

AN INDUSTRY GUIDE TO

GOOGLE ADWORDS

Education and Skills For The Professional Advertiser

MODULE 2



American Advertising Federation

The Unifying Voice of Advertising

OVERVIEW



Google AdWords is the most accountable advertising platform in existence. AdWords is Google’s online advertising program that reaches customers who are searching for products and services, and people browsing websites related to what an advertiser sells. The entire medium is based on cost-per-click (CPC) bidding where an advertiser is only charged when someone clicks their ad.

AdWords lets you target your ads specifically to people who are looking for your products or services. Each month, approximately 80% of Internet users in the United States (and hundreds of millions more worldwide) view AdWords ads. AdWords delivers instant access to this vast audience of potential customers.

CONTENTS

MODULE 2: GOOGLE ADWORDS

Learning Objectives/Set up.....	1
Paid Search.....	2
Objectives	3
Account Set Up.....	4
Keywords	5
Creating a Text Ad.....	6
Audience	7
Bidding.....	8
Quality Score.....	8–9
Campaign Development	10–11
Case Study: Happy Hound	12–13
Student Exercise	14

ADWORDS

LEARNING OBJECTIVES

- Firmly establish the notion of AdWords pay per click search advertising.
- Expose students to “bidding for placement” as a value proposition for advertisers.
- Teach students “key words” and their importance to achieving client success.
- Introduce the notion of an AdWords “Campaign.”

Why You Need to Know This

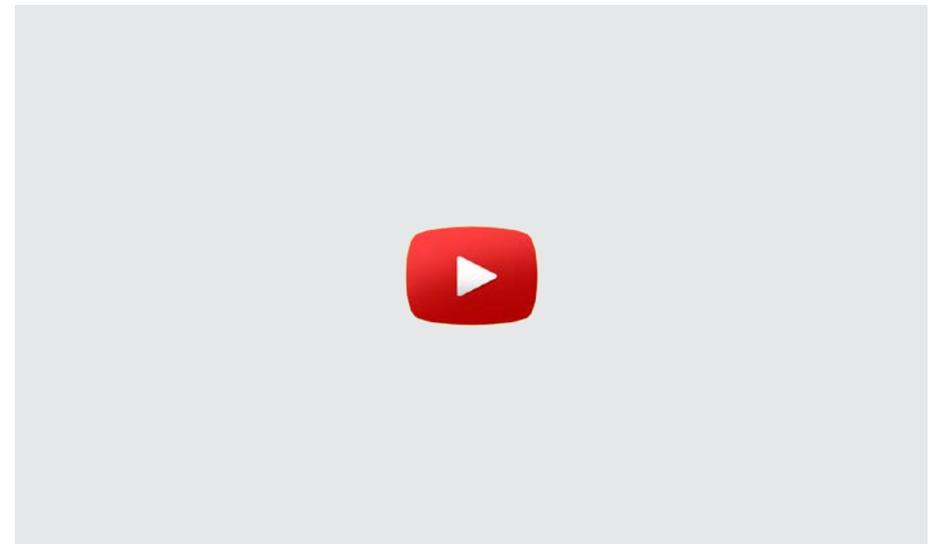
- Advertiser bids on a keyword related to their business
- User searches with that keyword on Google
- Advertiser’s ad appears above a list of search results
- User clicks on the ad and goes to the advertiser’s website
- Advertiser pays Google for click based on bid

Goals

- Phone calls
- Leads
- In store customers
- Online sales

Customers

- Who they are
- What they are looking for
- Where are they
- When they shop



<http://www.google.com/nonprofits/learning/video-tutorials.html#tab0>

PAID SEARCH

Begin With The Basic Paid Search

Most students do not comprehend the notion of paid search. Begin with a simple visual. Do a Google Search for any item such as the one here. The top three searches are PAID. They scored the highest on a ranking algorithm to be discussed later.

In addition, the search listings on the right hand column are PAID. All of the listings pay ONLY IF a searcher clicks on the listing link. Hence the notion of “pay per click” or “cost per click.”

Stress This Point!

If you are doing AdWords right, you are “putting business in front of customers at the right place, at the right time.”

The image shows a Google search for "Used Toyota Trucks". The search bar at the top contains the text "Used Toyota Trucks" and a search icon. Below the search bar, there are navigation links for "Web", "Shopping", "News", "Images", "Maps", "More", and "Search tools". The search results indicate "About 12,500,000 results (0.43 seconds)".

The main search results are:

- Best Toyota Offers - buytoyota.com**
Ad www.inlandempire.buytoyota.com/en/
As Low as 0% APR for 60 months or up to \$2500 Cash Back
- Toyota Spokane - LarryMillerToyotaSpokane.com**
Ad www.larrymillertoyotaspokane.com/ (877) 278-1706
Your Spokane Toyota Dealer Toyota Deals Ending Soon - Call Us!
Models: tC, xB, FR-S, iQ
Preowned Inventory - New Toyota Inventory - Contact Us - Service Center
9 1208 W 3rd Ave, Spokane, WA
- Truck Toyota - Toyota.com**
Ad www.toyota.com/Tacoma
Explore Tacoma Now! View Features, Photos & Demos at Toyota.com.

Below these are organic search results:

- Find New, Certified and Used Toyota Cars for Sale ...**
www.autotrader.com/.../Toyota-cars-for-sale.xhtml AutoTrader.com, Inc.
Find new, certified or used cars from Toyota for sale on Autotrader. Browse the ... or Used Toyota. Find new, certified and used Toyota cars or trucks for sale.
Toyota Tacoma - Toyota Camry - Toyota Corolla - Toyota 4Runner
- Certified Used Toyota Vehicles | Pre-Owned Cars, Trucks ...**
www.toyotacertified.com/
Certified Pre-Owned Toyotas - Find the best deals on used Toyota cars, trucks, SUVs & hybrids and discover the advantages of choosing Toyota pre-owned ...
Search Inventory - Camry - FJ Cruiser - Used Car Dealer Locator
- Certified Used Pickup Trucks | Pre-Owned Toyota Tacoma**
www.toyotacertified.com/tacoma.html

The right-hand sidebar contains paid advertisements:

- Used Toyota Tacoma**
www.bmwofspokane.com/
Dealer Inspected Used Toyota Tacoma In Stock - Get Internet Price Now.
- Used Toyota Trucks**
www.toyotacertified.com/
Get 2.9% APR for Up to 60 Months On a Certified Used Toyota Truck.
9 8600 E Sprague Ave, Spokane Valley (509) 850-9359
- Certified Ford® Truck**
www.ford.com/Certified-Pre-Owned
Search Dealer Inventory For The Certified Pre-Owned Truck You Need.
- Used Toyota for Sale**
www.autotrader.com/Toyota
3.9 ★★★★★ rating for autotrader.com
Find Used Toyotas Near You. Compare Millions of Listings Now!
- Used Toyota For Sale**
www.cargurus.com/Toyota
3.5 ★★★★★ rating for cargurus.com
Shop with CarGurus to Find Great Used Toyota Deals!

WHERE TO START

It's more like, where in the world to start?

Start With the Basics. What Are Your Objectives?

Phone calls? Leads? In store customers? Online sales? What are you trying to accomplish? AdWords can be everything from initial branding to final return on investment (ROI) tracking for individual retail properties.

Example:

A fast food restaurant chain can run an AdWords campaign for all 2 zillion franchisees. Yet the response may be to one individual store in the middle of Memphis at 3pm on June 14 directed from a mobile app touch-identified by a visitor from Wausau, Wisconsin. That's what digital technology has delivered.

Here is a List of Paid Search Objectives:

- Website traffic
- Phone calls
- In-store visits
- App downloads
- Purchase
- Endorsement
- Recommendation



GETTING STARTED

Let's Teach AdWords

There are a dozen formats to train, teach and encourage AdWords learning. Let us be so bold to follow a simple formula.

- Step 1** Account Set up
- Step 2** Keywords
- Step 3** Creating a Text Ad
- Step 4** Audience
- Step 5** Bid

We will end ultimately with a “campaign.”

Step 1 - Account Set up

Everyone can open a Google AdWords account. If you, as an instructor have not done so; get with it, before you preach. You (and direct your students) to go to:

<https://www.google.com/adwords/get-started/>

https://adwords.google.com/um/Welcome/Home?sourceid=awo&subid=us-en-ha-aw-bkhr0-59067480605&hl=en_US&_ga=1.112556679.223097844.1434502915&sf=og&clickid=sn-3r-og-us-08122015&pli=1#ab

Set up your account. Sure. You'll enter a credit card. No charges will be incurred, unless you practice what you preach and advertise. (Optional).

This screenshot shows the 'Set up your billing profile' page in the Google AdWords interface. The navigation bar at the top includes 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. The left sidebar has a 'Help' section with a 'Help center' search box. The main content area has tabs for 'Profile', 'Settings', and 'Terms and Conditions'. The 'Business information' section contains form fields for 'Business name' (Optional), 'Contact name', 'Street address', 'City', 'State', 'Zip code', and 'Country' (pre-filled with 'United States').

This screenshot shows the 'Choose your settings' page in the Google AdWords interface. The navigation bar and sidebar are consistent with the previous screenshot. The main content area has tabs for 'Profile', 'Settings', and 'Terms and Conditions'. The 'How you pay' section includes 'Automatic payments' with a list of bullet points: 'Your ads typically start running almost immediately after submitting your billing information', 'Pay only after you accrue costs, and make additional payments whenever you'd like', and 'We automatically charge you when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first'. The 'What you pay with' section has radio buttons for 'Credit card' (selected) and 'Bank account'. Below this is a field for 'Do you have a promotion code?' with an 'Enter it here' button. At the bottom, there are 'Back' and 'Continue' buttons.

CONTINUE

KEYWORDS

Keywords are words or phrases used to match your ads with the terms people are searching for.

Step 2 - Keywords

What is a click worth? Teach with an example:

Let's say your client is a pet groomer. Your objective is to generate phone calls to the business for doggy haircuts during the month of April. Now, isolate the **Keywords**:

NEED	KEYWORD
The service.....	pet groomer
The offer.....	haircuts for dogs
Period.....	month of April

KPI - Key Performance Indicator

Introduce this acronym to the student vernacular

KPI: 10 new clients in April

Now, what word or combination of words can we put into a Google search that will generate leads based on the Keyword criteria above?

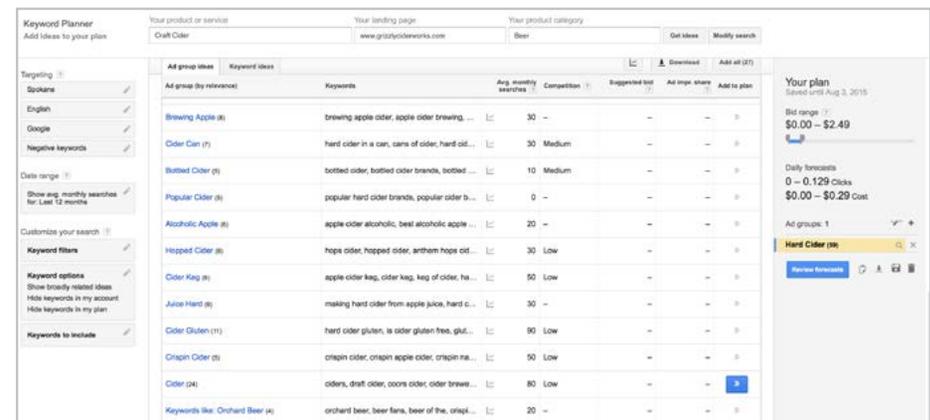
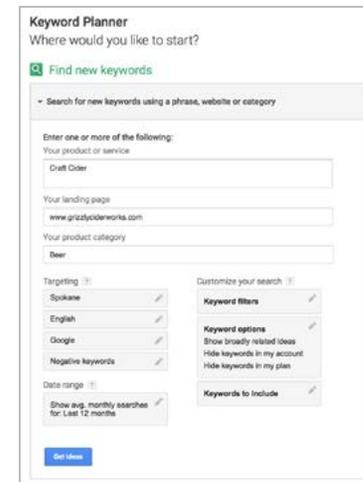
Dog Haircuts, Doggy Haircuts, April Dog Haircut Specials, or Pet Groomer for Dogs+April specials.

Keyword Planner

Generate a list of keywords. Then, direct students to AdWords Keyword Planner. The keyword planner will generate a list of potential search terms along with recommended bid. (see below). The real bonus will be projected “click” traffic based on your market or demographic qualifiers.

Keyword Planner

<https://adwords.google.com/KeywordPlanner>



Step 3 - Creating a Text Ad

Place the challenge right up front. AdWords text ads consist of four elements: Headline, web address, description line 1 and description line 2.

AD COPYWRITING	CHARACTERS
Headline	25 maximum
Web Address	display URL
Description line 1	35
Description line 2	35

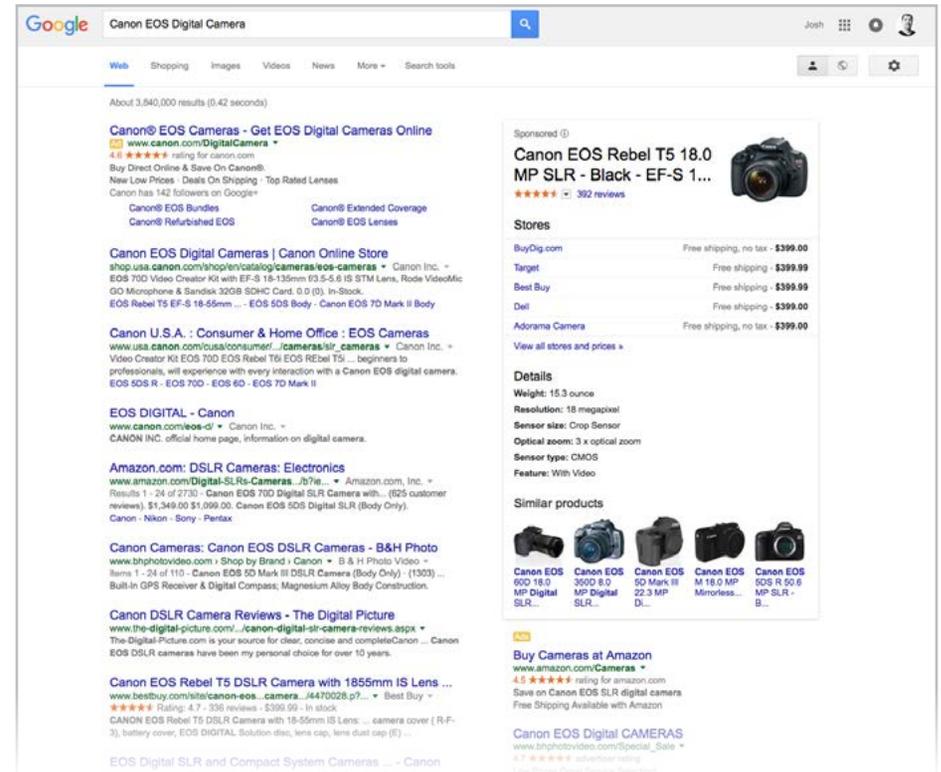
The challenge of an AdWords text ad is identical to what we teach for traditional print advertisements.

1. Highlight what makes the product/service unique– the unique selling proposition (USP).
2. Use a call to action (be sure the landing page is relevant to the call to action).
3. Use “sales terminology.” Example: 40% if you buy today.

Just like traditional print, the AdWords text ad should:

- **Be specific** (Canon EOS Digital Camera vs. digital camera)
- **Consider terminology** the customer uses (“point and shoot”)
- **Group keywords** by themes (memories, large megapixel image)

Encourage students to think like a customer. Imagine what they’re thinking. What do they need to know. Think specific words.



Step 4 - Audience

Here again, the parallel to traditional print advertising is identical. As instructors we teach “target audience.” The exact is true with AdWords. Get students in a deliberate formula of examination.

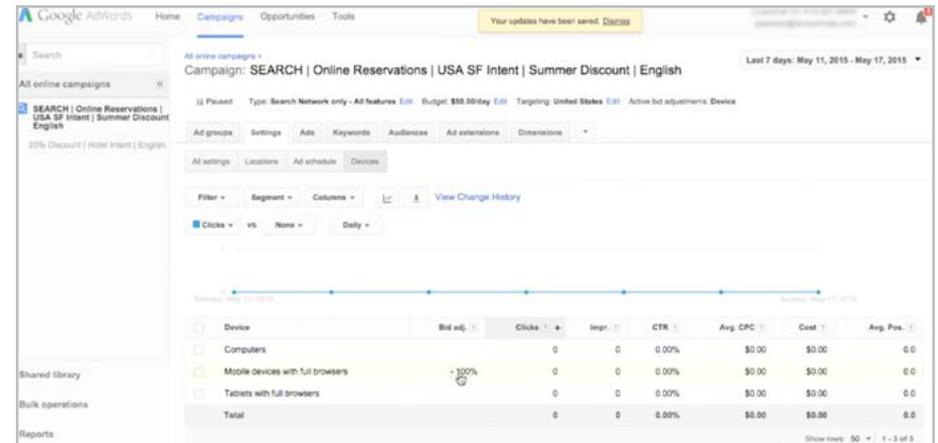
- Who are they? *Demographics, career, technology traits*
- What are they motivated by?
- Where do they spend most of their time?
- Why are they interested in the product/service promoted?
- What will convince them to buy?

The beauty of AdWords is that users may target to specific:

- Location (specific to city/town subdivisions and mile radiuses)
- Time of Day
- Network
- Devices (desktop, tablet, mobile)

Everything is within control of the AdWords advertiser.

The example alongside illustrates the filtering opportunities; in this case to control for user platform by computer, mobile devices and tablets.



The screenshot shows the Google AdWords interface for a campaign named "SEARCH | Online Reservations | USA SF Intent | Summer Discount | English". The campaign is paused and has a budget of \$38.00/day. The targeting is set to United States. The interface shows various settings tabs like Ad groups, Settings, Ads, Keywords, Audience, Ad extensions, and Dimensions. The "Audience" tab is selected, showing a table of device targeting options. The table has columns for Device, Bid adj., Clicks, Impr., CTR, Avg CPC, Cost, and Avg Pos. The "Mobile devices with full browsers" row is highlighted in yellow, indicating a bid adjustment of -300%.

Device	Bid adj.	Clicks	Impr.	CTR	Avg CPC	Cost	Avg Pos.
Computers		0	0	0.00%	\$0.00	\$0.00	0.0
Mobile devices with full browsers	-300%	0	0	0.00%	\$0.00	\$0.00	0.0
Tablets with full browsers		0	0	0.00%	\$0.00	\$0.00	0.0
Total		0	0	0.00%	\$0.00	\$0.00	0.0

Step 5 - Bidding

Where an AdWords ad is placed in the ranking order depends largely on what the advertiser is willing to pay for each click.

The term “cost per click” (CPC) is the essence of AdWords.

Example:

You sell dog collars by mail. Your dog collars sell for \$20. The cost of manufacturing is \$10. Your labor to market, pack and ship is \$2. The difference between “your out of pocket expenses” of \$12 (\$10 for manufacturing/\$2 labor) is your “gross margin.” If your goal to make \$5 on every collar sold, you may bid up to \$3 for every click if you believe each results in a sale. Or, you may bid less. Your bid of .85¢ per click may get you second rank on the right hand listing. Perhaps a bid of 92¢ will put you on top. Google will tell you that as you bid. Keep in mind that ONLY if someone clicks on your AdWords ad will the advertiser be charged that 85¢-92¢.

The bidding process is very methodical. There are great videos provided by Google to further groom students. Direct them to the link alongside.

The objective of this instruction section is purely to establish the notion of “bidding” for ad placement.

Pure “bid” however does not alone determine rank order placement on a Google search. An advertiser may have a bid of \$5 per click, yet a bidder at \$3 may still be in the top slot if their ad is more relevant to the search. Google’s way of accommodating this is called “Quality Score.” See provide video link (right).

Determine A Bid Strategy Based On Your Goals



<https://support.google.com/adwords/answer/2472725?hl=en>

Quality Score

For every AdWords ad, Google assigns a quality score with one (1) being the lowest and ten (10) being the highest. This quality score is Google’s way to ensure that the search user has the highest quality experience and gets just what they’re looking for. Quality Score is Google’s way to be sure that advertisers “get it right” with ads that are relevant to every search.

- Expected Click Thru Rate (CTR)
- The “Landing Page Experience”
- Relevance of advertisement
- Use of Google extensions

(More on Quality Score page 9)

Quality Score

The 1-10 Quality Score reported for each keyword is an estimate of the quality of ads and landing pages triggered by that keyword. A high Quality Score means that Google thinks the ad and landing page are relevant and useful to someone looking at the ad. Quality Score will be determined for any keywords.

Explain each of the following Quality Score factors to students.

Expected Click Thru Rate (CTR)

For any keyword, Google's algorithm calculates an expected click thru rate. Higher click thru's create higher quality scores.

The "Landing Page Experience"

An essential part of the quality score is the landing page. In other words, when a searcher clicks on an AdWords listing, where do they go? A website? A microsite? An entry form? The more relevant the landing page experience, the higher the quality score. An advertisement is only useful if the visitor can find what they expect once they click on the link. This, in simple terms, is a function of relevancy, the ease of navigation, transparency to the advertiser's business and transparency to how the advertiser collects and uses customer data (privacy policy and terms.)

Relevance of Advertisement

Google analyzes the language of each ad as it relates to the query. If the ad is about iPhones and the query or keyword searched includes iPhones, the ad is relevant.

Quality Score



<https://support.google.com/adwords/answer/2454010?hl=en&vid=1-635749950069969030-7268216843125152909>

Use of Google Extensions

Google provides a number of extensions for AdWords users for setting up advertisements. These are basic items that allow the advertiser to leverage additional information to increase the relevancy of each ad.

An advertisement may include a phone number, a domain as a headline or recent reviews from customers. These are simple Google extensions that may increase overall quality score.

The advertiser's objective is to bid properly (high, but not too high) along with a proper ad structure that delivers a high quality score.

CAMPAIGNS

Begin this final section with a clear understanding of the essential AdWords terms:

Campaign: A set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings. Campaigns are often used to organize categories of products or services that you offer.

Ad Group: An ad group contains one or more ads which target a shared set of keywords.

Keywords: Words or phrases describing a product or service chosen to help determine when and where the ad can appear.

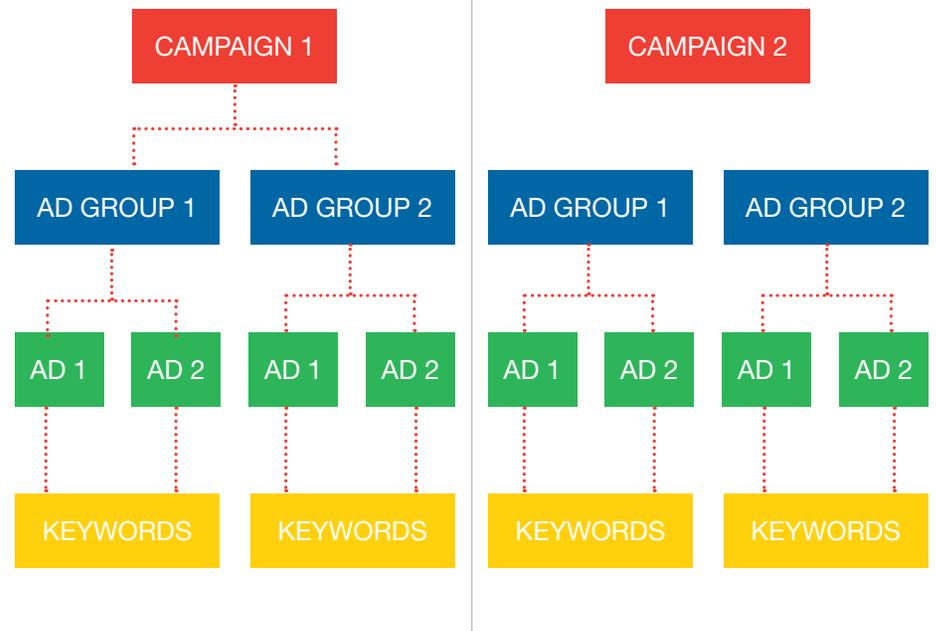
Budget: An amount set for each ad campaign to specify how much, on average, to spend each day.

Bidding: The amount set to be paid by auction. AdWords runs an auction every single time it has an ad space available— on a search result, or on a blog, news site, or some other page. Each auction decides which AdWords ads will show at that moment in that space.

Each AdWords effort is called a campaign. Every campaign will have an ad group (even if it's just one ad.) All ads will have keywords to attract visitors on search queries which will be governed in part by bidding and budgets.

Use the attached Google link (right) to finish campaign overview. Once material is covered, proceed with campaign set up to complete the class learning module.

Account Structure



How To Choose Your Campaign Settings



<https://support.google.com/adwords/answer/1704395?hl=en>

CAMPAIGNS

Learn by doing! It is so effective. Do it!

Direct students to the AdWords Homepage

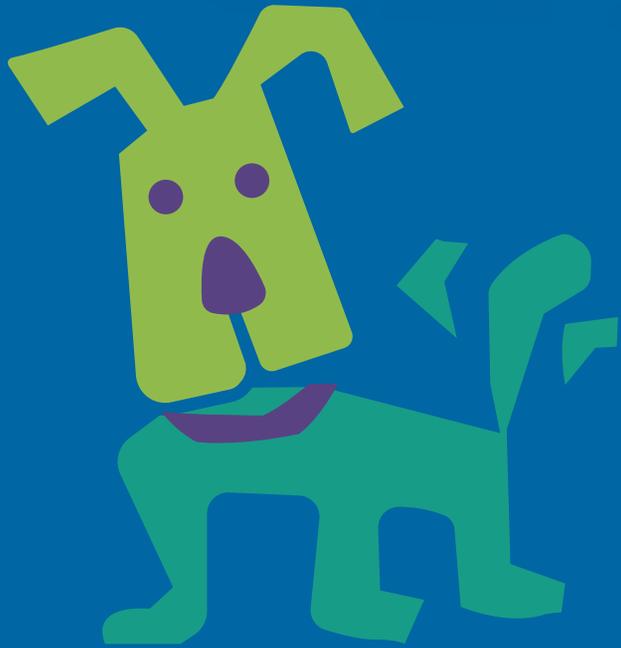
<http://www.google.com/adwords/>

Have students click “Get started now” to create accounts. During this process Google walks students through the creation steps of an AdWords campaign.

	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Ad Group #1	Eligible	auto: \$0.01	0	0	0.00%	\$0.00	\$0.00	0.0
Total - all but removed ad groups			0	0	0.00%	\$0.00	\$0.00	0.0
Total - Search			0	0	0.00%	\$0.00	\$0.00	0.0
Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0.0
Total - all ad groups			0	0	0.00%	\$0.00	\$0.00	0.0

CASE STUDY

HAPPY HOUND



<http://www.google.com/ads/success/adwords/happyhound.html>

Adwords Made Happy Hound A Pet Boarding Oasis

“Google AdWords generates 90 percent of our business.”

Dogs allowed.

“I’ve always been crazy about animals,” Suzanne Golter explains amid a chorus of enthusiastic barking – the soundtrack to a typical day at Happy Hound. “I grew up with two horses, a cow, a goat, five dogs, and a bunch of cats. And it was my job to take care of them.” After 20 years in sales and marketing, Suzanne finally got the chance to return to her roots. She points to the dozing Dalmatian curled up at her feet. “Rennie absolutely loved her drop-in doggy daycare back in Los Angeles,” Suzanne recalls, “but when we moved up to the Bay Area eight years ago, I couldn’t find that same type of positive environment. So I thought, ‘Hey, maybe there’s a business opportunity here.’”

In March 2004, Suzanne rented out a warehouse in Oakland and opened Happy Hound, a boutique-style daycare and boarding facility for canines of all shapes and sizes. “My mission is to ensure the happiness, comfort, and health of each and every client – both dogs and humans,” she says. “I decided to use a state-of-the-art ventilation system, environmentally-friendly cleaning products, and a webcam so people can keep tabs on their pals throughout the day.”

Fetching Clients

“Those first few days, it was just me and my two dogs in a huge warehouse,” Suzanne remembers. “They needed new playmates and I needed some business.” So she turned to the

Internet to reach her market: working professionals who want nothing but the best for their loyal companions. “I knew that my target clients don’t open the Yellow Pages – they go on the Web. Because that’s what I would do.”

Suzanne signed up with Google AdWords™ shortly after kickoff. “Right here at my desk, I set up my primary means of advertising in one sitting,” she says. “As the founder of a new local business, I had to wear a lot of hats. AdWords let me do my marketing all by myself.” Rennie the Dalmatian gives her a wounded look. “Of course, how could I forget – my dogs came up with most of the ads and keywords.”

“At first, I set my geographic targeting options so my ads showed as far as Sacramento,” Suzanne continues. “I got so many calls I didn’t know what to do! So I scaled back and focused my resources on the Oakland-San Jose area. I like that flexibility. When I expand, I’ll just broaden the region I target with AdWords.”

Best In Show

Since launching Happy Hound, Suzanne has tried out other advertising methods, but Google AdWords has stood the test of time. “I’ve tried running print ads in dog-related magazines with national circulation,” she says. “They were expensive and inefficient, especially for a local business like Happy Hound. AdWords has been my most effective means of advertising since the beginning – which is why it gets 90 percent of my advertising budget. And it even works nicely with our other main source of business: word-of-mouth. People tell their friends about Happy Hound, they go and type it into Google, and our ad comes up.”

“Given the nature of my business, it’s very easy to track exactly where my leads are coming from,” Suzanne continues. “Prospective clients are required to fill out an application with a question about how they found us. On average, we get 40 new clients a month through AdWords, along with almost as many applicants we can’t accept right away. Overall, AdWords generates 90 percent of our business.”

Groomed For Success

Today, Happy Hound rarely has vacancy. Its 33 employees provide care, supervision, exercise, and fun to roughly 120 dogs per day and 30 per night. Suzanne plans to open new locations based on the same conviction: dogs and people alike deserve convenient and customized services that accommodate their lifestyles. “That philosophy – along with Google AdWords – has put us ahead of the pack.”



GOOGLE ADWORDS

Complete these two exercises in the learning module

EXERCISE 1

You are creating an AdWords campaign for all the clumsy incoming college freshmen that drop their iPhones and shatter the glass facing or damage the inner workings of their mobile device. Start first by creating a keyword outline below:

NEED	KEYWORD
The service.....	_____
The offer.....	_____
Period.....	_____

Next:

1. Type your top keyword into a Google search. What appears on the screen? Was your word on the first page? Or better yet, near the top? What were the key words noted?
2. Go to the keyword finder. Type in your keyword. What information is provided? Print out the page. Highlight whenever your word appears.

EXERCISE 2

Pick one of the following:

A Digital Camera Dealer

A Ready-to-Drink (RTD) ice tea brand (sold in stores)

A Public Service organization to rescue stray pets

1. Determine your AdWords campaign objective(s).
2. Identify your Target Audience (broad vs. specific)
3. Develop a set of keywords.
4. Create a text ad for your campaign along the Google requirements below:

AD COPYWRITING

CHARACTERS

Headline	25 maximum
Web Address	display URL
Description line 1	35
Description line 2	35

**Please send comments to www.aaf.org/learningmodules
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555 11th ST NW, Suite 600, Washington, DC 20004
www.aaf.org**



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