Grow with Google

## Google Ads to Maximize ROI



#### PRESENTER

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#### 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**



Reach specific audiences

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



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



Measure the results





# How Google Ads works

#### HOW ADS WORK ON GOOGLE SEARCH



Starts with a search query

Google creates search results

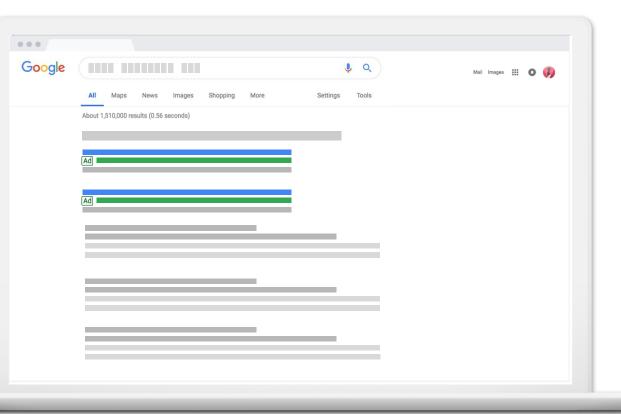
Advertisers bid for opportunities to show ads

"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 <u>ad auction</u> 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 <u>relevant thresholds</u> 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.

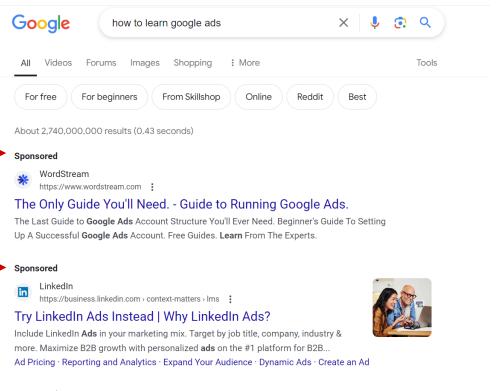
•Keyword organization – Split your keywords into tight, organized groups that can be more effectively tied to individual ad campaigns.

•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?





Coursera

#### THIS WORKSHOP FOCUSES ON TEXT ADS

Pay-perclick:

Advertisers pay only when searchers click an ad. 
 Coogle
 trade street jam co
 X
 Images
 Images
 News
 More

 Q All
 © Maps
 Ø Shopping
 Images
 Images
 News
 Images
 Tools

 About 27,000,000 results (0.59 seconds)
 Images
 Images
 Images
 News
 Images
 Tools

Ad · https://tradestjamco.com/

#### Jams - Handcrafted Vegan Jam

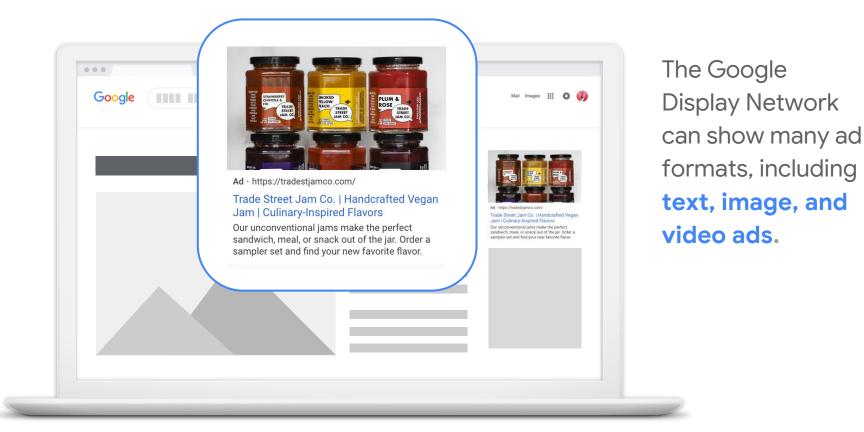
Our unconventional jams make the perfect sandwich, meal, or snack out of the jar. Order a sampler set and find your new favorite flavor.

jams + sauces · cocktail elixirs · bundles + gifting · flavor quiz



https://www.instagram.com > tradestjamco

#### ADS CAN ALSO APPEAR ON PARTNER WEBSITES

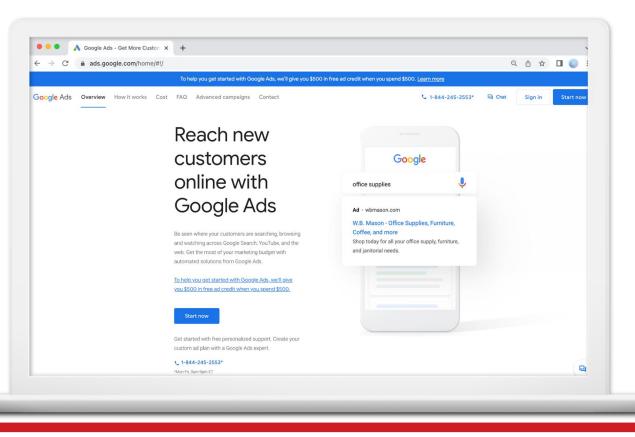


ŞΒΫ

## 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**

← → C  â ads.google.com/aw/car	npaigns/new/express?ocid=1089889912&cmpnInfo=%7B"8"%3A"7728ba27-08db-4f56-adfe-	ea74668e41a ର୍ 🖞 🛣	
🙏 Google Ads 🛛 New camp	aign	0	R
	•		
	Let's get started! What is your business		
	name?		
	Your business name Trade Street Jam Co		
	This helps us show your ad when people search for you by name		
	Next		
	Are you a professional marketer? Switch to Expert Mode		
	Piece All States All S		Chat with us
	9am to 9pm ET, Mon - Fri		Linat with us

#### **STEP 3: ENTER WEBSITE**

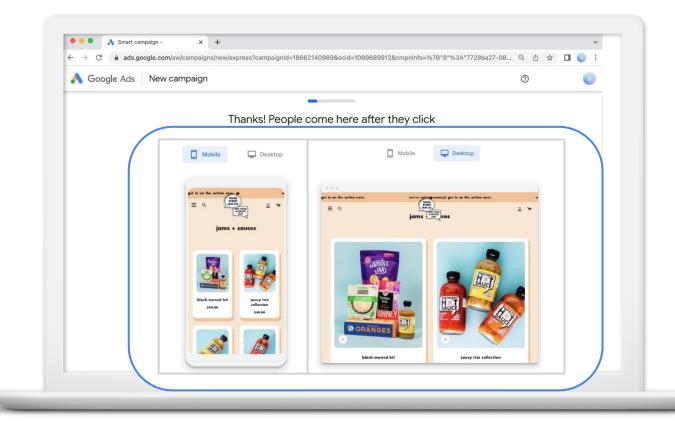
Enter the page URL where you want the searcher to go after clicking your ad.

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

← → C  ads.google.com/aw/campaigns/r	ew/express?campaignId=18662140989&ocid=1089889912&cmpnInfo=%7B"8"%3A"7728ba27-	-08 Q 凸 ☆	
		0	
A Google Ads New campaign		0	
	-		
	Where should people go after clicking your		
	ad?		
	Your website https://tradestjamco.com/collections/single-jams		
	Consider what you're advertising, and enter the most relevant page of your website. This might		
	be your homepage, or a more specific page.		
	Back		
	Need help?	_	
	Call for free ad setup help at 1-855-738-7723 9am to 9pm ET, Mon - Fri		Chat with us

#### **STEP 4: PREVIEW THE LANDING PAGE**

Preview the web page on mobile and desktop.



#### **STEP 5: SELECT AN ADVERTISING GOAL**

Choose an advertising goal.

Ask yourself: what should potential customers do after they see your ad?

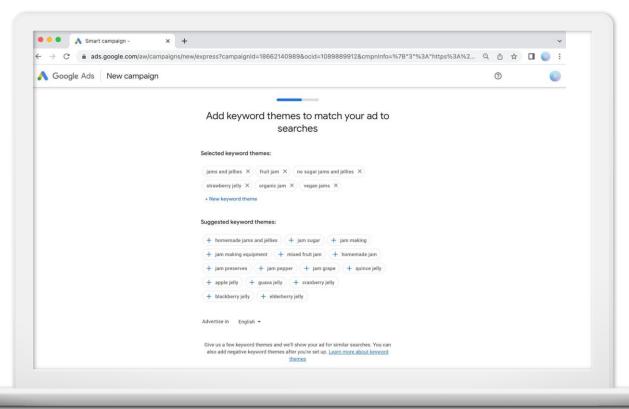
● ● ● 👌 Smart campaign - 🛛 🗙	T			~
← → C	new/express?campaignId=18662140989&ocid=1089889912&cmpnInfo=%7B"3"%3A"https%3A%2	QÅ	☆ 🛛	I 📵 🗄
🙏 Google Ads 🛛 New campaign		0		R
	What's your main advertising goal?			
	Cet more calls			
	Get more website sales or leads			
	Get more visits to your physical location			
	Get more views and engagement on YouTube			
	Back			
	Are you a professional marketer? Switch to Expert Mode			

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

Google Ads New ca	mpaign		0	R
	Now it's time to wri	ite your ad		
	Headline 1			
	Not Your Average Jams	٩		
	21 / 30	Ad · tradestjamco.com		
	So Many Delicious Flavors	Not Your Average Jams   So Many Delicious Flavors   View Our Best Sellers Today		
	25 / 30	Spoonable Low Sugar Jams for Cooking, Baking, Cocktails and More. So Many Yummy Flavors. Our		
	View Our Best Sellers Today	Unconventional Jams Make the Perfect Sandwich,		
	27 / 30			
	Spoonable Low Sugar Jams for Cooking, Baking, Cocktails an			
	88/90			
	Description 2 Our Unconventional Jams Make the Perfect Sandwich, Meal o			
	80 / 90			
	Show a call button in your ad			
	United States 💌 Phone number			

#### **STEP 7: ADD KEYWORD THEMES**

- Themes should be relevant to the advertised product or service.
- Themes help match your ad to related searches.

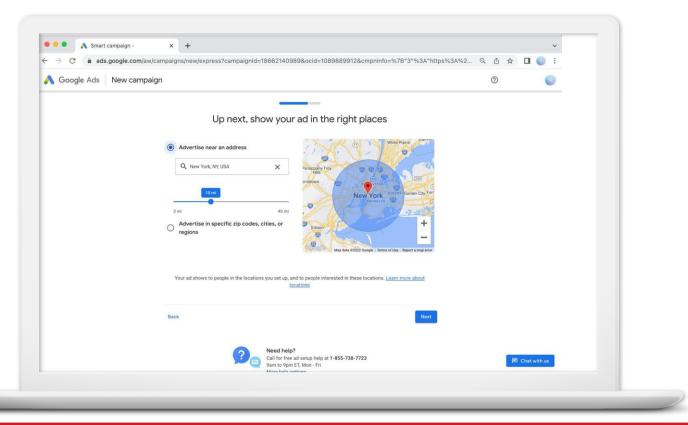


#### Keyword Groupings

Ad group ideas Keyword ideas		Columns +	Download	Add all (59)
Ad group (by relevance)	Avg. monthly	searches ?	Suggested bid ?	Add to plan
Wedding Rings (31) wedding rings, mens wedding rings, unique	<u> ~</u>	795,520	\$2.10	>>
Earrings (13) diamond earrings, gold earrings, earrings, pe	<u>Le</u>	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 engageme	<u></u>	203,730	\$2.42	>>
Jewelry (38) jewelry, emerald jewelry, mens jewelry, platin	<u>Ler</u>	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	<u></u>	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.



#### **STEP 9: SET A BUDGET**

- Select a budget option or enter your own.
- See an estimate of monthly clicks.
- Change or pause at any time.

A Google Ads Start reaching more per	pple	0	
	Set a budget to get the results you want		
	Select a budget option     Currency: US Dollar (\$) +		
	\$2.80 daily average - \$85 monthly max		
	Get an estimated 40-110 ad clicks each month		
	Recommended for you ③		
	\$7.40 daily average - \$225 monthly max ✓ Get an estimated 120-280 ad clicks each month		
	\$17.50 daily average - \$532 monthly max		
	Get an estimated 280-650 ad clicks each month		
	O Enter your own budget		
	You only pay for clicks on your ad. Some days you might spend less than your daily average, and on others you might spend more. But over the month you won't pay more than your monthly max. Learn more		
	Back Next		

Review your campaign to make sure all of the information is accurate.

You can make edits before sending the campaign live.

Smart campaign -	× +				~
ads.google.co	om/aw/campaigns/new/express?campaignId=1866214	0989&0	cid=1089889912&cmpnInfo=%7B"3"%3A"https%	63A%2 Q 🖞 1	¥ 🔲 🕕 🗄
s New c	ampaign			0	•
	Review your camp	baign	to be sure it's right		
	Campaign name Not Your Average Jams	0	(B)		
	Campaign goal Website traffic		Ad - tradestjamco.com Not Your Average Jams J So Many Delicious		
	Your website https://tradestjamco.com/collections/single-jams		Flavors   View Our Best Sellers Today Spoonable Low Sugar Jams for Cooking, Baking, Cocktails and More. So Many Yummy Flavors. Our Unconventional Jams Make the Perfect Sandwich,		
	Business name Trade Street Jam Co				
	Ad text Not Your Average Jams   So Many Delicious Flavors   View Our Best Sellers Today   Sponnable Low Sugar Jams for Cooking, Baking, Ocisikali and More. So Many Yummy Flavors,   Our Unconventional Jams Make the Perfect Sandwich, Meal or Snack Out of the Jar.	0			
	Locations 15 miles of New York, NY, USA	0			
	Keyword themes fruit jam, jams and jellies, organic jam, no sugar jams and jellies, vegan jams, strawberry jelly	0			
	Budget \$7.40 daily average - \$225 monthly max	0			

#### **FINAL STEP: SET UP BILLING**

Confirm your payment information and submit.

● ● ● 🔥 845 Google Ads × -	-	
$\leftarrow$ $\rightarrow$ C $($ ads.google.com/aw/signup/paym	ent?ocid=1089252228&subid=US-en-et-g-aw-c-home-awhp_xin1_signin%21o2-awhp-hv-01-22&name	=Tr Q 🖞 🖈 🔲 🕕
🔥 Google Ads 🛛 New campaign		0
	Confirm payment info	
	Billing country	
	D United States	
	Time zone	
	(GMT-04:00) New York Time     Time zone applies to your entire account and cannot be changed later.	
	Introductory offer	
	Offer successfully applied. You'll receive a \$500.00 credit when you spend     \$500.00.	
	Account type ① Organization ~	
	Organization name	
	Add credit or debit card	
	# Card details	
	ZiP code Ø	
	You'll see a temporary 350.00 authorization on your card, which is typically removed within a week.	
	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	
	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	Campaign
Budget & Settings	Budget & Settings

| Ad Group        |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Keywords<br>Ads | Keywords<br>Ads | Keywords<br>Ads | Keywords<br>Ads | Keywords<br>Ads | Keywords<br>Ads |

#### TRANSITION TO EXPERT MODE

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

	awleampaigns/newlexpre	ess?campaignId=18650074686&ocid=1089252228&subid=US-en-et-g-aw-c-home-awhp_xin1_sig	Q	₫☆		•	
🔨 Google Ads 🛛 New campa	iign			0			
		Let's get started! What is your business					
		name?					
		Your business name					
		Trade Street Jam Co This helps us show your ad when people search for you by name					
		Next					
	Are you a	professional marketer? Switch to Expert Mode					
	Are you a	professional marketer? Switch to Expert Mode					
	Are you a						
	Are you a	professional marketer? Switch to Expert Mode			🖻 Chat	with us	

Select Search under campaign type, then:

- Select campaign settings
- Set up ad groups
- Create ads
- Review and launch

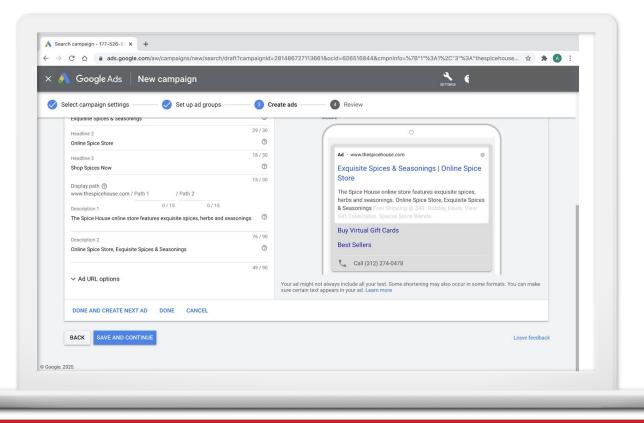
<ul> <li>A New campaign - X +</li> <li>C ( ads.google.com/aw/campaigns/new?ocid=108</li> </ul>	9219061&cmpnInfo=%7B"8"%	3A"eeffa3d7-b359-4e60-8771	-36434f60b516"%7D⊂	d=US-en Q	☆ 🛛 🕔	:
Google Ads New campaign				(2) Help		
Search Get more sales with text or call ads that show near search results of Google.com, on Google search partners sites, and more		Depu           Bash closers arons 3 million close and apps with engaging cristine	Discovery Bradisover, Granal, Discover, and more			
Start tracking your sales as w	ebsite conversions					

## Improving your ads

#### WHAT'S IN A TEXT AD?

Three headlines

- O Each 30 characters max
- Two description lines
  - O Each 90 characters max
- One final URL
  - O 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

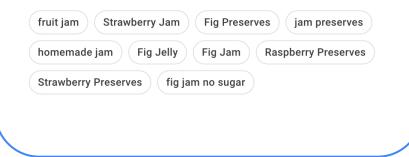
searches.

	Google Ads Search Reports Tools and Refresh Help Notifications				
All campaig	Search terms report & keyword themes				
Search cam	hpaigns				
Sma					
d, Pa Boo Sele	fruit jam Strawberry Jam Fig Preserves jam preserves				
Sho Res Trac	homemade jam Fig Jelly Fig Jam Raspberry Preserves				
	Strawberry Preserves fig jam no sugar				
	Edit				
	nenue says to Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central Time. Learn more				
avigation or	Some inventory may be provided through third party intermediaries.				
wigation m	Vou'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics. No © 6 Google, 2022.				

#### 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



#### **EXPERT MODE: WHAT IS A KEYWORD?**

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

#### **EXPERT MODE TIP: KEYWORD PLANNER TOOLS &** SETTINGS ∧ Keyword Planner - 618-040-57 × + 0 $\leftarrow \rightarrow$ C 🗅 🗎 ads.google.com/aw/keywordplanner/home?ocid=702526228&euid=4672983 &\_\_c=1080307572&authuser=0 \* TOOLS & ? Google Ads Keyword Planner Get search volume and forecasts Discover new keywords Get keyword ideas that can help you reach people Get search volume and other historical metrics. interested in your product or service plus forecasts for how they could perform PLANS CREATED BY YOU PLANS SHARED WITH YOU ш ADD FILTER Plan Status Last modified $\downarrow$ Forecast period Find new keyword ideas, get search volumes, and create a plan

**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

Google Ads All campaigns of The Essential	The Essential Spices Collection > Spices Collection							
d Status: Campaign paused Type: Star	dard More details 🗸							
2					SUMMARY		30 - Dec 1, 2020 👻 <	>
•						Show previews	Edback	
Sitelink >		_ Impressions	_ Clicks	- CTR	Campaign Added to			
Preview								
Ad · www.thespicehouse	.com O	Buy Virtual 0	Gift Cards	Best Sellers				
Exquisite Spices 8 Spice Store	& Seasonings   Online	2 extensions						
	e store features exquisite							
spices, herbs and seas Exquisite Spices & Sea	onings. Online Spice Store, sonings							
Buy Virtual Gift Cards								
Best Sellers								
Show links to specific pages	of your website							
Show links to specific pages	of your website				Campaign		_	

# 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

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## Conversions

When a click on an ad results in a desirable outcome Smart campaigns offer simplified reports, including:

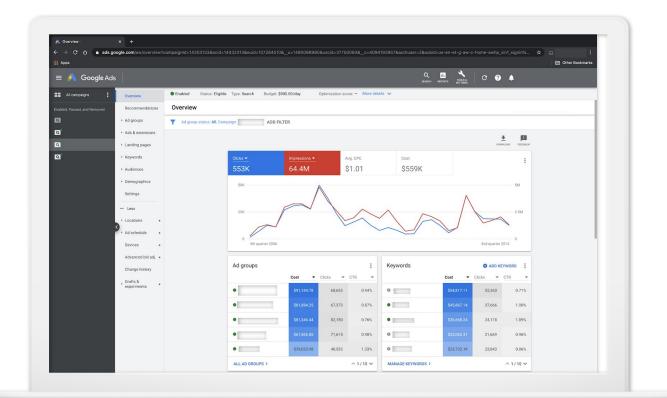
- Impressions
- Clicks
- Conversions (optional)

🔨 Google Ads		Q III 🍳 C ⊘ Search Reports Tools and Refresh Help settings	
		All time May 7, 2021 - Nov 22, 20	22 🔹 < Show last 30 days
Trade Street Jam Co. 🧷			
Active 👻			
\$250.00 Spend all time			
Impressions	Clicks	Conversions	
O How often your ads were shown	O Actions on your ads	Get Started Actions on your website from ads	
View performance details			
Recommendations			
O of 1 a Help your campaign perform to its full potenti			
Set up conversion tracking Get a clear picture of ad performance			
Search terms report & keyword t	hemes Ad tex	rt, images & landing page	

#### **REPORTS IN SEARCH CAMPAIGNS**

Search campaigns include detailed reports, including:

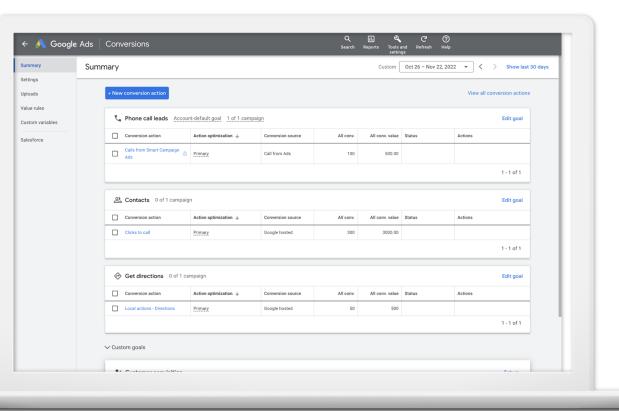
- Ad groups
- Ads
- Landing pages
- Keywords



## 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



### TRACK CONVERSIONS WITH GOOGLE ANALYTICS

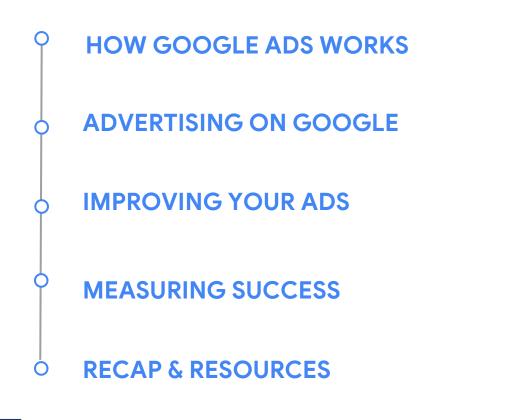
Linking your Google Ads account to your Analytics property lets you see the full customer cycle.

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

Quick Tip: Sign up for Google Analytics g.co/analytics

# **Recap and resources**

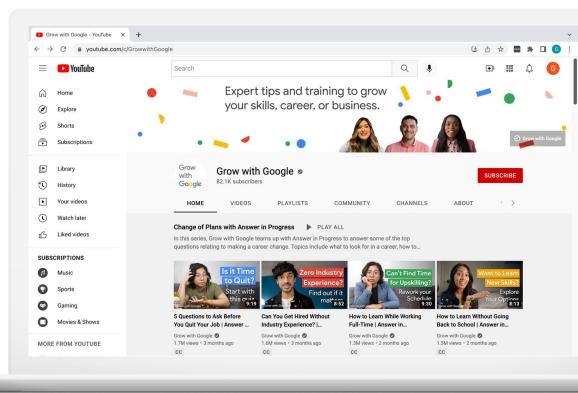




#### **KEEP LEARNING ON YOUTUBE**

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

Quick Tip: YouTube.com/GrowWithGoogle



# Resources

#### • Your Local Resources:

- Center for Women and Enterprise
   <u>Center for Women & Enterprise | CWE Rhode Island</u>
   <u>(cweonline.org)</u>
- Rhode Island Small Business Development Center
   Rhode Island Small Business Development Center
   (uri.edu)
  - SCORE Rhode Island Rhode Island SCORE

•

- Veteran Business Outreach Center of New England http://vbocnewengland.org
- Find local trainings and workshops: <u>Rhode Island | U.S. Small</u> <u>Business Administration (sba.gov)</u>

# **Resources (cont.)**

#### Additional Google Ads Resources

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

Questions