Getting Started with Google Ads

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.

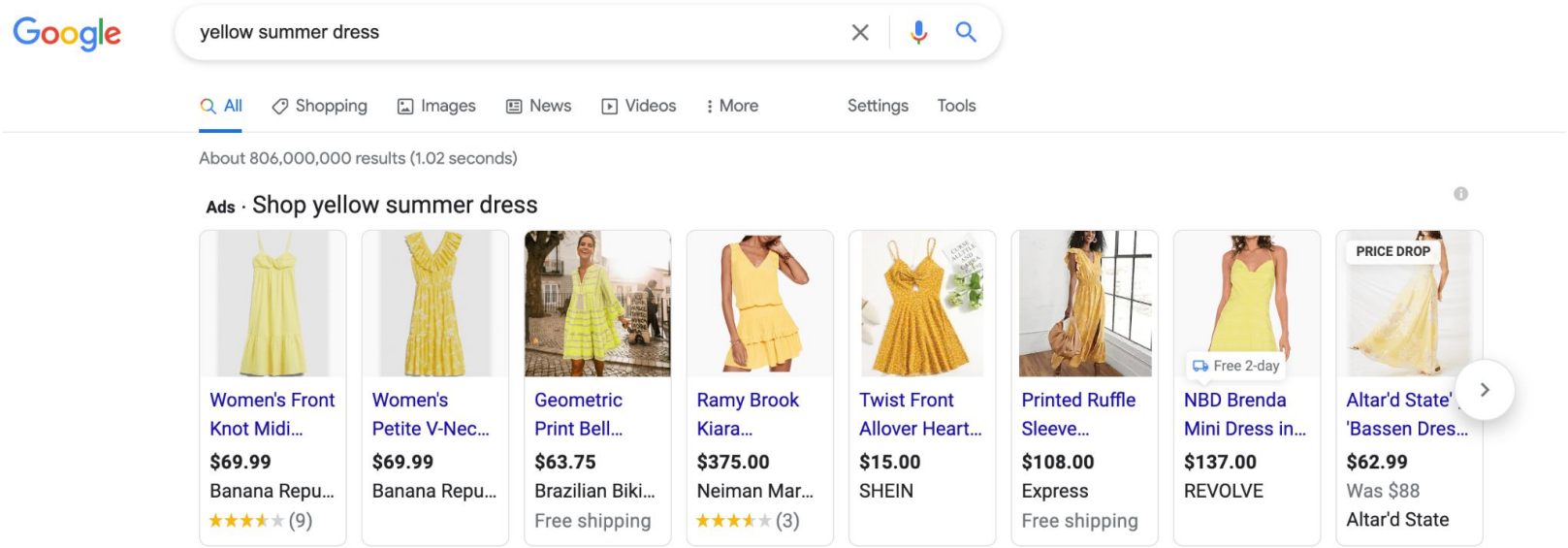
What Are Google Ads?

There are 4 Types of Google Ads

1. Shopping Ads
2. Search Ads
3. Display Ads
4. YouTube Ads

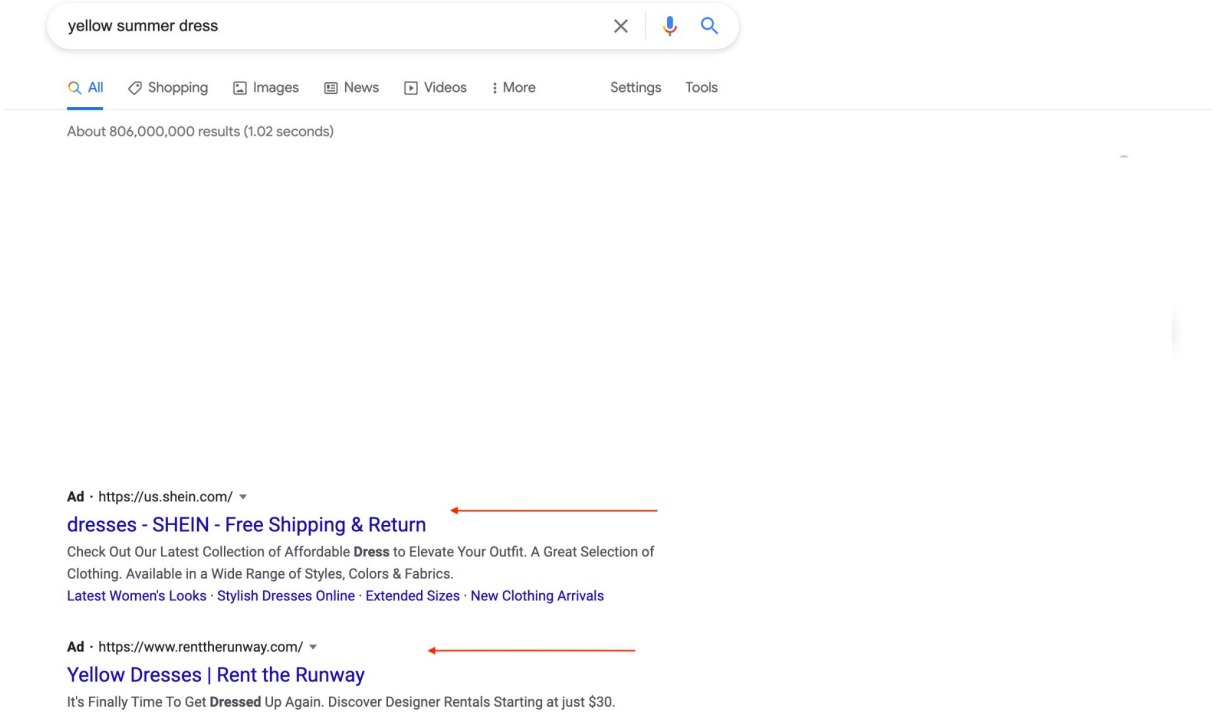
Shopping Ads

Shopping Ads



Search Ads

Search Ads


yellow summer dress
All
Shopping
Images
News
Videos
More
Settings
Tools
About 806,000,000 results (1.02 seconds)
Ad · https://us.shein.com/
dresses - SHEIN - Free Shipping & Return
Check Out Our Latest Collection of Affordable Dress to Elevate Your Outfit. A Great Selection of Clothing. Available in a Wide Range of Styles, Colors & Fabrics.
Latest Women's Looks · Stylish Dresses Online · Extended Sizes · New Clothing Arrivals
Ad · https://www.renttherunway.com/
Yellow Dresses | Rent the Runway
It's Finally Time To Get Dressed Up Again. Discover Designer Rentals Starting at just $30.

Display Ads

Display Ads

forbes.com/small-business-strategy/?sh=7747c71225ea

Forbes

8 hours ago

Lacking Client Trust? Try These Two Easy Strategies

There are many reasons why a client may choose not to work with you. But other than budget, the overarching reason clients will say 'no' to your sales pitch is because they have a lack of trust in what you offer.

By **Stephanie Burns** Contributor

16 hours ago

There's A Superhero Inside Of You: 5 Lessons For Achieving Success In The Workforce

Recent projections show women's employment rates may not recover until 2024—two full years after a full recovery for men. It's time to take your future into your own hands.

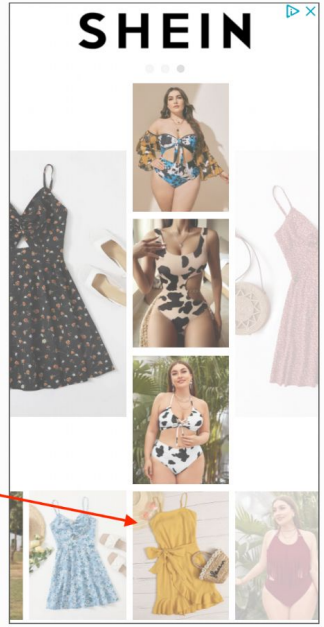
By **Stephanie Burns** Contributor

22 hours ago

Travel Will Be Bigger Than Ever, Just Different—Great Opportunities For Startups

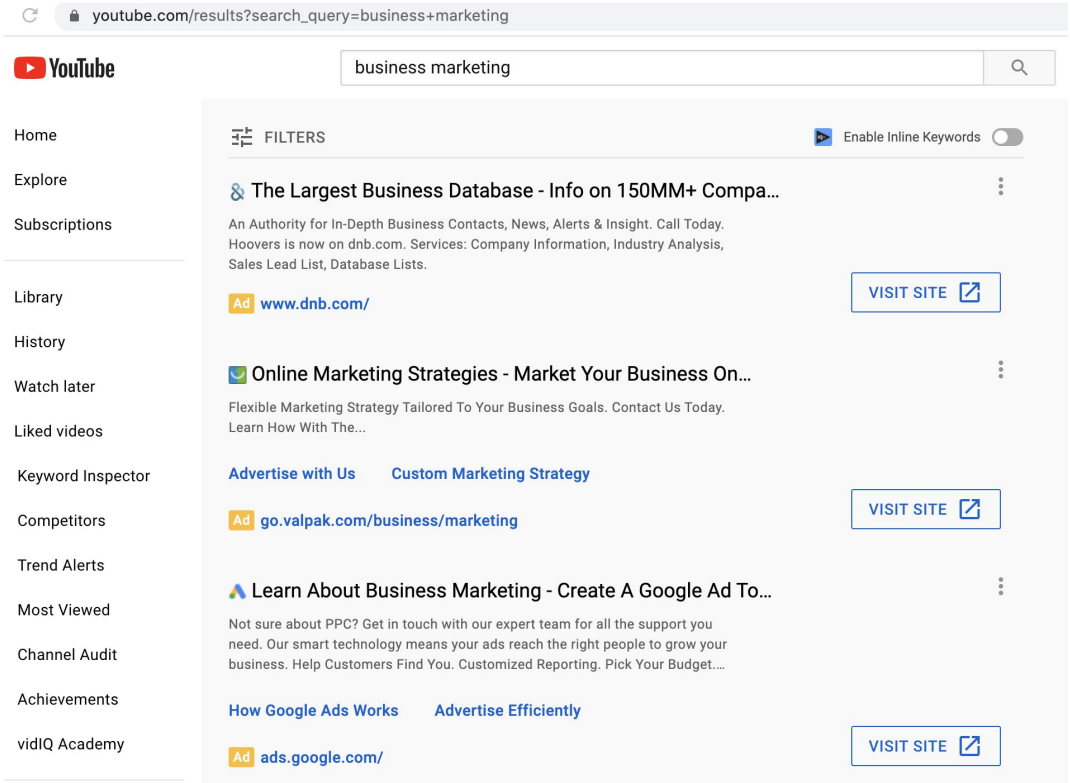
Combine this renewed focus on domestic travel with pent-up demand for travel internationally, fueled by remote work opportunities, and you will have a travel industry that will be growing exponentially well beyond where we were in 2019.

ADVERTISEMENT



YouTube Ads

YouTube Ads- Search Results



YouTube Ads- Sidebar and Skippable

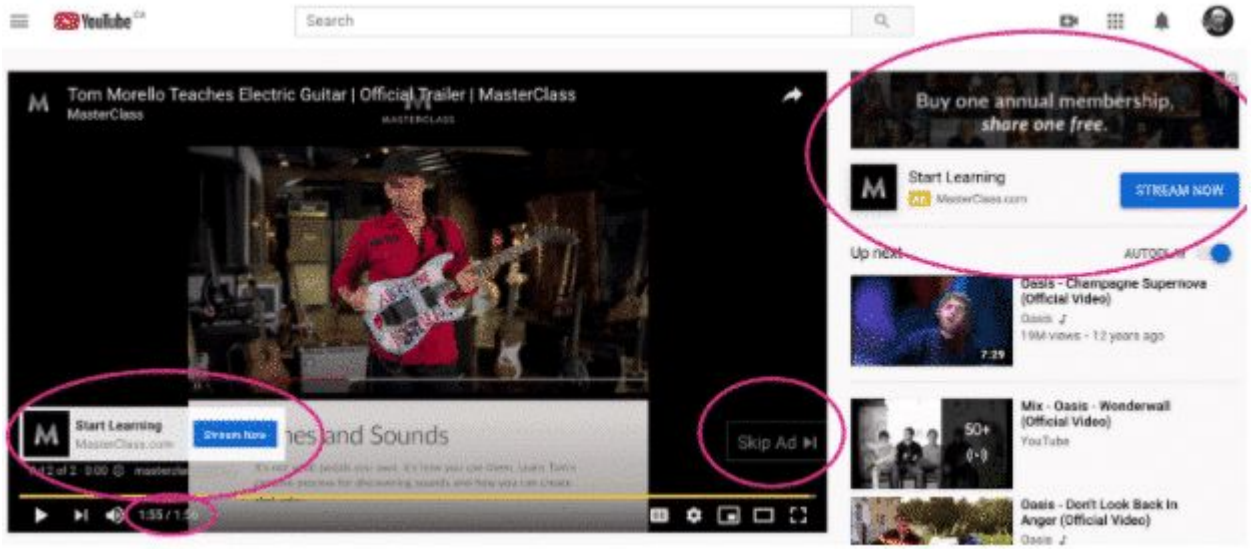
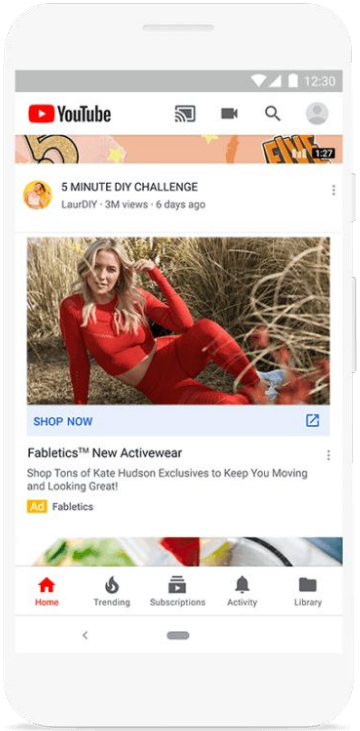
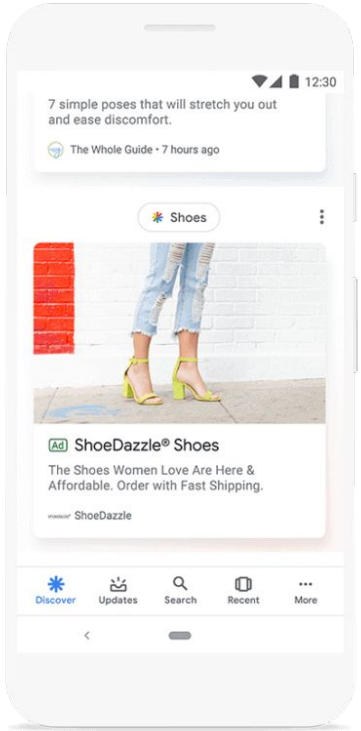


Image source: [Hootsuite]

YouTube Ads- Discovery





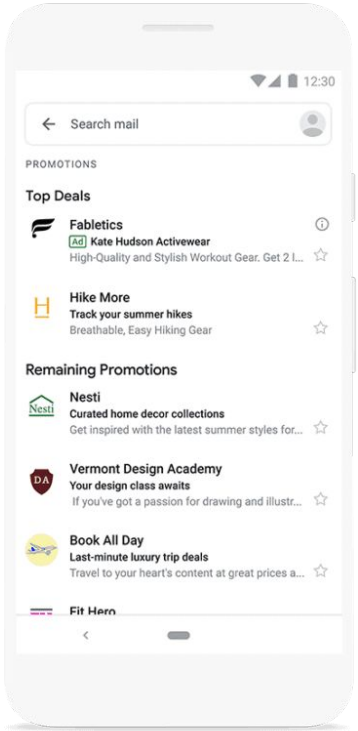


Image Source: [Wordstream]

Getting Started

Understand Campaign Structure

Image Source:YouTube

Basic Terms

Keywords: These are the words or phrases that people type into Google Search, which trigger your ad to appear. When setting up an ad campaign, you'll pick a list of keywords that you think people might search for when they want what you have to offer.

Bid: This is the maximum amount you're willing to pay when someone clicks on your ad. (Since, with Google Ads, you don't pay to show up — only when someone clicks on your ad to visit your site or call you.)

Quality Score: This metric tells you how relevant your keywords are to your ad — and to your landing page (i.e. the webpage where people will be taken when they click your ad). A good Quality Score can lower your bid costs and improve your ad rank in the search results.

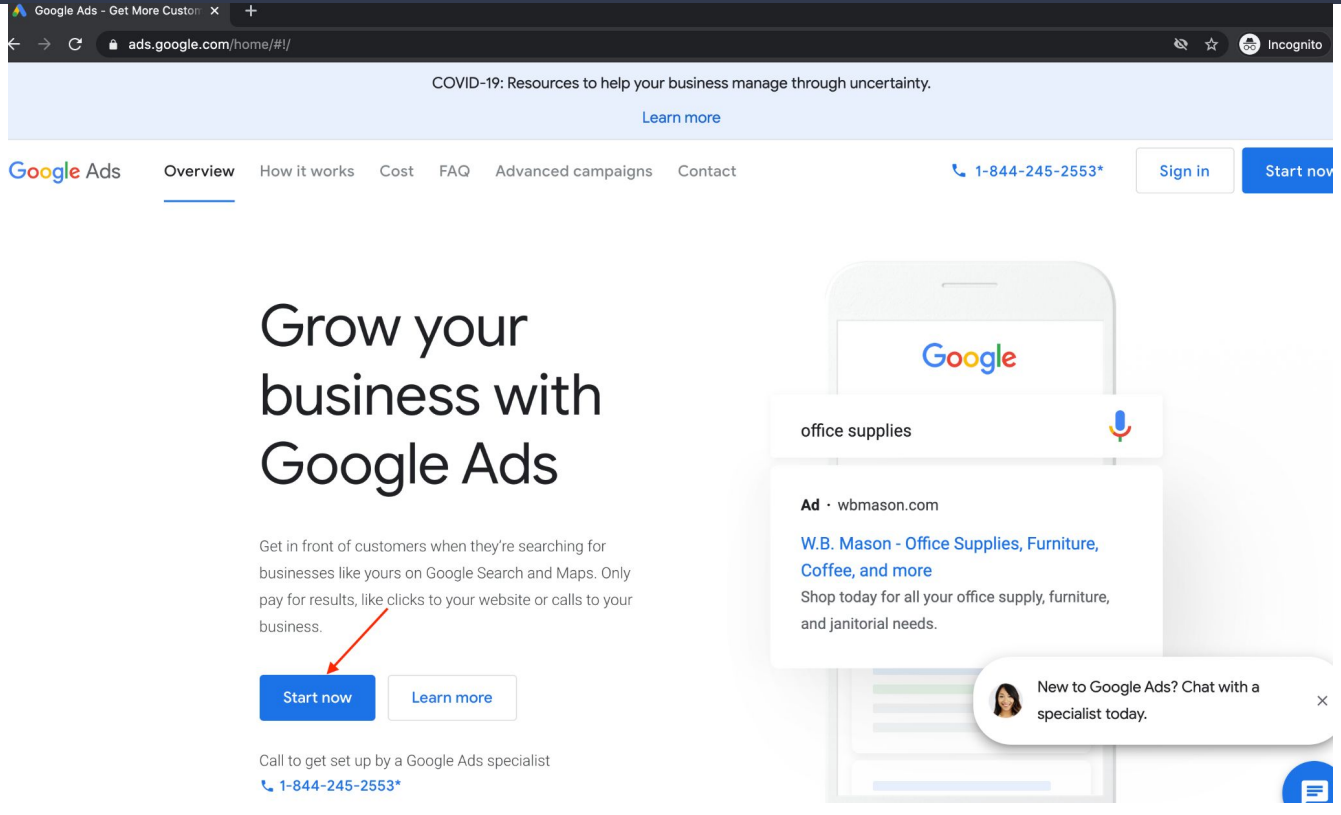
Ad Rank: This metric helps determine where your ad will show up, relative to other ads, when it's triggered to appear on Google. Your rank is determined using your bid, your Quality Score, and other factors.

CPC (cost-per-click): The actual amount you pay when someone clicks on your ad. (You don’t necessarily pay your entire bid price for every click — that just sets up a range of possible costs-per-click you might pay.)

Conversion: A conversion takes place when someone who has clicked your ad goes on to take another action you’ve designated as important — like making a purchase, signing up for a newsletter, or calling you.

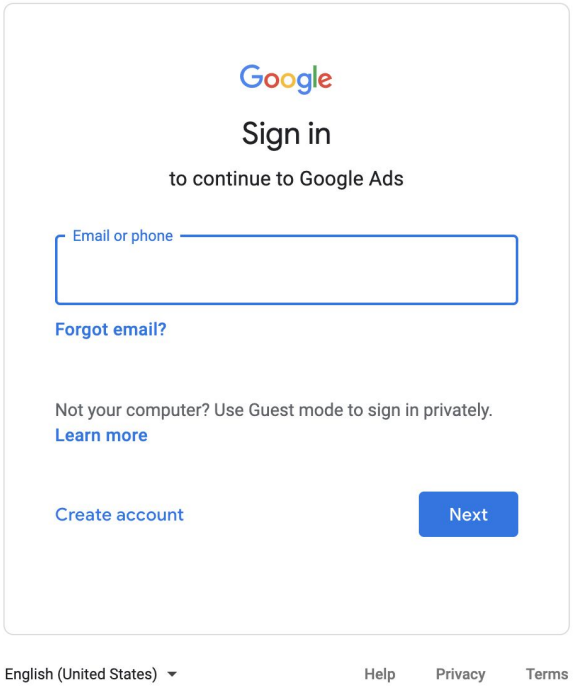
Create an Account

Step 1: Start Now

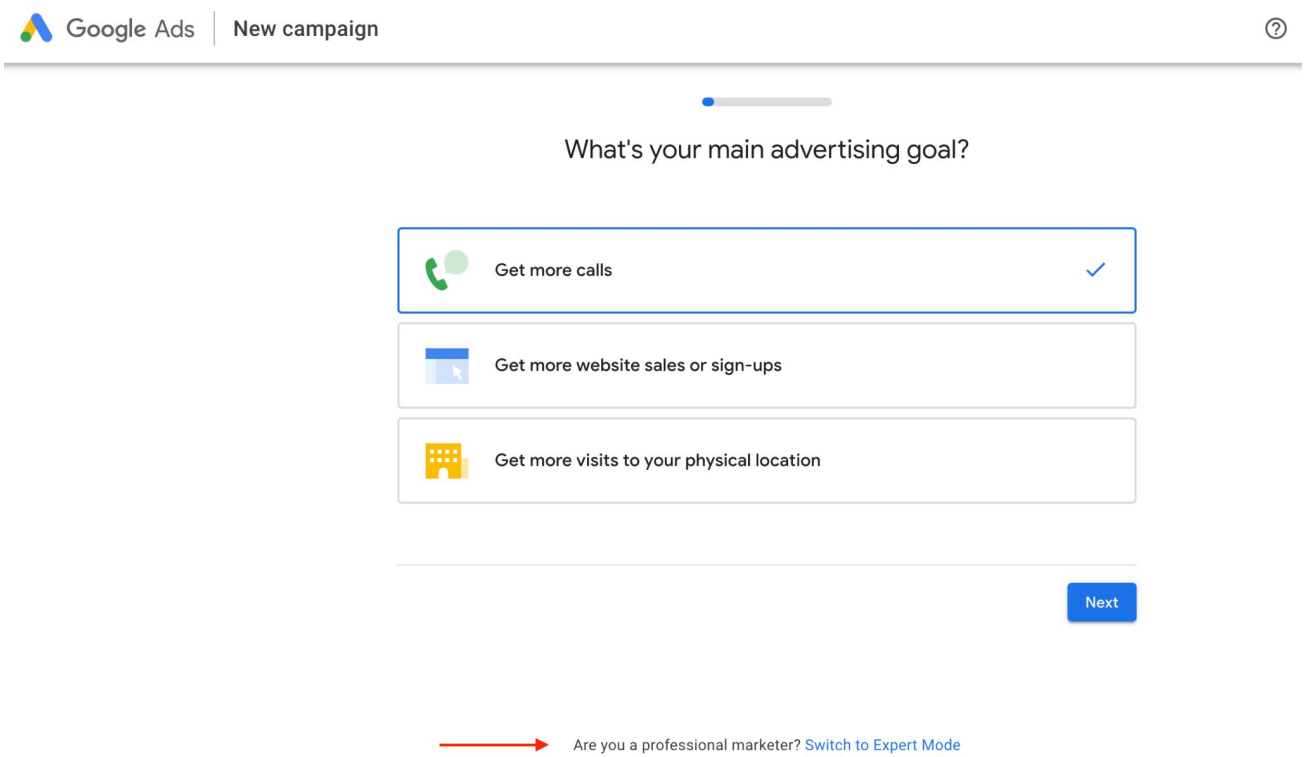


Ads.Google.com

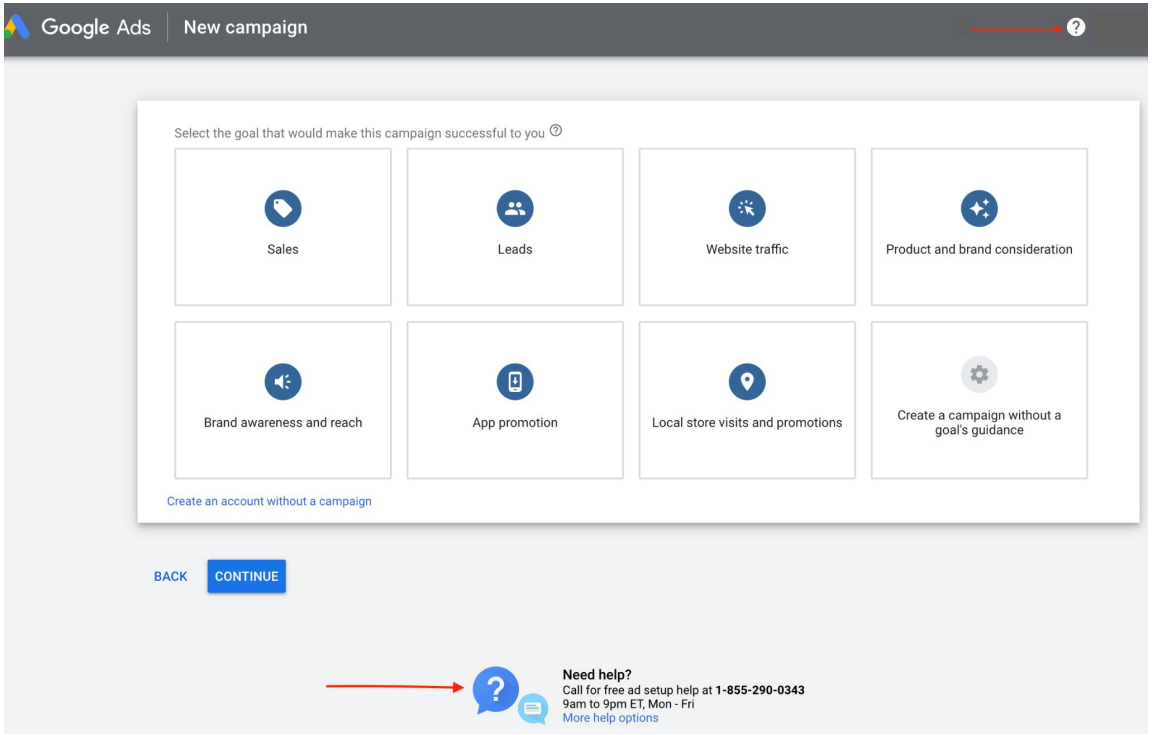
Step 2: Gmail Account



Step 3: Your Main Goal

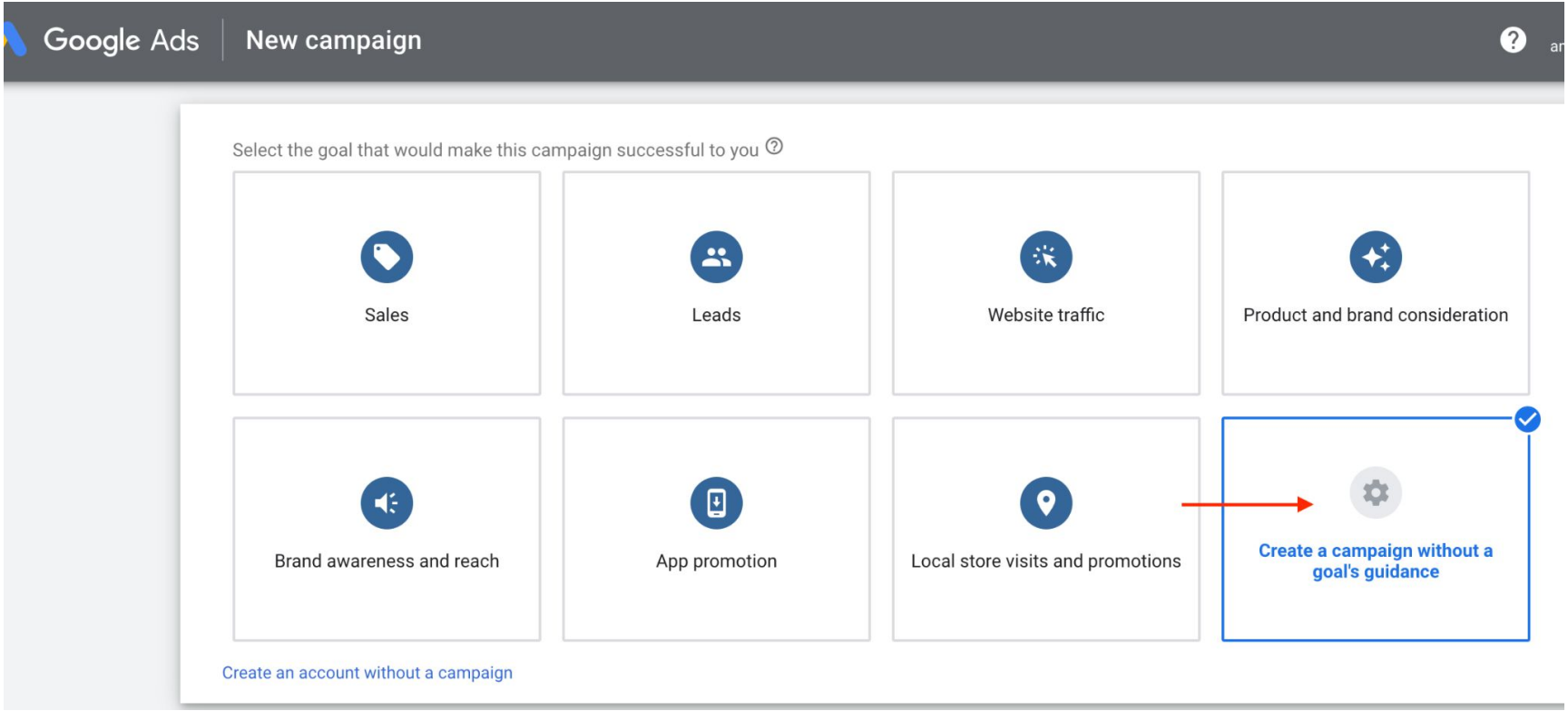


Selecting a Goal

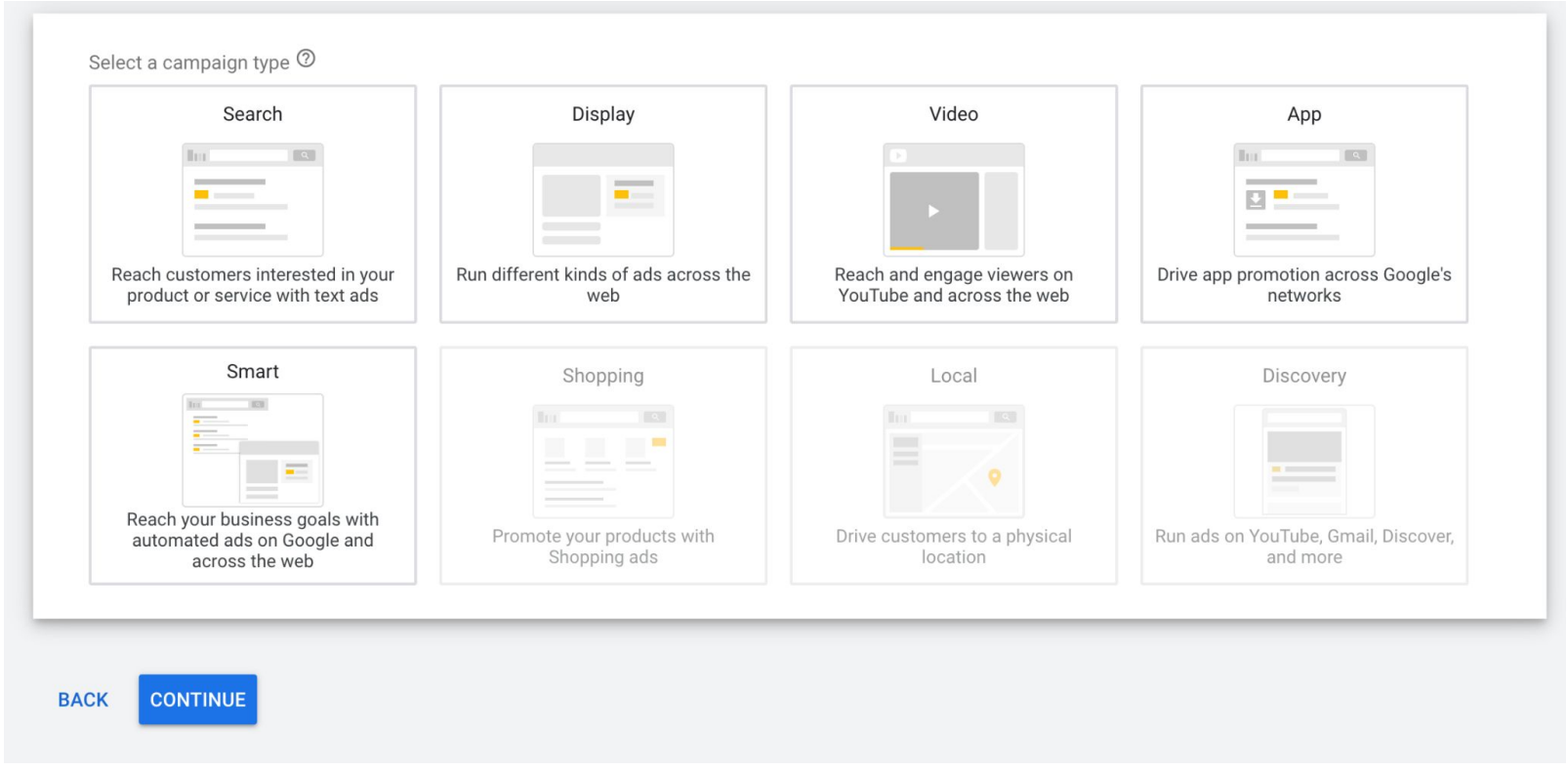


Choosing a Goal

Selecting a Goal



Selecting a Goal

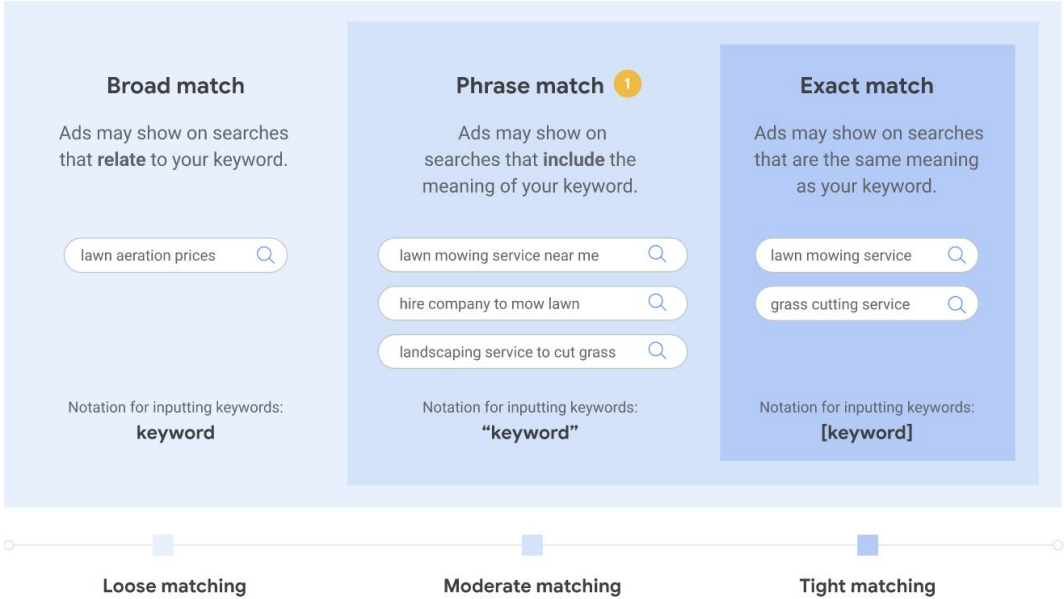


Keywords

The Backbone of Google Ads

These are the phrases people search in Google and its affiliates.

Keyword: Lawn Mowing Service



Board: Lawn Mowing Service

Phrase: “Lawn Mowing Service”

Exact: [Lawn Mowing Service]

Image source: Google

Keep Keywords Tight

Do not keyword dump!

Keep themes aligned so you can give the user a great experience.

These are bullseye keywords. Group like things together and be sure all your descriptions, images and landing pages align.

Negative Keywords

You can use negative keywords to exclude your ads from showing on searches with that term. So if you’re a clothing company that doesn’t sell men's clothes, you could add negative keywords for mens clothing.

Audience Types

Audience Targeting

Demographics: Target your ads based on how well your products and services trend with users in certain locations, ages, genders, and device types.

Affinity: Advertisers with TV campaigns can extend a campaign online and reach an audience using Google Search or the Display Network.

In-market: Show ads to users who have been searching for products and services like yours. These users may be looking to make a purchase, or have previously made a purchase and could still be interested enough to interact with your ads.

Audience Targeting

Custom intent: Choose words or phrases related to the people that are most likely to engage with your site and make purchases by using "custom intent audiences." In addition to keywords, custom intent audiences lets you add URLs for websites, apps, or YouTube content related to your audience's interests.

Similar audiences: Expand your audience by targeting users with interests related to the users in your remarketing lists. These users aren't searching for your products or services directly, but their related interests may lead them to interacting with your ads.

Remarketing: Target users that have already interacted with your ads, website, or app so that they'll see your ads more often. These users can be in any stage of conversion, as long as they've visited your site or clicked on your ad before. These users may even return to complete a purchase.

Budget and Bidding

Budget

Unless you are an experienced Google Ads user, it is best to start with a small budget. Small is relative to everyone, and it depends on the types of campaign you run.

It is important to note Google can go up to 30% over your daily budget if they feel they can attract a conversions. Keep a close eye on your budget to be sure you are staying in your comfort zone.

Advanced tip: you can set up a script to auto turn off your ads when you reach your daily budget,

Bidding

Focus on clicks

If your main goal is to have people visit your website, then clicks are a good place to start. Using cost-per-click (CPC) bidding, you'll pay only when someone actually clicks on your ad and comes to your site.

Focus on impressions

If your campaign is targeting just the Search Network and your main goal is to increase your brand visibility, consider using Target Impression Share. With this bidding strategy, Google Ads will automatically set your bids to help achieve your Impression Share goal.

If your campaign is targeting just the Display Network, instead of paying by the click, you can pay by the number of times your ad is viewably shown. That's called cost-per-thousand viewable impressions (vCPM) bidding, since you pay for every 1,000 times your ad appears and is viewable.

Bidding

Target CPA bidding
With this advanced bidding method, you tell Google Ads the amount you're willing to pay for a conversion, or cost per action (CPA). A conversion (sometimes called an acquisition) is a particular action you want to see on your website. Often that's a sale, but it could be an email sign-up or some other action.

To use CPA bidding you must have conversion tracking turned on, among other things, so CPA bidding is suited for intermediate and advanced Google Ads users.

Focus on views (for video ads only)
If your main goal is to evaluate how engaged viewers are with your video content, where they choose to watch your videos, and when they drop off from watching your content, you'll use cost-per-view (CPV) bidding. With CPV bidding, you'll pay for video views and other video interactions, such as clicks on the calls-to-action overlay (CTAs), cards, and companion banners.

To set a CPV bid, you enter the highest price you want to pay for a view while setting up your TrueView video campaign. Your bid is called your maximum CPV bid, or simply "max CPV." This bid applies at the campaign level, but you can also set a CPV bid per ad format.

Bidding Auction

There are 3 main factors in the ad auction that determine which ads appear, and in what order:

Your bid - When you set your bid, you're telling Google Ads the maximum amount you're willing to pay for a click on your ad. How much you actually end up paying is often less, and you can change your bid at any time.

The quality of your ads - Google Ads also looks at how relevant and useful your ad and the website it links to are to the person who'll see it. Our assessment of the quality of your ad is summarized in your Quality Score, which you can monitor and improve

The expected impact from your ad extensions and other ad formats - When you create your ad, you have the option to add additional information to your ad, such as a phone number, or more links to specific pages on your site. These are called ad extensions. Google Ads estimates how extensions and other ad formats you use will impact your ad's performance. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions.

Ad Specs

Search Ads

Field	Max length
Headline 1	30 characters
Headline 2	30 characters
Headline 3	30 characters
Description 1	90 characters
Description 2	90 characters
Path (2)	15 characters each

Headline
People are most likely to notice your headline text, so consider including words that people may have entered in their Google search. Your text ad consists of three headlines where you can enter up to 30 characters each to promote your product or service. The headlines are separated by a vertical pipe ("|") and may show differently based on the device someone is using when they view your ad.

Display URL
The display URL, usually in green, shows your website address. This display URL is made up of the domain from your final URL and the text in the optional ”Path” fields. These fields are designed to help people who see your ad get a better sense of where they’ll be taken when they click it. Your path text doesn’t have to match the exact language of your display URL.

Description
Use the description fields to highlight details about your product or service. It’s a good idea to include a “call to action”—the action you want your customer to take. If you’re an online shoe store, your description might include “Shop now” or “Buy shoes now.” If you offer a service, you might want to add something like “Get an instant quote online” or “See pricing.”

Display Ad Specs

These are 12 common sizes you'll likely need to accommodate:

Mobile: 300x250, 320x50, 320x100, 250x250, 200x200
Desktop: 300x250, 336x280, 728x90, 300x600, 160x600, 970x90, 468x60

Responsive Ads:
You can create up to 5 descriptions for your brand or product, of up to 90 characters each.

Headlines
You can upload up to 5 different headlines, of 30 characters each for your responsive display ads. To ensure maximum performance, make sure your different headlines each say something unique. Be informative, and spell out your value proposition clearly.

Long Headline:
You have 90 characters to describe your brand or product's value proposition. Try and come up with something that will be interesting and useful to users. Depending on where your ad is served, your long headline may be shown without the additional description text.

YouTube Ad Specs

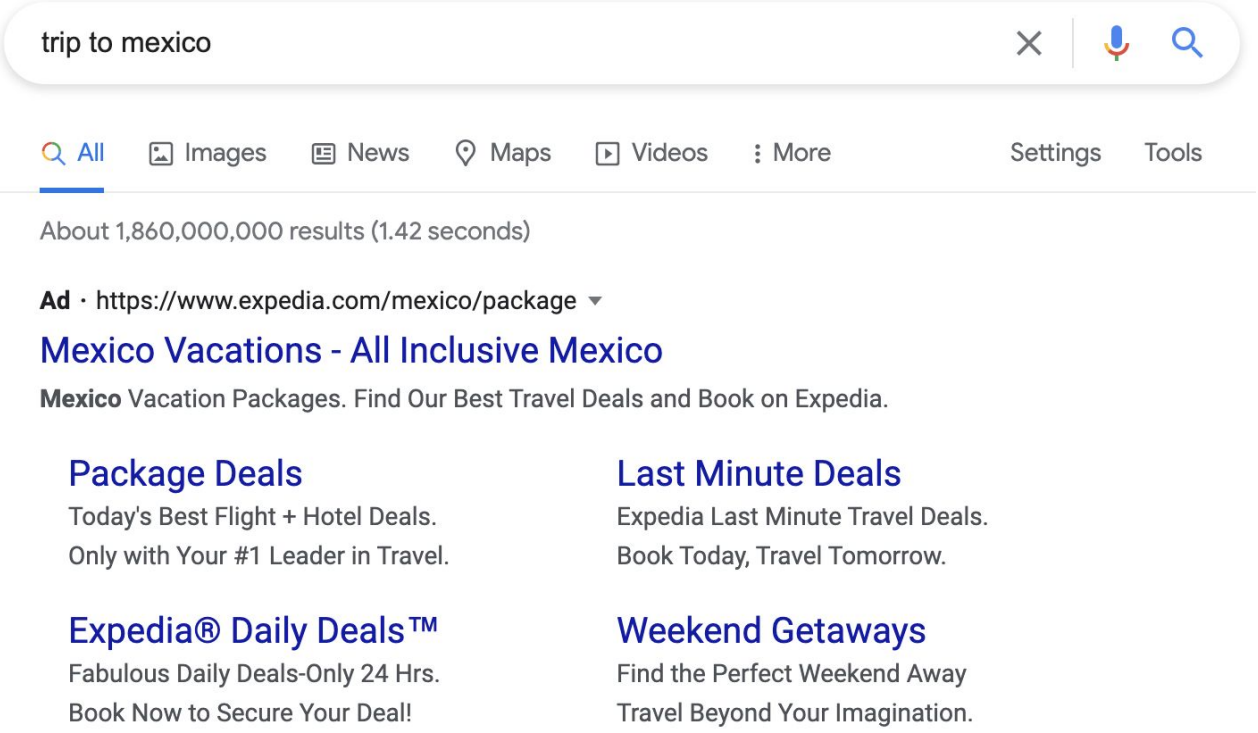
Ad Format	Description	Platform	Spec
Skippable Ads	Skippable video ads allow viewers to skip ads after 5 seconds.	Desktop, mobile devices, TV, and game consoles	Plays in video player (option to skip after 5 seconds).
Non-Skippable Ads	Non-skippable video ads must be watched before a video can be viewed	Desktop, mobile devices, TV, and game consoles	Plays in video player. 15 or 20 seconds in length, depending on regional standards.
Bumper Ads	Short, non-skippable video ads of up to 6 seconds that must be watched before a video can be viewed. Bumper ads are turned on when skippable or non-skippable ads are turned on.	Desktop, mobile devices, TV, and game consoles	Plays in video player, up to 6 seconds long.
Overlay Ads	Overlay image or text ads that can appear on the lower 20% portion of a video.	Desktop Only	468x60 or 728x90 pixels in size

Shopping Ads Specs

1. Set up Google Merchant
2. Choose where customers checkout
   On your website or on Google
3. Link to your Google Ads
4. Product Specs
5. Product Feed
6. Configure business settings (taxes, shipping etc)
7. Control placements and bids in Google Ads

Extras

Ad Extensions



Ad Callouts

Ad · https://www.cheapcaribbean.com/

Mexico Trips - Get More Beach For Your Buck

All-Inclusive Vacays From Over 400+ US Departure Airports - Best Internet Rate Guaranteed. Explore Beachin' Vacay Deals With Over 7000+ Resorts To Choose From - Book Today! Wallet-Friendly Vacays. Rest, Relax & Save. No Hidden Fees. Split Payment Options.

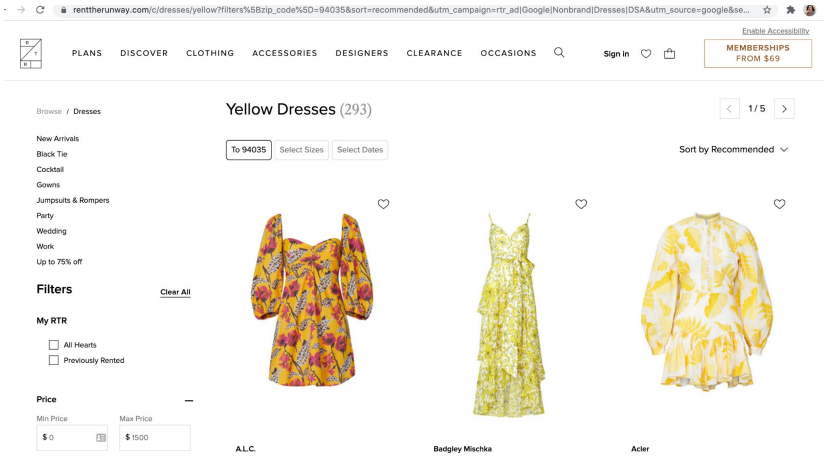
All-Inclusive Vacations · Adult Only Vacations · Last Minute Getaways · TripTrust™ Hotels

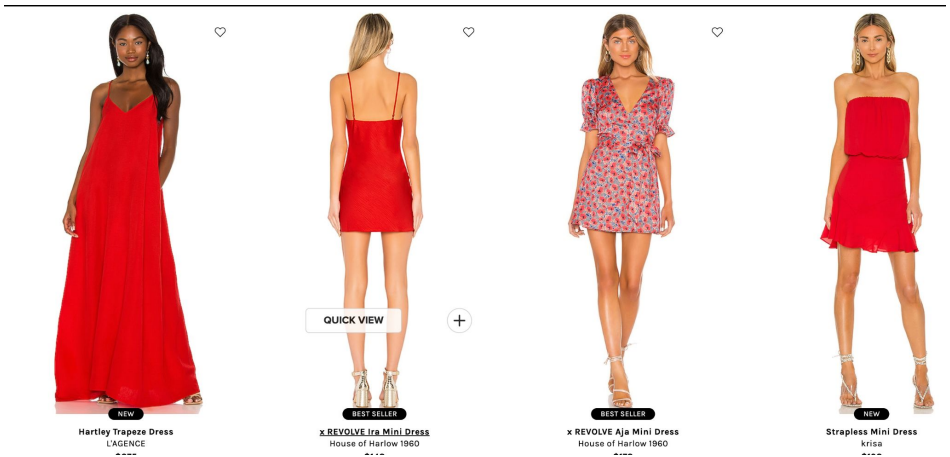
Landing Page

Final URL

Where you send your customers matters!

Be sure your landing page aligns with the ads.
Searching for a yellow dress





Display URL

The URL the user sees.

Example:

Actual URL:
https://www.hellomolly.com/collections/dresses?gclid=Cj0KCQjw--GFBhDeARIsACH_kdYinwBB2p3f2QF3M89nQaBsApVVpLQvf3AeZs23UPBhJYTd_A7MkvkaApNLEALw_wcB

Display URL:
https://www.hellomolly.com/collections/dresses

Why?
User Trust

Quality Score

Quality Score is a diagnostic tool meant to give you a sense of how well your ad quality compares to other advertisers.

This score is measured on a scale from 1-10 and available at the keyword level. A higher Quality Score means that your ad and landing page are more relevant and useful to someone searching for your keyword, compared to other advertisers.

You can use the Quality Score diagnostic tool to identify where it might be beneficial to improve your ads, landing pages, or keyword selection.

How is it Calculated

Quality Score is calculated based on the combined performance of 3 components:

Expected clickthrough rate (CTR): The likelihood that your ad will be clicked when shown.

Ad relevance: How closely your ad matches the intent behind a user's search.

Landing page experience: How relevant and useful your landing page is to people who click your ad.

Each component is evaluated with a status of “Above average,” “Average,” or “Below average.” This evaluation is based on a comparison with other advertisers whose ads showed for the exact same keyword, over the last 90 days.

If one of these components has a status of “Average” or “Below average,” this may indicate an opportunity to make improvements.

Conclusion

Don’t rush the process.

Take time organizing your campaigns so they make sense for YOUR business.

Always keep an eye on your analytics and successes. What is working and what isn't? Pay attention to the details. The answer might not be in the ads. Perhaps your site needs tweaking? Or you need better product descriptions.

Continuously work on your Quality Score.

Resources:

Create a Google Ads Account

Google Ads for Beginners

How the Google Ads Auction Works

Google Display Responsive Ads

YouTube Ad Specs

Google Shopping Ads Specs

How To Improve Your Quality Score

Questions?

Type your question to the chat box

Contact Us:

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https://bit.ly/regRISBDC

aecapasso@uri.edu