Google Ads to Maximize ROI
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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.

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
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.
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.
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?

Google search results for "how to learn google ads"

- Sponsored
  - WordStream
    - https://www.wordstream.com

- Sponsored
  - LinkedIn
    - https://business.linkedin.com
    - 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
Pay-per-click:
Advertisers pay only when searchers click an ad.

THIS WORKSHOP FOCUSES ON TEXT ADS
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.
Choose an advertising goal.

Ask yourself: what should potential customers do after they see your ad?
STEP 6: WRITE YOUR AD

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

<table>
<thead>
<tr>
<th>Ad group (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Suggested bid</th>
<th>Add to plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wedding Rings</strong> (31)</td>
<td>795,520</td>
<td>$2.10</td>
<td></td>
</tr>
<tr>
<td>wedding rings, mens wedding rings, unique ...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Earrings</strong> (13)</td>
<td>849,000</td>
<td>$1.01</td>
<td></td>
</tr>
<tr>
<td>diamond earrings, gold earrings, earrings, pe...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Wedding Bands</strong> (27)</td>
<td>392,730</td>
<td>$2.55</td>
<td></td>
</tr>
<tr>
<td>mens wedding bands, matching wedding ba...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gold Engagement</strong> (11)</td>
<td>203,730</td>
<td>$2.42</td>
<td></td>
</tr>
<tr>
<td>rose gold engagement rings, gold engagement ...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Jewelry</strong> (38)</td>
<td>1,348,390</td>
<td>$0.83</td>
<td></td>
</tr>
<tr>
<td>jewelry, emerald jewelry, mens jewelry, platin...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cut Engagement</strong> (5)</td>
<td>131,100</td>
<td>$2.32</td>
<td></td>
</tr>
<tr>
<td>princess cut engagement rings, cushion cut ...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Womens Wedding</strong> (8)</td>
<td>172,400</td>
<td>$2.12</td>
<td></td>
</tr>
<tr>
<td>wedding rings for women, wedding bands for...</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
STEP 10: REVIEW YOUR CAMPAIGN

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

You can make edits before sending the campaign live.
Confirm your payment information and submit.
## COMPARE CAMPAIGN OPTIONS

<table>
<thead>
<tr>
<th></th>
<th>Smart campaigns</th>
<th>Search campaigns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bidding</td>
<td>Automated</td>
<td>Advertiser-managed</td>
</tr>
<tr>
<td>Ad assets</td>
<td>Automated</td>
<td>Advertiser-managed</td>
</tr>
<tr>
<td>Keyword creation</td>
<td>Automated</td>
<td>Advertiser-managed</td>
</tr>
<tr>
<td>Keyword editing</td>
<td>Advertiser can manage keyword themes</td>
<td>Advertiser can edit individual keywords</td>
</tr>
<tr>
<td>Reporting</td>
<td>Simplified dashboard highlighting important stats</td>
<td>Detailed reports for campaign, ad group, ad, keyword, and search terms</td>
</tr>
<tr>
<td>Where ads show</td>
<td>Automated</td>
<td>Advertiser-managed</td>
</tr>
<tr>
<td>Landing pages</td>
<td>One per campaign</td>
<td>Multiple</td>
</tr>
</tbody>
</table>
# Understanding Account Structure

<table>
<thead>
<tr>
<th>Account</th>
<th>Unique email address &amp; password</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Billing info</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Budget &amp; Settings</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Ad Group</th>
<th>Keywords Ads</th>
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When in Smart campaigns, navigate to New Campaign. Select “Switch to Expert Mode.”
TO CREATE A SEARCH CAMPAIGN

Select Search under campaign type, then:

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

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>jam</code></td>
<td>Broad</td>
<td>Ads may show on searches that <strong>relate</strong> to your keyword.</td>
</tr>
<tr>
<td>“jam”</td>
<td>Phrase</td>
<td>Ads may show on searches that <strong>include</strong> the meaning of your keyword.</td>
</tr>
<tr>
<td><code>[jam]</code></td>
<td>Exact</td>
<td>Ads may show on searches that <strong>mean the same</strong> as your keyword.</td>
</tr>
<tr>
<td><code>-band</code></td>
<td>Negative</td>
<td>Prevents your ads from showing.</td>
</tr>
</tbody>
</table>
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
Smart campaigns offer simplified reports, including:

- Impressions
- Clicks
- Conversions (optional)
Search campaigns include detailed reports, including:

- Ad groups
- Ads
- Landing pages
- Keywords
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
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
Check out the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

Quick Tip: YouTube.com/GrowWithGoogle
• **Your Local Resources:**
  
  • *Center for Women and Enterprise*
    [Center for Women & Enterprise | CWE Rhode Island (cweonline.org)]

  • *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: [Rhode Island | U.S. Small Business Administration (sba.gov)]
Resources (cont.)

- **Additional Google Ads Resources**
  - *How to Improve Ad Rank:* [https://www.wordstream.com/quality-score](https://www.wordstream.com/quality-score)
  
  - *Google Ads Benchmarks:* [https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks](https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks)
  
  
  - *How to Localize Google Ads:* [https://www.wordstream.com/blog/localize-google-ads](https://www.wordstream.com/blog/localize-google-ads)
  
  - *See Your Competitors Ads:* [https://www.wordstream.com/blog/google-ads-library](https://www.wordstream.com/blog/google-ads-library)
Questions