
GA GENERAL ASSEMBLY

INTRODUCTION TO GOOGLE ADWORDS

Frederic Chanut

Managing Director In Marketing We Trust

YES

**SLIDES
AVAILABLE**

<http://www.inmarketingwetrust.com.au/google-adwords-course/>

90 MIN. INTRO TO GOOGLE ADWORDS

- › Key advantages
- › How Adwords actually works
- › Walkthrough setup + campaign
- › Which keywords should you pick
- › Keyword planner intro
- › Methods to create effective ad copy
- › Landing page fundamentals
- › Adwords in Analytics
- › Tools & tips (if enough time)

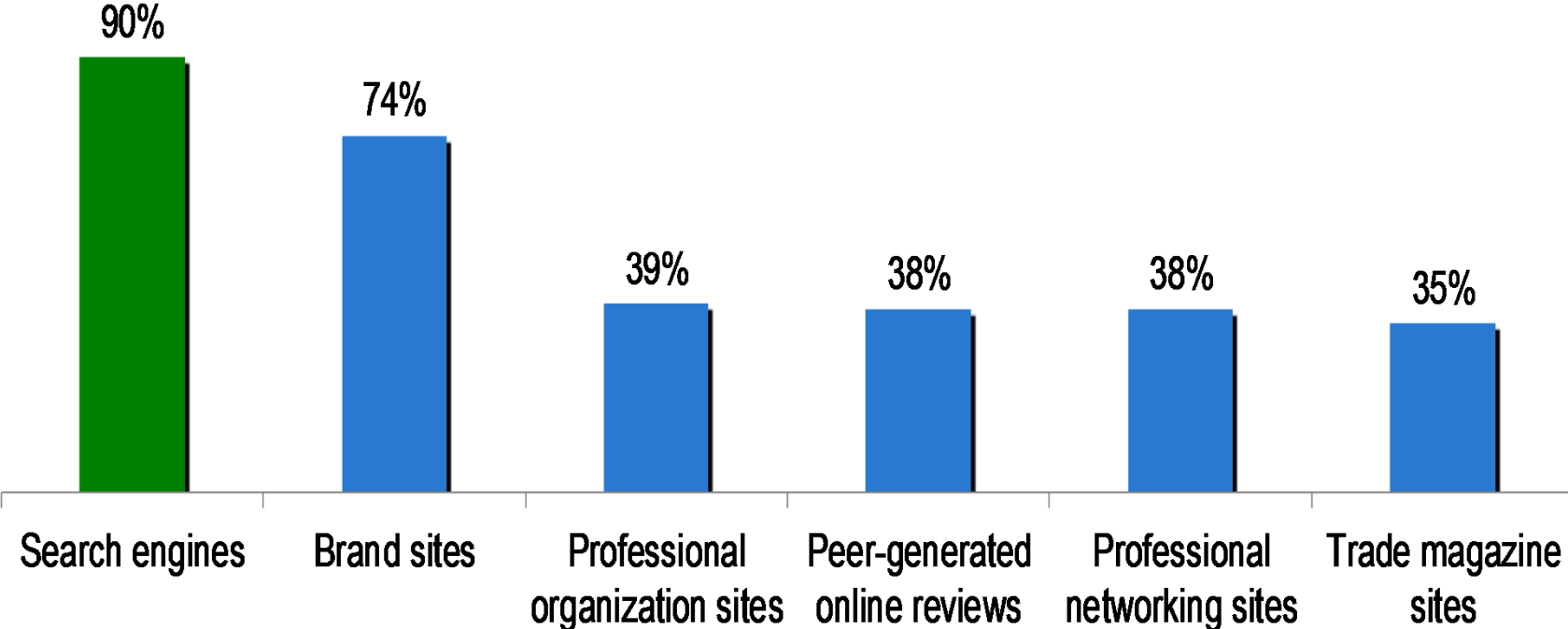
HOW TO GET ON TOP OF GOOGLE IN 10 MINUTES

4

1. Open a free Google AdWords account
2. Enter your credit card details.
3. Find what users would type in to Google to find you
4. Select these “keywords” in the AdWords console and set a bid price.
5. Write an attractive ad that you would like to be seen by prospects.
6. Decide on a maximum daily budget.
7. Turn campaign live

Get Traffic > Pay Google > Make Sales > RETIRE

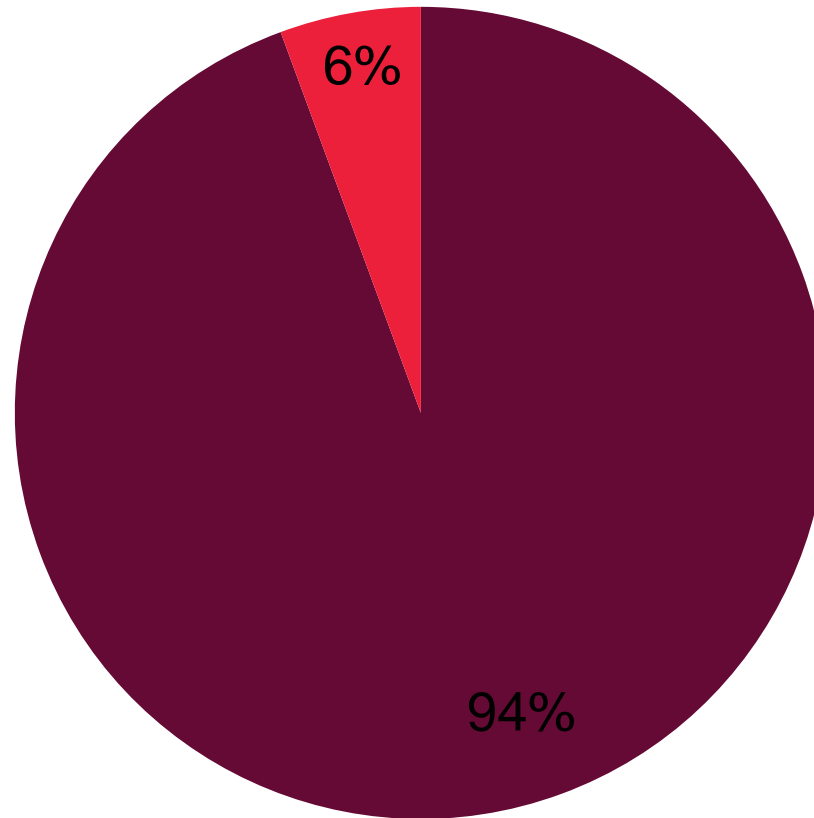
#1 SOURCE USED IN PURCHASE DECISIONS



Source: Google & Compete, B2B Customer Study, 2012

SEARCH ENGINES IN AUSTRALIA

■ Google ■ Others



SEM VS SEO

7

The image shows a Google search interface for the query "accounting practices for sale". The search bar is at the top, with the Google logo on the left and a search button on the right. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results are displayed in two columns. The left column is highlighted in orange and contains three Adwords results. The right column is highlighted in green and contains several Organic (SEO) results. The Adwords results are labeled "Adwords Cost Per Click" and the Organic results are labeled "Organic (SEO)".

Google accounting practices for sale

Web Images Maps Shopping More Search tools

About 3,140,000 results (0.28 seconds)

Adwords Cost Per Click

Ads related to accounting practices for sale (0)

[Accountancy Broker - jadeja.com.au](#)
www.jadeja.com.au/
Dip Jadeja + Associates. Practices for Sale

[Accounting Firms For Sale - gumtree.com.au](#)
www.gumtree.com.au/
Search 100s of loan and financial services companies. Visit Gumtree!

[Accounting Practice Sales - Accounting businesses for sale](#)
www.growthifocus.com.au/
We'll Link You With Serious Buyers

Organic (SEO)

[Accounting Practices For Sale in Australia - Practice4Sale](#)
www.practice4sale.com.au > Search Businesses For Sale +
We found 11 Accounting Practices For Sale in Accounting. Refine Search ...
Small Accounting Practice for Sale in Chatswood North Shore. LAST UPDATED: 08 ...

[Practice for Sale - A representative voice for the tax community, NTAA](#)
https://ntaa.com.au/practices +
Results 1 - 34 of 34 - Practices/Fees for Sale or Purchase. This area of our website is to facilitate NTAA members seeking to acquire or sell an accounting practice ...

[Practice Exchange Australia](#)
www.myexchange.com.au/ +
Practice Exchange Australia - Buy Sell or Merge your Financial Planning or Accounting Firm, find Business Partners and Staff. ... firm to offload the responsibility of servicing these clients whilst gaining some capital from the sale of these fees.
Browse Listings - Contact Practice Exchange - Forgot your password? - Technical

Adwords Cost Per Click

Ads (0)

[Sydney Accountants](#)
www.taxeffective.com.au/Sydney-CBD (7)
Expert Tax Returns, Tax Advice & Self Managed Super Solutions.
Level 12, 25 Bligh Street, Sydney NSW (02) 9223 4378 - Directions

[Accounting Firms For Sale](#)
www.ask.com/Accounting+Firms+For+Sale
Explore Accounting Firms For Sale. Get Answers Now on Ask.com.
Ask.com has 5,009 followers on Google+

[Accounting Firms for Sale](#)
www.info.com.au/AccountingFirmsforSale
Get Accounting Firms for Sale Info. Access 4 Search Engines At Once.

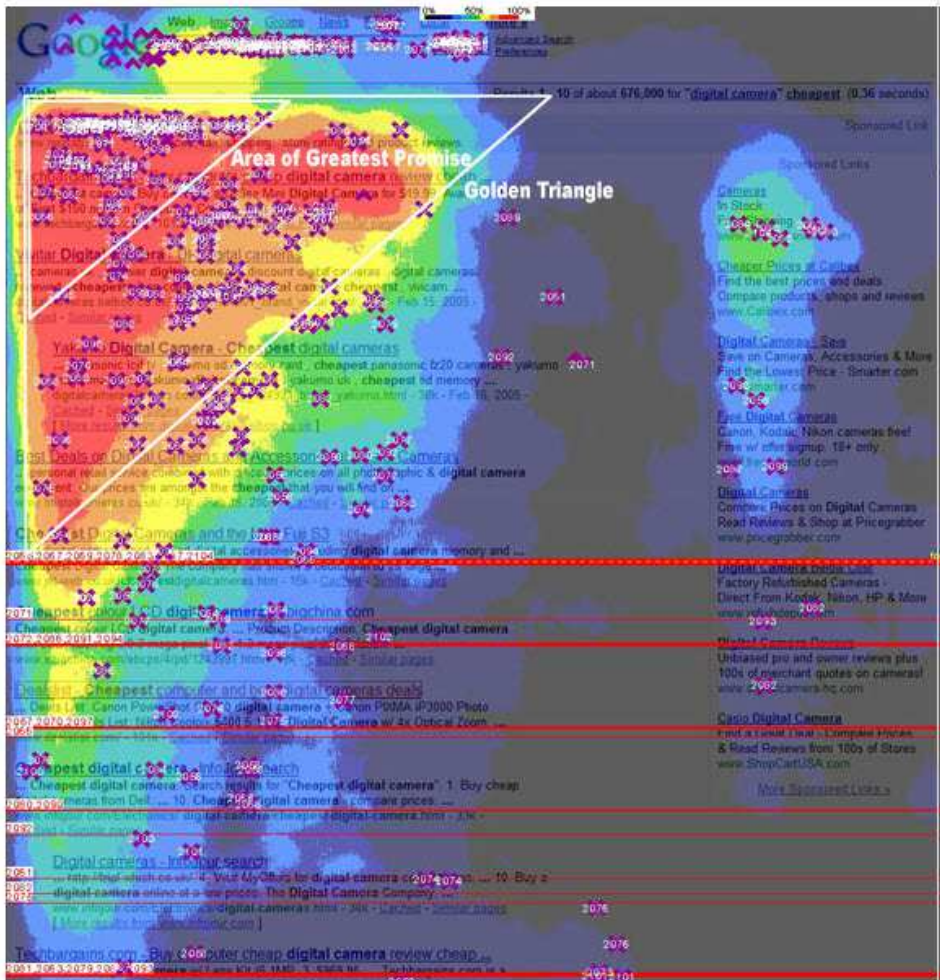
[Easy Bookkeeping Software](#)
www.intuit.com.au/QuickBooks
Secure & Easy Accounting Software. Login from Mac's, PC's or Mobiles!

[CPA Practice For Sale](#)
www.webcrawler.com/
Search multiple engines for CPA practice for sale

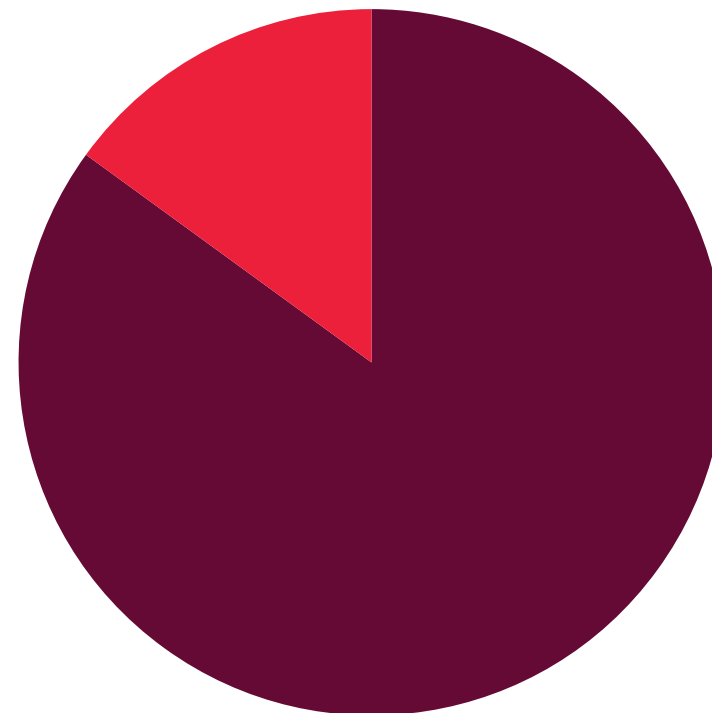
[Need an Accountant?](#)
www.business-accountants.com.au/
Get Matched with Sydney Accountants servicing your area now!

TRAFFIC BREAKDOWN

8



SEO vs SEM



- Organic
- Adwords

ADWORDS IS A MARKETING INITIATIVE

9

Don't leave
Adwords
to IT!!!



INTRODUCTION TO GOOGLE ADWORDS

KEY ADVANTAGES

“So is that internet marketing another fad?!”

GM of a Very large Non-profit-Org in Aus Nov-12

SPEED



[Source](#)

VAN DAMME



A JOHN WOO FILM

HARD TARGET

18

Don't hunt what you can't kill.

Source



UNIVERSAL PICTURES PRESENTS AN ALPHAVILLE/RENAISSANCE PRODUCTION JEAN-CLAUDE VAN DAMME "HARD TARGET"
LANCE HENRIKSEN · YANCY BUTLER AND WILFORD BRIMLEY MUSIC BY GRAEME REVELL FEATURING
EXECUTIVE PRODUCERS MOSHE DIAMANT SAM RAIMI ROBERT TAPERT WRITER BY CHUCK PFARRER PRODUCED BY JAMES JACKS SEAN DANIEL DIRECTED BY JOHN WOO
PRODUCED BY CHUCK PFARRER, TERENCE CHANG, LEE DARYL KASS, BOB MURAWSKI, PHIL DAGORT, RUSSELL CARPENTER
DESIGNED BY PHIL DAGORT PHOTOGRAPHY BY RUSSELL CARPENTER
A UNIVERSAL RELEASE
© 1993 UNIVERSAL CITY STUDIOS, INC.

[SOUNDTRACK ALBUM AVAILABLE ON VARESE SARABANDE COMPACT DISC AND CASSETTE]

**“THE COOLEST
BRITISH MOVIE
OF 2007”**





THE INDEPENDENT

A FILM BY ANTON CORBIJN

CONTROL

SAMANTHA MORTON SAM RILEY 

WARNER BROS. PRESENTS AN ANTON CORBIJN FILM CONTROL A FILM BY ANTON CORBIJN CASTING BY SAMANTHA MORTON, SAM RILEY, ALEXANDRA MARA LARA
AN ANTON CORBIJN FILM
WRITTEN BY ANTON CORBIJN, JAMES HAMILTON, ANTON CORBIJN, AND A FILM BY ANTON CORBIJN
DIRECTED BY ANTON CORBIJN
CASTING BY SAMANTHA MORTON, SAM RILEY, ALEXANDRA MARA LARA
EDITED BY ANTON CORBIJN
PRODUCTION DESIGNER: JAMES HAMILTON
EXECUTIVE PRODUCERS: JAMES HAMILTON, ANTON CORBIJN
PRODUCED BY ANTON CORBIJN, JAMES HAMILTON, ANTON CORBIJN
WRITTEN BY ANTON CORBIJN, JAMES HAMILTON, ANTON CORBIJN
DIRECTED BY ANTON CORBIJN
CASTING BY SAMANTHA MORTON, SAM RILEY, ALEXANDRA MARA LARA
EXECUTIVE PRODUCERS: JAMES HAMILTON, ANTON CORBIJN
PRODUCED BY ANTON CORBIJN, JAMES HAMILTON, ANTON CORBIJN
WRITTEN BY ANTON CORBIJN, JAMES HAMILTON, ANTON CORBIJN
DIRECTED BY ANTON CORBIJN

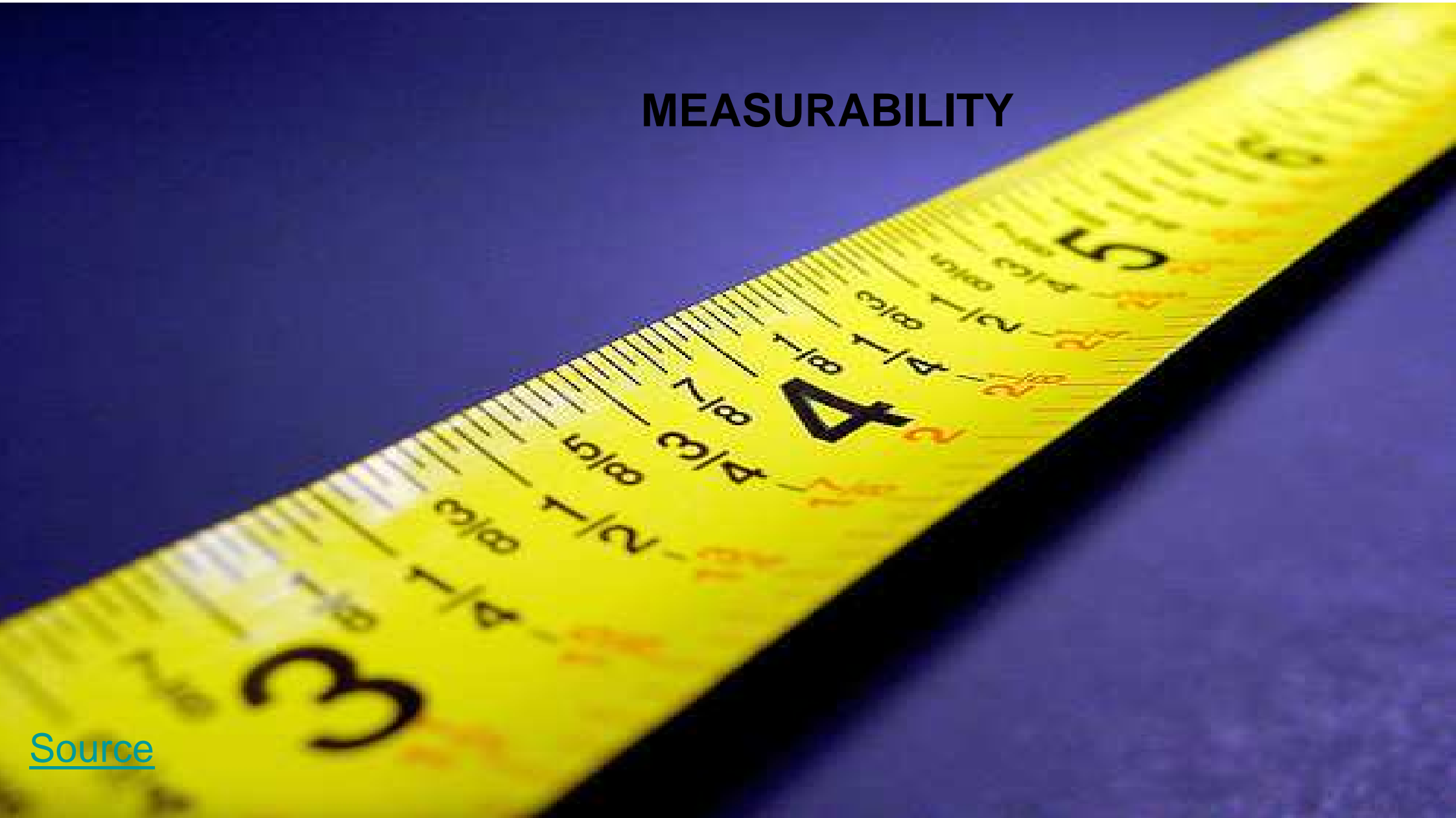
   

www.controlthemovie.com

Soundtrack available on Warner Bros. Records

Source

MEASURABILITY



[Source](#)

AGILITY

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[source](#)

- Testing
- Early Stage
- Fast deployment
- Buried pages (difficult for SEO)
- Focus on Conversion
- Great for Bottom of the funnel action

INTRODUCTION TO GOOGLE ADWORDS

HOW ADWORDS ACTUALLY WORKS

... and how to stop wasting your mullah

(not Omar, the other one)

STARTS WITH A SEARCH QUERY

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When someone searches for something on Google, Google looks at the AdWords advertisers pool and determines whether there will be an auction.



If one or more advertisers are bidding on keywords that **Google deems relevant to the search query**, an auction is triggered.

NOTE: Keywords are not search queries! Specific keywords (such as "pet medicine") may be entered into auctions for a wide range of search queries (such as "medicine for dogs" or "pet supplies"), depending on your match type.

[Source](#)

Impressions: **When Google displays your ad**

Clicks: **When someone clicks on your ad**

CTR: **Click Through Rate**

Average Position: **Where your ad appears**

Average CPC: **Cost Per Click**

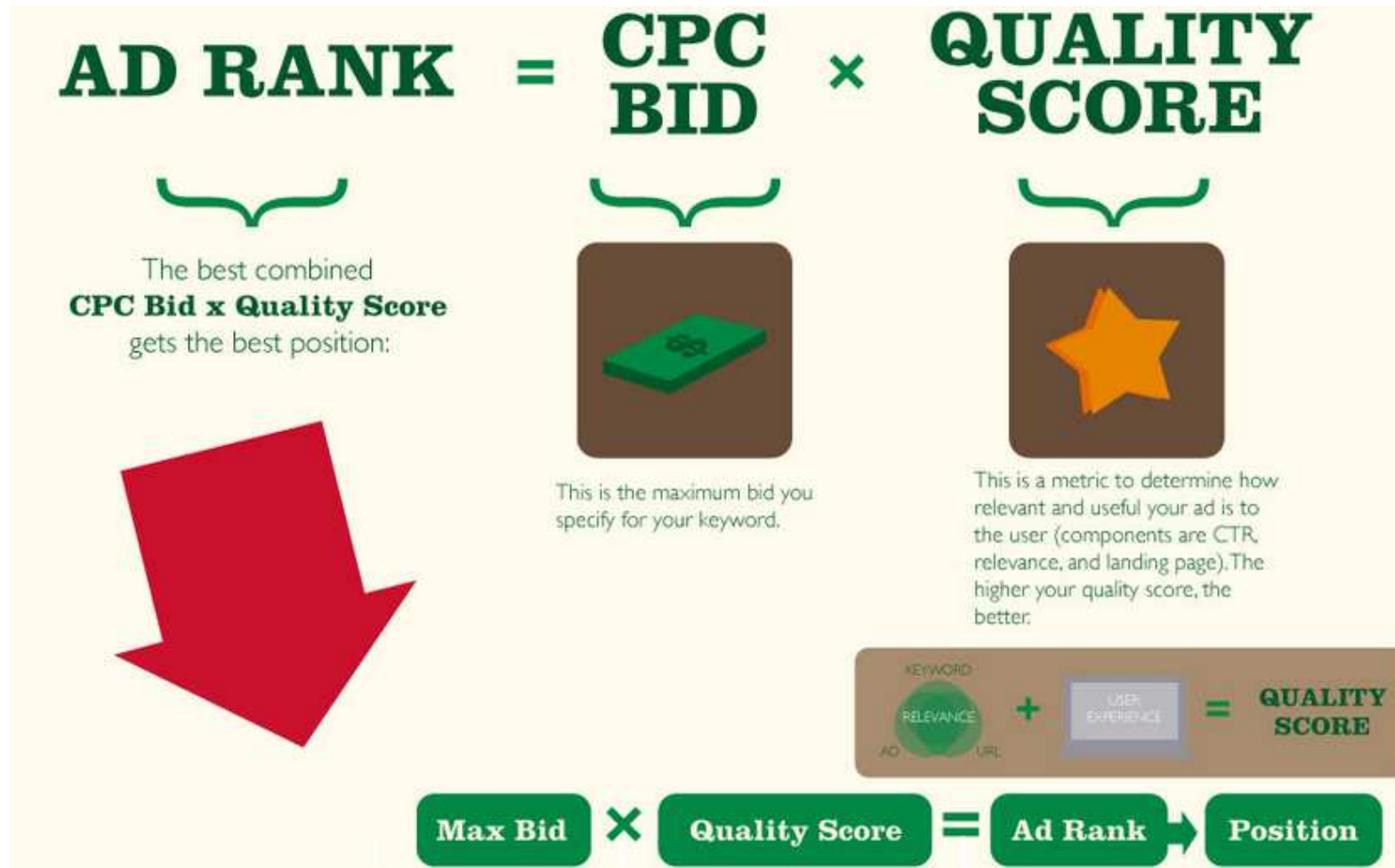
Quality Score: **Google's relevance score**

Advertisers **identify keywords they want to bid on**, how much they want to spend, and create groupings of these keywords that are paired with ads.

Google then enters the keyword from your account it deems **most relevant** into the auction with the maximum bid you've specified as well as the associated ad.

NOTE: You can only have one entry into any query auction from your account.





DETERMINE WHAT YOU PAY

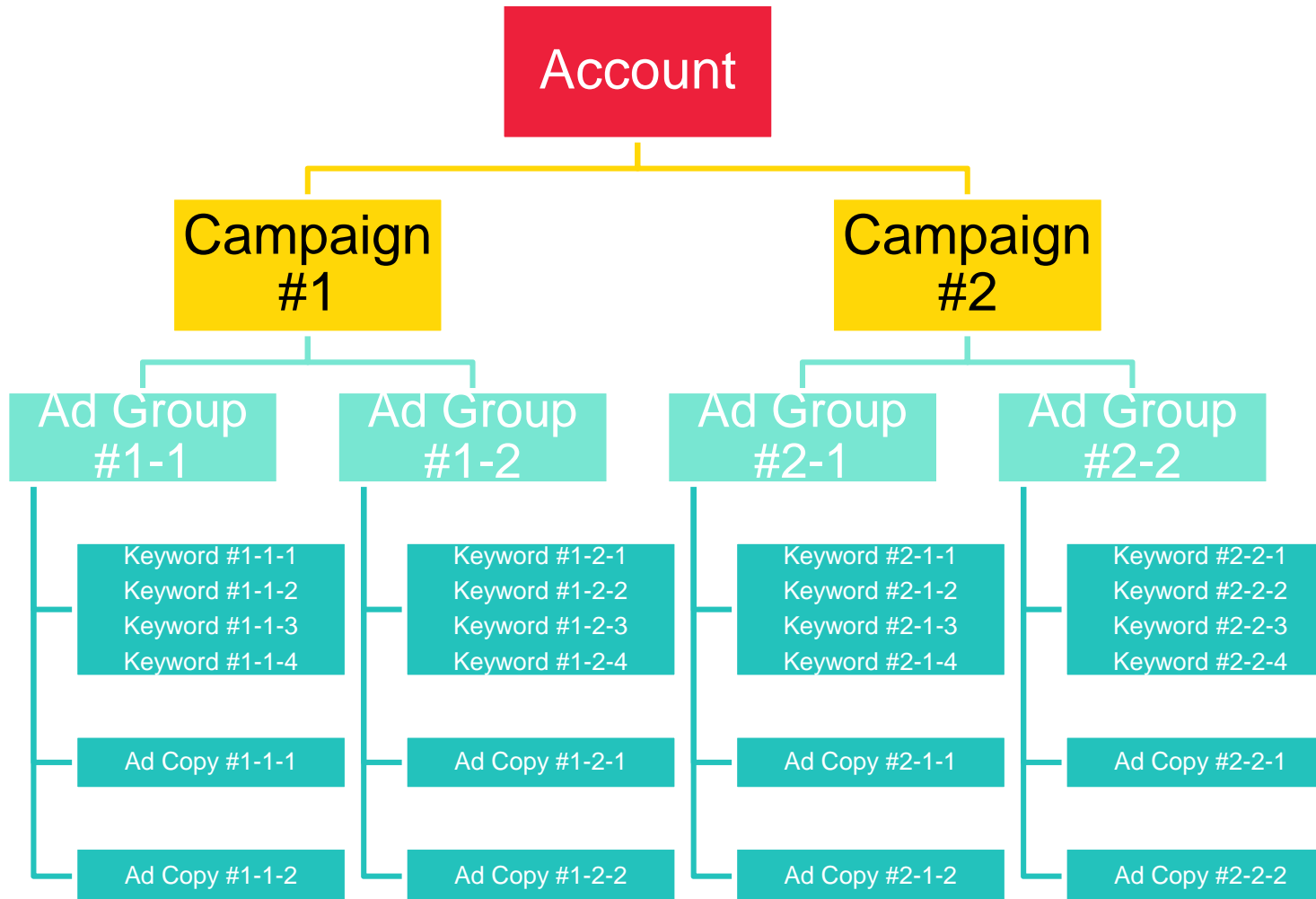
22

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

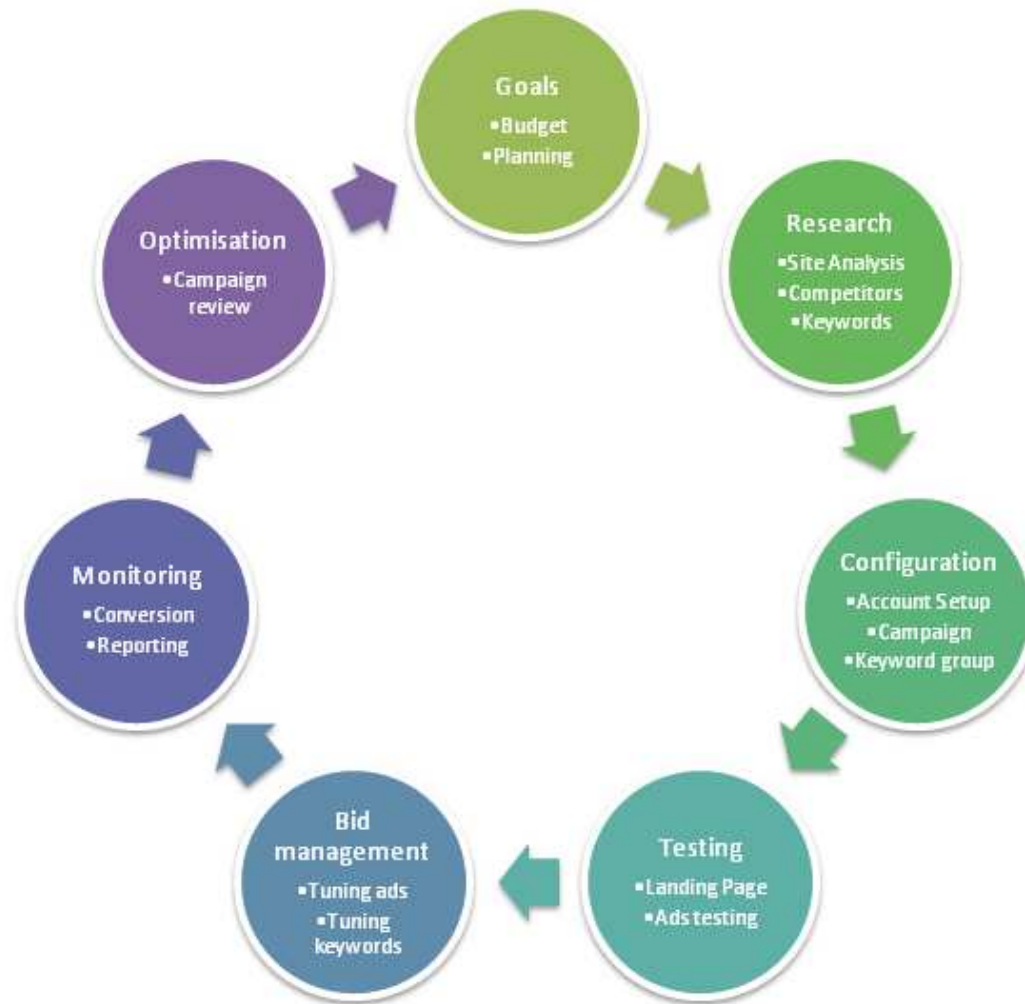
	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00 	10 	20	$\frac{16}{10} + 0.01 =$ \$1.61 
Advertiser II	\$4.00 	4 	16	$\frac{12}{4} + 0.01 =$ \$3.01 
Advertiser III	\$6.00 	2 	12	$\frac{8}{2} + 0.01 =$ \$4.01 
Advertiser IV	\$8.00 	1 	8	Highest CPC 

Source

ADWORDS ACCOUNT STRUCTURE



Tight Grouping
Keep your kwd group as tight as possible



GOALS & BUDGET

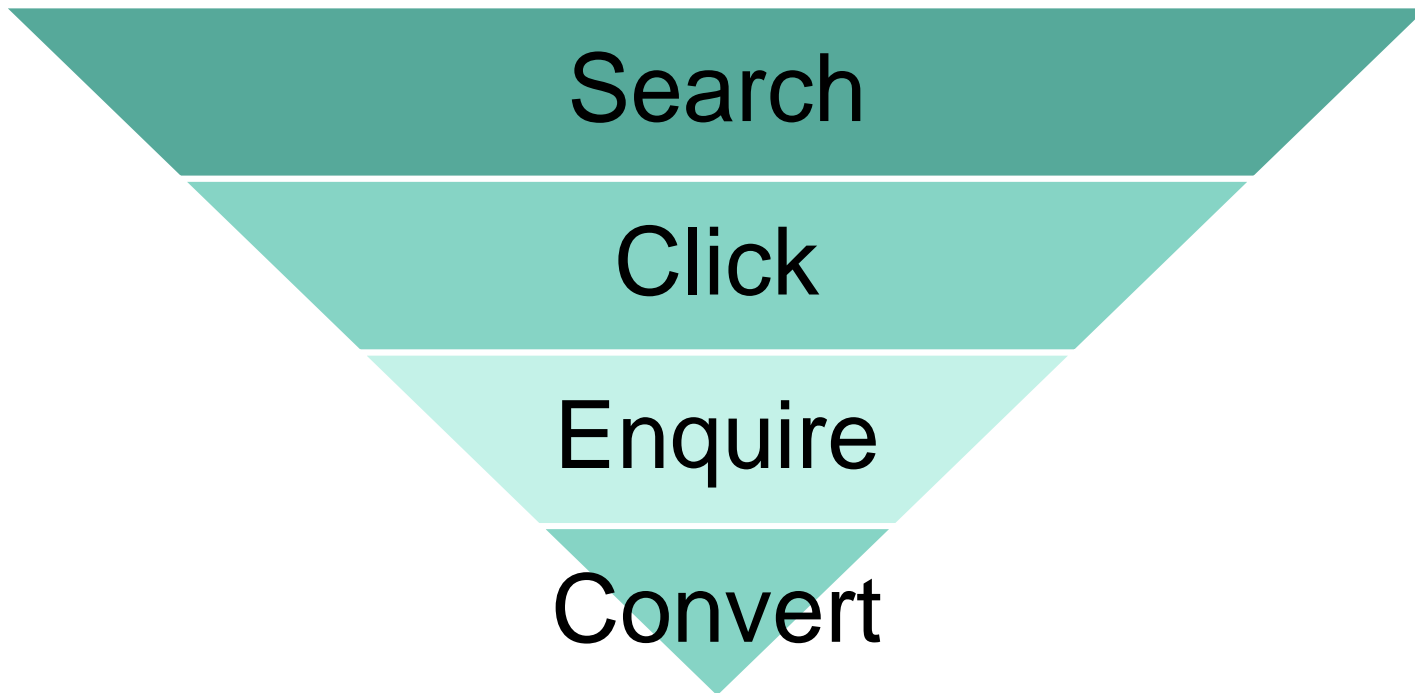
Know thy purpose, Know thy budget

WHY DOES YOUR WEBSITE EXIST?

- Lead generation
- Ecommerce
- Contact Register
- Download / Use / Take Action

PRACTICAL EXAMPLE

Interactiveaccounting.com.au
Sells \$400/mth package
Max spend per cust. \$ 500



Assume: Sydney accountant
Search volume: 9,900/Mo

3% of Search clicks ads
3% x 9,900 searches = 297
Cost per \$3,53 x 297 = \$1,048

3% of clicks generate enquiry
3% x 297 searches = 9
Cost per lead = \$116

20% of enquiry Convert
20% x 9 leads = 2

Cost per cust = \$524

CONVERSION MATTERS

Interactiveaccounting.com.au
Sells \$400/mth package
Max spend per cust. \$ 500



Search

Click

Enquire

Convert

Assume: Sydney accountant
Search volume: 9,900/Mo

3% of Search clicks ads
3% x 9,900 searches = 297
Cost per \$3,53 x 297 = \$1,048

5% of clicks generate enquiry
5% x 297 searches = 15
Cost per lead = \$70

20% of enquiry Convert
20% x 15 leads = 3

Cost per cust = \$349

WALK- THROUGH SETUP

Techy stuff already? Going to be fun ride...

WALKTHROUGH – SETUP ANALYTICS

30

My Client Centre | Jump to client ▼

Google AdWords

My Client Centre

Client reporting

Billing ▼

My Account ▼

Tools

Keyword Tool

Traffic Estimator

Placement Tool

Contextual Targeting Tool

▼ Placement Types

Site

Video

Feed

Game

Mobile App

Audio

Want to get targeted

Find placement

Based on one or more

Word or phrase

Website

Category

Account access

Linked accounts

Notification Settings

Preferences

AdWords API Centre

www.google.co.uk/page.html

Apparel

⊕ Advanced Options and Filters

Locations: United Kingdom ✕

Languages: All

Devices: All

Search

for your display network campaigns? Try [Display Planner](#).

WALKTHROUGH – SETUP ANALYTICS

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[In Marketing We Trust](#) > [IMWT](#) |

In Marketing We Trust (XXXXXXXXXX)

Google AdWords

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My Account ▾

Account access

Linked accounts

Google Analytics

Webmaster Tools

Notification Settings

Preferences

Linked accounts

Optimise your campaigns even more effectively by bringing valuable data from other Google services to your AdWords

Google Analytics

Gain greater visibility into how people behave on your site after they've clicked your ad, such as the average number of pages that they view and how long they stay, by importing site engagement metrics from Google Analytics.

[View details »](#)

Webmaster Tools

See how your ads and organic search listings perform (both alone and together) by importing organic search results from Webmaster Tools

[View details »](#)

[In Marketing We Trust](#) > [IMWT](#) | In Marketing We Trust

In Marketing We Trust ([REDACTED])



- Home
- Campaigns
- Opportunities
- Tools and Analysis ▾
- Billing ▾
- My Account ▾

- Account access
- Linked accounts
- Google Analytics
- Webmaster Tools
- Notification Settings
- Preferences

Google Analytics

Import Google Analytics metrics (such as Bounce Rate and Pageviews/Visit) to your account. [Learn more](#)

Linked: 3 Profiles [Edit](#)

- IMWT > In Marketing We Trust > In Marketing We Trust
- [REDACTED]
- [REDACTED]

Account list › IMWT ▼

IMWT

Account ID: [REDACTED]

Properties Users Filters Data Sources Change History Account Settings



Edit Analytics Account

General Information

Account Id [REDACTED]

Account Name

Data Sharing Settings ?

- With other Google products only** optional
Enable enhanced ad features and an improved experience with **AdWords, AdSense** and other Google products by sharing your website's Google Analytics data with other Google services. *Only Google services (no third parties) will be able to access your data.* [Show example](#)
- Anonymously with Google and others** optional
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

[In Marketing We Trust](#) > [IMWT](#) |

In Marketing We Trust (XXXXXXXXXX)



- Home
- Campaigns
- Opportunities
- Tools and Analysis ▾
- Billing ▾
- My Account ▾

- Account access
- Linked accounts
 - Google Analytics
 - Webmaster Tools
- Notification Settings
- Preferences

Webmaster Tools

See how your ads and organic search listings perform (both alone and together)

- + Link new site
- Sort by: Date modified ▾

www.inmarketingwetrust.com.au

- ✓ Linked ([unlink](#))
- This site was linked on 23/08/2013 08:18

WALK- THROUGH 1ST CAMPAIGN

WALKTHROUGH – FIRST CAMPAIGN

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Home Campaigns Opportunities Tools and Analysis Billing My Account Help

Search

All online campaigns
No matching campaigns

Shared library
Bulk operations
Upgrade centre
Reports and uploads
Labels

Select campaign settings Create an ad group

Type: **Search Network only - All features**

You're ready to create your first campaign!
Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icons on this page.

General

Campaign name SEM class

Type Search Network only

- Standard - Keyword-targeted text ads showing on Google search results
- All features - All the features and options available for the Search Network
- Product listing ads - Ads promoting your product inventory from Google Merchant Center
- Dynamic Search Ads - Ads targeted based on your website content

[Learn more about campaign types](#)

Networks

Networks To choose different networks, edit the campaign type above or create a new campaign.

- Google Search Network
 Include search partners

Desktops & laptops, mobile devices and tablets

The screenshot shows the Google Ads interface. At the top, there is a navigation bar with tabs: Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My Account. Below this is a search bar and a sidebar with various menu items like 'All online campaigns', 'Appetisers', 'Brand', etc. The main content area is titled 'All online campaigns' and features a yellow banner for 'Campaigns eligible to use Conversion Optimiser'. Below the banner are tabs for 'Campaigns', 'Ad Groups', 'Settings', 'Ads', 'Keywords', and 'Audiences'. A dropdown menu is open, showing options: 'Search & Display Networks', 'Search Network only' (highlighted with a red box and a red '2'), and 'Display Network only'. Below the dropdown is a '+ New campaign' button (marked with a red '1') and a table with columns for Campaign, Campaign Type, Campaign subtype, Budget, and Status.

Start w/
Google only
and expand
as you build
experience

WALKTHROUGH – FIRST CAMPAIGN

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Select campaign settings

Create an ad group

Start simple
Expand reach
overtime

Type: **Search Network only - All features**

General

Campaign name

Campaign #1

Type ?

Search Network only

Standard - Keyword-targeted text ads showing on Google search results ?

All features - All the features and options available for the Search Network ?

Product Listing Ads - Ads promoting your product inventory from Google Merchant Center ?

Dynamic Search Ads - Ads targeted based on your website content ?

[Learn more about campaign types](#)

Networks

Networks [?](#) To choose different networks, edit the campaign type above or create a new campaign.

- Google Search Network** [?](#) Start with Google only
 - Include search partners

Desktops, laptops, mobile devices and tablets

Devices [?](#) Ads will show on all types of devices by default.

Locations

Locations [?](#) Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- Australia
- Let me choose...

Targeted locations	Reach ?	Remove all
3.0 km around Manly, AU - custom	--	Remove Nearby
Brisbane, Queensland, Australia - city	5,560,000	Remove Nearby
Melbourne, Victoria, Australia - city	9,480,000	Remove Nearby

[Advanced search](#)

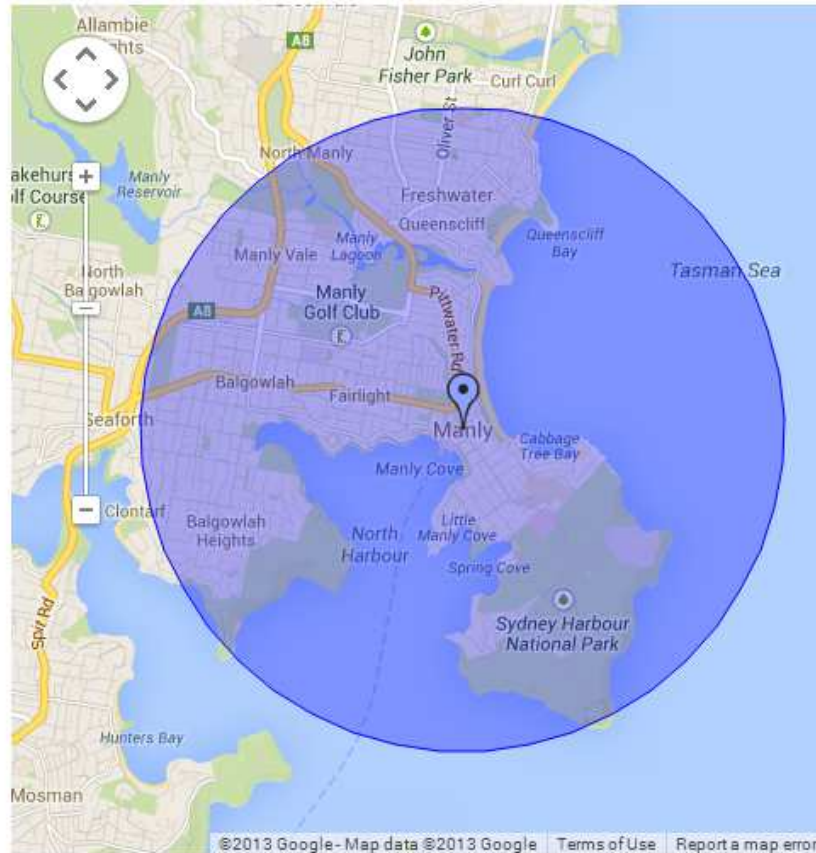
For example, a country, city, region or postcode.

Since enhanced campaigns all devices are targeted by default

WALKTHROUGH – SELECTION LOCATION

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Choose your locations



Search | Radius targeting | Location extension targeting | Bulk locations

3 km Search

Click the blue map marker above and select a point on the map. ?

<< Back to 3.0 km around Manly, AU (custom)

Targeted locations	Reach ?	Remove all
3.0 km around Manly, AU - custom	-	Remove Nearby
Brisbane, Queensland, Australia - city	5,560,000	Remove Nearby
Melbourne, Victoria, Australia - city	9,480,000	Remove Nearby

Set Location by city or within a km radius from specific location.

Perfect for hyper targeted campaigns.

Use location extension for restaurants and local shops

Hide locations on map ?

Better to start with a national campaign and reduce range (unless local biz.)

Done Cancel


WALKTHROUGH – BID SETUP

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Bidding and budget

Bid strategy [?](#) [Basic options](#) | [Advanced options](#)

I'll manually set my bids for clicks

 You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximise clicks within my target budget

[Change ad group bids »](#)

Default bid [?](#) AU\$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget [?](#) AU\$ per day

Actual daily spend may vary. [?](#)

Set bids to manual to increase control and efficiency

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

Location [?](#) Extend my ads with location information

Sitelinks [?](#) Extend my ads with links to sections on my site

Call [?](#) Extend my ads with a phone number

Social [?](#) Increase the social relevance of my ads by associating them with my Google+ Page

WALKTHROUGH – SCHEDULING

Advanced settings

☐ Schedule: Start date, end date, ad scheduling

Start date

End date None

💡 Your ads will stop showing after this date, unless you change it later.

Ad scheduling ?

Monday	00	:	00	to	00	:	00	X
Tuesday	00	:	00	to	00	:	00	X
Wednesday	00	:	00	to	00	:	00	X
Thursday	00	:	00	to	00	:	00	X
Friday	00	:	00	to	00	:	00	X
Saturday	00	:	00	to	00	:	00	X
Sunday	00	:	00	to	00	:	00	X

+ Add

Set bids to manual to increase control and efficiency

WALKTHROUGH – AD ROTATION

Advanced settings

⊕ [Schedule: Start date, end date, ad scheduling](#)

⊖ [Ad delivery: Ad rotation, frequency capping](#)

Ad rotation ?

Optimise for clicks: Show ads expected to provide more clicks

Ideal setting for most advertisers.

Optimise for conversions: Show ads expected to provide more conversions

Ideal setting if you use AdWords or Google Analytics conversion tracking.

Unavailable because conversion tracking is not set up. Set up [conversion tracking](#).

Consider for low volume kwds

Rotate evenly: Show ads more evenly for at least 90 days, then optimise

May be appropriate if you optimise ads using your own data

Rotate indefinitely: Show lower performing ads more evenly with higher performing ads and do not optimise

Not recommended for most advertisers.

⊖ [Keyword matching options](#)

Exact and phrase match ?

Search Network only

Include plurals, misspellings and other close variants

Do not include close variants

Can vary based on Search intent

⊕ [Tracking URL for dynamic links](#)

WALKTHROUGH – SETUP AD

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✓ Select campaign settings

Create an ad group

Type: **Search Network only - Standard**

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more about how to structure your account.](#)

Ad Group name:

SEO Agencies

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Create an ad

To get started, write your first ad below. Remember, you can always create more ads later. [Learn how to write a great text ad](#)

Headline

Description line 1

Description line 2

Display URL

Destination URL

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users.

[Learn more](#)

Side ad

[Stop wasting your \\$](#)
inmarketingwetrust.com.au/courses
Learn the basics of SEO
Stop SEO agencies ripping you off

Top ad

[Stop wasting your \\$](#)
inmarketingwetrust.com.au/courses
Learn the basics of SEO Stop SEO agencies ripping you off

Ad extensions expand your ad with additional information like a business address

[Take a tour](#)

Just create 1
ad for now.
We will have
a closer look
at it later

WALKTHROUGH – SETUP KEYWORD

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☐ Select keywords

Your ad can show on Google when people search for things related to your keywords.

Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad-matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line. [Add keywords by spreadsheet](#)

"seo agencies"

Just enter 1 very relevant keyword for
submit in between quotation marks ("")

ABC

Re-estimate search traffic

Estimated traffic summary ?

The following are approximations for the keywords above.
Based on max CPC: **AU\$4.00** and budget: **AU\$15.00/day**.

- [⊕ Category: Marketing Training](#)
- [⊕ Category: Marketing Course](#)
- [⊕ Category: Sydney Seo](#)
- [⊕ Category: Online Courses](#)
- [⊕ Category: Engine Optimization Services](#)
- [⊕ Category: Online Training](#)
- [⊕ Category: Marketing Seo](#)
- [⊕ Category: Seo Search Engine](#)
- [⊕ Category: Sydney](#)
- [⊕ Category: Website Search Engine](#)
- [⊕ Category: Search Marketing](#)

WALKTHROUGH – EXTRA SETTINGS

46

[All online campaigns >](#)

Campaign: SN - Digital training

● Enabled Type: Search Network only - Standard [Edit](#) Budget: AU\$15.00/day [Edit](#) Targeting: Australia [Edit](#)

Ad Groups

Settings

Ads

Keywords

Ad extensions

Dimensions

All but deleted ad groups ▾

Segment ▾

Filter ▾

Columns ▾



Sea

Clicks ▾

VS

None ▾

1

0
Tuesday, 13 August 2013

+ New ad group

Edit ▾

Details ▾

Bid strategy ▾

Automate ▾

Labels ▾

<input type="checkbox"/>	●	Ad group	Status [?]	Default Max. CPC [?]	+ ↓
<input type="checkbox"/>	●	SEO Agencies	Eligible	AU\$4.00	

WALKTHROUGH – MOBILE BID ADJUSTMENT

47

Ad Groups Settings Ads Keywords Ad extensions Dimensions

All settings Devices ¹

Filter Columns [Line Graph] [Download]

Clicks vs None

1

0 Tuesday, 13 August 2013

<input type="checkbox"/>	Device	Bid adj. <input <="" th="" type="text" value="?"/> <th><input type="text" value="0"/></th> <th>Clicks <input <="" th="" type="text" value="?"/></th>	<input type="text" value="0"/>	Clicks <input <="" th="" type="text" value="?"/>
<input type="checkbox"/>	Computers			0
<input type="checkbox"/>	Mobile devices with full browsers			
<input type="checkbox"/>	Tablets with full browsers			
Total				

Increase by %

Enter a number above to see an example.

Save Cancel

²

INTRODUCTION TO GOOGLE ADWORDS

WHICH KEYWORD TO PICK

I really think “Stuffed kangaroo balls bottle opener” is the perfect keyword for our tourists market on mobile...

Search Marketing transform your customer pain points into

their

spoken/written language

You need to understand

their

Search Intent

Your worst enemies:

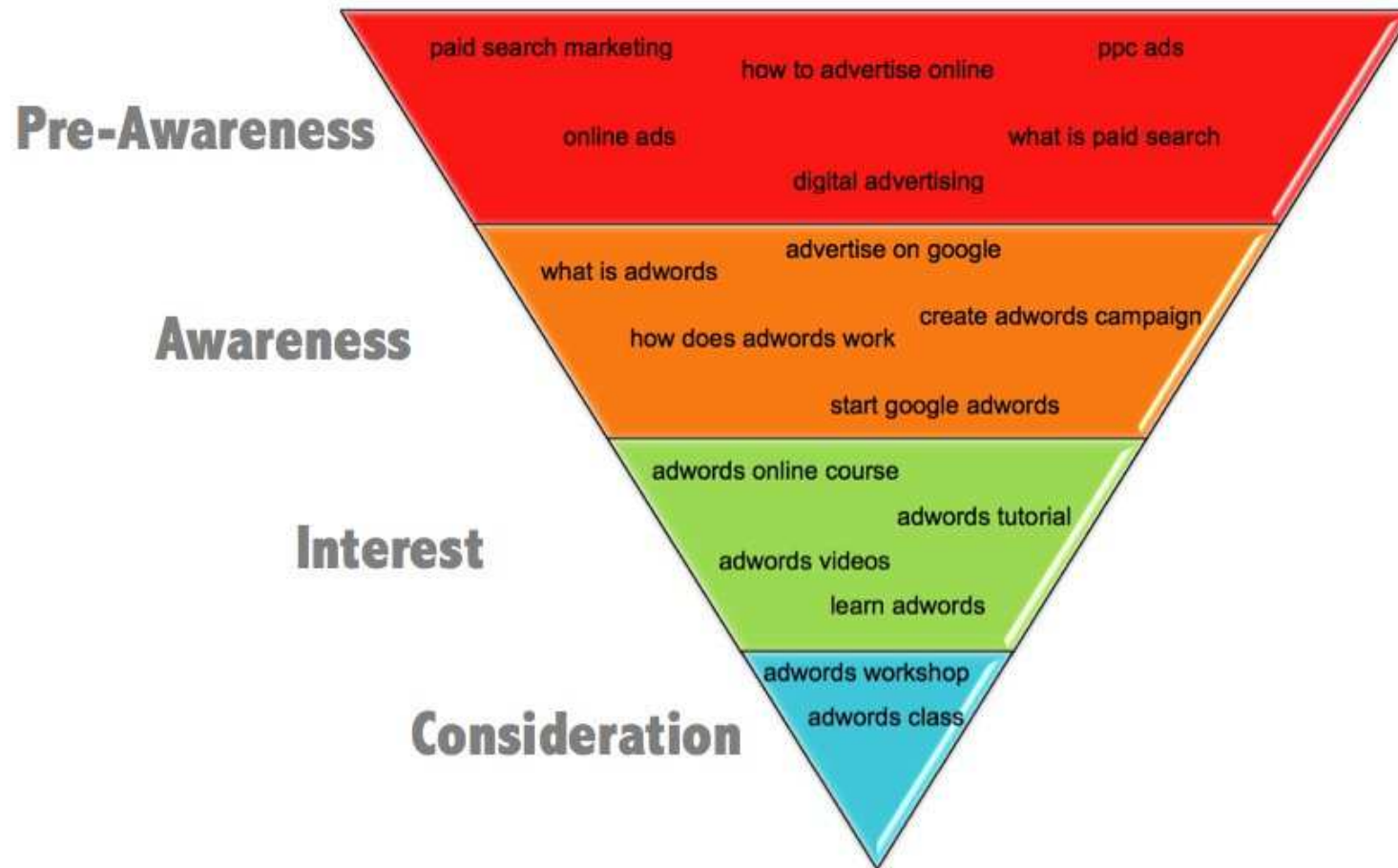
Jargon

Corporate Speak

Creative Description

KEYWORD MAPPING PURCHASE FUNNEL

50



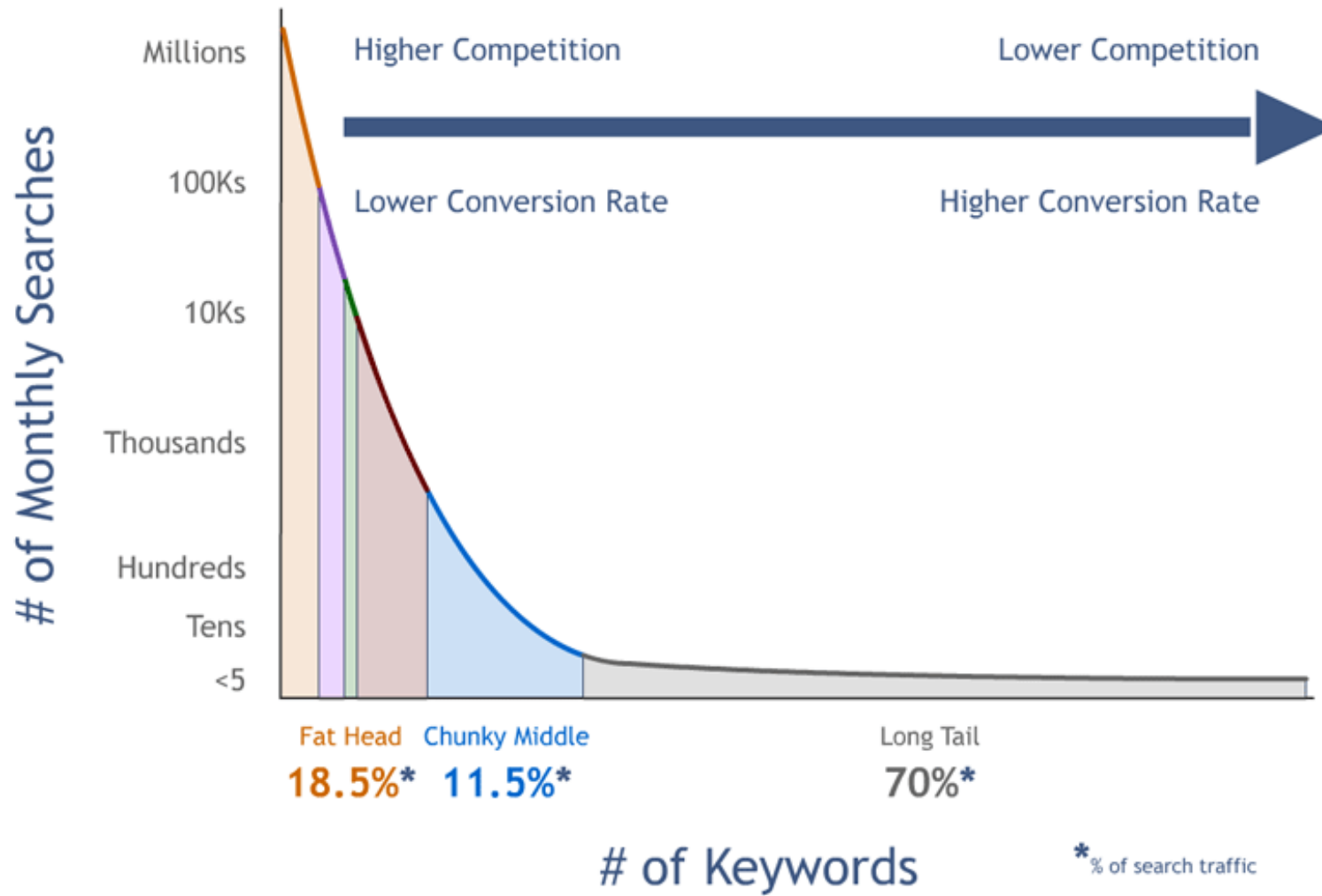
[Source](#)

MOST EXPENSIVE KEYWORD IN ADWORDS?

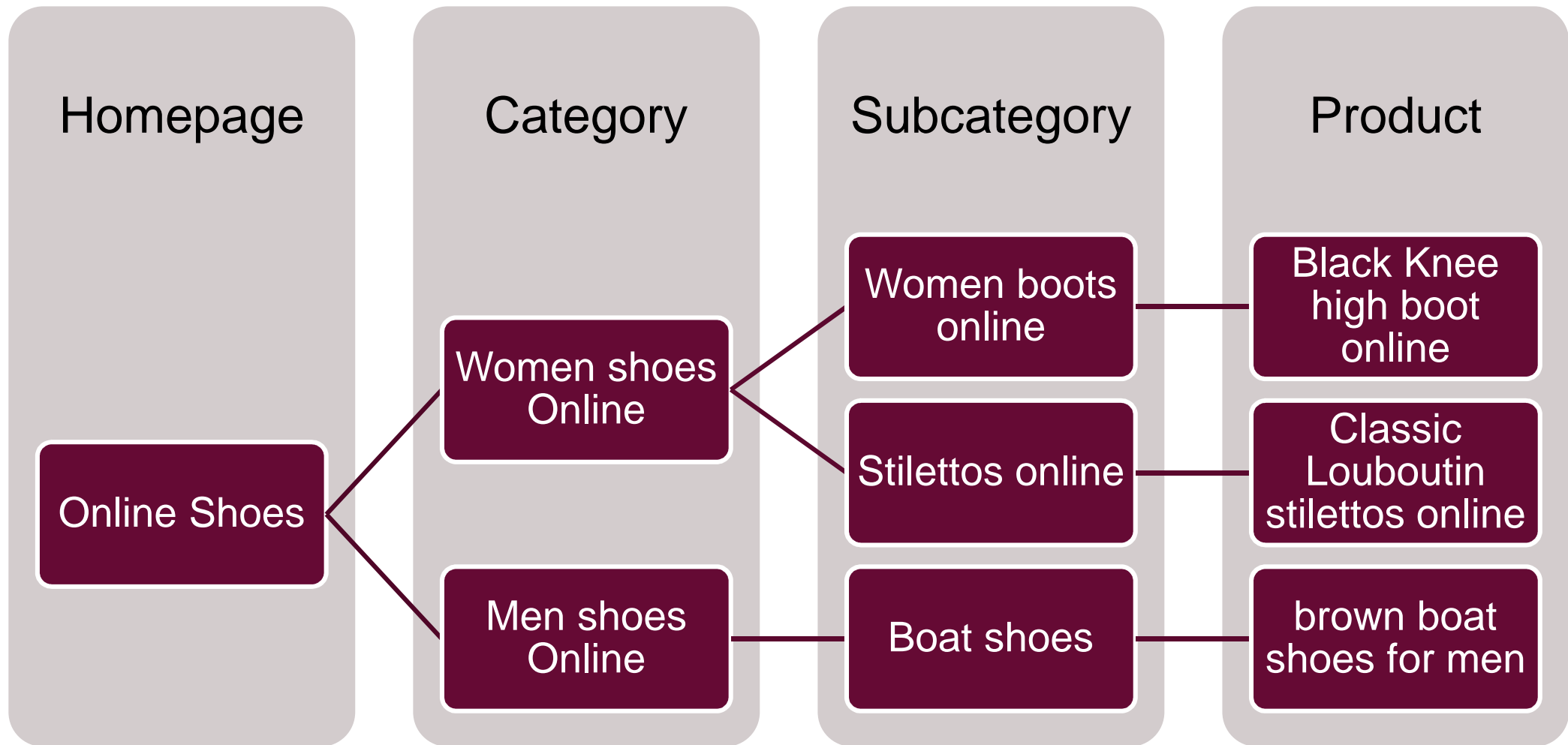
[Mesothelioma
settlement]

\$142.67

KEYWORD POPULARITY



Link



KEY OBJECTIVES

Your Teammate's keyword

DELIVERABLE

Top 3 keywords your audience would use

AGENDA

Time 5 min

1. Teammate defines his audience
2. Teammate defines his audience pain point
3. Teammate pitches his product (30 secs)
4. Write the first 3 queries you would use to find his product/his competitor
5. Swap

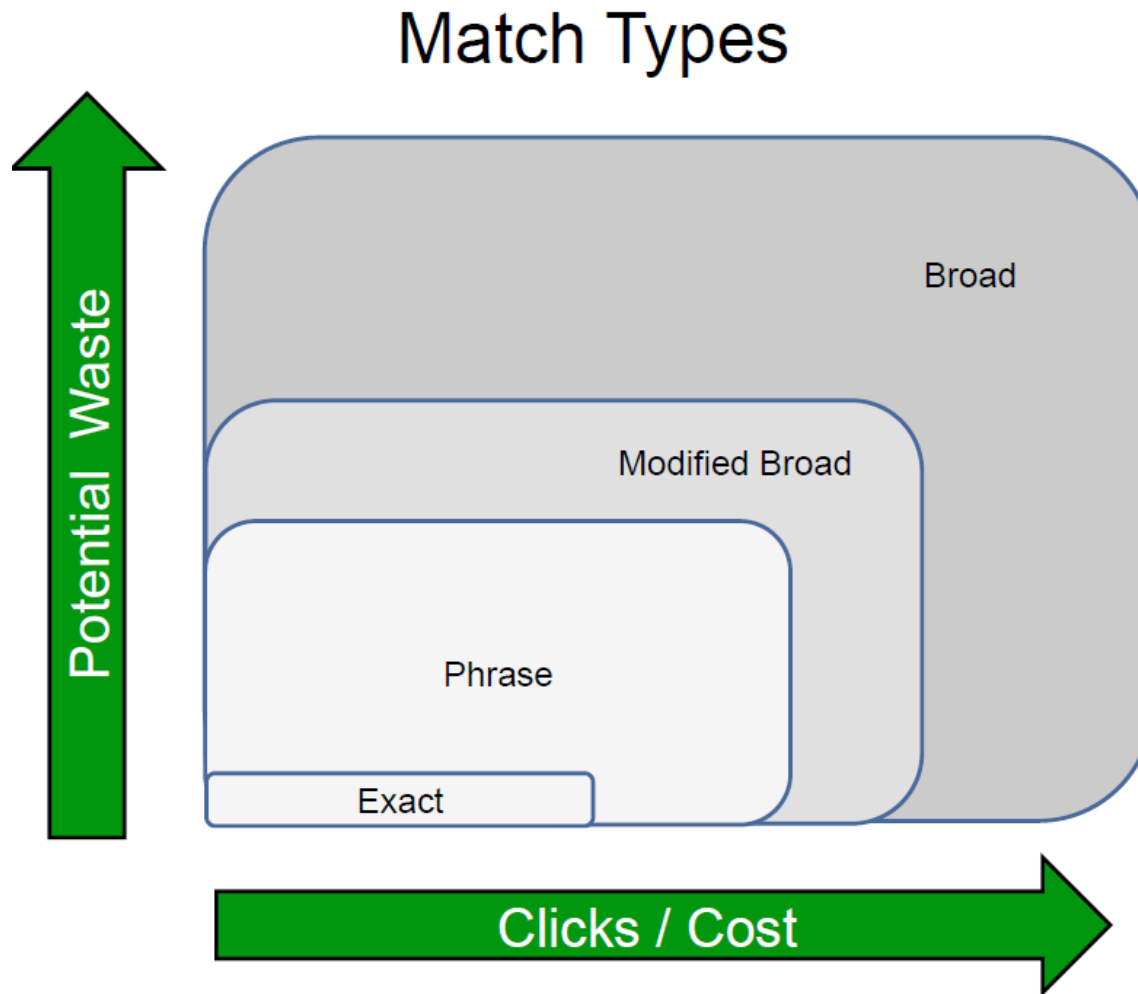
RESOURCES

Your Neighbour, Pen/ Paper; Laptop; iPad/ Tablet

Using Keyword Match Types
to Reach Your Advertising Goals
on the Search Network



<http://youtu.be/ZLfxIKw1V3Y>



INTRODUCTION TO GOOGLE ADWORDS

KEYWORD PLANNER INTRO

Google's best update to squeeze even more money out of SMBs

WALKTHROUGH – FIND KEYWORDS

58

In Marketing We Trust > IMWT | [Redacted] [Dropdown]

Google AdWords

- Home
- Campaigns
- Opportunities
- Tools and Analysis ▾
- Billing
- My Account ▾

Search [Magnifying Glass]

All online campaigns

- REMARKETING
- SCH BANNER
- SCH BIZ CARDS
- SCH BLOG
- SCH BROCHURE
- SCH FLYER
- SCH GRAPHIC DESIGN
- SCH INFOGRAPHIC
- SCH INVITATION

All online

Campaign

All but dele

Click

- Change History
- Conversions
- Google Analytics
- Google Merchant Center
- Keyword Planner**
- Display Planner
- Ad Preview and Diagnosis

Keywords Audiences Ad extensions

Filter Columns [Chart Icon] [Download Icon]



WALKTHROUGH – KEYWORD PLANNER

59

The screenshot shows the Google Keyword Planner interface. At the top, there is a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below this, the main heading is 'Keyword Planner' with the subtext 'Add ideas to your plan'. A search input field contains the text 'SEO agencies, SEO agency' and is highlighted with a red box and the number '1'. To the right of the input field are buttons for 'Get ideas' and 'Modify search'. Below the search field, there are two tabs: 'Ad group ideas' and 'Keyword ideas', with the latter being selected and highlighted with a red box and the number '2'. To the right of the tabs are buttons for 'Download' and 'Add all (802)'. Below the tabs, there are two tables. The first table, titled 'Search terms', has columns for 'Search terms', 'Avg. monthly searches', 'Competition', 'Avg. CPC', and 'Ad impr. share'. It contains two rows: 'seo agencies' (20 searches, High competition, A\$32.52 CPC, 0% share) and 'seo agency' (210 searches, High competition, A\$19.08 CPC, 0% share). The second table, titled 'Keyword (by relevance)', has the same columns and contains one row: 'seo agency sydney' (110 searches, High competition, A\$19.80 CPC, 0% share). On the left side, there are sections for 'Targeting' (Australia, All languages, Google, Negative keywords) and 'Customize your search' (Keyword filters: Avg. monthly searches ≥ 0, Avg. CPC ≥ A\$0.00, Ad impr. share ≥ 0%). On the right side, there is a 'Your plan' section (Saved until Sep 6, 2013) and a red-bordered box containing the text 'Add keywords as' followed by radio button options: 'Broad match' (checked), 'Exact match', and 'Phrase match'. To the right of this box is a red warning: 'Do not use Broad match (too much waste)'. Below the radio buttons, there is a paragraph of text explaining that match type selection only affects click and cost estimates and doesn't impact average monthly searches and other historical statistics, with a 'Learn more' link.

Home Campaigns Opportunities Tools and Analysis Billing My account

Keyword Planner
Add ideas to your plan

Your product or service
SEO agencies, SEO agency 1

Get ideas Modify search

Targeting ?
Australia
All languages
Google
Negative keywords

Customize your search ?
Keyword filters
Avg. monthly searches ≥ 0
Avg. CPC ≥ A\$0.00
Ad impr. share ≥ 0%

Ad group ideas Keyword ideas 2

Download Add all (802)

Search terms	Avg. monthly searches ?	Competition ?	Avg. CPC ?	Ad impr. share ?
seo agencies	20	High	A\$32.52	0%
seo agency	210	High	A\$19.08	0%

1 - 2 of 2 keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Avg. CPC ?	Ad impr. share ?
seo agency sydney	110	High	A\$19.80	0%

Your plan
Saved until Sep 6, 2013

Add keywords as
 Broad match
 Exact match
 Phrase match

Do not use Broad match (too much waste)

This match type selection only affects your click and cost estimates. It doesn't impact average monthly searches and other historical statistics shown on this page.
[Learn more](#)

[Marketer's guide to Google Planner](#)

WALKTHROUGH – KEYWORD PLANNER

60

Home Campaigns Opportunities Tools and Analysis Billing My account

Keyword Planner
Get estimates and review plan

Enter a bid: A\$
Enter daily budget: A\$
[Get detailed estimates](#) [Back to search](#) [Save](#)

Targeting [?]

- Australia
- All languages
- Google
- Negative keywords

Clicks per day

Daily estimates

- 0.00 - 3.50 Clicks
- 0.13 - 53.5 Impressions
- 1.40 - 12.1 Avg. position
- A\$0.00 - A\$55.00 Cost

Click the graph to enter your bid and see detailed performance estimates.

Quick view of daily traffic based on max cpc or daily budget

[Marketer's guide to Google Planner](#)

WALKTHROUGH – KEYWORD PLANNER

61

The screenshot displays the Google Keyword Planner interface. At the top, there is a navigation bar with tabs for Campaigns, Opportunities, Tools and Analysis, Billing, My account, and Help. Below this, the 'Planner' section includes input fields for 'Enter a bid' (set to A\$) and 'Enter daily budget' (set to A\$ 50.00), a 'Get detailed estimates' button, and 'Back to search' and 'Save to account' buttons. A yellow warning box states: 'You can't get as many clicks and impressions for bids in the shaded section due to your limited budget. Click the graph to enter your bid and see detailed performance estimates.' Below this, the 'Detailed estimates by ad group' section features buttons for '+ Add keywords', 'Edit match types', and 'Delete', along with a 'Segment by' dropdown set to 'Ad Group' and a 'Download' button. Another yellow warning box says: 'To get detailed estimates for your ad groups, please set a bid using the graph or the text box at the top of the page.' A table shows the following data:

<input checked="" type="checkbox"/>	Ad Group	Keywords	Clicks	Impr.	Avg. Pos.	Cost	CTR	Avg. CPC
<input checked="" type="checkbox"/>	My Keyword Ideas (32)	[seo agencies], [seo agency], [seo a...	-	-	-	-	-	-
	Total		-	-	-	-	-	-

At the bottom right, it shows '1 - 1 of 1 ad groups' with navigation arrows. A red arrow points from the 'Save to account' button to a red text annotation: 'Once all the keywords have been selected with appropriate match type, save it to the account'.

[Marketer's guide to Google Planner](#)

WALKTHROUGH – KEYWORD PLANNER

62

The screenshot displays the Google Keyword Planner interface. At the top, there is a navigation bar with tabs for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below this, the main area is divided into sections. On the left, there is a 'Targeting' section with dropdown menus for 'Australia', 'All languages', 'Google', and 'Negative keywords'. In the center, there is a 'Detailed estimates' section with a '+ Add keywords' button and a list of keywords with checkboxes. On the right, a 'Save to account' dialog box is open, showing options to 'Create a new campaign' or 'Add to an existing campaign'. Under 'Add to an existing campaign', there are radio buttons for 'Add as new ad group(s)' and 'Add to an existing adgroup'. Below this, there is a search box for 'Search by name' and a list of campaigns and ad groups. The 'SN - Digital training' ad group is highlighted.

Home Campaigns Opportunities Tools and Analysis Billing My account

Keyword Planner

Get estimates and review plan AS

Targeting

Australia

All languages

Google

Negative keywords

Click the graph to enter

Detailed estimates

+ Add keywords

To get detailed estim

Keyword

[best seo ag

[best seo co

[best seo se

[professiona

[search engi

Save to account

▶ Create a new campaign

▼ Add to an existing campaign

Add as new ad group(s)

Add to an existing adgroup

Select an adgroup (all your keywords will be added to this ad group)

Search by name

Campaigns: 4

Ad groups: 1

SEM class

● SN - Content amplification

● SN - Digital Marketing Agency

● SN - Digital training

● SEO Agencies

[Marketer's guide to Google Planner](#)

Pre-launch Buzz

CREATING EFFECTIVE AD COPY

"Hey Target Audience, buy this".
- inet bus ad

This Title Is max length!	25
www.mattsfruitstand.com/titlelimits	35
This Line Is Okay To Use. Max limit	35
This Line Is Okay To Use. Max limit	35

- **Headline** grabs users' **attention** and make them aware of your offering.
- **Description line 1** should spark users' **interest** in your offering.
- **Description line 2** should develop a **desire** to obtain your product.
- And finally, the **Display URL** consolidate a user's decision to take **action**.

9 TIPS TO WRITE GOOD AD COPY

65

1. Be Specific
2. Highlight your Unique Selling Proposition
3. Don't forget your keywords
4. Include A Call to Action
5. Stand Out from your Competitors
6. Get Right To the Point
7. Ad Formatting is Important
8. Display URL is a part of your Ad Copy
9. Test...Test & Test

KEY OBJECTIVES

Write effective Ad Copy

AGENDA

Time 5 min

1. In your new campaign
2. Create 3 copies for 1 Adgroup

DELIVERABLE

Ad variation for your ad group

RESOURCES

Internet connection, Adwords External Keywords Tool,

Pre-launch Buzz

LANDING PAGE

*“Where the f*ck am I?!!”*
First time Yahoo user.

1. The 3-second test => Engaging visuals
2. The ID test => Clear brand indent
3. The accessibility test => Clear contact, trackable
4. The "so what?" test => Value Prop, Powerful headline
5. The "yeah, right!" test => Awards, Certification
6. The serenity test => Testimonials
7. The "Now what?" => Clear Call to Action
8. More info => Quality Score + SEO
9. Just frickin sign-up!!! => No navigation, no distraction

BEST EXAMPLE

CARFAX
VEHICLE HISTORY REPORTS

Login | Help

Buying a used car?

Just say - Show me the CARFAX!

Don't run the risk of buying used cars with costly hidden problems. Get a detailed vehicle history report from our nationwide database within seconds.

Get CARFAX Reports

Enter VIN

[See 2013 Cost Saver](#)

Norton SECURED ACCREDITED BUSINESS A+

What does the CARFAX Report show you?

[VIEW SAMPLE REPORT](#)

Every CARFAX Vehicle History Report™ checks

Every CARFAX Report contains important information that can impact your decision about a used vehicle through a detailed VIN # check. Through this VIN search, some types of information included in CARFAX Reports include:

- ✓ Vehicle registration
- ✓ Title information including salvaged or junked title
- ✓ Odometer readings
- ✓ Lemon history
- ✓ Total loss accident history
- ✓ Frame/structural damage
- ✓ Accident indicators such as airbag deployment
- ✓ Service and repair information
- ✓ Vehicle usage (taxi, rental, lease, etc.)
- ✓ Recall information

CARFAX
VEHICLE HISTORY REPORTS

© 1996-2013 CARFAX Inc.
[Privacy Statement](#)
[Terms and Conditions](#)
[Trademark Information](#)
[Help](#)

CARFAX Vehicle History Reports are based on information supplied to CARFAX. CARFAX does not have the complete history of every vehicle.

KEY OBJECTIVES

Your Teammate's content

DELIVERABLE

Top 3 keywords your audience would use

AGENDA

Time 10 min

1. Using previous top keywords
2. Write the 7 things you would expect to find to answer your query
3. Compare against current page
4. Swap

RESOURCES

Your Neighbour, Pen/ Paper; Laptop; iPad/ Tablet

ADWORDS IN ANALYTICS

More Numbers, Yipikaye!!



WALKTHROUGH ADWORDS IN ANALYTICS

73

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Visits VS: Select a metric Day Week

Visits

Primary Dimension: Traffic Type Source Keyword Campaign Other

Plot Rows Secondary dimension Sort Type: Default advanced

Traffic Type	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bo
		3.69 Site Avg: 2.86 (29.14%)	00:02:33 Site Avg: 00:02:02 (24.83%)	73.31% Site Avg: 67.75% (8.20%)	S
1. paid		3.65	00:02:18	73.44%	
2. organic		3.72	00:02:51	73.15%	

WALKTHROUGH ADWORDS IN ANALYTICS

74

Traffic Sources

- Overview
- Sources
- Search Engine Optimisation
- Social
- Cost Analysis BETA
- ▾ Advertising
 - ▾ AdWords
 - Campaigns
 - Keywords
 - Matched Search Queries
 - Day Parts
 - Destination URLs
 - Placements
 - Keyword Positions

Pages / Visit



Avg. Visit Duration



Bounce Rate



% New Visits



Demographics

Language

Country/Territory

City

System

Browser

Operating System

Language

1. en-us

2. en-gb

3. en-au

4. en

5. zh-cn

6. de-de

MULTICHANNEL ATTRIBUTION

75

MCF Channel Grouping Path ?		Conversions	↓
1.	Paid Search × 2		2,120
2.	Organic Search × 2		1,596
3.	Paid Search → Organic Search		1,086
4.	Organic Search → Direct		784
5.	Direct × 2		696
6.	Organic Search → Paid Search		654
7.	Paid Search → Direct		519
8.	Paid Search × 3		460
9.	Referral × 2		439
10.	Referral → Direct		385

Consider Campaign results beyond last click

- Conversions
 - Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow
 - Ecommerce
 - Multi-Channel Funnels**
 - Overview
 - Assisted Conversions
 - Top Conversion Paths**
 - Time Lag
 - Path Length
 - Attribution

Pre-launch Buzz

TOOLS & TIPS

“Lost my inspiration, so nothing to say on this slide”
– Sad isn't it



How * accountin|

- how accounting **is used in everyday life**
- how accounting **is important in business**
- accounting how **to find ending inventory**
- accounting how **to find retained earnings**
- what's** accounting like
- accounting how **to calculate current ratio**
- accounting how **to adjust entries**
- accounting how **to calculate earnings per share**
- accounting how **to balance sheet**
- accounting how **to find profit**

Google Search I'm Feeling Lucky

Wildcard Search

Use Wildcard (*) and tilda (~) to search variations of your search query or synonyms

Google Suggest



accounting
accounting software
accounting scandals
accounting technician
accounting reference date
accounting profit
accounting hall of fame
accounting methods
accounting period
accounting today

accounting - (in finance)
accounting

accounting - uil
accounting - in
1915 film
accounting

accounting
accounting principles
accounting jobs
accounting equation
accounting software
accounting salary
accounting coach
accounting terms
accounting minor ucla
accounting internships

Soovle

Try the icons or hit the right-arrow key to change engines...



Soovled Link

[Accountancy - Wikipedia, the free encyclopedia](#)

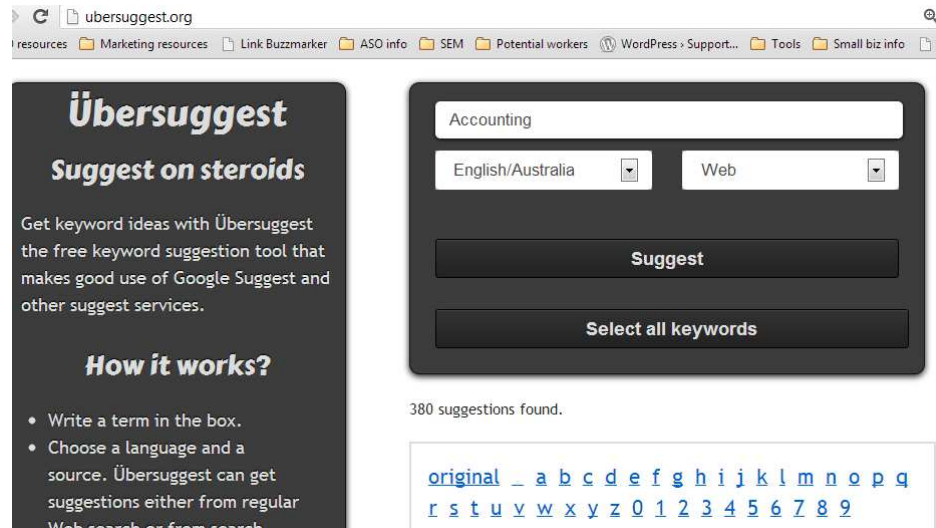
Accountancy, or accounting, is the production of information about an enterprise and the transmission of that information from those who have it to those who ...
[en.wikipedia.org](#)

accounting
accounting basics
accounting 101
accounting tutorial
accounting lessons
accounting lecture
accounting career
accounting principles
accounting rap
accounting equation

accounting
accounting principles
accounting software
accounting jobs
accounting coach
accounting terms
accounting principals
accounting research
manager
accounting equation
accounting today

accounting
accounting for dummies
accounting software
accounting information
systems
accounting principles
accounting books
accounting textbook
accounting what the numbers
mean
accounting software for small
business
accounting for governmental and
nonprofit entities
accounting software
accounting principles
accounting jobs
accounting terms
accounting firms
peachtree accounting
forensic accounting
accounting for dummies
cost accounting
financial accounting





↑ accounting

- ↑ accounting
- ↑ accounting jobs
- ↑ accounting software
- ↑ accounting qualification
- ↑ accounting standards
- ↑ accounting principles
- ↑ accounting courses
- ↑ accounting firms
- ↑ accounting jobs in sydney
- ↑ accounting jobs in melbourne

↑ accounting + a

- ⊕ accounting an introduction 5th edition
- ⊕ accounting australia
- ⊕ accounting and finance
- ⊕ accounting auditing and accountability journal
- ⊕ accounting an introduction to principles and practice
- ⊕ accounting an introduction
- ⊕ accounting and finance journal
- ⊕ accounting and taxation advantage
- ⊕ accounting assumptions
- ⊕ accounting and business research

↑ accounting + b

- ⊕ accounting business reporting for decision making
- ⊕ accounting basics
- ⊕ accounting business for sale
- ⊕ accounting building business skills
- ⊕ accounting books
- ⊕ accounting bodies australia
- ⊕ accounting big 4
- ⊕ accounting bodies
- ⊕ accounting balance sheet
- ⊕ accounting blog

Bookmark
it

KEY OBJECTIVES

Define your negative keywords

AGENDA

Time 5 min

1. Using Google Suggest or Ubersuggest
2. List all non relevant keywords
3. Save list in Excel Doc

DELIVERABLE

Negatives keyword list

RESOURCES

Internet, Adwords Keywords tool, Ubersuggest, Excel Spreadsheet

The screenshot displays the AdWords Editor interface. On the left is a tree view of campaign folders. The main area shows a table of campaigns with columns for Campaign, Status, Budget (AUD), Start date, End date, Search Network, and Display Network. Below the table is an 'Edit selected campaigns' section with various settings like Campaign name, Status, Search Network, Budget, Start/End dates, Ad rotation, and Ad schedule.

△	🔊	🔊	🔊	🔊	🔊	🔊	🔊	🔊
△	🔊	🔊	🔊	🔊	🔊	🔊	🔊	🔊
△	🔊	Grouped Location Based Keywords	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
		z Super Old - Yet to absorb	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
△		Activity Location Based General Keywords	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
△		Branded Keywords, Competitor Branding, Jobs	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
△		Listings	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
△		Supplier Location Based General Keywords	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
△		Venue Location Based General Keywords	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
△		Weddings	Paus...	2.00	24/08/2012	None	Google search ...	Disabled
△		Competitor's Keywords	Paus...	2.00	29/08/2012	None	Google search ...	Disabled

Edit selected campaigns

Campaign name: Grouped Location Based Keywords Status: **Paused**

Search Network: Google search only Budget (AUD): 2.00 per day

Display Network: Disabled Start date (D/M/Y): 24/08/2012 End date (D/M/Y) (None): None

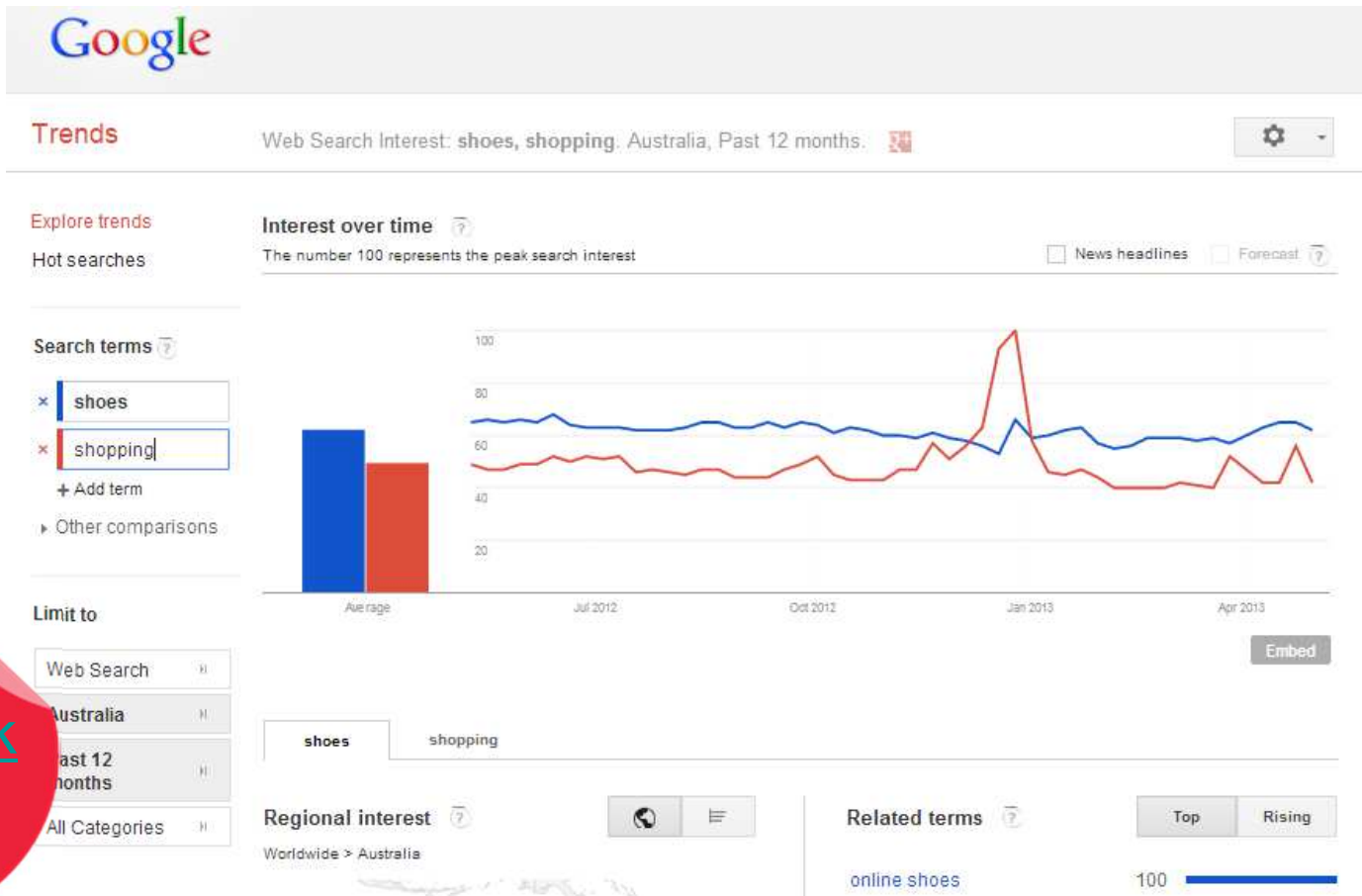
Enhanced campaign: Enabled Mobile bid adjustment: %

Devices: All Ad rotation: Optimize for conversions: Show ads expected to provide more conversions

Ad schedule: None Ad language targeting: English

Comments, Location extensions, Dynamic search ad extension





SEM + COMPETITORS KWDS

83

accounting AU SEARCH UPGRADE

accounting - SEMrush overview for keyword (for google.com.au database) ? Help

US UK CA RU DE FR ES IT BR AU Historical data Apr 2013

Keyword summary

Keyword	accounting
CPC	\$4.38
Com.	0.31
Exact volume	3,600
Number of results	282,000,000

CPC distribution

Trend

Phrase match report

Keyword	Volume	CPC	SERP source
optus my account	40,500	1.30	
gmail account	33,100	0.24	
telstra my account	18,100	0.10	
paypal account	12,100	0.10	
chartered accountants	8,100	0.38	

Related keywords report

Keyword	Volume	CPC	SERP source
ca	14,800	1.73	
alliance	8,100	0.11	
chartered accountants	8,100	0.38	
icaa	8,100	0.18	
aasb	6,600	0.10	

<http://www.semrush.com/>



Keyword Research
See Competitor Advertising Strategies

Real-time Tracking
Monitor Keyword Performance

Affiliate Intelligence
Uncover Top Products & Super Affiliates

Agency & Enterprise
Advanced Reports & API

SPY ON YOUR COMPETITORS! PROFIT FROM THEIR SUCCESS.

- ✓ Discover **competitors** and their **keywords**
- ✓ Get fresh data w/ **daily database updates**
- ✓ See site's spending for **Adwords**
- ✓ Find profitable **keyword+ad copy** combinations

A screenshot of the KeywordSpy interface showing a search for 'proflowers.com'. The interface includes a navigation bar, a search box with 'proflowers.com' entered, and a dropdown menu set to 'United States'. Below the search box are radio buttons for 'Domains', 'Keywords', 'Destination URLs', and 'Ad Copies'. The main content area shows 'Domain: proflowers.com' and a 'Results for:' section. A large play button is overlaid on the screenshot, and a green banner in the top right corner says 'Watch Demo See how it works'.

Not cheap
Good for
bigger
budgets &
Campaigns

The image shows the top portion of the WordStream website. At the top left is the WordStream logo, consisting of a blue wavy icon followed by the text "WordStream". To the right of the logo is a navigation menu with links for "Home", "What We Offer", "Pricing", and "Company". Below the navigation is a large blue banner. On the left side of the banner is a screenshot of an "AdWords Performance Grader" report for "Acme Corp's John Taylor". A magnifying glass is positioned over the report, highlighting a score of "91%". To the right of the screenshot, the text reads "40 Hours of PPC Analysis in 60 Seconds or Less!". Below this text is a red button that says "Get Your FREE Report Today". Further down on the right, it says "Fast. Secure. Free." and "PLAY VIDEO". At the bottom of the banner are social media icons for Facebook, Twitter, LinkedIn, and Google+, followed by the text "Learn about WordStream's 20 Minute PPC Work Week". Below the banner are three white boxes with blue and orange accents. The first box is titled "Worry-Free PPC" and features an image of a person meditating. The second box is titled "Throwing Money Away on PPC?" and features an image of a trash can full of money. The third box is titled "Solutions for Agencies" and features an image of a person sitting on a large blue checkmark.

Quickly Build High Converting Landing Pages with Templates [See Our Templates in Action](#)

unbounce

[Log In](#) | [Sign Up](#)

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[Contact Us](#) 1-888-515-9161

Build, publish & A/B test landing pages without I.T.

Increase the ROI of your marketing campaigns



Shut up
and take
my money

OVER 4,000 HAPPY CUSTOMERS

THANK YOU!

87

Frederic Chanut

Managing Director, In Marketing We Trust

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www.inmarketingwetrust.com.au

Keep
in touch if you
want feedback
on your own
strategy

Connect with us

