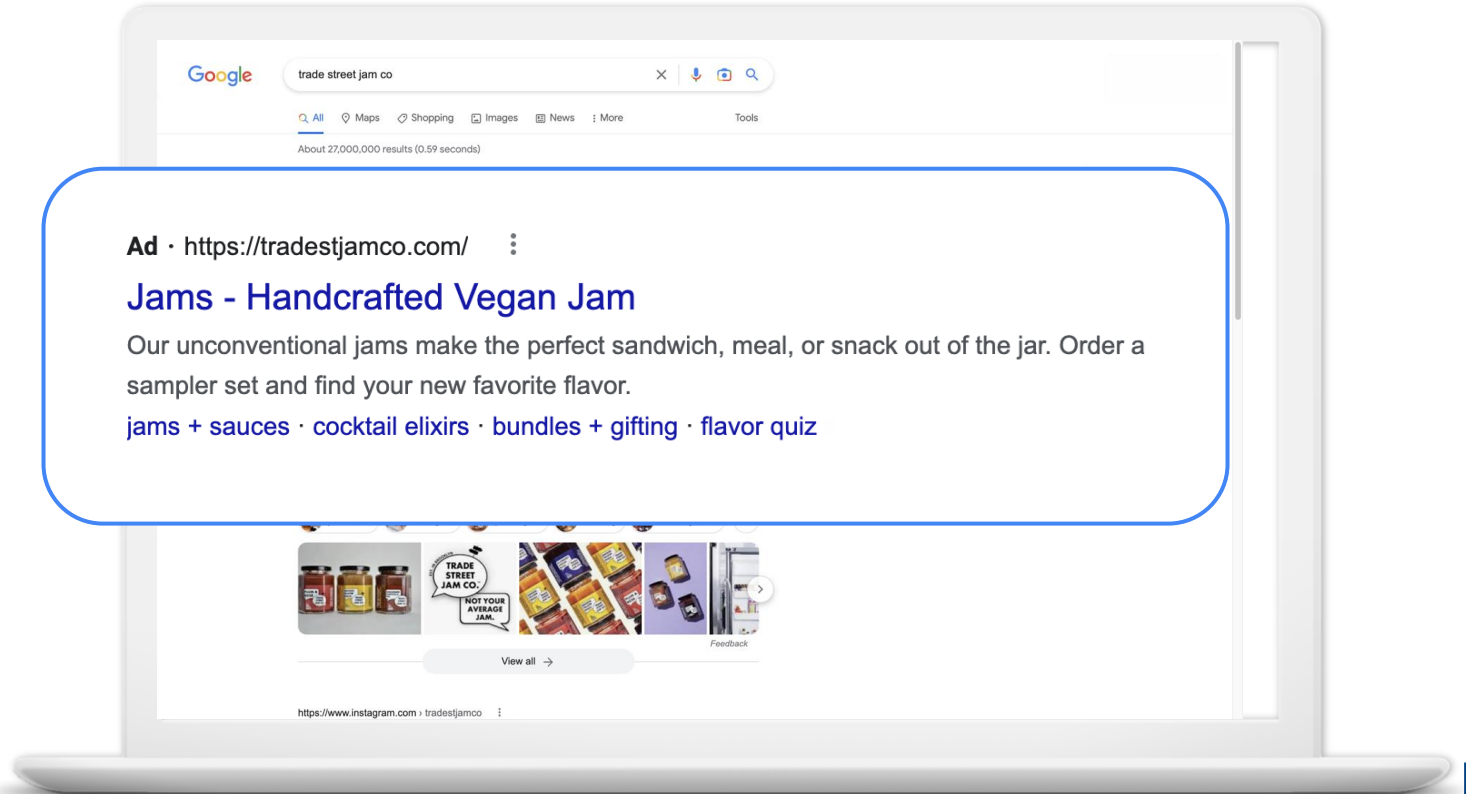
The image shows a Google search interface for the query "how to learn google ads". The search bar includes the Google logo, the search text, and icons for voice search, image search, and search. Below the search bar are navigation tabs for "All", "Videos", "Forums", "Images", "Shopping", "More", and "Tools". Filter buttons for "For free", "For beginners", "From Skillshop", "Online", "Reddit", and "Best" are visible. The search results indicate approximately 2,740,000,000 results found in 0.43 seconds. Three sponsored results are highlighted with red arrows:

- Sponsored**
WordStream
<https://www.wordstream.com>
The Only Guide You'll Need. - Guide to Running Google Ads.
The Last Guide to **Google Ads** Account Structure You'll Ever Need. Beginner's Guide To Setting Up A Successful **Google Ads** Account. Free Guides. **Learn** From The Experts.
- Sponsored**
LinkedIn
<https://business.linkedin.com/context-matters/lms>
Try LinkedIn Ads Instead | Why LinkedIn Ads?
Include LinkedIn **Ads** in your marketing mix. Target by job title, company, industry & more. Maximize B2B growth with personalized **ads** on the #1 platform for B2B...
Ad Pricing · Reporting and Analytics · Expand Your Audience · Dynamic Ads · Create an Ad
- Sponsored**
Coursera

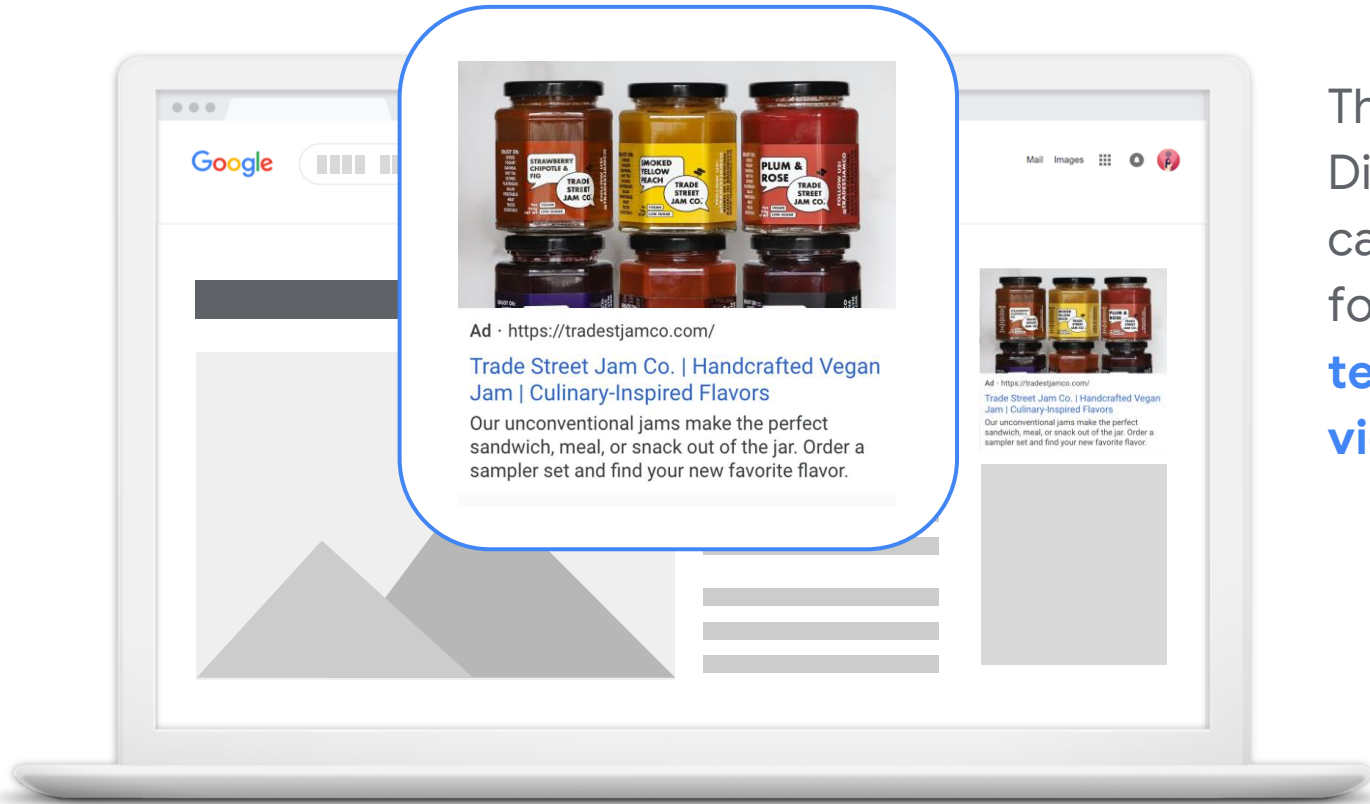
THIS WORKSHOP FOCUSES ON TEXT ADS

Pay-per-click:

Advertisers pay only when searchers click an ad.



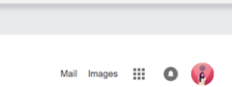
ADS CAN ALSO APPEAR ON PARTNER WEBSITES



Ad · <https://tradestjamco.com/>

Trade Street Jam Co. | Handcrafted Vegan Jam | Culinary-Inspired Flavors

Our unconventional jams make the perfect sandwich, meal, or snack out of the jar. Order a sampler set and find your new favorite flavor.



Ad · <https://tradestjamco.com/>
Trade Street Jam Co. | Handcrafted Vegan Jam | Culinary-Inspired Flavors
Our unconventional jams make the perfect sandwich, meal, or snack out of the jar. Order a sampler set and find your new favorite flavor.

The Google Display Network can show many ad formats, including **text, image, and video ads.**

Advertising on Google

STEP 1: GET STARTED WITH GOOGLE ADS

● Visit google.com/ads

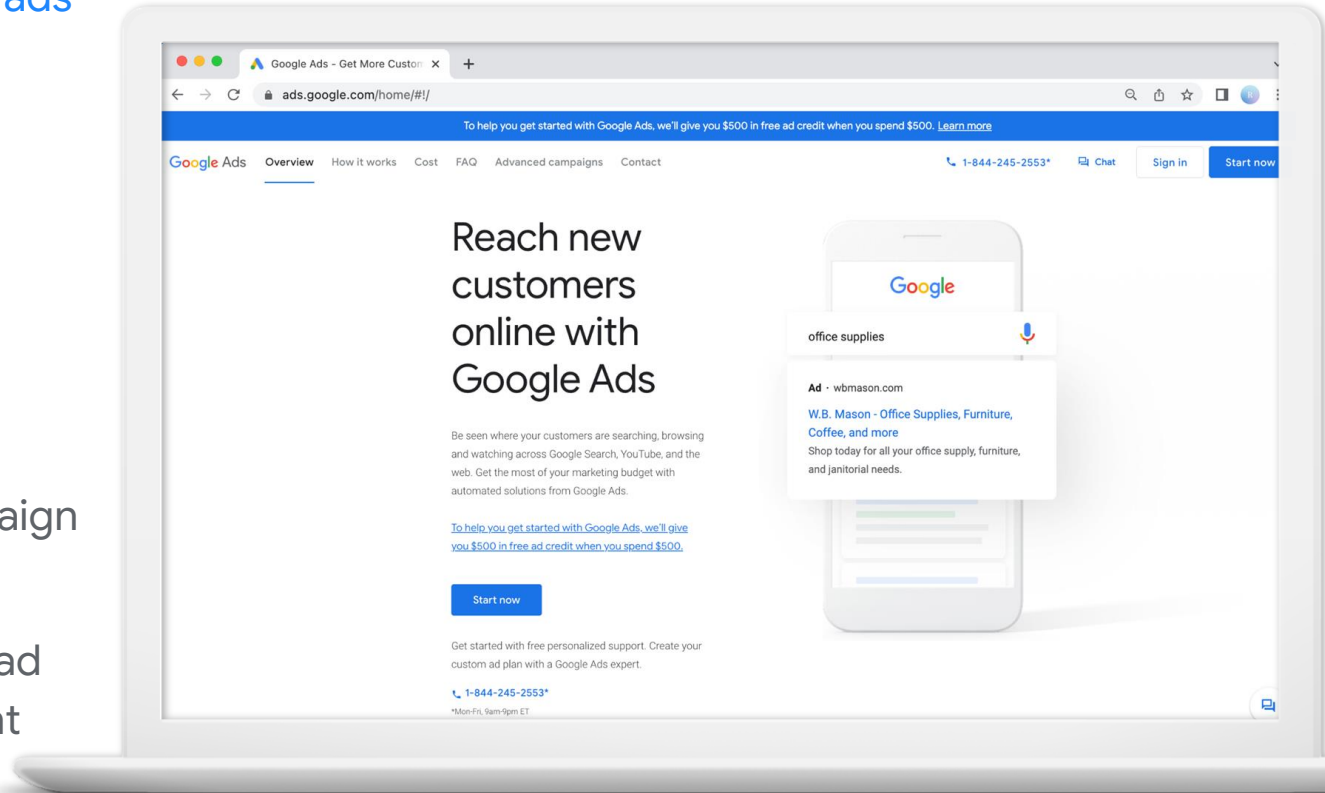
● Click [Start now](#)

● Sign into your Google Account.

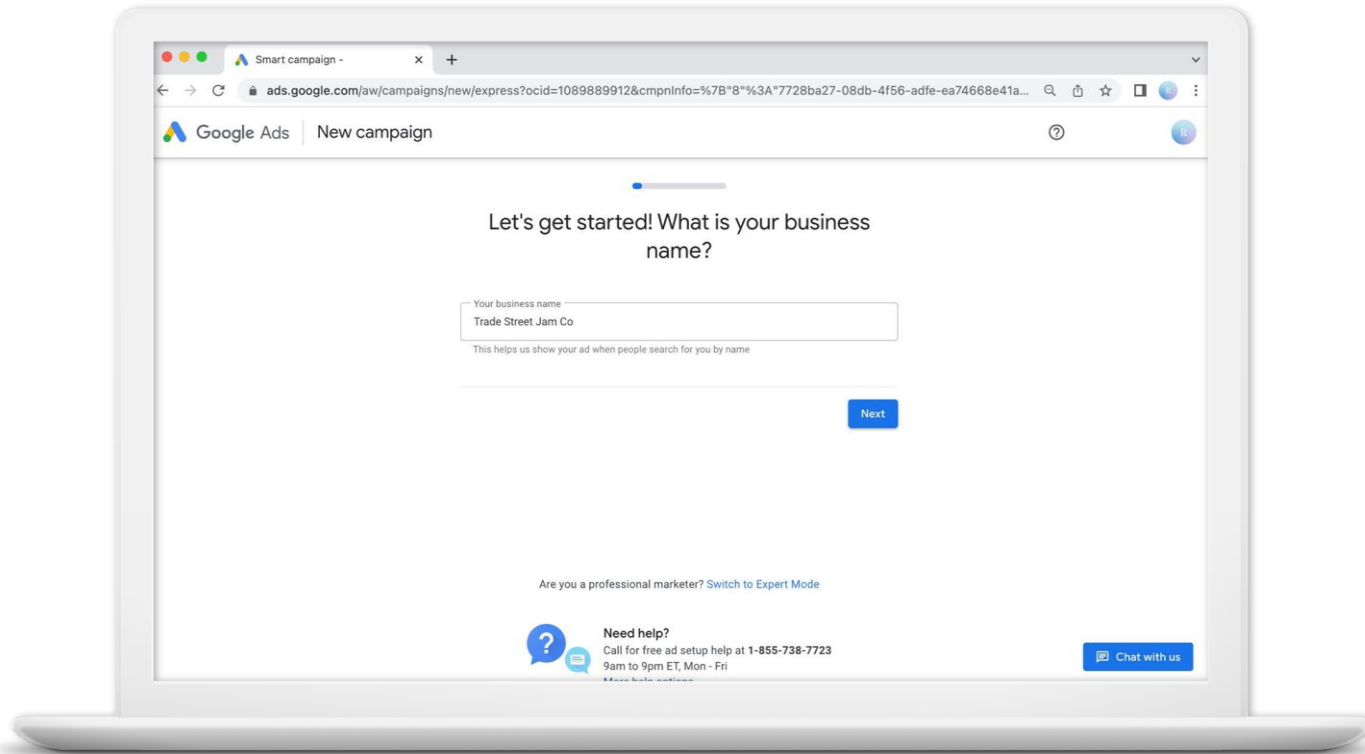
● Google Ads will default to Smart Mode to allow:

○ Quick campaign setup

○ Automated ad management



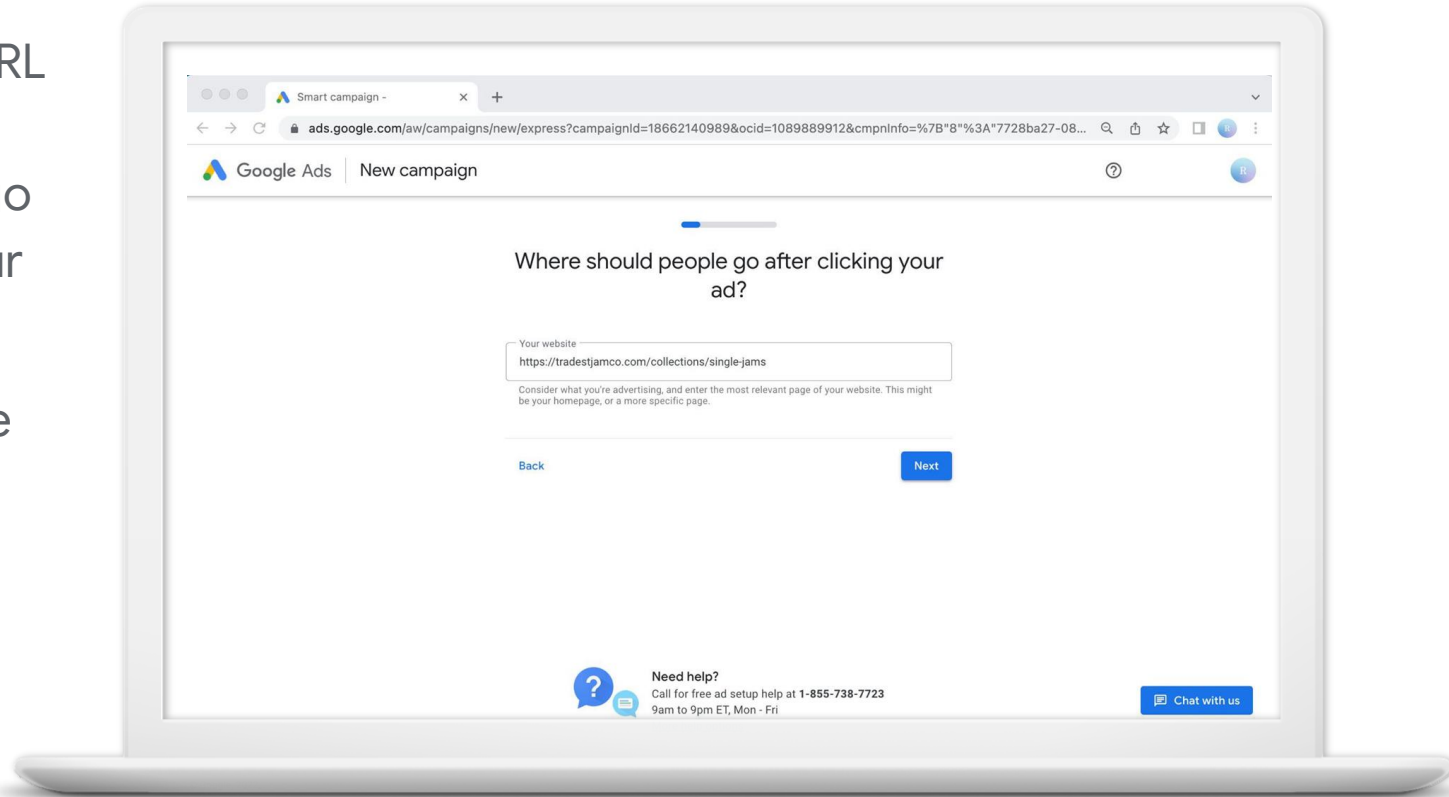
STEP 2: ENTER YOUR BUSINESS NAME



STEP 3: ENTER WEBSITE

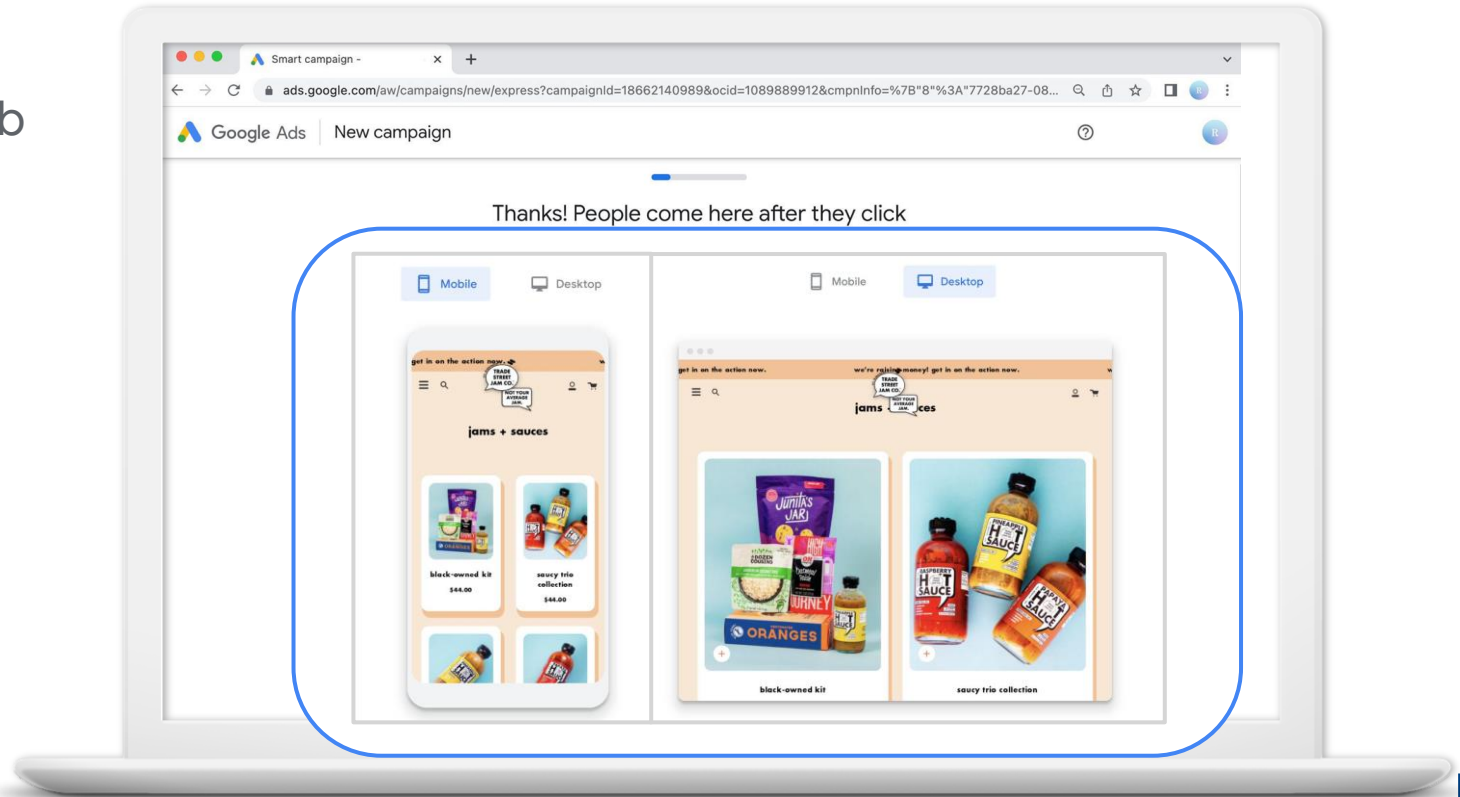
Enter the page URL where you want the searcher to go after clicking your ad.

This might **not** be your website's homepage.



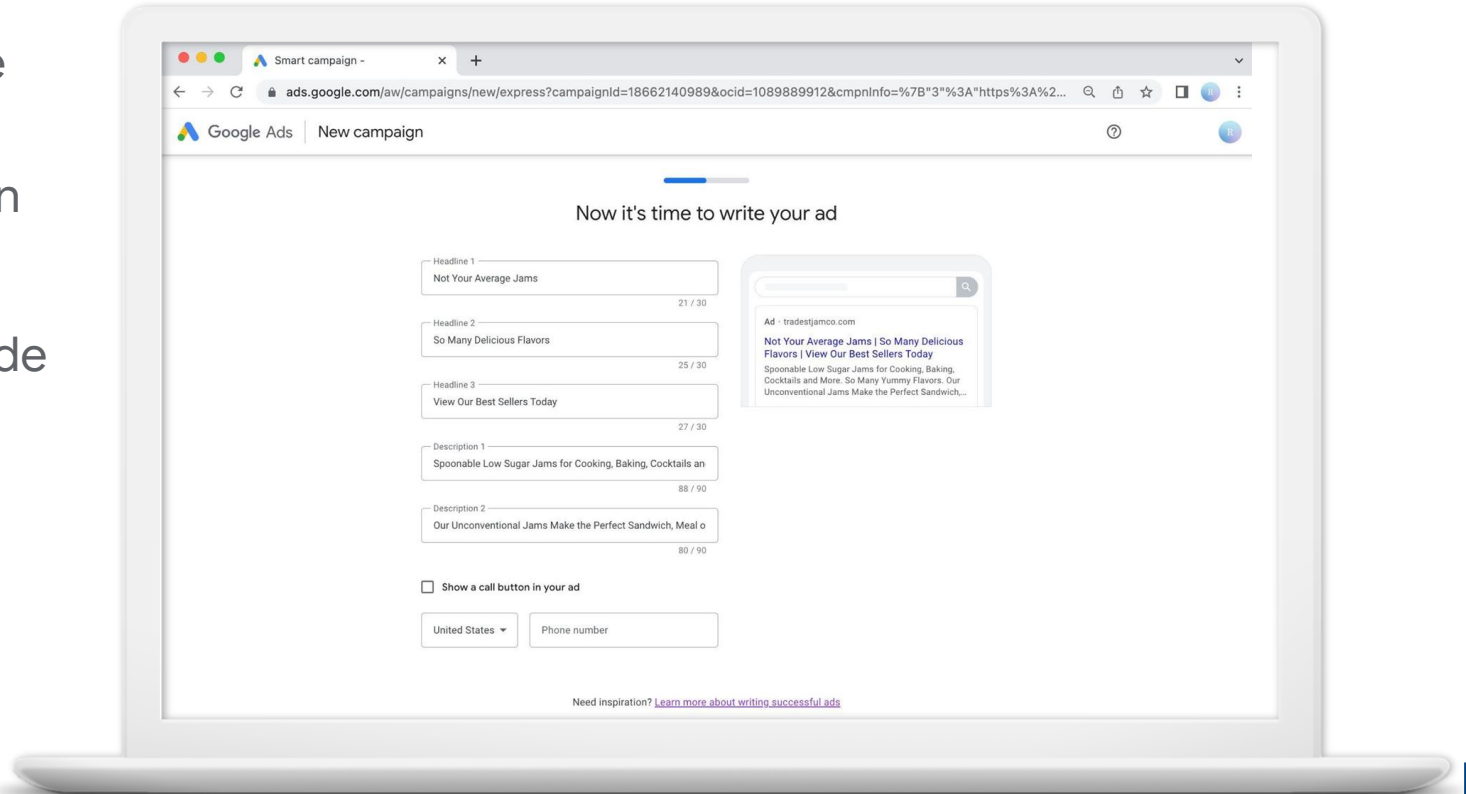
STEP 4: PREVIEW THE LANDING PAGE

Preview the web page on mobile and desktop.



STEP 6: WRITE YOUR AD

- Ads have three headlines and two description lines.
- Optional: include a clickable call button.

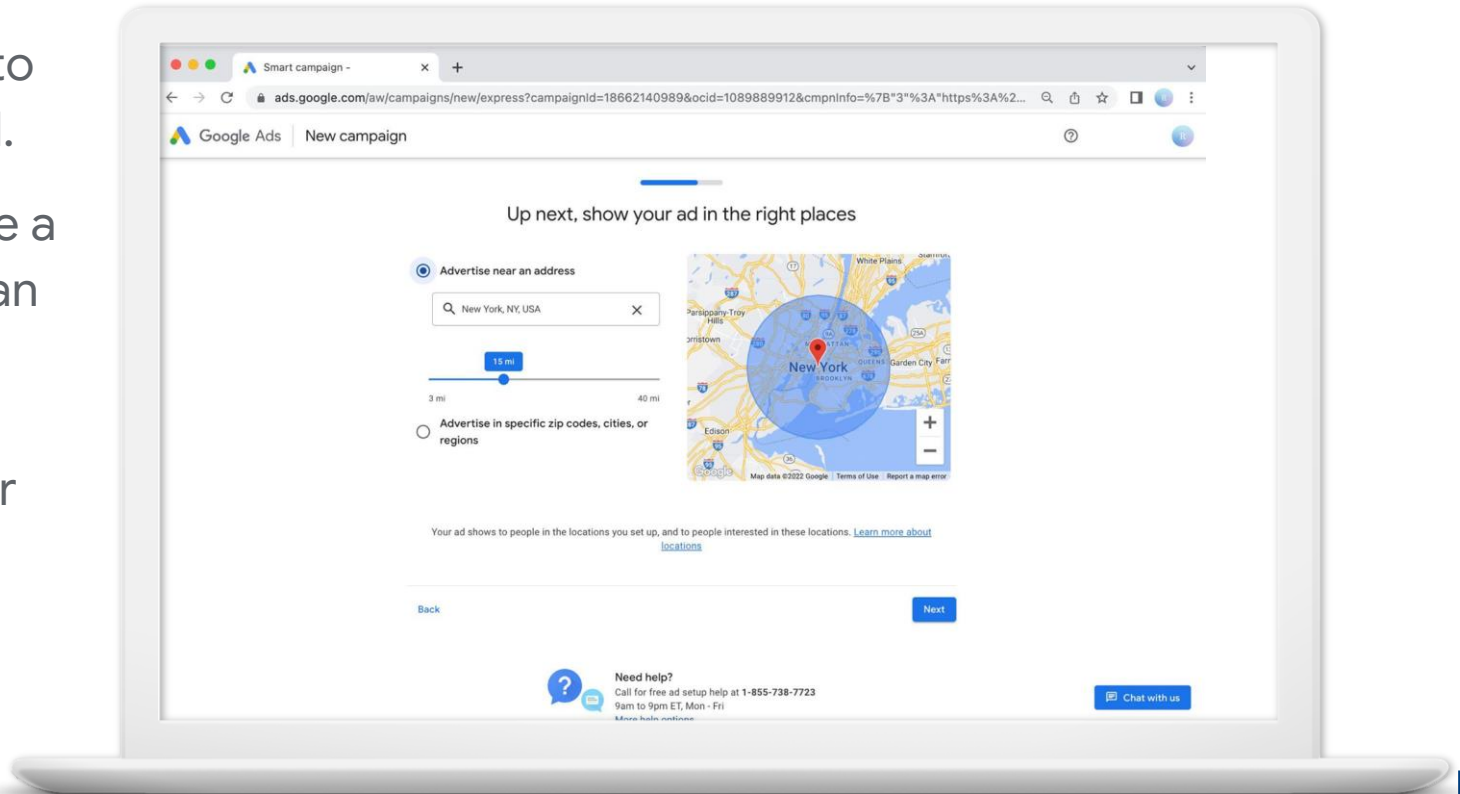


Keyword Groupings

Ad group (by relevance)		Avg. monthly searches [?]	Suggested bid [?]	Add to plan
Wedding Rings (31) wedding rings, mens wedding rings, unique ...		795,520	\$2.10	»
Earrings (13) diamond earrings, gold earrings, earrings, pe...		849,000	\$1.01	»
Wedding Bands (27) mens wedding bands, matching wedding ba...		392,730	\$2.55	»
Gold Engagement (11) rose gold engagement rings, gold engagem...		203,730	\$2.42	»
Jewelry (38) jewelry, emerald jewelry, mens jewelry, platin...		1,348,390	\$0.83	»
Cut Engagement (5) princess cut engagement rings, cushion cut ...		131,100	\$2.32	»
Womens Wedding (8) wedding rings for women, wedding bands for...		172,400	\$2.12	»

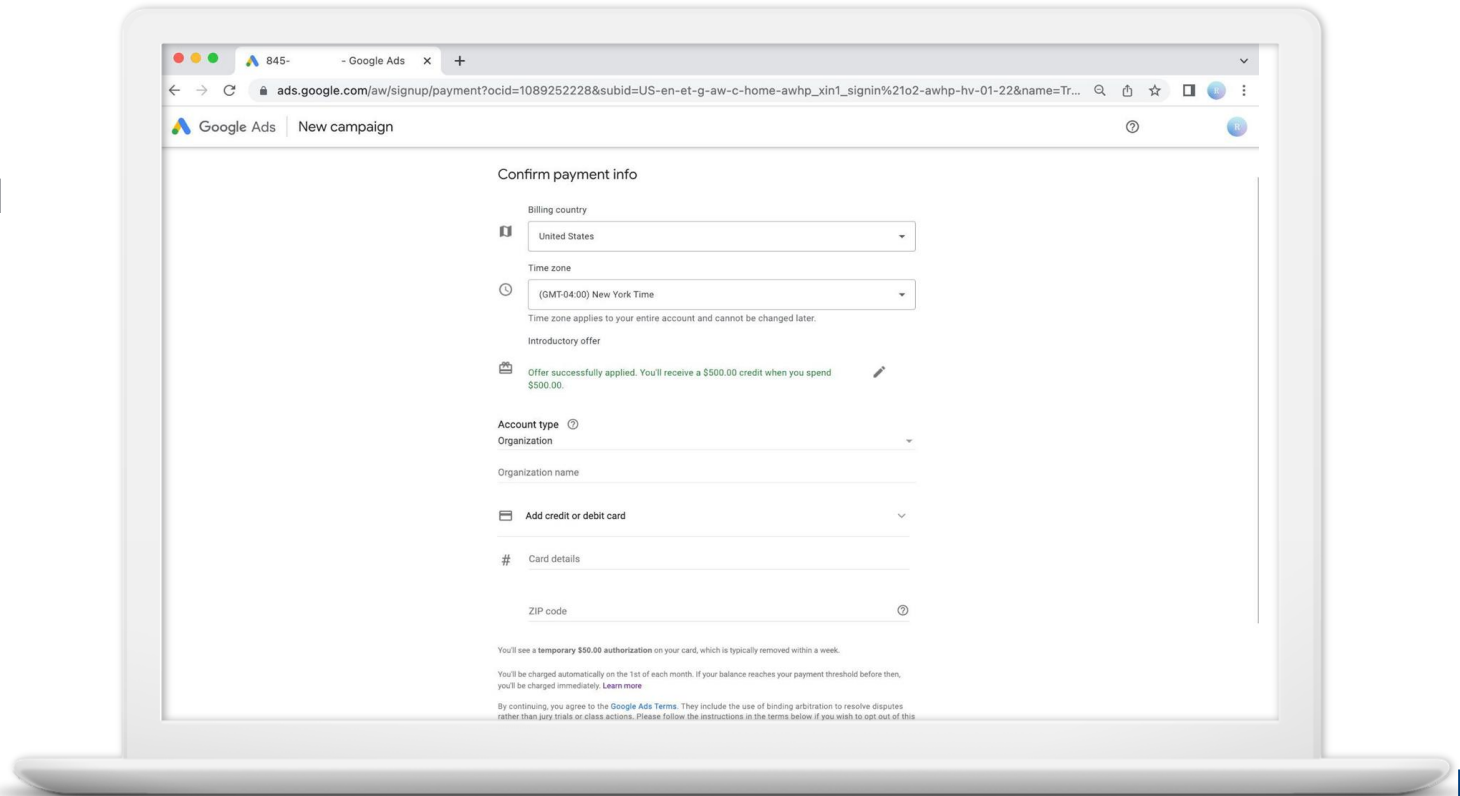
STEP 8: SELECT A LOCATION

- Decide where to display your ad.
- Options include a radius around an address or specific zip codes, cities, or regions.



FINAL STEP: SET UP BILLING

Confirm your payment information and submit.



The image shows a laptop screen displaying the Google Ads 'Confirm payment info' page. The browser address bar shows the URL: `ads.google.com/aw/signup/payment?ocid=1089252228&subid=US-en-et-g-aw-c-home-awhp_xin1_signin%21o2-awhp-hv-01-22&name=Tr...`. The page title is 'New campaign'. The main content area is titled 'Confirm payment info' and contains the following fields and information:

- Billing country:** United States
- Time zone:** (GMT-04:00) New York Time
- Introductory offer:** Offer successfully applied. You'll receive a \$500.00 credit when you spend \$500.00.
- Account type:** Organization
- Organization name:** (empty field)
- Add credit or debit card:** (dropdown menu)
- Card details:** (empty field)
- ZIP code:** (empty field)

Below the form, there is a note: 'You'll see a temporary \$50.00 authorization on your card, which is typically removed within a week.' Another note states: 'You'll be charged automatically on the 1st of each month, if your balance reaches your payment threshold before then, you'll be charged immediately. [Learn more](#)' A final note at the bottom reads: 'By continuing, you agree to the [Google Ads Terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions. Please follow the instructions in the terms below if you wish to opt out of this.'

COMPARE CAMPAIGN OPTIONS

	Smart campaigns	Search campaigns
Bidding	Automated	Advertiser-managed
Ad assets	Automated	Advertiser-managed
Keyword creation	Automated	Advertiser-managed
Keyword editing	Advertiser can manage keyword themes	Advertiser can edit individual keywords
Reporting	Simplified dashboard highlighting important stats	Detailed reports for campaign, ad group, ad, keyword, and search terms
Where ads show	Automated	Advertiser-managed
Landing pages	One per campaign	Multiple

Understanding Account Structure

Account

Unique email address & password
Billing info

Campaign

Budget & Settings

Campaign

Budget & Settings

Ad Group

Keywords
Ads

Ad Group

Keywords
Ads

Ad Group

Keywords
Ads

Ad Group

Keywords
Ads

Ad Group

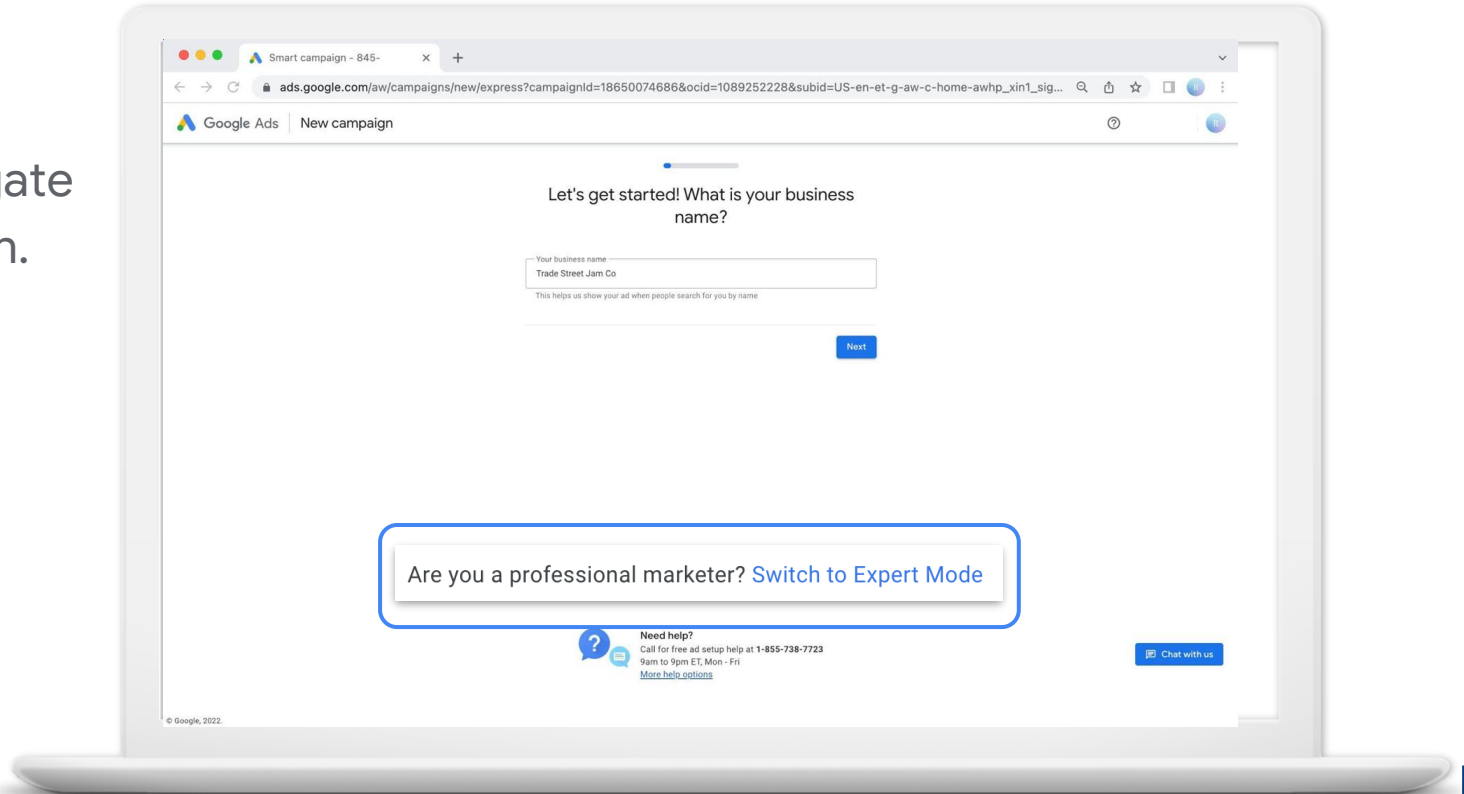
Keywords
Ads

Ad Group

Keywords
Ads

TRANSITION TO EXPERT MODE

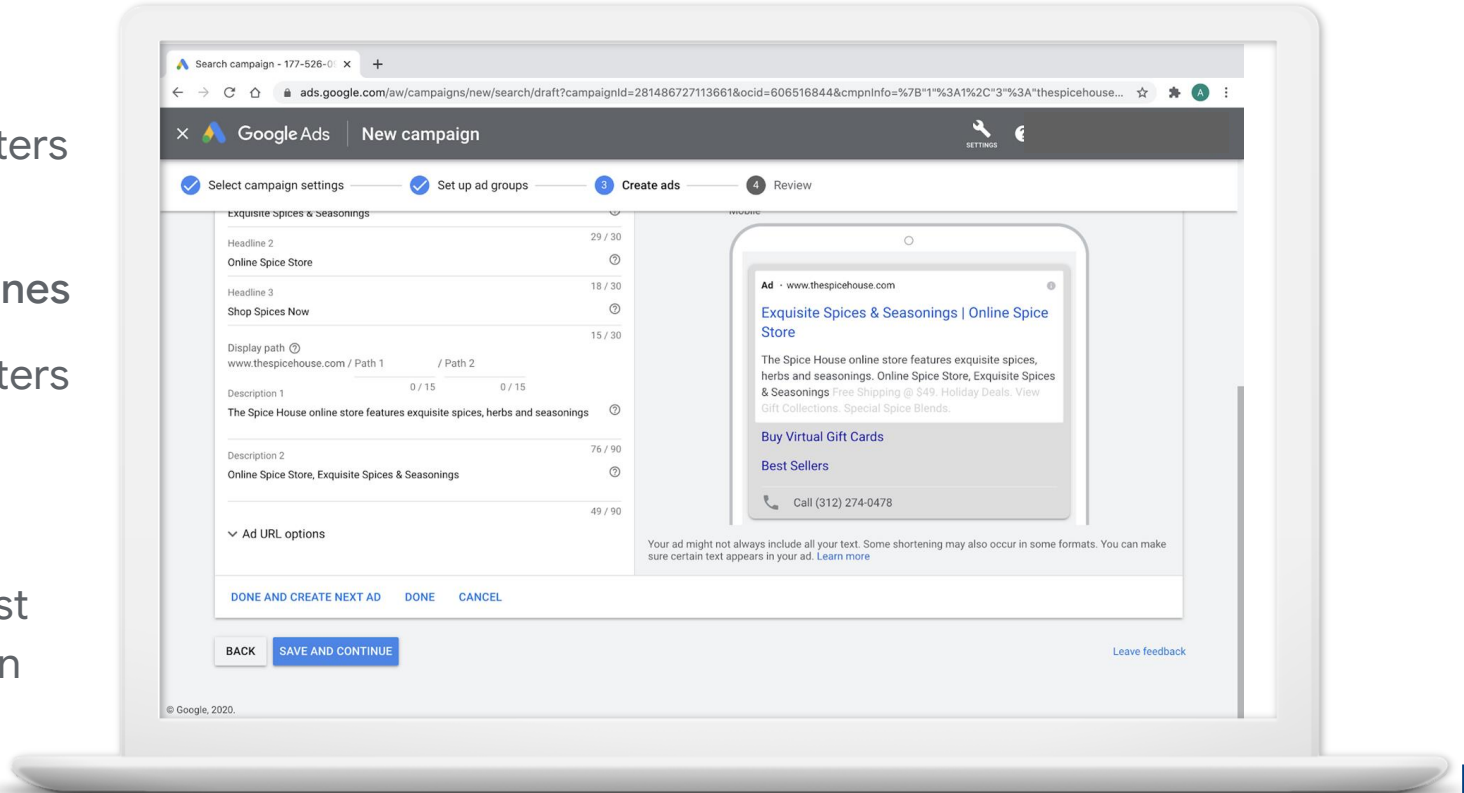
When in Smart campaigns, navigate to New Campaign. Select “Switch to Expert Mode.”



Improving your ads

WHAT'S IN A TEXT AD?

- Three headlines
 - Each 30 characters max
- Two description lines
 - Each 90 characters max
- One final URL
 - Choose the most relevant page on your site.



TIPS FOR WRITING GREAT ADS

A great ad:

- Is relevant to the searcher's query:
jam vs. buy cranberry jam
- Includes keywords in ad text
- Inspires action: **Call now! - Order today!**

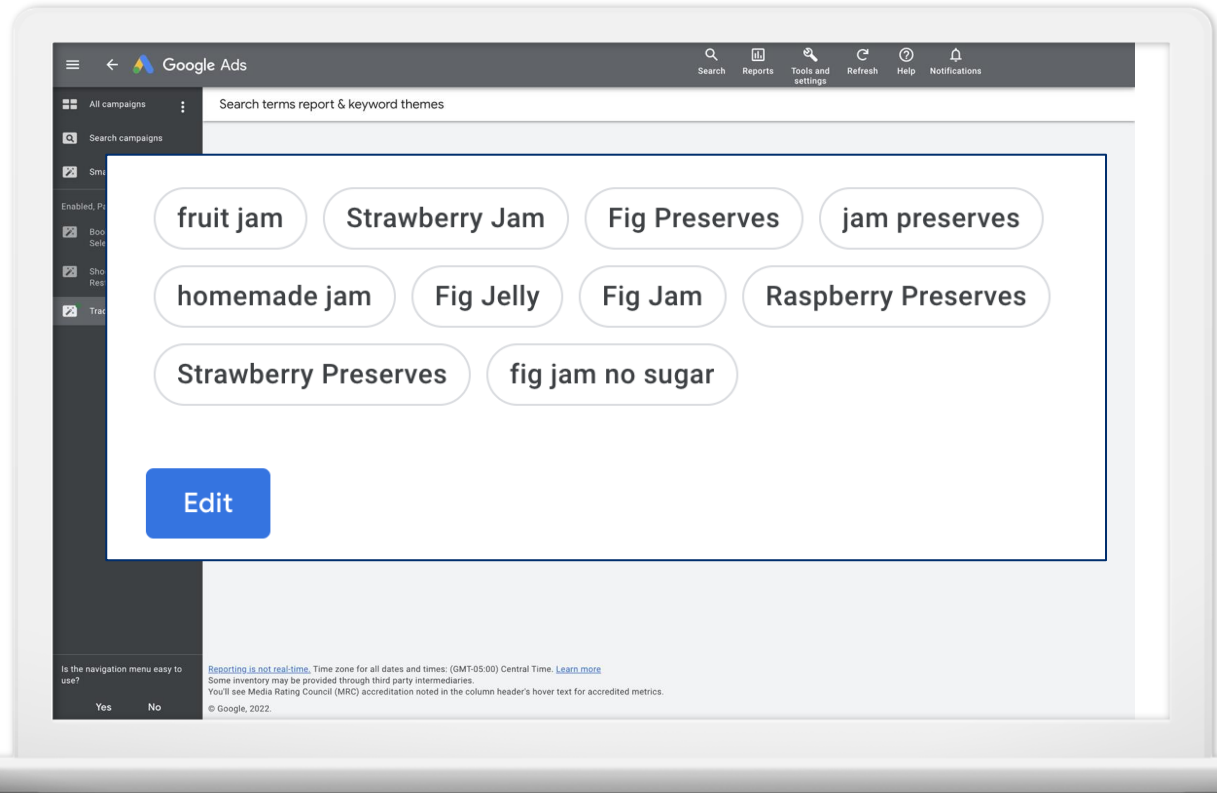
Quick Tip:

For more help writing effective ads, visit:
g.co/textadtips



SMART CAMPAIGNS: WHAT IS A KEYWORD THEME?

Keyword themes are words or phrases that help match your ads with Google searches.



SMART CAMPAIGNS: HOW TO IMPROVE KEYWORD THEMES

- Aim for a maximum of 7-10 themes
- Think like your customers
- Remember your advertising strategy
- Create separate campaigns for different groups of keyword themes
- Add negative keyword themes

Your ads show when people search for your keyword themes and related phrases. [Learn more](#)

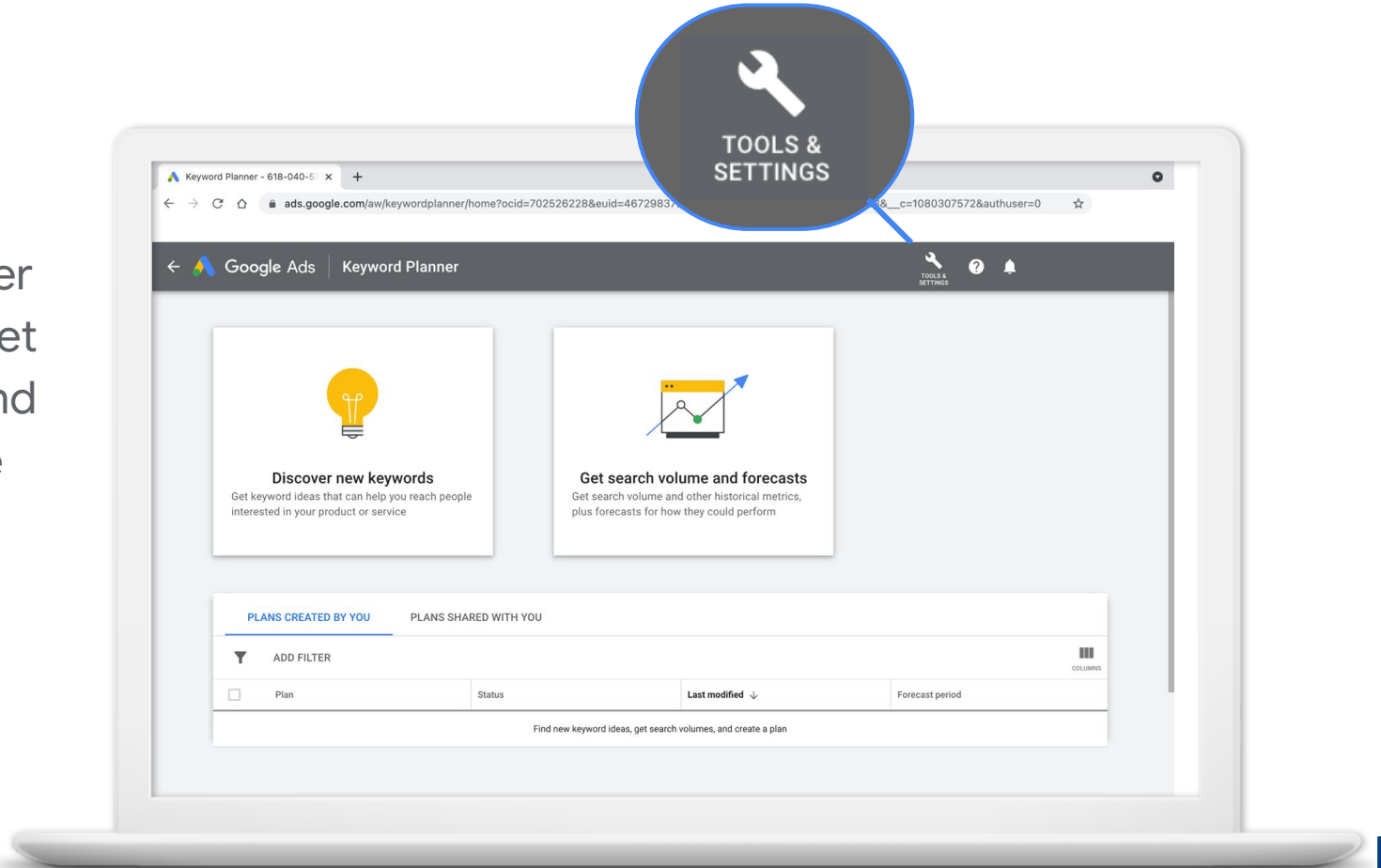
fruit jam Strawberry Jam Fig Preserves jam preserves
homemade jam Fig Jelly Fig Jam Raspberry Preserves
Strawberry Preserves fig jam no sugar

EXPERT MODE: WHAT IS A KEYWORD?

jam	Broad	Ads may show on searches that relate to your keyword.
“jam”	Phrase	Ads may show on searches that include the meaning of your keyword.
[jam]	Exact	Ads may show on searches that mean the same as your keyword.
-band	Negative	Prevents your ads from showing.

EXPERT MODE TIP: KEYWORD PLANNER

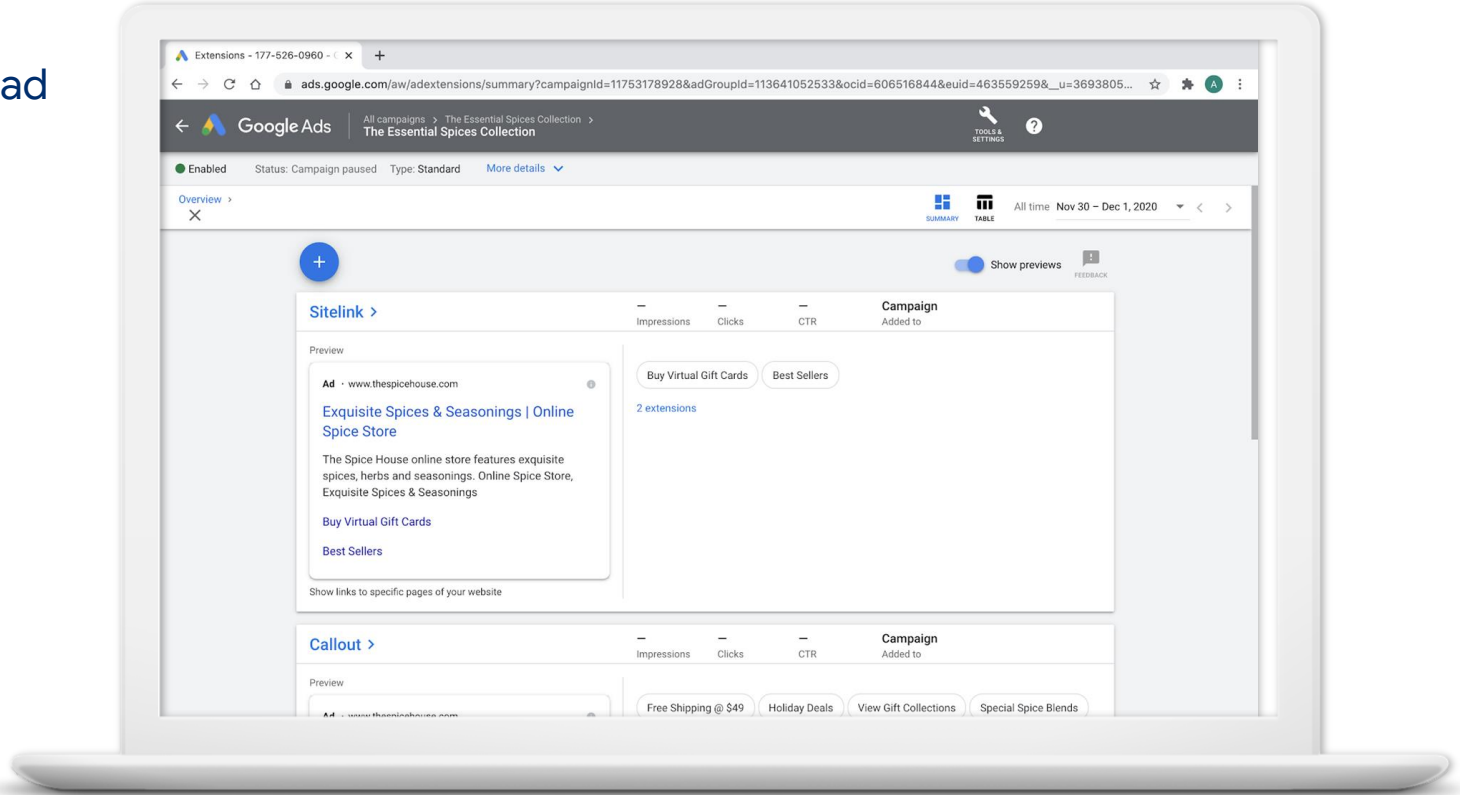
Keyword Planner helps you discover new keywords, get search volume and see performance forecasts.



WHAT ARE AD ASSETS?

Assets expand your ad with additional info.

- Callout assets
- Sitelink assets
- Price assets
- Promotion assets



Measuring success

SOMETHING TO THINK ABOUT

What are your advertising goals? What do you want to accomplish?

Do your ads help you reach these business goals?



REPORTING TERMINOLOGY



Impressions

How many times your ad was displayed, whether it was clicked or not



Clicks

When a user clicks on an ad



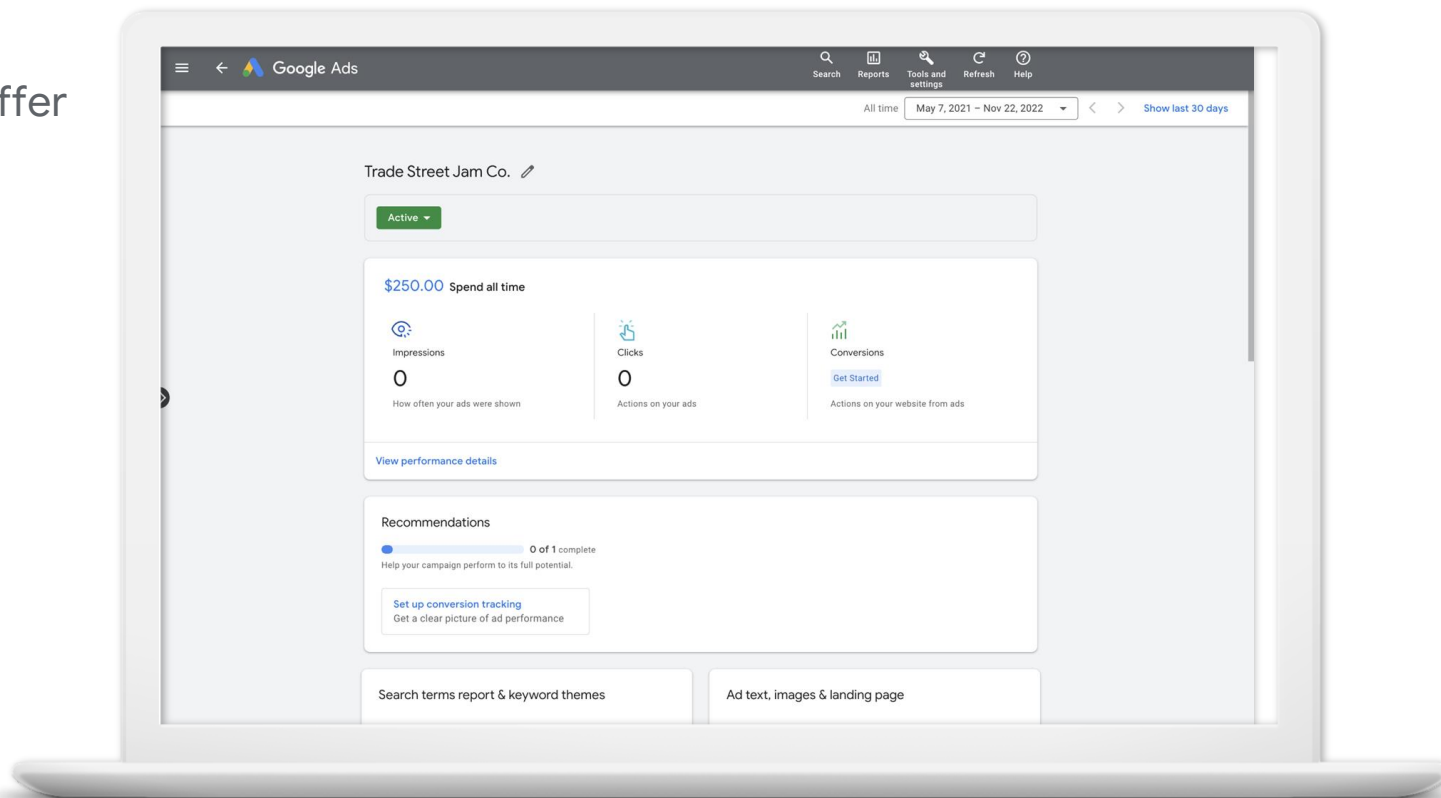
Conversions

When a click on an ad results in a desirable outcome

REPORTS IN SMART CAMPAIGNS

Smart campaigns offer simplified reports, including:

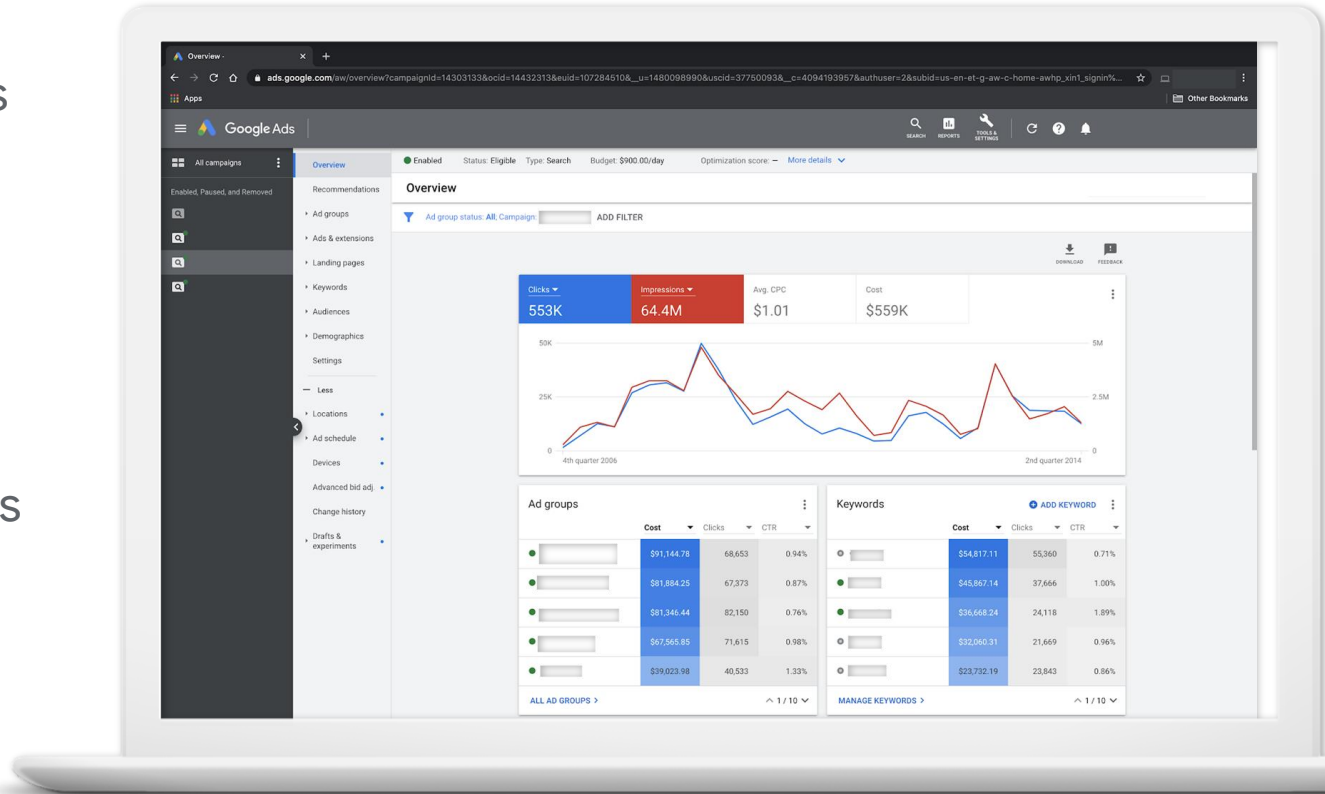
- Impressions
- Clicks
- Conversions (optional)



REPORTS IN SEARCH CAMPAIGNS

Search campaigns include detailed reports, including:

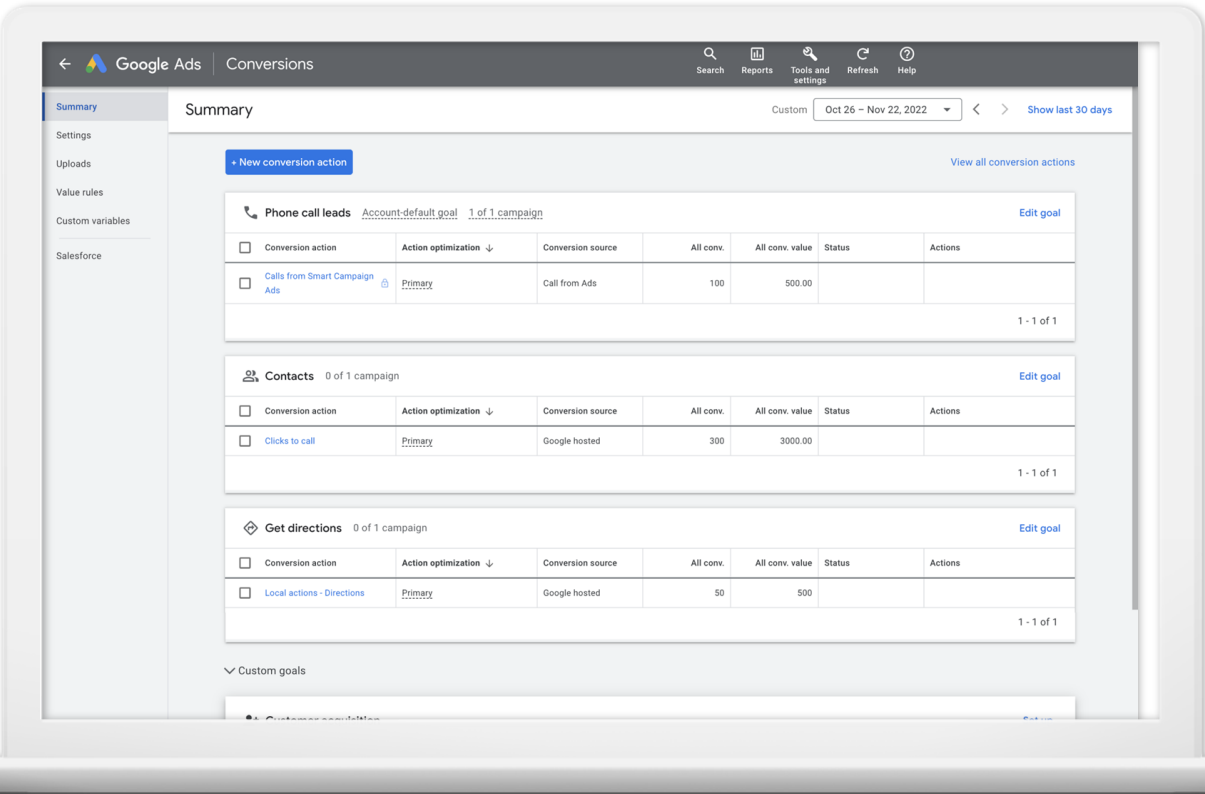
- Ad groups
- Ads
- Landing pages
- Keywords



TRACK CONVERSIONS IN GOOGLE ADS

Reporting columns show how ads lead to valuable customer actions. Learn things like:

- The number of conversions
- Cost per conversion
- Conversion rate
- And much more



The screenshot displays the Google Ads 'Conversions' interface. The top navigation bar includes 'Google Ads', 'Conversions', and utility icons for Search, Reports, Tools and settings, Refresh, and Help. The main content area is titled 'Summary' and shows a date range of 'Oct 26 - Nov 22, 2022'. A sidebar on the left lists navigation options: Summary, Settings, Uploads, Value rules, Custom variables, and Salesforce. The main area features a '+ New conversion action' button and a 'View all conversion actions' link. Below this, there are three sections, each with a table of conversion actions:

- Phone call leads** (Account-default goal, 1 of 1 campaign):

<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	Calls from Smart Campaign Ads	Primary	Call from Ads	100	500.00		
- Contacts** (0 of 1 campaign):

<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	Clicks to call	Primary	Google hosted	300	3000.00		
- Get directions** (0 of 1 campaign):

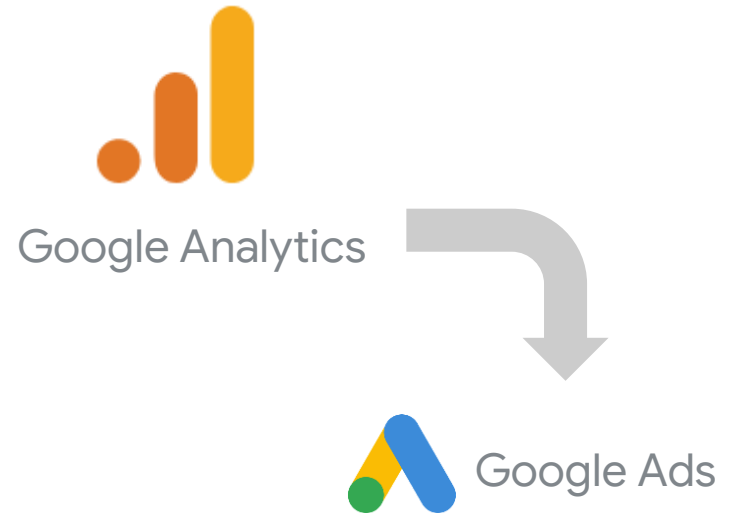
<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	Local actions - Directions	Primary	Google hosted	50	500		

At the bottom, there is a section for 'Custom goals'.

TRACK CONVERSIONS WITH GOOGLE ANALYTICS

Linking your Google Ads account to your Analytics property lets you see the full customer cycle.

Follow your customers from the point where they first interact with your site to completing the goal you've set for them.



Quick Tip:

Sign up for Google Analytics

g.co/analytics

Recap and resources

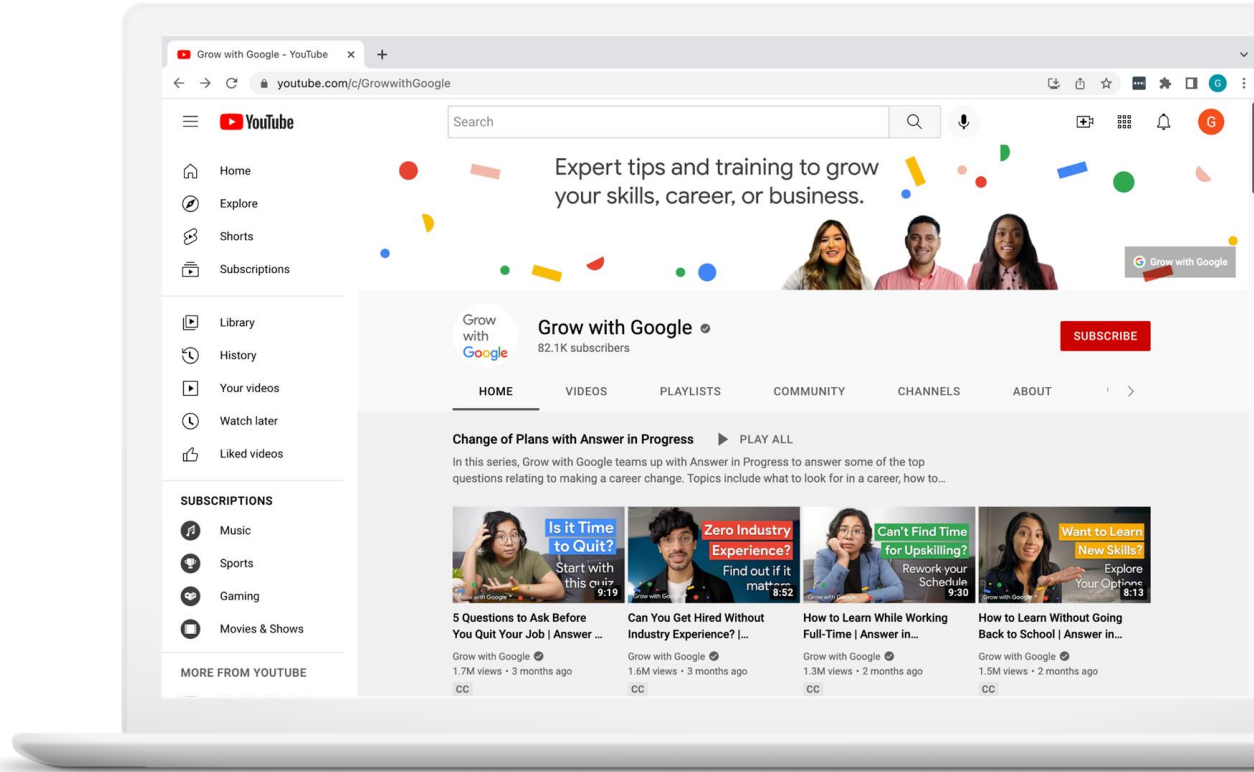
RECAP

- HOW GOOGLE ADS WORKS
- ADVERTISING ON GOOGLE
- IMPROVING YOUR ADS
- MEASURING SUCCESS
- RECAP & RESOURCES

KEEP LEARNING ON YOUTUBE

Check out the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

Quick Tip:
[YouTube.com/GrowWithGoogle](https://www.youtube.com/GrowWithGoogle)



Resources

- **Your Local Resources:**
 - **Center for Women and Enterprise**
[Center for Women & Enterprise | CWE Rhode Island \(cweonline.org\)](http://cweonline.org)
 - **Rhode Island Small Business Development Center**
[Rhode Island Small Business Development Center \(uri.edu\)](http://uri.edu)
 - **SCORE Rhode Island**
[Rhode Island | SCORE](http://rhodeisland.score.org)
 - **Veteran Business Outreach Center of New England**
<http://vbocnewengland.org>
- Find local trainings and workshops: [Rhode Island | U.S. Small Business Administration \(sba.gov\)](http://sba.gov)

Resources (cont.)

- **Additional Google Ads Resources**
 - **How to Improve Ad Rank:** <https://www.wordstream.com/quality-score>
 - **Google Ads Benchmarks:** : <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>
 - **Complete Guide to Google Ads:** <https://www.wordstream.com/resources/ppc-101>
 - **How to Localize Google Ads:** <https://www.wordstream.com/blog/localize-google-ads>
 - **See Your Competitors Ads:** <https://www.wordstream.com/blog/google-ads-library>

Questions