Mastering
Google™
Advertising
with David Caruso

Workbook contents

Page 3	One page reference sheet	Page 39	How to sign in
Page 4	Terminology to know and understand	Page 42	Creating a campaign
Page 6-28	Google adwords theory	Page 52	Creating an ad group
Page 29	Google adwords hands on	Page 57	Inserting keywords into an ad group
Page 30	Google adwords creating an account	Page 65	Creating a 2nd ad (split test)
Page 32	User & password register	Page 67	Edit an existing ad
Page 36	Google adwords platform reference	Page 70	Edit a campaign
Page 38	The biggest mistake to make	Page 72	RECOMMENDATIONS

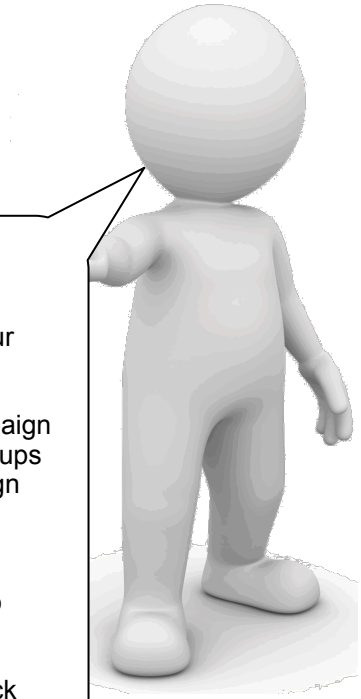
One Page Reference Sheet

Creating a Campaign

1. Create a campaign (page 42)
2. Select the search network only (Google Search) (page 42)
3. Name the campaign (page 43)
4. Select all features on search network (page 43)
5. Networks - include search partners (page 43)
6. Choose the devices you want to appear on (page 43)
7. Select a target area (pages 44-45)
8. Bidding & budget (page 46)
9. Delivery method - select accelerated (page 46)
10. Ad extensions (optional) (p48)
11. Scheduling - select the time of day (pages 48 - 49)
12. Ad delivery, ad rotation - select rotate evenly & no cap on impressions (page 50)
13. Keyword matching options - select do not include close variants (page 50)
14. Tracking URL - ignore (page 50)

Creating an Ad Group

1. Name your ad group (page 53)
2. Create a text ad (page 53)
3. Write your advert (page 53)
4. Enter a Destination URL - the website page to be visited when ad is clicked (page 53)
5. Put x1 keyword in the keywords area (we don't use this keyword area) (page 54)
6. Place your bidding price - this overrides any campaign level bids (page 54)
7. + Add more keywords by using the keyword tool (pages 57- 62)
8. Create a 2nd ad for split testing (pages 65 - 66)



Campaign Reminders

a. Wire Frame and Plan, Your Campaign and Ad Groups

b. Any Settings @ the Campaign Level affect all the Ad Groups sitting under that Campaign

Ad Group Reminders

c. Split Single Keywords into New Ad Groups

d. Achieve great CTR% (Click Thru Rate %) @ Keyword Level - which will give us great Quality Score - which will save us $$

e. Be Specific and Strict 30 - 50 Keywords per Ad Group

f. Include Keyword in the Ad

Terminology to know & understand

Campaign
Defines the daily budget, language, geographic scope & the networks where ads are displayed.

Networks where ads are displayed:
1. Google Search
Ads displayed on search results pages in Google web site.

2. Search Network
Ads displayed on Google search partner sites, which includes Google Groups and search sites such as Ask.com and AOL.

3. Display Network
Formerly called the Content Network, this network consists of context-driven ads displayed on non-Google sites through the Google AdSense affiliate network.

Ad Group
A group of ads within a Campaign that are focused on a set of closely related keyword phrases.

Ad
An individual Google ad within an Ad Group. Ad Groups can contain numerous text ads with different ad wording.

Avg. CPC
The average cost-per-click that has been charged.

Avg. Pos
The average rank position for an ad.

Campaign Daily Budget
The daily spending limit for an entire campaign. When the daily budget limit is reached, ads cease to display until the next day.

Clicks
The number of users who have been sent to a site because they clicked on an ad.

Content Total
The number of clicks, cost and other statistics related to ads displayed on non-Google sites through the Google AdSense affiliate Content Network.

Conv. Rate
The conversion rate based upon a snippet of Google code added to a Web page.

The code is most commonly added to an order confirmation page or a thank you page following an e-mail form submission.

This indicates the percentage of users who clicked on an ad and followed through with an order or a request for information.

Cost
Actual cost charged for clicks. Cost is displayed for Ad Campaigns, Ad Groups, Search Total, Content Total & keywords.

Cost/Conv.
The average cost for converting a user who clicks on an ad into a customer or for someone who requests further information. Requires a snippet of Google code to be added to your website pages.

CTR
The click-through-rate of clicks divided by impressions. A CTR of 2% or better is very good.

Current Bid
If you opt for bids on keywords this column will display with the current bid.

Current Status
The current status for a Campaign or an Ad Group.

Destination URL
The actual URL of the page that an ad links to. This must be part of the same domain as the display URL.

Display URL
The URL shown on an ad. This does not have to be the same page URL as the destination URL.

Terminology to know & understand

Impr.
The number of impressions, which means the number of times an ad has displayed based upon either a user's search using a keywords phrase

Keyword
An individual keyword or keyword phrase assigned to an Ad Group.

Keyword Matching Options
1. Broad Match
The default option for your keywords. With no special characters surrounding the keyword phrase, AdWords ads should display when users search using any of the words in a keyword phrase and possibly with other words that may be used in the search.

The problem with a broad match is that ANY word in a phrase can be used to trigger an ad. In other words, if you targeted search phrase is 'Phoenix ticket sales', any search using the word 'Phoenix', 'ticket' or 'sales' can trigger the display of an ad.

2. +Modified +Broad +Match
This is much improved version of the broad match. With a modified broad match, a plus sign (the broad match modifier) is placed directly in front of each word that must be included in the users search phrase in order to trigger an ad. That could be one word or multiple words.

2. Phrase Match "rubber balls"
Surrounding a keyword phrase with quotation marks makes the ad appear only when a user searches for the words "rubber balls" in that order, and possible with other search words. The ad may appear if someone searches for "red rubber balls", but not if they search for "balls made out of rubber".

3. Exact Match [rubber balls]
Surrounding a keyword phrase with brackets makes the ad appear only when a user searches for the words "rubber balls" in that word order and without any other search words. The ads will not appear is a user searches for "red rubber balls".

4. Negative Keyword
If you sell rubber balls, but do not want your ads to appear if someone searches for "free rubber balls" you can add negative keywords to either a campaign or individual Ad Groups by adding them to a list that is available when you scroll to the bottom of a page under the Keyword tab for any Ad Group.

Some popular negative keywords are free, cheap, cheapest, surplus, ebay and craigslist. Negative keywords prevent ads from showing for searchers.

Max CPC
The maximum cost per click that has been bid for a set of keywords. The bid price is one factor that determines the rank position for an ad.

Search Total
The number of clicks, cost and other statistics related to ads displayed on Google search results pages

Served
Displays on individual ad statistics and shows the percentage of times that particular ad has displayed relative to other ads in an Ad Group.

Status
The status of individual keyword phrases within an individual ad.
Normal – The ads for this keyword are showing at full delivery.
In Trial – The ads for this keyword are showing but do not meet Google's quality threshold and may be slowed or disabled.
On Hold – The ads for this keyword are not being shown and do not meet Google's quality threshold.
Disabled – The ads for this keyword are not showing

What is Google Advertising

Google _____ | Google _____

CPC | Cost Per Click

SEM | Search Engine _____

What is Google Advertising

Imagine a world in which an advertiser only pays for advertising that actually works.

A world in which you don't have to worry about placing an ad in a newspaper and hope that it brings some prospective customers into your business and covers the advertising expense.

A world where your advert only shows to prospective customers who are actually searching for someone to provide a solution to their problem (ie - your service/product).

That's essentially what pay per click (PPC) advertising is.

It started in 2000, when Google introduced a self-serving ad platform, AdWords, as a solution for small businesses to advertise effectively online.

The idea was to allow users to bid on specific keywords, and when a Google searcher enters a query containing one of your keywords, your ad would appear. The results would appear on the side of your normal 'organic' search results and the rank would depend on the relevancy of your ad to the query, and how high your bid was.

The advertiser would only pay when someone actually clicked on their ad, so they would only pay if the advertisement worked.

In the 12 years since its inception, AdWords has grown into Google's biggest money maker, and one of the most powerful ad platforms on the planet, spanning just about every country and language you can imagine.

It's grown from simply text ads, to image ads, video ads, mobile ads, ads with maps, and even ads that initiate a phone call with the click of a button. And much more.

For the purpose of this training we limit the content to the more basic features and how to determine if using PPC advertising is right for you.

NB There are alternatives to Google AdWords, such as Facebook Paid Ads, LinkedIn Direct Ads, StumbleUpon Paid Discovery to name just four.

Generally, we begin our online marketing journey with AdWords itself, because it's the biggest.

Who uses PPC?

Anyone can use it, whether they're an international brand, or the florist down the street.

Their size has no bearing on whether or not they can be successful. So long as you're willing to do it right, PPC can do wonders for your business.

How can I make PPC work for me?

Like any marketing campaign, before getting started with a PPC campaign you should have a clear goal in mind.

Whether you're marketing a blog and your only goal is getting as much traffic as possible, driving traffic to a page where users can enter an email address to get more information about an upcoming product, or if you're advertising a webstore and need to justify your ad budget by creating sales, PPC can help, but your campaign must be tailored correctly.

Like and good marketing practice - the plan is integral in its success.

The Whole Premise of Google Adwords

Keyword Bucket #1

$1.00

* Need a Guest Speaker ?
David Caruso is Highly Recommended
A Pro Business & Marketing Speaker
DavidCaruso.com.au

Keyword Bucket #2

$1.45

*Need a Marketing Speaker
Your Audience deserves the Best !
Find the Right Speaker Here - NOW
Speakers-Australia.com/Marketing

What Are These Called ?

Answer Ad _____

Want Success on Google Adwords?

Create very specific Ad Groups

Keyword Bucket #1

* Need a Guest Speaker ?
David Caruso is Highly Recommended
A Pro Business & Marketing Speaker
DavidCaruso.com.au

Question:-

How Many Ad Groups can we create ?

Answer: x _____

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PLASTERER Gyprock 35yrs experience. Repair work &

Benefits of PPC marketing

1. _____ / _____
2. _____
3. _____
4. _____ _____ _____
5. _____ or _____
6. Effective - _____

If it is so easy why are 95% of companies getting it wrong?

Your PPC marketing should achieve 2 x success factors

1. _____
2. _____

6 Important Considerations

1. ____ Design

When Creating My Advert

I Have One Sole Purpose

*Need a Marketing Speaker
Your Audience deserves the Best !
Find the Right Speaker Here - NOW
Speakers-Australia.com/Marketing

SAVE **Chipper** Mulcher **Hire**
www.rentaldepot.com.au Special One Time Offer + **Hire** Saturday & Get Sunday Free

6 Important Considerations

1. Ad Design

a. _____

b. _____

c. _____

NOTES

Writing Your Adverts

You're working with a fairly limited space when working in AdWords.

Your ad headline can be 25 characters, followed by two lines of 35 character text and a display URL up to 35 characters.

As I always suggest - real world marketing applies online - so lets apply our real world marketing skills to writing effective adverts.

Write a catchy headline

Your ad is going to be competing with several other ads, as well as the organic results for the click, so make sure yours sticks out among the rest.

One way of doing this is to use a benefit of your product in the headline.

For example, if you were selling a weight loss supplement, your headline might read "Lose 20 lbs in 5 weeks!"

Don't just draft something completely inappropriate for your brand, please exercise your creativity within reason.

Use your keywords

You may have noticed that when you come across ads, some of the words are bolded.

This is because they correspond with a keyword in your search query.

In addition to standing out among the rest of the results, this helps the searcher see that your ad is relevant to their query.

It's especially helpful if you can include a keyword in the headline. It's also very helpful to include the keyword in your display URL like I did in the tennis ball example.

Your display URL does not have to be the exact URL on your website, which is important to note. For instance, tennisdepot.com/tennis-balls could lead to http://www.tennisdepot.com/category/accessories/balls.

As long as the root (tennisdepot.com) is the same, you can play with the rest of your characters as you'd like.

Make your benefits clear

For a product, the shopper wants to know you have what they're looking for.

For a service, it's important to make sure the searcher knows how they'll benefit.

Use a strong call to action

Once you've grabbed the attention of your potential customer and explained the value of your product, you need to close the deal. Phrases like "Order Today," "Start Now," "Buy Now" all create a sense of urgency.

You can also experiment with a closing benefit, "order today for free shipping" is a good one if you offer free shipping, even if you'll continue offering free shipping tomorrow and the following days. As with the headline, make sure it's appropriate for what you're advertising.

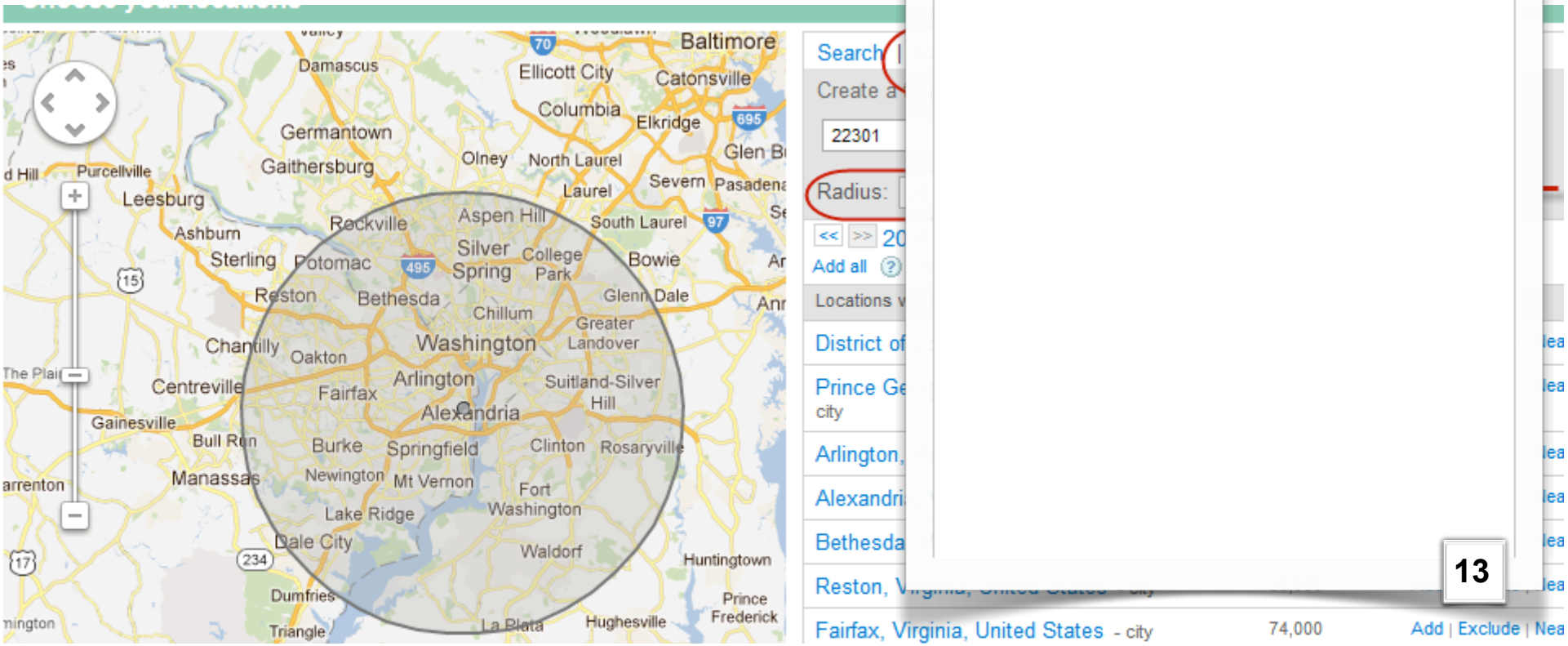
Landing page correlation

The landing page (destination page of your ad) should be relevant to the advertisement. This is something that Google checks and will penalize you with a lower ad rank if you're sending traffic to a page unrelated to your ad

AdWords is all about testing, so you may find yourself writing new ads on a regular basis to keep improving.

6 Important Considerations

2. _____ Targeting



NOTES

6 Important Considerations

3. _____ Control

NOTES

6 Important Considerations

4. Keywords

- _____ & _____ *your target market*
- *use the* _____ *in your adverts*

Web

SAVE **Chipper** Mulcher **Hire**
www.rentaldepot.com.au Special One Time Offer + **Hire** Saturday & Get Sunday Free

3 Searcher Modes

1. _____ **Mode** (awareness)

   "piano" "baby"

2. _____ **Mode** (consideration)

   "best electronic keyboard"
   "baby stroller prices"

3. _____ **Mode** (purchase)

   "yamaha keyboard rf560"
   "peg perego skate"

7 Keyword Variables

1. _____
   "baby vs babies"

2. _____ (vary the verb)
   "learn to play guitar" - "learning to play the guitar"

3. _____
   "womens clothing vs womens fashion"

4. _____
   "self help vs self-help"

5. _____
   best, new, quality, cheap, fresh, local, (adding suburbs)

6. **Use** _____ **Addresses**
   www.camping.com

7. _____
   "advisor vs adviser" "jukeboxes vs dukeboxes"

The Importance of Keywords

Before you start within AdWords, you should take some time to do keyword research.

Choosing keywords

The cornerstones of all AdWords campaigns are their keyword lists.

The more finely-tuned your keyword list, the stronger your account will be. Your keywords are the words and phrases that customers search in Google that will trigger your ads.

So where can you start building that keyword list? The first stop should be your website.

Chances are you use terms that describe and relate to your product commonly throughout your website, so you should be able to pull a centralised core group of keywords here.

One thing you can do is organise your keywords by grouping them into themes.

Those themes can be different services your company offers or maybe even different product lines like skiing boots, skiing goggles and skis.

Then, by going through your website, pull different keywords and put them into a few different lists, based on what theme they fit under.

Here's an example of what some of my themes and lists would look like if I ran a sporting goods store.

Baseball
Basketball
Tennis
baseball
basketball
tennis balls
baseball glove
basketball shoes
.....and the list goes on

You may also want to create a list of branded keywords as well. These would be terms that you own.

Make sure you include variations of your keywords and synonyms on your list.

Where else you can find keywords

After brainstorming for keyword ideas, there are other tools you can use to help fill out your lists.

Google's keyword tool is a good way to find new keywords and does a good job finding common terms you might not be using already.

Something to note here is that it's very easy to add thousands of keywords very quickly when you start doing keyword research, but it's smart to start with high quality keywords in the beginning.

If you spread your budget too thin on too many keywords in the beginning, you won't be able to get enough data and figure out which terms are working best.

Focus on specific keywords that describe your service, but don't be too specific or you won't generate any traffic at all.

6 Important Considerations

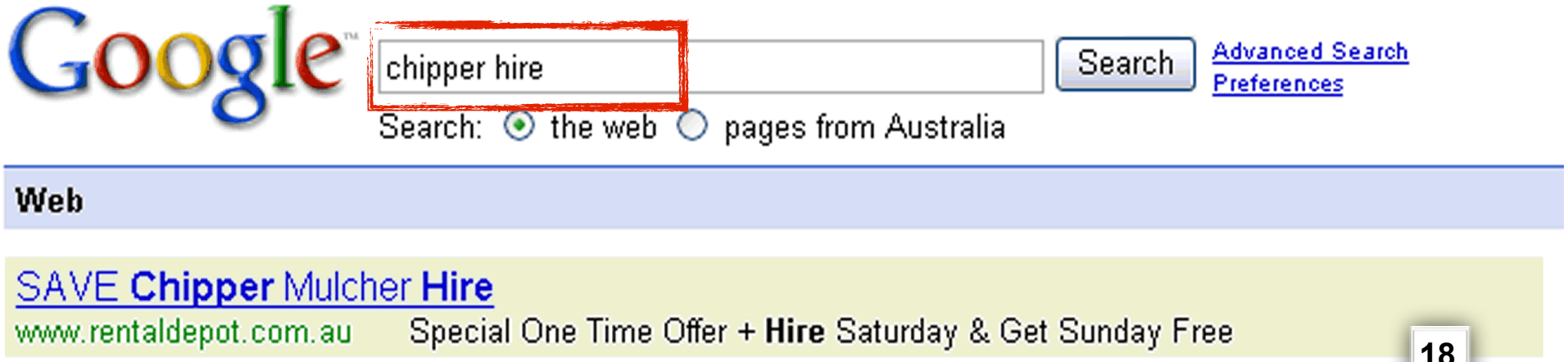
4. Keywords

- understand & know your target market

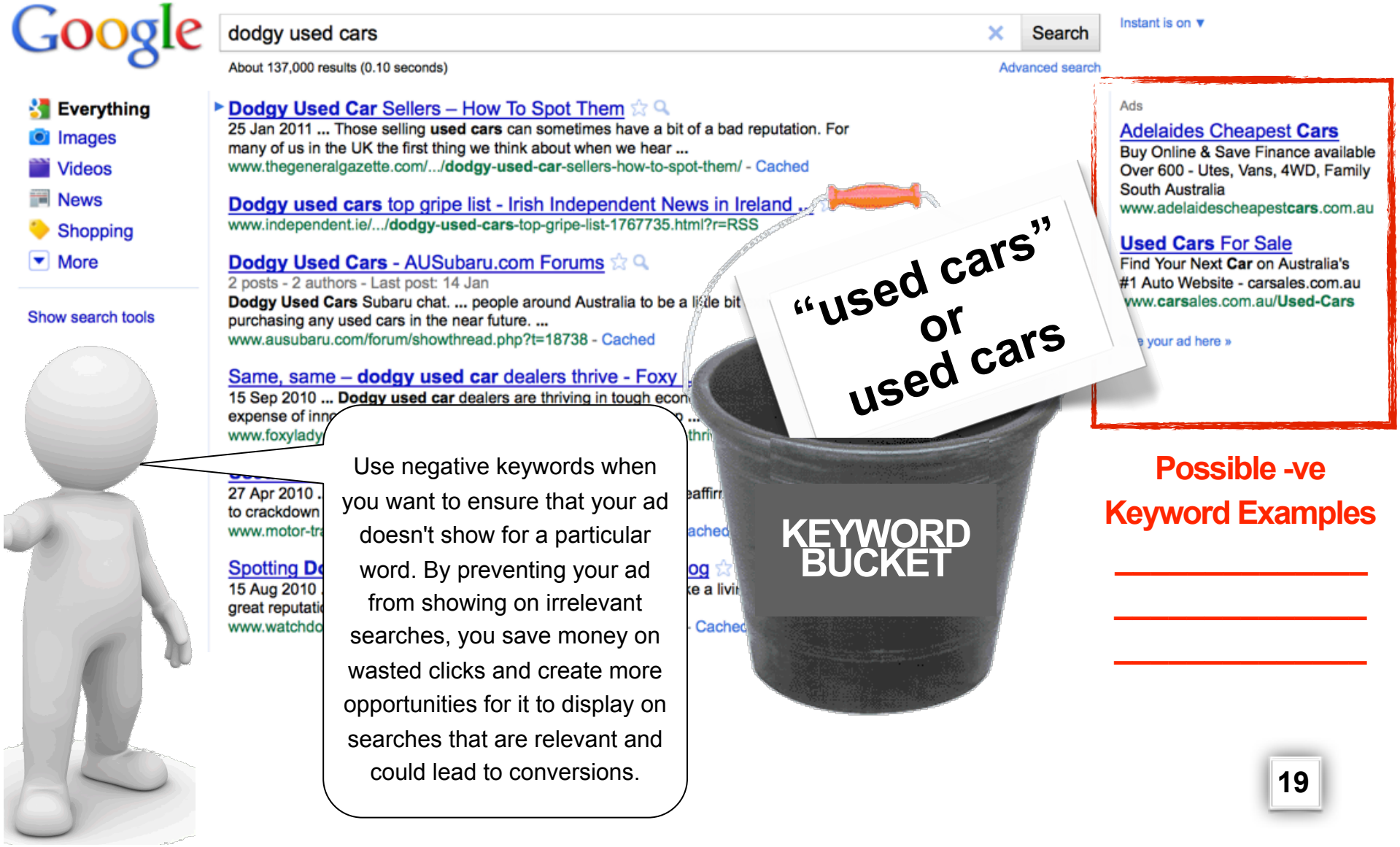
- use the keywords in your adverts

4 KEYWORD TYPES

1. _____
2. _____ *
3. _____
4. _____



Using Negative Keywords

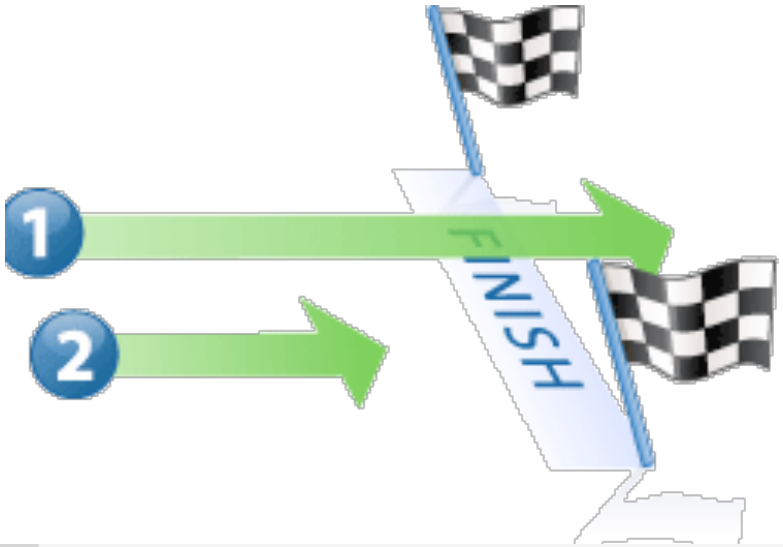


Use negative keywords when you want to ensure that your ad doesn't show for a particular word. By preventing your ad from showing on irrelevant searches, you save money on wasted clicks and create more opportunities for it to display on searches that are relevant and could lead to conversions.

Possible -ve Keyword Examples

6 Important Considerations

5. _____ Testing



		Ad	Status	% Served	Clicks	Impr.	CTR	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
☐	●	* Need a Guest Speaker ? David Caruso is Highly Recommended A Pro Business & Marketing Speaker DavidCaruso.com.au	Approved	6.62%	44	10,039	0.44%	13.50	20	0.68	45.45%
☐	●	*Need a Marketing Speaker Your Audience deserves the Best ! Find the Right Speaker Here - NOW DavidCaruso.com.au	Approved	31.61%	264	47,938	0.55%	81.77	127	0.64	48.11%

Importance of Quality Score

1. CTR or Click Through Rates

$2.00	Impr.	Clicks	CTR
"sydney stockbroker"	1000	200	20%

$1.50			
"sydney stockbroker"	1000	500	50%

Quality Score = ____ x _____

Importance of Quality Score

2. Relevancy

Quality Score = CTR x Relevancy

contains keywords all about PA Hire

Looking for PA Hire?
One Time Offer on PA Hire Systems - Ends Soon - Small Crowds to Stadium Events
the-pa-hire-professionals.com

OUR WEBSITE

A SPECIFIC _____ PAGE

all about PA Hire & SEO Optimised for PA Hire

Does bid price have any factor where I rank on the results page?

Does bid price have any factor where I rank on the results page?

___	x	___ / ___ (based 1 to 10)	=	Ad Rank Score	Ad Rank Position	
$2.00	x	5	=	(10)	2	Your advert
$1.50	x	8	=	(12)	1	My advert

My Actual Price = b2 x q2 / q1
= 10 / 8 ($1.25)

Importance of Quality Score

Quality Score = CTR x Relevancy

Achieve High CTR Rates by:-

- _____ Your Area
- Using _____ Match Keywords
- Getting Your _____ Right
- Selling the _____ in Your Advert

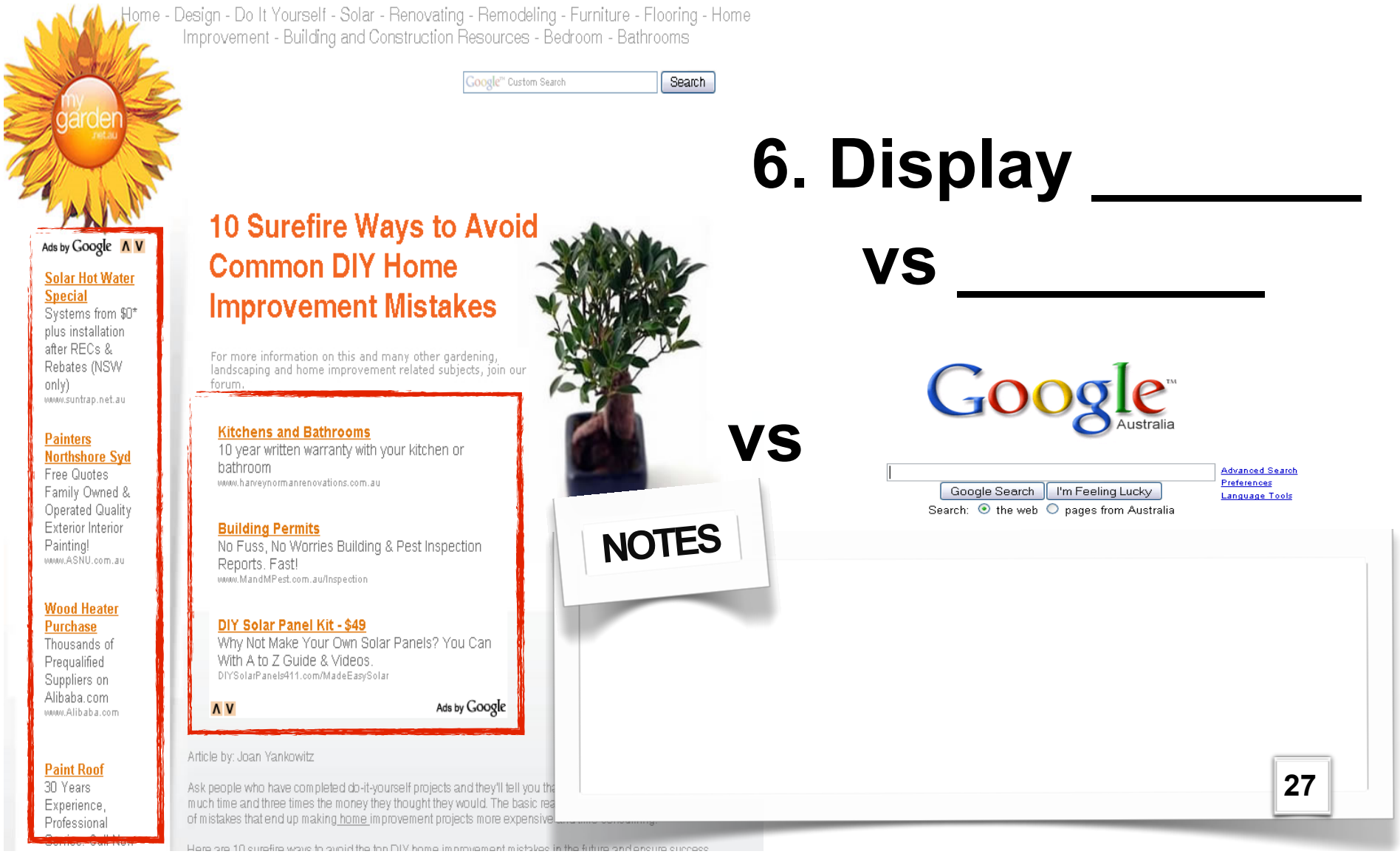
Importance of Quality Score

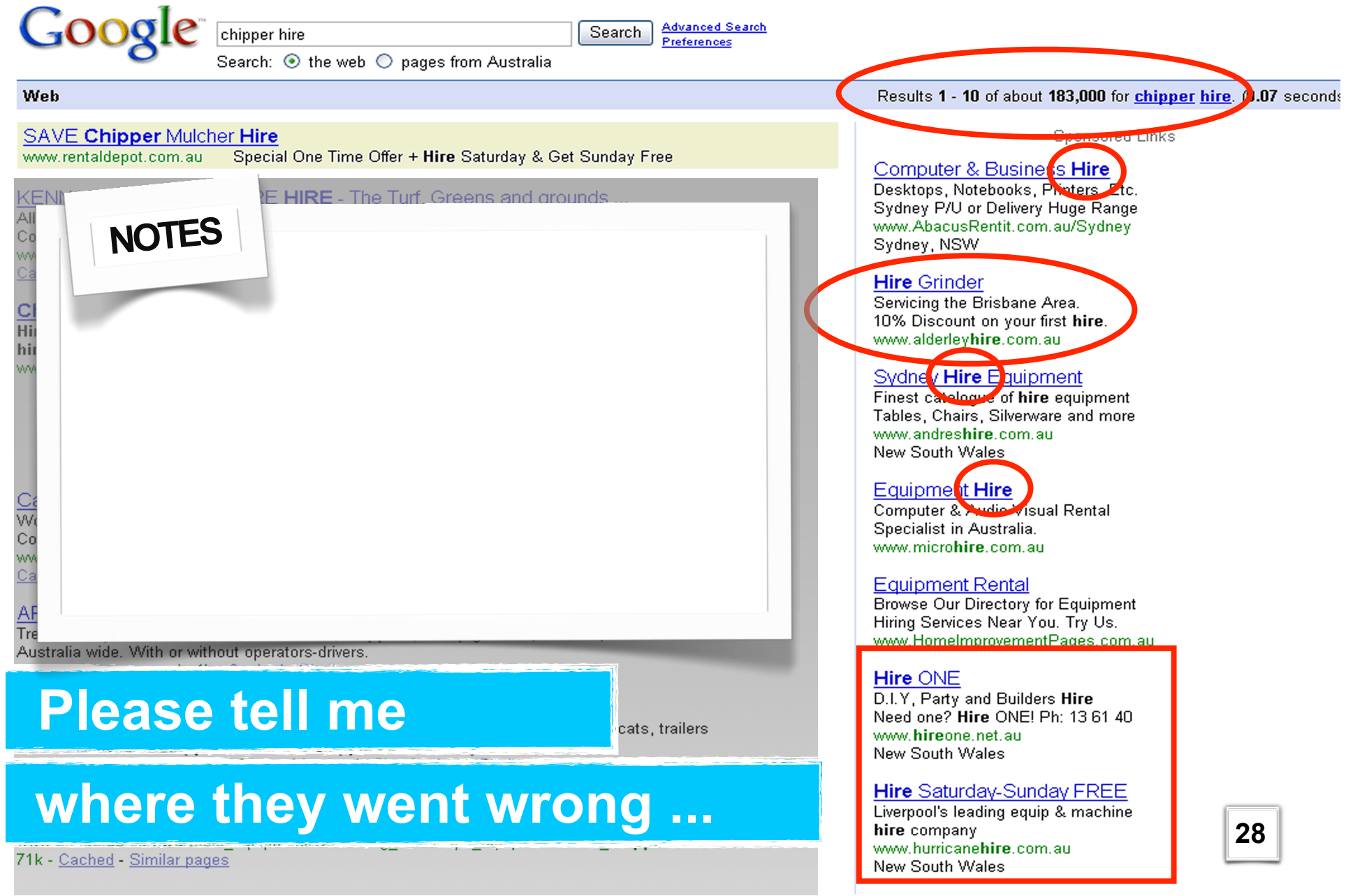
Quality Score = CTR x Relevancy

Achieve High Relevancy by:-

- having small _____ ad groups
- using the _____ in the ads
- having specific _____ pages

6 Important Considerations



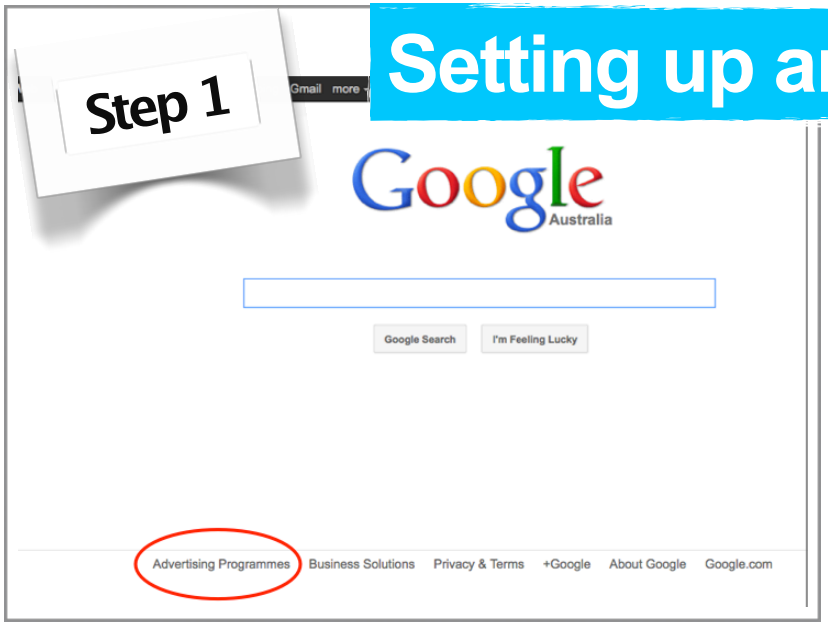


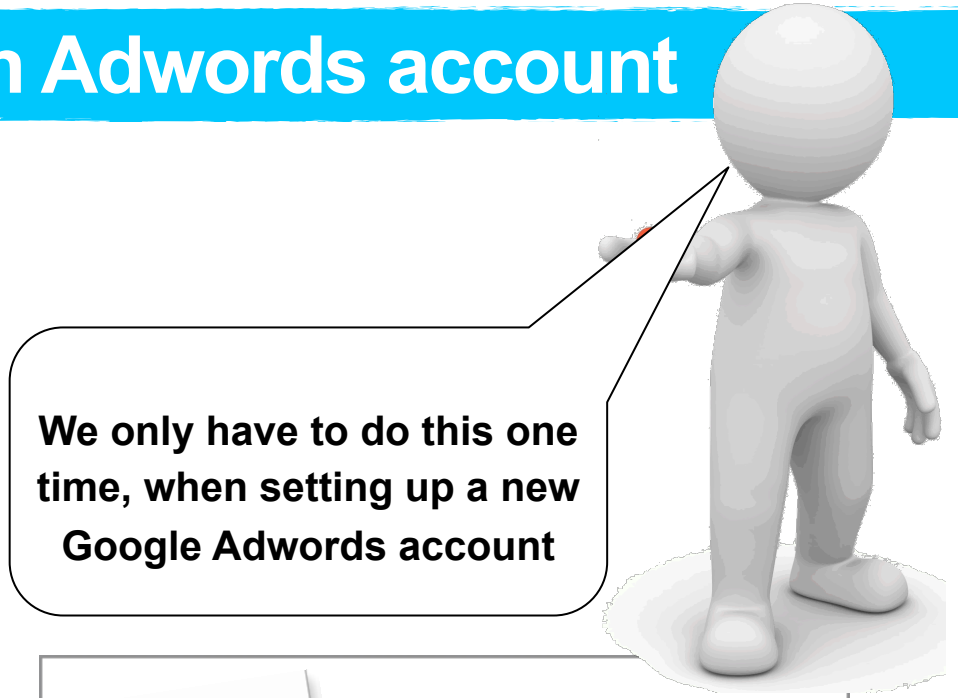
Please tell me

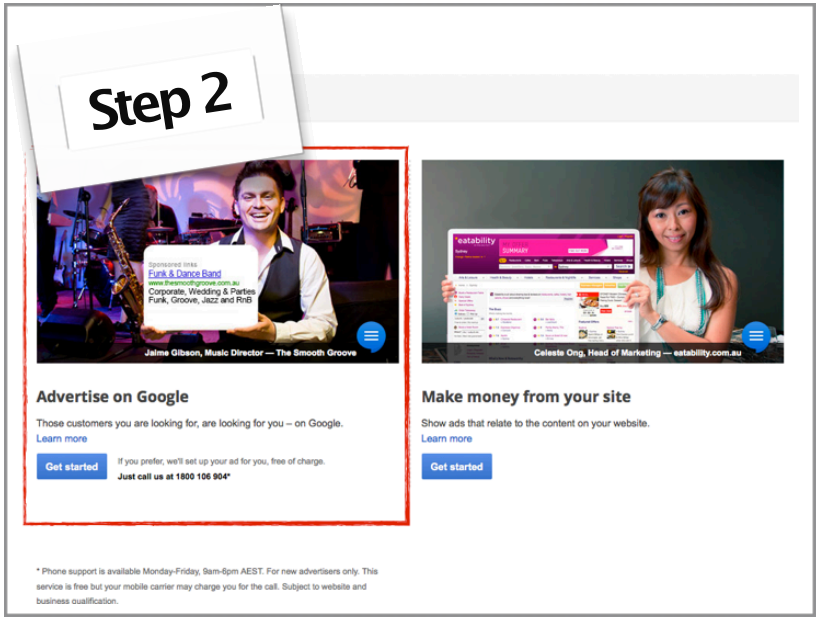
where they went wrong ...

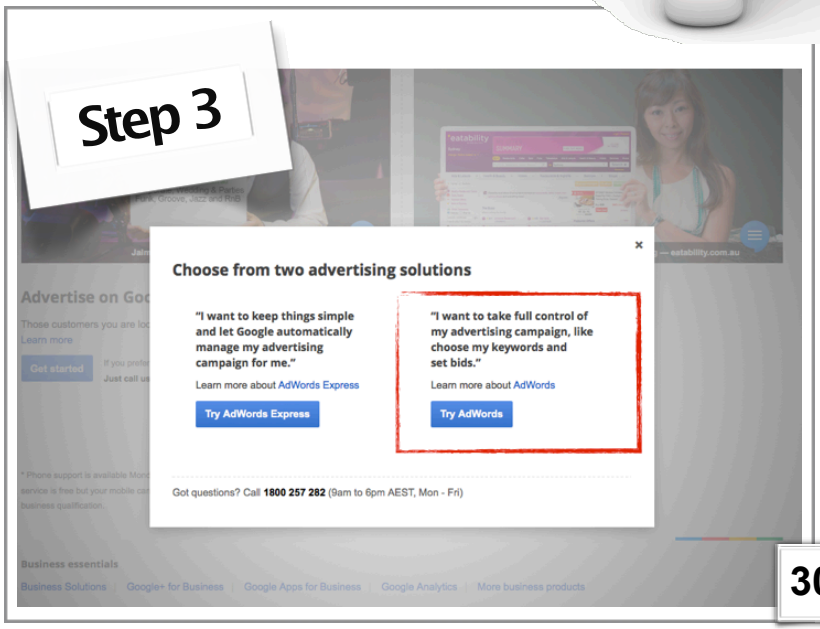
hands
on

Setting up an Adwords account









Setting up an Adwords account

Help

What is Google AdWords?

What's a Google Account?

How do I create an AdWords account?

I don't have a website. Can I still advertise with AdWords?

AdWords Beginner's Guide

Help Center

Go

Need more assistance?

Call **1800 988 571** for help creating your first ad.

Mon - Fri, 9am - 6pm AEST Toll Free. More

Create Google Account

Hello, and welcome to Google AdWords ... your account.

To begin creating your AdWords account, ...

Which best describes you?

- I have an email address and password ...
- I do *not* use these other services.

Would you like to have a single account f... ...ervices?

You can use your existing Google account email address and password for AdW... ...choose for AdWords.

- I'd like to use my existing Google account for AdWords.
- I'd like to choose a new login name and password just for AdWords.

Sign in to AdWords with the *existing* email address and password that you use to access other Google services.

Google **Account**

Email:

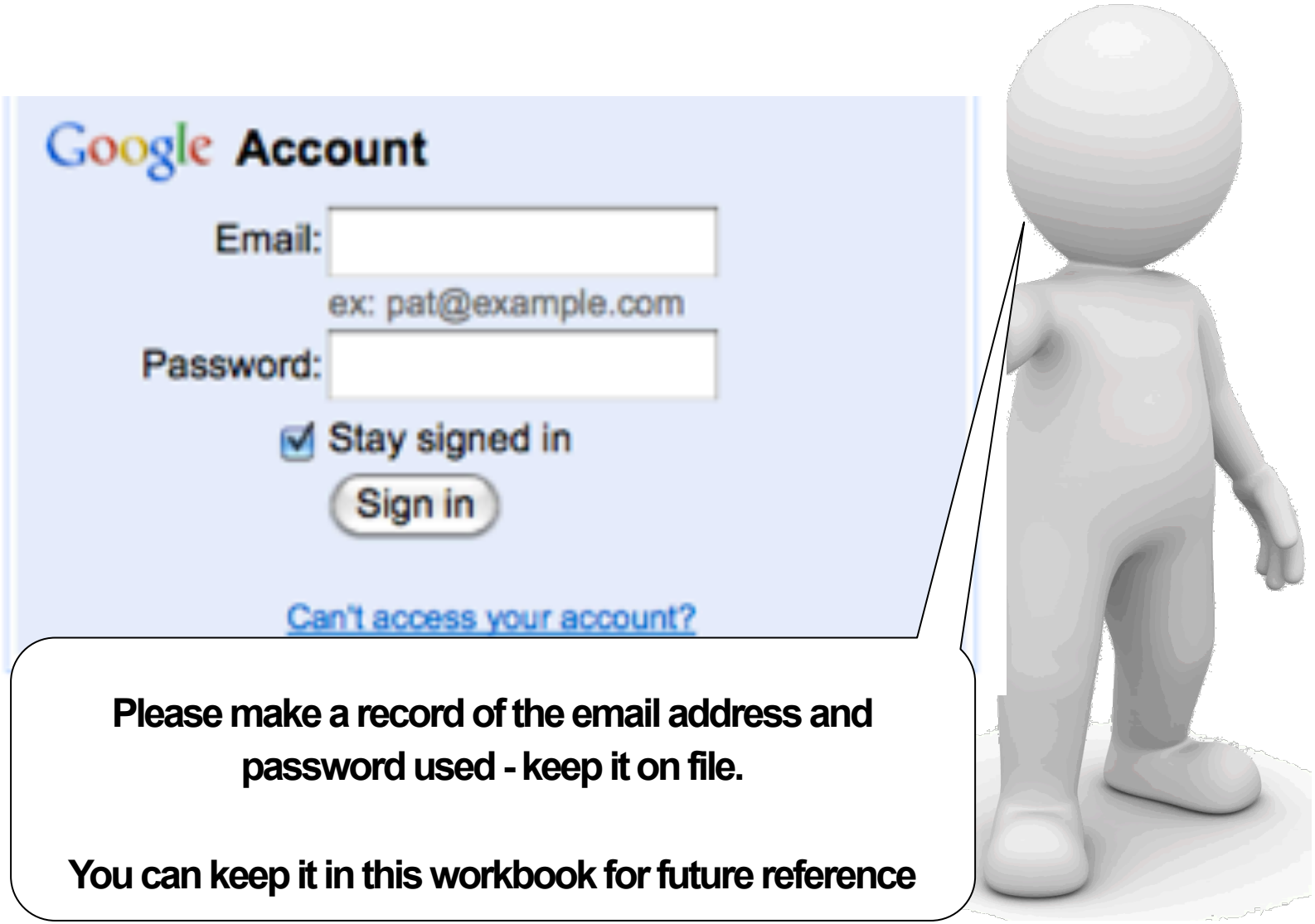
ex: pat@example.com

Password:

Stay signed in

Sign in

Can't access your account?



Please make a record of the email address and password used - keep it on file.

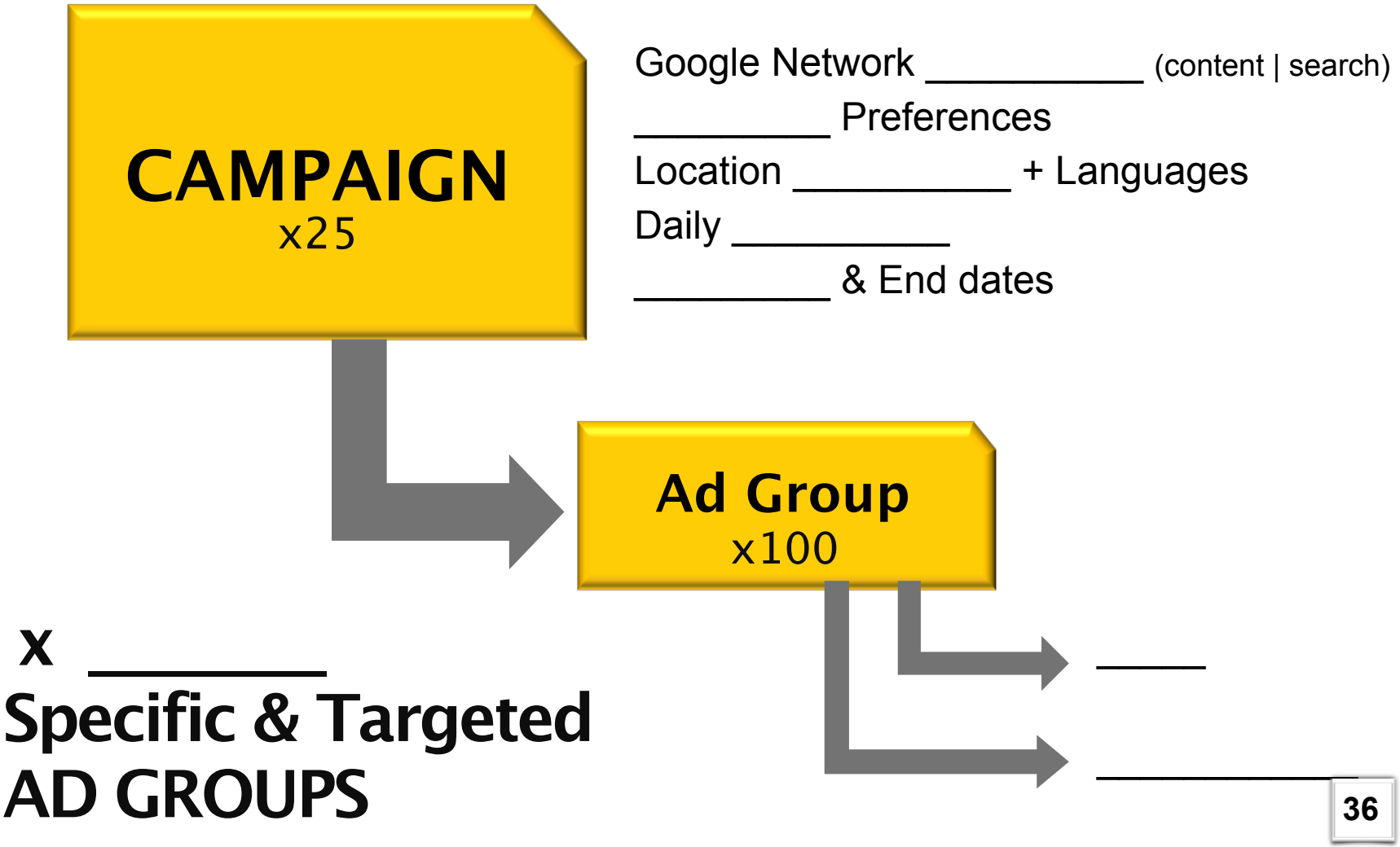
You can keep it in this workbook for future reference

notes

notes

notes

Google Advertising Platform



The Right Terminology

+

* Need a Guest Speaker ?
David Caruso is Highly Recommended
A Pro Business & Marketing Speaker
DavidCaruso.com.au

= ad _____

---

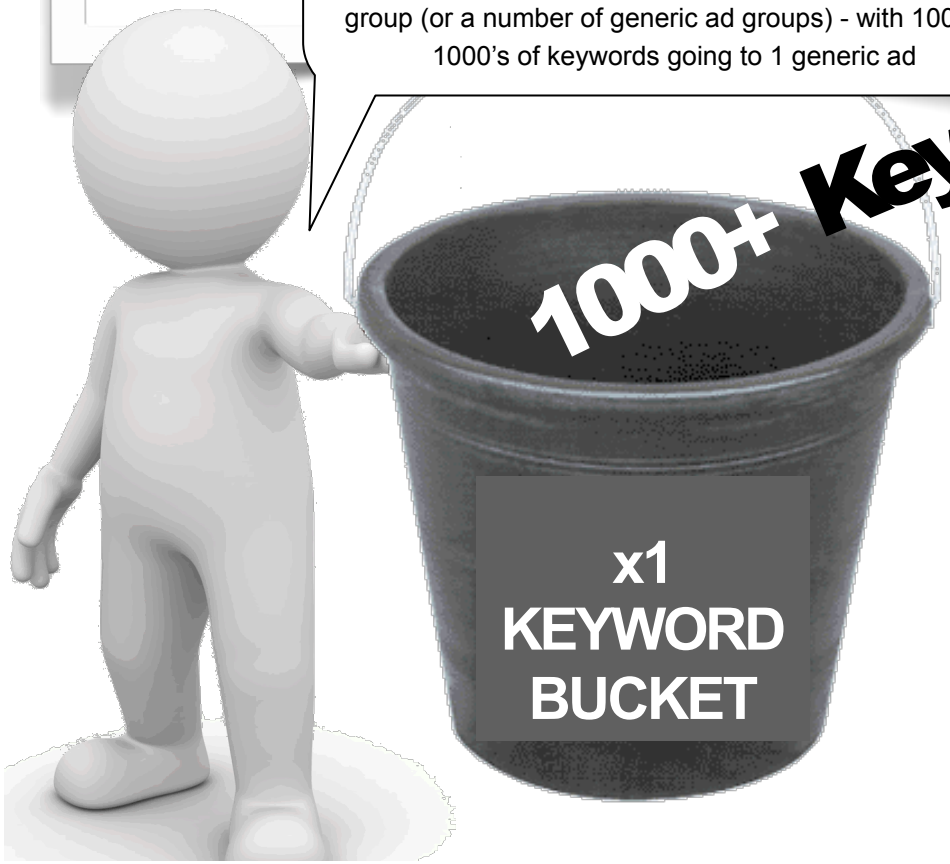
* Need a Guest Speaker ?
David Caruso is Highly Recommended
A Pro Business & Marketing Speaker
DavidCaruso.com.au

= _____

NOTES

The biggest mistake

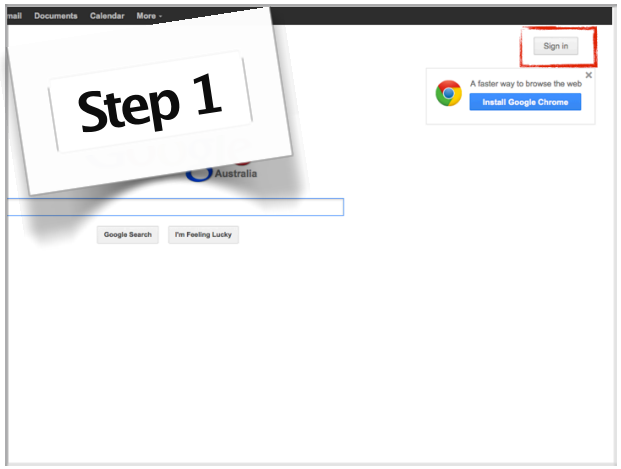
The biggest mistake you can make is to have 1 generic ad group (or a number of generic ad groups) - with 100's or 1000's of keywords going to 1 generic ad

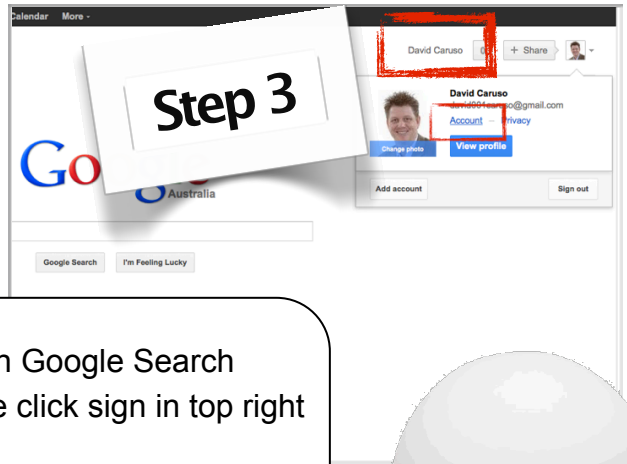


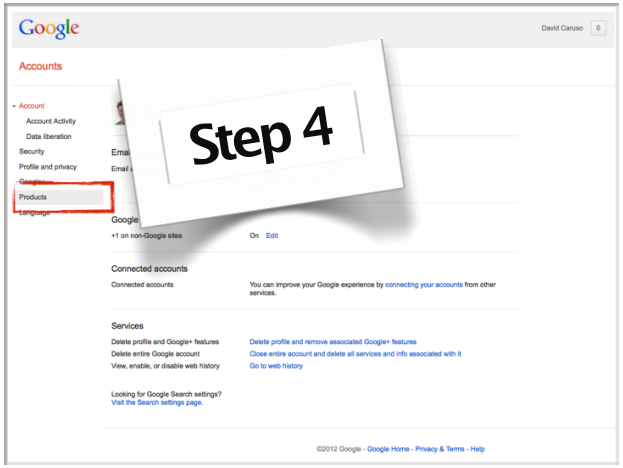
mulcher hire
chainsaw hire
backhoe hire
excavator hire
lawn mower hire
drill hire
bobcat hire

Plant equipment **hire.**
www.**hire**-it.com.au
Hire the right tools for the job.
Expert service & advice. Low price.

Signing into Google Adwords







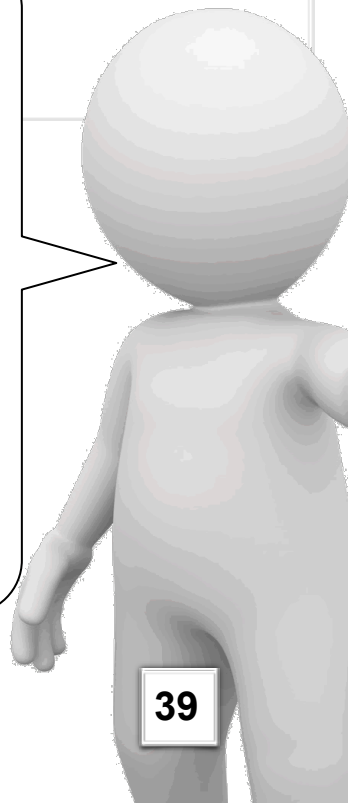
Step 1. On Google Search Home page click sign in top right corner

Step 2. Sign in

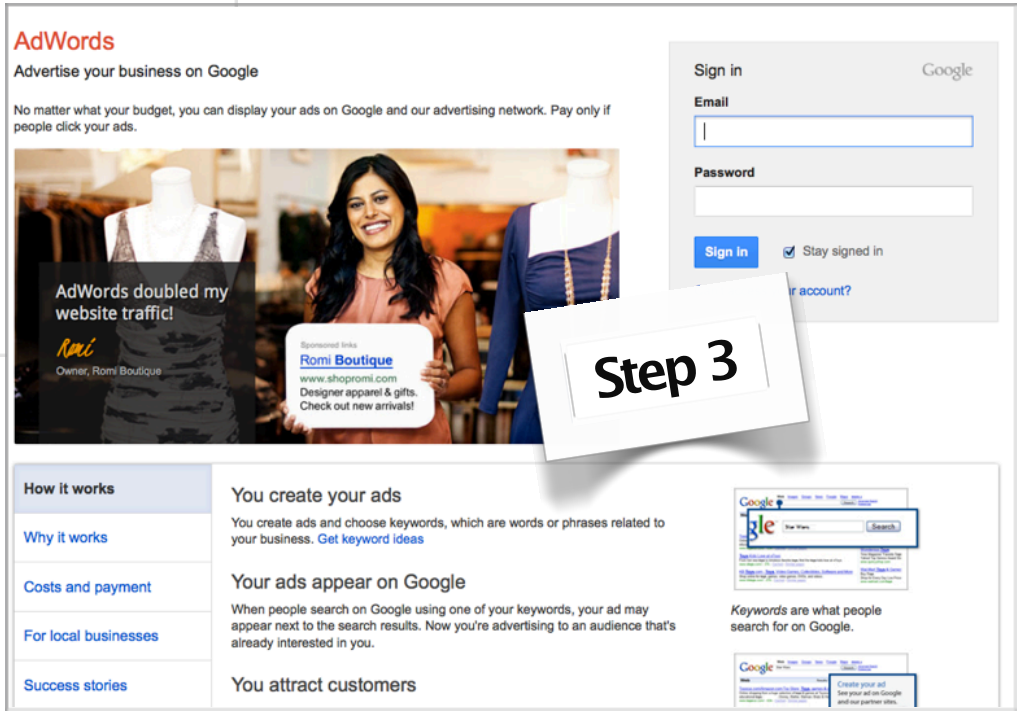
Step 3. On Google Home Search page - Click on Your Name & the click on Account

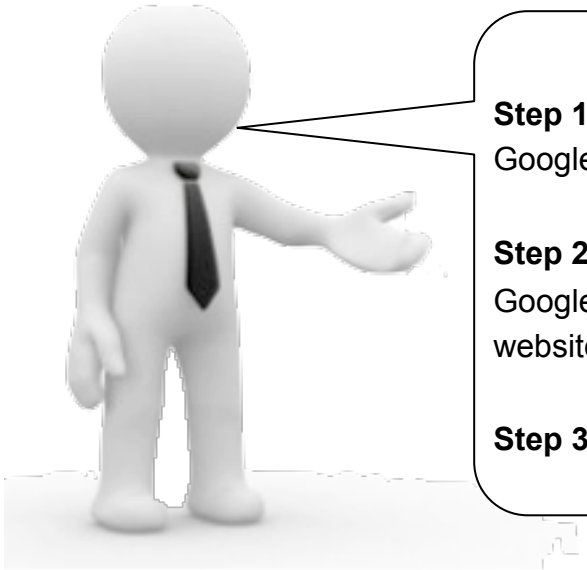
Step 4. Select Products

Step 5. Select Adwords



Signing into Google Adwords in 3 easy steps





Step 1. Search for Google Adwords

Step 2. Click on the Google Adwords website link

Step 3. Sign in

Welcome to AdWords!

What's the next step?

Start an online campaign

We'll help you create your first AdWords campaign, step by step. When you're ready, your ads will run on Google and its network of online partner sites.

Create your first campaign »

You can also start your first campaign by choosing the placements where your ad will appear.

Learn more

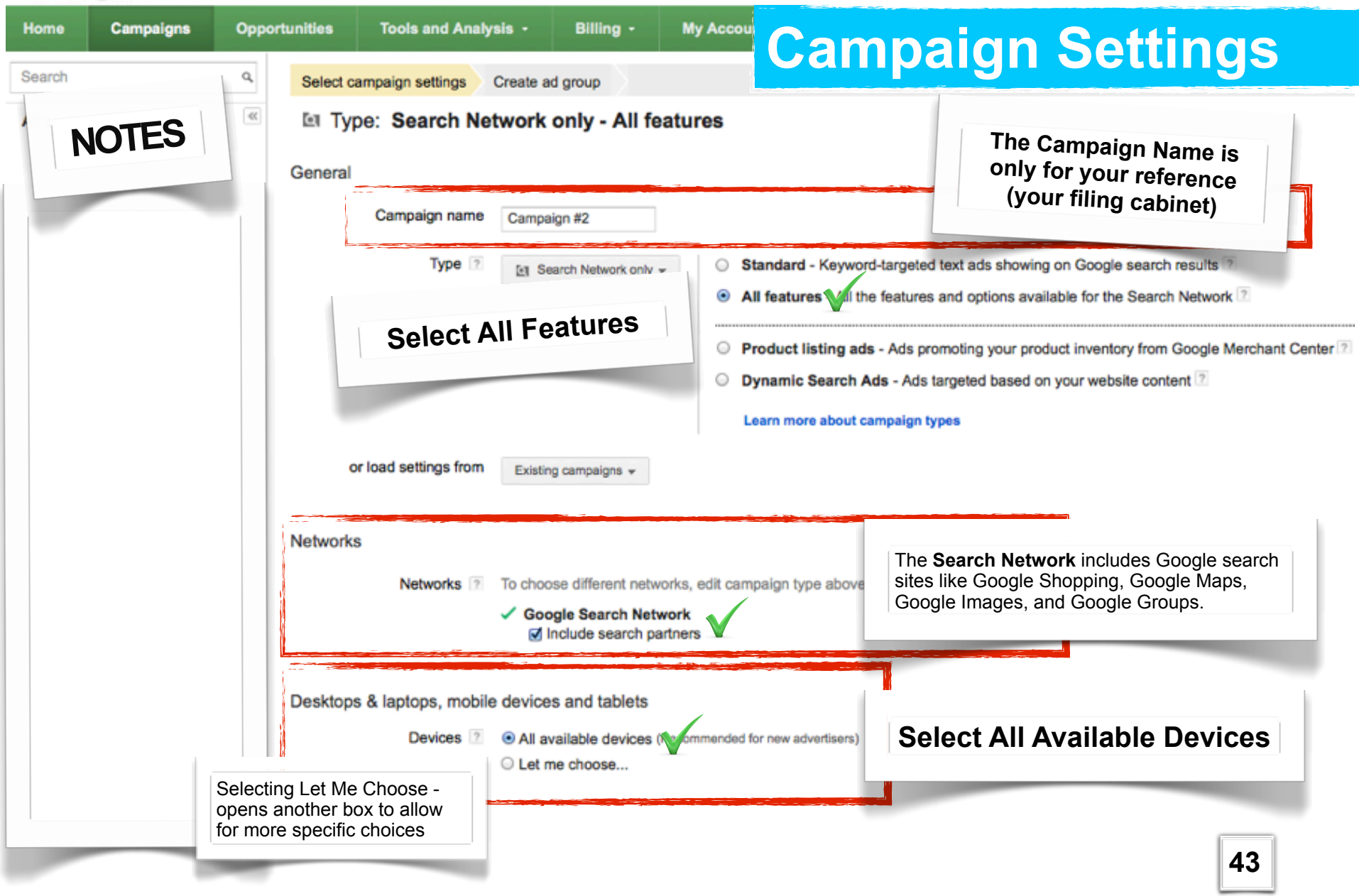
There is a ntre i AdWords pa

Don't fo get t ner until ou do

You will only ever see this page once - the very first time you create a new Google Adwords account

Create a Campaign

Campaign Settings



Campaign Settings

Search

All online campaigns

Locations

Locations ? What locations woul

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

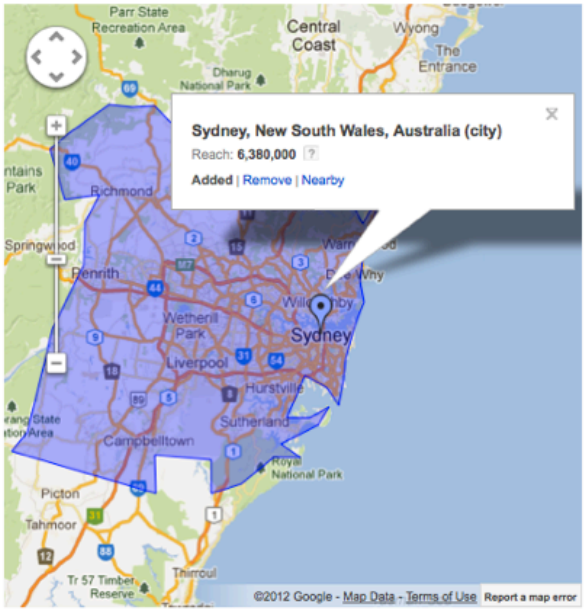
Enter a location to target or exclude. Advanced search

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

We Select The Region/ Area we want to target

Selecting Advance Search opens a new box which allows us to target areas more specifically

Choose your locations



Search | Radius targeting | Bulk locations

20 mi Search

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

Targeted locations	Reach	Remove all
Sydney, New South Wales, Australia - city	6,380,000	Remove | Nearby

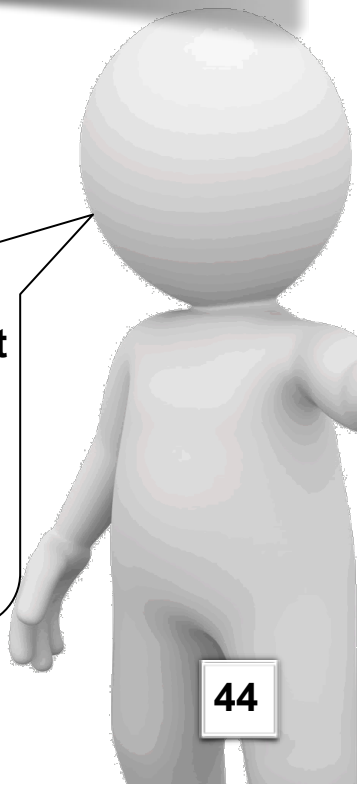
IMPORTANT NOTE: Whatever is listed in this box, is the area you are targeting – you can list more than 1 area. eg Melbourne Metro & Sydney Metro

Hide locations on map

Send feedback

Done Cancel

By Default Google Selects Australia Wide



Campaign Settings

Search

All online campaigns

Locations

Locations ? What locations would you like to ta

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

Targeted locations	Reach ?	Remove all
Sydney, New South Wales, Australia - city	6,380,000	Remove | Nearby

Enter a location to target or exclude. Advanced search

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

VERY IMPORTANT:
Double check that the right location has been targeted

You are able to reach people who are physically located in your targeted area, as well as those who are not physically located in your target area but show interest in your targeted area in the search term *Eg:- I am sitting in Thailand but searching Google for "car hire Sydney"*

Location options (advanced)

Target ?
- People in, searching for or viewing pages about my targeted location (recommended) ?
- People in my targeted location ?
- People searching for or viewing pages about my targeted location ?

Exclude ?
- People in, searching for or viewing pages about my excluded location (recommended) ?
- People in my excluded location ?

Languages

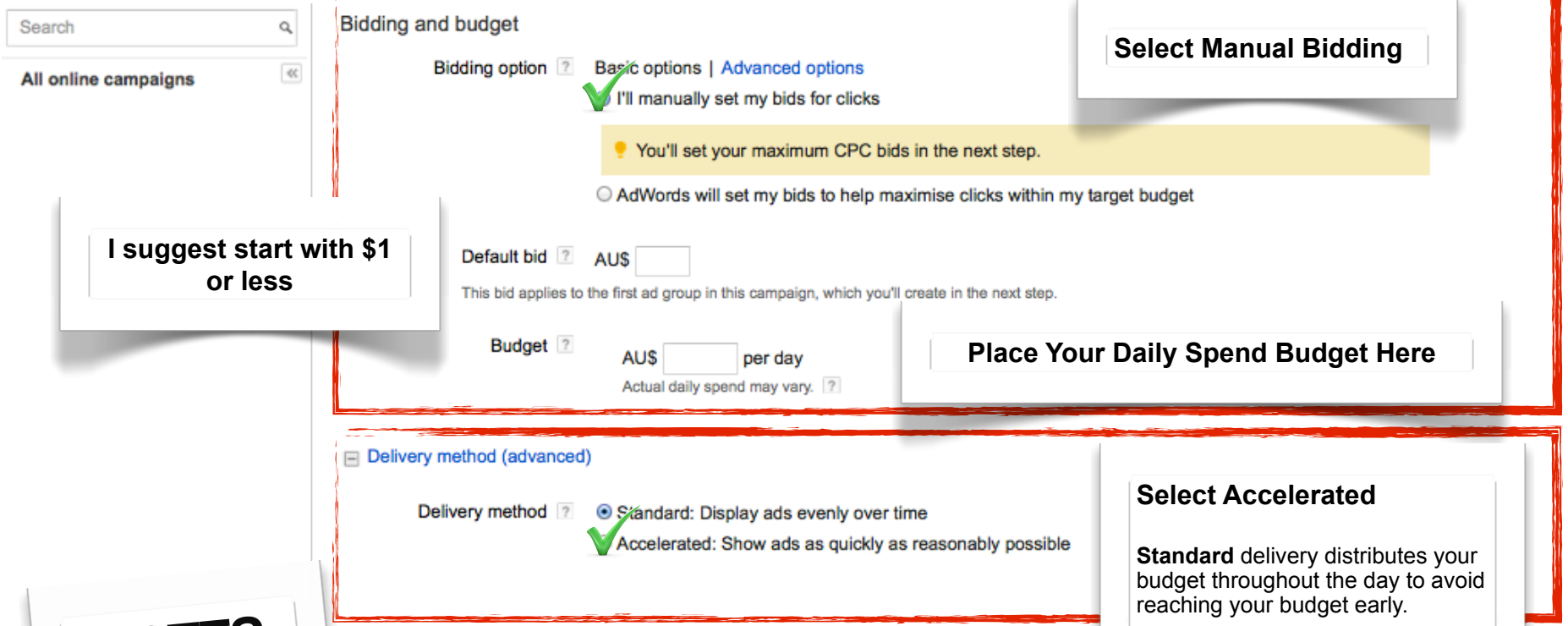
Languages ? What languages do your customers speak?

English Edit

NOTES

NOTES

Campaign Settings



Select Manual Bidding

I suggest start with $1 or less

Place Your Daily Spend Budget Here

Select Accelerated

Standard delivery distributes your budget throughout the day to avoid reaching your budget early.

Accelerated delivery displays your ads more quickly until you run out of budget. Note: if your campaign is limited by budget, your ad might stop running earlier in the day.

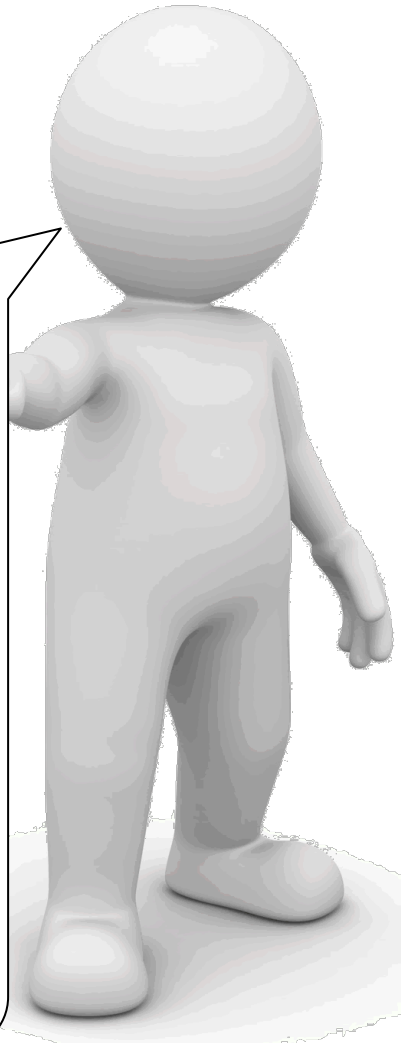
NOTES

Bidding and your budget

One of the most important parts of AdWords is your keyword bidding. This determines not only how much your clicks are going to cost, but where you'll be ranked on the search engine results page for the keyword that triggered your ad. It's also the most time-consuming part of AdWords, which is unfortunately because most advertisers like to set a bid when they start, then never change it.

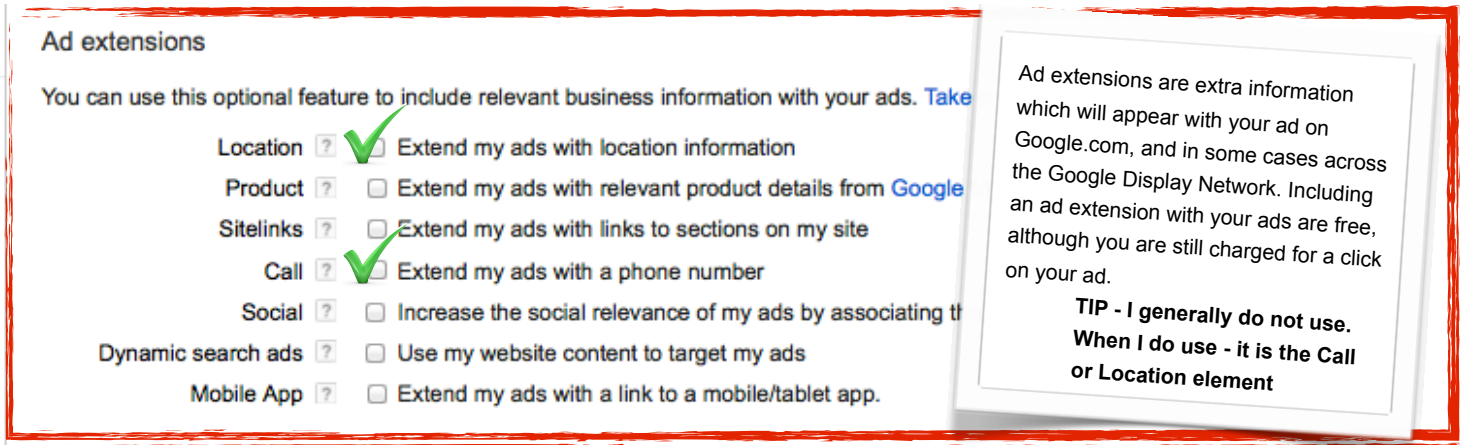
This is bad because the prices of clicks on the AdWords network are constantly changing, depending on what your competition is doing. External factors like new advertisers, competitors adding more keywords and competitors raising their bids all have a huge impact on your bidding. Neglecting your keyword bids is sort of like buying a car but never changing your oil. Sure it works at first, but eventually you're going to need to take it in for a check-up to keep it running well.

Like every other part of AdWords, there are bidding tools to help keep you on top of your bidding without spending hours upon hours adjusting your bids based on the previous days' performance. Google also offers automated bidding, but remember, it's not necessarily in their best interest to help you pay less for advertising. When you're setting up an account, to start with I'd recommend choosing 'Focus on clicks' and 'I'll manually set my bids for clicks' in the 'Bidding and budget' section.



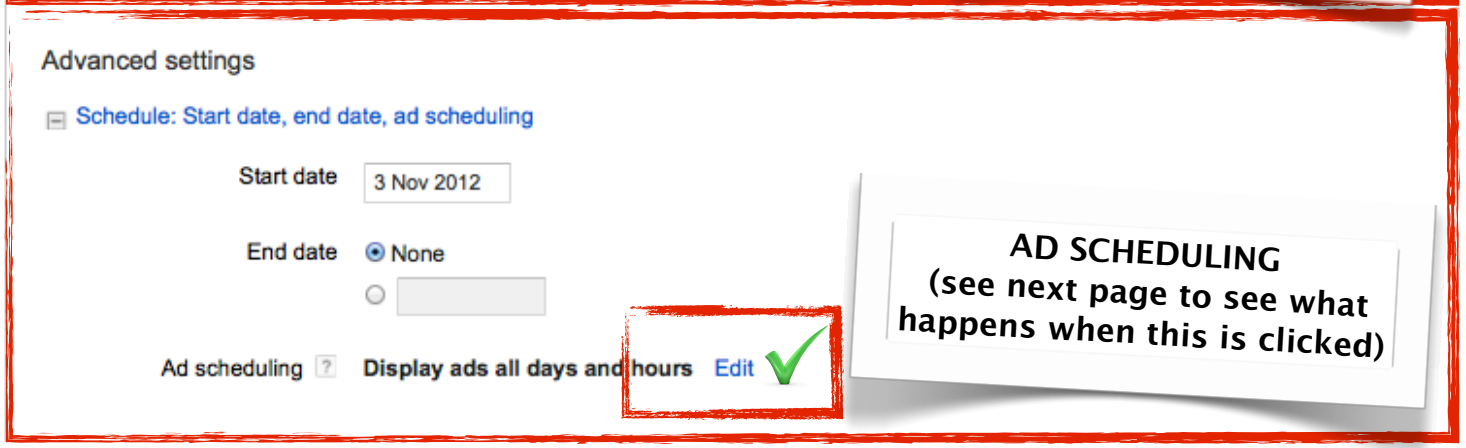
Campaign Settings

NOTES



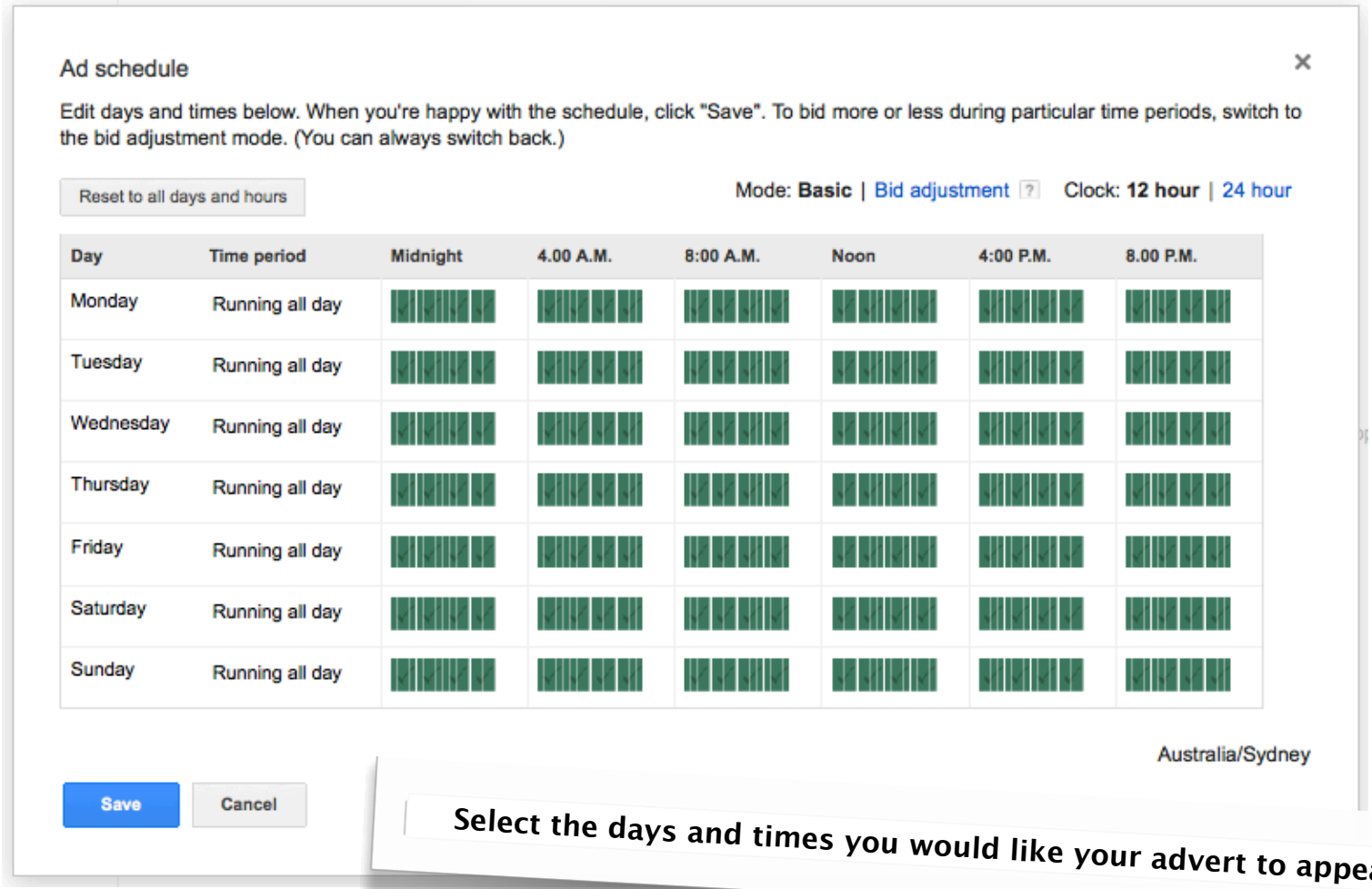
Ad extensions are extra information which will appear with your ad on Google.com, and in some cases across the Google Display Network. Including an ad extension with your ads are free, although you are still charged for a click on your ad.

TIP - I generally do not use. When I do use - it is the Call or Location element



AD SCHEDULING (see next page to see what happens when this is clicked)

Campaign Settings

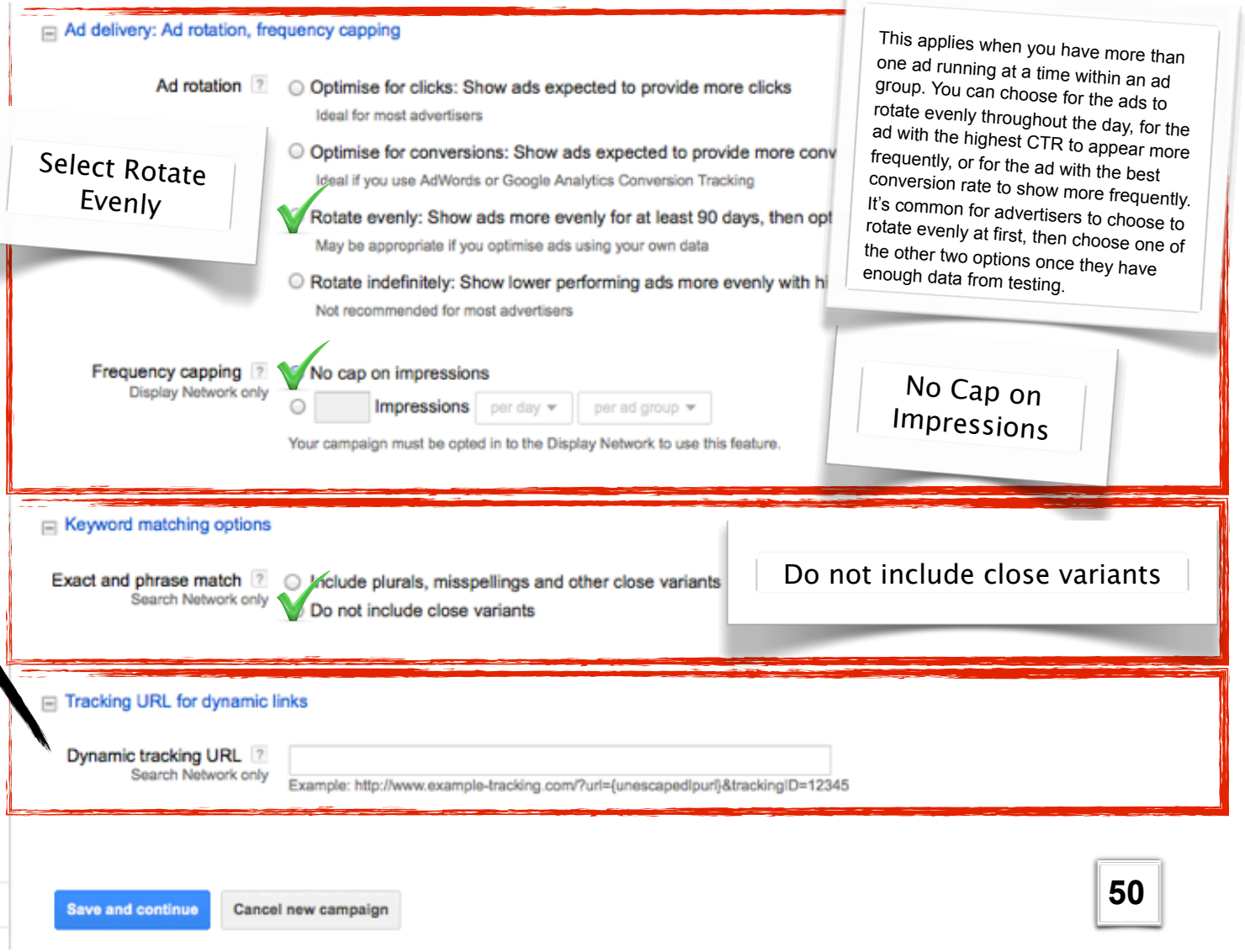


Select the days and times you would like your advert to appear

Campaign Settings

NOTES

Select Rotate Evenly



This applies when you have more than one ad running at a time within an ad group. You can choose for the ads to rotate evenly throughout the day, for the ad with the highest CTR to appear more frequently, or for the ad with the best conversion rate to show more frequently. It's common for advertisers to choose to rotate evenly at first, then choose one of the other two options once they have enough data from testing.

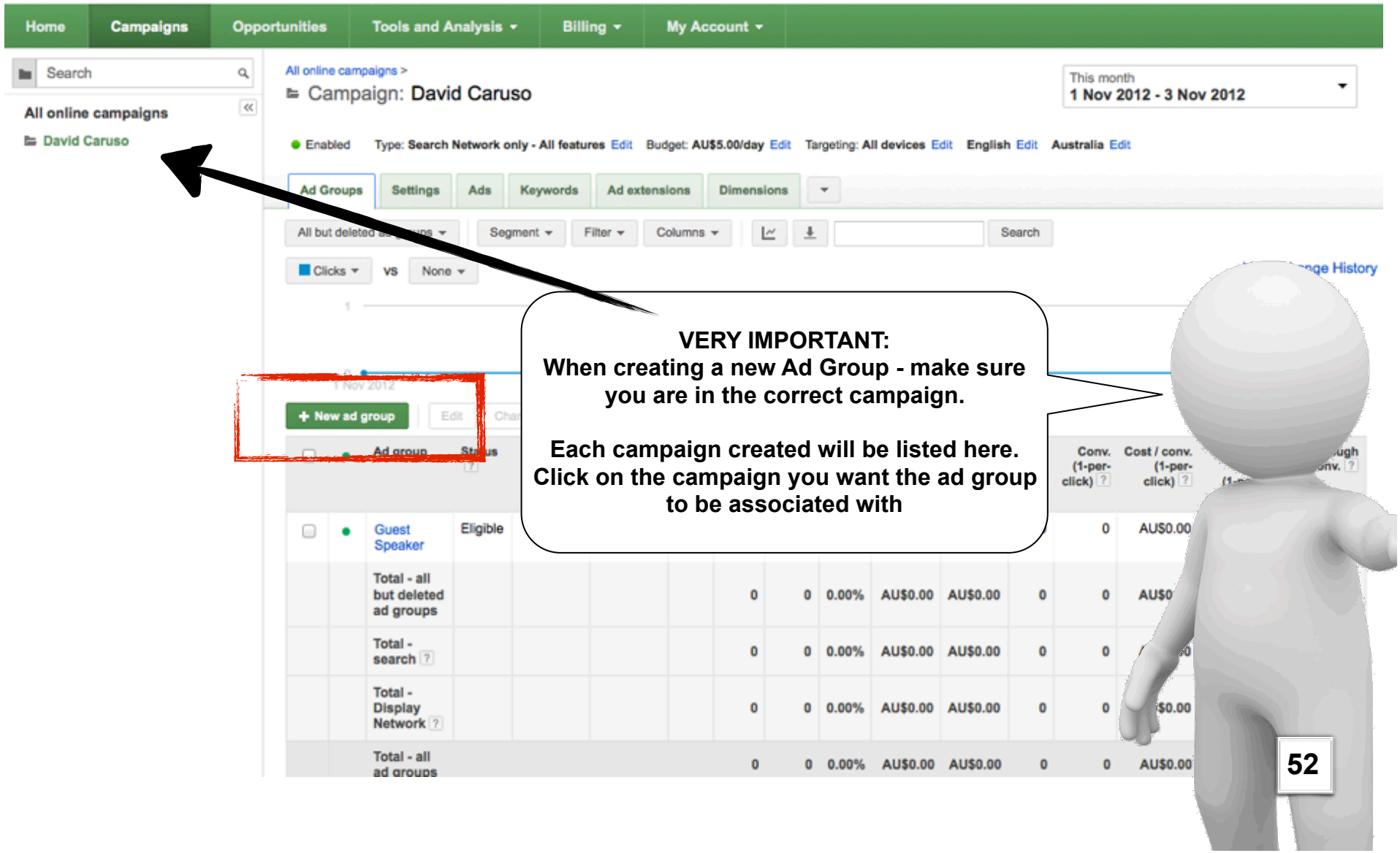
No Cap on Impressions

Do not include close variants

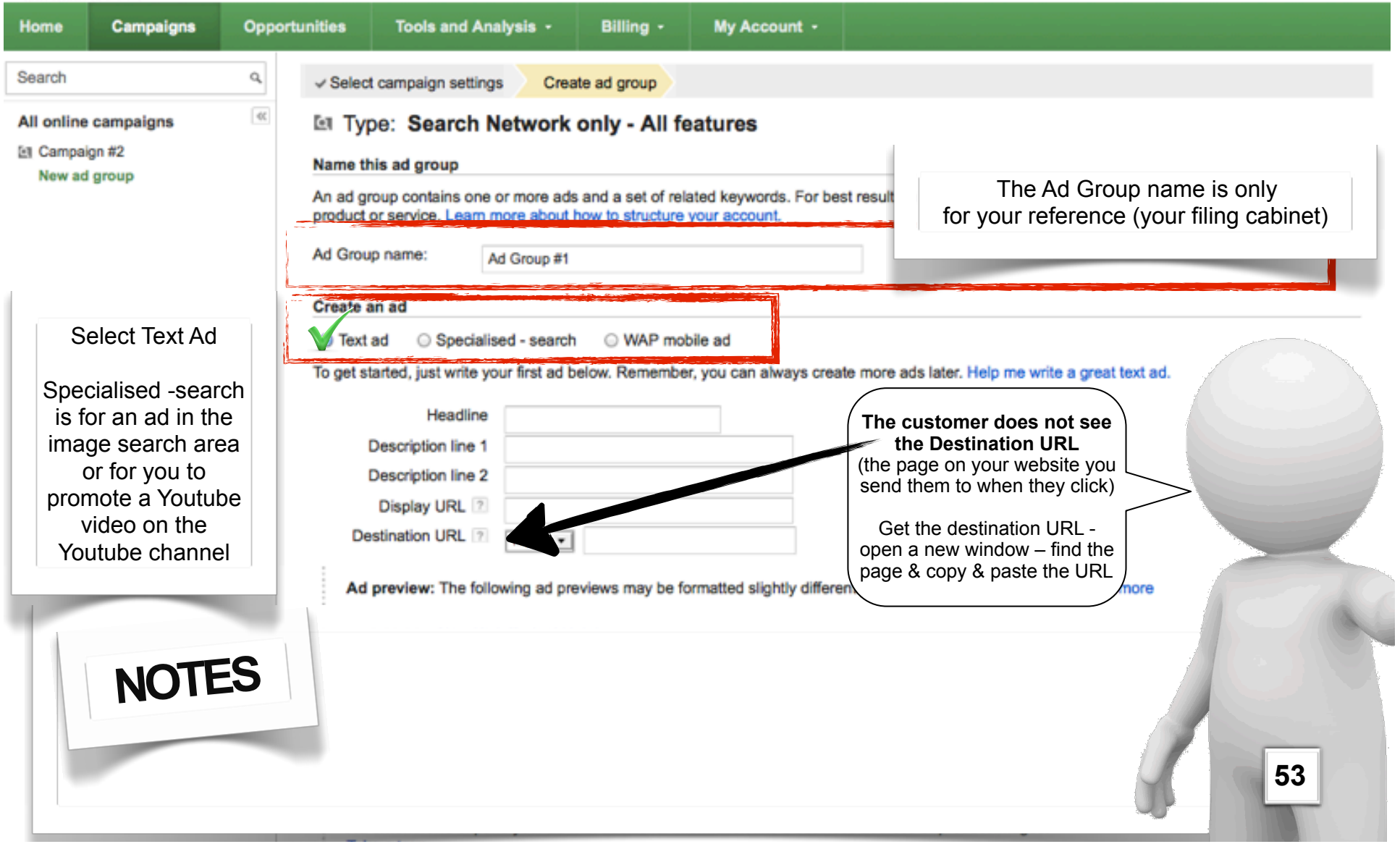
Save and Continue to complete your First Campaign

Your First
Ad Group

Create an Ad Group



Creating an Ad Group



Creating an Ad Group

What Price are you willing to pay for each click

Put the Price Here – ie $1.00

Keywords

Select keywords

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

- Start with 10 to 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 match. Broad match 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

Estimate search traffic

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords that you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

We never use this area -
We always use the Keyword Tool
Place x 1 Keyword to be able to skip this feature

Ad group bids

Maximum cost per click (Max. CPC)

You can influence your ad's position by setting its maximum cost-per-click (CPC) bid. This bid is the highest price you're willing to pay when someone clicks on your ad. You'll input an initial bid below, but you can change your bid as often as you like. Try a bid now to get started, then revise it later based on how your ads perform.

Default bid AU$ 1.00

You can set keyword-level bids separately.

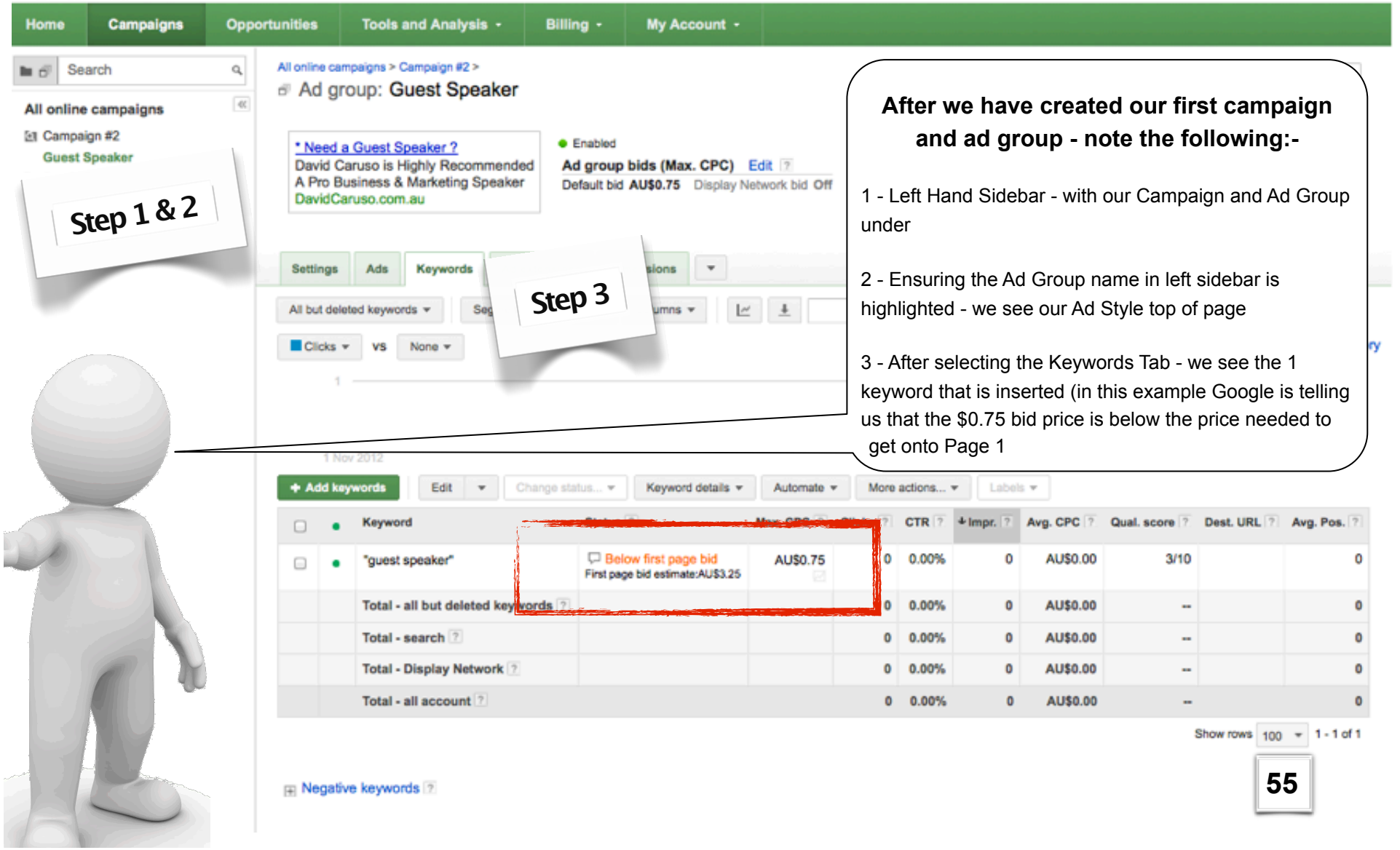
This ad group isn't quite ready yet. Before your ads can run, you'll need to complete the following tasks:

- Create at least one ad.
- Add at least one keyword.

If you like, you can save this ad group without completing these steps and finish them later.

Save ad group | Cancel new ad group

Creating First Campaign & Ad Group

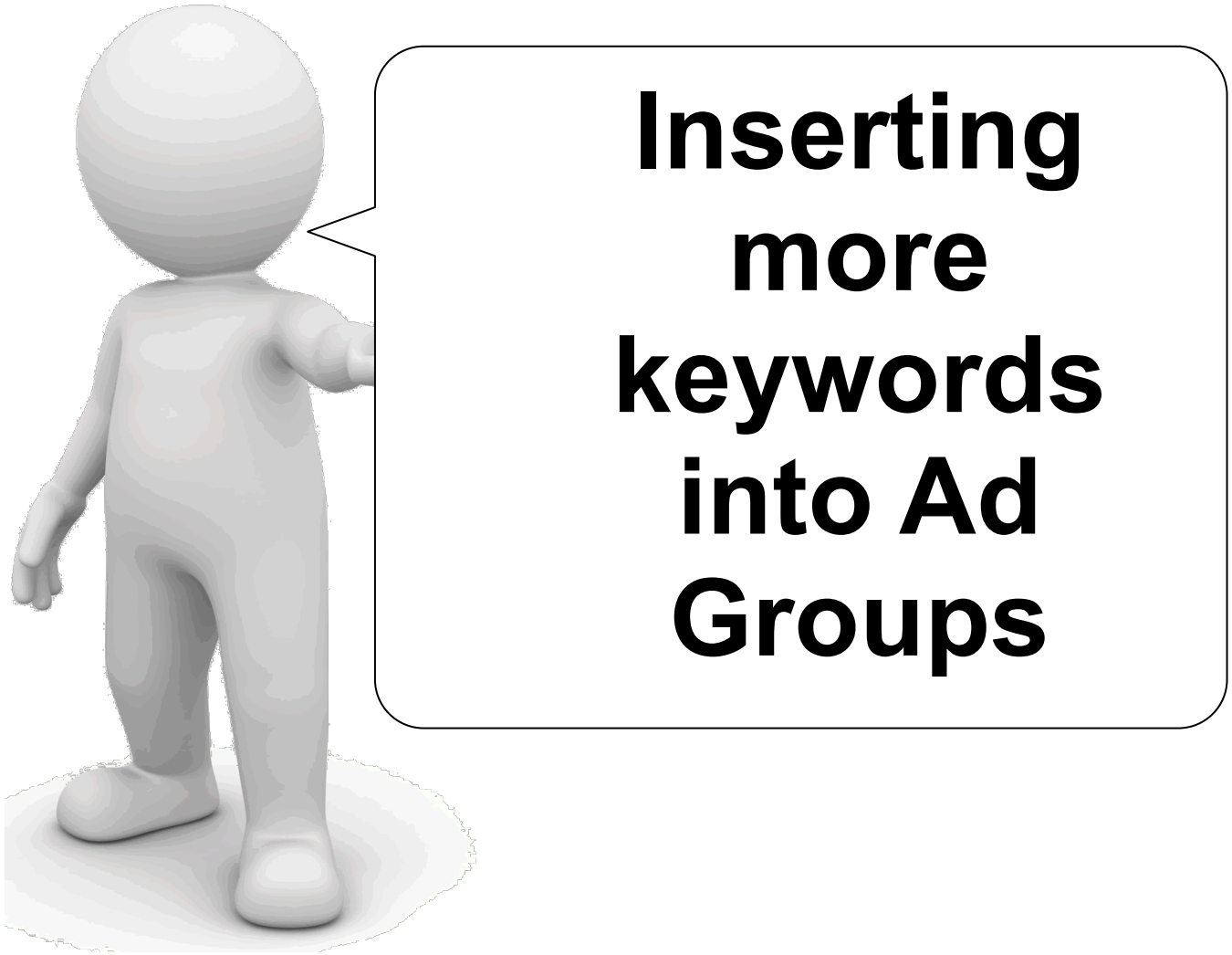


After we have created our first campaign and ad group - note the following:-

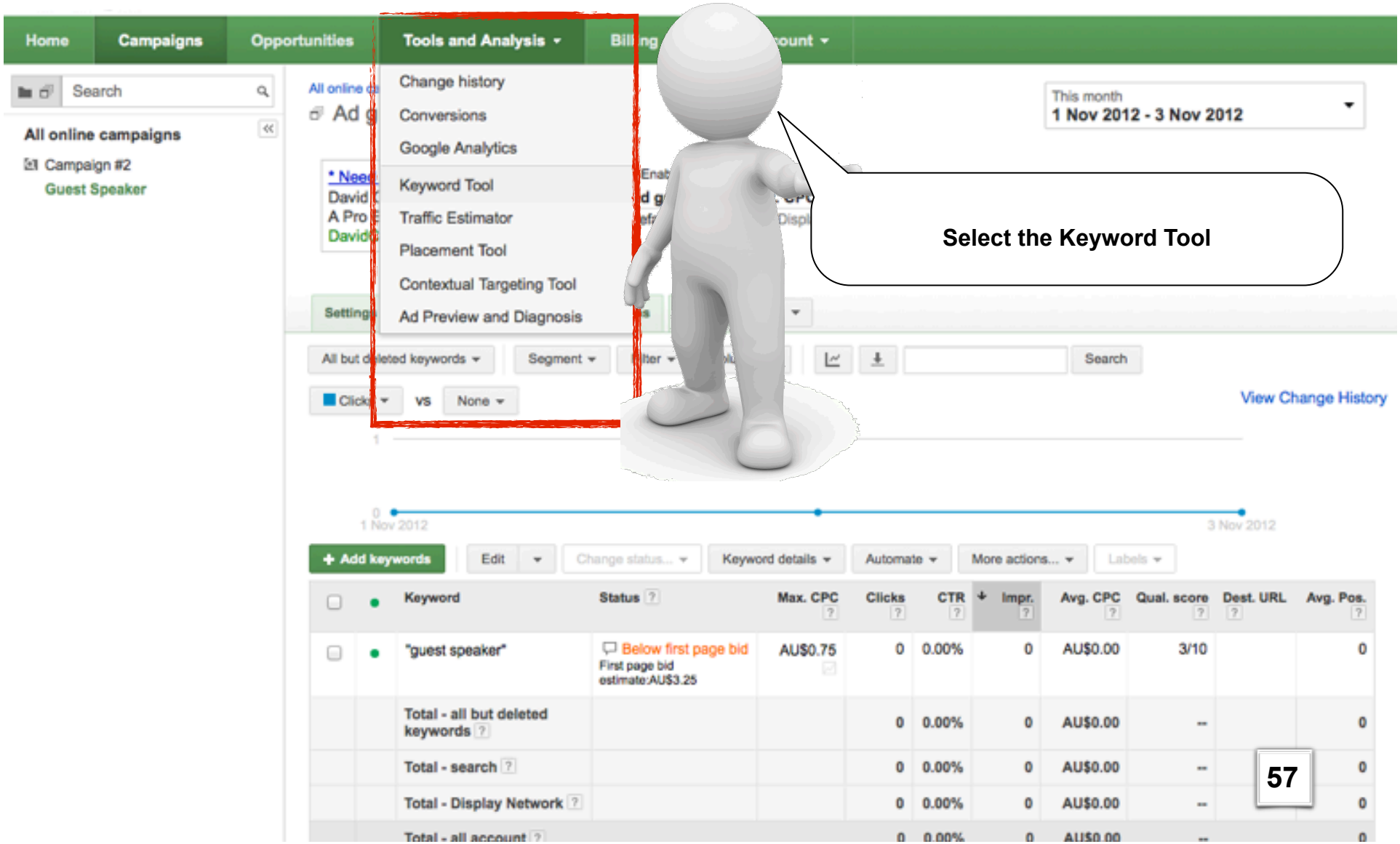
1 - Left Hand Sidebar - with our Campaign and Ad Group under

2 - Ensuring the Ad Group name in left sidebar is highlighted - we see our Ad Style top of page

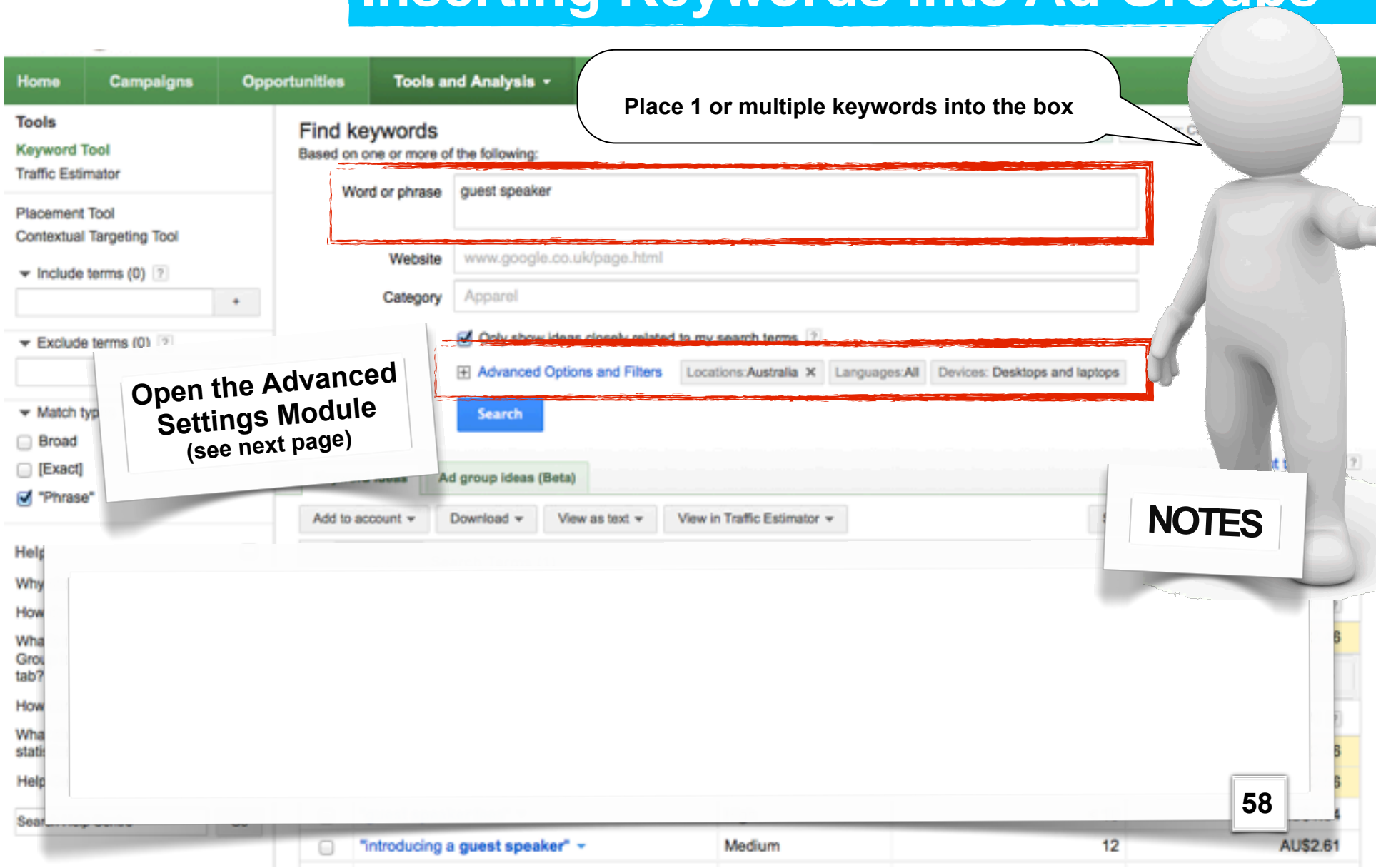
3 - After selecting the Keywords Tab - we see the 1 keyword that is inserted (in this example Google is telling us that the $0.75 bid price is below the price needed to get onto Page 1


Inserting more keywords into Ad Groups

Inserting Keywords



Inserting Keywords into Ad Groups



Inserting Keywords into Ad Groups

Advanced Options and Filters

Locations and languages

Antarctica
Antigua and Barbuda
Argentina
Armenia
Aruba
Australia

All Languages
English
Japanese
German
Portuguese

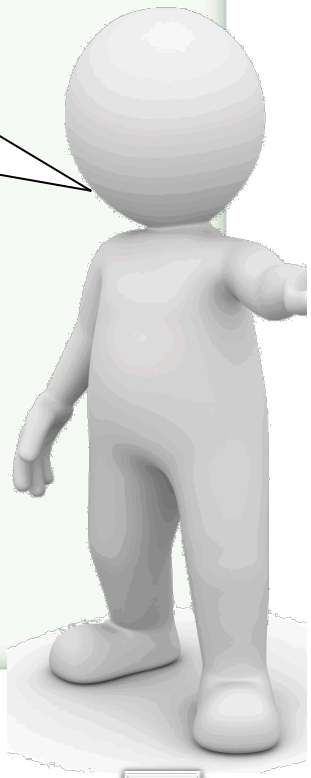
Include specific content — Include adult ideas

Show Ideas and Statistics for — Desktop and laptop devices

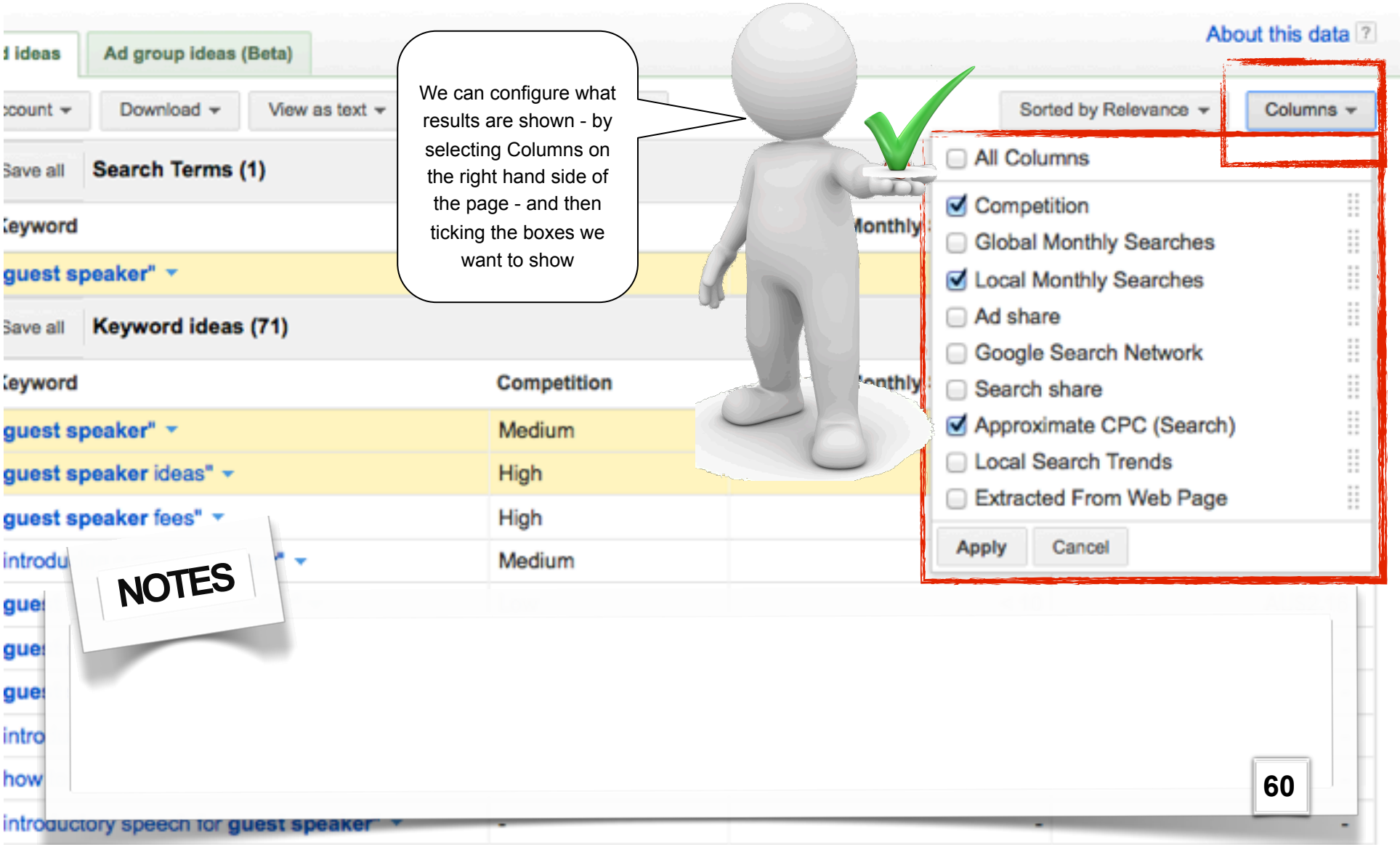
Filter ideas — Local Monthly Searches | >= | Remove

+ Add another

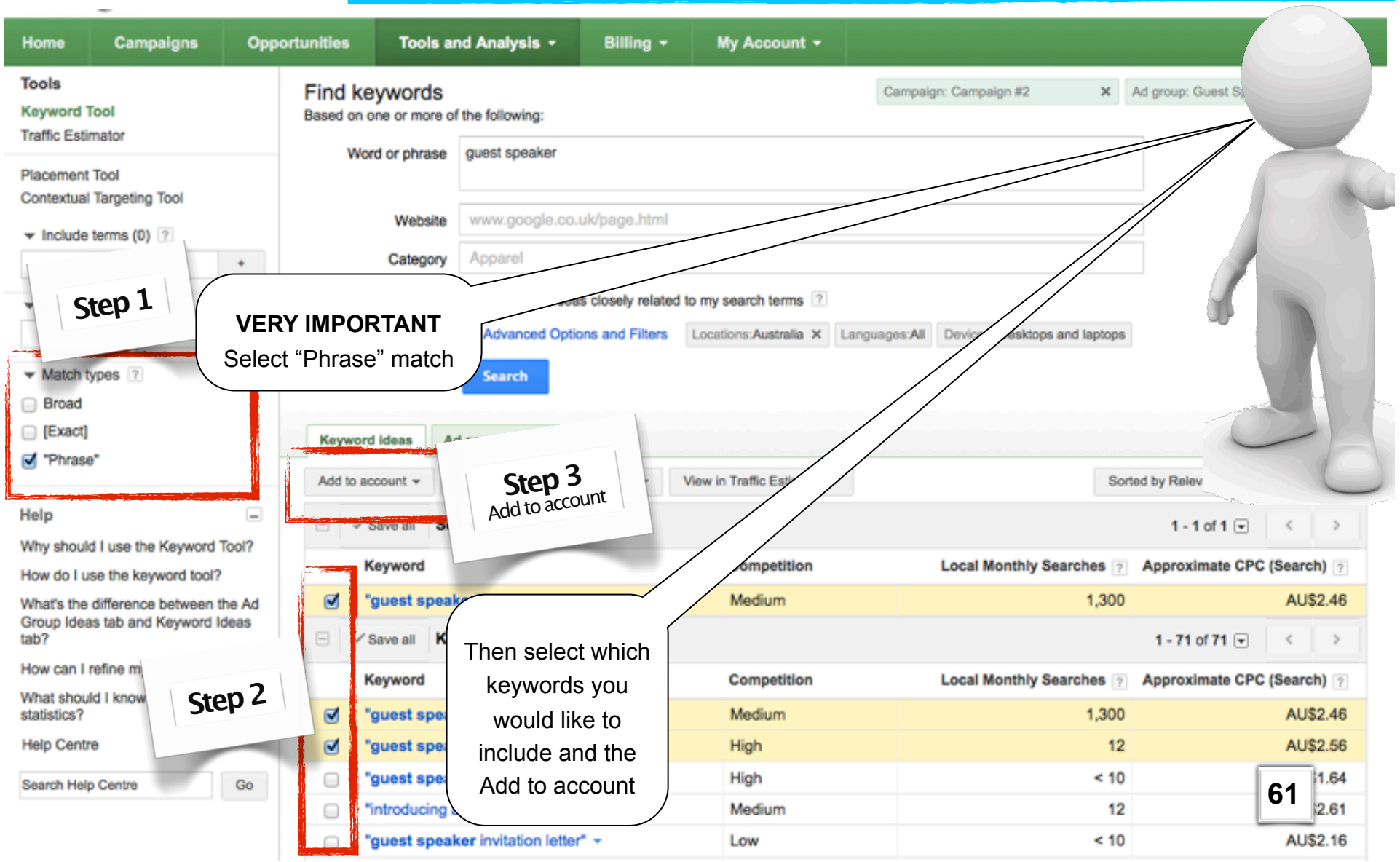
Search



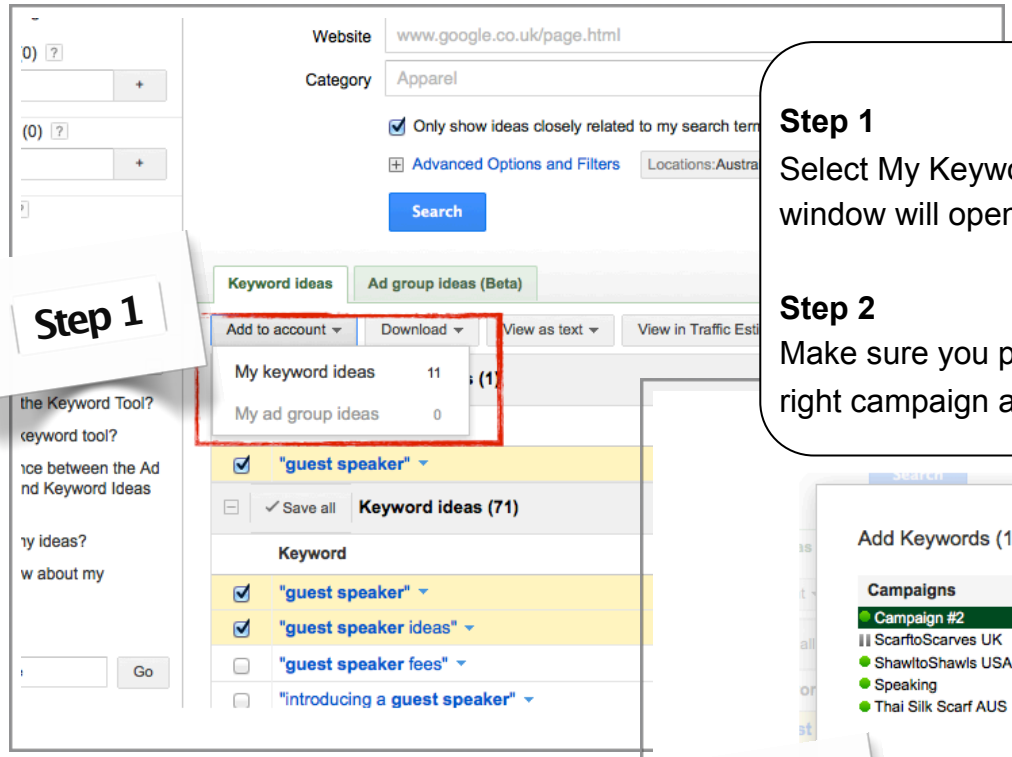
Inserting Keywords into Ad Groups



Inserting Keywords into Ad Groups

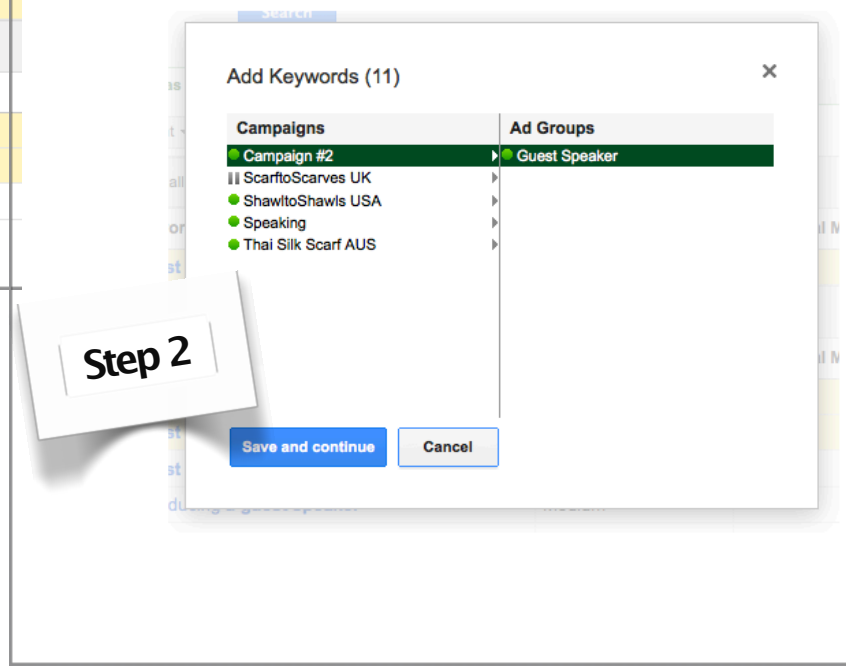


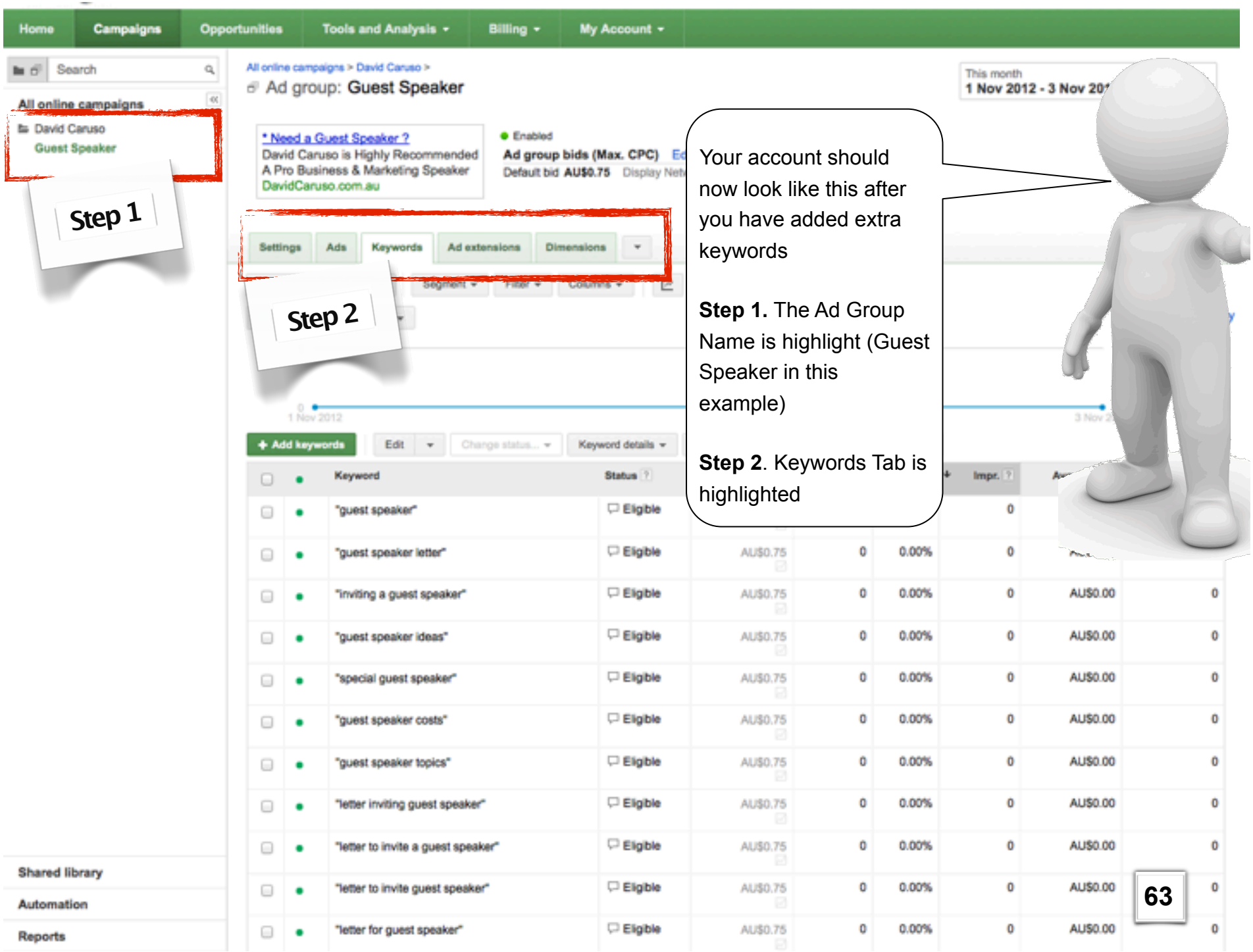
Inserting Keywords into Ad Groups



Step 1
Select My Keyword ideas and a 2nd window will open

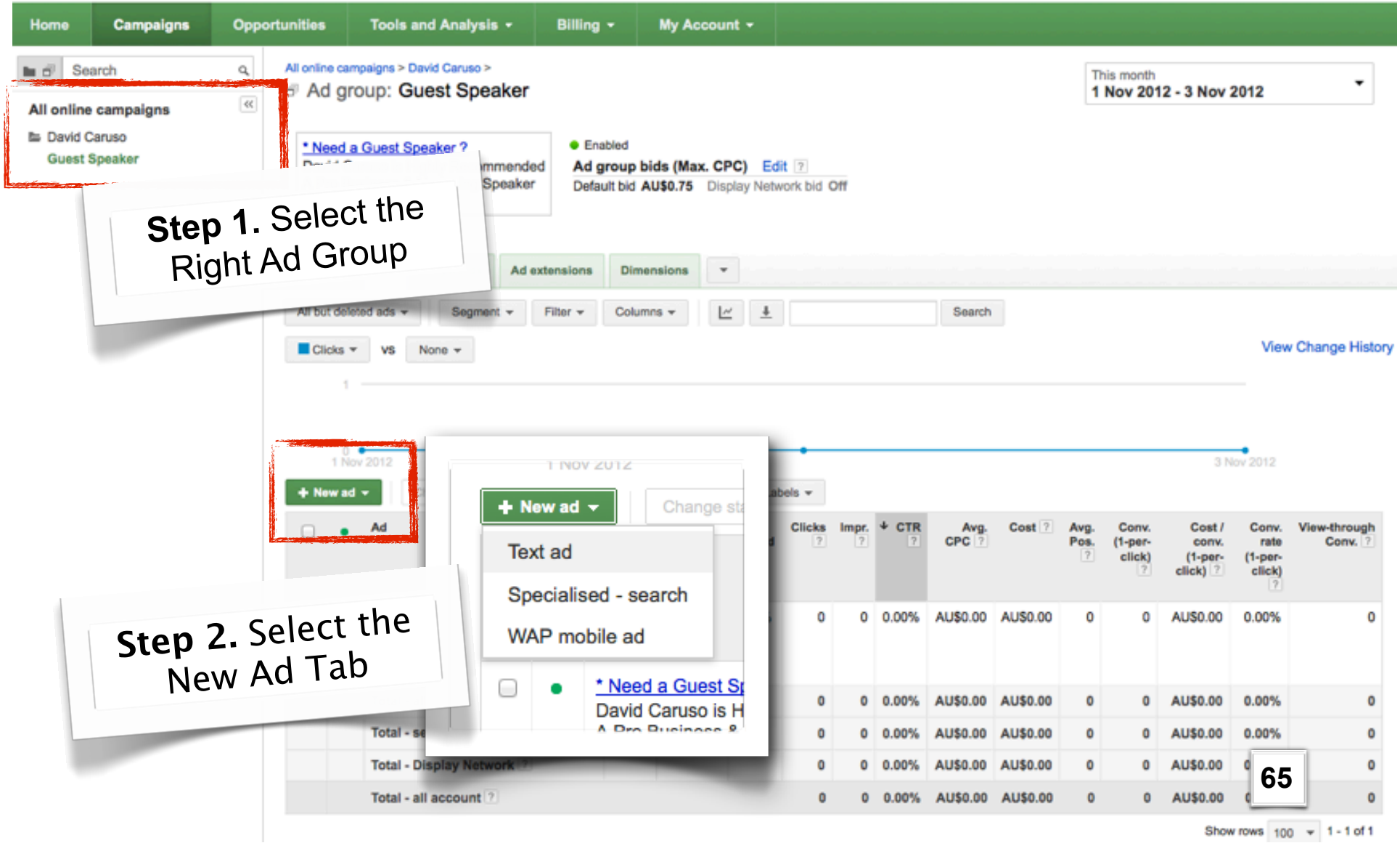
Step 2
Make sure you put the keywords in the right campaign and ad group



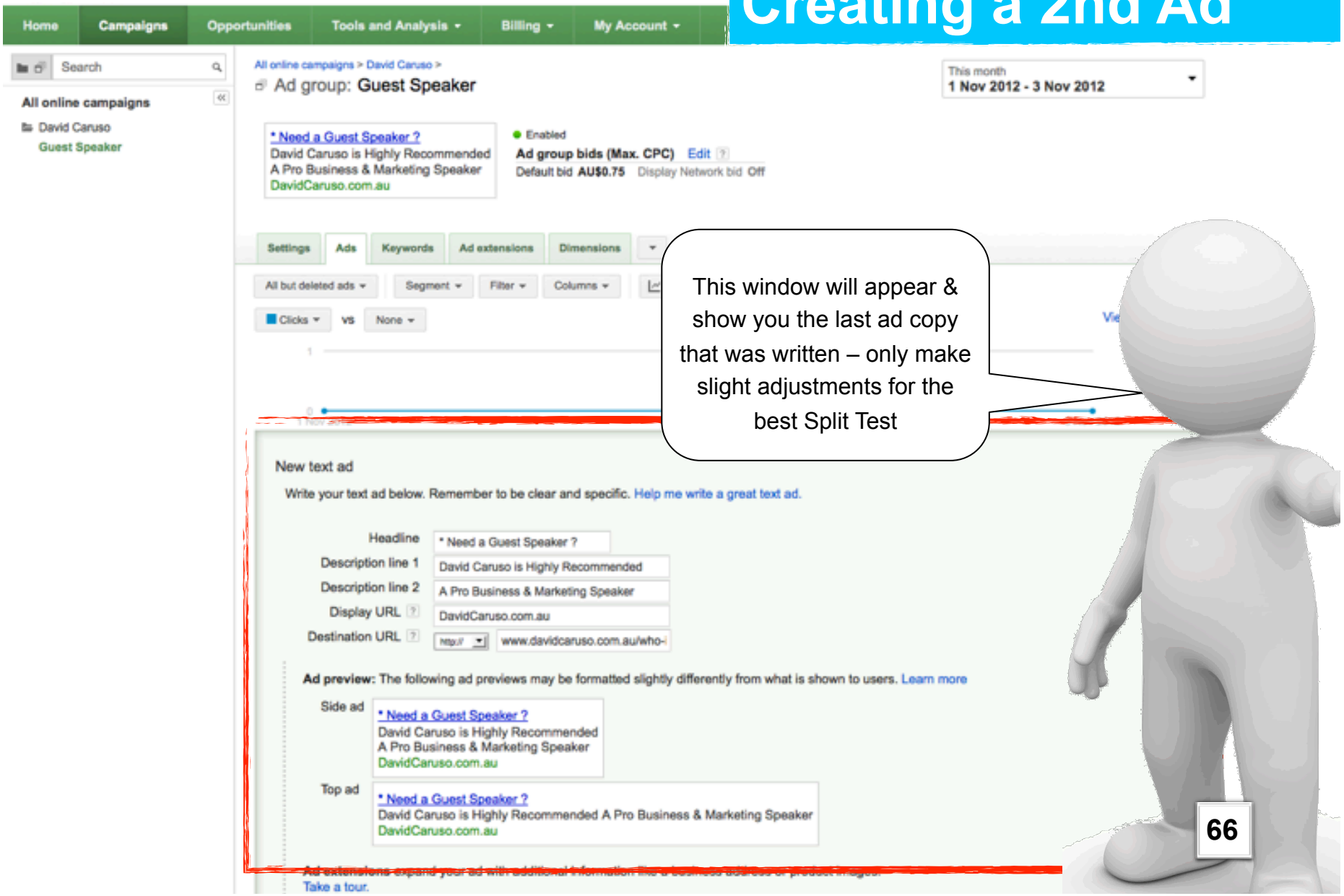

Home
Campaigns
Opportunities
Tools and Analysis
Billing
My Account
Search
All online campaigns
David Caruso
Guest Speaker
Step 1
All online campaigns > David Caruso >
Ad group: Guest Speaker
This month
1 Nov 2012 - 3 Nov 20
* Need a Guest Speaker ?
David Caruso is Highly Recommended
A Pro Business & Marketing Speaker
DavidCaruso.com.au
Enabled
Ad group bids (Max. CPC)
Default bid AU$0.75
Settings
Ads
Keywords
Ad extensions
Dimensions
Step 2
Add keywords
Edit
Change status...
Keyword details
Keyword
Status
Impr.
"guest speaker"
"guest speaker letter"
"inviting a guest speaker"
"guest speaker ideas"
"special guest speaker"
"guest speaker costs"
"guest speaker topics"
"letter inviting guest speaker"
"letter to invite a guest speaker"
"letter to invite guest speaker"
"letter for guest speaker"
Eligible
AU$0.75
0.00%
AU$0.00
Shared library
Automation
Reports
Your account should now look like this after you have added extra keywords
Step 1. The Ad Group Name is highlight (Guest Speaker in this example)
Step 2. Keywords Tab is highlighted
63

Create a 2nd Ad in our Ad Group
CREATING A SPLIT TEST

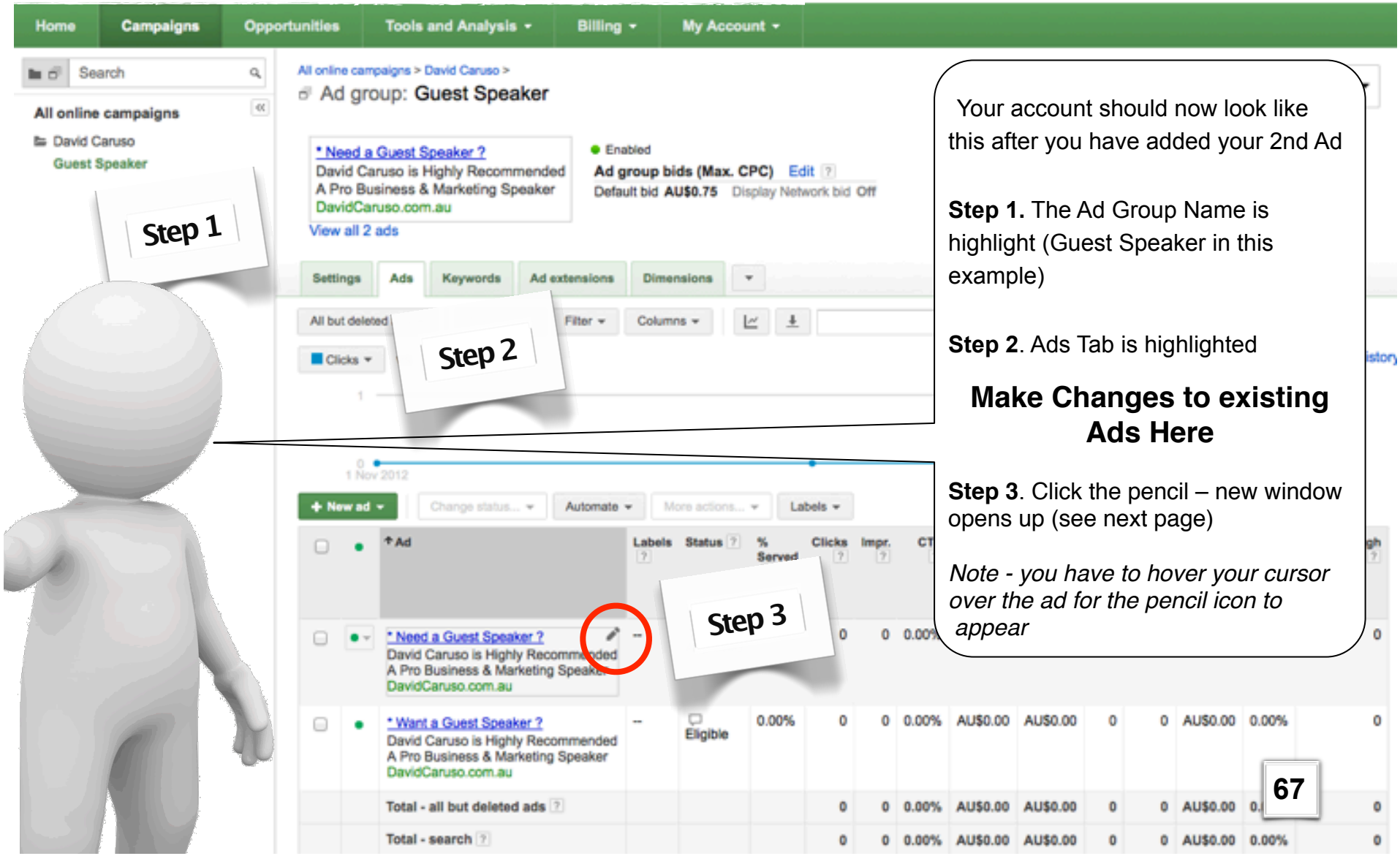
Create a 2nd Ad



Creating a 2nd Ad



Edit existing ads



Your account should now look like this after you have added your 2nd Ad

Step 1. The Ad Group Name is highlight (Guest Speaker in this example)

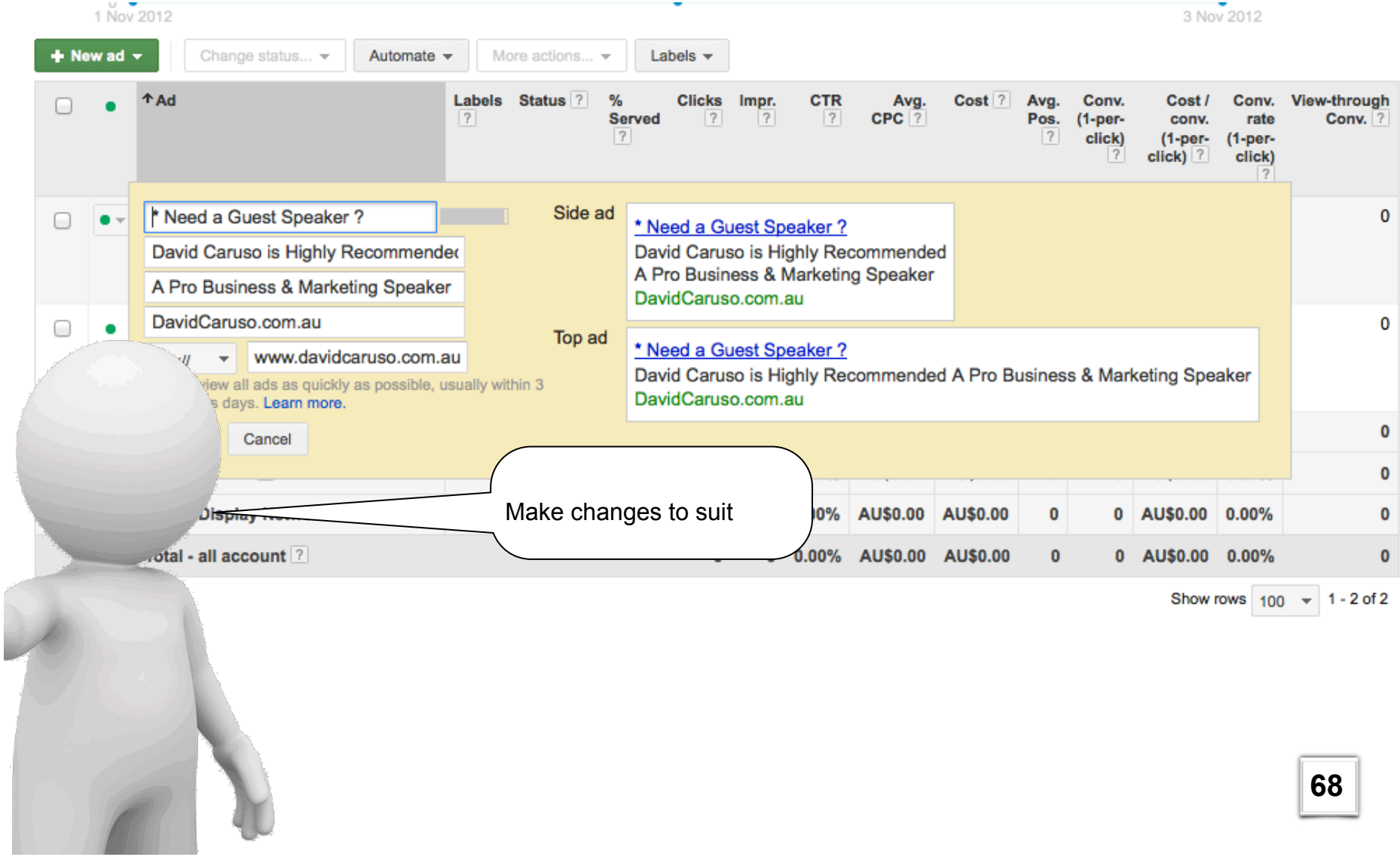
Step 2. Ads Tab is highlighted

Make Changes to existing Ads Here

Step 3. Click the pencil – new window opens up (see next page)

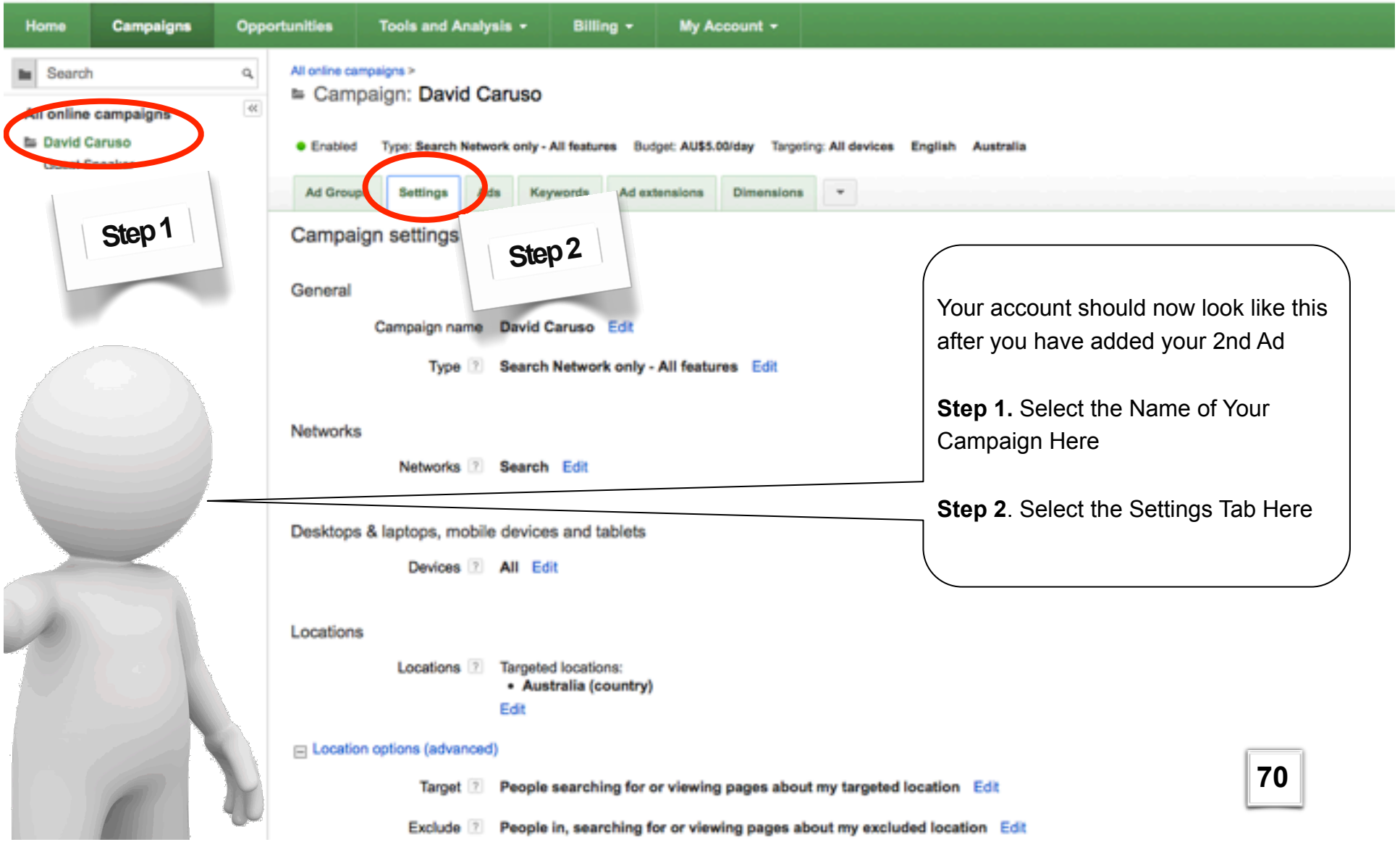
Note - you have to hover your cursor over the ad for the pencil icon to appear

Edit existing ads



Edit existing campaigns

Edit existing campaigns



Your account should now look like this after you have added your 2nd Ad

Step 1. Select the Name of Your Campaign Here

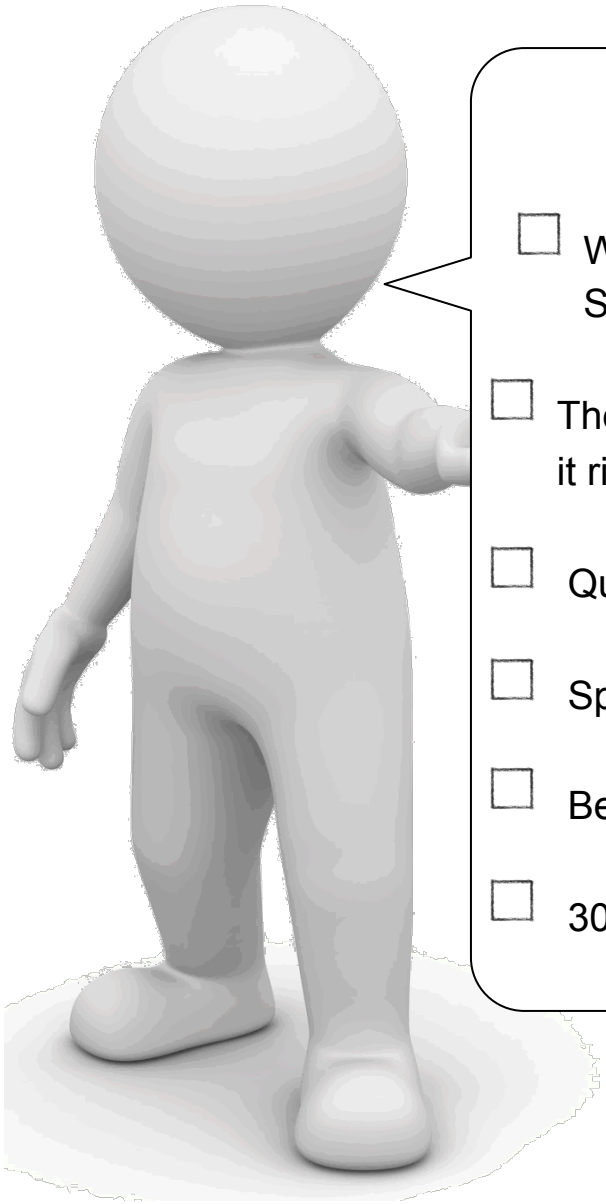
Step 2. Select the Settings Tab Here

Create More Campaigns

Start Process Again on Page 42 of this Workbook

Create More Ad Groups

Start Process Again on Page 52 of this Workbook



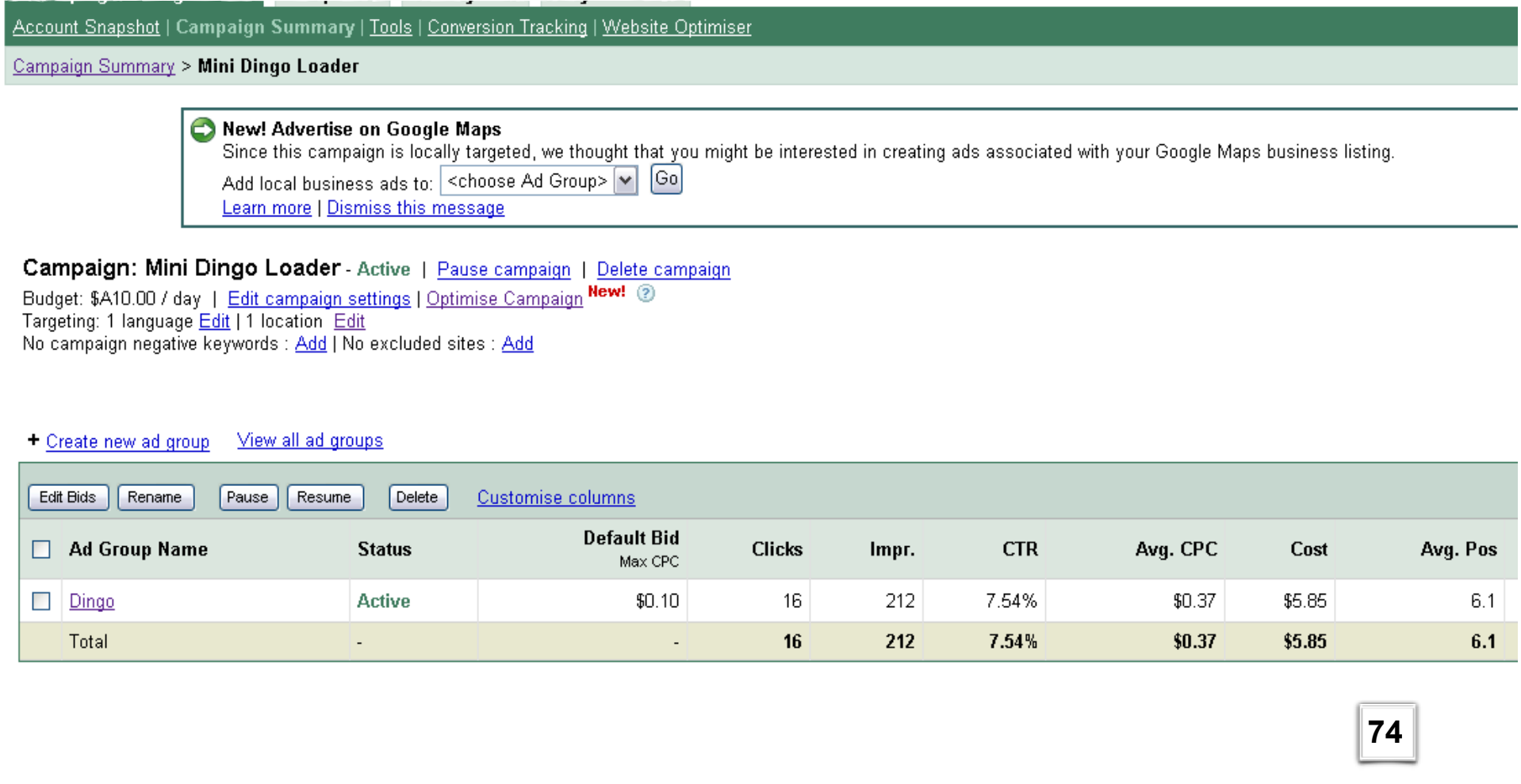
Recommendations

- ☐ Wire Frame & Map Out Your Campaign and Ad Group Structure before starting
- ☐ The Hardest work is in the beginning and the set up, do it right first - you will be rewarded!
- ☐ Quality Score | Quality Score | Quality Score
- ☐ Split Your Single Keywords into a New Ad Group
- ☐ Be Specific and Strict with your Ad Groups
- ☐ 30 to 50 keywords per Ad Group

TRUE or FALSE

1. We can make 100 Campaigns _____
2. We can make 2500 Ad Groups _____
3. Phrase Match Keyword is the best _____
4. An Ad Group holds the keywords & ad style _____

How I made $2400 for an investment of $5.85 using Adwords



To save this view, name it and click "Save View": Save View

[Map this report]

Results: 14

Stop	Category	Mes	Name	Email (Click for more info)	Added	Emailed	Stopped	Erase
☐		1	Jeremy	removed for privacy				☐
☐		1	andrew					☐
☐		1	Carol					☐
☐		1	Srinivas					☐
☐		1	Megan					☐
☐		1	Michael					☐
☐		1	Tom					☐
☐		1	tony					☐
☐		1	John					☐
☐		1	Peter					☐
☐		1	Patrick		02/19/08 7:56pm	02/19/08 7:57pm		☐
☐		1	David		02/21/08 10:49pm	02/21/08 10:49pm		☐
☐		1	kieron		02/25/08 3:43am	02/25/08 3:43am		☐
☐		1	Tim		Today, 4:12am	Today, 4:13am		☐

8 HIRES @ $300 per hire

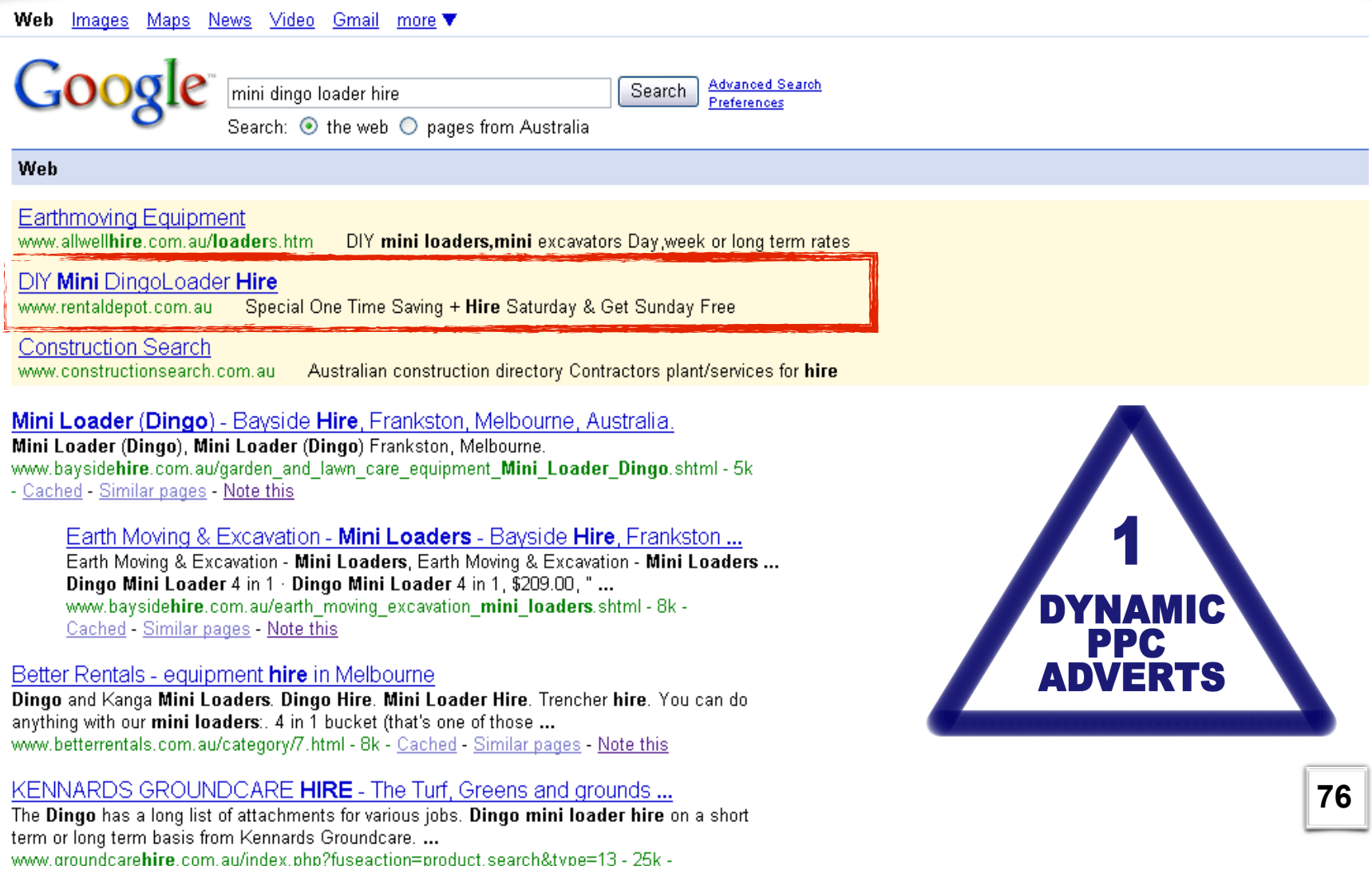
Save

Results: 14

AWeber Communications, Inc. Get Started | Help | Account | Logo

2865 S. Eagle Rd. #338 Live Support (8AM-8PM ET Mon-Fri & 9AM-5PM Sat)

1. The Dynamic PPC Campaign



2. The Dynamic Landing Page

2

DYNAMIC LANDING PAGE

FREE
Delivery to Your Home

HIRE TODAY & SAVE $55 on delivery

The Mini Dingo is Australia's most verstatile machine for the DIY Home Handyman.

HIRE A BRAND NEW MINI DINGO MACHINE FROM THE RENTAL DEPOT

The team at The Rental Depot now have **3 brand new machines** with all the attachments you will need to finish that sensational, but back breaking home DIY project.

ATTACHMENTS AVAILABLE incl -

- 4 in 1 Buckets
- Post Hole Digger
- Trencher
- Ripper or Leveller
- Hammer

OUR WEEKEND SPECIAL JUST GOT MORE SPECIAL

Hire Saturday & Get Sunday FREE - (*2 days for the price of 1*) just got more special. Have your machine delivered ABSOLUTELY FREE anywhere in the Sydney Metro Area.

THIS GREAT OFFER IS ONLY AVAILABLE TO PEOPLE WHO HAVE LANDED ON THIS PAGE

PHONE US NOW: 9672 3958

YOUR FREE DELIVERY COUPON HERE

Email:

First Name:

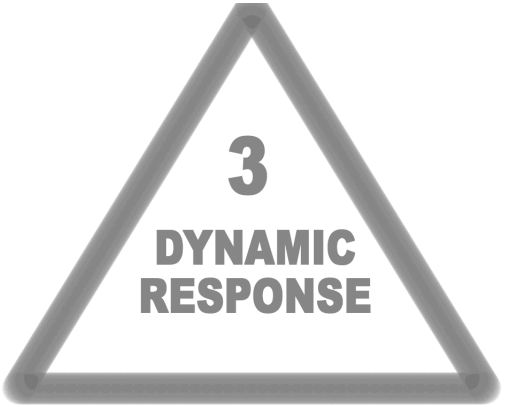
Surname:

Suburb:

3. The Dynamic Response

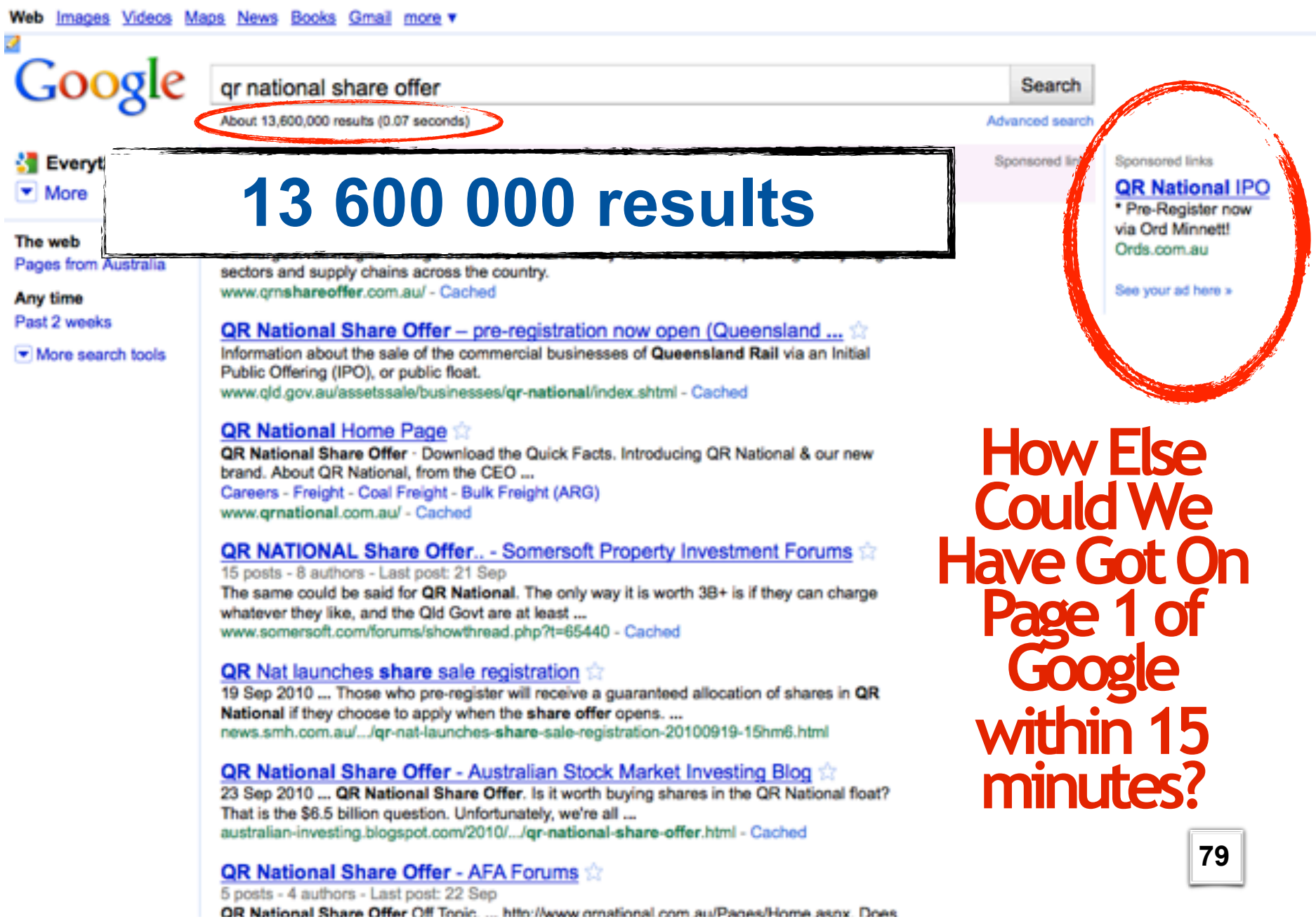
Hi David

Thanks for requesting your F.R.E.E delivery coupon to Castle Hill.



We have 3 brand new Dingo's for hire with a multitude of attachments.

At the special hire price of $242 + attachment costs, combined with the super special offer of Hire Saturday and get Su



How Else Could We Have Got On Page 1 of Google within 15 minutes?