



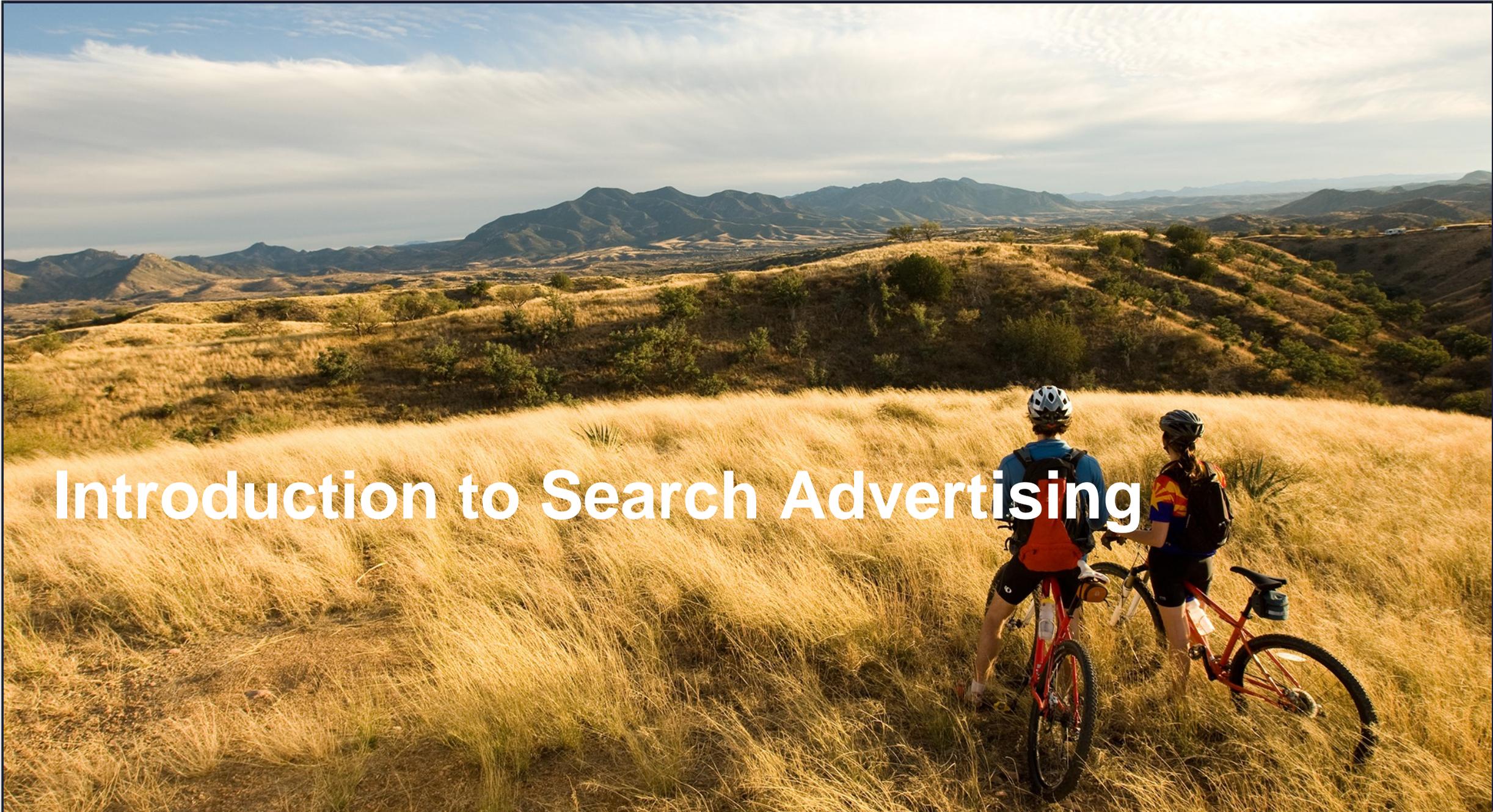
AOT DIGITAL WEBINAR SERIES

# Search Advertising

# Contents:

- What is Search Advertising
- Why use Search Advertising
- Structure of an Ad Account
- How to measure your success





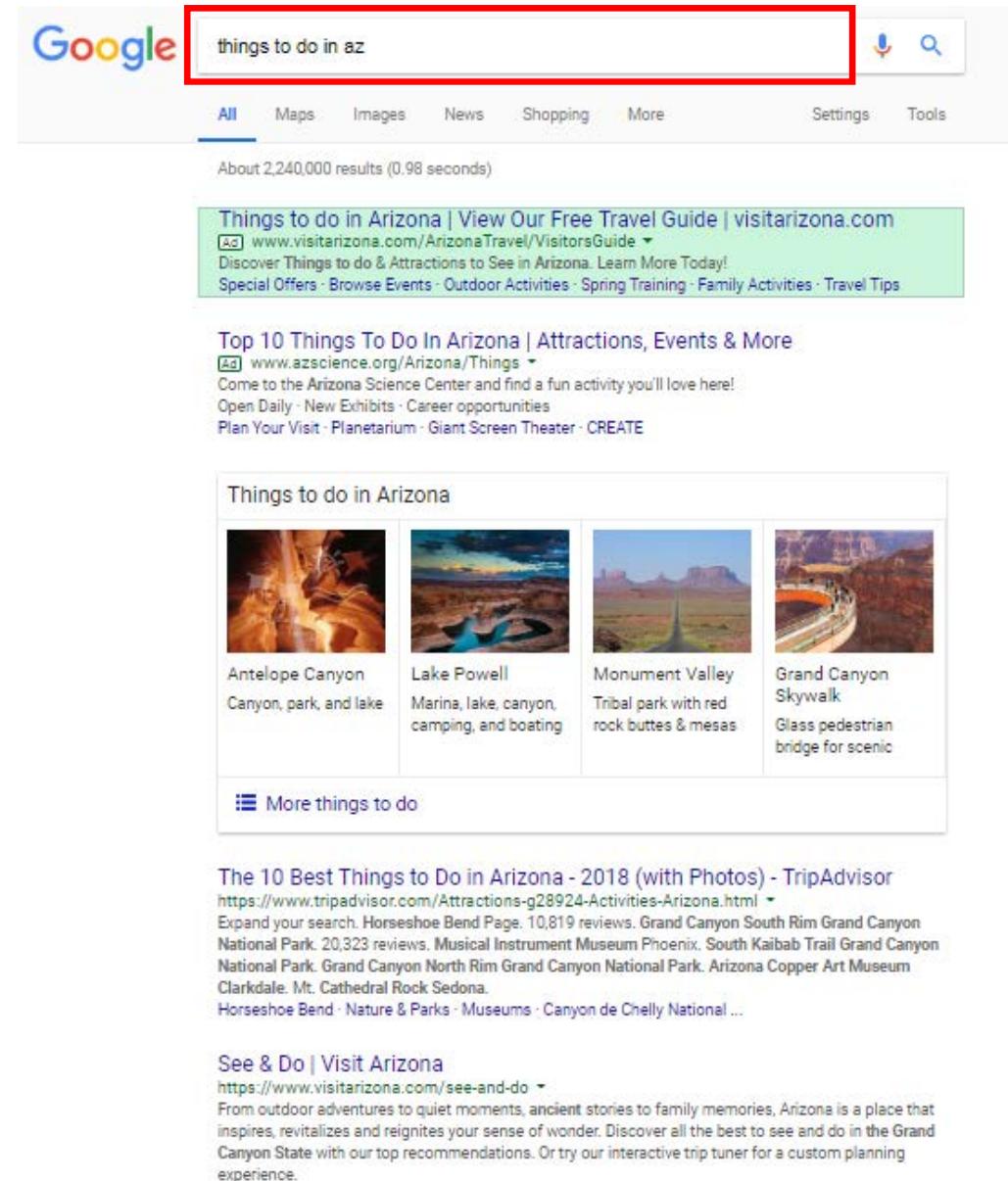
# Introduction to Search Advertising

# What is Search Advertising?

Search Advertising, is a form of advertising that allows you to deliver responsive messaging to a user's search query

The purpose of the Search Ad is to influence the user to click through to your site and complete a desired action.

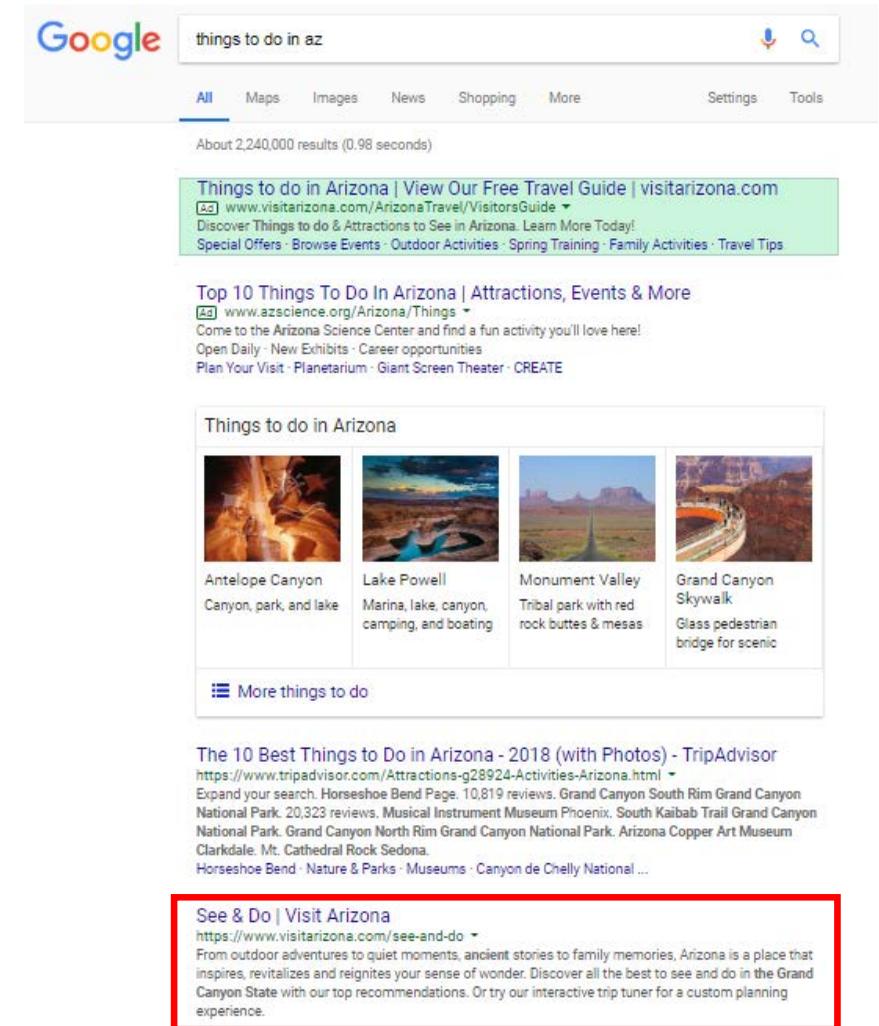
Search Advertising is conducted via Google AdWords and Bing Ads.



The screenshot shows a Google search for "things to do in az". The search bar is highlighted with a red box. Below the search bar, there are navigation tabs for "All", "Maps", "Images", "News", "Shopping", "More", "Settings", and "Tools". The search results show "About 2,240,000 results (0.98 seconds)". The first result is an advertisement for "Things to do in Arizona | View Our Free Travel Guide | visitorizona.com" with a URL "www.visitarizona.com/ArizonaTravel/VisitorsGuide". Below this is another advertisement for "Top 10 Things To Do In Arizona | Attractions, Events & More" with a URL "www.azscience.org/Arizona/Things". The main search results section is titled "Things to do in Arizona" and features a grid of four images with captions: "Antelope Canyon Canyon, park, and lake", "Lake Powell Marina, lake, canyon, camping, and boating", "Monument Valley Tribal park with red rock buttes & mesas", and "Grand Canyon Skywalk Glass pedestrian bridge for scenic". Below the grid is a link "More things to do". The next result is "The 10 Best Things to Do in Arizona - 2018 (with Photos) - TripAdvisor" with a URL "https://www.tripadvisor.com/Attractions-g28924-Activities-Arizona.html". The final result is "See & Do | Visit Arizona" with a URL "https://www.visitarizona.com/see-and-do".

# Why use Search Advertising?

1. There is limited space for top positions in the organic search results. Top positions can be especially difficult when factoring in competition. Search ads can help you achieve top search position within moments at an affordable cost.
2. User's who click on paid search ads are the most likely to convert. These users are actively searching for a specific product, service, event or information and your search ad assists them in achieving their end goal.
3. Google and Bing both compile user analytics based on the profiles of the users that click on your ad. These clicks can provide insight into where that person is located, how much time they spend engaged with your content, what type of device they were using, and much more.





# Structure of an Ad Account

# Structure of an Ad Account

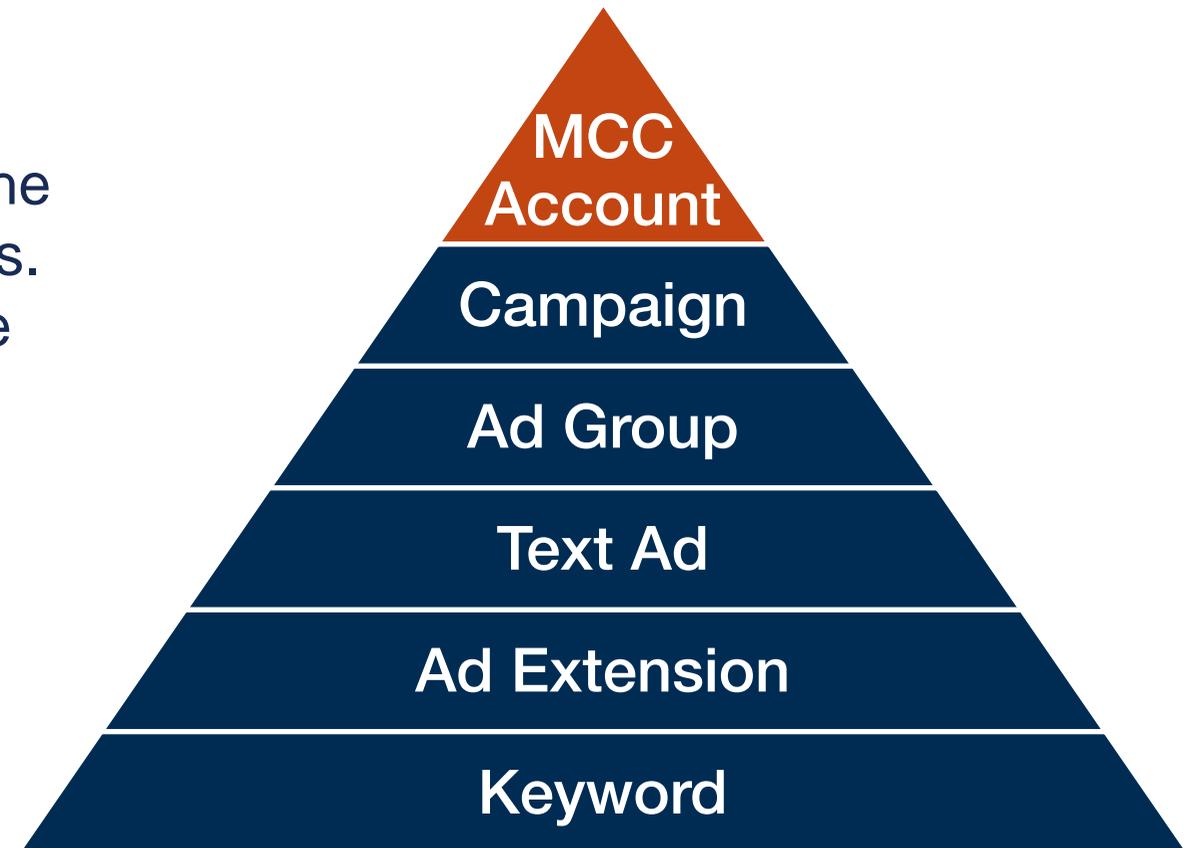
The Ad Account is made up of 6 main components.

- MCC Account
- Campaign
- Ad Group
- Text Ad
- Ad Extensions
- Keywords



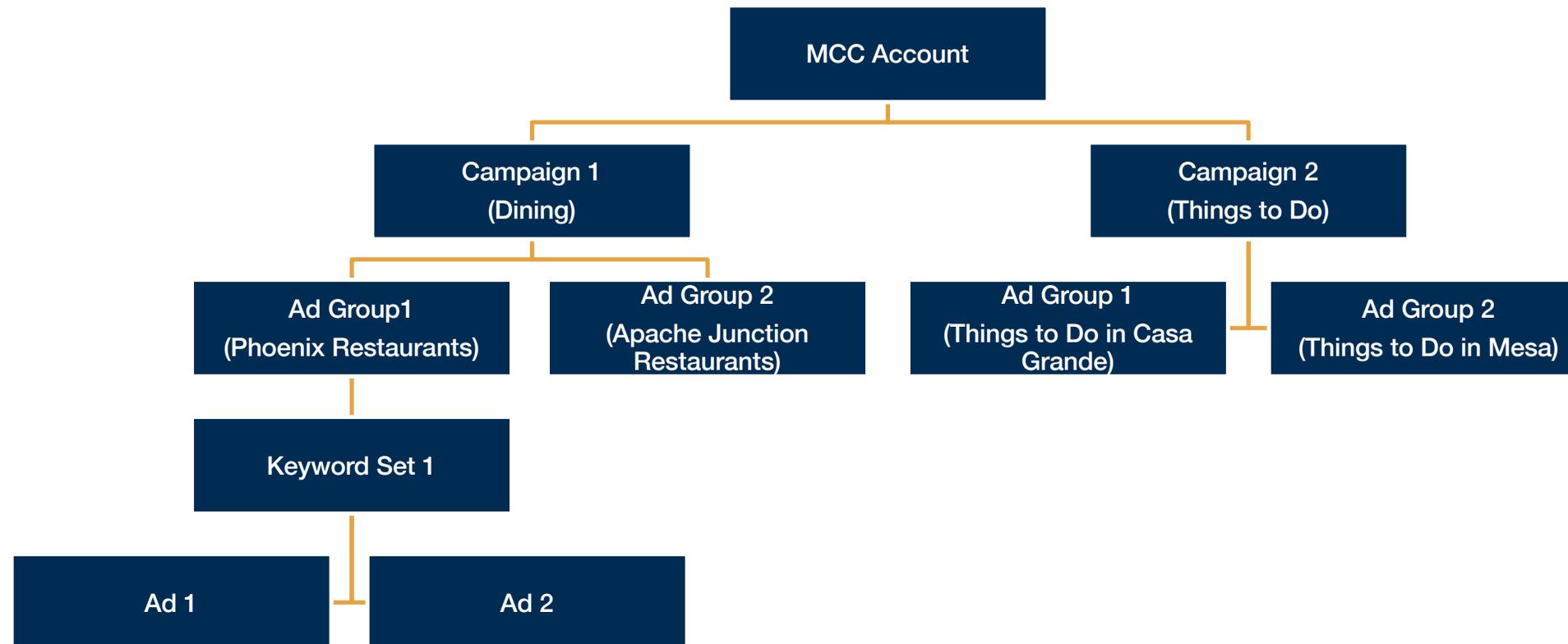
# The MCC Account

The AdWords Manager Account (MCC) is the container for all of your AdWords campaigns. Before building out a campaign this must be created.



# The MCC Account

## MCC Account Structure

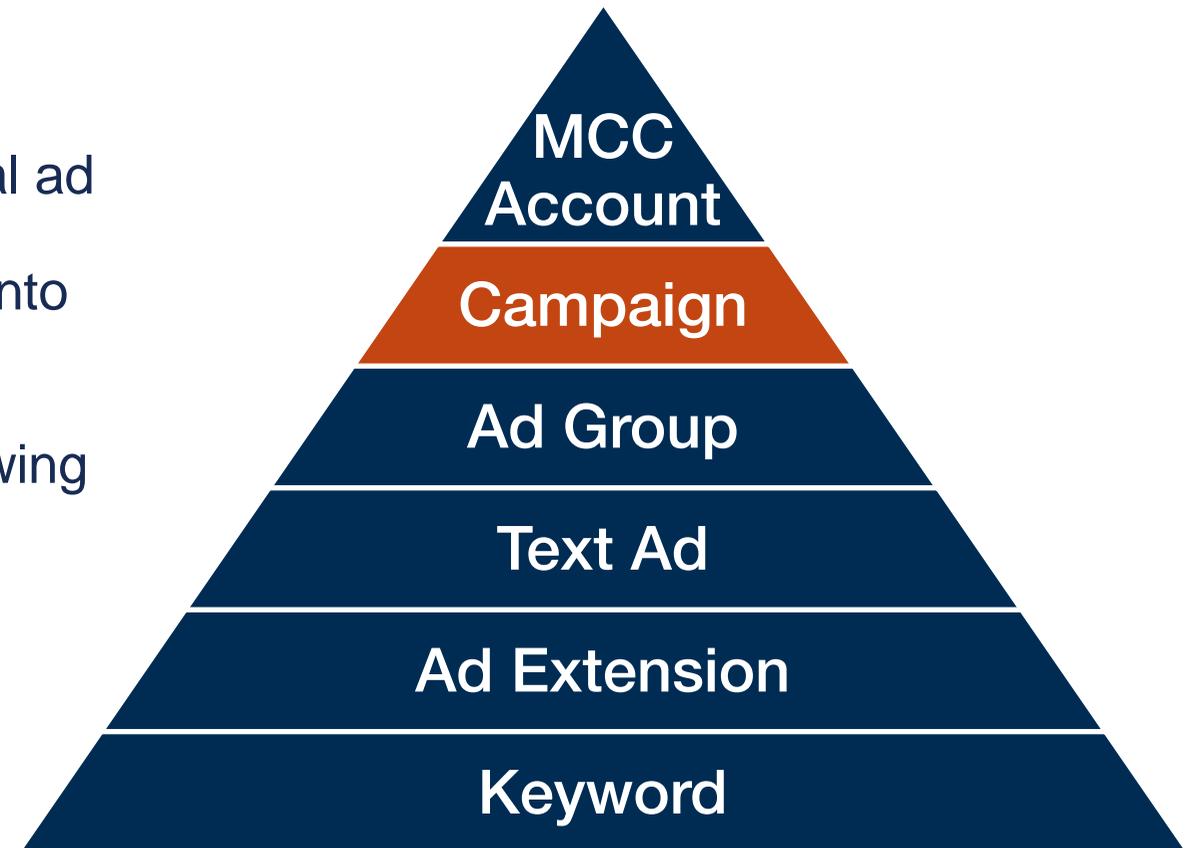


# The Campaign

An Ad Campaign is usually composed of several ad groups. Each ad group serves different ad texts based on the type of keyword a user may type into Google's search engine.

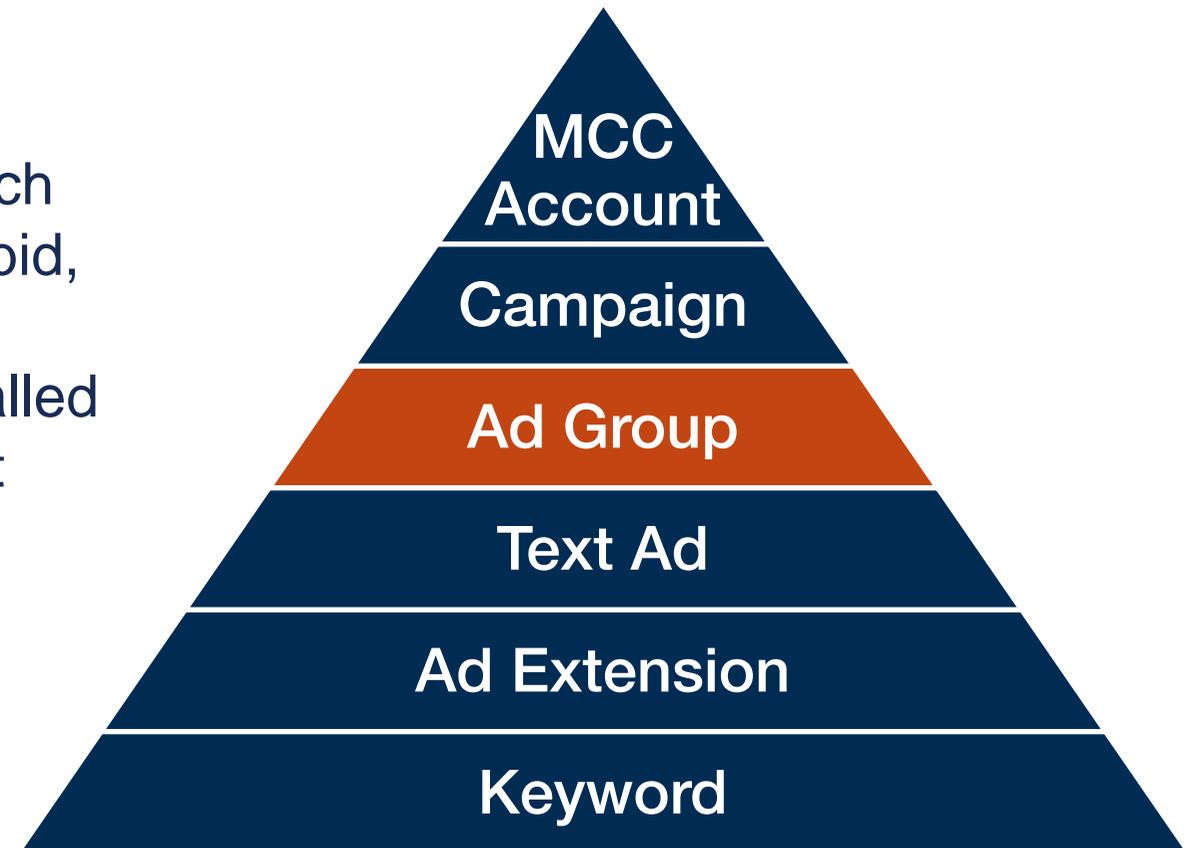
At the campaign level you can change the following settings:

- Ad Delivery Options
- Ad Scheduling
- Location Targeting
- Campaign Daily Budgets
- Device Preferences
- Languages
- Bidding Strategy
- Start and End Dates



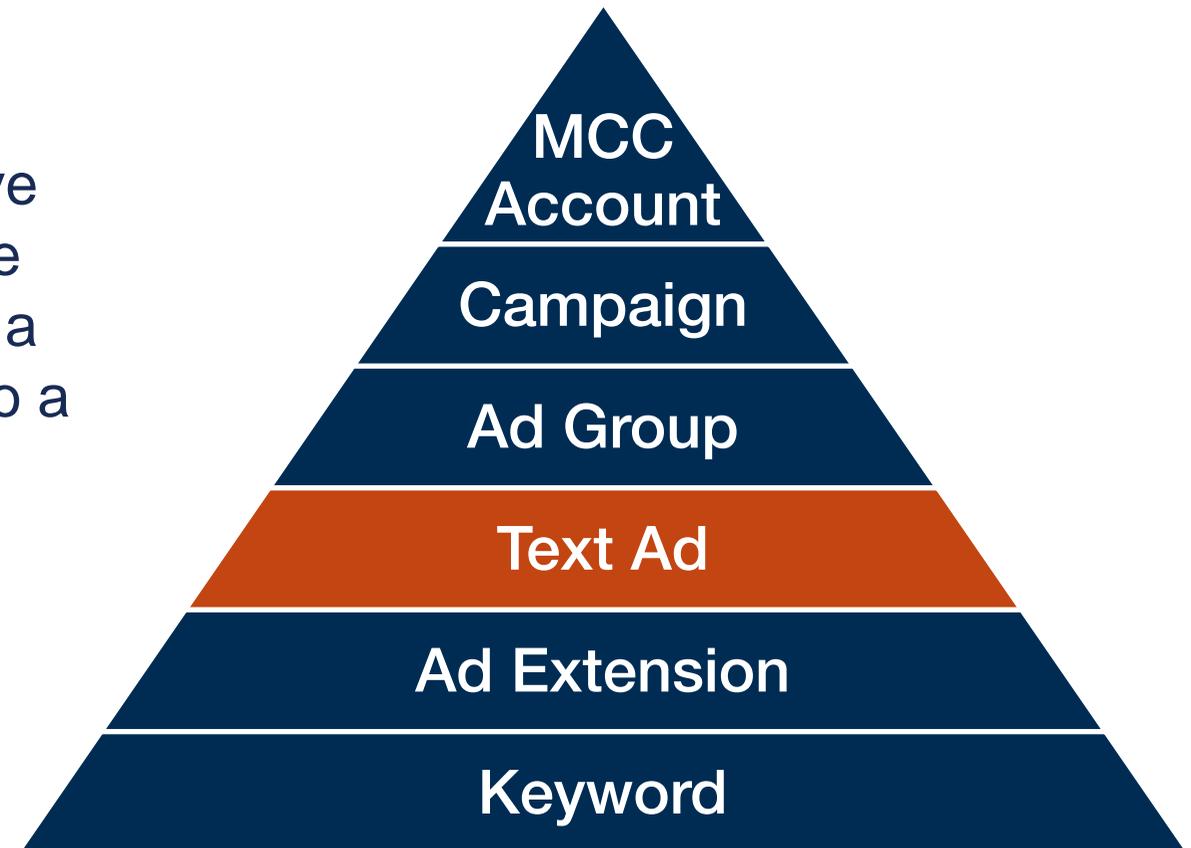
# Ad Group

An Ad Group contains one or more ads which target a shared set of keywords. You set a bid, or price, to be used when an ad group's keywords trigger an ad to appear. This is called a cost-per-click (CPC) bid. You can also set prices for individual keywords within the ad group.



# Text Ads

Text ads on the Search Network show above and below Google search results. These are the most relevant ads that can be shown to a user because they are entirely responsive to a user's search query.

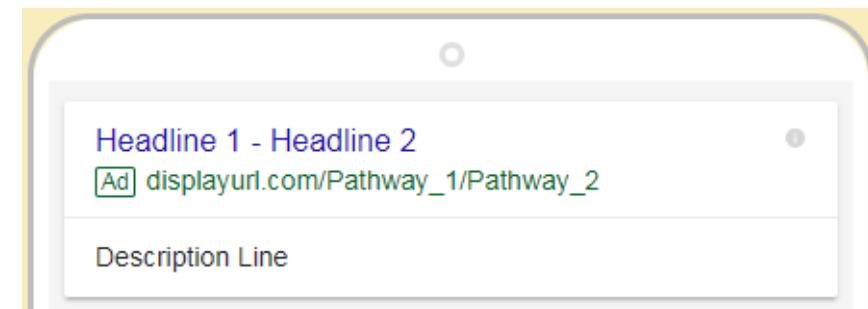
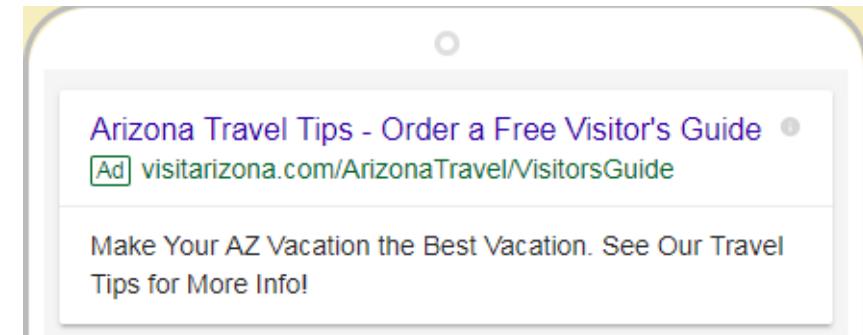


# Components of a Text Ad

Text Ads are made up of 6 main components

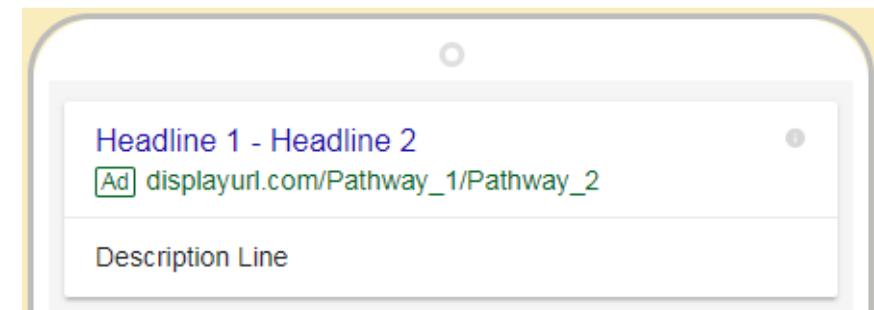
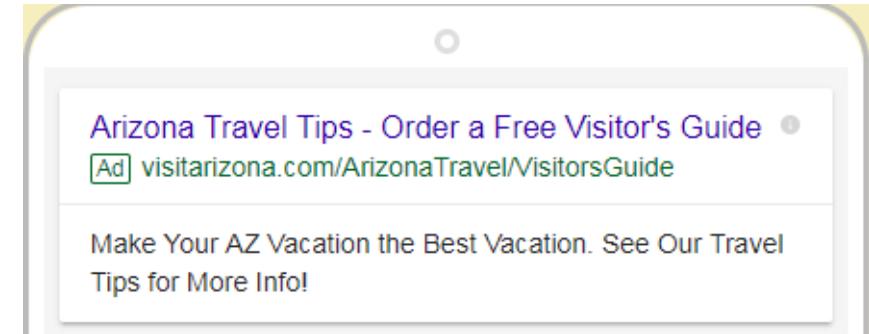
- Headline 1
- Headline 2
- Description Line
- Pathway 1
- Pathway 2
- Final URL

There is also a Display URL included in the ad. This portion of the ad auto populates based on the Final URL and the Pathways.



# Writing Effective Text Ads

1. Incorporate keywords with high impression volume into the ad copy
2. Use top keywords in your description to improve relevancy
3. Use top keywords in the path fields for the display URL
4. Use Title Case when writing your copy. Capitalize every word that is not a connecting word.
5. Incorporate Ad Extensions into your ads
6. Pull messaging from the website to ensure strong ad relevancy
7. Test!

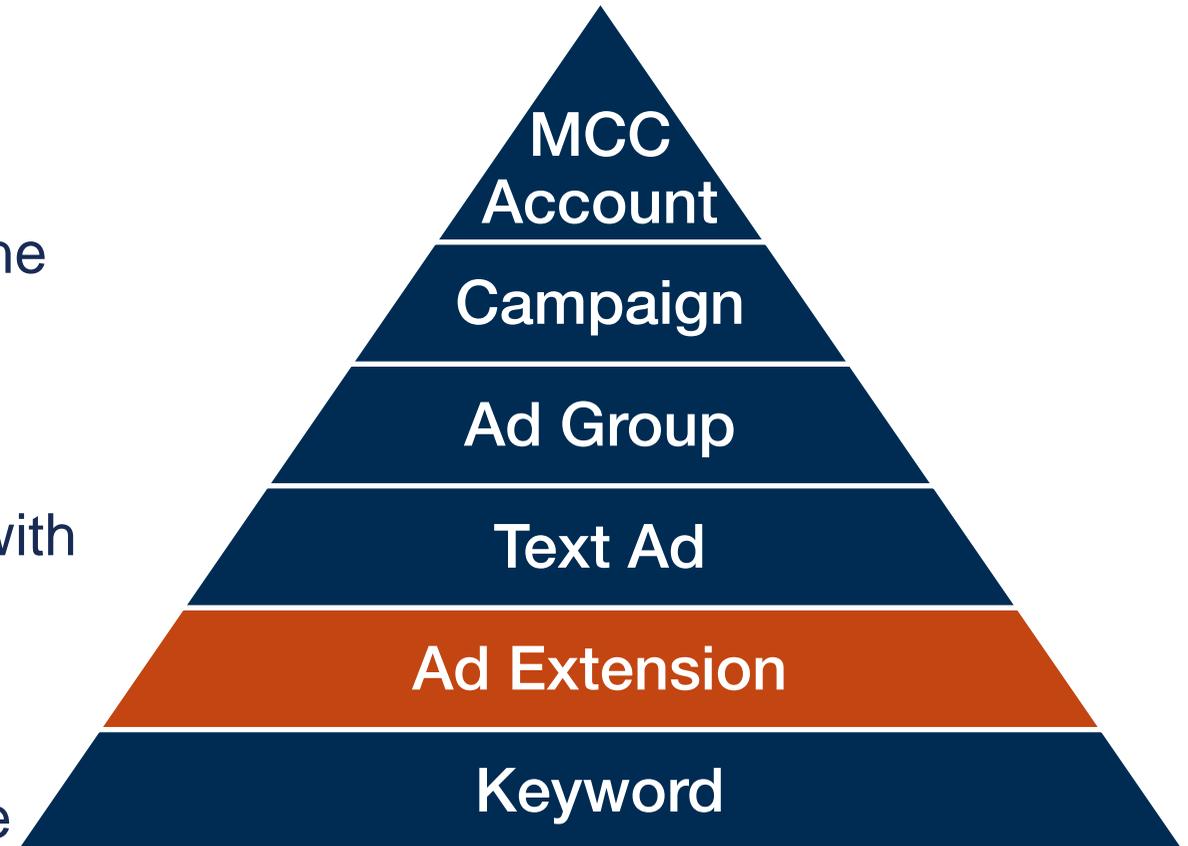


# Ad Extensions

Ad extensions are additional pieces of information about your business, like a phone number or a link to a specific page on your website, you can add to your ads.

Ad extensions are free to add to your ads, with the usual charges for any clicks you get.

Including ad extensions can improve the visibility of your ads, which can lead to more clicks and improve your ROI.



# Types of Ad Extensions

**Goal:** Get customers to buy from your business location

- Location Extensions
- Affiliate Location Extensions
- Callout Extensions

**Goal:** Get customers to contact you

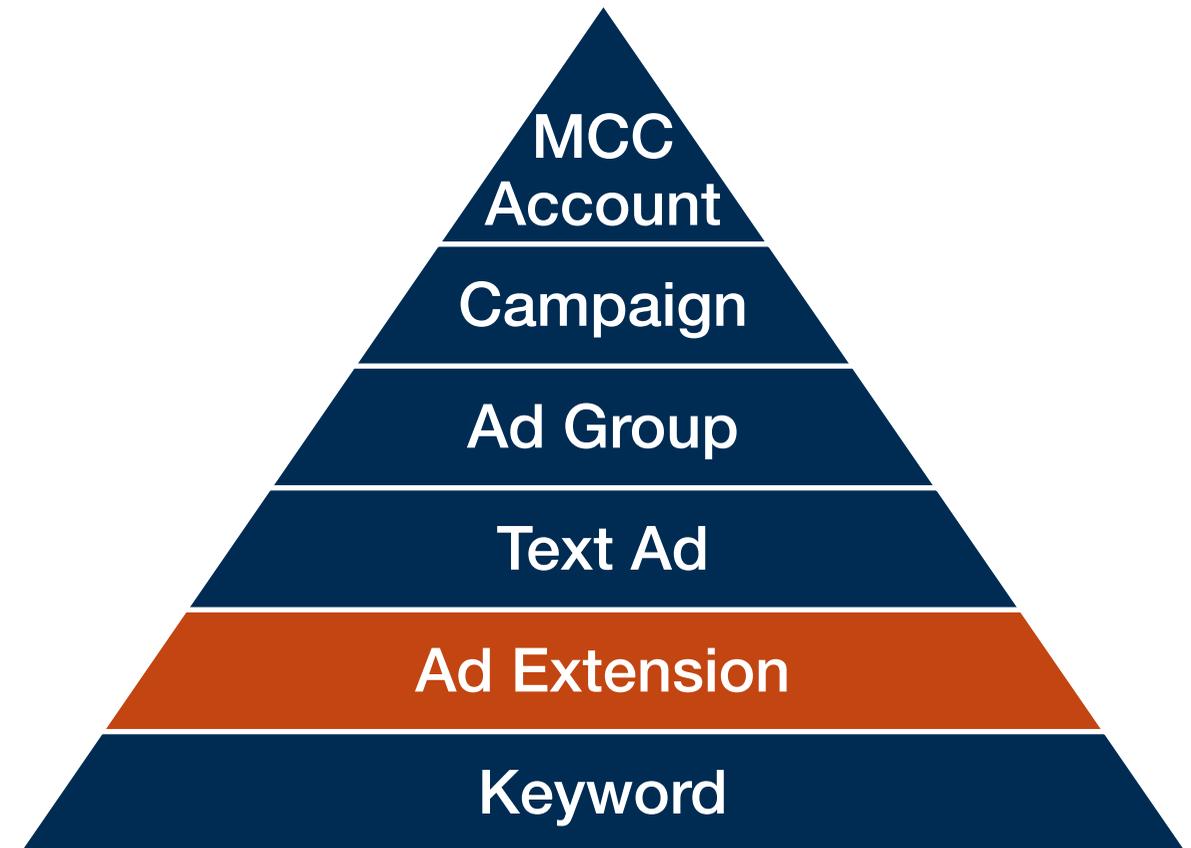
- Call Extensions
- Message Extensions

**Goal:** Get customers to convert on your website

- Sitelink Extensions
- Callout Extensions
- Structures Snippet Extensions
- Price Extensions

**Goal:** Get people to download your app

- App Extensions



# **Goal: Get customers to buy from your business location**

## **Location Extensions**

- Encourage people to visit your business by showing your location, a call button, and a link to your business details page

## **Affiliate Location Extensions**

- Help people find nearby retail chain stores that sell your products

## **Callout Extensions**

- Add additional text to your ad, like “free delivery” or “24/7 customer support.”  
Callouts can be used to encourage people to convert offline

# Goal: Get customers to buy from your business location

## Location & Affiliate Location Extensions

### Amherst Ice Cream Parlour - Artisan Soft Serve

 [www.example.com](http://www.example.com)

Pistachio and Brown Butter Raisin On Tap. Fresh Baked Cookies.

 [100 Dardanelles Rd, Amherst MA](#)

## Callout Extensions

### Sightseeing in Arizona | Pick-up an AZ Visitor's Guide

 [www.visitarizona.com/ArizonaTravel/VisitorsGuide](http://www.visitarizona.com/ArizonaTravel/VisitorsGuide) ▼

See the Best of What Arizona Has to Offer. Order a Free Visitors Guide Today!

[National Parks](#) · [Things to Do](#) · [Family Activities](#) · [Night Life](#)

# Goal: Get customers to contact you

## Call Extensions

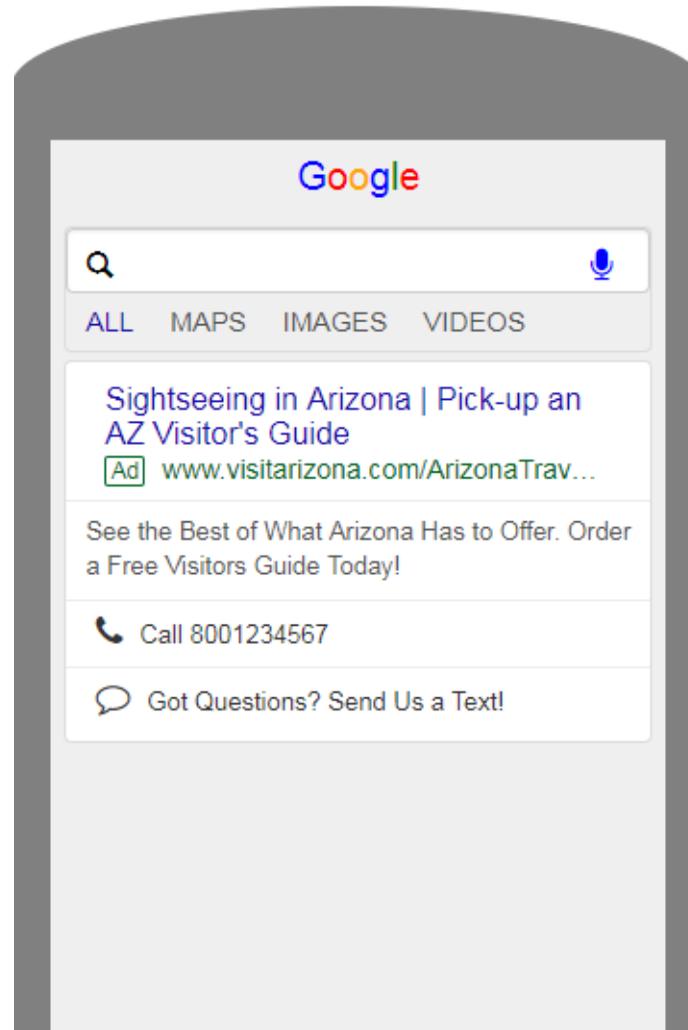
- Encourage people to call your business by adding a phone number or call button to your ads

## Message Extensions

- Encourage people to send you text messages from your ad. Available globally at the campaign or ad group levels

# Goal: Get customers to contact you

## Call & Message Extensions



# **Goal: Get customers to convert on your website**

## **Sitelink Extensions**

- Link people directly to specific pages of your website (like “hours” and “order now”)

## **Callout Extensions**

- Add additional text to your ad, like “free delivery” or “24/7 customer support.”  
Callouts can be used to encourage people to convert offline

## **Structures Snippet Extensions**

- Showcase information that potential customers will find most valuable by selecting a predefined header (like, product or service category) and listing items

## **Price Extensions**

- Showcase your services or product categories with their prices, so that people can browse your products right from your ad

# Goal: Get customers to convert on your website

## Site Link Extensions

**Sightseeing in Arizona | Pick-up an AZ Visitor's Guide**  
**Ad** [www.visitarizona.com/ArizonaTravel/VisitorsGuide](http://www.visitarizona.com/ArizonaTravel/VisitorsGuide) ▼  
See the Best of What Arizona Has to Offer. Order a Free Visitors Guide Today!

Places to Visit	Restaurants
Hotels & Resorts	Events Calendar

## Price Extensions

**Sightseeing in Arizona | Pick-up an AZ Visitor's Guide**  
**Ad** [www.visitarizona.com/ArizonaTravel/VisitorsGuide](http://www.visitarizona.com/ArizonaTravel/VisitorsGuide) ▼  
See the Best of What Arizona Has to Offer. Order a Free Visitors Guide Today!

OSVG Guide	Email Sign Up	Brendan's Autograph
\$100.00	\$1,000,000.00	\$1,000,000,000,000.00
Greatest Travel Guide	Overpriced Email	Priceless

## Structured Snippet Extensions

**Sightseeing in Arizona | Pick-up an AZ Visitor's Guide**  
**Ad** [www.visitarizona.com/ArizonaTravel/VisitorsGuide](http://www.visitarizona.com/ArizonaTravel/VisitorsGuide) ▼  
See the Best of What Arizona Has to Offer. Order a Free Visitors Guide Today!  
Destinations: Sedona, Flagstaff, Tucson

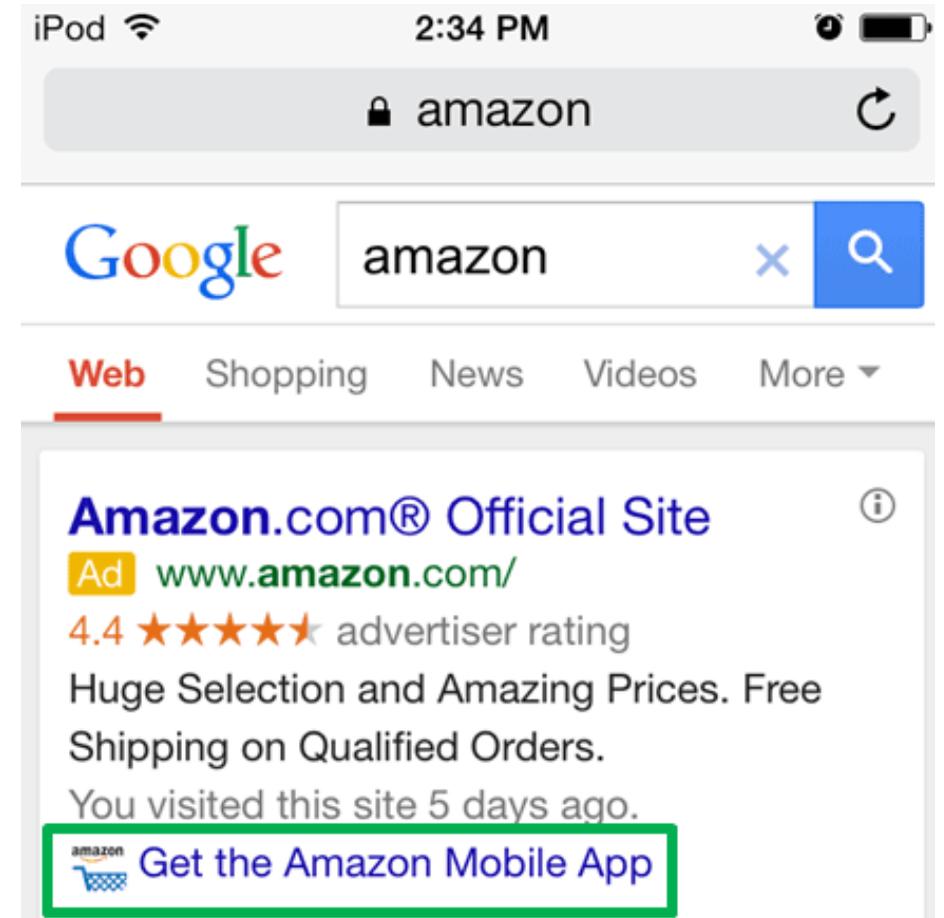
## Callout Extensions

**Sightseeing in Arizona | Pick-up an AZ Visitor's Guide**  
**Ad** [www.visitarizona.com/ArizonaTravel/VisitorsGuide](http://www.visitarizona.com/ArizonaTravel/VisitorsGuide) ▼  
See the Best of What Arizona Has to Offer. Order a Free Visitors Guide Today!  
National Parks · Things to Do · Family Activities · Night Life

# Goal: Get people to download your app

## App Extensions

- App extensions allow you to link to your mobile or tablet app from your text ads. People click either on your ad headline to go to your site, or on the link to your app. App extensions are a great way to provide access to your website and your app from a single ad.



# Keywords

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

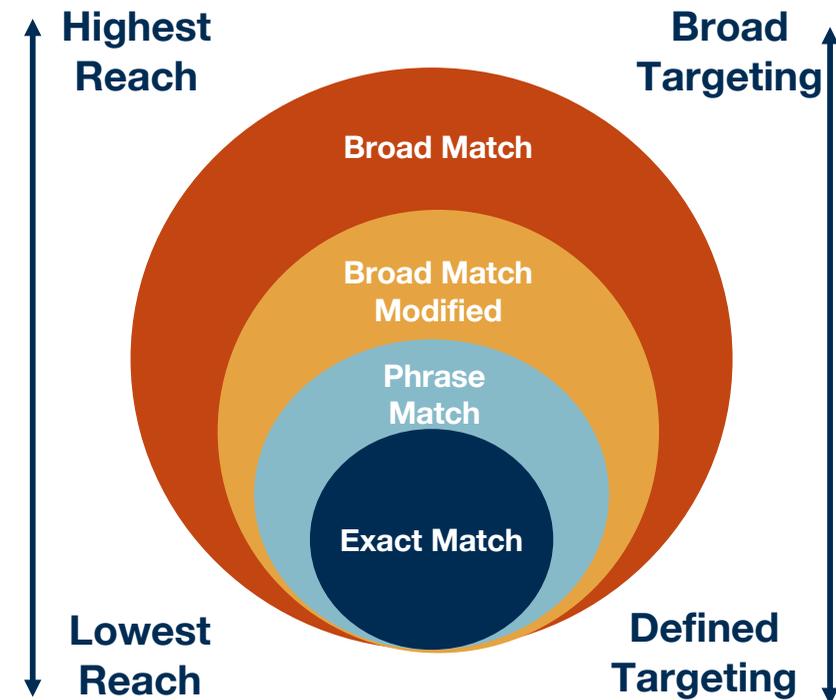
Selecting high quality, relevant keywords for your advertising campaign can help you reach the customers you want, when you want.



# Keywords

Keywords can be one of four match types

- Broad Match
- Broad Match Modified
- Phrase Match
- Exact Match



# Keywords – Broad Match

## Broad Match

- Broad match is the default match type that all your keywords are assigned. Ads may show on searches that include misspellings, synonyms, related searches, and other relevant variations
- Example
  - Search Terms = Arizona Parks
  - slide rock state park; petrified forest, phoenix rv park rates

# Keywords – Broad Match Modified

## Broad Match Modified

- Similar to broad match, except that the broad match modifier option only shows ads in searches including the words designated with a plus sign (+women's hats) or close variations of them
- Example
  - Search Terms = +things +to +do +in +Arizona
  - things to do in chandler Arizona; things to do in Sedona Arizona; things to do in surprise az; fun things to do in Peoria az

# Keywords – Phrase Match

## Phrase Match

- Ads may show on searches that match a phrase, or are close variations of that phrase, with additional words before or after. Ads won't show, however, if a word is added to the middle of the phrase, or if words in the phrase are reordered in any way
- Example
  - Search Terms = “things to do in Arizona”
  - things to do in Arizona; fun things to do in Arizona; best things to do in arizona

# Keywords – Exact Match

## Exact Match

- Ads may show on searches that match the exact term or are close variations of that exact term. Close variations here may also include a reordering of words if it doesn't change the meaning, and the addition or removal of function words (prepositions, conjunctions, articles, and other words that don't impact the intent of a search)
- Example
  - Search Terms = [things to do in Arizona]
  - things to do in Arizona; things to do in az; things to do in arizona

# Negative Keywords

## Negative Keywords

- Negative keywords let you exclude search terms from your campaigns and help you focus on only the keywords that matter to your customers. Better targeting can put your ad in front of interested users and increase your return on investment (ROI)
- These keywords can be set at the Ad Group, Campaign, and Account Level

# Negative Broad Match Keywords

## Negative Broad Match Keywords

- This type is the default for your negative keywords. For negative broad match keywords, your ad won't show if the search contains all your negative keyword terms, even if the terms are in a different order. Your ad may still show if the search contains only some of your keyword terms

Example	
Negative broad match keyword: <b>running shoes</b>	
Search	Could an ad show?
blue tennis shoes	✓
Google <b>running</b> gear	✓
blue <b>running shoes</b>	✗
shoes <b>running</b>	✗
<b>running shoes</b>	✗

# Negative Phrase Match Keywords

## Negative Phrase Match Keywords

- For negative phrase match keywords, your ad won't show if the search contains the exact keyword terms in the same order. The search may include additional words, but the ad won't show as long as all the keyword terms are included in the search in the same order.

**Example**  
Negative phrase match keyword: "running shoes"

Search	Could an ad show?
blue tennis shoes	✓
Google running gear	✓
blue running shoes	✗
shoes running	✓
running shoes	✗

# Negative Exact Match Keywords

## Negative Exact Match Keywords

- For negative exact match keywords, your ad won't show if the search contains the exact keyword terms, in the same order, without extra words. Your ad may still show if the search contains the keyword terms with additional words.

**Example**  
Negative exact match keyword: [running shoes]

Search	Could an ad show?
blue tennis shoes	✓
Google running gear	✓
blue running shoes	✓
shoes running	✓
running shoes	✗

# Keywords - Quality Score

Quality Score is an estimate of the quality of your ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.

You can see your Quality Score (Quality Score is reported on a 1-10 scale and its components (expected clickthrough rate, ad relevance, and landing page experience) in your keywords' "Status" column.

The more relevant your ads and landing pages are to the user, the more likely it is that you'll see higher Quality Scores.

## Keyword = [parks of Arizona]

Quality score - [Learn more](#)

9/10

Expected clickthrough rate: **Above average**  
Ad relevance: **Average**  
Landing page experience: **Above average**

[Ad Preview and Diagnosis](#)



# How to measure your Search Ads success

# Measuring your ad's success

**What is the objective/goal of your advertising efforts?**

**Common Success Metrics:**

**Clicks:** How many times a user clicks through the ad

**Click Thru Rate (CTR)** = (clicks/impressions) x 100

**Cost per Click (CPC)** = (cost/clicks)

**Conversions:** When a user completes a desired action. Such as completing a purchase or filling out a form

**Conversion Rate (CVR):** Conv. rate tells you how often, on average, an ad interaction leads to a conversion.

**Cost per Conversions (CPA):** Shows you how much, on average, each of your conversions cost.

**Avg. Position:** The average ad position your ad appears in on the search results page

# AdWords Dashboard

Off Madison Ave >

## Search campaigns

Yesterday: May 9, 2018 ▾

Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions Display Network ▾

All campaigns ▾ Segment ▾ Filter ▾ Columns ▾   Find campaigns   [View Change History](#)

Clicks ▾ vs None ▾ Daily ▾



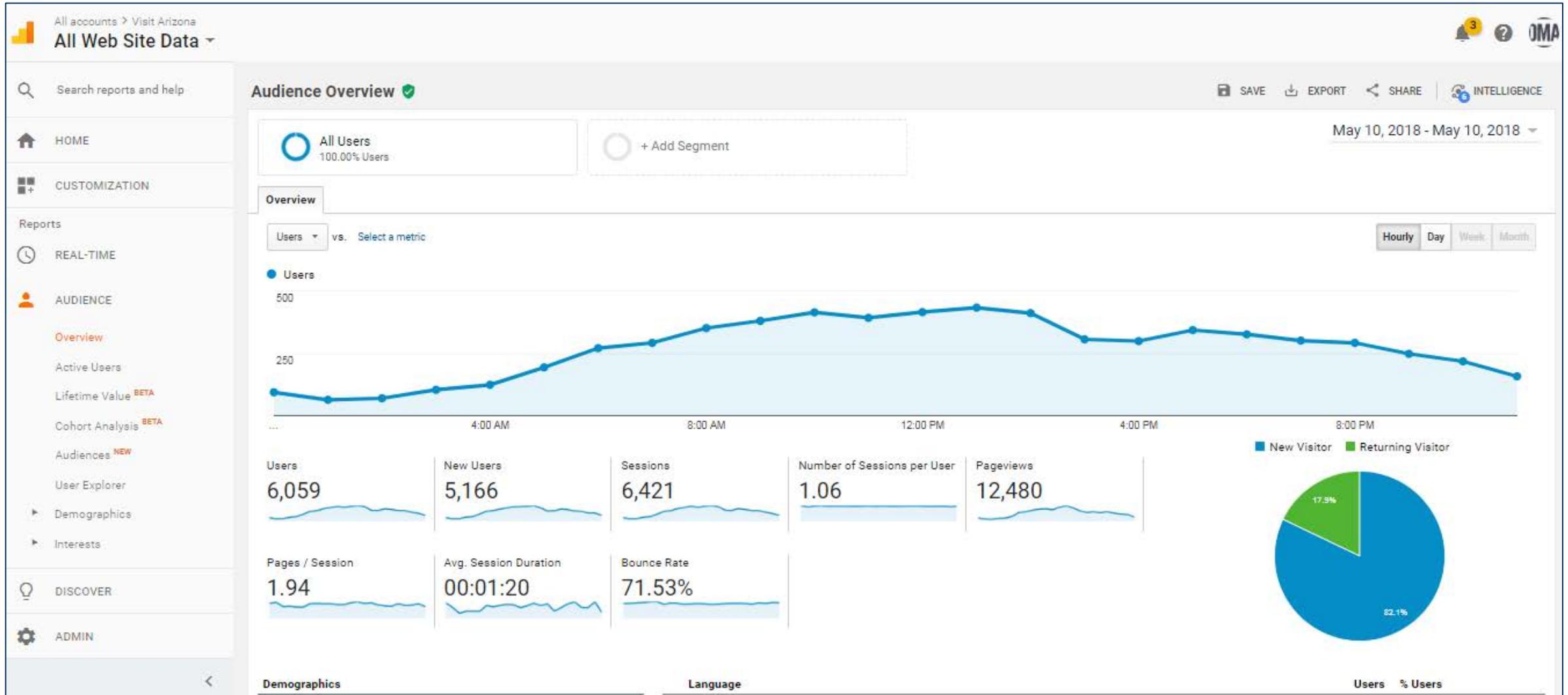
+ CAMPAIGN ▾ Edit ▾ Details ▾ Bid strategy ▾ Automate ▾ Labels ▾

<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Cost <sup>?</sup> ↓	Avg. CPC <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>	Avg. Pos. <sup>?</sup>
		Total - Search	\$324.00/day		143	4,214	3.39%	\$282.43	\$1.98	16.00	\$16.37	12.03%	1.7
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FY18 National Search	\$50.00/day <input type="checkbox"/>	Limited by budget <input type="checkbox"/> <sup>?</sup>	63	1,591	3.96%	\$54.04	\$0.86	9.00	\$5.77	15.25%	2.0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FY18 Seattle Search	\$46.00/day <input type="checkbox"/>	Limited by budget <input type="checkbox"/> <sup>?</sup>	17	478	3.56%	\$53.82	\$3.17	1.00	\$44.70	6.67%	1.5
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FY18 Chicago Search	\$46.00/day <input type="checkbox"/>	Limited by budget <input type="checkbox"/> <sup>?</sup>	15	362	4.14%	\$52.76	\$3.52	4.00	\$13.19	26.67%	1.6
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FY18 Minneapolis Search	\$46.00/day <input type="checkbox"/>	Limited by budget <input type="checkbox"/> <sup>?</sup>	19	453	4.19%	\$50.95	\$2.68	0.00	\$0.00	0.00%	1.5

# Google Data Studio Dashboard



# Google Analytics Dashboard





[Learn More](#)

# Measuring your ad's success

## **MCC Account:**

<https://support.google.com/adwords/express/answer/2991564?hl=en>

## **Campaigns:**

<https://support.google.com/adwords/answer/6304?hl=en>

## **Ad Groups:**

<https://support.google.com/adwords/answer/2375404?hl=en>

## **Expanded Text Ads:**

<https://support.google.com/adwords/answer/7056544?hl=en>

## **Ad Extensions:**

<https://help.bingads.microsoft.com/apex/index/3/en-us/51001>  
<https://support.google.com/adwords/answer/7332837>

## **Keyword Match Types:**

[https://support.google.com/adwords/answer/7478529?hl=en&visit\\_id=1-636615746083121461-2253180163&rd=1](https://support.google.com/adwords/answer/7478529?hl=en&visit_id=1-636615746083121461-2253180163&rd=1)

## **Negative Keywords:**

<https://support.google.com/adwords/answer/2453972>

## **Quality Score:**

<https://support.google.com/adwords/answer/140351?hl=en>