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/

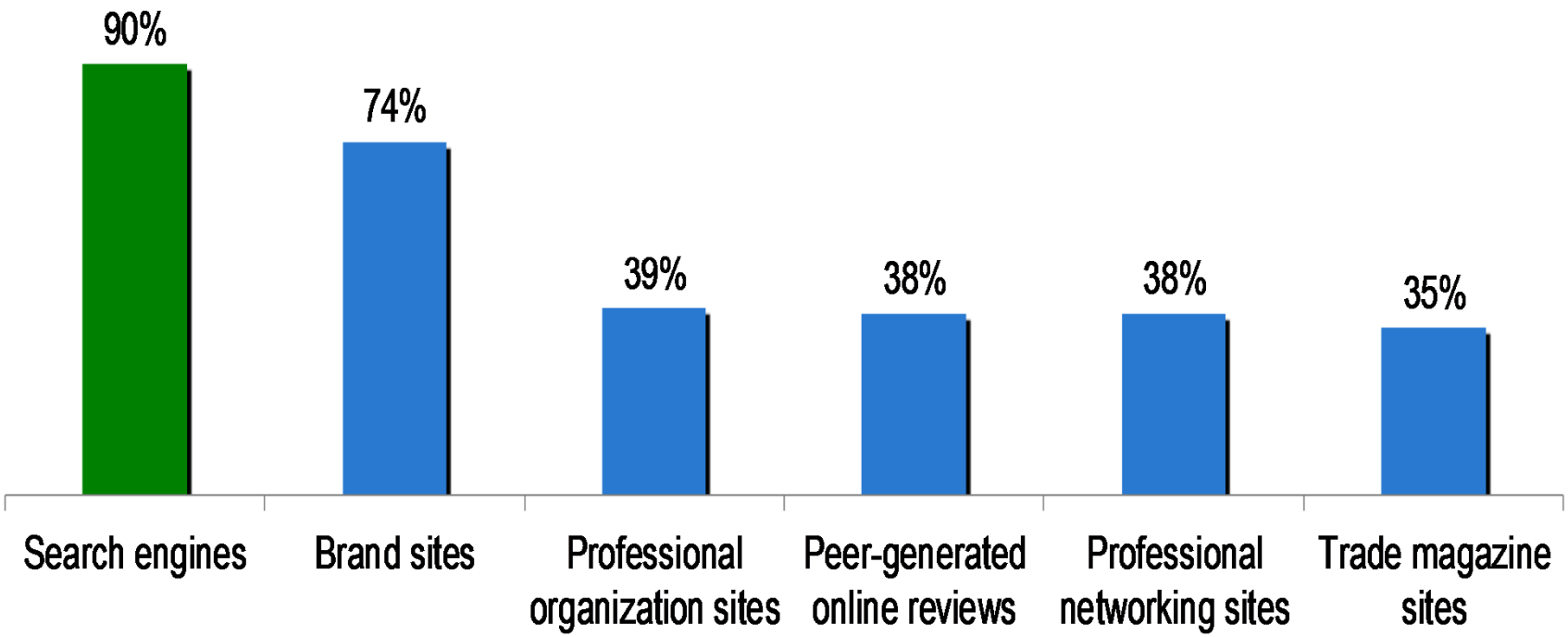
90 MIN. INTRO TO GOOGLE ADWORDS

- 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)

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

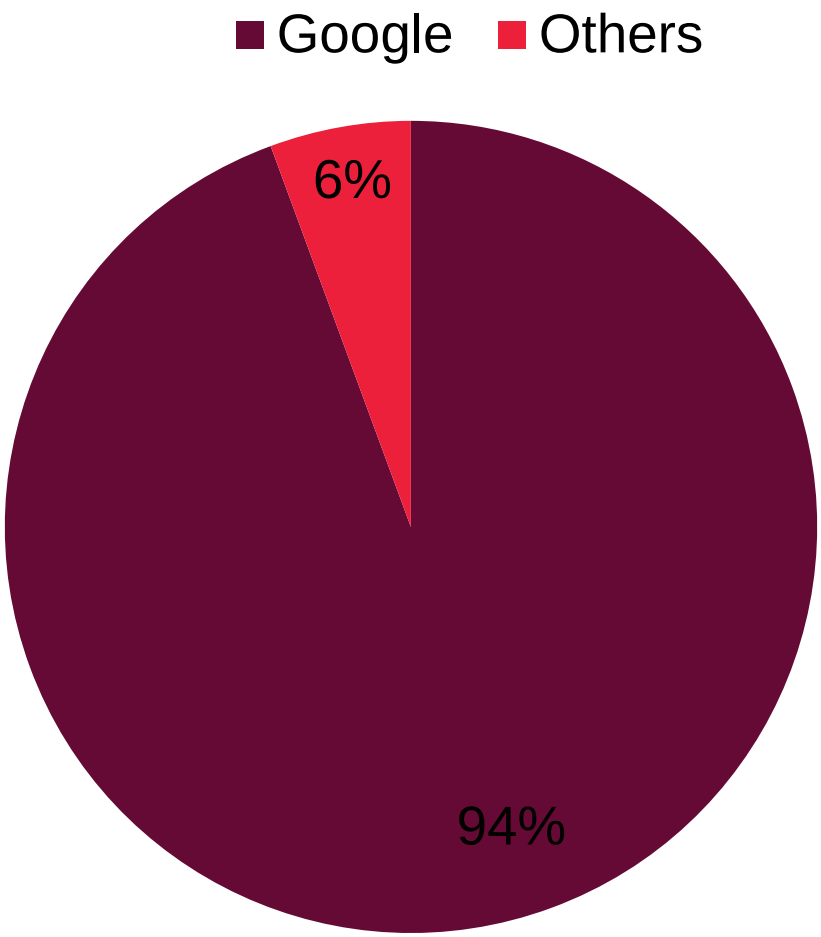
Get Traffic> Pay Google> Make Sales > RETIRE

#1 SOURCE USED IN PURCHASE DECISIONS

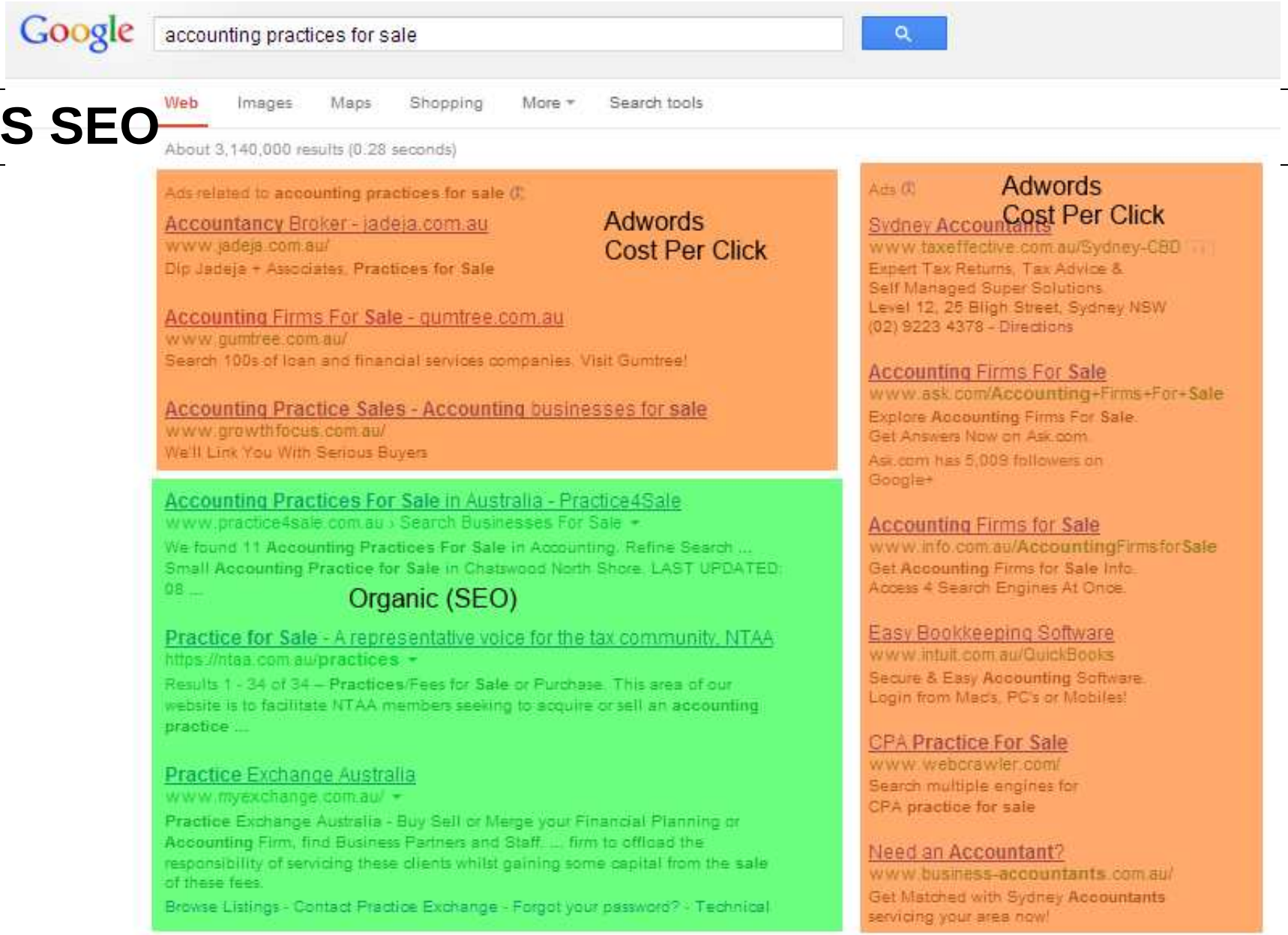


Source: Google & Compete, B2B Customer Study, 2012

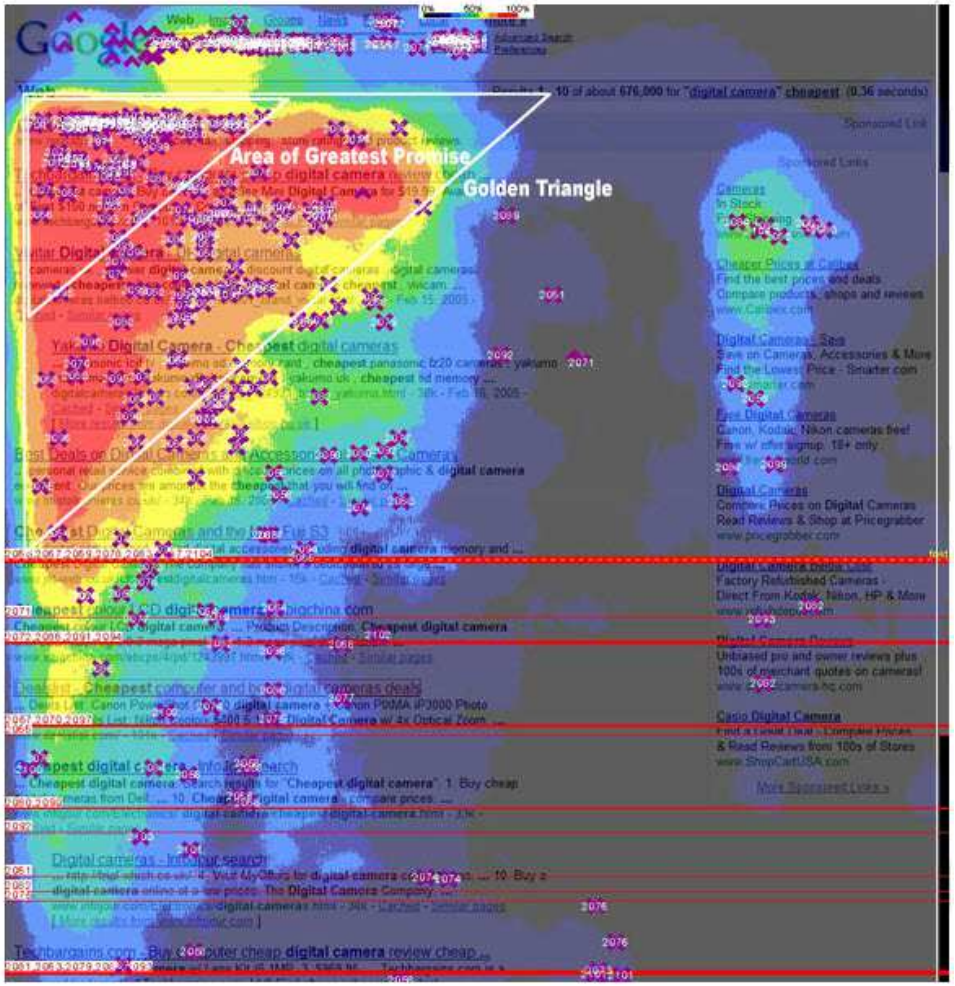
SEARCH ENGINES IN AUSTRALIA



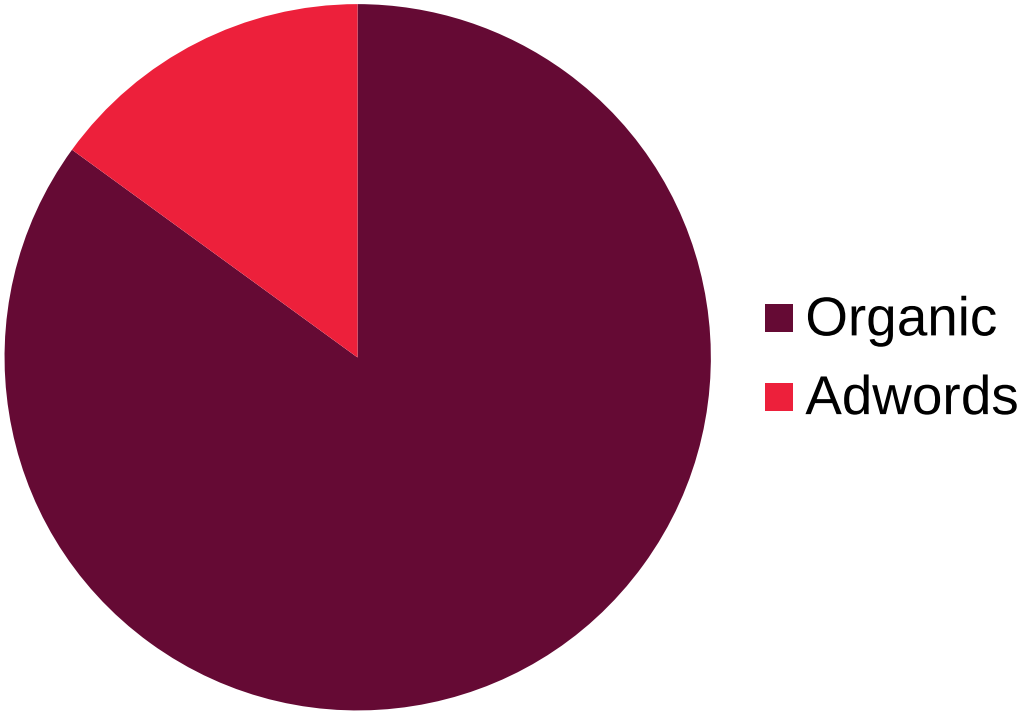
SEM VS SEO


Google
accounting practices for sale
Web
Images
Maps
Shopping
More
Search tools
About 3,140,000 results (0.28 seconds)
Ads related to accounting practices for sale
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.growthfocus.com.au/
We'll Link You With Serious Buyers
Adwords
Cost Per Click
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 ...
Organic (SEO)
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
Ads
Adwords
Cost Per Click
Sydney Accountants
www.taxeffective.com.au/Sydney-CBD
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

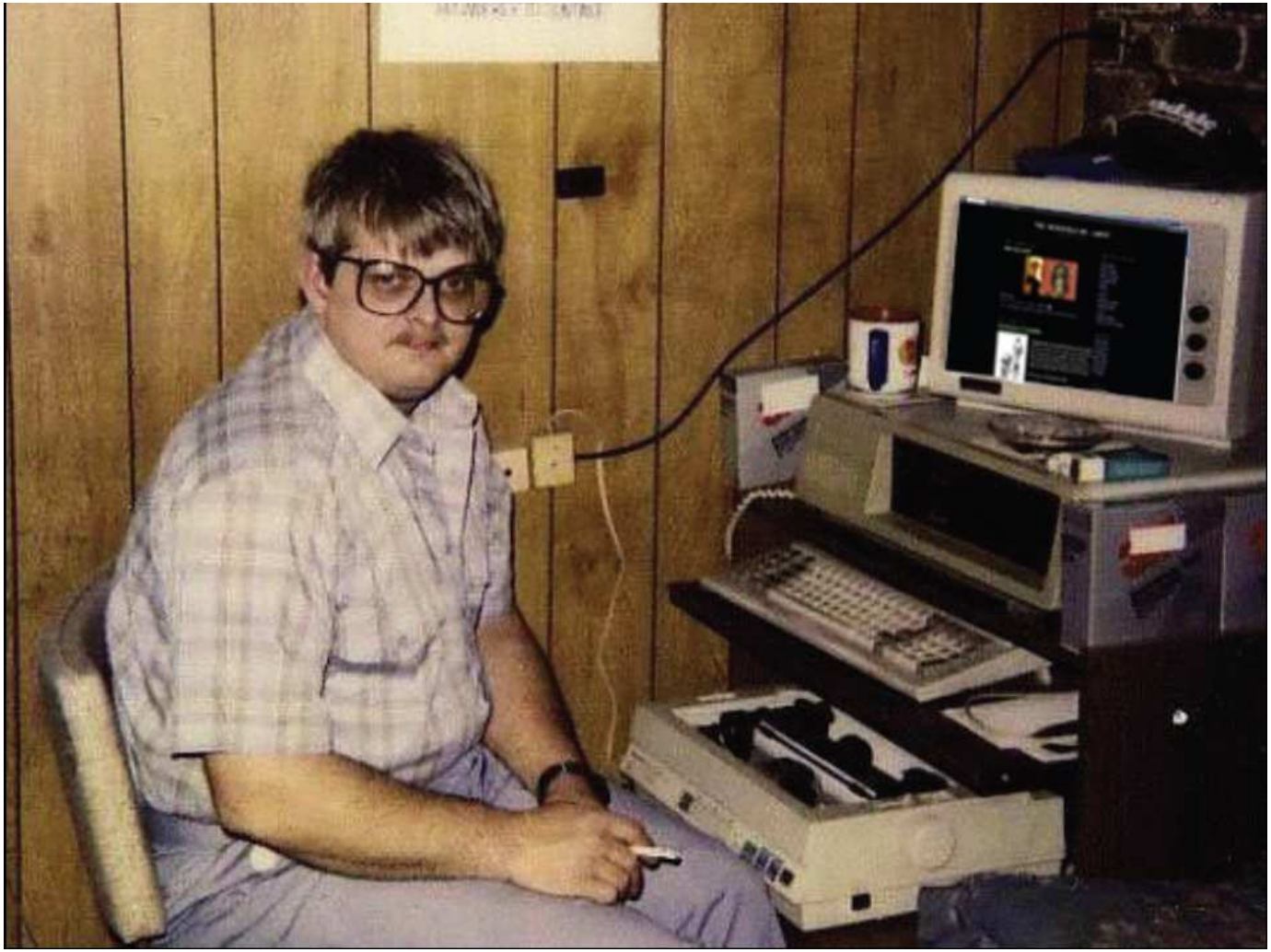


SEO vs SEM



ADWORDS IS A MARKETING INITIATIVE

Don’t leave Adwords to IT!!!

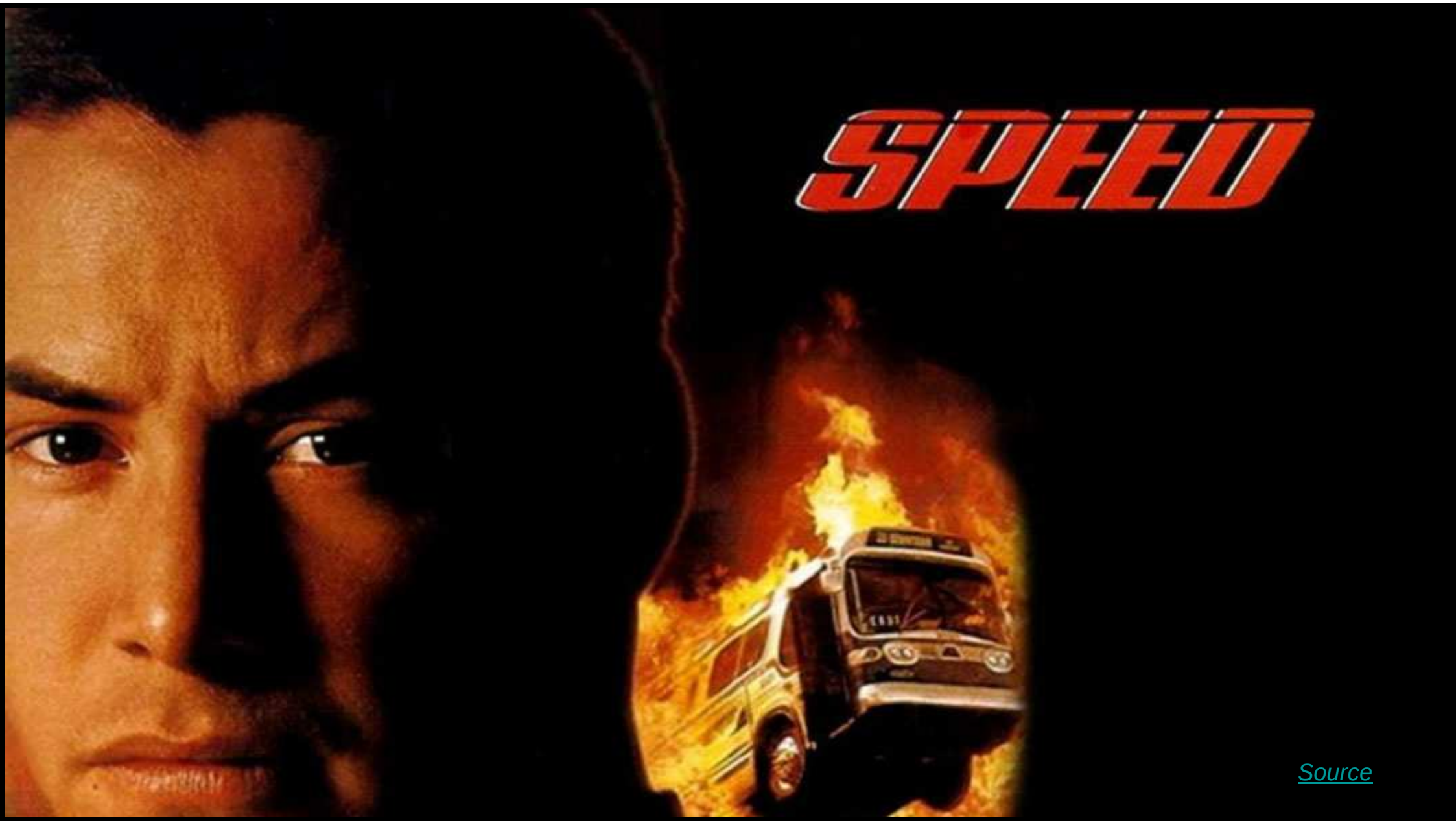


INTRODUCTION TO GOOGLE ADWORDS

KEY ADVANTAGES

“So is that internet marketing another fad?!”

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



Source

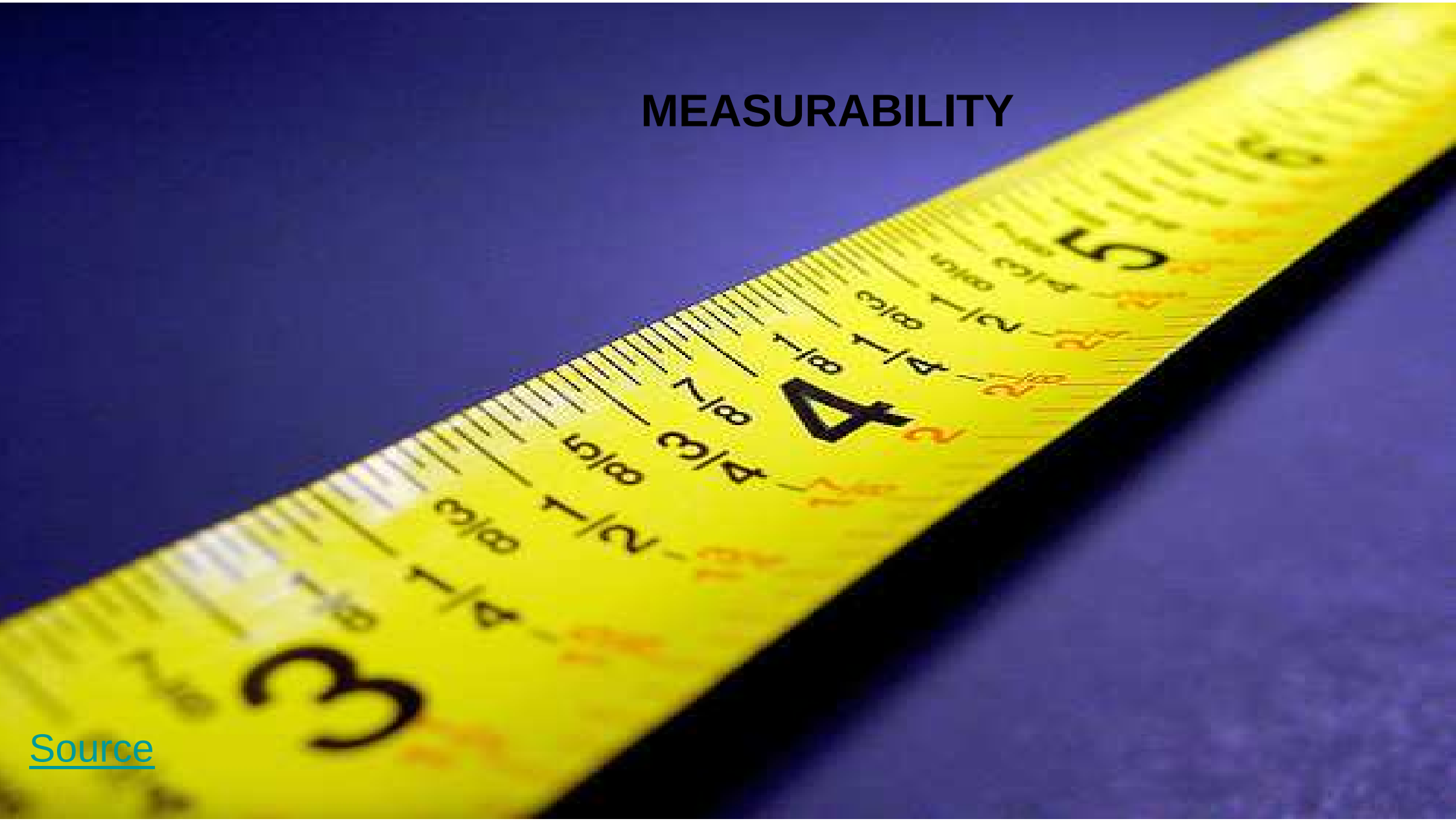
VAN DAMME
A JOHN WOO FILM
HARD TARGET
18
Don't hunt what you can't kill.
UNIVERSAL PICTURES PRESENTS AN ALPHAVILLE/RENAISSANCE PRODUCTION JEAN-CLAUDE VAN DAMME "HARD TARGET"
LANCE HENRIKSEN · YANCY BUTLER AND WILFORD BRIMLEY MUSIC BY GRAEME REVELL FEATURING CHUCK PFARRER TERENCE CHANG DARYL KASS BOB MURAWSKI PHIL DAGORT RUSSELL CARPENTER
EXECUTIVE PRODUCERS MOSHE DIAMANT SAM RAIMI ROBERT TAPERT WRITTEN BY CHUCK PFARRER PRODUCED BY JAMES JACKS SEAN DANIEL DIRECTED BY JOHN WOO
A UNIVERSAL RELEASE
©1993 UNIVERSAL CITY STUDIOS, INC.
SOUNDTRACK ALBUM AVAILABLE ON VARÈSE SARABANDE COMPACT DISC AND CASSETTE

Source

"THE COOLEST BRITISH MOVIE OF 2007"
THE INDEPENDENT
A FILM BY ANTON CORBIJN
CONTROL
SAMANTHA MORTON SAM RILEY
www.controlthemovie.com
Soundtrack available on Warner Bros. Records

Source

MEASURABILITY



Source

AGILITY

source

ADWORDS BEST USED FOR

- 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

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

BIDDING AUCTION

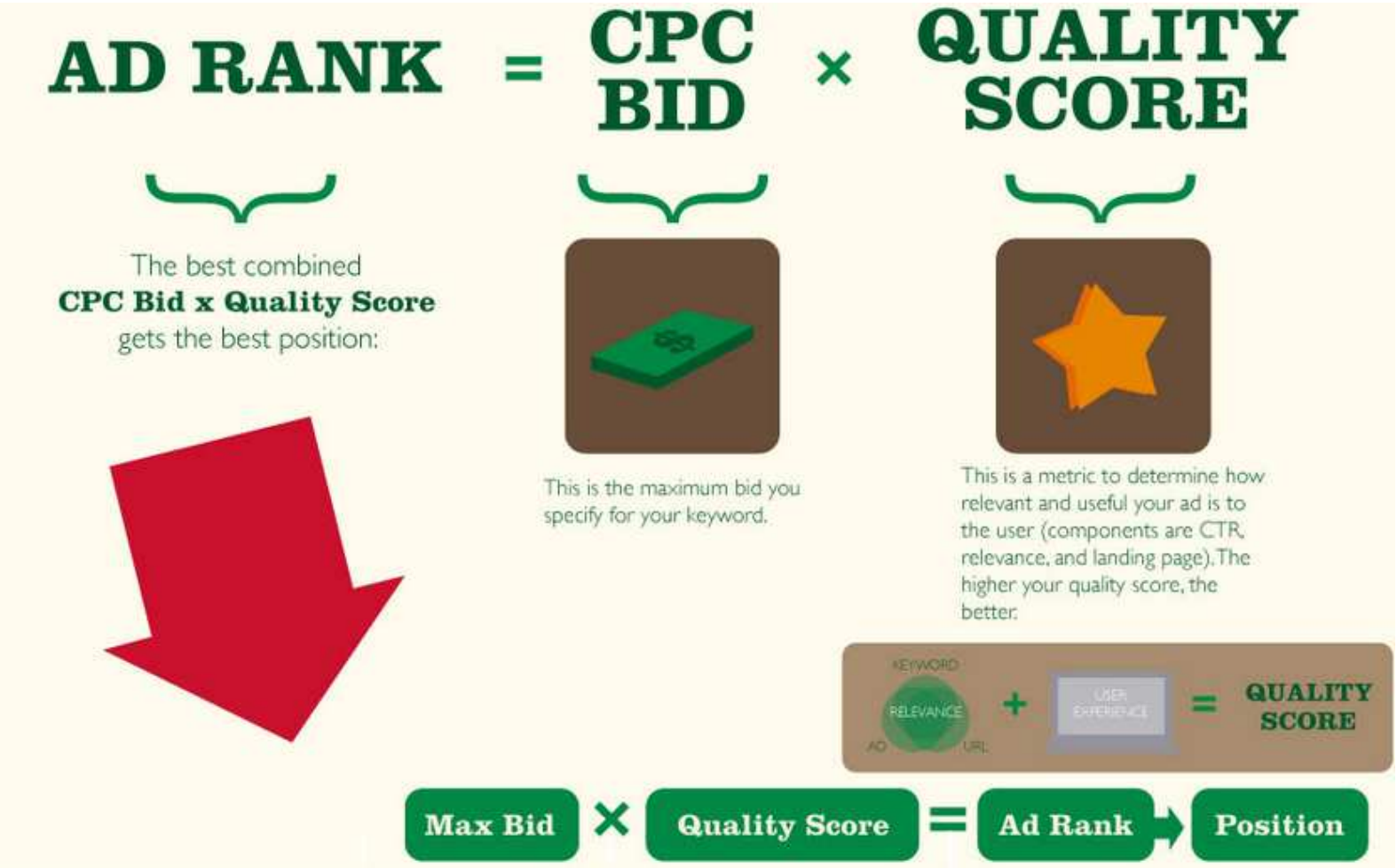
Advertisers **identify keywords they want to bid on,** how much they want to spend, and create groupings of these keywords that are paired with ads.

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.

Source

UNDERSTANDING ADRANK

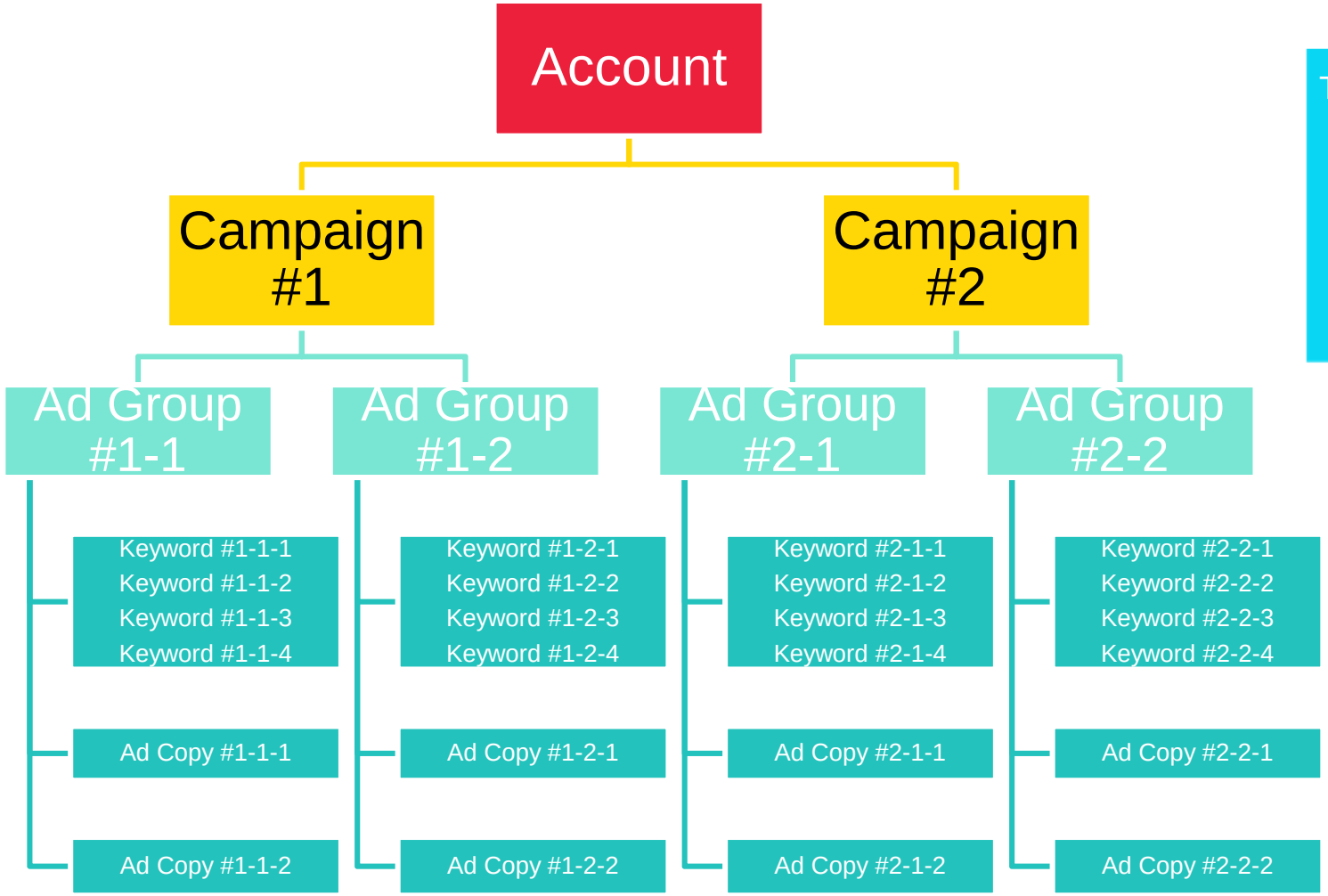


Source

DETERMINE WHAT YOU PAY

Source

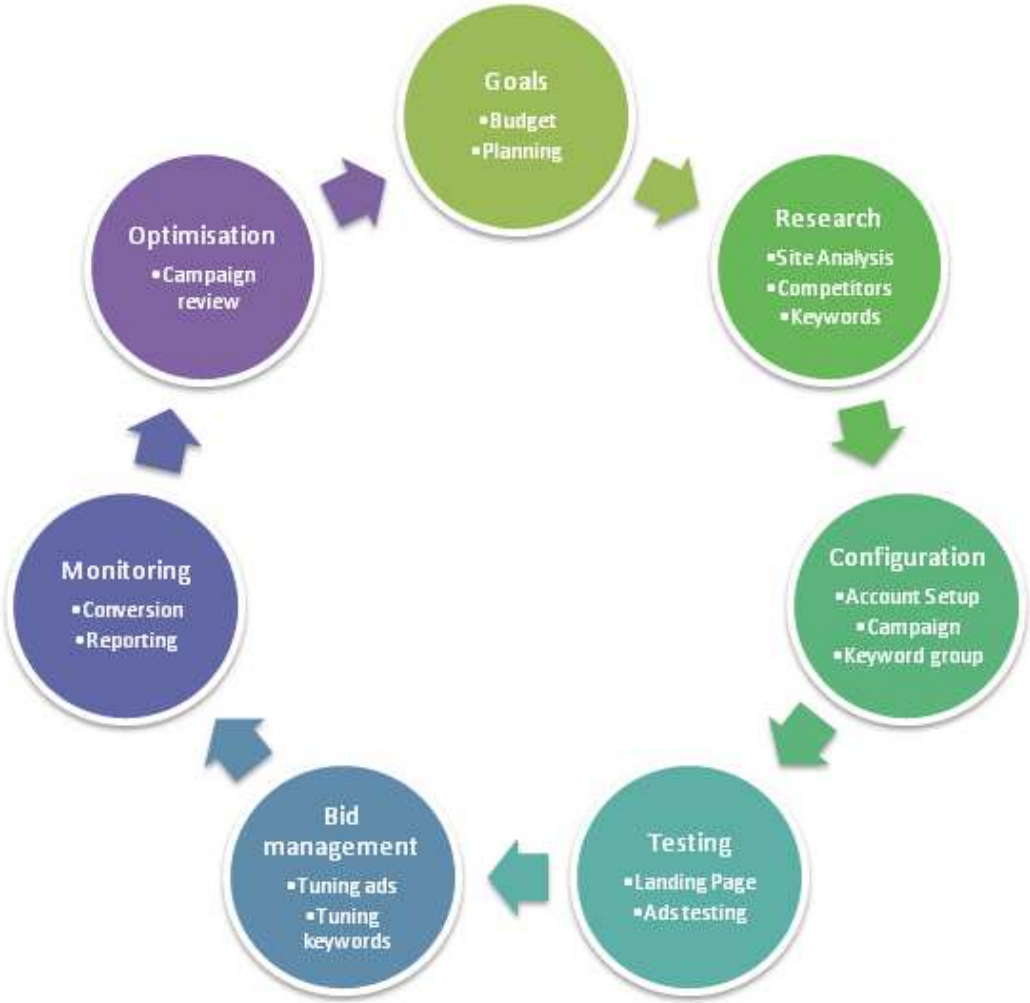
ADWORDS ACCOUNT STRUCTURE



Tight Grouping

Keep your kwd group as tight as possible

GOOD ADWORDS ACCOUNT MANAGEMENT



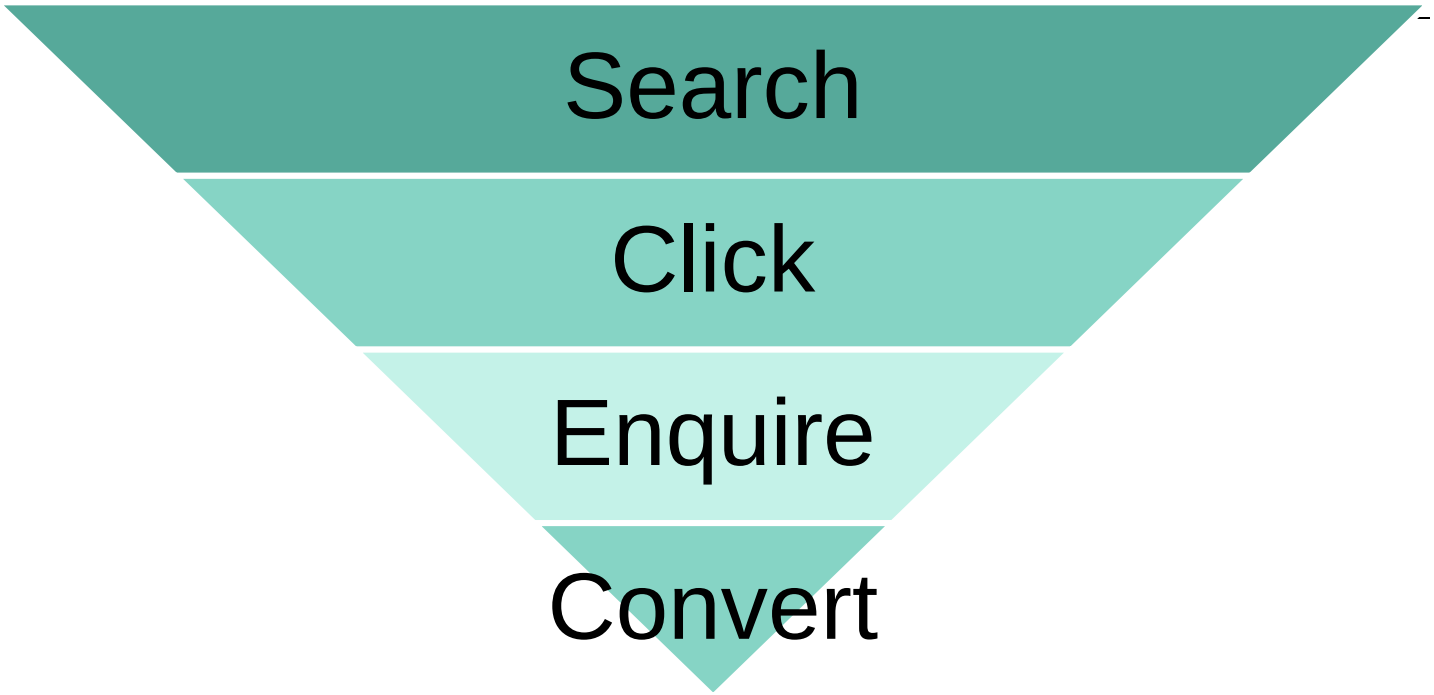
GOALS & BUDGET

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

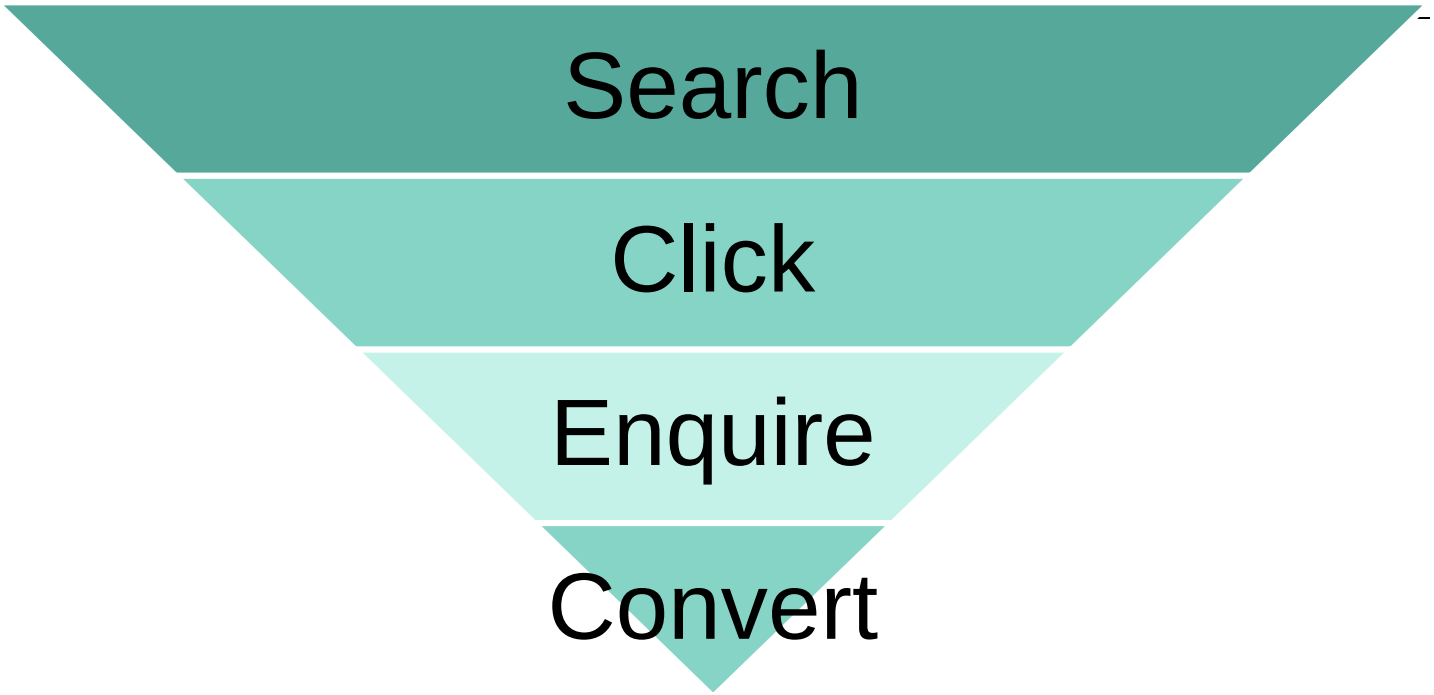
3% of Search clicks ads
3% x 9,900 searches = 297
Cost per $3,53 x 297 = $1,048

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

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

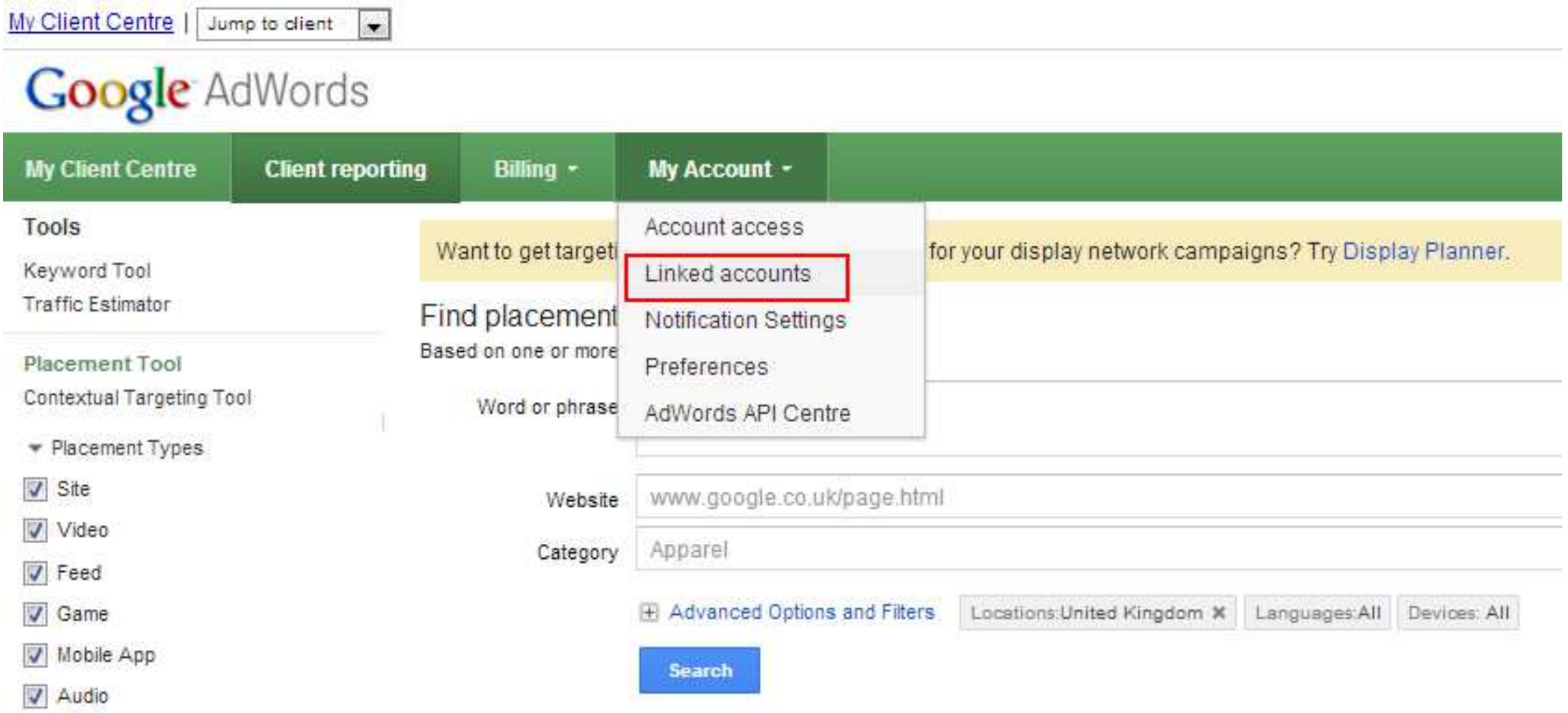
20% of enquiry Convert
20% x 15 leads = 3

Cost per cust =$349

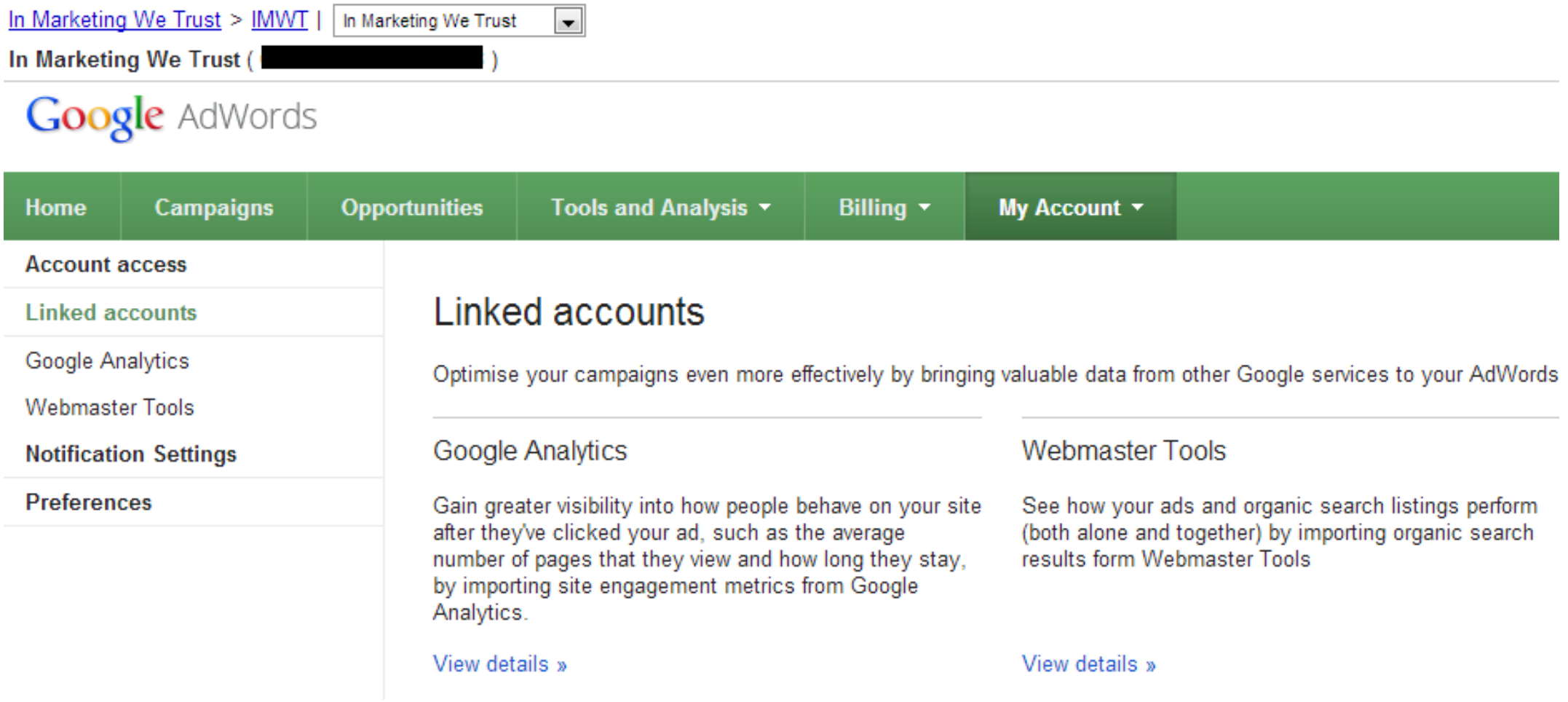
WALK-THROUGH SETUP

Techy stuff already? Going to be fun ride…

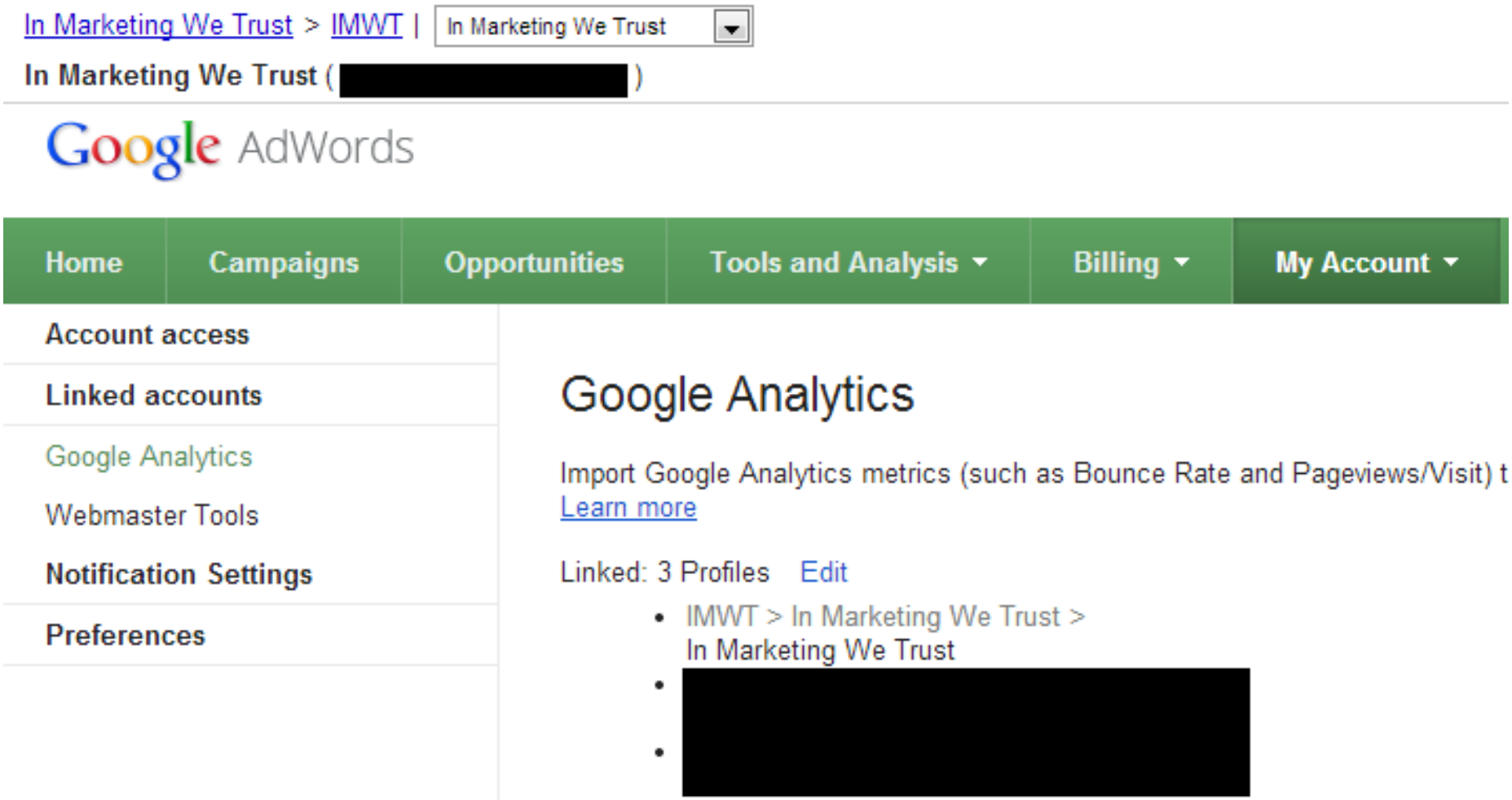
WALKTHROUGH – SETUP ANALYTICS



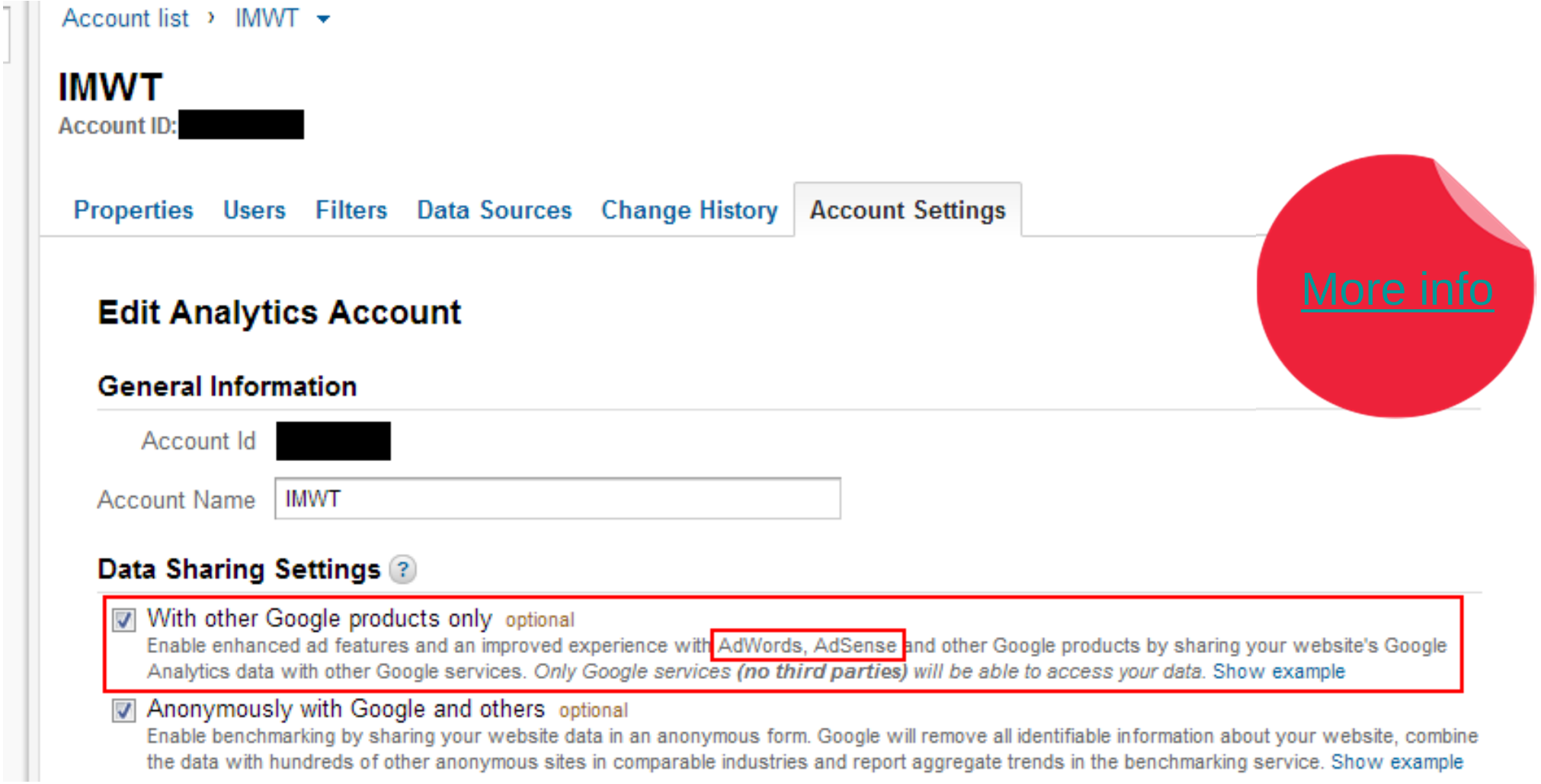
WALKTHROUGH – SETUP ANALYTICS



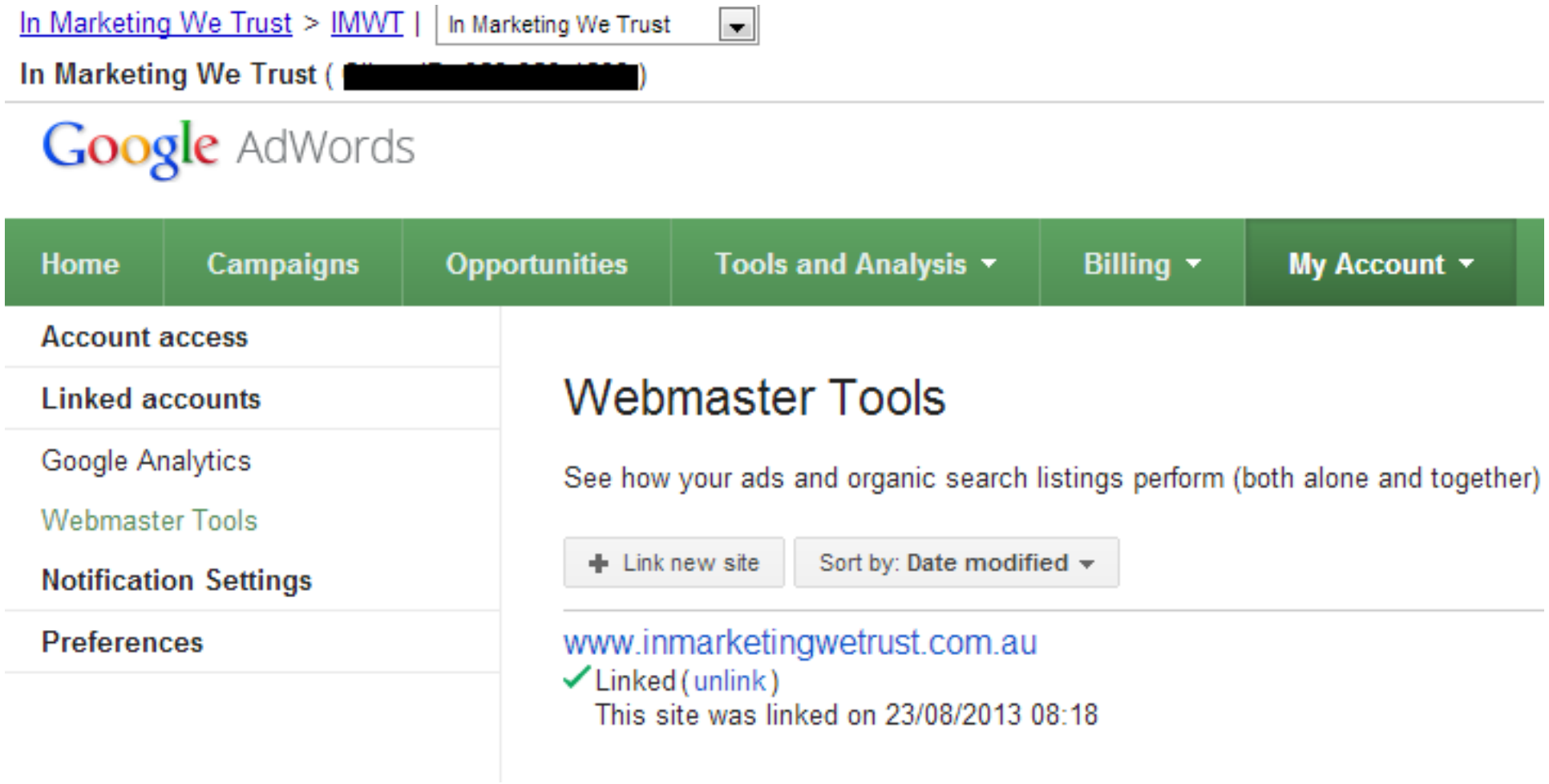
WALKTHROUGH – SETUP ANALYTICS



WALKTHROUGH – SETUP ANALYTICS

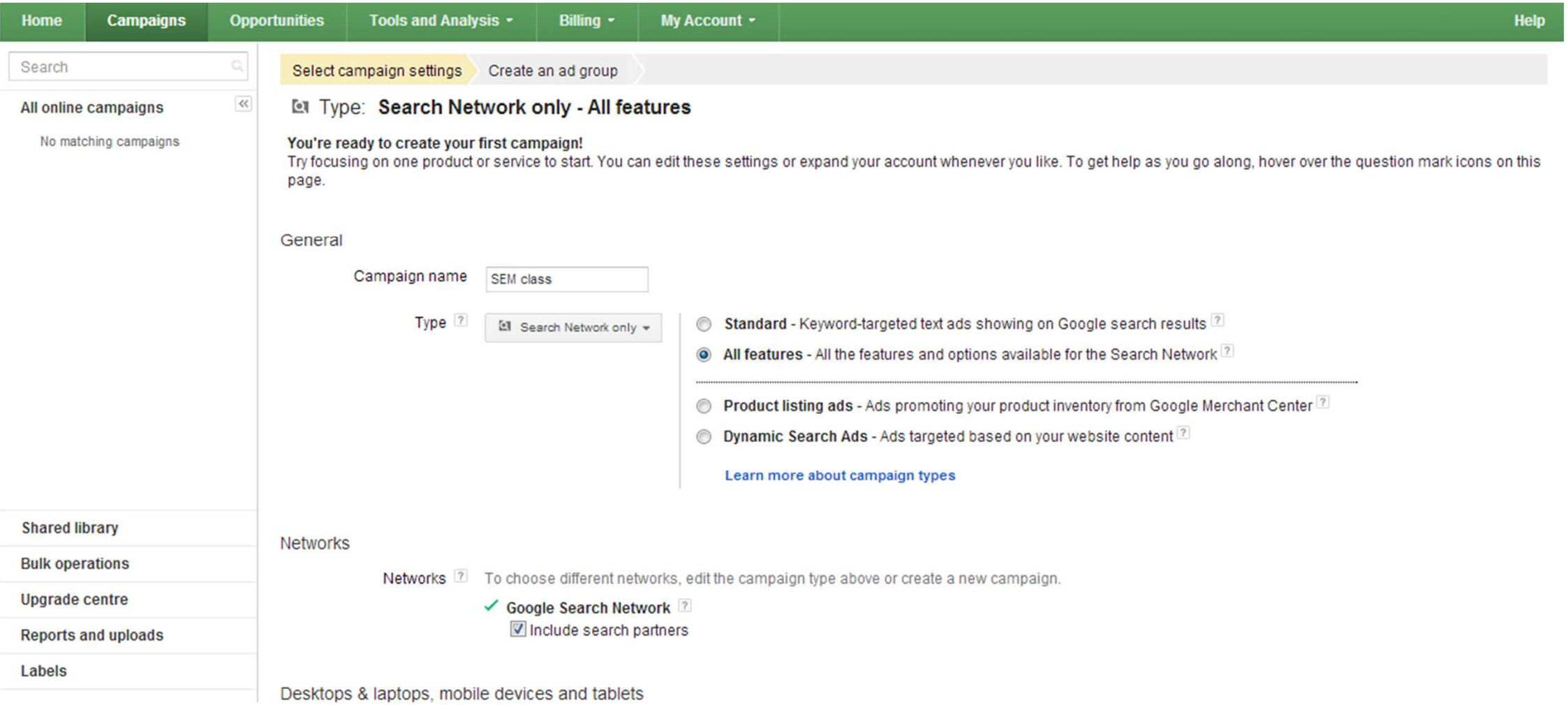


WALKTHROUGH – SETUP WEBMASTER

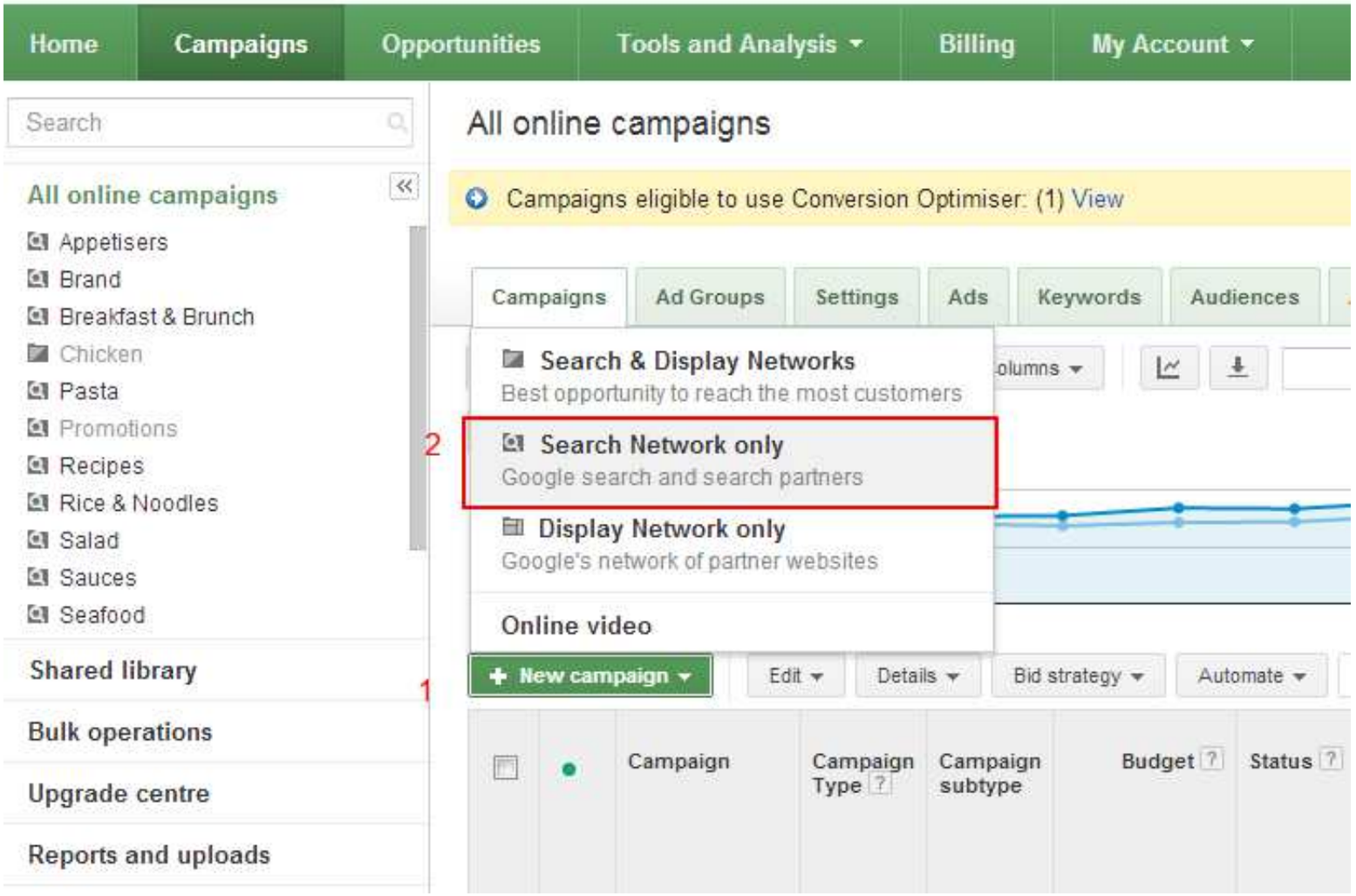


WALK-THROUGH 1ST CAMPAIGN

WALKTHROUGH – FIRST CAMPAIGN

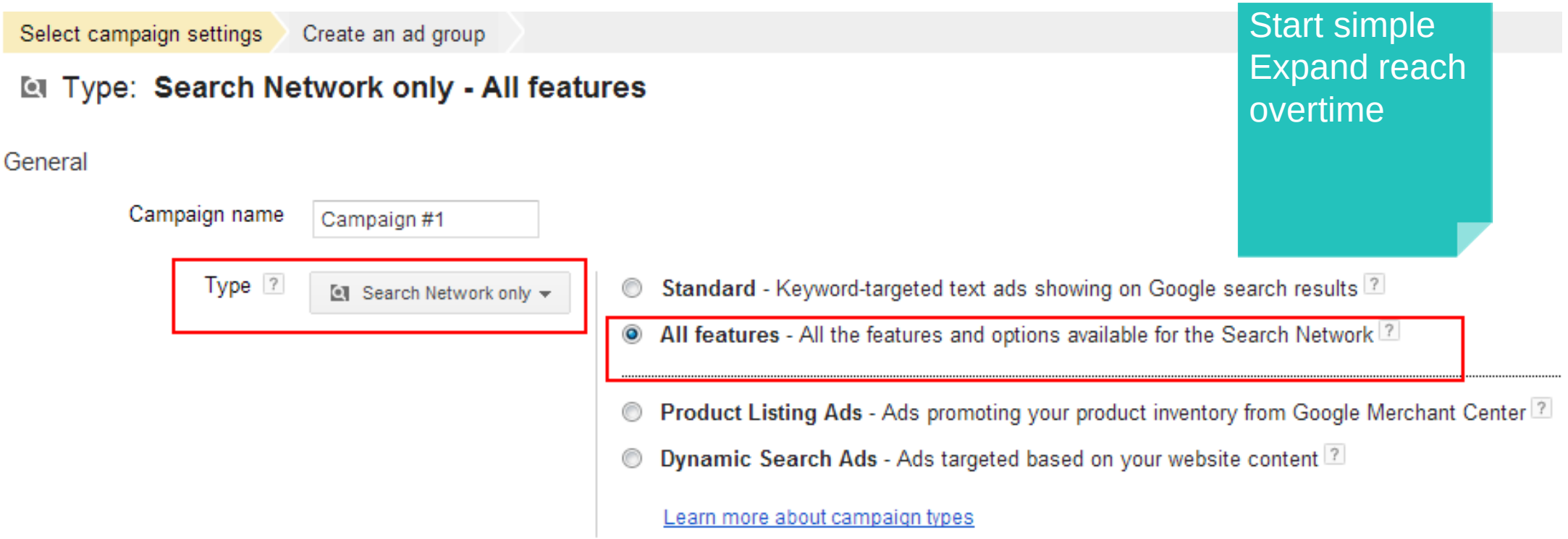


WALKTHROUGH – FIRST CAMPAIGN

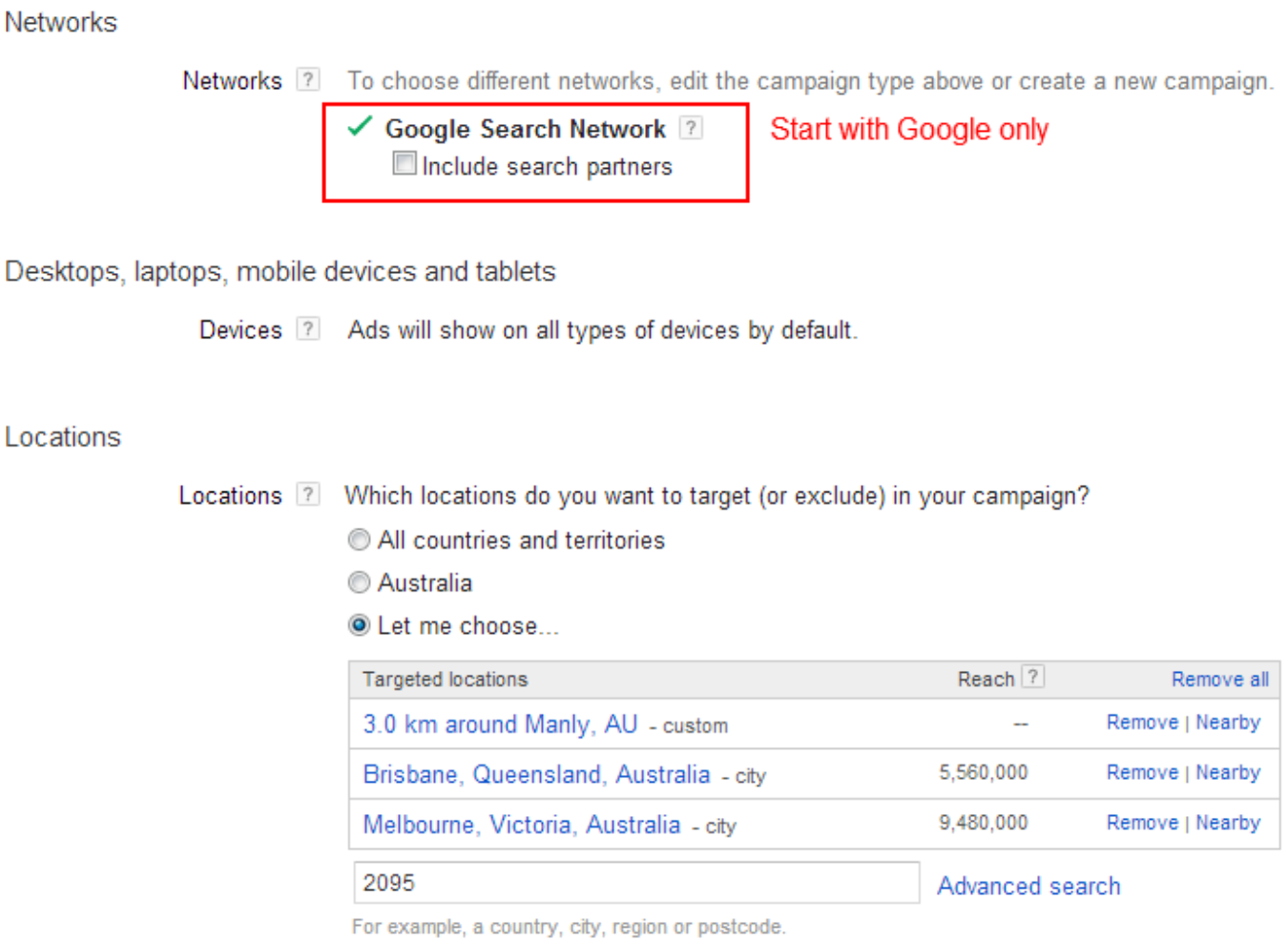


Start w/ Google only and expand as you build experience

WALKTHROUGH – FIRST CAMPAIGN

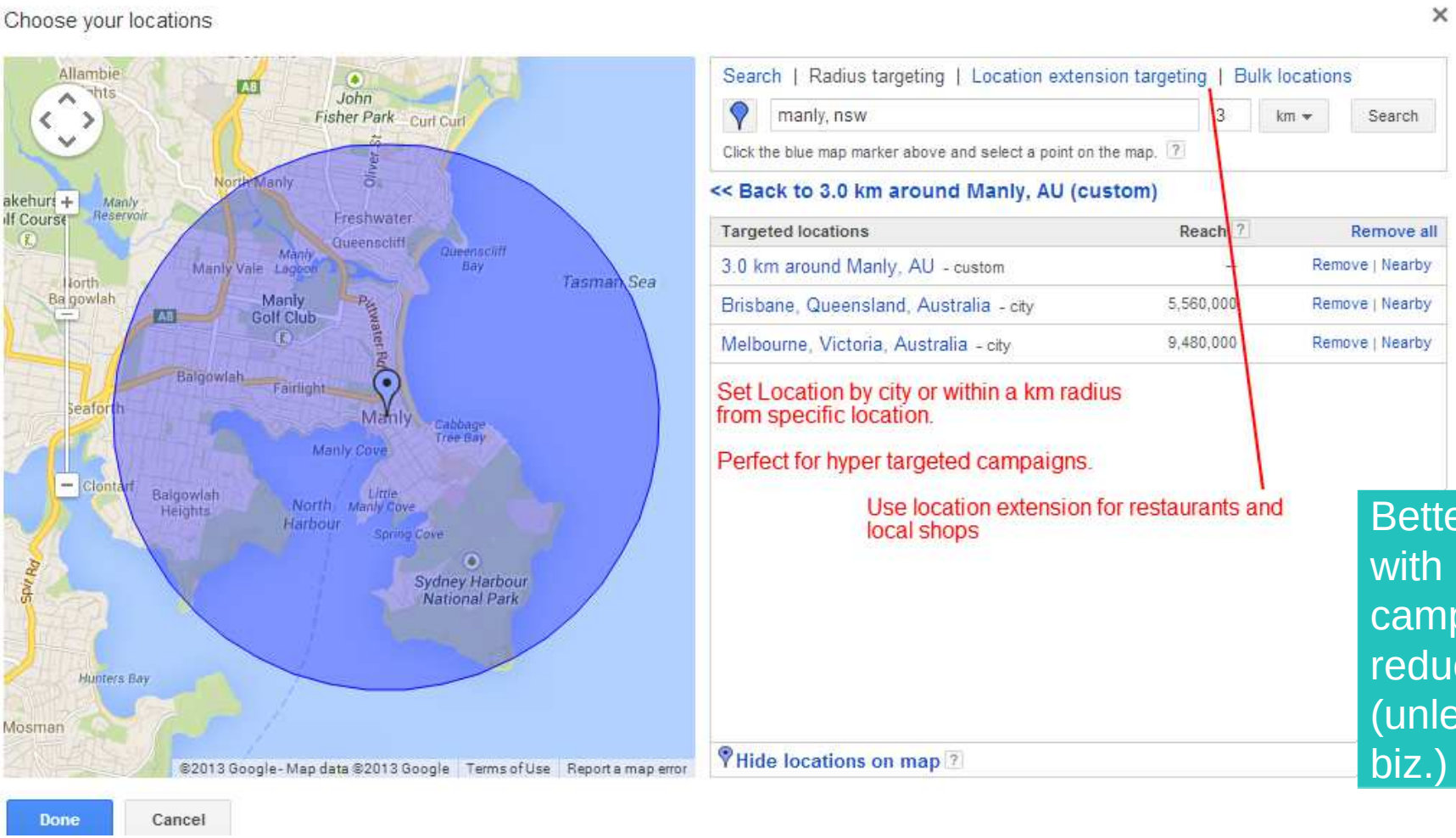


WALKTHROUGH – SETTINGS



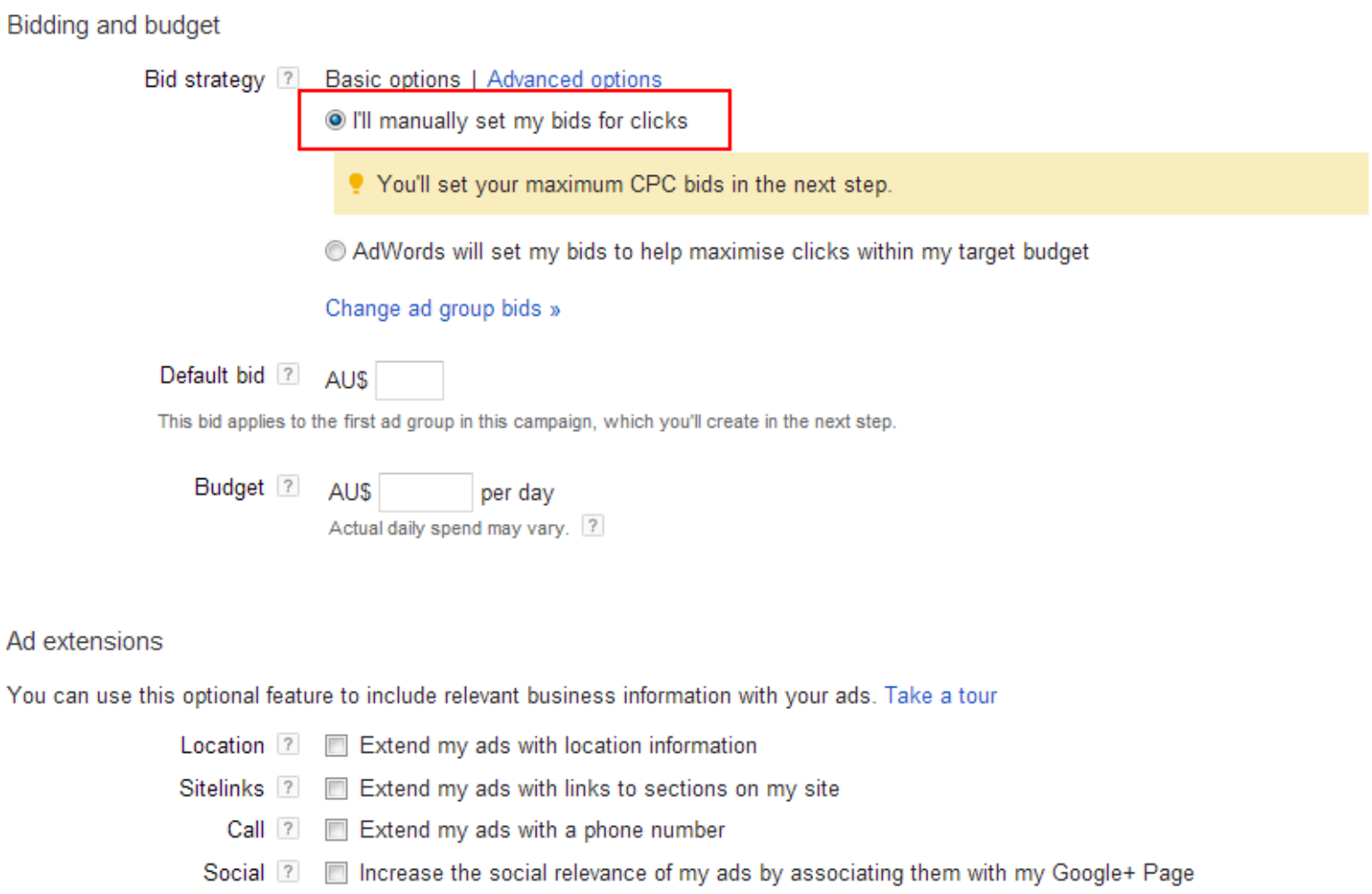
Since enhanced campaigns all devices are targeted by default

WALKTHROUGH – SELECTION LOCATION



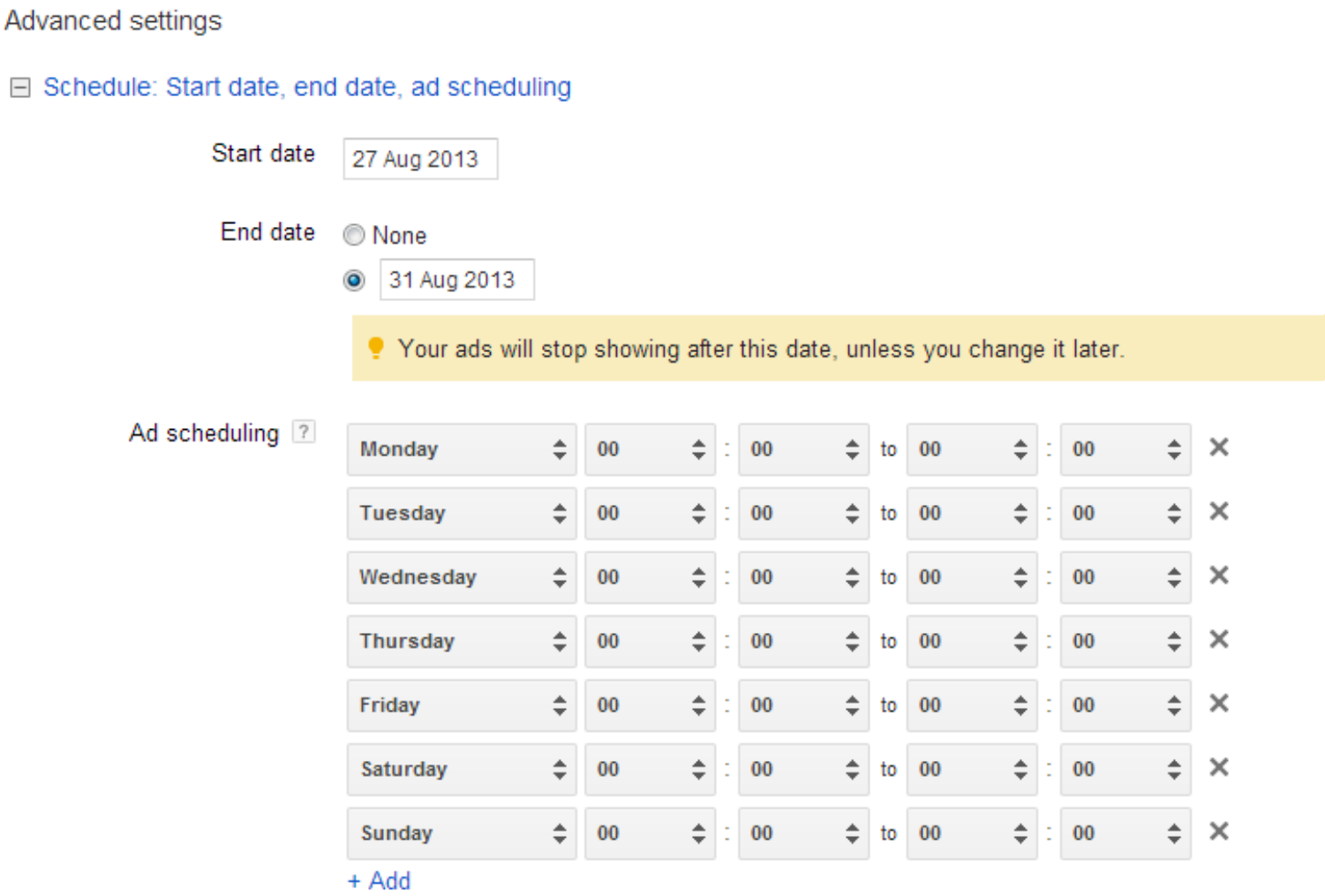
Better to start with a national campaign and reduce range (unless local biz.)

WALKTHROUGH – BID SETUP



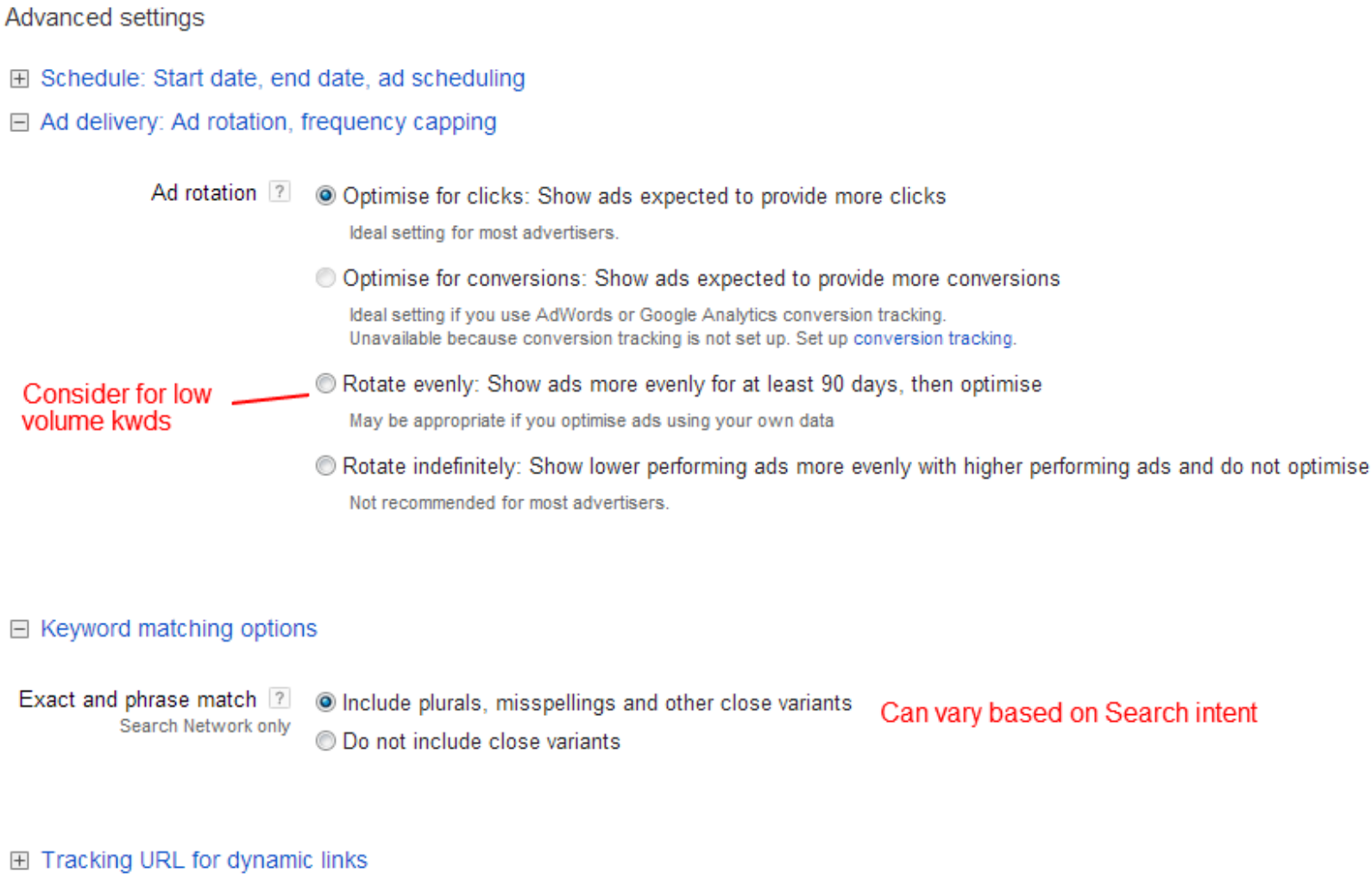
Set bids to manual to increase control and efficiency

WALKTHROUGH – SCHEDULING

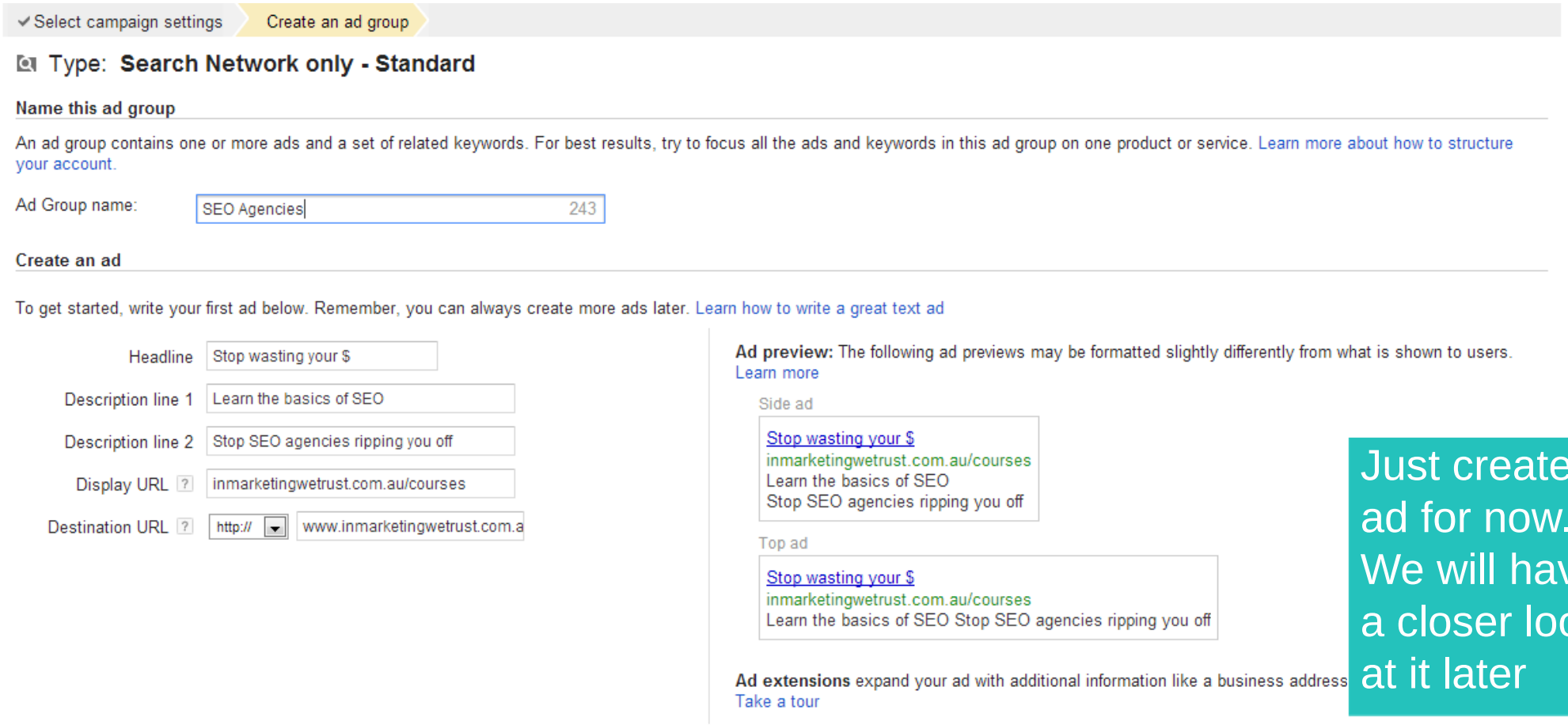


Set bids to manual to increase control and efficiency

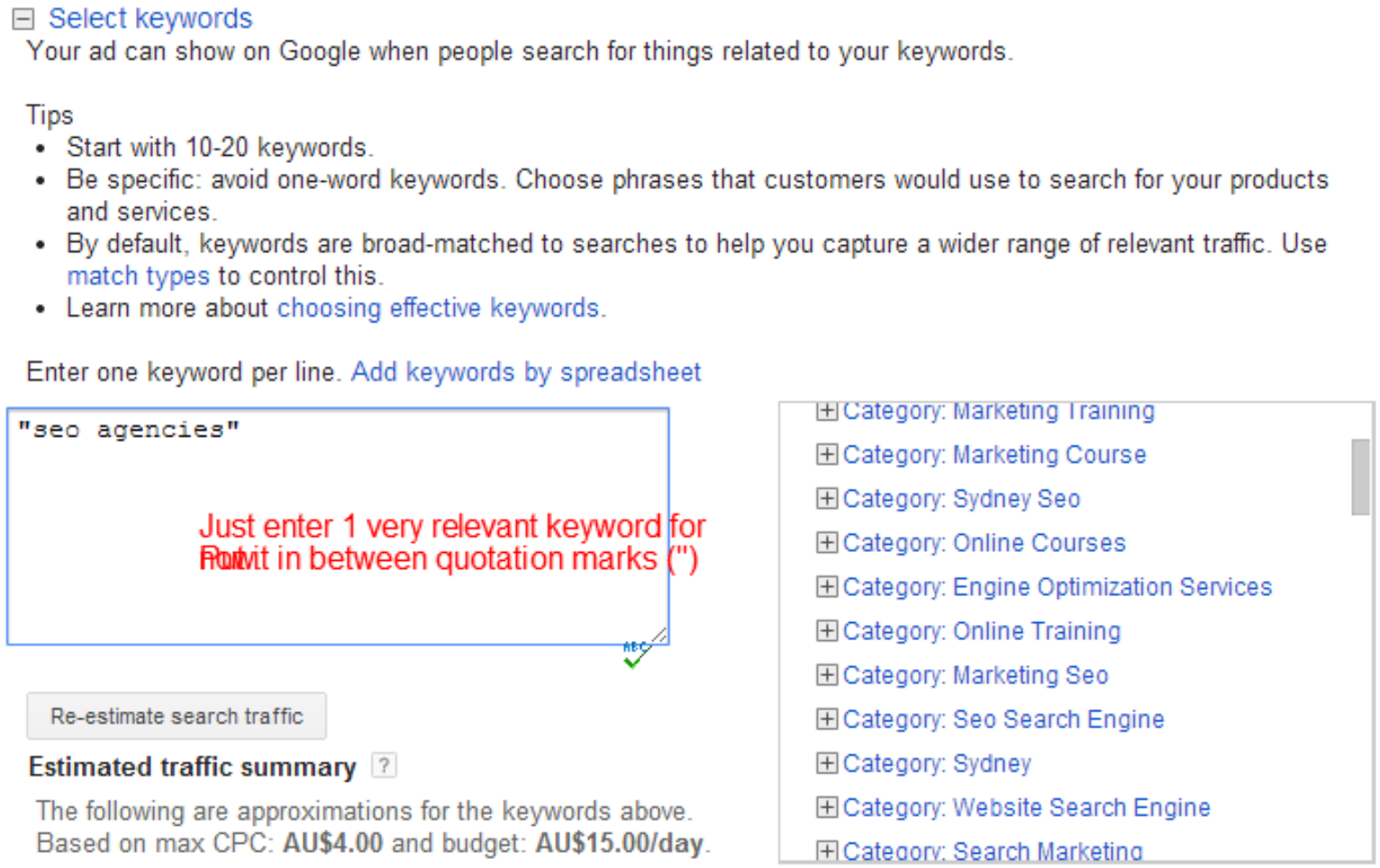
WALKTHROUGH – AD ROTATION



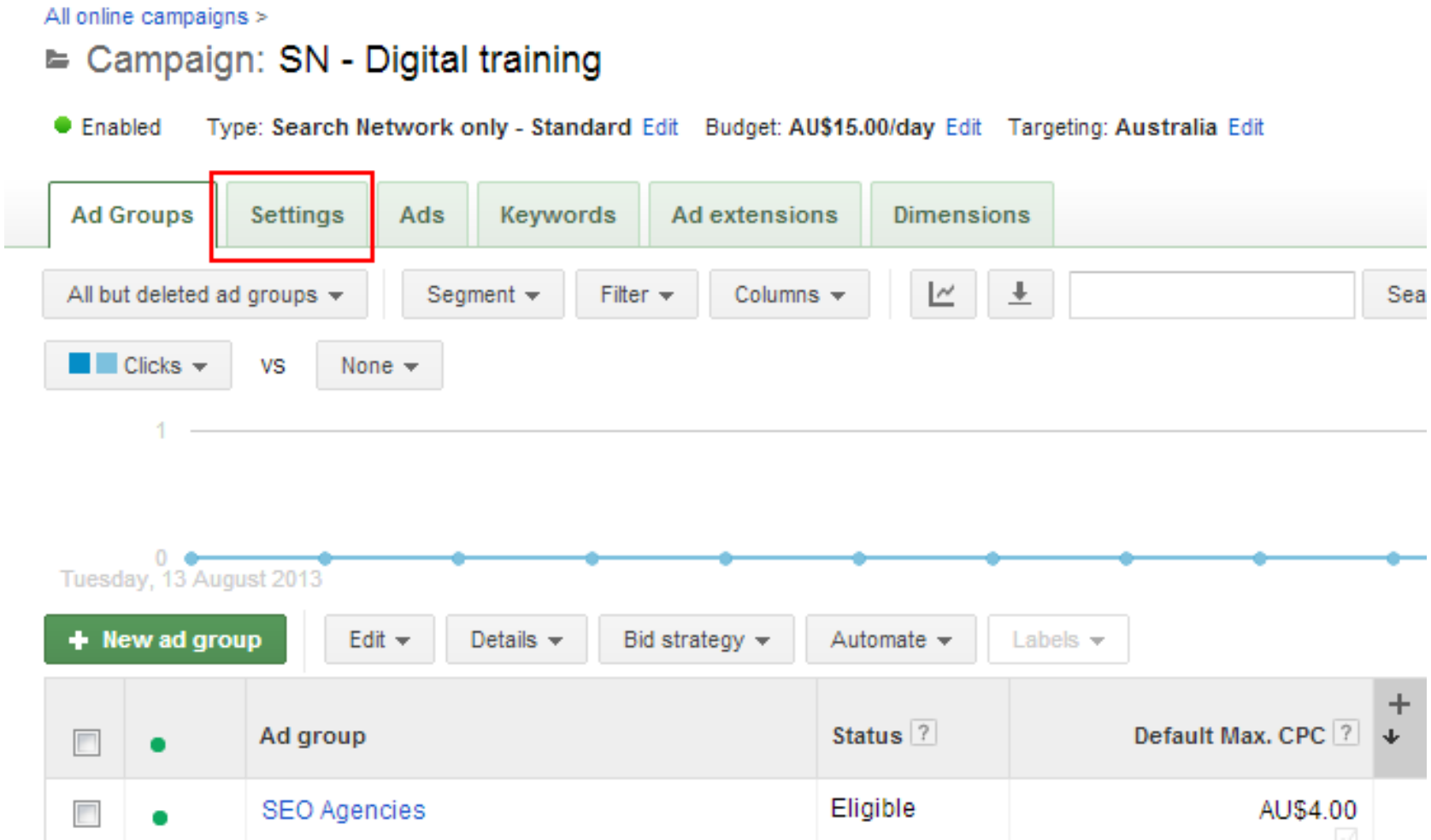
WALKTHROUGH – SETUP AD



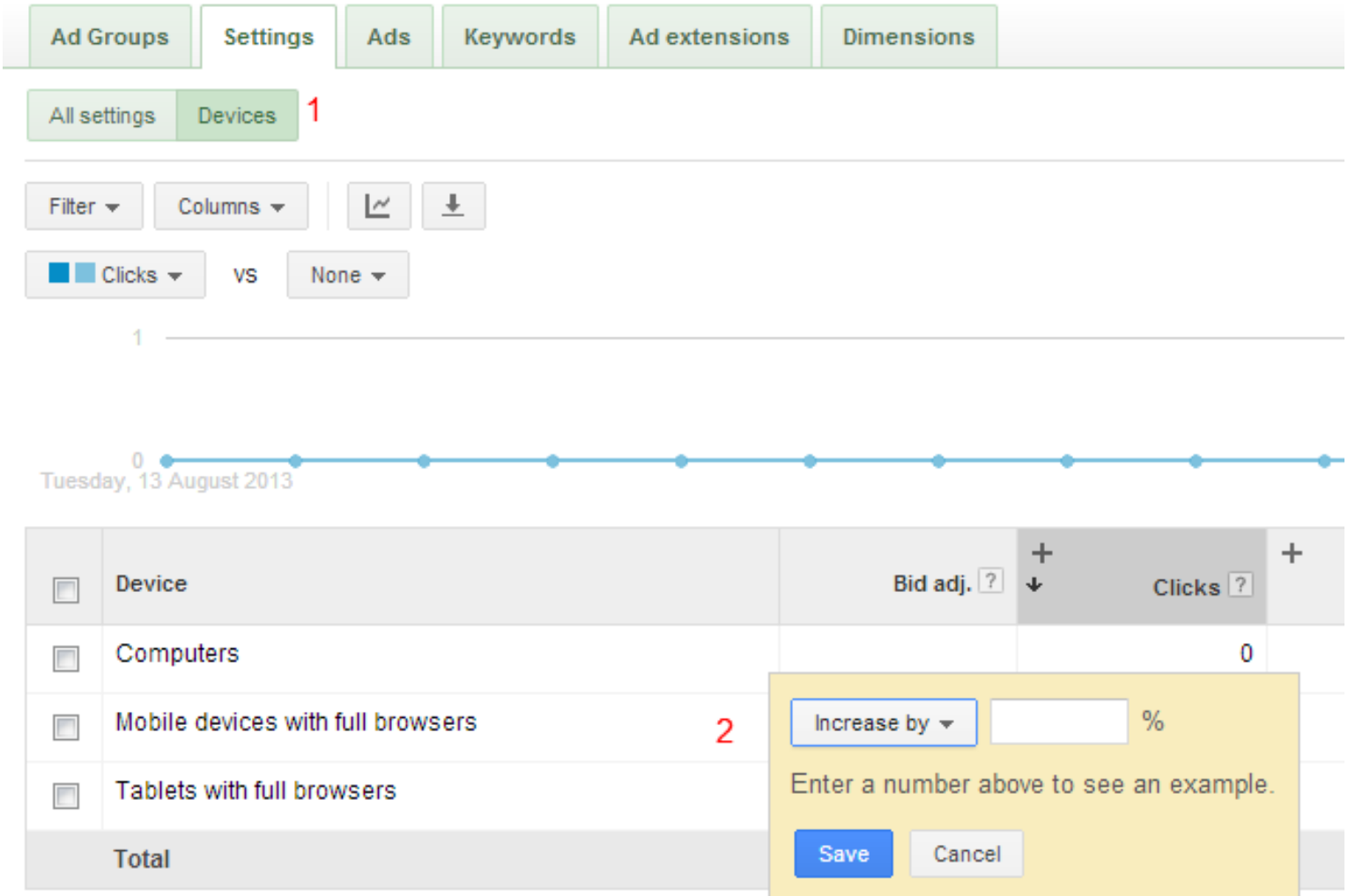
WALKTHROUGH – SETUP KEYWORD



WALKTHROUGH – EXTRA SETTINGS



WALKTHROUGH – MOBILE BID ADJUSTMENT



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…

CUSTOMER PROBLEM

Search Marketing transform your customer pain points into

their

spoken/written language

You need to understand

their

Search Intent

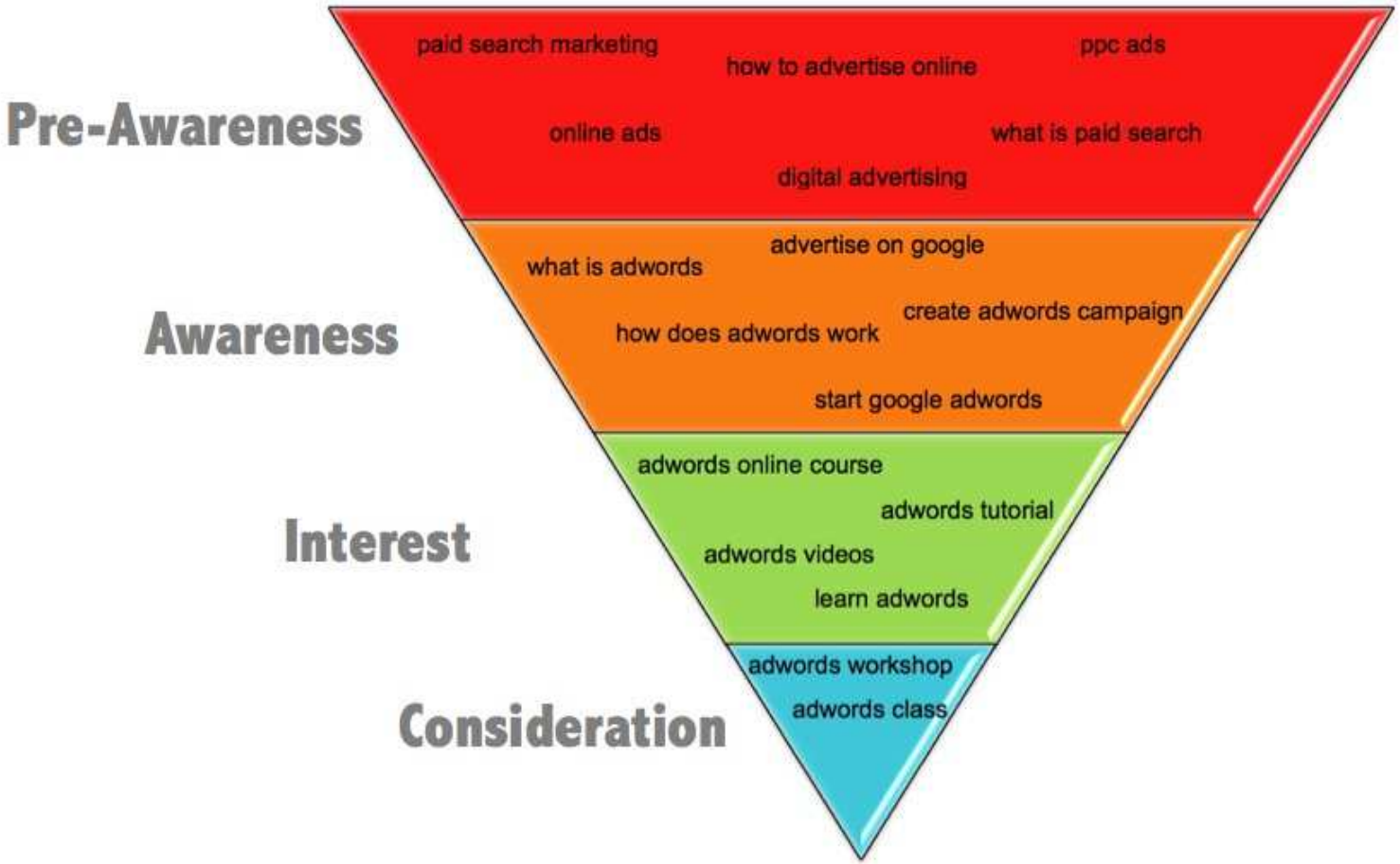
Your worst enemies:

Jargon

Corporate Speak

Creative Description

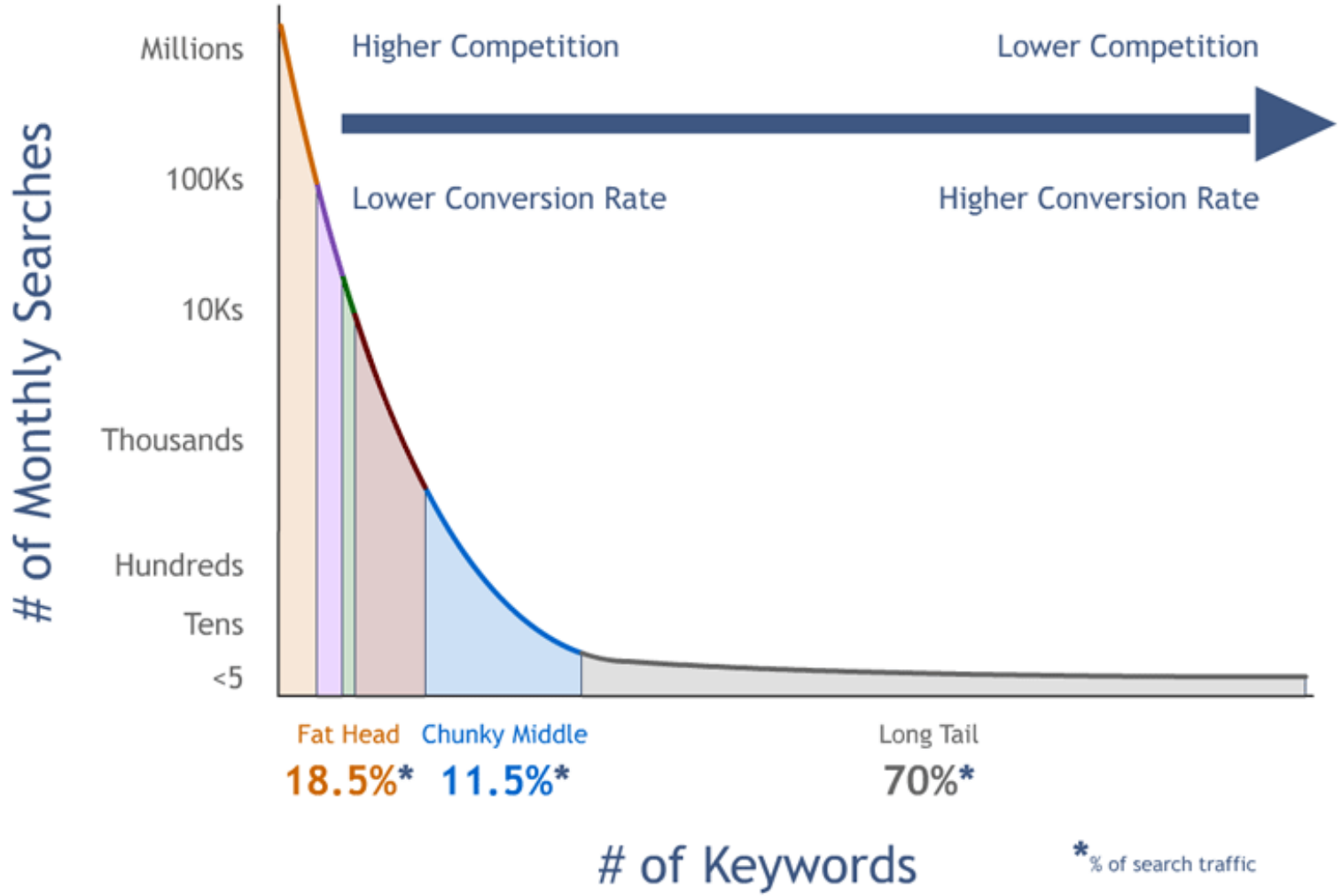
KEYWORD MAPPING PURCHASE FUNNEL



Source

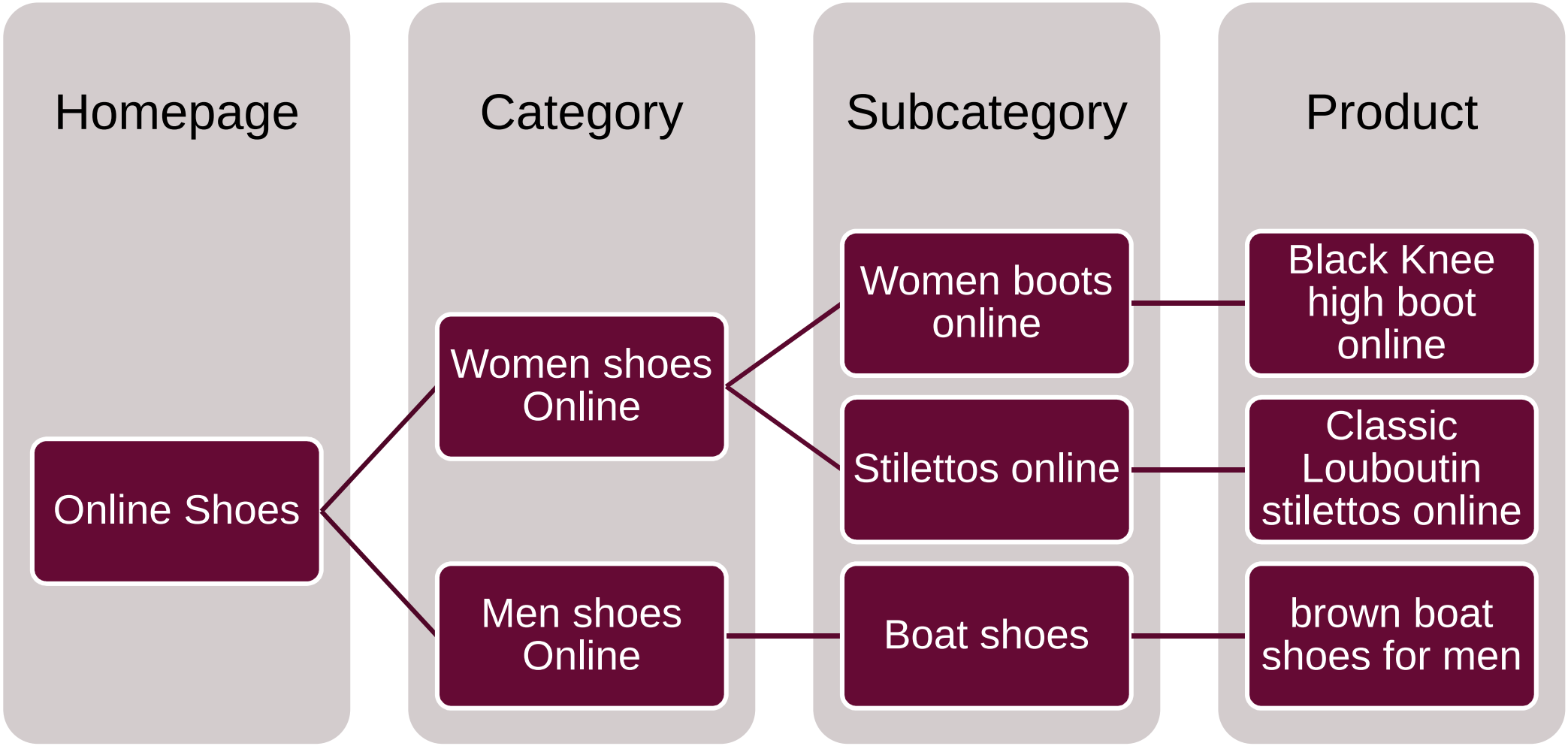
MOST EXPENSIVE KEYWORD IN ADWORDS?

KEYWORD POPULARITY



Link

KEYWORD MAPPING ARCHITECTURE ECOMM



EXERCISE 54

KEY OBJECTIVES

Your Teammate's keyword

DELIVERABLE

Top 3 keywords your audience would use

AGENDA

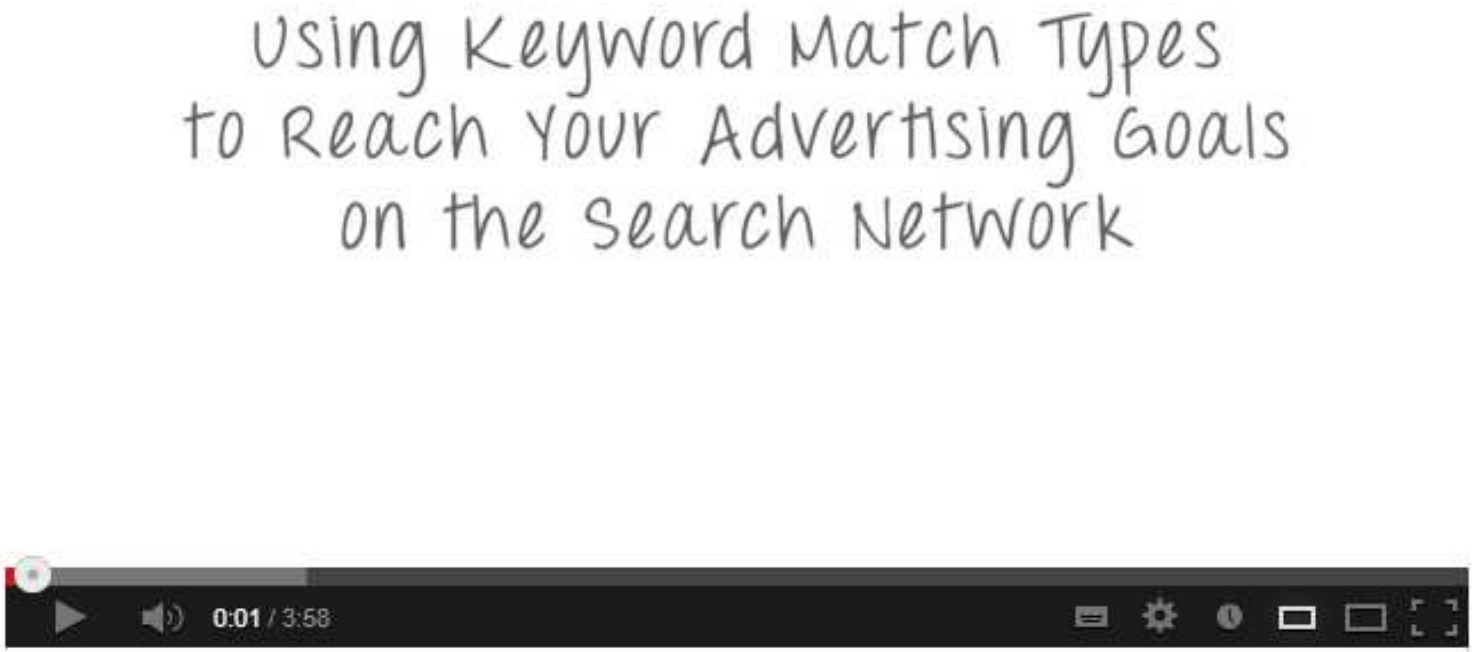
Time 5 min

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

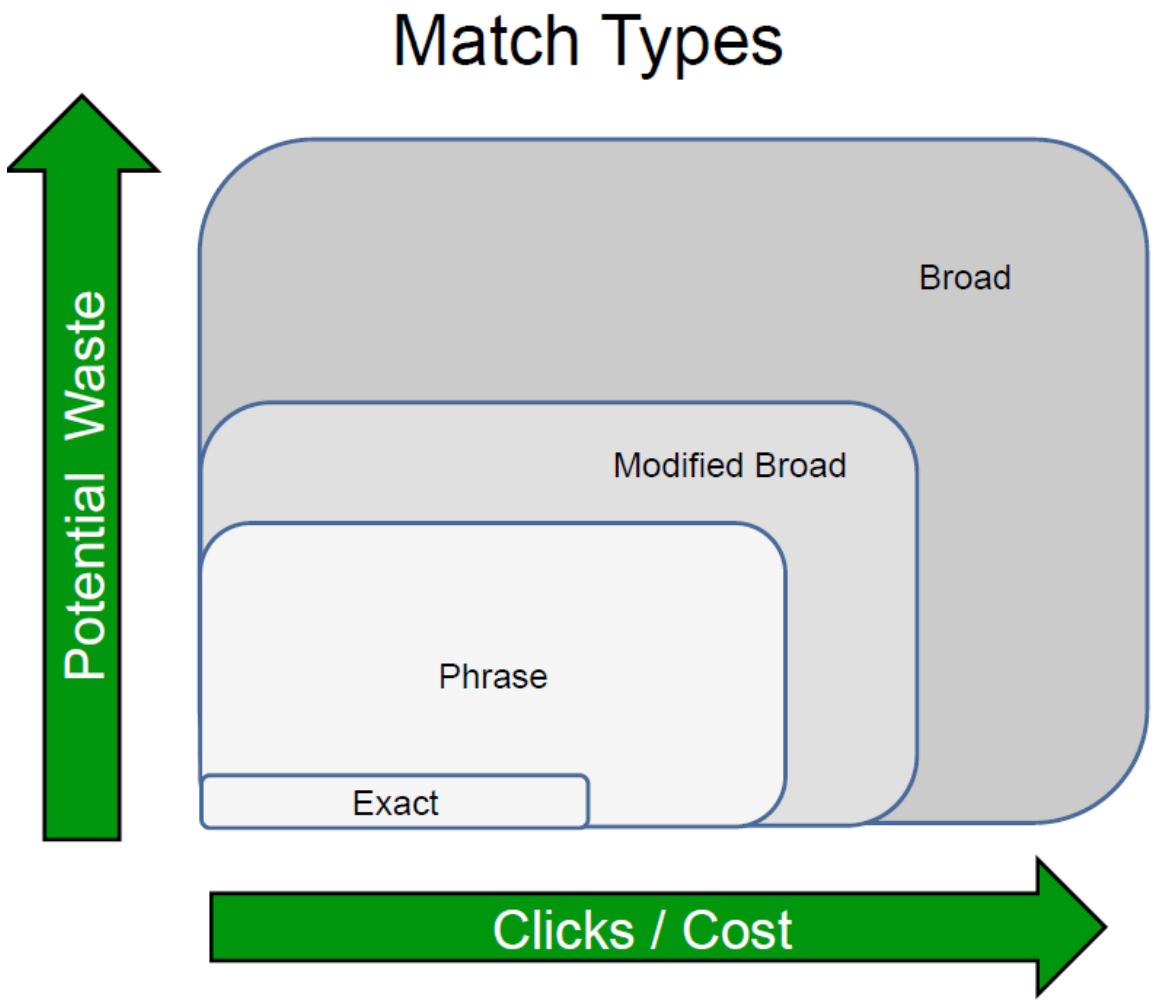
RESOURCES

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

KEYWORD TYPES



http://youtu.be/ZLfxIKw1V3Y

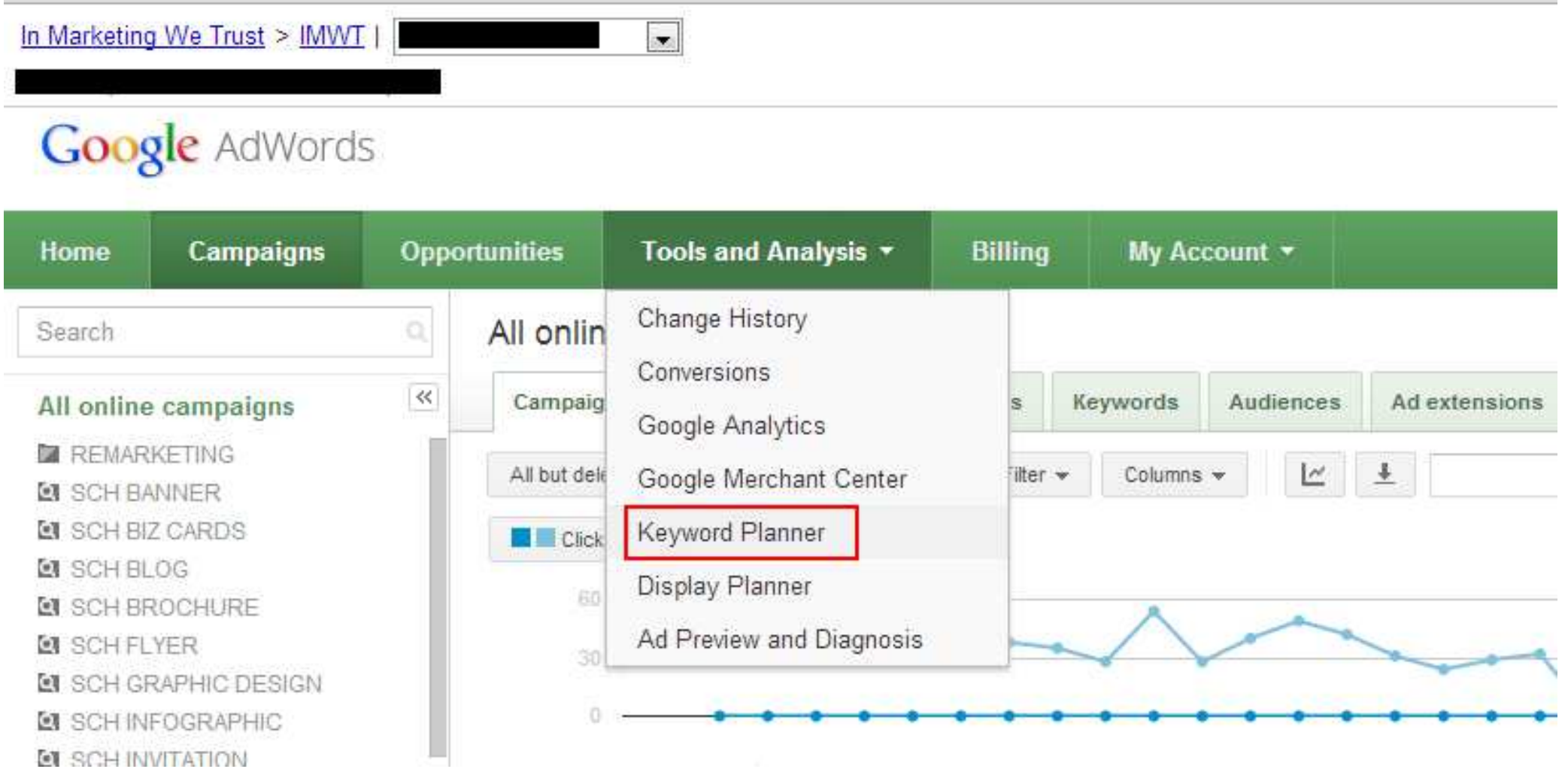

Match Types
Potential Waste
Broad
Modified Broad
Phrase
Exact
Clicks / Cost

INTRODUCTION TO GOOGLE ADWORDS

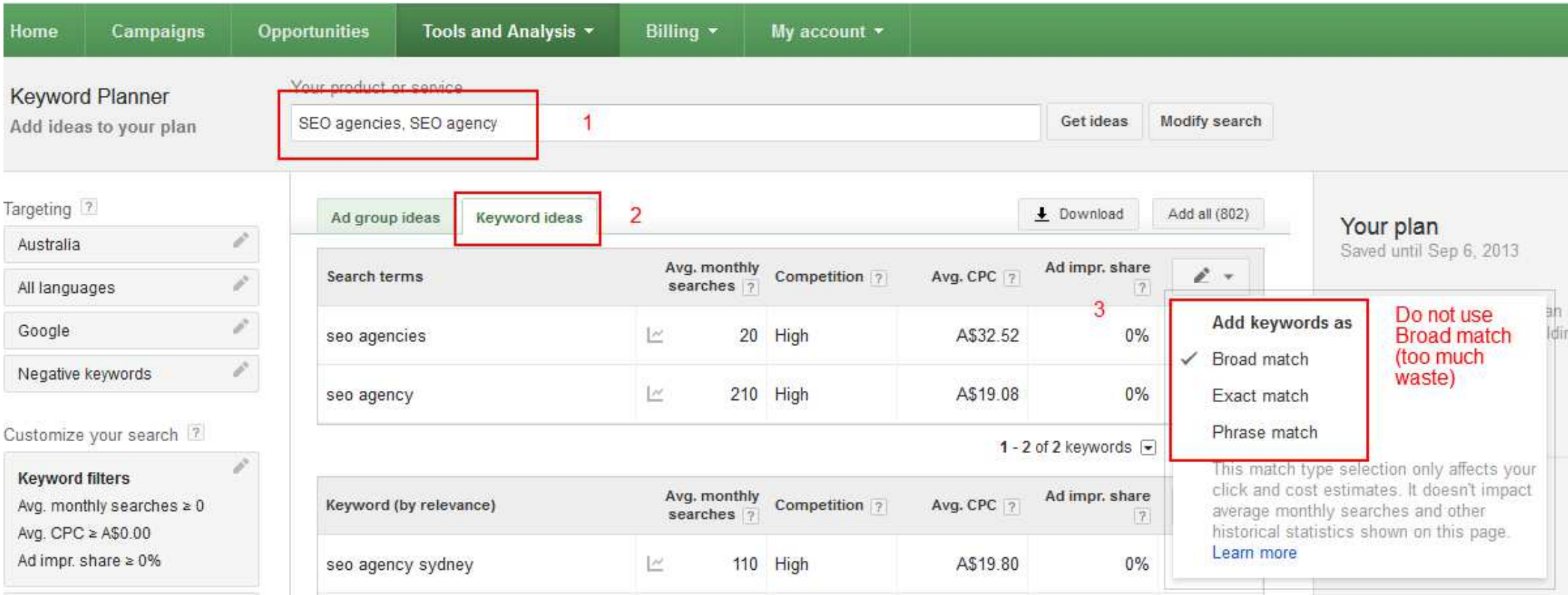
KEYWORD PLANNER INTRO

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

WALKTHROUGH – FIND KEYWORDS

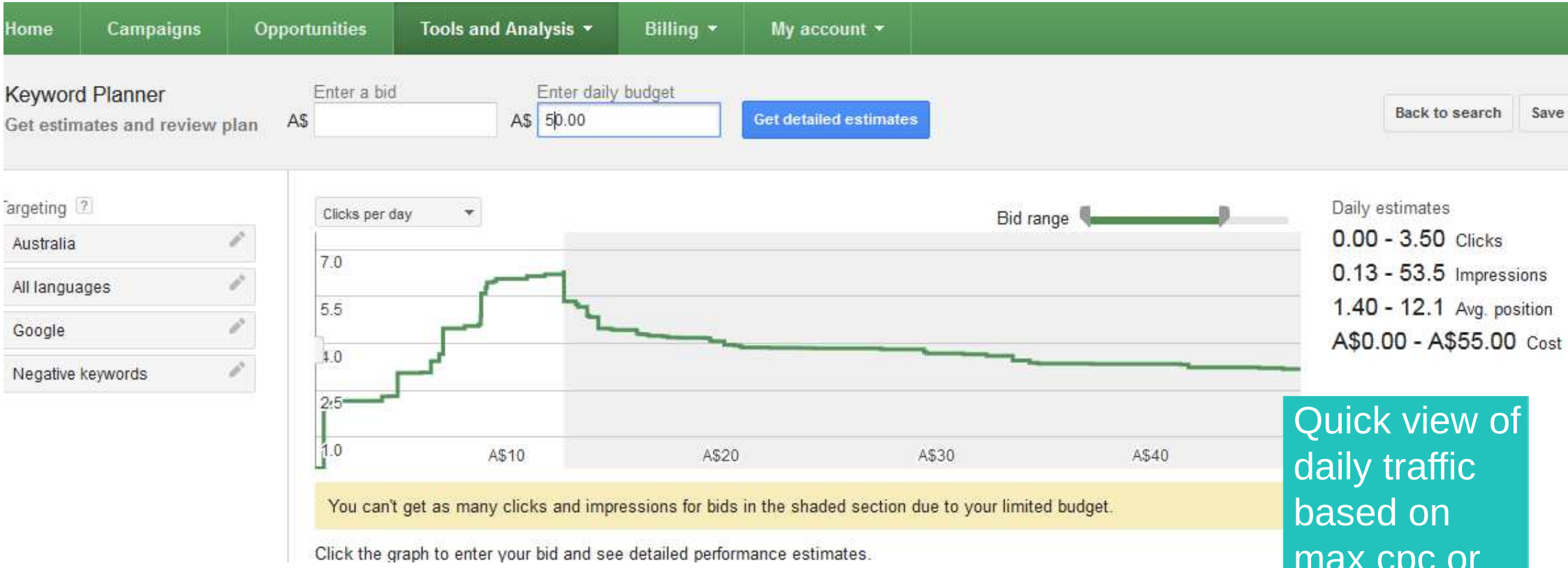


WALKTHROUGH – KEYWORD PLANNER



[Marketer's guide to Google Planner]

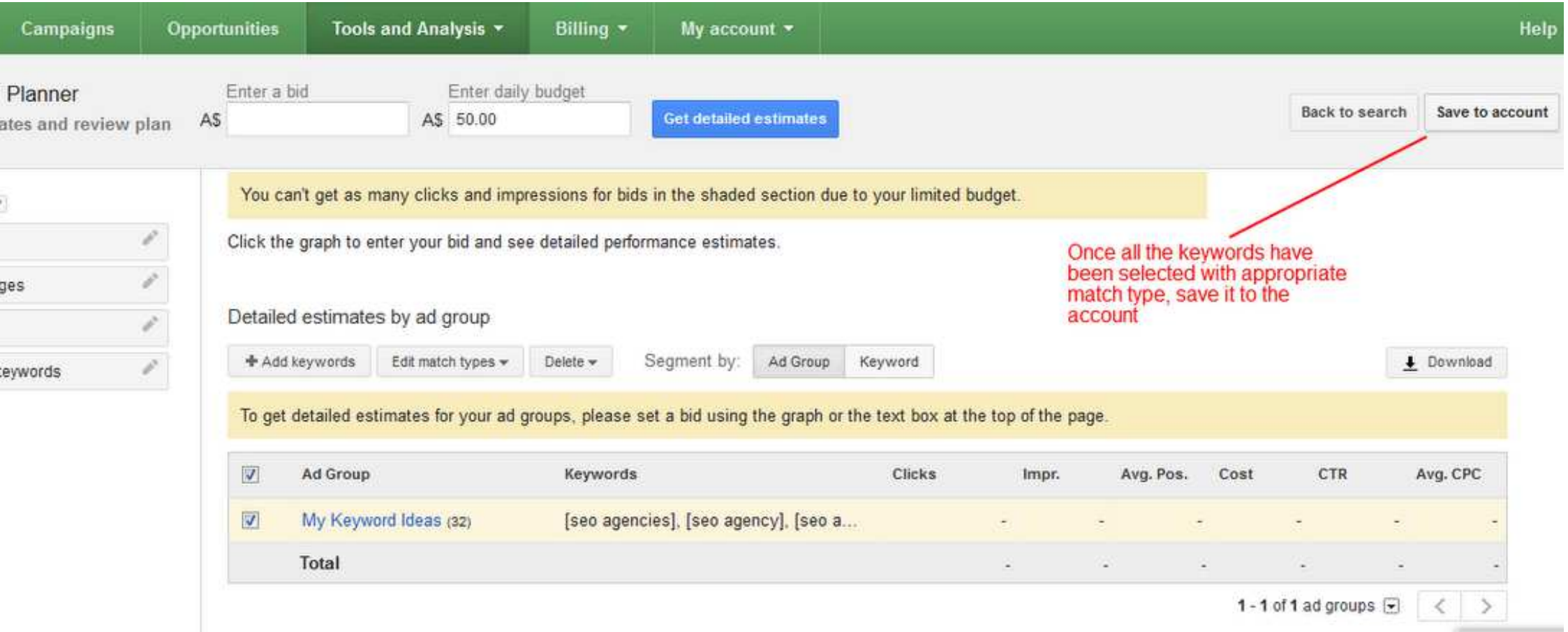
WALKTHROUGH – KEYWORD PLANNER



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

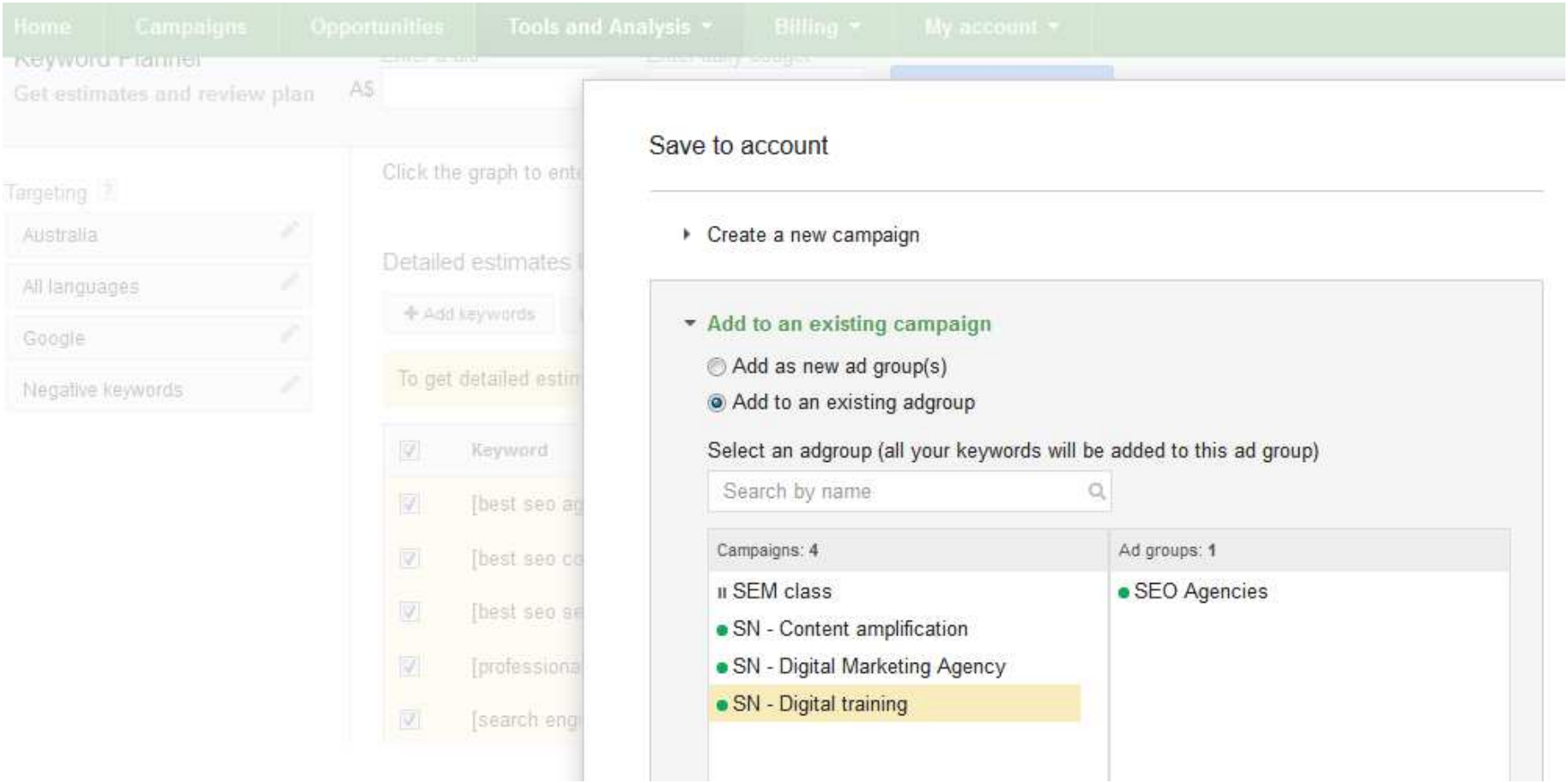
[Marketer's guide to Google Planner]

WALKTHROUGH – KEYWORD PLANNER



[Marketer's guide to Google Planner]

WALKTHROUGH – KEYWORD PLANNER



[Marketer's guide to Google Planner]

Pre-launch Buzz

CREATING EFFECTIVE AD COPY

“Hey Target Audience, buy this".
- iinet 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

EXERCISE 66

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.

BASIC LANDING QUALITY TEST

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

Source

EXERCISE 70

KEY OBJECTIVES

Your Teammate's content

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

DELIVERABLE

Top 3 keywords your audience would use

RESOURCES

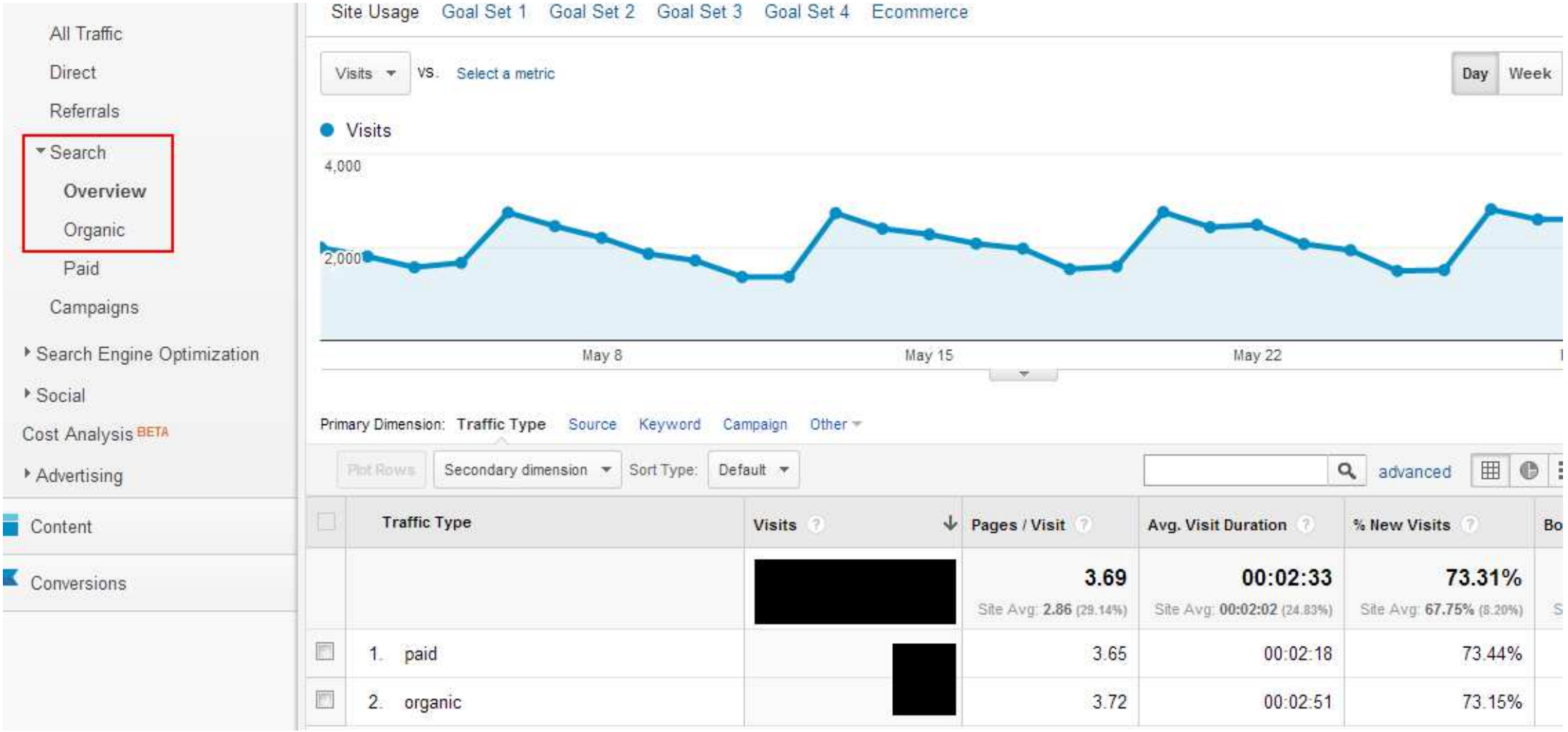
Your Neighbour, Pen/ Paper; Laptop; iPad/ Tablet

ADWORDS IN ANALYTICS

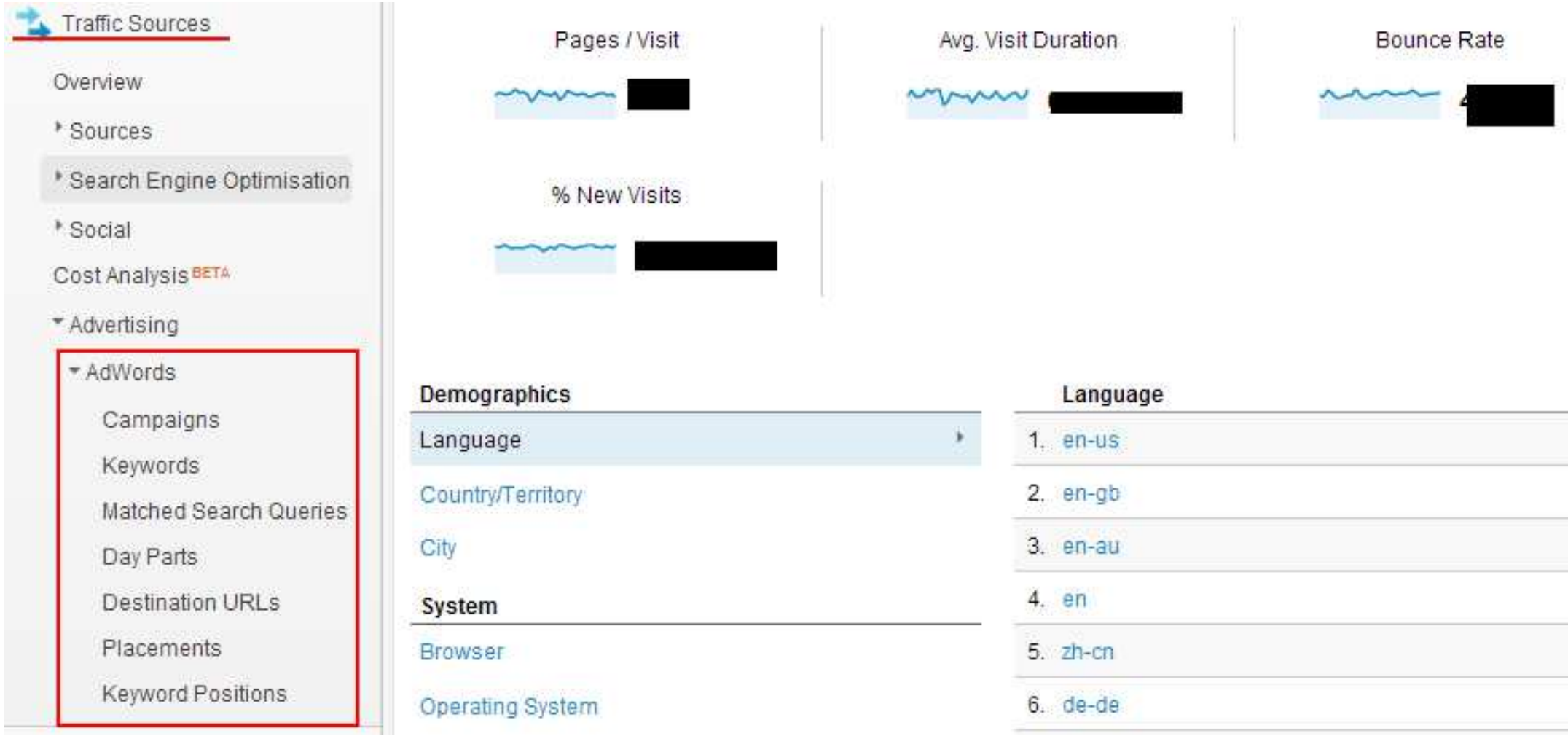
More Numbers, Yipikaye!!

WALKTHROUGH ADWORDS IN ANALYTICS

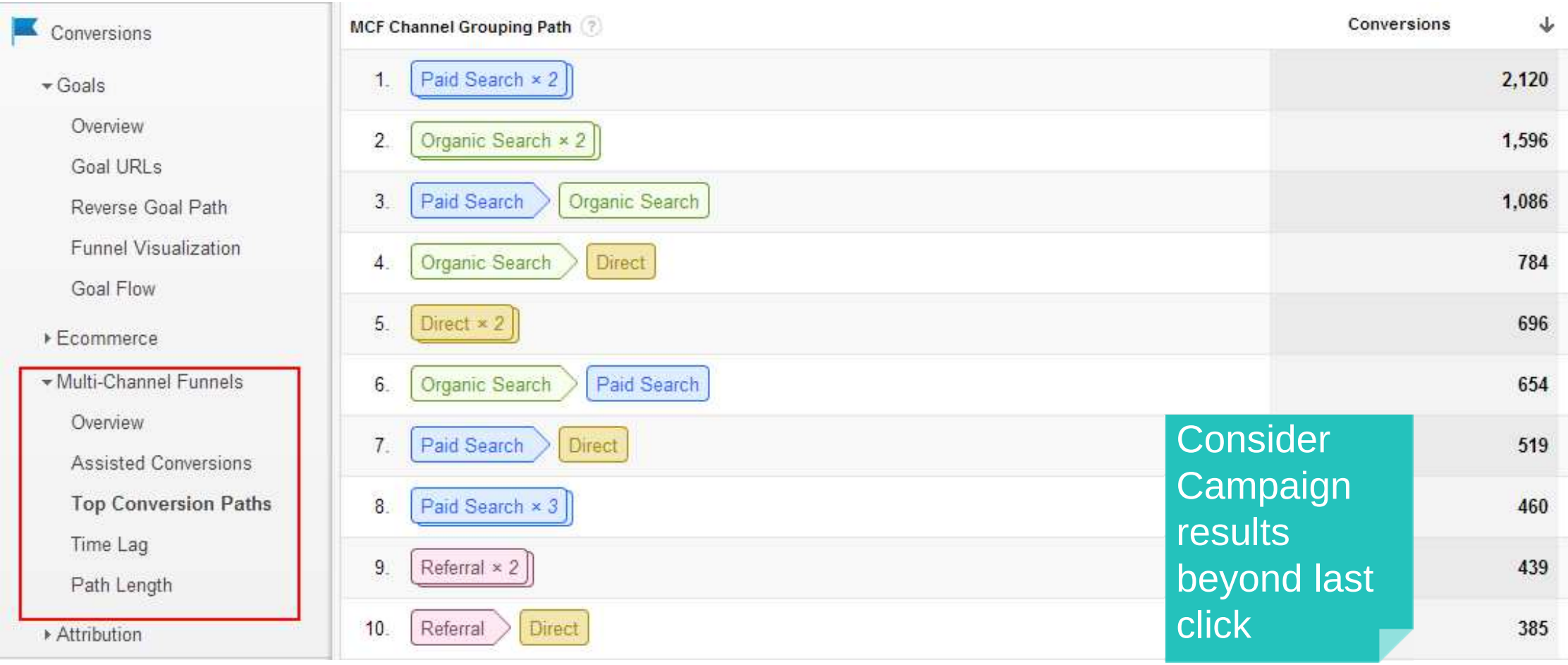
WALKTHROUGH ADWORDS IN ANALYTICS



WALKTHROUGH ADWORDS IN ANALYTICS



MULTICHANNEL ATTRIBUTION



Pre-launch Buzz

TOOLS & TIPS

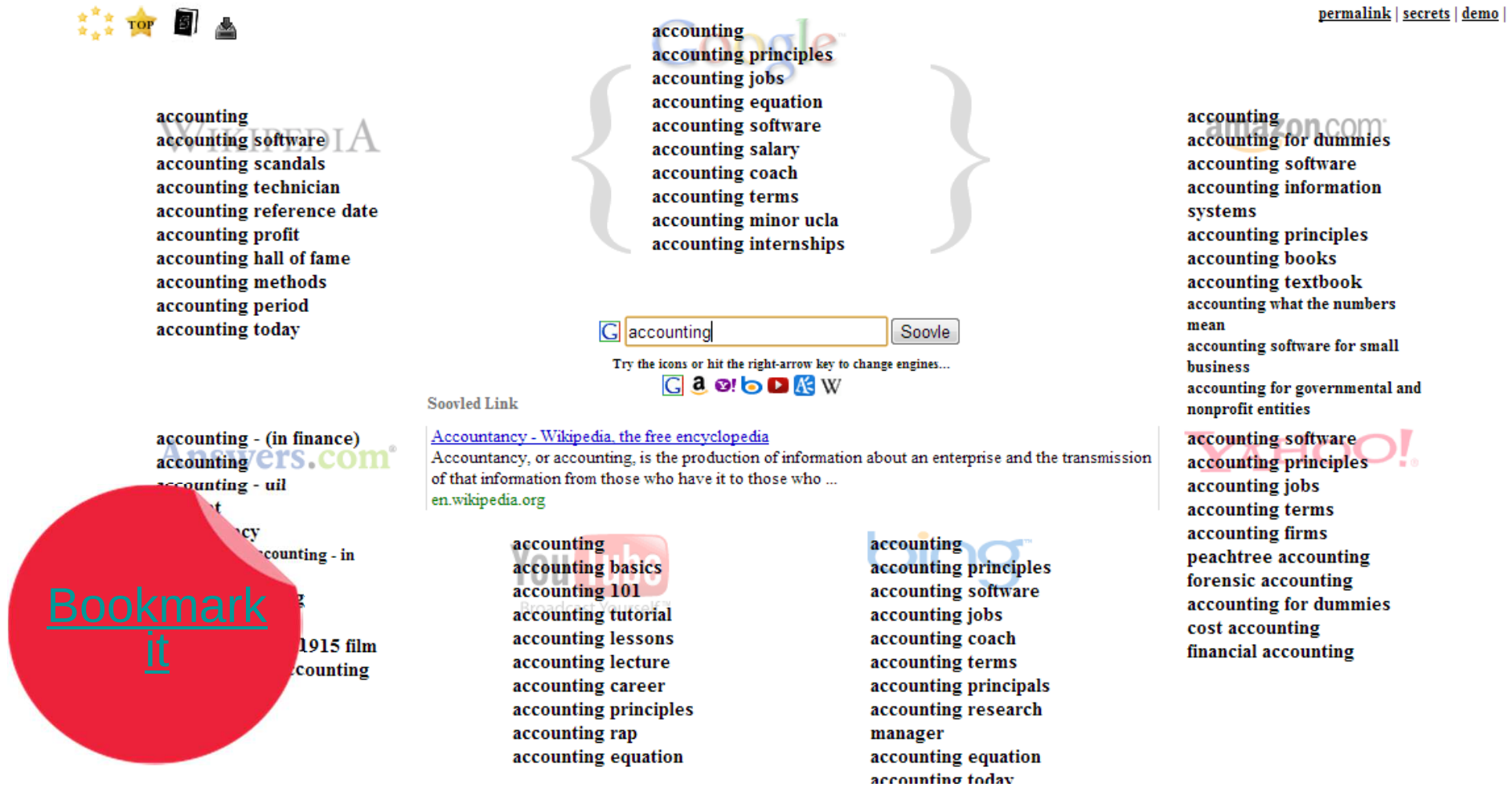
“Lost my inspiration, so nothing to say on this slide”
– Sad isn’t it

GOOGLE SUGGEST

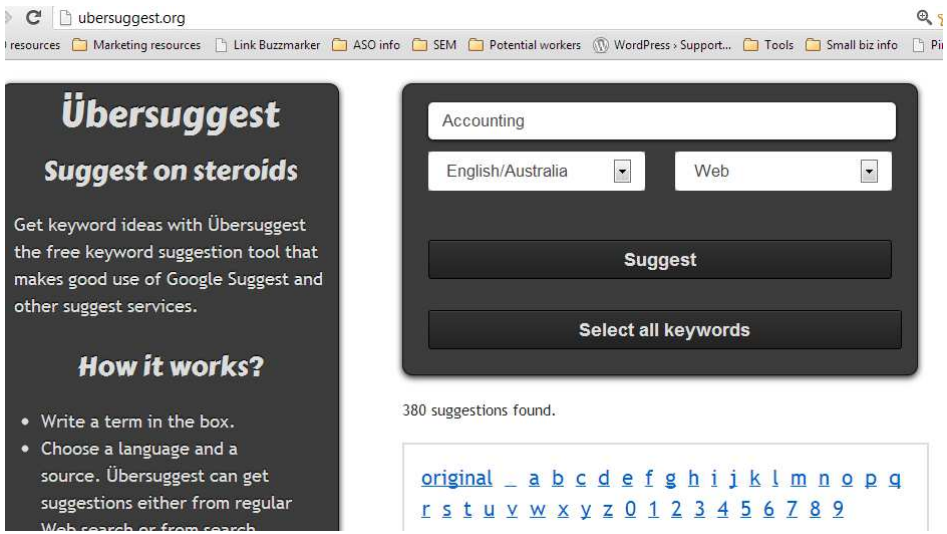
Google Suggest

Wildcard Search

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


TOP
permalink | secrets | demo |
accounting
accounting software
accounting scandals
accounting technician
accounting reference date
accounting profit
accounting hall of fame
accounting methods
accounting period
accounting today
accounting
accounting principles
accounting jobs
accounting equation
accounting software
accounting salary
accounting coach
accounting terms
accounting minor ucla
accounting internships
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
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 - (in finance)
accounting
accounting - uil
accounting - in
1915 film
accounting
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 software
accounting principles
accounting jobs
accounting terms
accounting firms
peachtree accounting
forensic accounting
accounting for dummies
cost accounting
financial accounting
Bookmark it

UBERSUGGEST



accounting

- ...unting
- ...ing jobs
- ...software
- ...uation
- ...andards
- ...rinciples
- ...courses
- ...ng firms
- ...counting jobs in sydney
- accounting jobs in melbourne

Bookmark it

accounting + a

- accounting an introduction 5th edition
- accounting australia
- accounting and finance
- accounting auditing and accountability journal
- accounting an introduction to principles and practic
- 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

EXERCISE 80

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

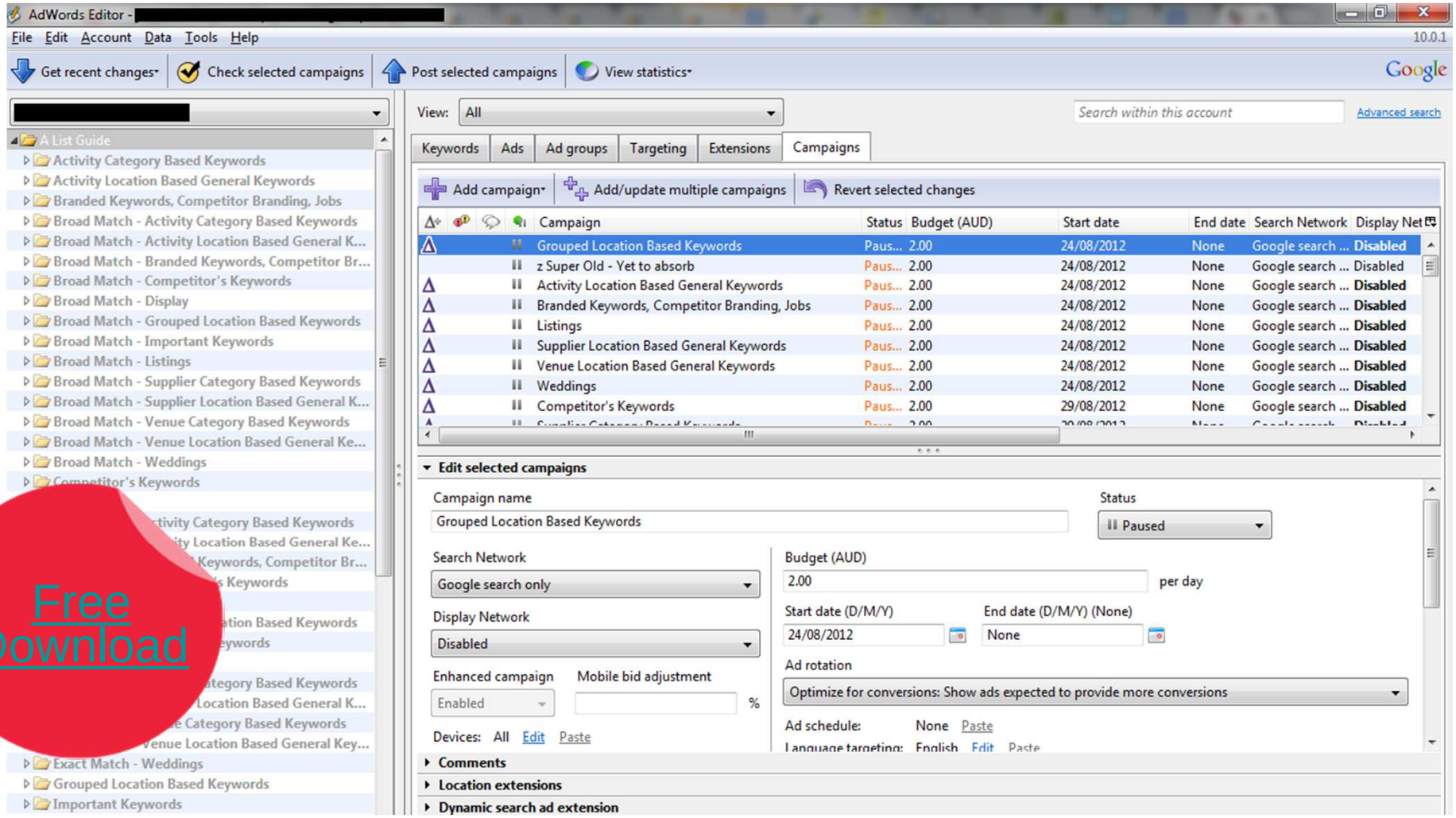
DELIVERABLE

Negatives keyword list

RESOURCES

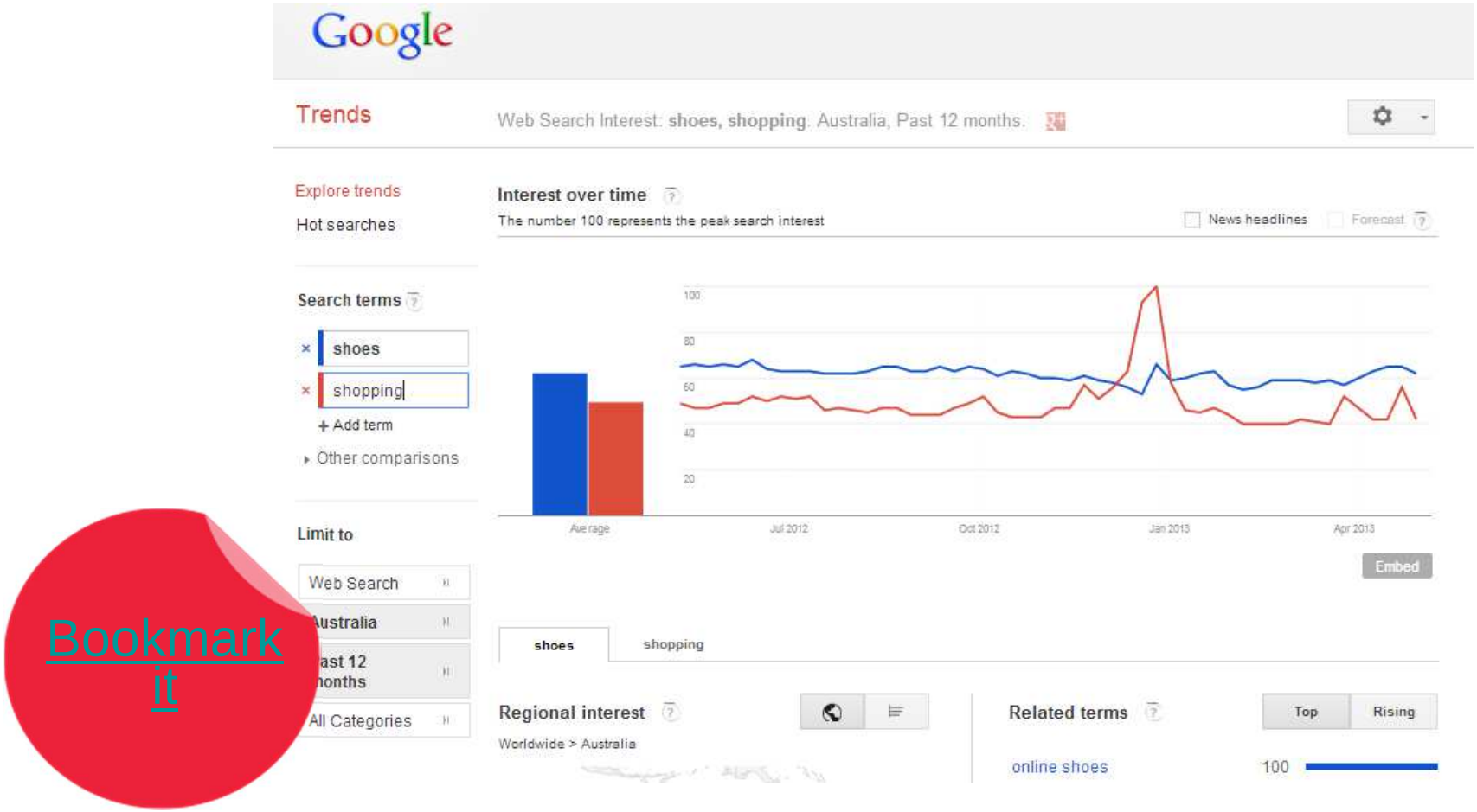
Internet, Adwords Keywords tool, Ubersuggest, Excel Spreadsheet

ADWORDS EDITOR



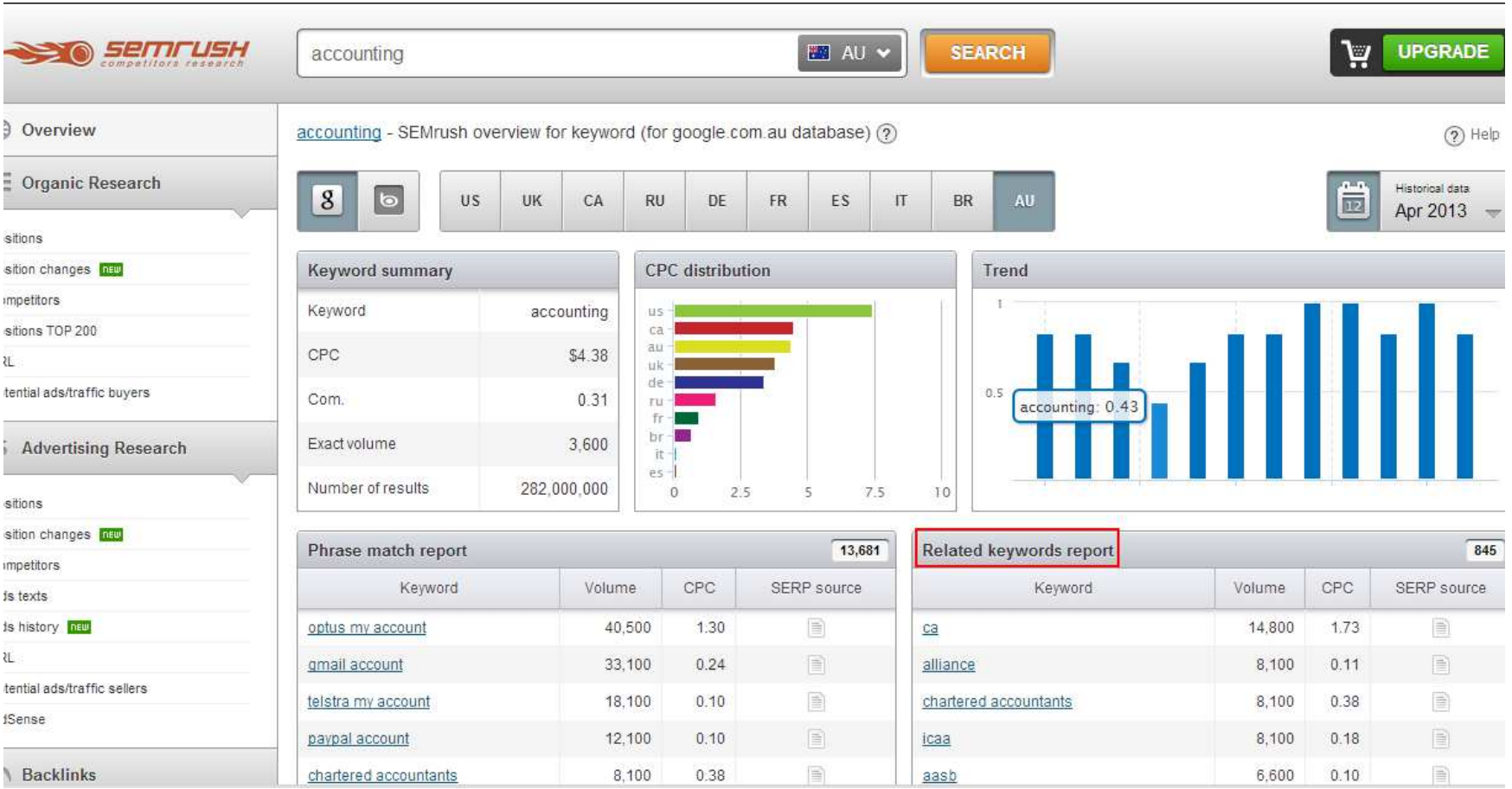
Free Download

GOOGLE TRENDS



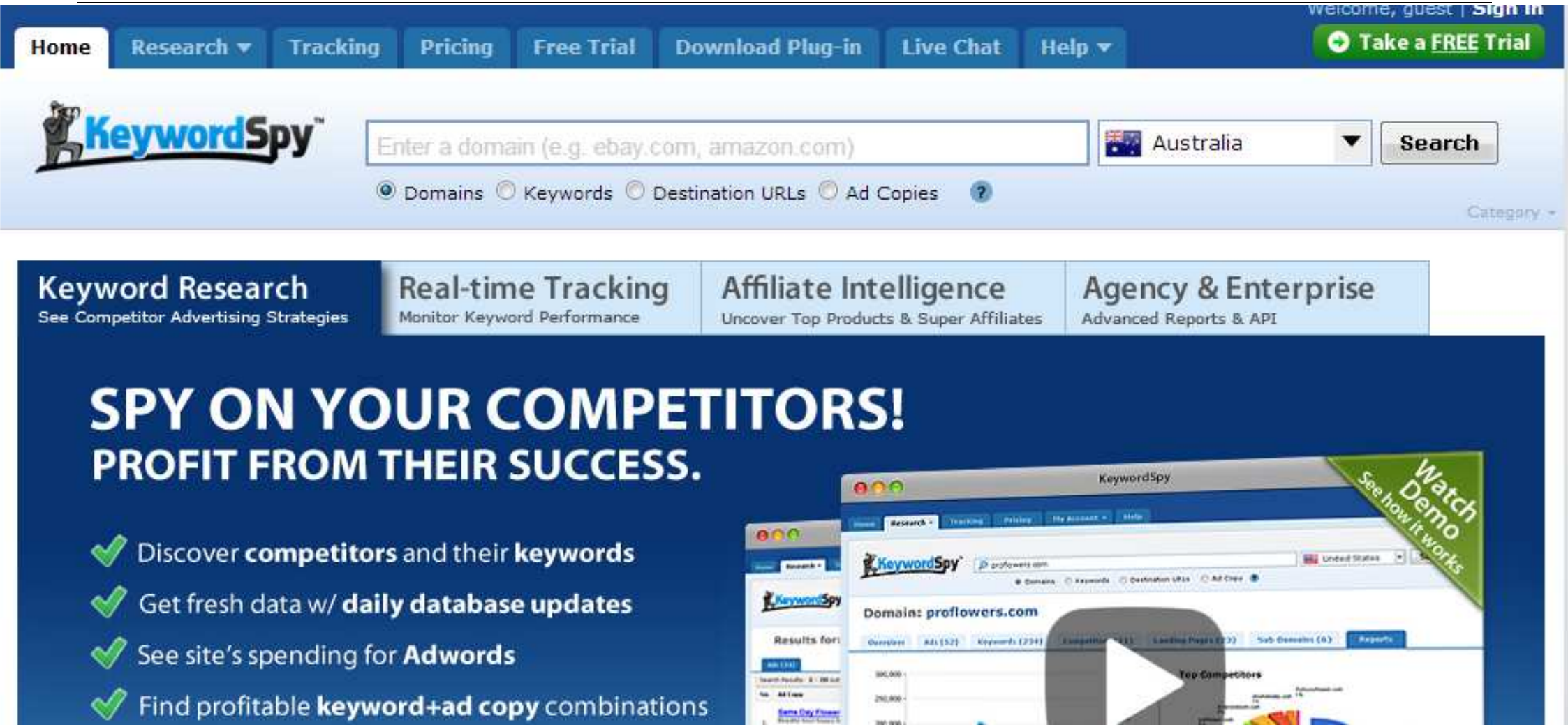
Bookmark it

SEM + COMPETITORS KWDS



http://www.semrush.com/

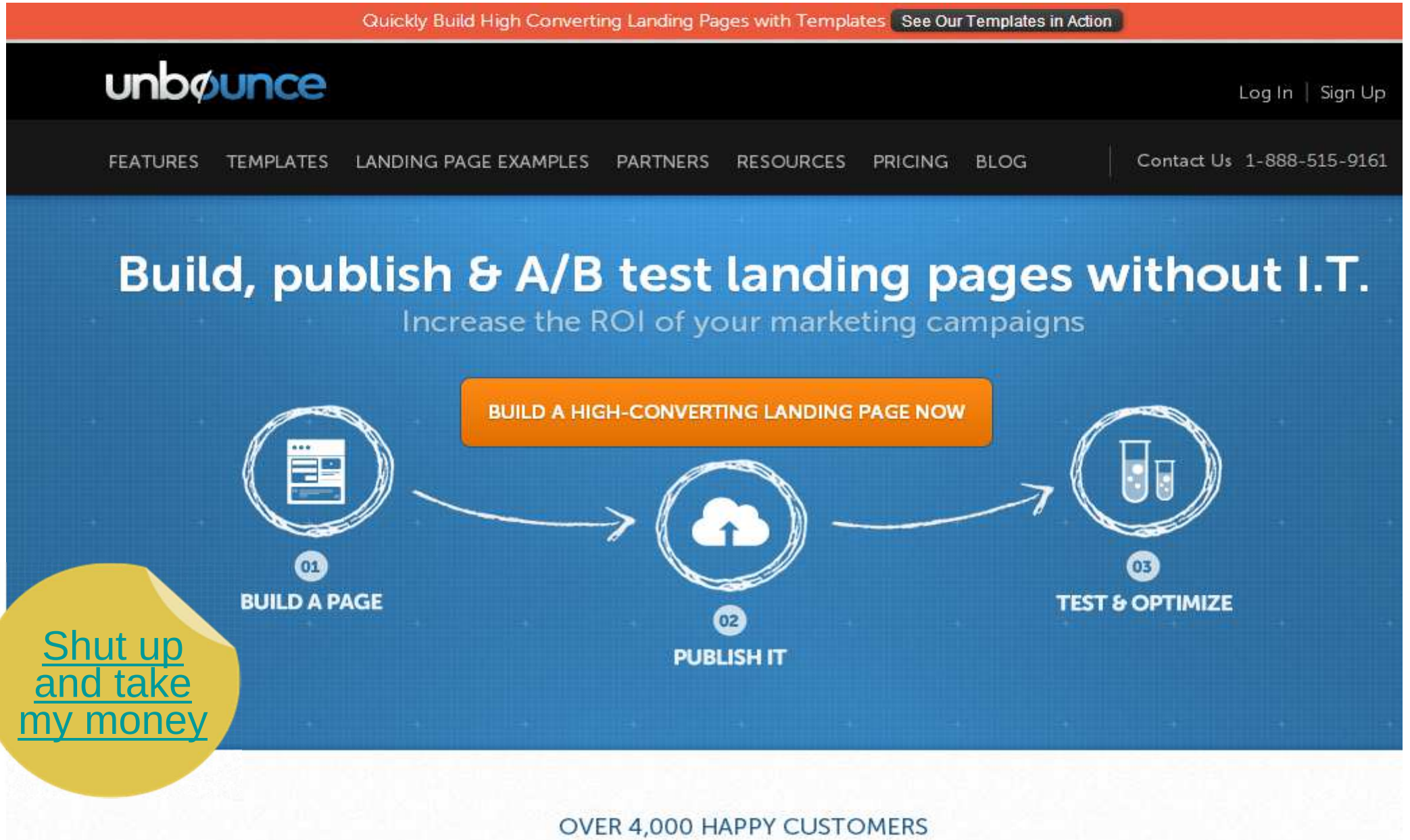
KEYWORDSPY


Welcome, guest | Sign In
Home
Research
Tracking
Pricing
Free Trial
Download Plug-in
Live Chat
Help
Take a FREE Trial
KeywordSpy
Enter a domain (e.g. ebay.com, amazon.com)
Australia
Search
Domains
Keywords
Destination URLs
Ad Copies
Category
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
KeywordSpy
Domain: proflowers.com
Watch Demo
See how it works

WORDSTREAM

Not cheap

Good for bigger budgets & Campaigns


Quickly Build High Converting Landing Pages with Templates
See Our Templates in Action
unbounce
Log In | Sign Up
FEATURES TEMPLATES LANDING PAGE EXAMPLES PARTNERS RESOURCES PRICING BLOG
Contact Us 1-888-515-9161
Build, publish & A/B test landing pages without I.T.
Increase the ROI of your marketing campaigns
BUILD A HIGH-CONVERTING LANDING PAGE NOW
01
BUILD A PAGE
02
PUBLISH IT
03
TEST & OPTIMIZE
Shut up and take my money
OVER 4,000 HAPPY CUSTOMERS

THANK YOU!

Frederic Chanut
Managing Director, In Marketing We Trust
m. 04 3837 1981
e. frederic@inmarketingwetrust.com.au
www.inmarketingwetrust.com.au

Keep in touch if you want feedback on your own strategy

Connect with us