Introduction to Google Ads

with examples and
hands-on exercises

WEBUCATOR

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Class Files

Download the class files used in this manual at
https://static.webucator.com/media/public/materials/classfiles/ADW101-5.0.0.zip.

Errata

Corrections to errors in the manual can be found at
https://www.webucator.com/books/errata/.

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LESSON 1
Overview of Search Engine Marketing

Topics Covered

☑ Fundamental concepts.

☑ Search engine marketing.

☑ Common terminology.

☑ Organic vs. paid traffic.

Introduction

In this lesson, you will learn fundamental concepts of online marketing, the significance and importance of search engine marketing, common terminology, and about organic versus paid traffic.

1.1. Understanding Search Engine Marketing (SEM)

❖ 1.1.1. Snapshot of SEM Industry

Pay Per Click (PPC) advertising started gaining momentum in 1998; at that time, it was difficult for experts to predict if the PPC medium would succeed or not.

According to researchers, SEM accounts for a large percentage of all advertising dollars spent.

Google alone has around 70 percent market share in the SEM industry.

❖ 1.1.2. Advantages of SEM over Other Marketing Methods

Relevance: This is a highly targeted approach toward marketing. Your ad is displayed to only those people who are searching for products/services that you want to market.

Conversion vs. Exposure: Advertisers have to pay only when a prospect clicks on their ads, and there is no charge for displaying your ad on a search engine. Thus, the emphasis is on conversion and not exposure.

Control: Ability to measure conversions and cost per conversion, manage daily budget, and measure ad performance allows more control over your marketing efforts.

Simplicity: Do-it-yourself model allows small businesses to start marketing campaigns without the huge overhead cost associated with traditional marketing campaigns.

1.2. Introduction to SEM Terminology

❖ 1.2.1. Definitions and Significance of Important Parameters

Parameter	Definition
PPC	Pay-per-click is a pricing model an advertiser gets charged each time a prospect clicks on the advertiser's ad.
CPC	Cost-per-click is the amount you'll actually pay for a click your ad.
Creative	Your actual ad content (i.e., four lines of text in Google Ads).
SERP	Search engine results page.
Impressions	Number of times your ad has been displayed by a search engine; represents visibility.
CTR	Click-through rate = clicks divided by impressions; measure of relevancy.
Ad Rank	The position of a keyword-targeted ad on SERP.
Quality Score	Quality Score is a measure of relevancy. There are several types of Quality Scores (e.g., for ad, for keyword).
Google Display Network	Google's partner network (websites, blogs, etc.) where a Google Ads ad can be displayed based on content themes rather than specific keywords.
Click	How many times someone clicked your ad to visit your site.
Avg. CPC	Average amount you paid per click your ad.
Max CPC	Maximum amount you are willing to pay when someone clicks on your ad.
Avg. Pos.	Average position of your ad on the SERP. Varies depending on your ad performance.

🗎 Exercise 1: Building SEM Vocabulary

⊘ 15 to 20 minutes

Match each parameter below with its definition.

Parameter	Definition
CPC	Google Ads ad that you wrote.
Impression	Average amount spent on bringing visitors to your landing page.
Avg. CPC	Number of times someone clicked the ad.
Clicks	Single instance of SERP that contains your ad.
CTR	Amount of money you agreed to pay per click.
Creative	Money you spend on clicks.
Cost	Clicks divided by impressions.

Solution

1. CPC - amount of money you agreed to pay per click.
2. Impression - single instance of SERP that contains your ad.
3. Avg. CPC - average amount spent on bringing visitors to your landing page.
4. Clicks - number of times someone clicked the ad.
5. CTR - clicks divided by impressions X 100.
6. Cost - money you spend on clicks.
7. Creative - Google Ads ad that you wrote.

1.3. Organic vs. Paid Traffic

Search engines rely on complex ranking algorithms to decide the search result rank of any website. This process is dynamic and rankings are continuously updated.

Search engines also use "spiders" or "web crawlers" to gather information about your site and bring it back to be analyzed by a powerful central engine.

Search Engine Optimization (SEO) refers to a diverse set of activities that you can perform to increase the number of desirable visitors who come to your website via search engines, which is also referred to as organic medium.

In contrast to organic medium, a paid medium is one in which you are paying to bring visitors to your website.

1.4. Marketing Plan 101

Below we'll discuss points you should consider before you start your online marketing campaign.

❖ 1.4.1. Differentiate Your Services

Identify what makes your products/services unique.

❖ 1.4.2. 4Ps of Marketing

1. Product/Services: functionality, brand, etc.
2. Price: discount, bundling. etc.
3. Promotions: call to action, compelling reasons to buy your products.
4. Place: distribution, where do you want to market.

❖ 1.4.3. Target and Segment Your Audiences

First identify your audience on a global scale and then decide if you want to focus on a particular segment.

❖ 1.4.4. Understand Your Customers' Pain Points

Think in terms of your customers' pain points and how your product/services is going to solve your customers' problems (e.g., instead of saying "'rapid weight loss program" in your marketing message it will be more effective if you say "Get in shape for your wedding in a week").

📄 Exercise 2: Online Marketing Plan

⊘ 15 to 30 minutes

Take a moment to think about your business. List the differentiating factors, target audiences, and selling points unique to your business.

Conclusion

In this lesson, you have learned:

1. Fundamental concepts of online marketing.
2. The significance and importance of search engine marketing.
3. Common terminology.
4. About organic versus paid traffic.

LESSON 2
Introduction to Google Ads

Topics Covered

☑ Getting a Google Ads account.

☑ The account structure.

☑ Navigating in Google Ads.

☑ Letting others access your Google Ads account.

Introduction

In this lesson, you will learn how to sign up and access a Google Ads account, the account structure within Google Ads, how to navigate in Google Ads, and how to give access to other users to your Google Ads account.

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2.1. Getting Started with Google Ads

❖ 2.1.1. Step 1: Signing Up for Google Ads

You can access the Google Ads home page at the following web address: **https://ads.google.com/home**.

Please note that in July 2018, Google changed the name of AdWords to Google Ads. This coincided with a rollout of a new user interface.

You will need a Google **username** to use Google Ads. If you have a Gmail account, then you can use your Gmail **username**, or if you choose to create a new Google username for the Ads service, then you may do so by clicking the **Start now** button shown in the following screenshot:
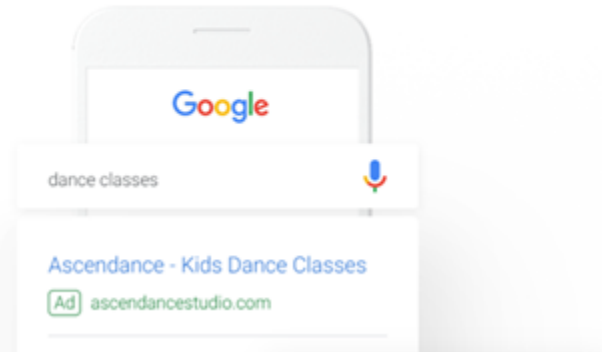
You will be taken to the **Create Google Account** page, where you can choose the username and password you'd like to use with Ads.

❖ 2.1.2. Step 2: Verify your account

During step 1, if you decided to use the existing Google account (e.g., your Gmail account) to create an Ads account, then you do not need to follow this step. However, if you created a new Google account for Ads, then you will be required to verify your account.

After verifying your account with Google you will be able to sign in using your username and password.

❖ 2.1.3. Step 3: Set Up Your First Campaign

Once you are signed into Google Ads, the system will prompt you to create your first campaign.
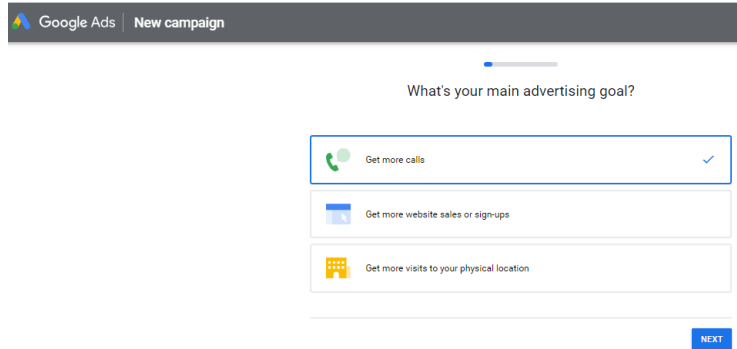
You can choose your campaign settings (name for your new campaign, audience language, location, network settings, bidding and budget options, etc.) as shown in the following example:
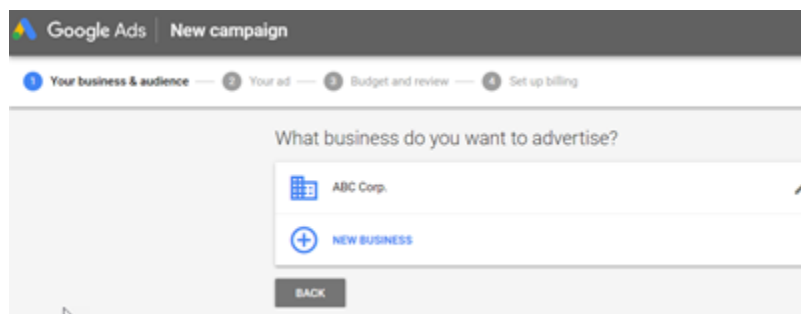
You will need to provide the following basic information to create your campaign, all of which will be discussed in more detail in future lessons:

1. **Budget:** Enter the amount you're willing to spend on average each day for this ad campaign. Your budget will help determine how many times your ad can be shown each day.

2. **Locations:** Select the locations where you want your Ads to appear (location of potential customers).

3. **Networks:** Select where you want your ad to appear. For this course, we want to select Google's search results. You have an option to select devices on which you want your ad to appear. For this course, use the default setting (i.e., **Display network**).

4. **Keywords:** Enter search term keywords that would trigger your ad.

5. **Bid:** This is the most you are willing to pay for your ad.

6. **Text:** The text of your ad.

7. Click the **NEXT** button to move through the options.

❖ 2.1.4. Step 4: Set Your Billing Preference and Time Zone Information

1. Choose the country or territory where your billing address is located from the drop-down. The other fields automatically update.

2. Choose your Account type (Business or Individual). Continue selecting the radio buttons and filling in information in fields.

3. Enter your billing information (i.e., credit card details) or use promotional code.

4. Here is also where you will set time zone information. Note: Time zone and currency settings can't be changed after you set up your account.
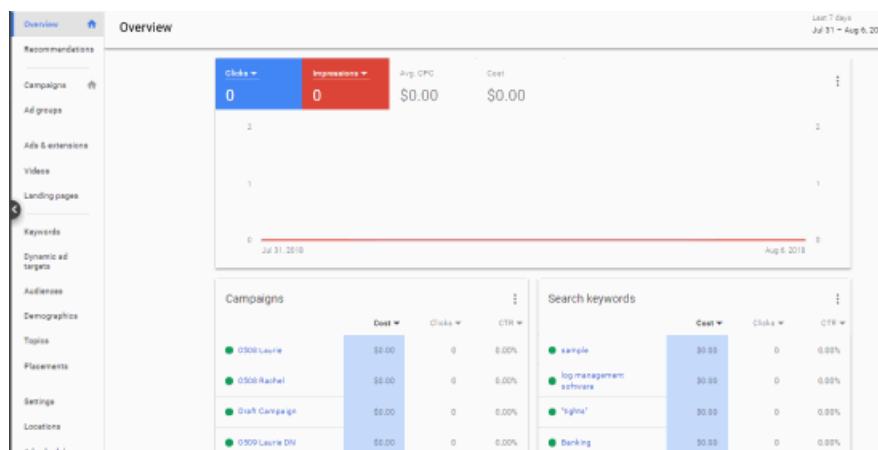
5. Click **Save and continue**.

Note: There are one-time account activation fees. Account activation fees and payment options vary according to the currency you use and the location of your billing address.

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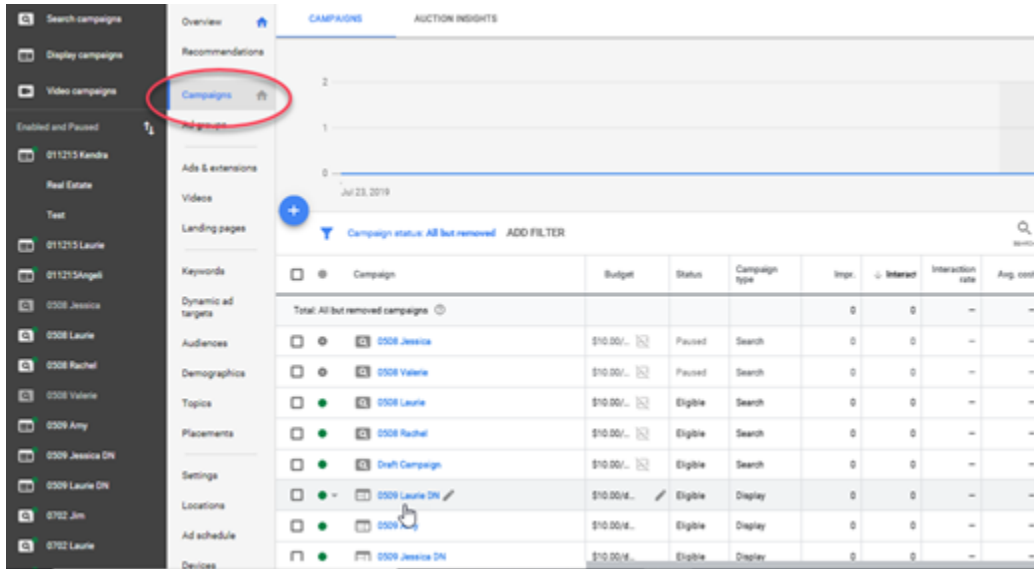# 2.2. Navigating through Google Ads

❖ 2.2.1. User Interface Elements

The **Overview** page shows an overview of how your account is performing, at a glance.

❖ 2.2.2. Campaigns Page

The **Campaigns** page acts like a platform from where you can manage all your campaigns. This is the page where you will probably spend most of your time within Ads.

❖ 2.2.3. Reports Page

Previously, reports were run off of the **Campaigns** page. Now, you can access reports on the **Reports** page. Use this tab to analyze and organize your data.

Access Reports by clicking **Reports** in the upper-right and then selecting **Reports**.
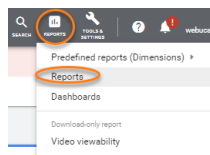

❖ 2.2.4. Tools and Settings

Use the **Tools & Settings** button, in the upper-right, to access a number of Ads account tools, such as Keyword Planner and Ad Preview and Diagnosis.
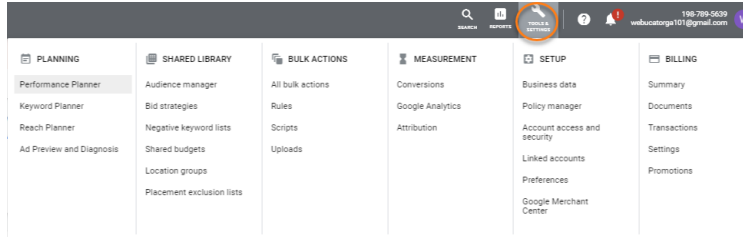
❖ 2.2.5. Billing Tab (under the Tools & Settings button)

All information related to billing can be found on the **Billing** tab. This is where you will come to see your current account balance and the history of your payments.
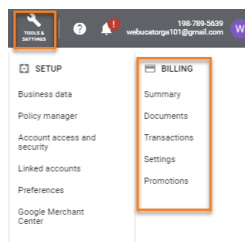
Also, if you need to change your billing information, such as credit card number, or you want to add a backup payment method, then you will use the **Settings** option available on this tab.

❖ 2.2.6. Account Settings (under the Tools & Settings button)

Access account settings in the **Setup** list when you click the **Tools & Settings** button. This section allows you to manage administration of your account including changing account preferences, editing notification settings, and granting access to other users.
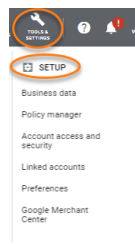
▤ Exercise 3: Quiz

⊗ 10 to 15 minutes

Please answer the following questions:

1. Possible Status Messages for Ads Account are:

   A. Active, Paused, Deleted.

   B. Inactive, Error, Collecting Data.

   C. Active, Unknown, Suspended.

2. Google Ads allows you to define customized alerts:

   A. True

   B. False

3. You can compare campaign performance without leaving the **Home** tab:
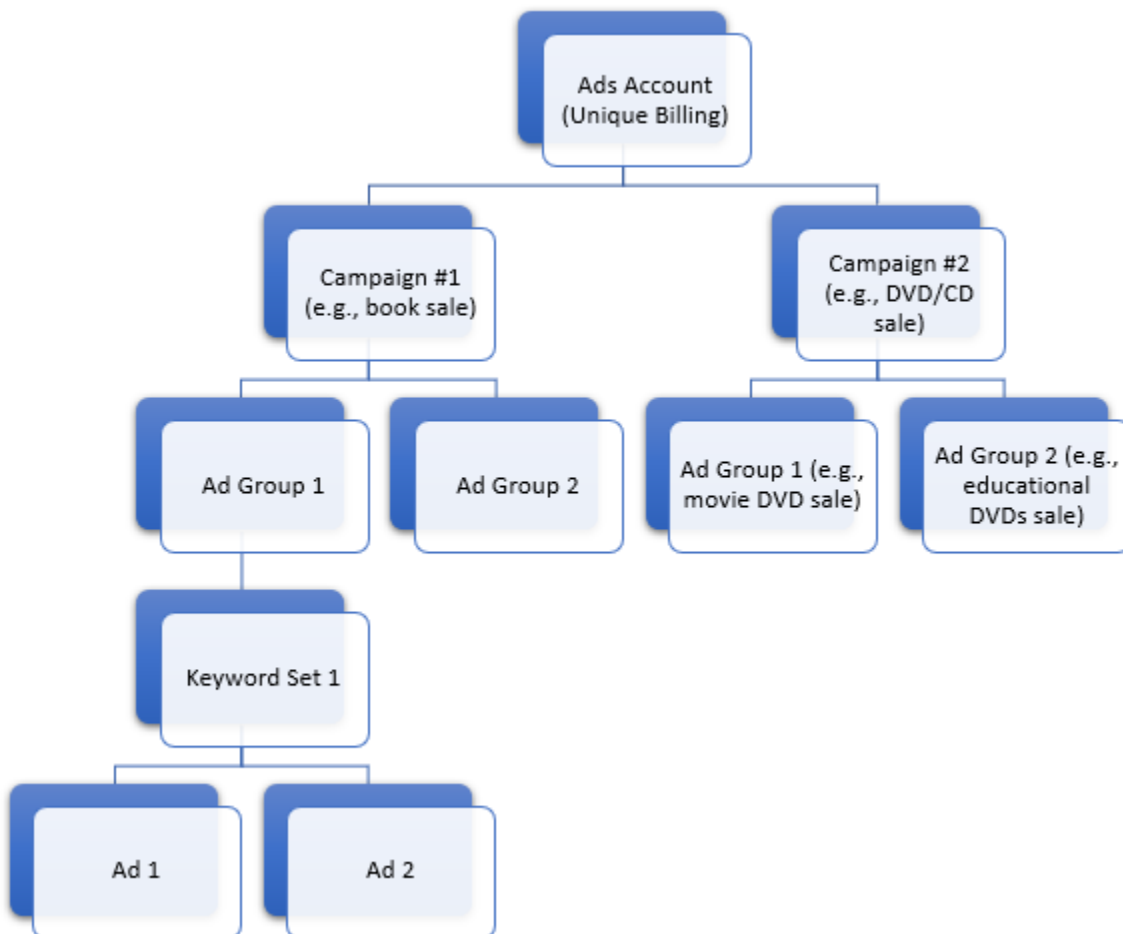
   A. True

   B. False

Solution

1. Active, Paused, Deleted
2. True
3. True

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2.3. Understanding Google Ads Account Structure

Account organization in Google Ads should be aligned with your marketing strategy. Proper account organization is important to effectively manage your campaigns, budget, and targeted ads.

❖ 2.3.1. Ads Account

An Ads account should represent an individual business. If you have multiple businesses or clients for which you manage Ads accounts, it is highly recommended that you create a separate account for each business or client.

❖ 2.3.2. Campaign Level

A campaign represents a marketing initiative in a particular area within your business (e.g., sell more services vs. products). Campaigns allow you to determine budget, language setting, geo-location targeting, and so on. If you have different marketing budgets or you need to target your ads to different demographics, then based on these varying conditions you should create different campaigns.

❖ 2.3.3. Ad Groups Level

Ad groups represent collections of keywords with a common theme. Ad groups can also contain different versions of the ads. For example, if you are selling different products such as smart TVs and audio systems, then you should create different ad groups.

📄 Exercise 4: Account Setup: Part I

⌄ 15 to 20 minutes

Create an appropriate account structure for the following businesses:

1. A parent company opens a subsidiary that provides services in three primary areas: online technical training, online business training, and online consulting. Structure your Google Ads account appropriately.

2. An online electronic store has different product categories, such as TVs, home theater systems, and video games. They also have a services arm that provides maintenance and recycling services for electronic items. Structure your Google Ads account appropriately.

Solution

Solution 1: There are multiple ways to achieve the above task. Here is the recommended way:

1. Create a separate Ads account for your subsidiary.

2. Create three different campaigns based on individual services offered. Label your campaigns Tech Training Campaign, Business Training Campaign, and Consulting Campaign.

3. Within each campaign create different ad groups (e.g., the Tech Training Campaign can have ad groups for HTML Training, Java Script Training, etc.).

Solution 2: There are multiple ways to achieve the above task. Here is the recommended way:

2.4. Access Management

Ads offers different levels of account access to help you share access to your account with others while protecting your information.

Use the following steps to grant access to an external user:

1. Within your Google Ads account, click **Tools & Settings**, and then under **Setup**, click **Access and security**.
2. Click the **+**.
3. Enter an email address for another user.

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4. Choose the access level (e.g., email only, billing, read only, standard, admin).

5. Click **Send Invitation**.

Here are the different access privileges available within Google Ads:

1. Email only: can receive email reports only.

2. Billing: can view and edit billing information.

3. Read only: can view and run reports.

4. Standard: access to most account features.

5. Admin: highest level of access, complete access of your account.

🗎 Exercise 5: Access Management

Your company has decided to run an online marketing campaign and has hired an external online marketing firm. The new marketing firm has asked for access to your Google Ads data. Please implement this task in your Google Ads account.

Solution

Allowing External Firms to Access Google Ads Data:

1. Within your Ads account, click the **Tools & Settings** button, and then **Account access**.
2. Click the **+**.
3. Enter an email address for another user (e.g., marketing@gmail.com).
4. Choose the **Read only** access level.
5. Click **Send Invitation**.

Conclusion

In this lesson, you have learned:

1. How to sign up and access a Google Ads account.
2. The account structure within Google Ads.
3. How to navigate in Google Ads.
4. How to give access to other users to your Google Ads account.

LESSON 3
Working with Keywords

Topics Covered

☑ Finding relevant keywords.

☑ Tools for keyword discovery.

☑ Keyword scopes.

Introduction

In this lesson, you will learn how to find relevant keywords for your marketing initiatives, how to leverage different tools for keyword discovery, and how to use keyword scopes within Google Ads.

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3.1. Building Keyword Strategy

Keywords form the core of your ad campaign. They set the entire advertising process in motion. Thus, building a strong keyword strategy is a vital process. Here are some guidelines for building your keyword strategy:

1. **Product/brand association**: Understand the correlation between products/services that you offer and how others will associate with them (e.g., bleach as in product vs. bleach as the Japanese cartoon series). Good keywords should accurately map your products and services with your ideal customer profile.

2. **Read your prospect's mind**: Keywords are your customers' intentions expressed in their own words. Find keywords that will answer your customers' queries (e.g., if you are a plumber, then you might want your ad to show up for keywords such as basement flooding, low shower pressure, etc.).

3. **Organize your keywords into buckets**: Before looking for actual keywords, identify different themes for your keywords. Each theme could represent a variation of your focus.

> **Note**
>
> Keywords are not case sensitive and you can have a maximum of 50,000 active keywords.

3.2. Keyword Discovery and Keyword Research

❖ 3.2.1. Keyword Discovery

The first step in this process is to come up with as many keywords as you can think of relating to your products/services. Before you seek help from keyword tools, it is recommended that you build your own keyword list using an Excel file. A good keyword discovery process is as follows:

1. Build a high-level list of your products and services by looking at the content available on your website.

2. Examine your print collateral or content available in your marketing emails and identify specific keywords.

3. Review your competitions' websites and try to identify those elements that distinguish your products/services from your competition.

4. If you have an internal site search tool on your website, then examine keywords typed in your internal site search. Google Analytics has dedicated reports to analyze internal keywords.

❖ 3.2.2. Keyword Research

There are various tools offered by Google and third parties that can aid your keyword research. Here is a list of some keyword tools:

1. Google Keyword Planner Tool

2. Google Trends

3. KeyWordSpy.com

These tools will help you as you build your keyword list.

3.3. Leveraging the Google Keyword Planner Tool

Google's *Keyword Planner* tool can help you determine keywords. This tool can be found under the **Tools and Settings** button, under **Planning**. The first consideration is determining why you're using the tool. Google provides three choices, as seen in the screenshot below:

1. Discover new keyword ideas

2. Get search volume and forecasts
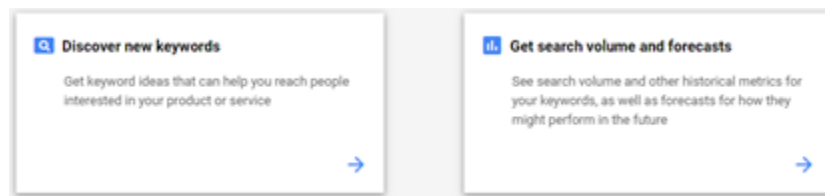
Most times, you will want to choose the first option, **Discover new keywords**.

To begin searching for keyword ideas and the associated search volume, you'll have to enter the appropriate targeted keywords, and/or your desired landing page, and/or your product categories. It's recommended that you try a few search variations to get your desired results. After making these selections, you can then further refine your results by drilling down to a specific location.

3.4. Demo for the Google Keyword Planner

Let's use the Keyword Planner tool from Google to find our list of targeted keywords for a new golf club website. And let's say that we want to run some Google Ads campaigns just in Florida to test the waters. In the following screenshot, let's go over the settings for this initial search.

Now, let's talk through some of the suggestions Google has provided us. In the following screenshot, you will notice one set of suggested keywords, their average monthly search volume, and the the low and high top of bid ranges.

🗎 Exercise 6: Keyword Brainstorming

⌄ 25 to 30 minutes

Develop keyword strategies and then build keywords lists for the following businesses:

1. A catering company in the Central New York region that is known for its customized menu items and variety of food options (vegetarian, vegan, etc.).You want to develop a marketing campaign to promote the company's core competencies for different types of catering events.

2. A bike store in Arlington, VA, that has highly qualified staff to provide guidance to any type of biker. You want to promote that service and attract new customers.

3. An online electronics store that sells electronic items nationwide at substantial discounts as compared to retail stores.You want to boost the sales for TVs, home theater systems, and video game systems via an online marketing campaign.

4. You should also spend some time now thinking about your own business and what keywords you might choose.

Solution

1. First, build a high-level keyword list in Excel. Use the key points discussed in the Building Keyword Strategy section (e.g., brand association, possible queries, different themes).

2. Once you have a high-level list of keywords ready, use the Google Keyword Planner tool to expand your keyword list and discover some new keywords.

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3.5. Focusing and Targeting Keywords

Ads gives you the ability to decide how precise a user's search phrase must be to trigger your ad on Google search pages. You have the following options:

1. Broad Match (default type)
2. Phrase Match
3. Exact Match

❖ 3.5.1. Broad Match

Your ad will get triggered for any variation of your keyword or phrase in a search query. This option reaches the most users. For example, if your keyword phrase is San Jose Sharks, then San Jose White Sharks will also trigger your ad.

❖ 3.5.2. Phrase Match

This option narrows your reach by showing your ad only when the search term contains your keyword. You can set this preference by including your keyword in double quotations. For example, if your phrase match is "San Jose Sharks," then your ad will not be triggered for search queries like the San Jose White Sharks. However, your ad can be displayed for search terms like San Jose Sharks Museums.

❖ 3.5.3. Exact Match

This option further narrows your reach by only showing your ad when the search term is exactly the same as your keyword. You can set this preference by including square brackets around your keyword. For example, [San Jose Sharks] will now trigger an ad only when the search query matches the entire phrase as it is.

❖ 3.5.4. Setting Up Negative Keywords

Negative keywords are filtering keywords. Negative match type prevents your ad from showing when a word or phrase you specify is part of a search term. You can set this option by putting a minus sign before your keyword. For example -"great white". -"white sharks", -"shark museums", -"aquarium".

📄 Exercise 7: Keyword Match Type

🗸 20 to 25 minutes

Use all the keywords that you came up with in the previous exercise and refine each keyword using appropriate match types.

Conclusion

In this lesson, you have learned:

1. How to find relevant keywords for your marketing initiatives.
2. How to leverage different tools for keyword discovery.
3. How to use keyword scopes within Google Ads.

LESSON 4
Writing Ads in Google Ads

Topics Covered

☑ Writing effective ads.

☑ Editorial guidelines from Google.

☑ Ad text structure and specifications.

Introduction

In this lesson, you will learn tips for writing effective ads in Google Ads, the editorial guidelines from Google, and the ad text structure and specifications.

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4.1. Writing Effective Ads in Google Ads

❖ 4.1.1. Call to Action

Direct your viewers to take certain action via your ad text. If your ad copy is directing the visitors to take certain action, then it is going to influence them to look for that action on the landing page. Here are some examples of common calls to action:

1. Call Now to Get a Free Quote.
2. Buy Now to Save 10%.
3. Try/Download Software for Free.
4. Sign up for a Free Demo.

❖ 4.1.2. Value Proposition

Separate benefits from features. Focus on what benefit you are going to provide to your customers. For example, instead of saying, "Buy a New Power Efficient Furnace," it will be better to say "Go Green and Reduce Your Energy Bill."

Use keywords in your ad headlines: If possible, use keywords in your headlines. If your ad is triggered by a keyword, then users are more likely to click that ad if they see the same keyword in that ad. It increases the relevance of your ad, which can improve your click-through rate.

Have relevant display URLs: It is important to have user-friendly display URLs. Your users may be hesitant to click strange looking URLs that could be mistaken for spam. Use your company's home page for the display URL.

Consider mobile devices: Show your location and phone number in your ads. It is also helpful to direct users to the mobile version of your site.

Have emotional appeal whenever possible: Try to speak to your intended audience. For example, use ad text such as "Feel Confident with the Way You Look," instead of saying "Improve Your Looks."

4.2. Review of Google's Guidelines

Google has strict editorial requirements for text ads. These restrictions in general are there to foster an environment of fair play between all advertisers and to help consumers find relevant information. Here are some guidelines that you need to follow to get your ad approved:

Accurate and clear ad text: Your ad must reflect what the consumer will find on your landing page (e.g., your ad talks about yoga mats and if that item is not on your landing page or on your website, then Google can fall back on this rule if they want to disapprove your ad copy).

Misrepresentation: Unsubstantiated claims are not allowed. For example, you can not use superlatives such as "the best coffee in the world" in your ad copy unless such claims are substantiated with proof available on your website. Also, if you quote a price or special offer, then you must show the same to the consumer on the landing page or a few clicks from your landing page.

Counterfeit products: The ad may not be for the sale or promotion of counterfeit goods.

Miscellaneous: Your ad text cannot contain any offensive or inappropriate language. You cannot imply a Google affiliation or relationship that does not exist.

You can view all of the Google Ads editorial requirements in the Ads Help Center.

At the high level, Google also provides the overview of its Ads policy in the screenshot below. (Source: the image below is directly from Google's Ads Help Center.)

Google Ads policies

Welcome to the Google Ads Policy Center. Here you'll find the requirements for advertising on the Google Network.

Our policies cover four broad areas:

Prohibited content: Content you can't advertise on the Google Network

Prohibited practices: Things you can't do if you want to advertise with us

Restricted content: Content you can advertise, but with limitations

Editorial and technical: Quality standards for your ads, websites, and apps

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4.3. Understanding Google's Text-Ad Structure

In Google Ads, you need to abide by a particular ad structure with requirements for how many characters can appear in an ad:

Ad Section	Length in Characters (for most languages)
Headline 1	30 characters
Headline 2	30 characters
Description	90 characters
Path (2)	15 characters each

For the display URL, you can enter a longer URL; it will appear shortened when the ad is displayed.

Here is an example from Google, in which each of the following ads is intended to sell more gourmet coffee beans.
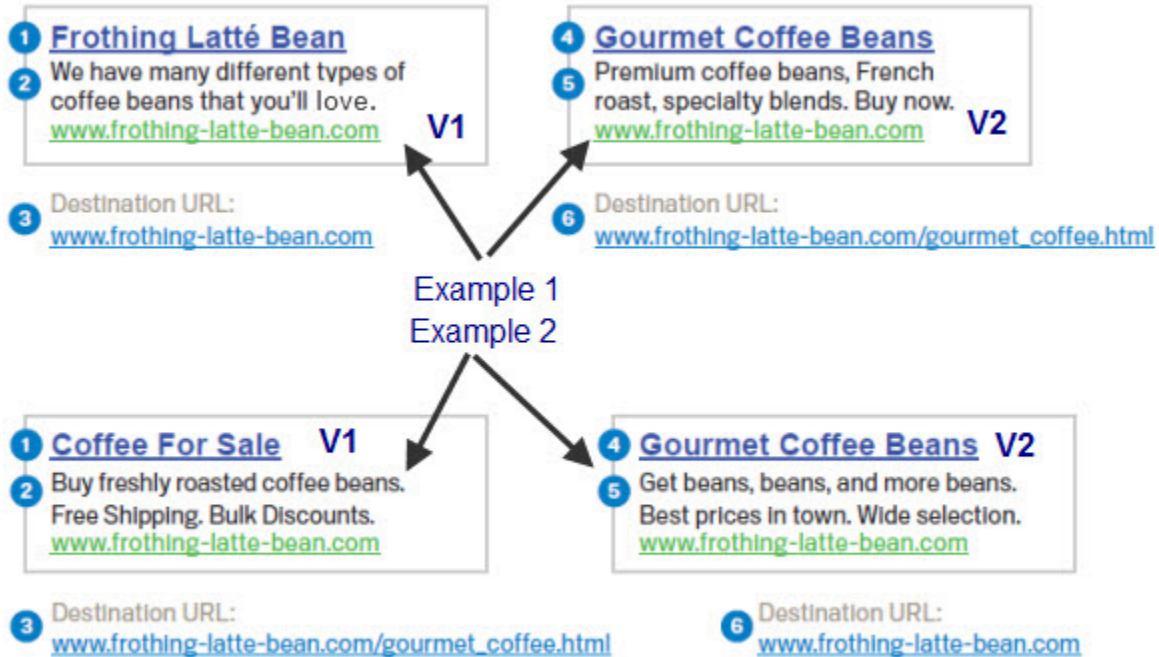
Let's analyze the ads shown in example 1:

V1	V2
Headline focuses on company's brand name which does not have strong brand equity.	Headline focuses on the specific offering and core selling points.
No keywords in the headline.	Headline contains relevant keywords.
Generic description, no call to action.	Description has call to action (buy now) and has product differentiator line (e.g., specialty blends).
Landing page is just the home page.	Landing page is specific to gourmet coffee.

🗎 Exercise 8: Analyzing Ads

Analyze the ad shown in example 2 and use all notes on section 4.1 points to compare the two different versions of this ad.

Solution

V1	V2
Headline is too generic.	Headline focuses on the specific offering and core selling points.
No keywords in the headline.	Headline contains relevant keywords.
Description talks about the value proposition. More powerful call to action required.	Terms such as "best price in town" and "get beans" are vague; more specific call to action is required.
Landing page is specific to gourmet coffee page.	Landing page is just the home.

🗎 Exercise 9: Writing Effective Ads: Part I

⌄ 25 to 30 minutes

Write text ads for the following businesses:

1. You offer computer maintenance services specializing in recovery of data due to computer failures and viruses. You have a strong presence in the northeast region.

2. You offer consulting services and training for Google Analytics. You can deliver training nationwide via online classrooms.

📄 Exercise 10: Writing Effective Ads: Part II

⏱ 15 to 30 minutes

Develop at least two versions of ads for the catering company and bike store discussed in the previous chapter. Develop variations of your ad based on different sets of keywords (Ad Groups) that you have already generated for the above businesses.

Conclusion

In this lesson, you have learned:

1. Tips for writing effective ads in Google Ads.
2. Editorial guidelines from Google.
3. Ad text structure and specifications.

LESSON 5
Creating and Managing Your Ad Campaigns

Topics Covered

☑ Ad campaigns.

☑ Ad Groups.

☑ Managing campaign settings.

Introduction

In this lesson, you will learn how to create ad campaigns, how to create Ad Groups, and how to manage your campaign settings.

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5.1. Creating Ad Campaigns

At this point, we have worked with all the elements within Google Ads and created the essential building blocks of an Ads campaign. Now we will cover how you put them all together in your Ads account.

Step 1: If this is your first campaign, then you can click **Create your first campaign** button to start building your campaign.
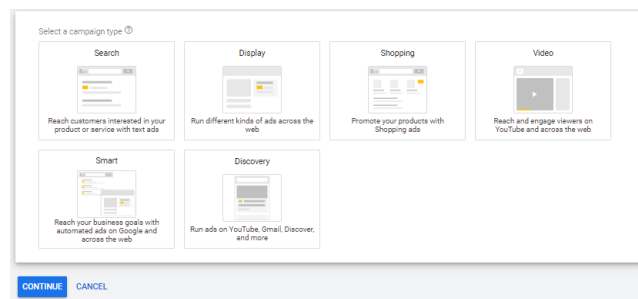
If this is not your first campaign in your Google Ads account, then first navigate to the **Campaigns** page. Click the **+** button as shown in the following screenshot, and then select **New campaign**:
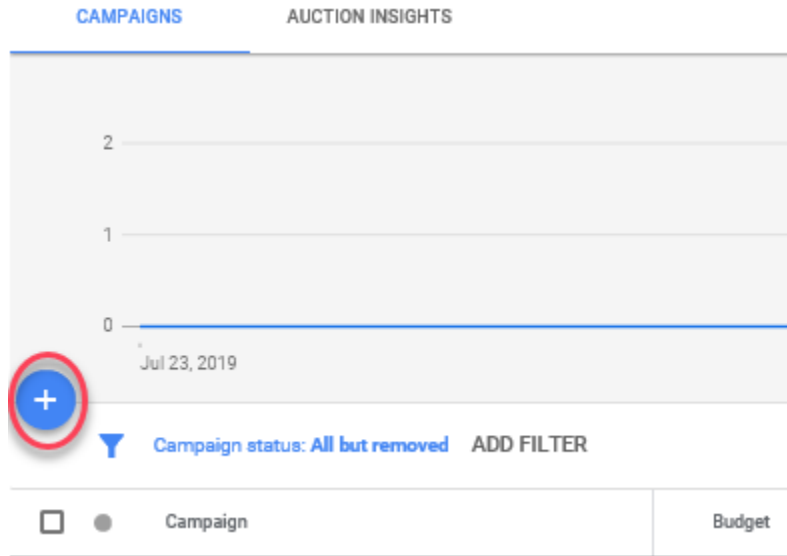
Step 2: Select a goal type from the options shown:
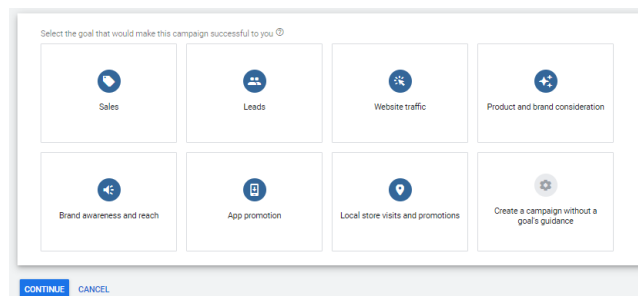
Step 3: Then, select a campaign type from the options shown:

Step 4: Follow the prompts for the campaign you selected. You will need to provide the following basic information to create your campaign:

1. Provide a name for your campaign (e.g., Promote Services).

2. Select the language your ad will be written in and the locations where you want your ads to appear (location of potential customers).

3. Select where you want your ad to appear. For this course, we want to select Google's search results. You have an option to select devices on which you want your ad to appear. For this course, use the default setting (i.e., **Ads will show on all available devices by default**).

4. Enter the amount you're willing to spend on average each day for this ad campaign. Your budget will help determine how many times your ad can be shown each day.

5. Click the **Create Campaign** button at the bottom of the page.

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5.2. Creating Ad Groups

You can use ad groups to organize your marketing initiatives.

Here is how you will create an ad groups with a campaign. Once you complete all the steps listed in the previous section, you will be taken to the following screen:
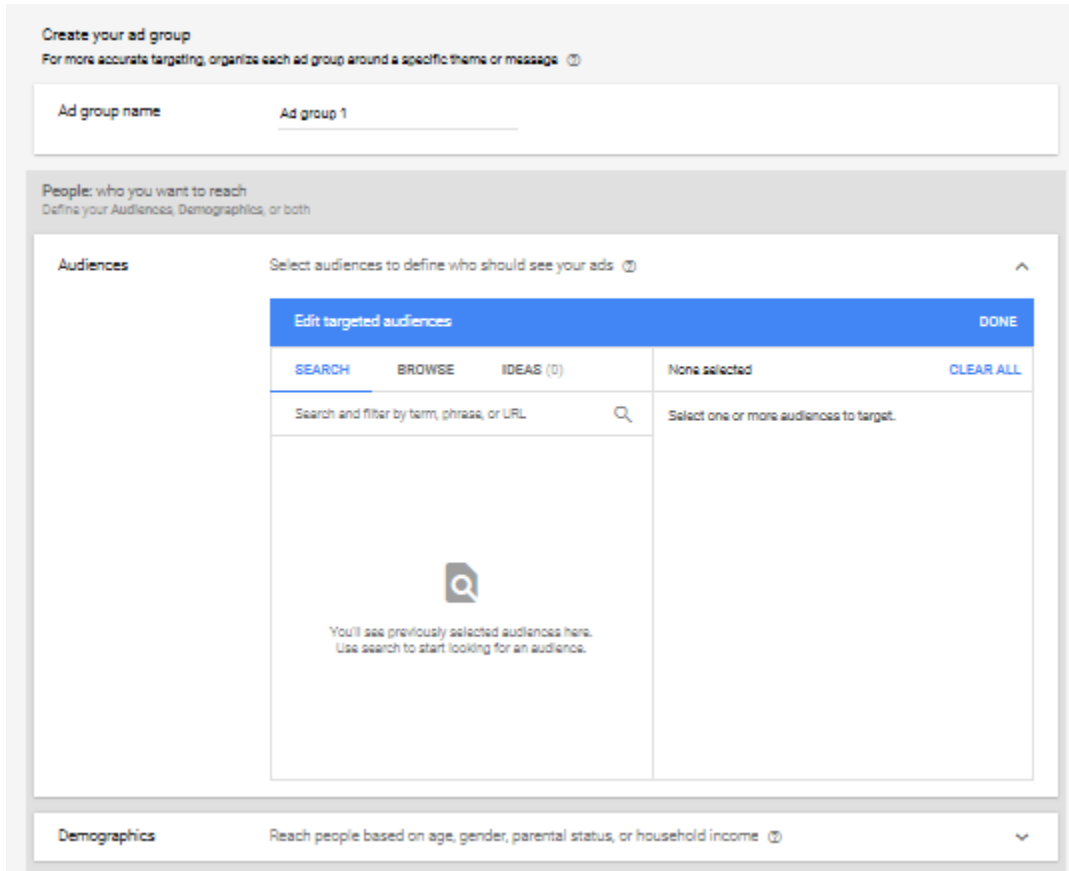
You will need to provide the following basic information to create your ad group:

1. Enter your landing page.

2. Provide a name for your ad group (e.g., Promote LED TVs).

3. Enter the amount for your default bid. This is the maximum amount you're willing to pay each time a user clicks your ad.

4. Provide the list of keywords for this particular ad group.

You are all set. Your ads should begin showing on Google shortly. To view your ads as they would appear on a regular Google search results page without accruing extra impressions in your account, you can use **Ad Preview and Diagnosis** on the **Tools & Settings** tab under **Planning**.

📄 Exercise 11: Practice Campaign

⊘ 15 to 20 minutes

Create ad campaigns for the catering company and the bike store discussed in the previous chapter. If you were also thinking about your own business needs, please develop a draft campaign for your business, as well.

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5.3. Managing Campaign Settings

To edit, pause, remove, or resume a campaign:

1. Navigate to the **Campaigns** page.

2. Next to the campaign name, click the status icon and select the new status for that campaign (Enabled, Paused, or Removed).

3. To change the status of multiple campaigns, select the check boxes next to the campaigns you want to update. From the **Change status** drop-down menu, select the new status.

Note
If you have only one campaign in your account, you may pause or enable it, but not remove it.
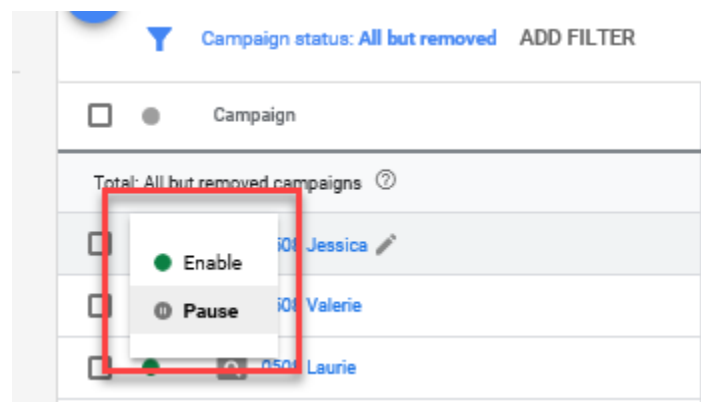
Conclusion

In this lesson, you have learned:

1. How to create your first ad campaigns.
2. How to create Ad Groups.
3. How to manage your campaign settings.

LESSON 6
Google Ads Reporting and Account Performance

Topics Covered

☑ Generating reports within Ads.

☑ Measuring the performance of your Ads account.

Introduction

In this lesson, you will learn to generate reports within ads and to measure the performance of your Ads account.

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6.1. Reports

Performance of your Ads account can be analyzed by generating various reports available right from the **Predefined reports (Dimensions)** option, under the **Reports** button.

Let's go through the definitions of some of the various types of reports that are available. Ads allows you to generate the following reports:

Report	Definition
Keyword Reports	Information on how your keywords are performing across all campaigns or in selected campaigns.
Ad Reports	Information on how specific types of ads are performing, including text ads, image ads, video ads, mobile ads, and local business ads.
Final URL Reports	Show the URLs to which you have directed users.
Ad Group Details Reports	Allow you to focus on performance of Ad Groups for one or more of your campaigns.
Campaign Reports	Show statistics for each of your campaigns within an account.
Geographic Reports	Show performance of your ads by visitors location, as identified by the geo-tagging system.
Search Terms Reports	Show data related to the search queries that triggered your ads.

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6.2. Generating Reports in Google Ads

Once you have determine which report you would like to run, follow these steps to get to the correct report interface:

1. Navigate to your **Campaigns** page.

2. In the upper-right, click the **Reports** button and select **Reports**.

3. Select the style of report you want to create, and then click **Segment**.

4. On the right, select the options you want to use by dragging and dropping them.

5. Choose the **Schedule** option in the upper-right.

6. You can also use the **Download** option in the upper-right to determine your preferred download methods.

❖ 6.2.1. The Report Editor

The Report Editor is a feature that allows you to view your report data via charts and tables. To access the Report Editor, select the **Reports** button, and then click the **+** to add a new report.
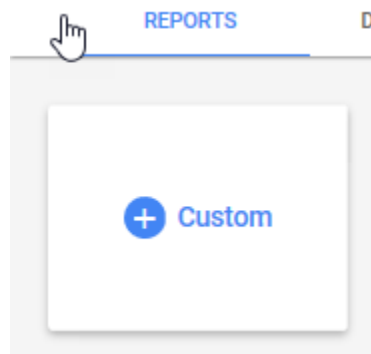
The Report Editor allows you to choose from a list of reports to visualize your data, as well as edit and save these reports, and download and share them.

To use a pre-defined report in the Report Editor:

1. Click the **Reports** button.

2. Click the **Pre-defined reports (Dimensions)** drop-down arrow, and select a report
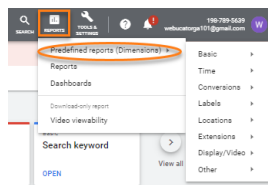
    type from the sub-menu.

📄 Exercise 12: Working with Reports

⌄ 15 to 20 minutes

Let's spend some time developing a few reports based on hypothetical situations.

1. You would like to know how many people saw your ads within a particular ad group and how many times they saw the ads over a certain period of time. Generate a report that will show this metric.

2. You would like to identify different regions where your online marketing campaign has been effective. Generate a report for a particular ad campaign to pull up this information.

Conclusion

In this lesson, you have learned:

- How to generate reports within Ads.
- How to measure the performance of your Ads account.

LESSON 7
Integrating Google Analytics with Google Ads

Topics Covered

☑ Integrating Google Analytics with your Ads account.

☑ Leveraging Google Ads Reports within Google Analytics.

Introduction

In this lesson, you will learn how to integrate Google Analytics with your Ads account, and how to leverage Google Ads Reports within Google Analytics.

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7.1. Tracking Online Marketing Campaigns through Google Analytics

Google Analytics can track visits and conversions coming from your online marketing campaigns in Ads. It's a two-step process: First, make the following changes in your Ads account:

1. Select the **Tools & Settings** button, and then under Measurement, select **Google Analytics**.
2. Google Analytics will launch.

Make the following changes in your Analytics account:

1. Within your Google Analytics account, click **Admin**, and then choose your desired account.
2. Under the desired account, click **Google Ads Linking** under **Product Linking**.
3. Choose **+ New Link** and choose the desired Ads account to link to.
4. To finalize, choose **Link Configuration** and then decide the appropriate one.
5. Choose **Link accounts** to complete.

See the following screenshot for complete Google Analytics setup.
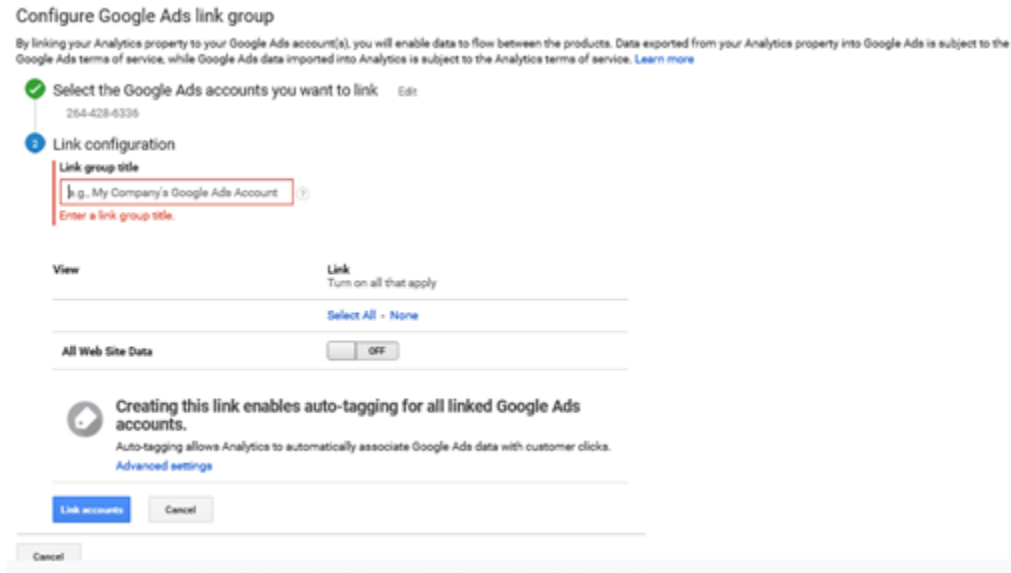
All your Ads data (impressions, clicks, cost) will automatically be imported into your Google Analytics account.

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7.2. Introduction to Ads Reports in Google Analytics

Google Ads Reports in Google Analytics convert raw data into presentable information. In addition, Google Analytics provides an interactive segmentation that enables you to reorganize the data on the fly.

❖ 7.2.1. Overview of Report Structure

Ads impression cost, position, and click-through data are fetched from your Ads account once per day. Some of the reports available include:

Report Name	Explanation
Campaigns	Campaign-level information. Helps in analyzing the traffic coming from each campaign.
Keywords	Indicates the effectiveness of the keywords on which you bid.
Destination URLs	Allows you to see the URLs from which you've directed visitors from Google Ads.
Ads Hour of Day	Allows you to determine the best times of day to target your Google Ads campaigns.

❖ 7.2.2. Ads Campaigns Report

Organization of data in this report directly reflects your Ads account structure. This report is fully interactive; i.e., you can use dimensions/subdimensions, etc. for slicing and dicing your data. For each specific campaign you can analyze its performance in number of ways. For example, you can

1. Compare the site usage (visits, pages/visit, etc) with respect to regular site traffic.

2. Review the correlation between various site goals

3. Study the impact on e-commerce activities (transactions, revenue, etc.).
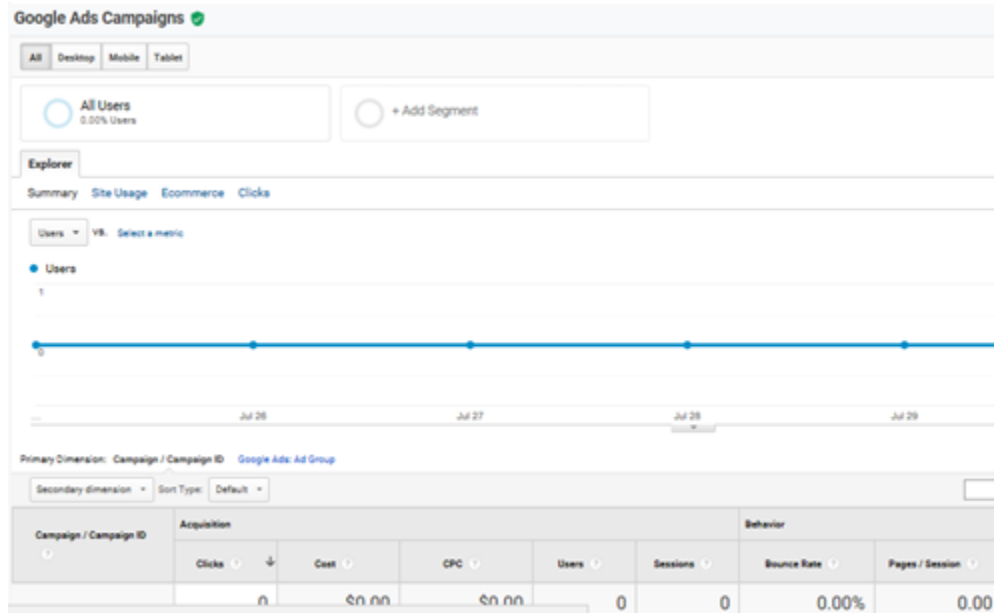
In the above screenshot, notice that the campaign data is segmented using *All Users*. We will discuss other reports during the course.

Conclusion

In this lesson, you have learned:

1. How to integrate Google Analytics with your Google Ads account.
2. How to leverage Google Ads Reports within Google Analytics.