



Stormchasers Digital
We make WordPress work

Google AdWords



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🏠 We make WordPress work 🏠

WordPress Care
WordPress Publishing
Google My Business
Google Analytics Services



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Google Ads



Reach more of your customers across Google Search, Maps, YouTube, and beyond.



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Don't Start Here



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Planning Time



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Planning Time

- Why are you using Google AdWords?
- What will success look like?
- How Will You Measure It?
- Do you know your Avatar?
- Do you have a budget?



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You need a Google account to use Google's Tools



Make it business centric!



Stormchasers.management@gmail.com



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Why Use It?

- Access to Google's massive reach (approx 40,000 search queries per second)
- Quicker results than with SEO
- On / Off
- Great for short sales campaigns



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Get Prospects To

- Make a purchase
- Download something
- Contact you (click to call)
- Remember your business – brand awareness



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Where Can You Advertise?

- The Search Network
- The Display Network
- The Shopping Network
- The Video Network

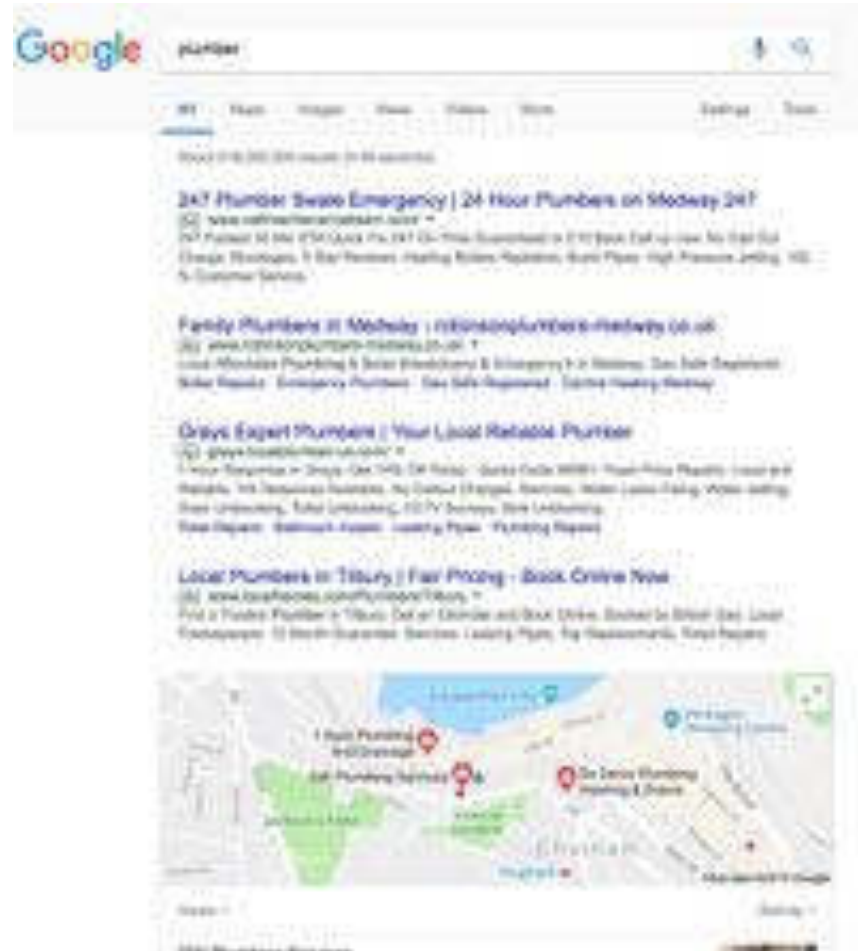


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Search Network

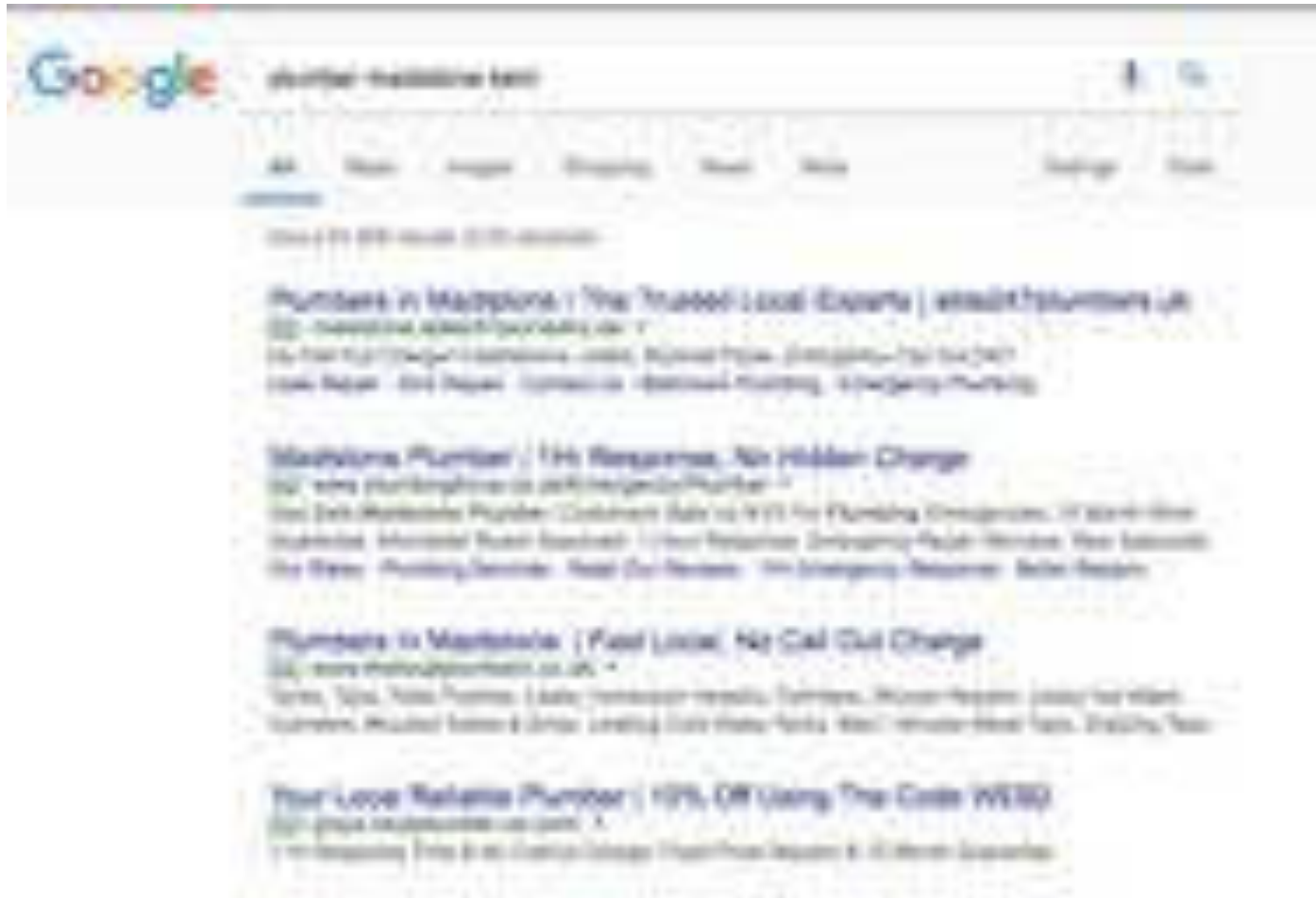


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Ads at Top of Page



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Ads at Bottom of Page

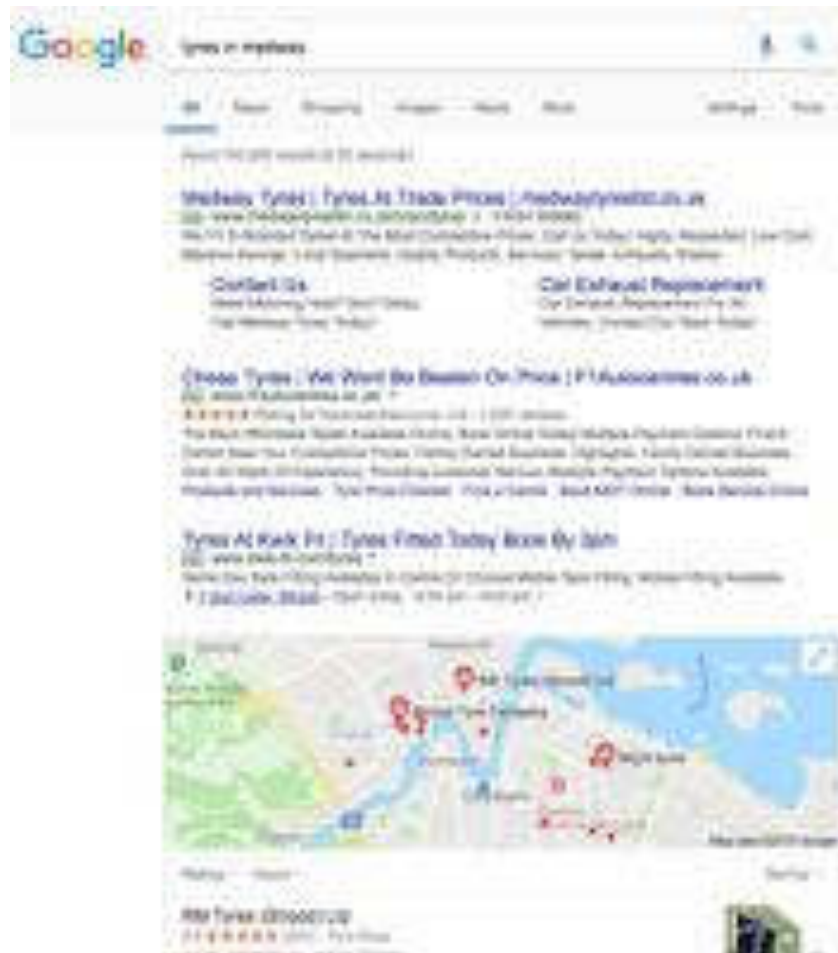


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Ads on the Map?



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Ads on the Map?



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The Display Network

- Your Ads on one of over 2 million websites in the Display Network
- Text, Images, Rich media (video or images with audience involvement)
- “Interruption marketing”



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The Display Network



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Shopping Ads

- For retailers
- More than a Text Ad
- Includes picture of product

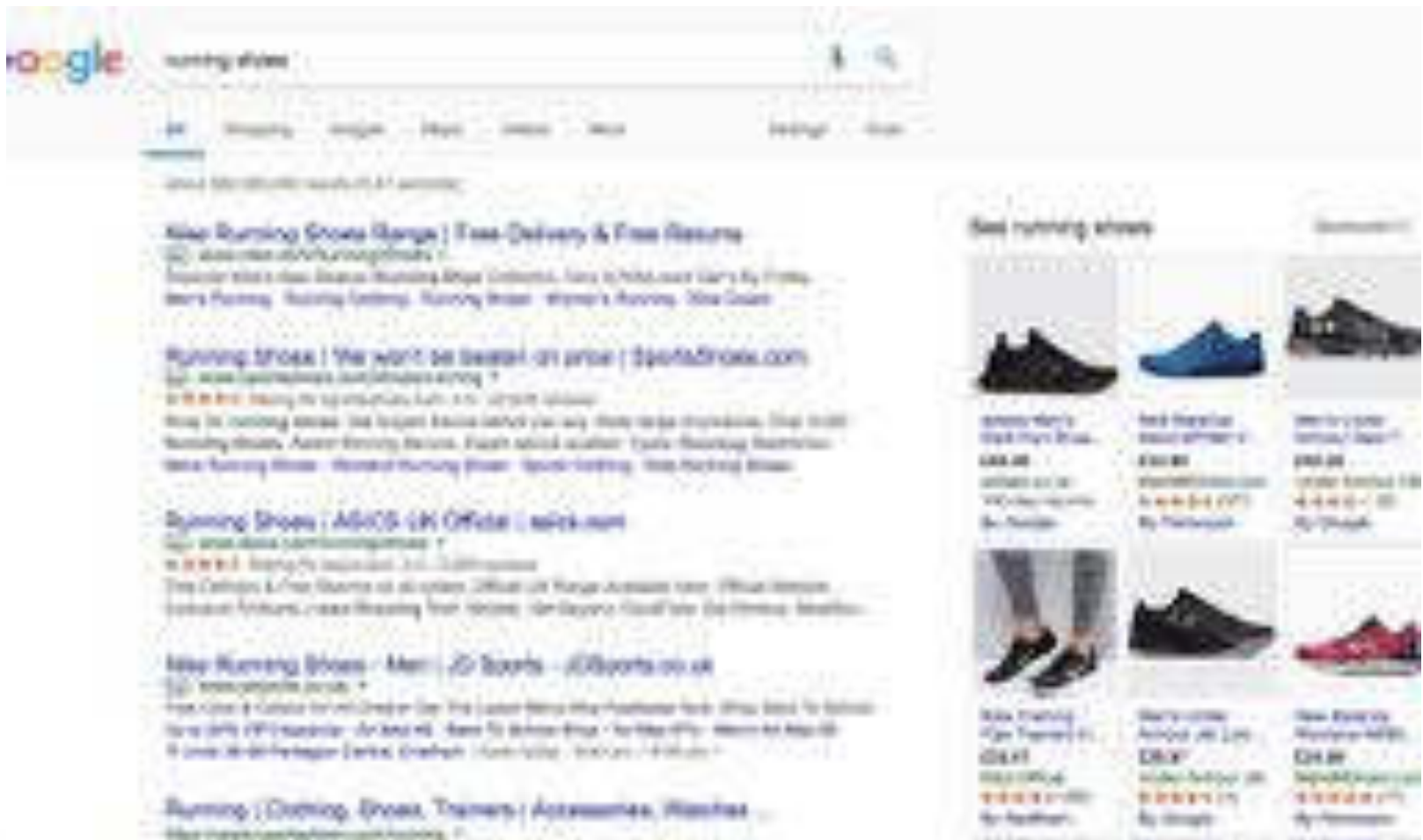


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Shopping Ads



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Video Ads

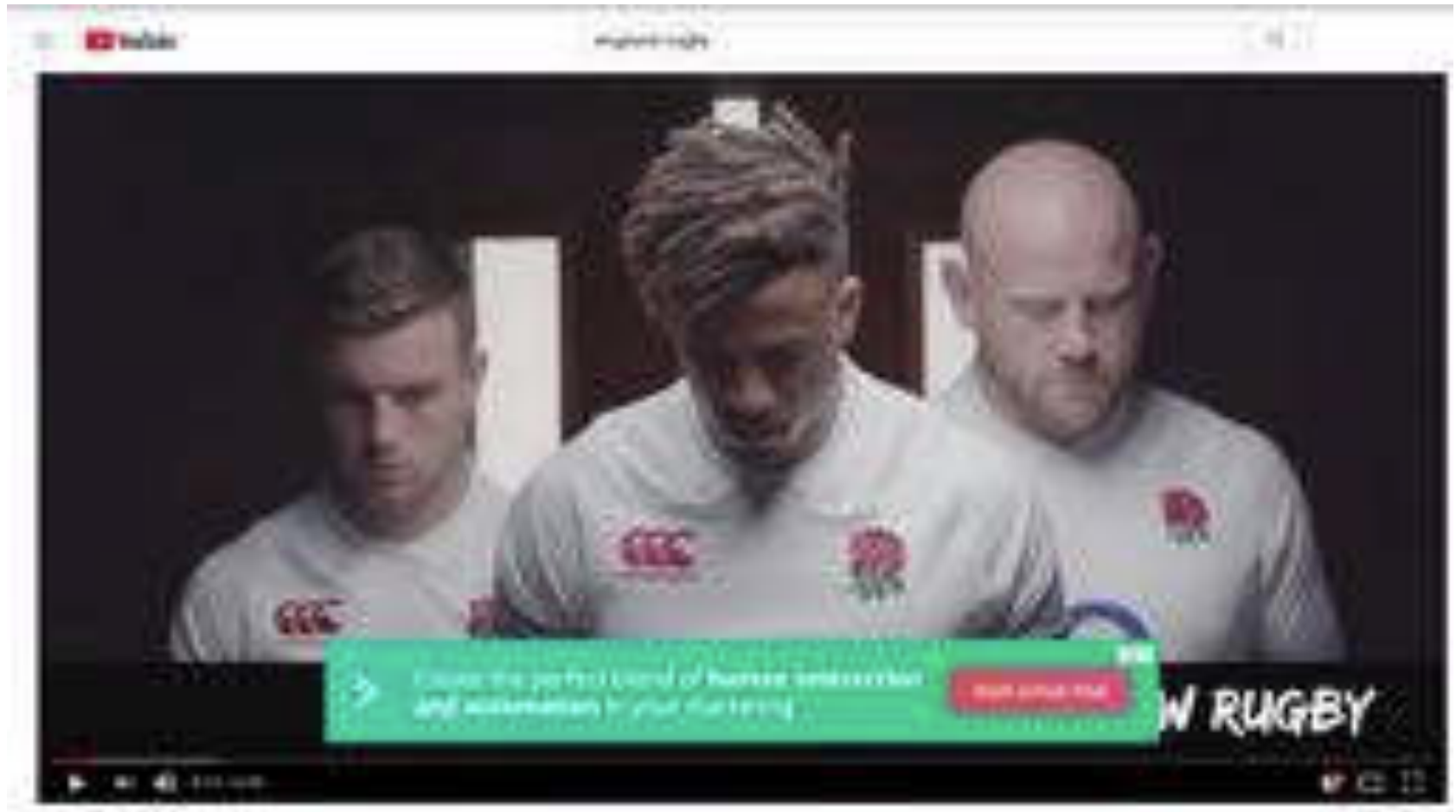


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Video Ads



Started at 10 seconds



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How It Works



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The Ad Auction



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The Ad Auction

- Someone searches using a keyword
- The system finds all the Ads that match
- Then ignores all that are illegible
- Only Ads with a high score may show



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Ad Score (Rank)

- Your Bid
- The context of persons search (time, location, device)
- Quality of Ad and landing page
- Ad Rank Threshold (To appear above search results)
- Expected impact from any ad extensions



Ad Quality Score

- Your click-through rate
- Keyword relevance to ad group
- Landing page quality and relevance
- Relevance of Ad text
- Historical performance of account



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Cost Per Click (CPC)

- Actual CPC is what you pay
- Can be far lower than max CPC
- Most you pay is what is minimally required to hold Ad position



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Ad Components

- Headline (x3) - 30 characters
- Display URL (mywebsite.co.uk) + text in path fields (x2) – 15 characters
- Description (x2) – 90 characters

Comprehensive Insurance – Protect yourself on a budget

 www.example.com/insurance

Get affordable & trustworthy insurance. 10% discount on all online quotes.



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Ad Components

- Campaign – as many as 10,000
- Ad Groups – 20,000 per campaign
- Text Ads – 50 per ad Group
- Keywords per Ad Group – no more than 20
- Ads per keyword – at least 3



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Before You Start



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You Will Need

- To Add Payment Details
- To Create A Campaign
- You need to test
- You need time for campaign to gather data

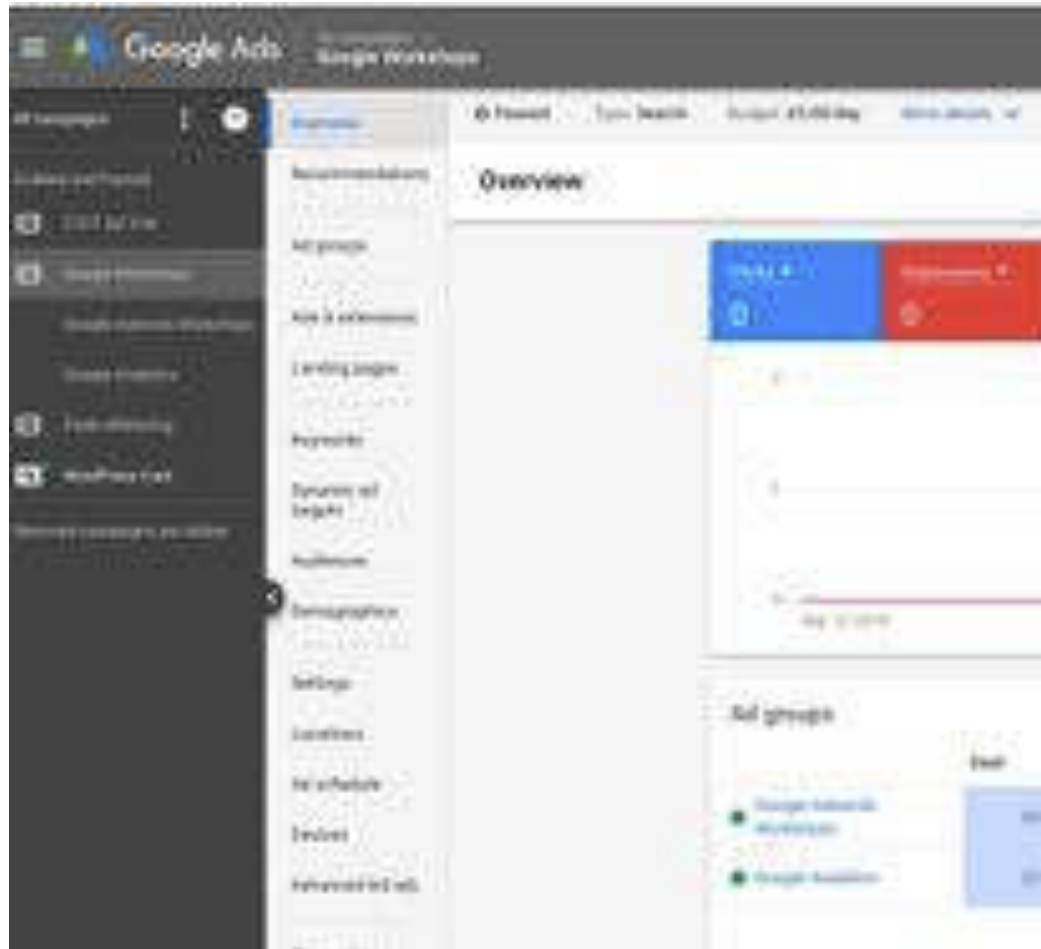


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AdWords Dashboard



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Useful Additional Tools

- Keyword Planner
- Ad Preview and Diagnostics



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Keyword Planner



The screenshot displays the Google Ads Keyword Planner interface. The main area shows a list of keywords with associated metrics. The columns visible are: Keyword, Monthly Search Volume, Competition, Competition Index, and Average CPC. The keywords listed include terms like 'insurance', 'health insurance', 'life insurance', 'auto insurance', 'travel insurance', 'pet insurance', 'rental car insurance', 'homeowners insurance', 'business insurance', 'travel insurance', 'pet insurance', 'rental car insurance', 'homeowners insurance', 'business insurance', 'travel insurance', 'pet insurance', 'rental car insurance', 'homeowners insurance', and 'business insurance'. The search volume for 'insurance' is 100,000, and for 'health insurance' it is 10,000. The competition for 'insurance' is 'High', and for 'health insurance' it is 'Medium'. The average CPC for 'insurance' is \$1.00, and for 'health insurance' it is \$0.50.

Keyword	Monthly Search Volume	Competition	Competition Index	Average CPC
insurance	100,000	High	100	\$1.00
health insurance	10,000	Medium	50	\$0.50
life insurance	5,000	Low	25	\$0.25
auto insurance	20,000	Medium	30	\$0.30
travel insurance	15,000	Medium	35	\$0.35
pet insurance	8,000	Low	20	\$0.20
rental car insurance	12,000	Medium	28	\$0.28
homeowners insurance	18,000	Medium	32	\$0.32
business insurance	10,000	Medium	30	\$0.30
travel insurance	15,000	Medium	35	\$0.35
pet insurance	8,000	Low	20	\$0.20
rental car insurance	12,000	Medium	28	\$0.28
homeowners insurance	18,000	Medium	32	\$0.32
business insurance	10,000	Medium	30	\$0.30
travel insurance	15,000	Medium	35	\$0.35
pet insurance	8,000	Low	20	\$0.20
rental car insurance	12,000	Medium	28	\$0.28
homeowners insurance	18,000	Medium	32	\$0.32
business insurance	10,000	Medium	30	\$0.30

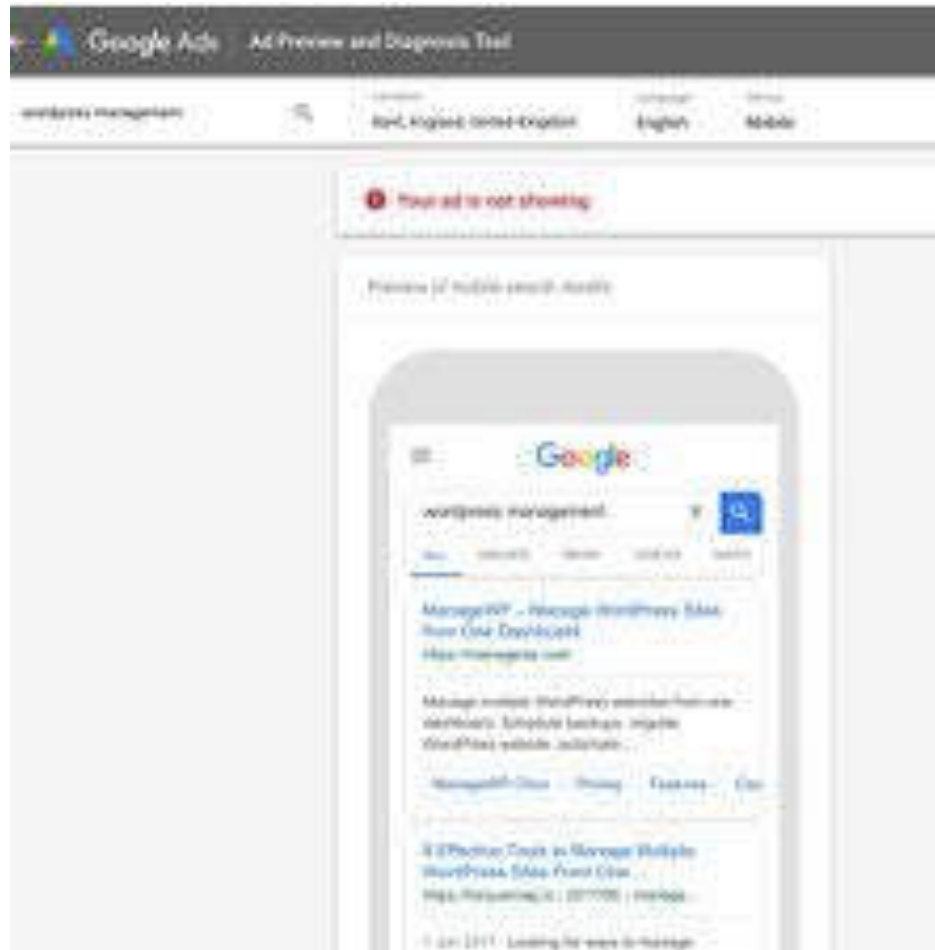


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Ad Preview and Diagnostics



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Keyword Research

- Buyer Intent?
- Monthly Searches?
- Competition?
- Top of Page Bid?



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Keyword Research

Keyword ideas

Plumber Maidstone

Found 100 keyword ideas

Sort by relevance

Keyword	Avg. monthly searches	Competition	Keyword Difficulty	No. of pages with this keyword
plumber maidstone	100 - 100	Medium	10	100
emergency plumber maidstone	10 - 100	High	10	100
24hr plumber	10 - 100	High	10	100
plumber	100 - 1000	Medium	10	100
plumber services	10 - 100	Medium	10	100
plumber jobs	100 - 10	Medium	10	100

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How Many Indexed Pages?



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How Many Indexed Pages?



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Sign Up



The image shows the Google Ads sign-up page. At the top left is the Google Ads logo. The main heading is "Welcome to Google Ads!". Below this, there is a sub-heading "Get ready to get started with advertising on just a few steps" and a link "Learn more about Google Ads". The form consists of two main sections: "What is your email address?" with a text input field containing "example@managementdigital.com" and "What is your website?" with a text input field. A blue "Next" button is located below the website field. To the right of the form is a progress indicator with four colored circles (blue, red, yellow, green) and a checkmark, with the text "Get started advertising on Google in just a few steps". At the bottom left, there is a "© 2014 Google - Privacy Policy" link.



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Goal For The Ad



The screenshot shows the Google AdWords interface for selecting a goal for an advertisement. The header includes the Google AdWords logo and a navigation bar. The main heading is "Pick a goal for your ad". Below this, there is a sub-heading: "What would you like your advertisement to do? (You can select as many as you want.)". A table lists three goal options:

<input type="checkbox"/>	Sell your business	100%
<input type="checkbox"/>	Get leads or inquiries	100%
<input type="checkbox"/>	Take an action on your website	100%

At the bottom of the page, there is a "New! Help!" section with a question mark icon and the text: "Get the most out of your AdWords account. Learn more about AdWords, AdWords Express, and AdWords Search."



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Goal For The Ad

The screenshot shows the Google AdWords interface for selecting a goal. At the top, the Google AdWords logo is visible. Below it, there is a heading "Pick a goal for your ad" and a sub-heading "What action do you want your customer to take? This action will help you reach this goal." There are three main goal categories listed, each with a blue icon and a right-pointing arrow:

- Sell your business**: This category includes three sub-options:
 - You primarily sell your business as a product
 - You want to sell or increase sales volume by advertising on Google
 - You want to track your sales forecasting volume
- Visit your storefront**
- Take an action on your website**

At the bottom right of the first category, there is a "PICK GOAL" button. At the bottom of the page, there is a "Need help?" link.

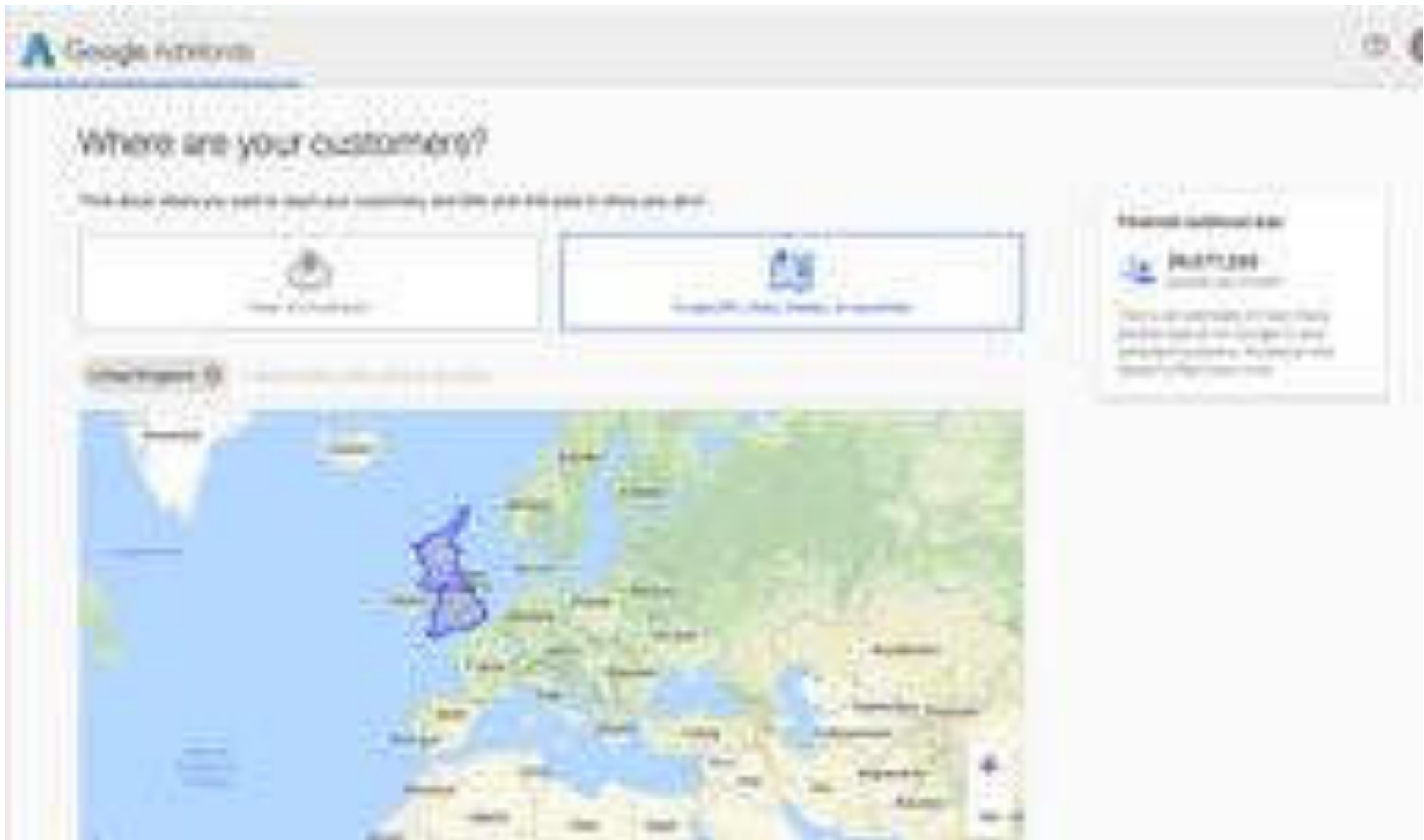


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Where are Your Customers?

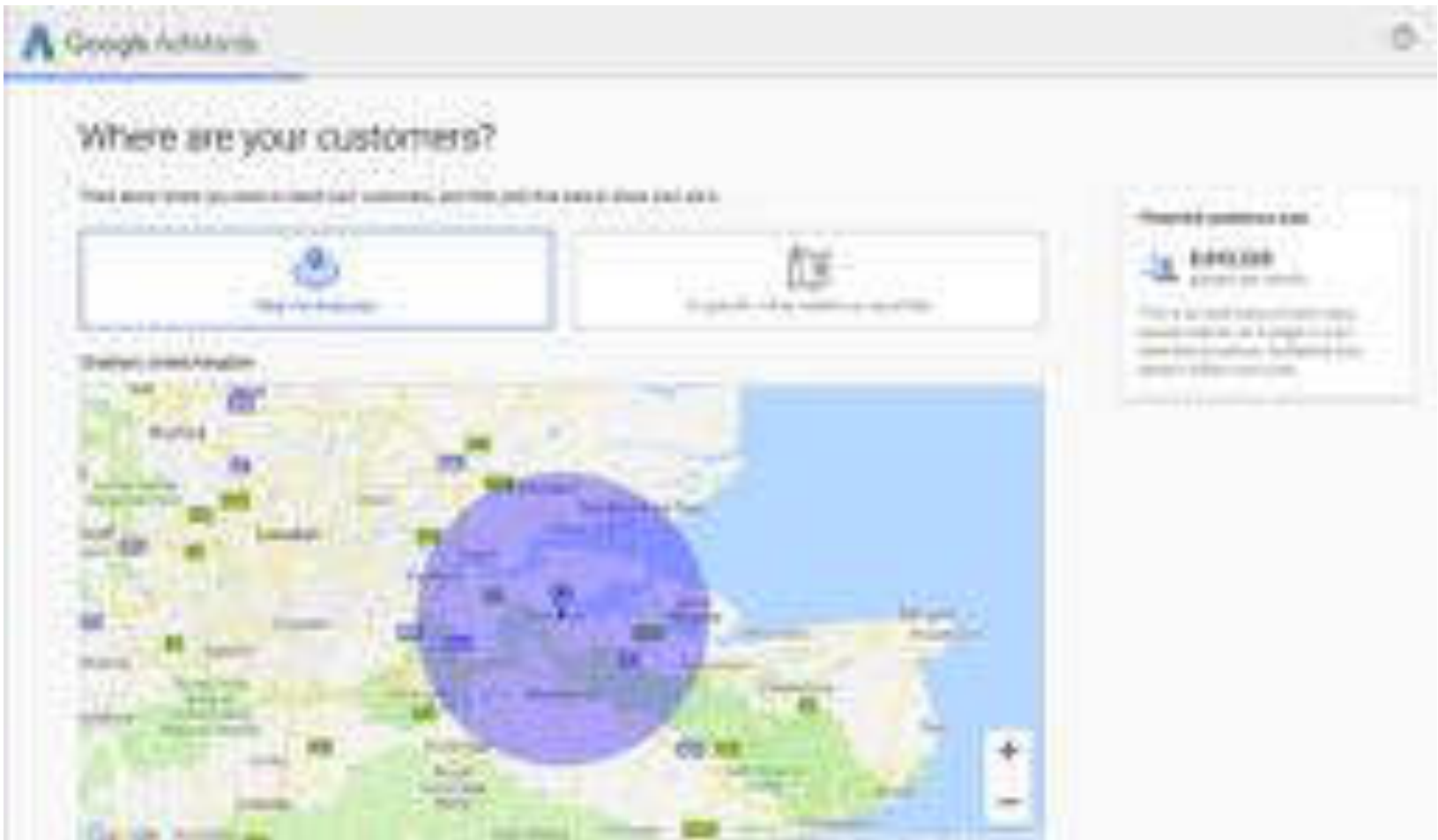


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Local Business

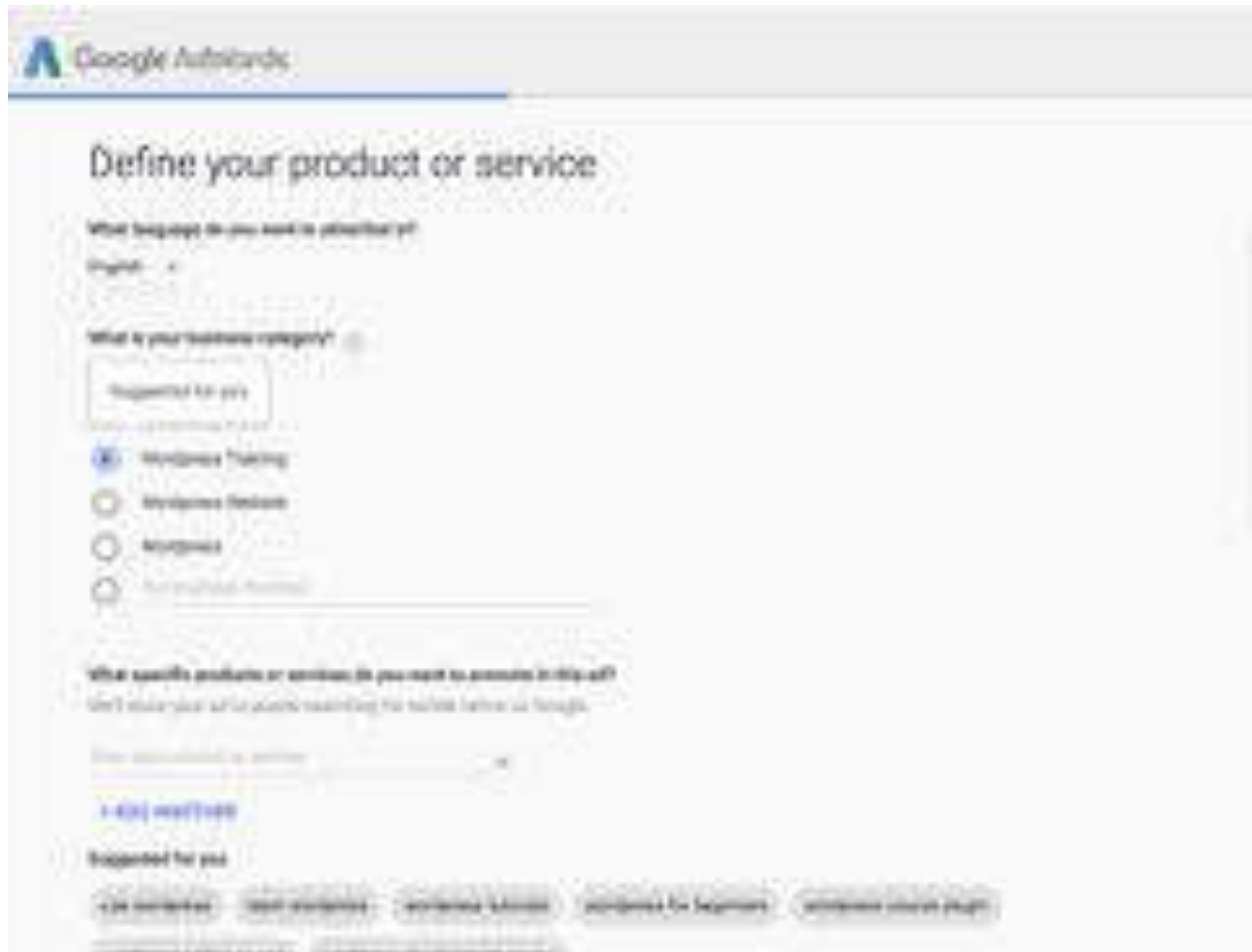


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Your Product



The image shows a screenshot of the Google Ads 'Define your product or service' form. The form is titled 'Define your product or service' and is part of the Google Adwords interface. It contains several sections for defining the product or service:

- What language do you want to advertise in?** (Language)
- What is your business category?** (Suggested for you)
- What specific products or services do you want to promote in this ad?** (Suggested for you)

The form includes a 'Suggested for you' section with a list of categories: Windows Training, Windows Desktop, Windows, and Windows Server. Below this, there is a 'Suggested for you' section with a list of products or services: Windows 10, Windows 8.1, Windows 7, Windows 10 for Business, and Windows Server 2016.

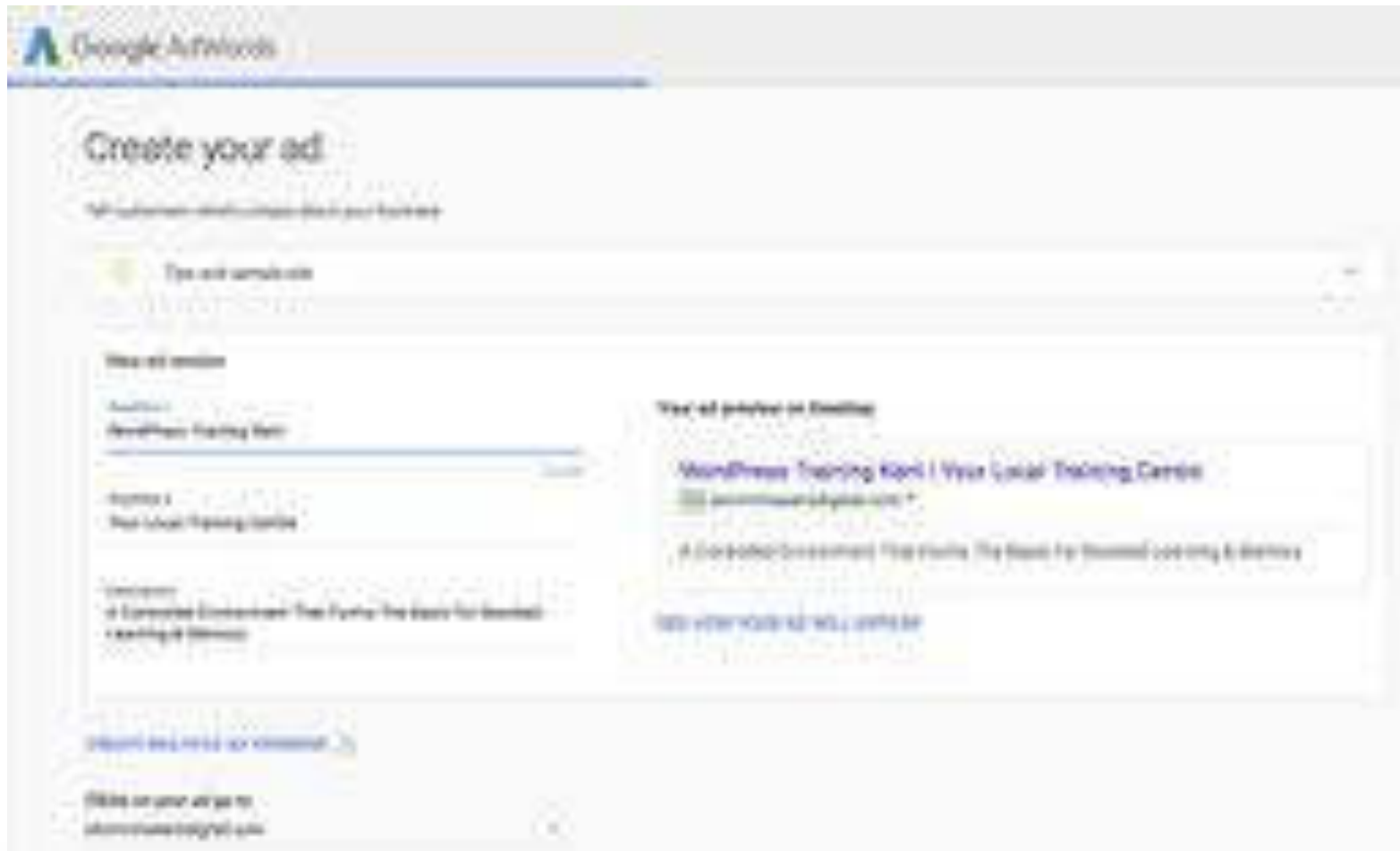


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Create An Ad



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Phone Number

The image shows a screenshot of the Google AdWords 'Enter your phone number' form. The form is titled 'Enter your phone number' and includes a sub-header 'Get customer calls from your ad'. Below this, there is a 'Phone number' field with a dropdown menu for 'Phone location'. A note states: 'Your ads use forwarding numbers to help you track and protect your calls. Learn more'. Another note says: 'MyPhone's short message will reach you'. To the right of the form, a preview of a search result is shown for 'WordPress Training Kells | Your Local WordPress Training'. The ad text includes 'A Dedicated Environment That Forms The Basis For Flexible Learning & Training'. At the bottom of the form, there are 'BACK' and 'NEXT' buttons.



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Budget

The screenshot shows the Google Ads 'Set your budget' page. At the top, the Google Ads logo is visible. The main heading is 'Set your budget'. Below this, there is a section for 'Daily budget' with a slider set to £10.00. To the right, there is a 'Maximum performance' section with a list of options: 'All ads' and 'Top ads'. Below the main content, there are three informational boxes: 'Top ads budget', 'Daily budget', and 'If you change your budget'. The interface is clean and modern, with a light blue and white color scheme.

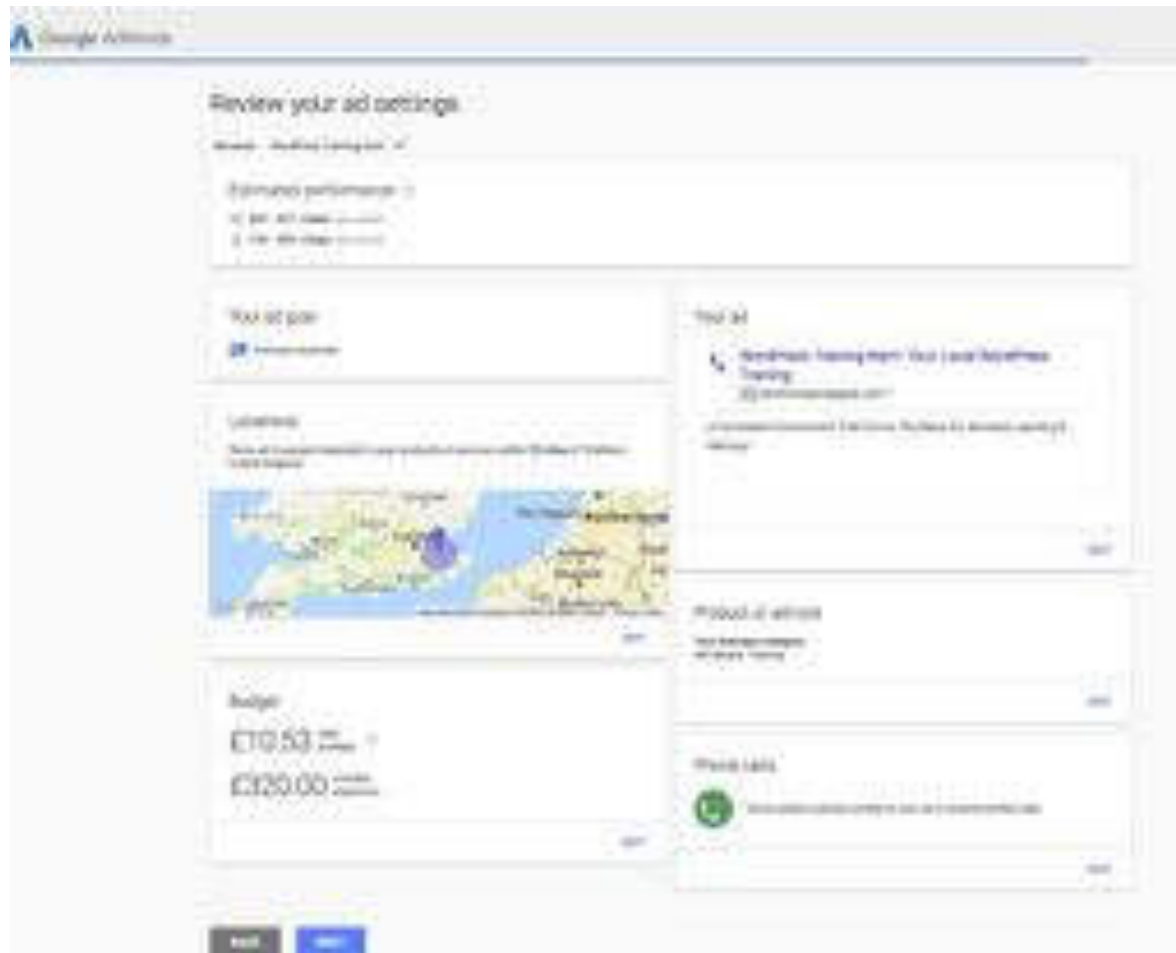


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Confirm



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Payment Info

Google AdWords

Confirm payment info

Payment method

Card number: [input field]

Expiration date: [input field]

Cardholder name: [input field]

Billing info

Billing type: Merchant

Billing name: [input field]

Billing address: [input field]

Billing phone number: [input field]

Payment info

Card number: [input field]

Expiration date: [input field]

Cardholder name: [input field]

Terms and conditions

I agree to the terms and conditions

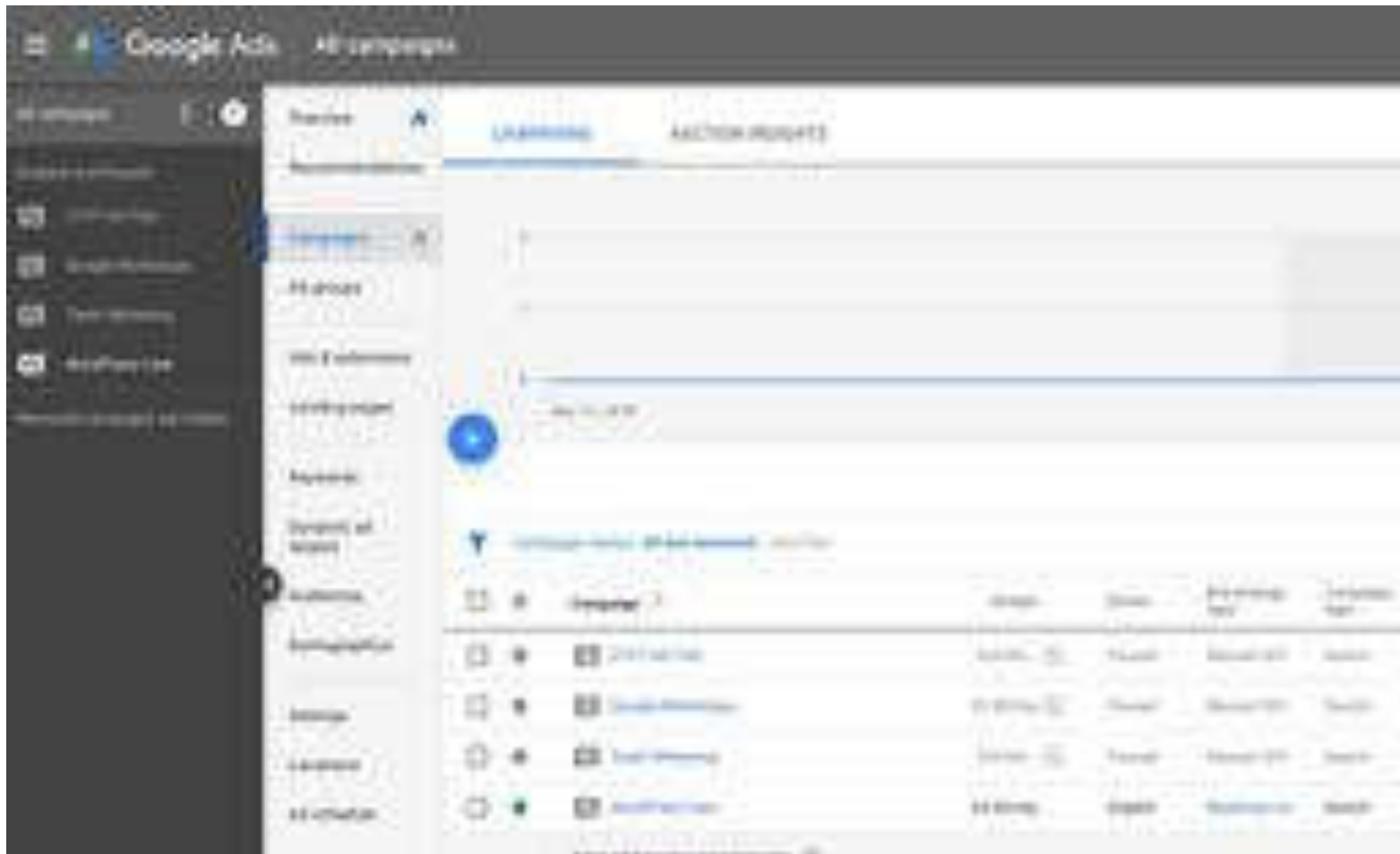


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Dashboard

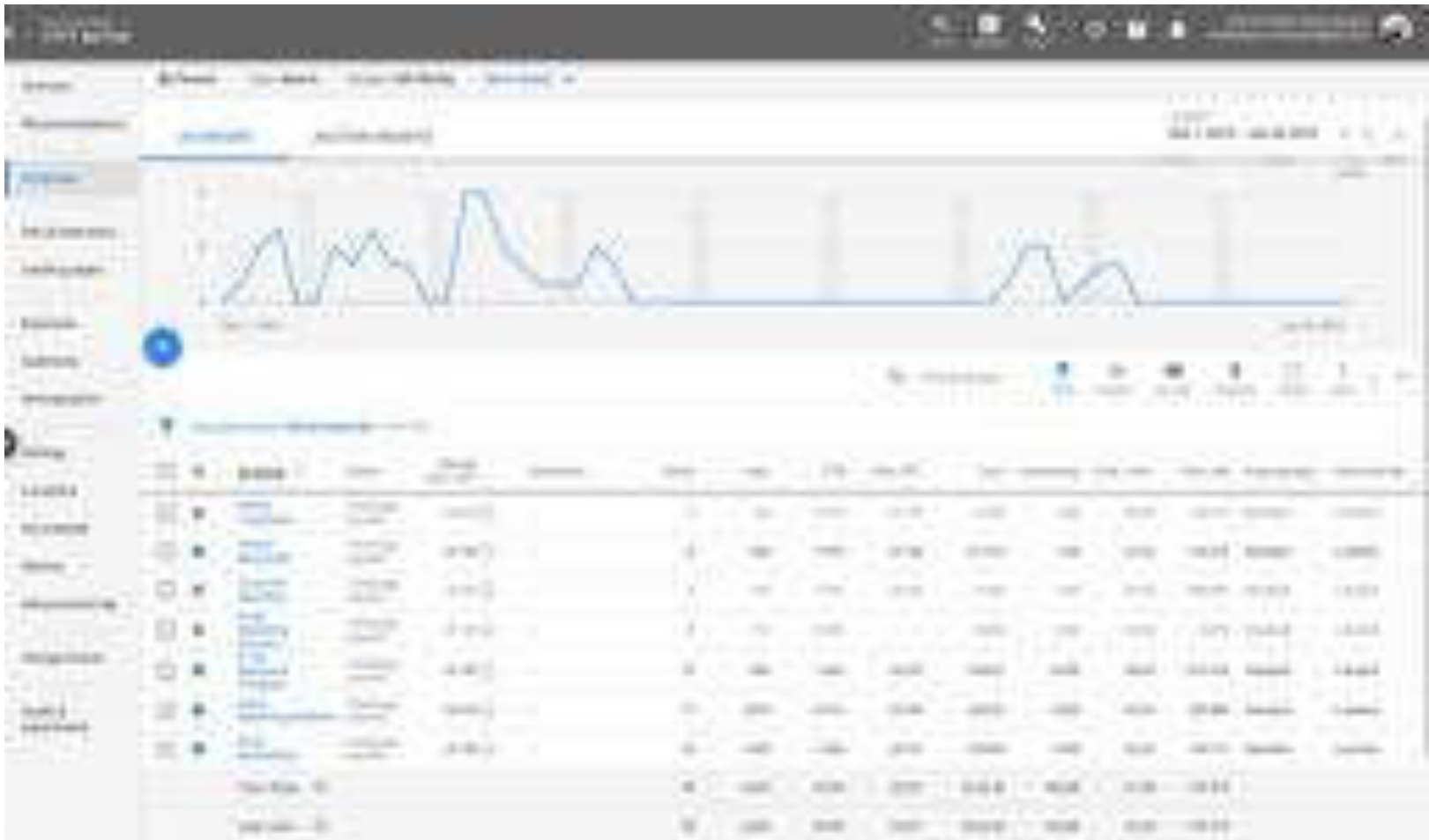


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Monitoring



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Collect Data



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Allow Time



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Questions

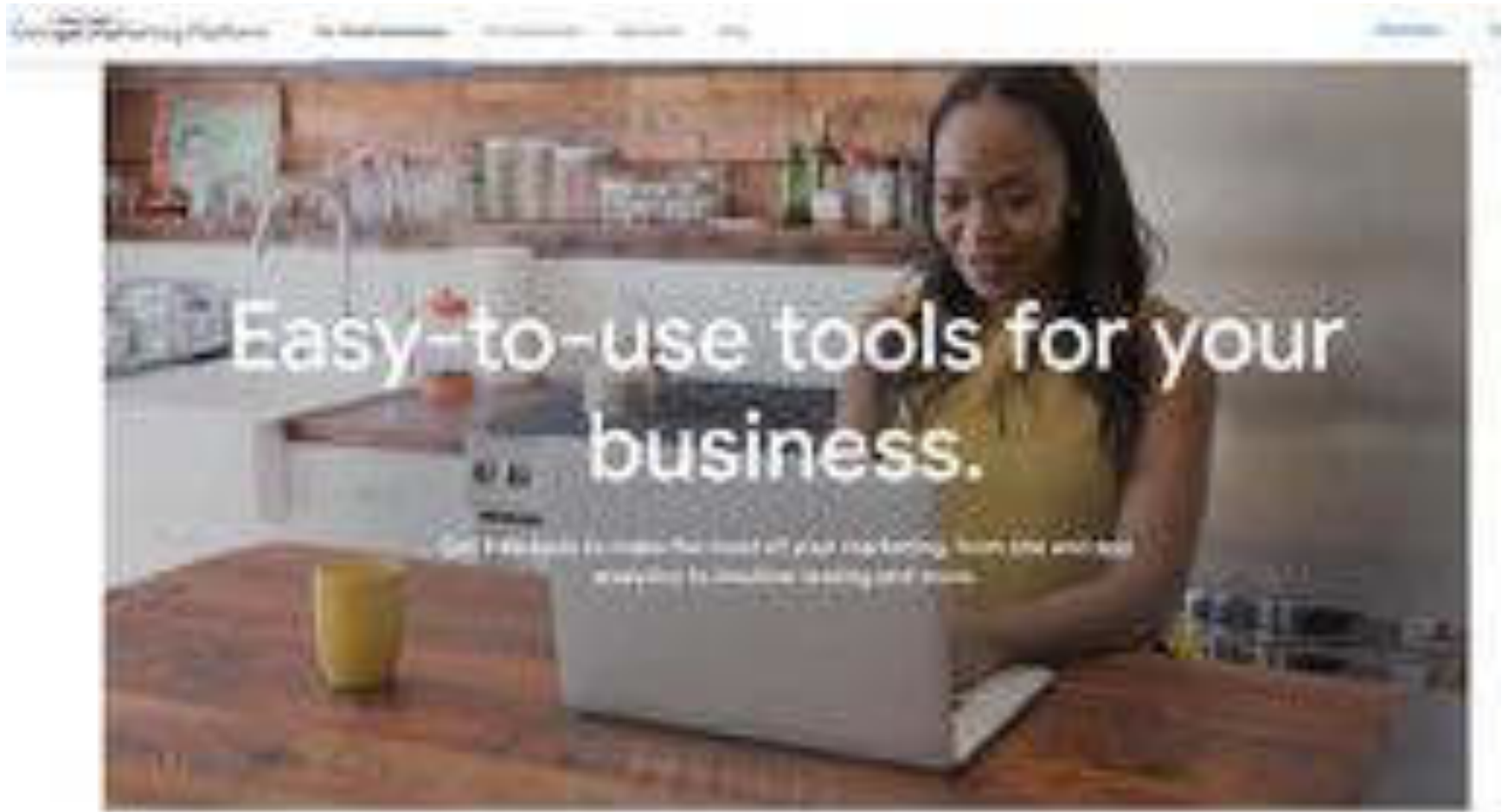


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Get better insights to drive your business



<https://marketingplatform.google.com/about/small-business/>



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Analytics



Understand your customers so you can deliver better experiences.



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Your Customers

- Audience = Demographics, Interests, Geographic, Technology
- Acquisition = Source, Google Ads, Search Console, Social
- Behaviour = Site Content, Site Content, Site Search, Events
- Conversions = Goals, Ecommerce, Multi-Channel Funnels



Data Studio



Unlock the power of your data with interactive dashboards and engaging reports that inspire smarter business decisions



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Unite your data in one place

- Easily connect your data from spreadsheets, Analytics, Google Ads, Google BigQuery and more.
- Transform your raw data into the metrics and dimensions needed to create easy-to-understand reports and dashboards — no code or queries required.

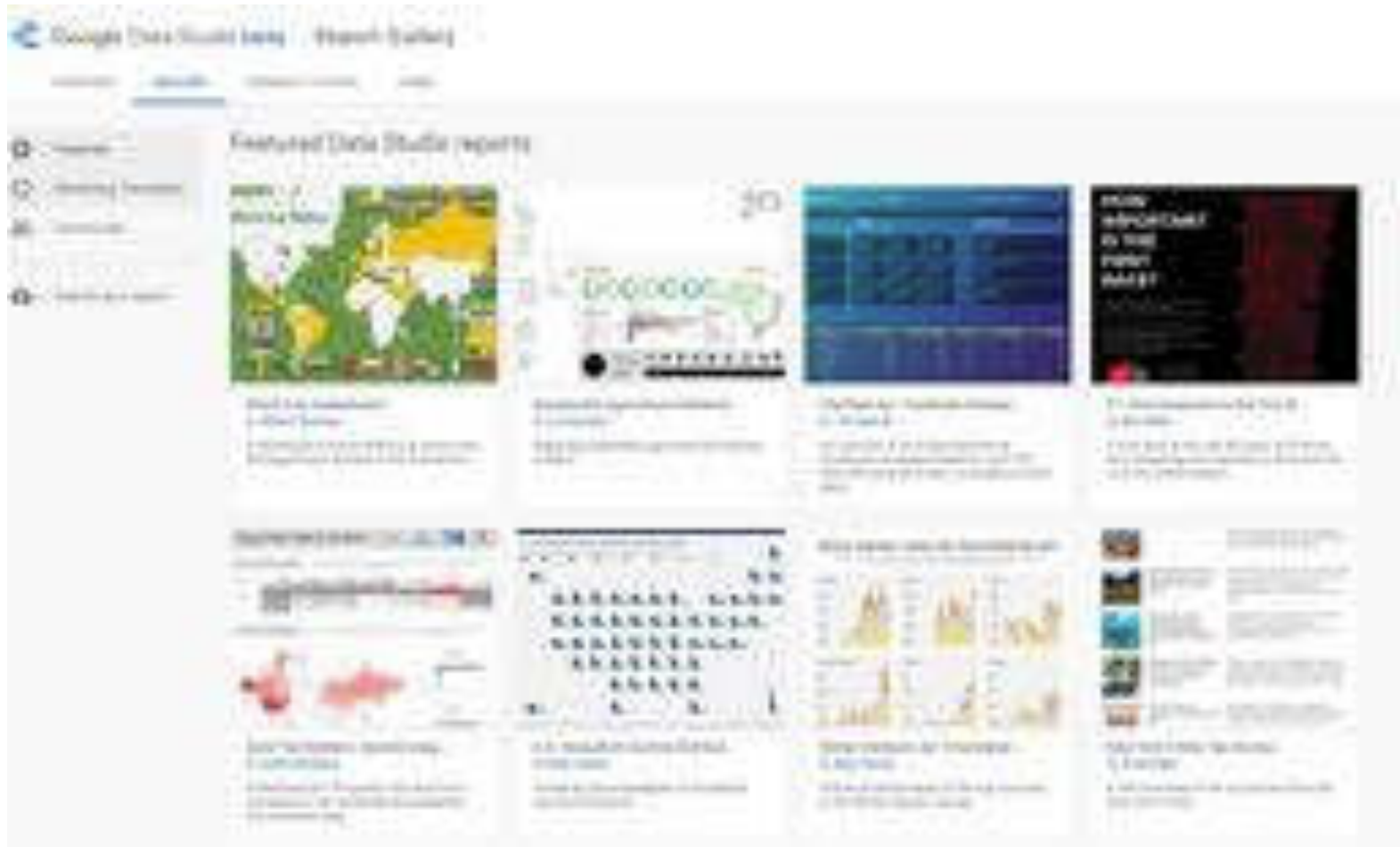


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Reports



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Tag Manager



Manage all your tags without editing code. Google Tag Manager delivers simple, reliable, easily integrated tag management



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Increase your agility

- Efficiently add and update your own tags to better understand conversions, site analytics, and more
- Tag Manager supports and integrates with all Google and third-party tags.



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Tags

- Google Ads Conversion Tracking
- Google Ads Remarketing
- LinkedIn Insights
- Facebook Pixel
- Bing Ads Universal Event Tracking
- Custom HTML



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Optimize



Make a great impression on each and every visitor. Easily run tests on your website



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Let your data guide you

- Optimize is natively integrated with Google Analytics, so you can quickly understand how your website can be improved.
- Easily run tests on your website's content to learn what works best for your visitors, including A/B, multivariate, and redirect tests.



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Surveys



Google Surveys give you a quick, cost-effective way to get valuable insights into the minds of your target audience.



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How Google Surveys works

- Google Surveys is a market research platform that surveys internet users.
- An online panel of tens of millions of users and a mobile panel with four million users help to make this possible.
- Design your survey and tell them about your audience.

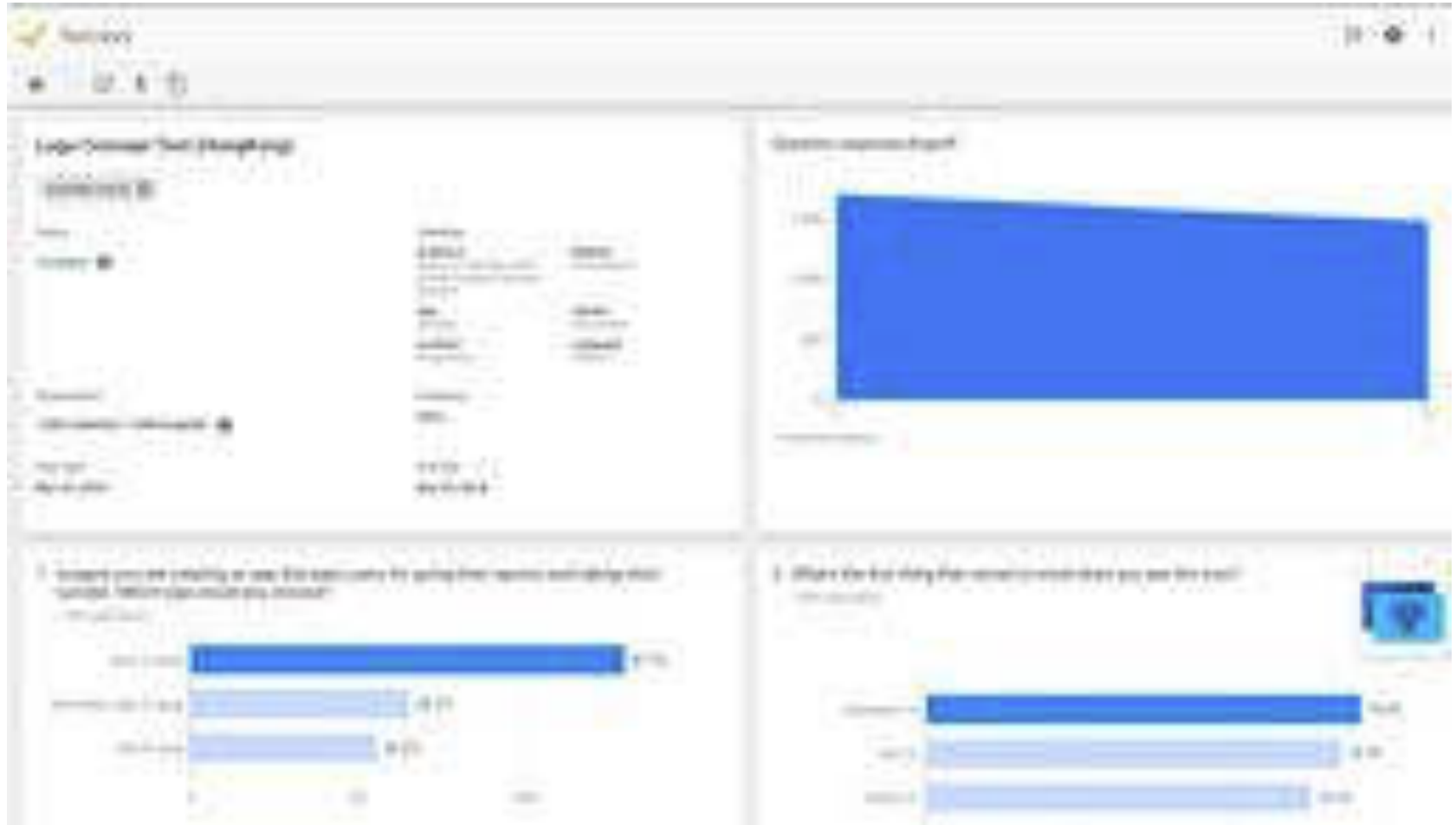


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How Google Surveys works



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Google Marketing Platform



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