

Google Ads 101 for Small Business

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About the eBook

When you first start out with PPC Marketing, the whole process can seem overwhelming and quite confusing. This FREE eBook explains the top ten benefits of implementing Google Ads management best practices and how to build a campaign that works for you. Learn everything you need to know about impression shares, quality scores, click through rates and conversion costs.

As always, if you have any questions, feel free to give the PPC Specialists at SponsoredLinX a call on 1300 859 600 or email academy@sponsoredlinx.com.au.

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“Because nearly everyone in your target audience is likely to use Google on a daily basis, Google Ads is an excellent way to reach them.”

Shannah Bradshaw - CEO of SponsoredLinX

What is Google Ads?

Google Ads is a Pay-Per-Click (PPC) advertising platform on Google which allows businesses to advertise their website on the first page of Google search results on a Cost-Per-Click (CPC) basis.

Google Ads allows your business to reach motivated traffic that are prepared to buy and takes them straight to your website.

Ads is actually Google's main source of revenue. The Google Ads program includes

local, national and international distribution, so it appeals to more than just your huge multi-nationals. Google's text advertisements are short and to the point, consisting of just one headline and two additional text lines. Image ads can be one of several different Interactive Advertising Bureau (IAB) standard sizes.

Google Ads has different methods of bidding for this advertising space: Pay Per Click, Pay Per 1000 impressions, and site targeted advertising.

The Benefits of Google Ads

01 Reach the right people at the right time

Get found by potential customers at the very moment they are searching for what you have to offer.

02 No matter where you are

No matter where you are positioned in the world, you can choose who you want to target your advertising to, whether that be on a local or international scale.

03 You only pay for results

Signing up for Google Ads is free and you only pay when someone clicks through to your website or calls you.

04 Begin with any budget

The level of investment is entirely up to you. Set your daily budget and relax knowing that this won't be exceeded.

05 Full flexibility

Start, stop, pause and test your campaign anytime.

06 Measurable and accountable

See exactly how many people see your ads and then what percentage click through.

Google Ads Terminology You Need to Know

Google Ads, also referred to as “PPC,” “paid search,” or “pay-per-click advertising,” and previously known as “Adwords,” serves as a valuable tool for countless websites and businesses.

It is widely employed to promote products and services, enhance brand visibility, and boost website traffic.

Campaign

To run a Google Ads Campaign, you must first have a Google Ads Account. Within this account, you can conduct several Ads Campaigns. Within these Campaigns, you have ad groups. Several different ads will make up an ad group, with each focusing on specific keyword which is relevant to that Campaign.

Campaign Type

Where you want ads to be seen.

Search Network Only

Google searches only.

Display Network Only

Google’s Display network of websites, videos, YouTube, Blogger etc.

Search Network with Display Select

Google and a selection of other Google websites.

Keywords

Words and phrases you choose for your campaign. These determine where and when your ads are displayed.

Quality Score

This is the resulting score of when Google measures your ads. It takes into account how relevant your ad is, the keywords used and click through Rate (CTR).

Click Through Rate (CTR)

A metric that measures how many people view your ad and then click through.

Landing Page

The page on your website that customers arrive on after clicking on your ad.

Daily Budget

The amount you set for each ad campaign to spend per day. This is based on the daily average per month.

Cost per click (CPC) sometimes referred to as Pay Per Click (PPC)

The price you pay for a potential customer to click on your ad.

Cost Per Impressions (CPM)

A billing method that allows you to pay per thousand views of your ad.

Destination URL

The landing page where customers arrive at after clicking your ad.

Display URL

The website that displays in your ad.

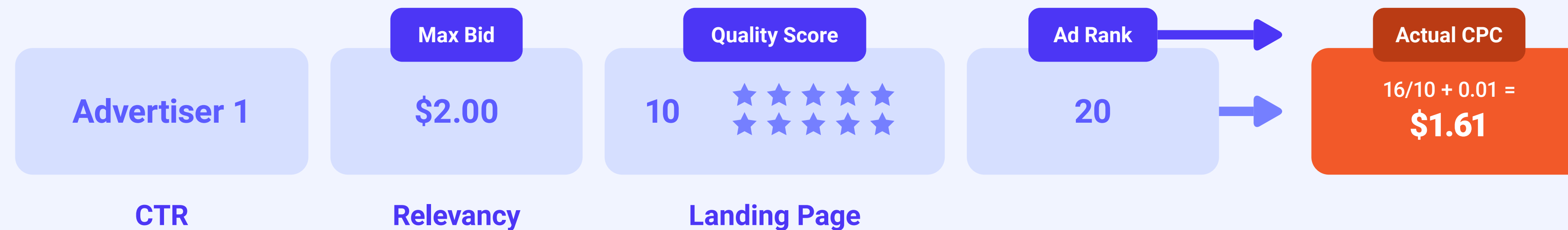
Remarketing

A Google Ads feature that allows you to advertise to those that have already been to your website.

Why Being Relevant Is So Important

You pay the minimum amount you can pay for the position you win if your ad is clicked on

$$\text{Your Price} = \frac{\text{Ad rank of the person below you}}{\text{Your quality score}} + \$0.01$$



The first thing to bear in mind is Google's mission, which is to source the world's information and provide the most relevant results to users. For Google everything is about the user experience and displaying the right ads for the right search term, not just because they want to build a great search engine, but because they will receive revenue if the correct ads are displayed and clicked on. This is precisely why Google puts so much time and energy in improving the search experience.

At the end of the day, it works for everyone; the user who gets the information they are looking for, the advertiser who gets quality, targeted traffic to their Website. Google approaches their Ads platform

in exactly the same way and understands the advantages of providing a win/win situation for everyone; the user finds exactly what they want.

When someone is searching for your business they need to enter the right terms into the search bar. So it makes sense that as an advertiser you know what your customers are searching for and provide the relevant information. Google has come up with a brilliant way to reward advertisers for

providing relevant ads. This system is called "Quality Score" and is one of the most important factors to get right from an advertisers point of view.

Google Ad Auction Demystified

Every time someone initiates an online search, Google runs an auction for clicks in the background often without the advertisers even being aware of it.

But it's not as straight forward as multiplying the number of clicks by the cost per click that that advertiser is prepared to pay (or bid). That wouldn't be a fair or quality auction.

In reality, advertisers are simply required to pay the bid of the next lowest bid.




There is however another key component to take into account in determining how much an advertiser is going to ultimately pay for the ad, and that's the ad's Quality Score. This is to ensure that the ads shown to searchers will satisfy their needs.

To determine the Quality Score, Google focus on three main components

- 01. Click Through Rate, which provides Google with accurate user feedback.
- 02. Relevancy, which ensures on useful ads are presented to users and prevents advertisers from paying their way to reach users
- 03. Landing page quality, which looks at criteria such as quick load times, minimal pop ups, relevant content etc

You pay the minimum amount you can pay for the position you win if your ad is clicked on

Your Price = **Ad rank of the person below you** / **Your quality score + \$0.01**

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser 1	\$2.00	10 	20	16/10 + 0.01 = \$1.61
Advertiser 2	\$4.00	4 	16	12/4 + 0.01 = \$3.01
Advertiser 3	\$6.00	2 	12	8/2 + 0.01 = \$4.01
Advertiser 4	\$8.00	1 	8	Highest CPC

Notice how Advertisers I can pay less for a higher position due to this high quality score

Keywords

Most people just jump in and select keywords they assume are relevant for the product or service they are advertising. Most of those tend to be generic terms.

You can usually tell they are generic because they are short words that the vast majority of advertisers would also use.

The trouble with this approach is that generic words require higher bids and they attract people who are still doing their research and aren't yet ready to make a purchasing decision. What you should be doing instead is selecting more unique words that customers search for when they are ready to buy.

These words also tend to cost less than the more generic, or obvious, ones. Not all keywords are created equal.

The trick is to know which ones bring positive results and which ones don't. Aim for more clicks on good keywords that convert based on solid data and scale down on those that aren't meeting goals. Analytics can help make this decision easier.

When choosing your keywords consider this: people type in different search terms at different stages of the buying cycle. At the start of the buying cycle, the information gathering stage searches tend to be broad. The closer the customer is to making a purchasing decision the more refined the terms will be. For example if your business is in the home loan industry and you set "loan" as a key word you will be likely to attract people who are at the early stages of buying a house. The words "split rate variable home loan" will likely attract qualified prospects who have already done their research and are on the verge of making a decision.

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tend to be generic terms. You can tell that they are generic because they are short words that the vast majority of advertisers would also use. Generic words require higher bids and attract people in the research stage who are not yet ready to make a purchasing decision. Instead select more unique words that customers are likely to use when they are ready to buy.

When it comes to selecting keywords, remember that it may sometimes be worth considering misspelled words in your Google Ads campaign, particularly words that are commonly misspelled. As many people are in a hurry when conducting their search, they often make simple errors. Abbreviations can also improve results.

Make use of what is known as "negative keywords". This will reduce the rate of customers who visit your site and then quickly leave. For example if you sell new cars, setting "second hand cars" and "used cars" as negative keywords will ensure that traffic to your site is more accurate.

Traffic. Conversion. Retention.

01. Traffic

Once you have a website up and running, the first thing you need to do is to attract people to look at it. You need to attract traffic. How are you going to do this? Well, in much the same way as you would anything else in business. You need to tell people you have a website that they should visit, especially if it has something to offer them. Here you need to pay attention to basic marketing principles; you need to be offering a solution to a problem that people have.

02. Conversion

One of the best ways to achieve conversions is by having a powerful and convincing call to action. This means your website MUST ask them to TAKE ACTION. One thing to bear in mind when developing a strong call to action is that it must be really good. Your offer must include perceived value to your prospect. It's no use offering something that has no value.

03. Retention

This often gets neglected and left behind, but it's one of the most secure ways to continually convert sales for previous customers. Ask for their details so you can continue to develop a strong rapport with your customers. Offer loyalty schemes; let them know you value their business.

Almost any online business can benefit from this simple strategy for success.

Why a Proper Landing Page is Vital

Getting traffic to your website via Google Ads is only half the battle. The next step is to move the customer down your sales funnel through creating a relevant landing page experience.

A proper landing page needs to effectively direct the user to the next step you want them to take, whether that's booking a service or purchasing a product.

Focus on a clear headline (sometimes this is all the searcher looks at) backed up by concise

text. Bullet points and bold text help highlight the benefits of your offer. Ultimately your landing page must be relevant to the keyword it is associated with or the user will leave the page just as quickly as they arrived at it. With the rise in internet browsing via mobile devices, it is imperative that your landing page is mobile optimised. Don't forget the benefit of using a "Thank You" page after the initial call to action is fulfilled. Here you can ask your customers to leave a rating, connect on social media or tempt them with a bounce back offer.

How To Write A Good Ad

When creating a successful ad for Google you need to be aware that there are up to 10 other ads that can be displayed on the page that are in direct competition with you. To help you create successful ads, here is a list of pointers that will help you differentiate your ads from your competitors:

Headline Relevance

Five times more people read the headline than any other element of your ad. You need to draw the user's attention by being as relevant to the user's search as possible. To do this, you should ensure that the keyword searched is in the headline.

Headline Testing

It is important to split test multiple ads at the same time to allow you to identify what users prefer to click on. Simply trial different wording to target people in different stages of the buying cycle.

Compelling Call to Action

All user need to be directed to act now or they will simply turn to your competitor who is asking them to. Things such as "Book Online Today", "2 Year Warranty & Free Shipping", "Get a Free Quote Online Now", should be utilised in all ads.

Compare

Once you have made your ads, be sure to compare them to your competitors' ads. Are you providing a better offer? Do you utilise the keywords in your ads? Is your call to action stronger? You should be able to answer YES to all of these, and if not, go back to the drawing board.

Experiment

You really need to test all elements of your ad. To do this you should be running multiple ads that have differing elements to identify what users prefer. Remember, it is ALL about the searcher! You need to identify what they want to see, not what you want to see.

Google Analytics

So how then do you know what to take action on? How do you know which elements of your website needs attention to make it more relevant or appealing to viewers? How do you know what will make them convert from being a prospect to becoming a customer?

Until the creation of Google Analytics, this would have been very difficult, if not impossible, to work out. There are so many variables at play that it would be far more trouble than it was worth to work out. You see, changing a word in your headline could make all the difference but then it might not.

Sharper, crisper text could do the trick, as could a more forceful call to action, such as an offer too good to refuse. Google Analytics has changed all that and it's downloadable from your Google account page. This little gem has got to be one of the best kept secrets in the world of online business. My experience working with businesses all over the world tells me that most people think they are up on all the techniques to fine tune their online marketing messages. They think that knowing the number of clicks and ad views their ads are getting is what it's about. The more clicks and views you get, the better.

Analytics is clever software that lets you know what happens after someone clicks on your ad. You can then follow their actions all the way to the decision to take action whatever that might be. It could be making a purchase but also something as simple as subscribing to a

newsletter. Analytics allows you to make the connection between keywords and your business goals. Based on the adage that in marketing everything is measurable and what gets measured gets done you will perhaps for the first time be able to take concrete steps to increase your return on investment.

Installing Analytics is a simple process. All you have to do is have Google Ads generate a piece of HTML code and then place it on the page you want to track. From that time when a user clicks on that page, a cookie is placed on the their computer or mobile phone. If they then go on to your conversion page such as the check out or sign up page for your blog Google Ads will record this as a successful conversion.

Analytics allows you to make the connection between keywords and your business goals. Based on the adage that in marketing, everything is measurable and that what gets measured gets done, you will, perhaps for the first time, be able to take concrete steps to increase your return on investment. Understand that just because you are using keywords in your online campaigns, it doesn't necessarily mean they are going to produce great results. Not all keywords are equal. The trick is to know which ones bring positive results and which don't. Aim for more clicks on good keywords that convert based on solid data and less on keywords that don't convert.

The Advantages of Google Ads Management

Becoming very good at Ads optimisation can deliver amazing results in generating traffic to your website, which can flow on to increase sales, improve your brand exposure, and improve revenue from selling your own advertising space.

With the amount of money invested in Ads more and more companies are turning to agencies that specialise in online marketing to manage their accounts. When these agencies are properly qualified, they can provide invaluable advice and guidance, maximising returns on your advertising investment. With any new project there is going to be a learning curve and professional management means that this is limited. Another thing to consider is a small business often doesn't have the required time to be active and regularly check in on their campaigns and make the necessary adjustments. This is a key part of running Google Ads successfully.

Utilising Google Ads can ultimately help with driving targeted traffic to your website, which can help increase conversions such as leads and sales. Now that you know the basics of Google Ads it's time to put it to use, but of course we have only just scratched the surface!

Whether you want more visitors to your website, better sales, or people spending more time on your site, we're here to help you every step of the way.

For all your digital marketing needs including expert advice on Google Ads strategies contact us to get started!

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