

DAY CAMP

Today's Quick Win:

How To Set Up A
Google Adwords Account



Meet our guests!



@fortin
Drew Fortin
Marketing Manager



@cunninghamkelly
Kelly Cunningham
Inbound Marketing
Consultant



@briggsnh
Mike Briggs
VP Search at
Website Publicity Group



5 Week Paid Search Webinar Series

- 7/13 | Intro to Paid Search
- 7/20 | How to set up a Google Adwords Account
- 7/27 | Campaign Management w/ Adwords Editor
- 8/2 | Performance Metrics & Optimization
- 8/10 | Advanced Tactics (Q&A Panel)

Housekeeping

A recording of today's webinar, as well as the following resources will be posted to camp.hubspot.com:

1. Intro To Paid Search In 30 Minutes blog post on camp.hubspot.com/blog
2. Paid Search Resources and Education

Today's Goal & Agenda

GOAL: Provide you with an overview of how to set up a Google Adwords Account in 30 minutes

AGENDA: For the next 30 minutes, we will walk you through the following items:

- How to establish a Google Adwords account
- How to create your first campaign
- Best & tips practices for initial setup
- Resources available through this process





Where Do Google Adwords Ads Appear?

Google Paid Search

Web Images Videos Maps News Shopping Mail more ▾

 frisbees

About 2,450,000 results (0.09 seconds)

Ads

[36¢ Custom Frisbees - Free Set-Up and Free Artwork | 4AllPromos.com](#) [+1] 

www.4allpromos.com/Frisbees
Guaranteed lowest prices.
Stress Toys - Bottle Openers - Bag Clips - Key Chains

[21¢ Promotional Frisbees - Factory Direct - Lowest Prices.](#) [+1] 

www.myflyingdiscs.com
No One Beats Our Prices!
Lowest Price Guarantee - 12 piece Minimum - Factory Direct

[Frisbees w/ Your Logo - Buy Wholesale Imprinted Frisbees](#) [+1] 

www.branders.com/Frisbees
Get Lowest Prices On Promo Frisbees

Related searches for **frisbees**:

Brands: [Aerobie](#) [Discraft](#) [Wham-O](#) [Innova](#) [Life is good](#)
Stores: [Amazon](#) [eBay](#) [Walmart](#) [Target](#) [Toys R Us](#)

[Flying disc - Wikipedia, the free encyclopedia](#) [+1] 

en.wikipedia.org/wiki/Flying_disc - Cached
The term **frisbee**, often used uncapitalized generically to describe all flying discs, is a registered trademark of the Wham-O toy company. ...

[Original Frisbee® Disc :: Home](#) [+1] 

www.frisbeedisc.com/ - Cached
Original Frisbee Disc. You won't find a better Sports Disc Introducing The New Frisbee. Browse our Full Line of Frisbee Sports Discs ...

Ads

Frisbees [+1] 

www.apromotionaloutlet.com
A Huge Variety Of Promotional Ideas
Buy Custom Printed Frisbees Here

Promotional Frisbees [+1] 

www.throwthings.com
Large Variety In Stock Now.
Add Your Company's Logo. Buy Now!

Ultimate Frisbee Discs [+1] 

www.ultimatediscstore.com/Frisbee
Best prices guaranteed on Ultimate Frisbee discs! \$6.89 + low shipping

Promotional Frisbees [+1] 

www.rushking.com/Promotional+Frisbees
Company Promotion, Print Your Logo.
Great Prices & Fast Shipping.

Promo Recreation Items [+1] 

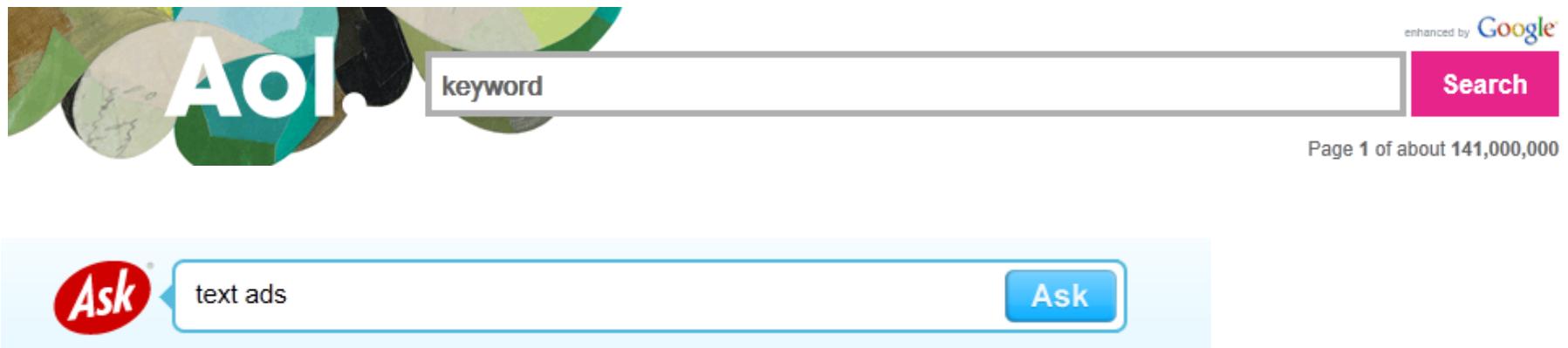
www.epromos.com
Customized Games & Toys With Your Logo! Save \$50 On Your First Order

Gym Frisbees - On Sale [+1] 

Google Search Network

Search partners: Opting in to the Search Network allows your ads to appear on:

- Other Google products like Google Groups and Google Product Search
- Sites powered by Google Search including AOL and Ask.com.



Google Display Network

- Sites featuring content related to that ad,
 - Includes other Google products like Gmail
 - Thousands of sites including NYtimes.com and About.com

The screenshot shows a Google Display Network advertisement for Charles Schwab. The ad is a black box with white text and a smartphone image. It reads: "TRADE UP TO SCHWAB AND GET AN ANDROID SMARTPHONE". Below the phone image is a small text: "*FREE WHEN YOU MAKE A QUALIFYING DEPOSIT OF \$75,000". The ad is overlaid on a news website, Seeking Alpha, which has a dark header with "Seeking Alpha" and "Read. Decide. Invest." The main content area shows "MARKET CURRENTS" and a list of news stories. To the right of the main content, there is a "Google Alerts" sidebar with an email from "googlealerts-noreply@google.com" and a "Lead Generation Service" sidebar with an offer from "www.Jigsaw.com".

Seeking Alpha
Read. Decide. Invest.

YOUR FREE TRIAL INCLUDES

- ✓ MONTHLY INSIGHTS NEWSLETTER
- ✓ THIRD-PARTY RESEARCH
- ✓ SEMINARS AND WEBINARS

SIGN UP NOW **FREE TRIAL** **TALK TO CHUCK** **charles SCHWAB**

Home Market Currents Long & Short Ideas Investing for Income ETFs & Portfolio Strategy Macro View Earnings Center Investing Tools

MARKET CURRENTS
real-time news and commentary for investors

All **LATEST** **TODAY SO FAR** **YESTERDAY**

Top Stories
Breaking News
On the Move
Quick Ideas
Earnings
M&A
U.S. Economy
Global & FX
Commodities
Tech
Consumer
Energy

Today - Tuesday, July 12, 2011

12:03 PM From its aging demographics to a banking system whose purpose seems to be channeling the country's savings into government debt, **Italy** resembles **Japan** with one key exception: no printing press with which to devalue or buy bonds in a pinch. A well-run public finance department can hold off fundamentals for only so long. [Comment!](#) [Global & FX]

12:02 PM Rue21 (RUE **-4.7%**) trades lower after **Nomura** cuts it to neutral on valuation. The firm notes that it continues to like the company's long-term competitive positioning, but the stock has gained 32% since June and further near-term upside is limited. [Comment!](#) [Consumer, On the Move]

12:00 PM **On the hour:** Dow **+0.19%**, 10-yr **-0.11%**, Euro **-0.12%** vs. dollar. Crude **+1.32%** to \$96.41. Gold **+0.3%** to \$1553.90. [Comment!](#)

Cheap hotels
Find Hotels By Price, Star Rating Or Location. Cheap hotels
www.ResortGateway.com

Save on Las Vegas Hotels
Amazing Las Vegas hotel discounts. Easily book your room today.
www.Tripres.com

Devon PA Hotel Deals
Shop and Compare Great Deals on Hotels in Devon PA.
www.priceline.com

Beach Hotels in Menorca
Deals on Menorca Beach Hotels. 1000's of Deals to Book Online!
www.UlookUbook.com

search by symbol, author, keyword...

DJIA (DIA) **↑0.18%** S&P 500 (SPY) **↑0.26%**

TRADE UP TO SCHWAB AND GET AN ANDROID SMARTPHONE* [LEARN MORE](#) **TALK TO CHUCK** **charles SCHWAB**

*FREE WHEN YOU MAKE A QUALIFYING DEPOSIT OF \$75,000

11:42 AM (34 minutes ago) [Reply](#) [Forward](#)

or **inbound marketing** or "hub" or **hubspot.com** or "inbound marketing" or "hub spot"

Google Alerts
googlealerts-noreply@google.com

[Show details](#)

Lead Generation Service
Free Demo To Keep Your Contact List Clean & Up-To-Date. Sign Up Now!
www.Jigsaw.com

Does Your Website "Work"?
Find Out: Free SEO Website Grader. Get Your Score in Under 30 Sec!
www.dylseo.com/FreeSEOReportCard

Online Marketing Bootcamp
12 intensive workshops & sessions. Best practices-tips-tricks. July 14
OnlineMarketingSummit.com/Boston

SEO for online Shopping
Do you want your products listed high in Search Engines Shopping?
www.edgenet.com

Ads by Google

Google Adwords Now Offering \$75 Free

Live on 7/20/2011: <https://services.google.com/fb/forms/adwordscoupon>



Request a free trial

First and last name *

Your business email address *

Your business website address *

Phone number

Country *

Request my free trial now »



For free campaign set-up service call:

1-877-763-9805



Why advertise on Google

- ✓ **Effective.** Advertise on the most used search engine worldwide to grow your business.
- ✓ **Pay for results.** You only pay when someone clicks on your ad and comes to your site.
- ✓ **Full control.** You decide how much to invest and can change, pause or resume your ads anytime.





**How Do You
Get Started?**

Factors to Consider Before Getting Started

- Identify **specific goal** for your paid search campaign
 - Increase leads/sign ups
 - Branding/visibility
- Remind yourself **who** you plan to target
 - Reviewing your customer's marketing persona will help in this process
 - Will help you better devise keyword list, ads, full experience
- Understand value of **measuring** conversion results
 - Allows you to measure ROI and identify optimizations
 - Google Adwords data does not show on-site conversions
 - Not something you should "do later"



Two Phases of Paid Search Advertising

Pre-Launch: *Setup*



Create Your Account

Create Your Campaign(s)

Implement On-Site Tracking

Set Daily Budget(s)

Launch

Post Launch: *Management & Optimization*

Daily Campaign Management

Utilizing Management Tools

Ongoing Optimization

Adding Advanced Tactics

Pre-Launch Steps ... At A Glance

Create Your Account

- Sign Up in Google Adwords
- Include Your Billing Information

Create Your Campaign(s)

- Add keywords, create text ads, select landing pages
- Select Campaign Settings

Implement On-Site Tracking

- Required to measure on-site conversion metrics
- Tracking tools = HubSpot & Google Conversion Tracking

Set Daily Budget(s) & Bids

- Enter daily spend caps
- Enter keyword bids



How Do You Establish An Account In Google Adwords?

First: Go To Adwords

Go To → google.com/adwords

Google AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

The image shows the Google AdWords homepage. On the left, there's a testimonial from Romi, Owner of Romi Boutique, stating "AdWords doubled my website traffic!" with her name and title. In the center, a woman is smiling in a clothing store, with a white callout box pointing to her that says "Sponsored links" and "Romi Boutique". The callout also includes the text "Designer apparel & gifts. Check out new arrivals! www.shopromi.com". On the right, there's a large blue "Start now" button with a yellow circle around it. Below the button, there's text for "Free first time setup service", a phone number "Call 1-877-721-1742", and a link "or request a callback". At the bottom, there's a link "Already have an AdWords account? Login now".

Step 1: Create Your Google Account

- 1) Enter Your Contact Information – Name, Email, Website, Phone Number
- 2) Create Or Select Your Google Account*

Google AdWords

Help

Tips for getting your ad on Google

Help Center

Go

Need more assistance?

Call 1-877-721-1737 for free campaign set-up.
Mon - Fri, 9am - 9pm ET. [More](#)

Create Google Account Set time zone and currency Verify account

Create Google Account

Hello, and welcome to Google AdWords. We're glad to have you on board! We need just a few details from you in order to set up your account.

To begin creating your AdWords account, choose the user name and password you'd like to use with AdWords.

Which best describes you?

I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or iGoogle.
 I do not use these other services.

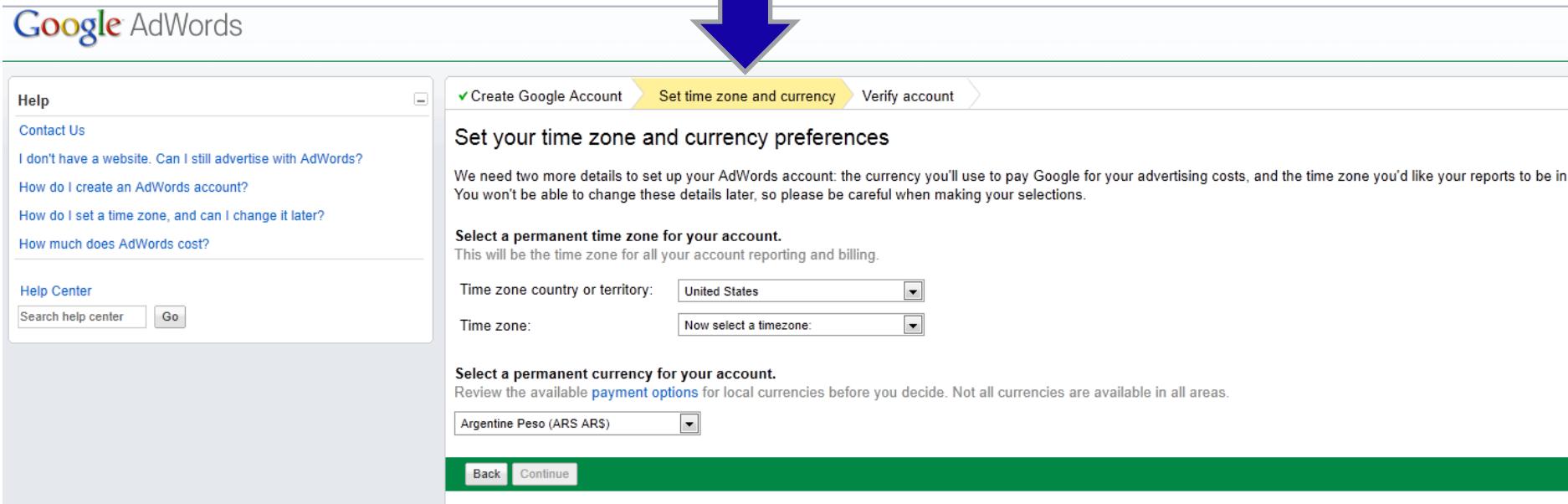
*You can only have (one) Adwords account associated with each Google Account



Step 2: Set Time Zone and Currency

1) Select Territory & Time Zone

2) Select Currency



The screenshot shows the Google AdWords account setup process. The user is currently on the 'Set time zone and currency' step, indicated by the yellow background of the breadcrumb bar. A large blue arrow points down to the 'Time zone' dropdown menu, which is set to 'United States'. Below it, another dropdown menu is labeled 'Now select a timezone:'. To the left, a sidebar provides help links for various account-related topics. At the bottom, a green 'Continue' button is visible.



- Time zone and currency selected will be reflected in all reporting and billing
- Settings cannot be changed after you set up account.

Step 3: Verify Your Account

- 1) Sign into Adwords
- 2) Create Your First Campaign
- 3) Submit Your Billing Information



[Help](#) | [Contact us](#)

✓ Create Google Account > ✓ Set time zone and currency > ✓ Verify account >

Your AdWords account has been created

Next step: Create your first ad campaign.

Login Email: kellyann0715@gmail.com

You can now sign in to your AdWords account using the Google Account address and password you just specified. When you sign in, you'll be asked to create your first ad campaign and enter your billing information to activate your account and start running your ads. We'll also send an activation email with more details to the address listed above.

Your ad won't run until you submit your billing information.

[Sign in to your AdWords account](#)

Start learning how to make the most of your AdWords account by reading our [optimization tips](#).

You Will Receive An Account Verification Email



Email verification will include link to “Getting Started Guide” for Adwords

Getting Started with Google AdWords

Inbox | x



adwords-noreply@google.com to me

[show details](#) 1:19 PM (6 minutes ago)

[Reply](#)

Congratulations, you've successfully activated your AdWords account. You can now reach your customers with targeted, relevant advertising.

For help with your new account, visit our Getting Started Guide (<http://www.google.com/adwords/beginnersguide/en-US>) to learn:

- How AdWords works
- How you can manage your costs
- How to write compelling ads and choose effective keywords
- How to find answers to your questions and discover other helpful resources

Sign in to your account now!

Sincerely,

The Google AdWords Team

This message was sent from a notification-only email address that does not accept incoming email. Please do not reply to this message. If you have any questions after following the steps above, please visit the Google AdWords Help Center at http://adwords.google.com/support/aw/?hl=en_US to find answers to frequently asked questions and a 'contact us' link near the bottom of the page.

Highlights of Getting Started Guide



Welcome to Google AdWords!

In this guide, you'll learn all the AdWords basics, including how to begin, what to expect, and how to get started.

- ➡ [Getting started](#) -- Creating an account and campaign, activating your account, promotional codes, and getting you started
- ➡ [Account](#) -- Signing in, account pages, account structure, and basic AdWords terms to know
- ➡ [Costs](#) -- Billing, budget, and bids, plus how to control your advertising costs
- ➡ [Ads](#) -- When your ads will show and where, ad targeting, and tips for successful ads
- ➡ [Keywords](#) -- How keywords are used to target your ads and tips for selecting good keywords
- ➡ [Performance](#) -- How to measure your success and improve your performance
- ➡ [Help & resources](#) -- AdWords resources, support options, and tips to stay up-to-date

Google Certification Program

 Certification Program

Change language: English (US) ▾

[Home](#) [Company](#) [Individual](#) [News](#) [Education](#) [Help](#)

Demonstrate knowledge and skills in Google AdWords with a globally recognized program

Whether you're an individual or a company, you can demonstrate your proficiency in AdWords by joining the Google AdWords Certification Program. It's a globally recognized stamp of approval which showcases knowledge of the latest AdWords tools and best practice techniques and will enable you to effectively manage AdWords campaigns.

Company Certification

Distinguish your company as skilled in AdWords management with Certified Partner status.



Individual Qualification

Use Google qualifications to become an AdWords professional to showcase your knowledge and skills to potential employers.



AdWords Management

Looking for help?

Find a Google Certified Partner to help with your AdWords management: [Partner Search](#)





**How Do I Create
A Campaign?**

First: Sign Into Your New Account



You will see this screen the first time you sign into your account



Home Campaigns Opportunities Reporting and Tools Billing My account

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

Learn more

Getting Started with Google AdWords



Learn more about AdWords

Common questions

- Where will my ads appear?
- How much does AdWords cost?
- How do I choose a budget?
- How do I choose a maximum CPC bid?
- How do I select keywords?
- How do I write targeted ad text?

[Search help center](#)

Go

Step 1: Select Campaign Settings



Review every setting. All will effect your budget & campaign performance.

Select campaign settings > Create ad and keywords

Select campaign settings

You're ready to create your first campaign!

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

Load settings [?](#) Campaign type [▼](#)

Campaign name

Locations [?](#) In what geographical locations do you want your ads to appear?
Bundle: United States; Canada [Edit](#)

Languages [?](#) What languages do your customers speak?
English [Edit](#)

Networks [?](#) Where on the Internet would you like your ads to appear?
All available sites [Edit](#)

Devices [?](#) On what devices would you like your ads to appear?
All devices [Edit](#)

Bidding option [?](#) How would you like to specify the amount you're willing to pay for each click on your ad?
Focus on clicks, automatic bidding, no CPC bid limit [Edit](#)

Budget [?](#) How much would you like to spend on AdWords advertising each day?
AR\$ per day (Format: 25.00)
Actual daily spend may vary. [?](#)

Live Demo



Step 2: Create Ads & Keywords



First campaign will be created through Campaign Wizard

✓ Select campaign settings

Create ad and keywords

Create ad and keywords

Create an ad

Text ad Image ad Display ad builder WAP mobile ad

Now it's time to write your first ad! To appeal to customers searching for your product or service, highlight what sets you apart from the competition, and use clear, specific text. [Help me write a great text ad.](#)

Headline

Description line 1

Description line 2

Display URL [?](#)

Destination URL [?](#)

http://

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad

[New York Budget Hotel](#)

Clean and close to subway.
Students save 20%!
[www.example.com](#)

Top ad

[New York Budget Hotel - Clean and close to subway](#)

Students save 20%!
[www.example.com](#)

Ad extensions expand your ad with additional information like a business address or product images.
[Take a tour.](#)

Keywords

[Select keywords](#)

Your ad can show on Google when people search for the keywords you choose here. These keywords will also

Elements of Paid Search

Keywords

tennis shoes
best tennis shoes
discount tennis shoes
red tennis shoes

Ads

[Tennis Shoes](#)  

www.holabirdsports.com

Up to 50% Off Our Entire Stock of..

Tennis Shoes - Save Up To 50% Today

Landing Pages

Follow Us   

Order Tracking |  0 items View Cart | Checkout
You Are \$69.95 Away From FREE GROUND SHIPPING!

Holabird Sports
Your Trusted Source Since 1981

VeriSign Trusted VERIFIED
McAfee SECURE TESTED DAILY 08-JULY

Running Shoes Tennis Shoes Tennis Apparel Running Gear For Juniors Shoes Racquetball Squash Platform Tennis Sport Equipment

Search Advanced Searches Apparel Finder Racquet Finder Shoe Finder Product Groups

Shop By Product Groups 1 2 3 4 5 6 7 8 9 10 11 12 Next Page >> Next 12 Pages Show All | Displaying Products 1-12 of 381

Adidas

adidas Ambition Stripes V Lady White/Metallic Silver 
Item # 112215
Built on a women's-specific outsole with fluid lines, embroidered details and supportive overlays, this sleek and feminine tennis shoe has the tools needed to last through any match.
Available in width B.

adidas Ambition Stripes V Men 
Item # 112090
An out-and-about tennis shoe you can wear on or off the court with confidence. Built with a comfortably soft leather upper and handsome details for sporty style.
Available in width D.

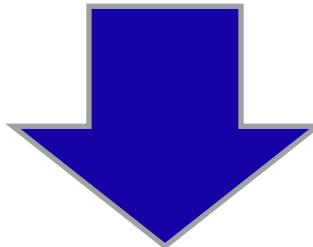
adidas Ambition Stripes VI Lady 
Item # 112372
Replaces Ambition Stripes V. With sleek and feminine style, the Ambition Stripes VI provides comfort to last through any match. A women's specific outsole, embroidered details and fluid lines make this shoe a must have.
Available in width D.

adidas Barricade 6.0 Clay Men 
Item # 112257
Clay Court. Slide, dash and smash your way to victory in this special clay court edition of the celebrated adidas Barricade 6.0 for men. As worn by Andy Murray at the 2011 French Open.
Available in width D.

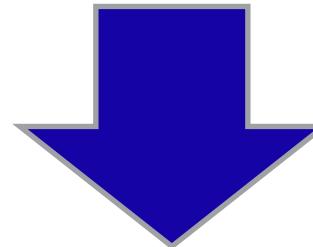
Email Sign-up Information Center  Tennis

Always ensure a seamless user experience

Keyword = Buy Tennis Shoes



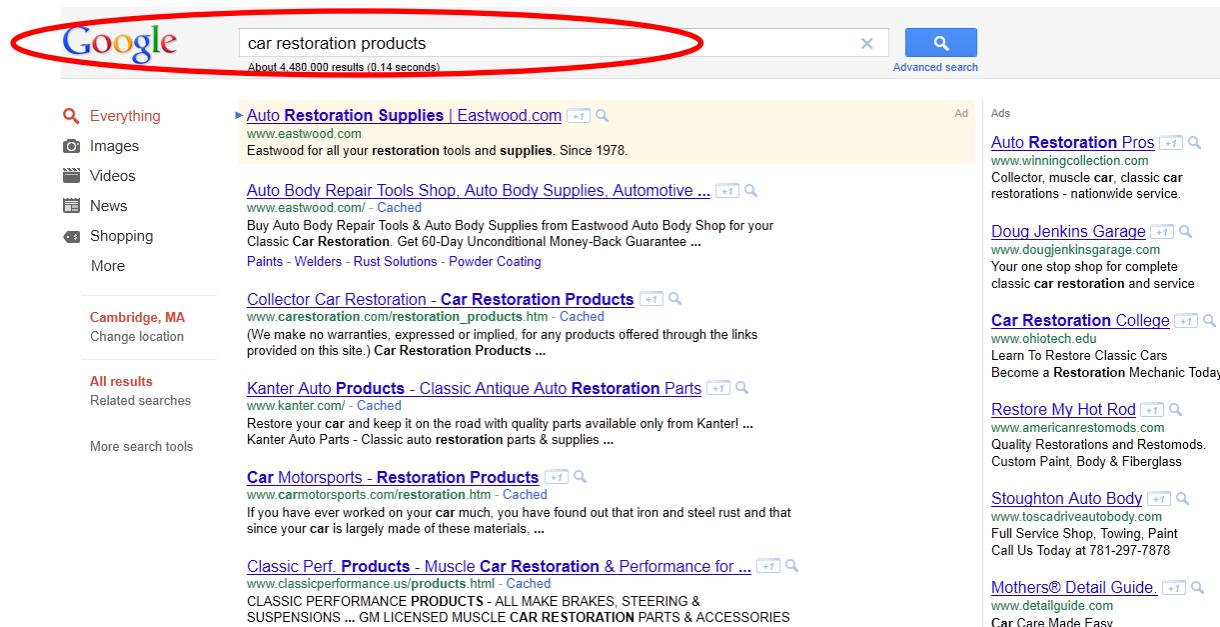
Ad = Buy Tennis Shoes



Landing Page = Buy Tennis Shoes

Keywords vs. Placements

Keywords



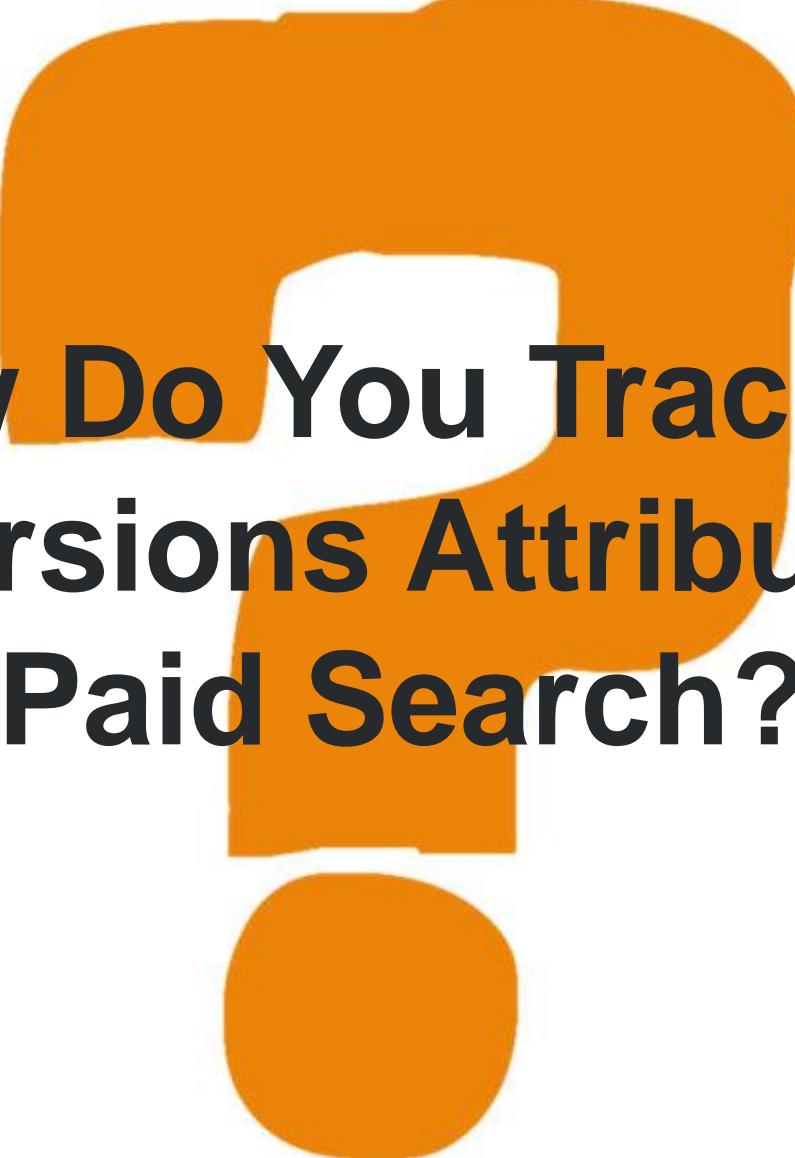
Google search results for "car restoration products". The results are as follows:

- Auto Restoration Supplies | Eastwood.com** (Ad) - www.eastwood.com
Eastwood for all your restoration tools and supplies. Since 1978.
- Auto Body Repair Tools Shop, Auto Body Supplies, Automotive ...** (Ad) - www.eastwood.com/ - Cached
Buy Auto Body Repair Tools & Auto Body Supplies from Eastwood Auto Body Shop for your Classic Car Restoration. Get 60-Day Unconditional Money-Back Guarantee ...
Paints - Welders - Rust Solutions - Powder Coating
- Collector Car Restoration - Car Restoration Products** (Ad) - www.carestoration.com/restoration_products.htm - Cached
(We make no warranties, expressed or implied, for any products offered through the links provided on this site.) Car Restoration Products ...
- Kanter Auto Products - Classic Antique Auto Restoration Parts** (Ad) - www.kanter.com/ - Cached
Restore your car and keep it on the road with quality parts available only from Kanter! ...
Kanter Auto Parts - Classic auto restoration parts & supplies ...
- Car Motorsports - Restoration Products** (Ad) - www.carmotorsports.com/restoration.htm - Cached
If you have ever worked on your car much, you have found out that iron and steel rust and that since your car is largely made of these materials, ...
- Classic Perf. Products - Muscle Car Restoration & Performance for ...** (Ad) - www.classicperformance.us/products.html - Cached
CLASSIC PERFORMANCE PRODUCTS - ALL MAKE BRAKES, STEERING & SUSPENSIONS ... GM LICENSED MUSCLE CAR RESTORATION PARTS & ACCESSORIES
- Auto Restoration Pros** - www.winningcollection.com
Collector, muscle car, classic car restorations - nationwide service.
- Doug Jenkins Garage** - www.doujenkinsgarage.com
Your one stop shop for complete classic car restoration and service
- Car Restoration College** - www.ohiotech.edu
Learn To Restore Classic Cars
Become a Restoration Mechanic Today
- Restore My Hot Rod** - www.americanrestomods.com
Quality Restorations and Restomods.
Custom Paint, Body & Fiberglass
- Stoughton Auto Body** - www.toscadriveautobody.com
Full Service Shop, Towing, Paint
Call Us Today at 781-297-7878
- Mothers® Detail Guide** - www.detailguide.com
Car Care Made Easy.

Placements

About.com

The New York Times



How Do You Track Conversions Attributed to Paid Search?

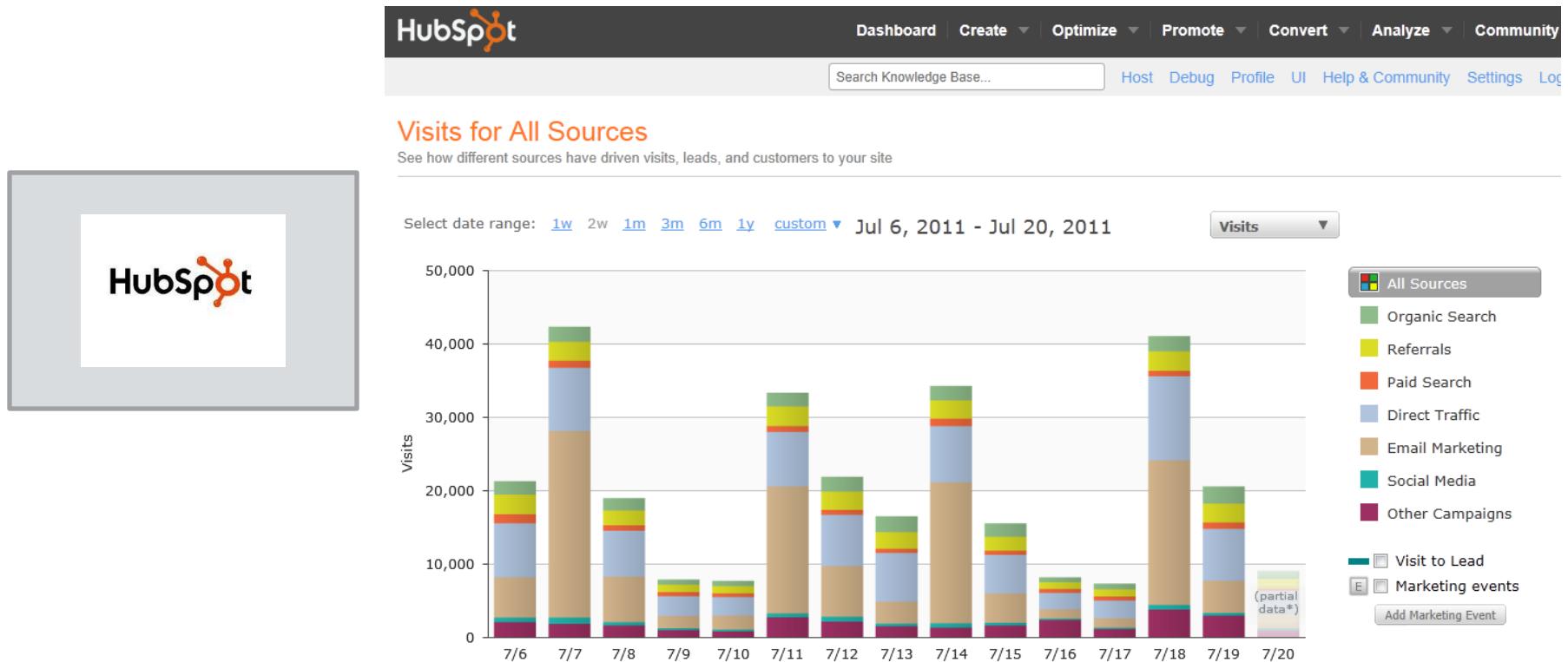
Why Track?

Benefits:

- Google Adwords provides impressions, clicks, cost data (only)
- Visibility into conversion metrics
- Track conversion metrics over time and gain understanding of trends
- Ability to optimize campaign to **boost ROI** based on performance



Tracking Your Paid Search Campaign with HubSpot



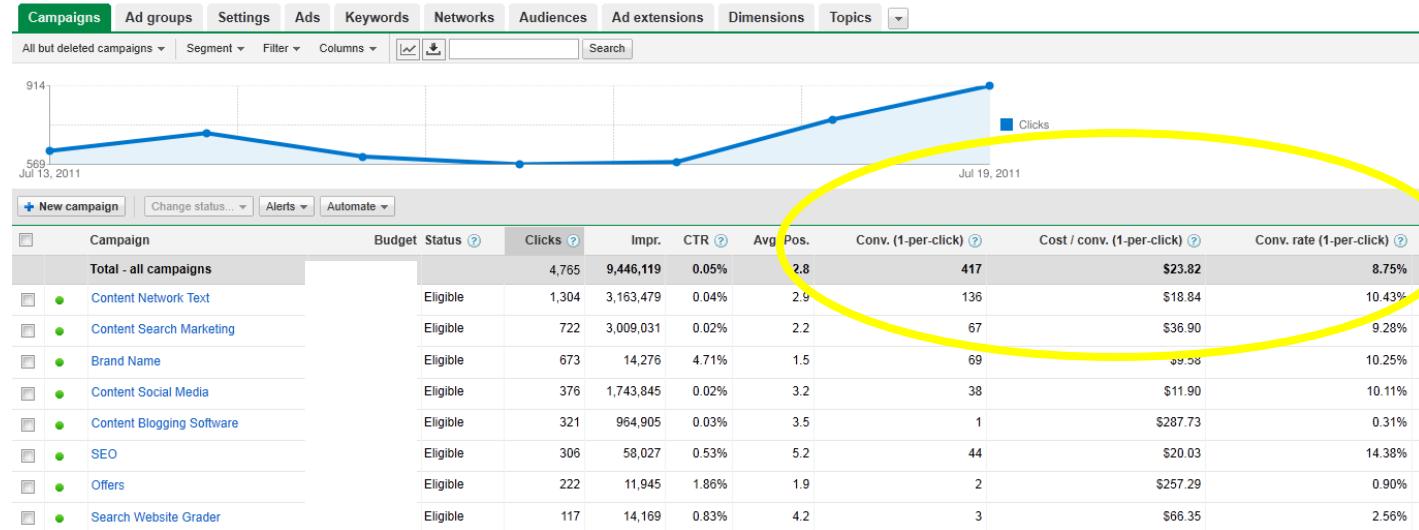
Implementation Requirements:

- 1) HubSpot javascript code across all pages
- 2) HubSpot tracking URLs*

*HubSpot Tracking URLs are same as Google. ☺



Tracking Your Campaign with Google Conversion Tracking



Implementation Requirements:

- Set up conversion event(s) in Google
- Adding javascript code to thank you page



- Using the [AdWords Conversion Tracking Setup Guide](#) will help
- Tracking also available in Google Analytics with similar setup

What Does A Tracking URL Look Like?

Title →

[Promotional Frisbees](#)  

Display URL →

www.throwthings.com

Description 1 →

Large Variety In Stock Now.

Description 2 →

Add Your Company's Logo. Buy Now!

Destination URL →

http://throwthings.com/?utm_medium=cpc&utm_source=Google-PPC&utm_campaign=frisbees&utm_content=frisbees&utm_term=frisbees



How Do You Set A Daily Budget & Keyword Bids?

Show Me The Money!

1) Campaign Daily Budget

- Spend Cap within 24 hour period
- Start small – you can always increase as you begin to analyze results
- Keyword search volume & keyword bids will impact
- Set at the **campaign** level



2) Keyword Bids

- Maximum CPC you are willing to pay per click
- Set one bid across all keywords and gauge positioning
- You will want to monitor daily
- Set at the **keyword** level

Pre-Launch Steps ... At A Glance

Create Your Account

- Sign Up in Google Adwords
- Include Your Billing Information

Create Your Campaign(s)

- Add keywords, create text ads, select landing pages
- Select Campaign Settings

Implement On-Site Tracking

- Required to measure on-site conversion metrics
- Tracking tools = HubSpot & Google Conversion Tracking

Set Daily Budget(s) & Bids

- Enter daily spend caps
- Enter keyword bids

- 7/13 | Intro to Paid Search
- 7/20 | How to set up a Google Adwords Account
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- 8/10 | Advanced Tactics (Q&A Panel)

Before next week's session, [please download Google Adwords Editor](#)



Resources

Resources To Create & Launch

[Google Keyword Tool](#): To assess traffic volume & CPCs

[Google Adwords Editor Tool](#): To make bulk changes in your campaign

- Effective for mass changes in bids, landing pages, ads
- Searching for elements in campaign

[HubSpot Tracking URL Guide](#)

[AdWords Conversion Tracking Setup Guide](#)