

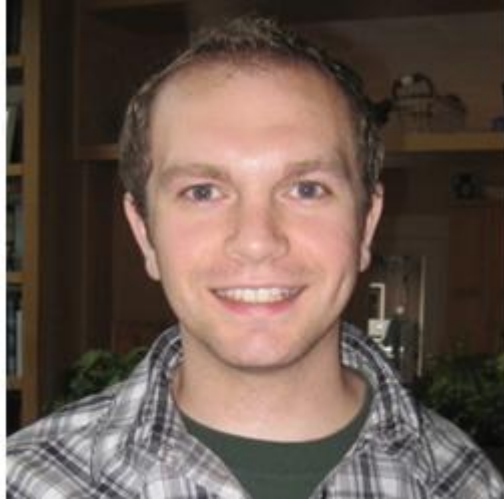
DAY CAMP

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



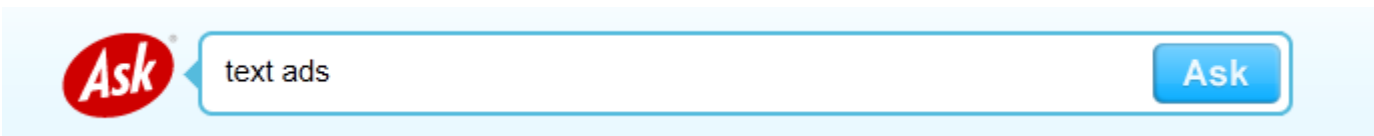


Where Do Google Adwords Ads Appear?

Google 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

Seeking Alpha
Read. Decide. Invest.

YOUR FREE TRIAL INCLUDES
✓ MONTHLY INSIGHTS NEWSLETTER
✓ THIRD-PARTY RESEARCH
✓ SEMINARS AND WEBINARS
SIGN UP NOW »
FREE TRIAL
charles SCHWAB
TALK TO CHUCK

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

search by symbol, author, keyword...

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!](#)

TRADE UP TO SCHWAB AND GET AN ANDROID SMARTPHONE
[LEARN MORE »](#)
TALK TO CHUCK
*FREE WHEN YOU MAKE A QUALIFYING DEPOSIT OF \$10,000

Google Alerts
googlealerts-noreply@googl...
11:42 AM (34 minutes ago) [Reply](#)
for **hubspot.com** or "inbound marketing" or "hub spot"

[Show details](#)

Ads

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 P.A.
www.priceline.com

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

5-Tips-to-Optimize-Your-Social-Media-Engagement-hubspot
The HubSpot Inbound Internet Marketing blog covers all of inbound marketing - SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics. ...
blog.hubspot.com/.../5-Tips-to-Optimize-Your-Social-Media-...

Tip: Use site restrict in your query to search within a site (site:nytimes.com or site:.edu). [Learn more.](#)

[Remove](#) this alert.
[Create](#) another alert.
[Manage](#) your alerts.

[Reply](#) [Forward](#)

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.diyseo.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"

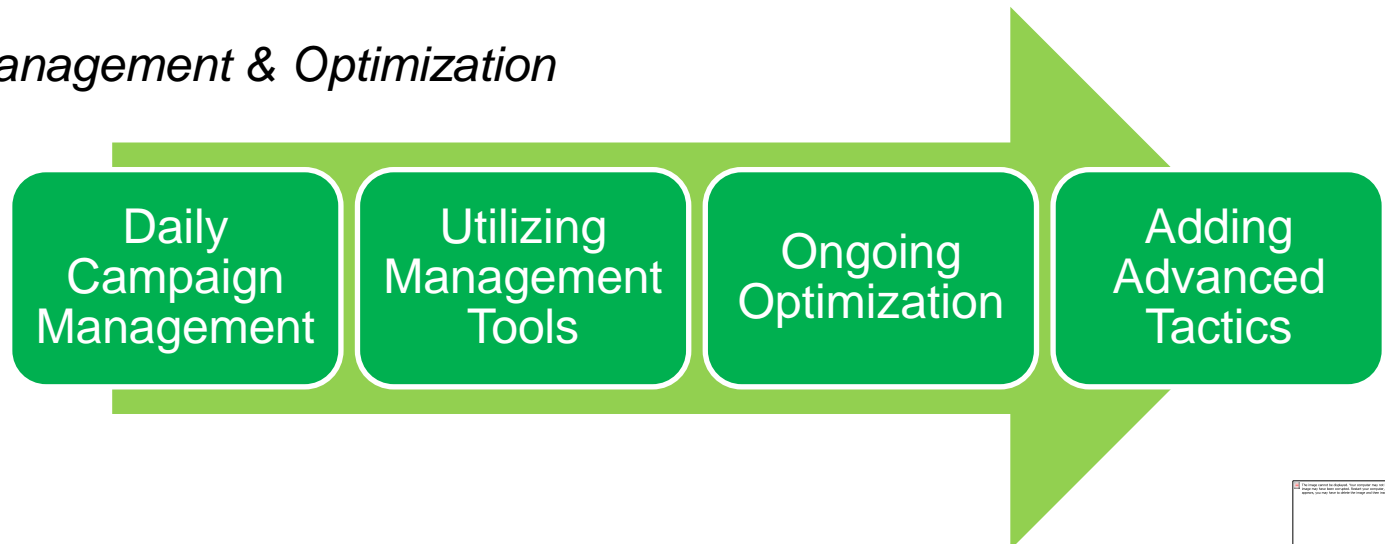


Two Phases of Paid Search Advertising

Pre-Launch: *Setup*



Post Launch: *Management & Optimization*



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



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.

"AdWords doubled my website traffic!"

Romí
Owner, Romí Boutique

Sponsored links
Romí Boutique
Designer apparel & gifts.
Check out new arrivals!
www.shopromi.com

The advertisement features a woman, Romí, smiling and holding a sign. In the background, there are mannequins wearing elegant dresses. The text on the left highlights a testimonial about AdWords increasing website traffic. The bottom right of the ad includes a sponsored link for Romí Boutique, describing it as a designer apparel and gifts store with a link to their website.

Start now


Free first time setup service
Call 1-877-721-1742
(9am - 9pm ET, Mon - Fri)
or [request a callback](#)

Already have an AdWords account?
[Login now](#)

A yellow circle highlights the "Start now" button and the contact information for the first-time setup service, including the phone number and hours of operation.

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.

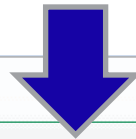


*You can only have (one) Adwords account associated with each Google Account

Step 2: Set Time Zone and Currency

1) Select Territory & Time Zone

2) Select Currency



Google AdWords

Help

[Contact Us](#)

[I don't have a website. Can I still advertise with AdWords?](#)

[How do I create an AdWords account?](#)

[How do I set a time zone, and can I change it later?](#)

[How much does AdWords cost?](#)

[Help Center](#)

✓ Create Google Account Set time zone and currency Verify account

Set your time zone and currency preferences

We need two more details to set up your AdWords account: the currency you'll use to pay Google for your advertising costs, and the time zone you'd like your reports to be in. You won't be able to change these details later, so please be careful when making your selections.

Select a permanent time zone for your account.

This will be the time zone for all your account reporting and billing.

Time zone country or territory:

Time zone:

Select a permanent currency for your account.

Review the available [payment options](#) for local currencies before you decide. Not all currencies are available in all areas.

F.Y.I.

- 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

F.Y.I. 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



AdWords Help

AdWords Help

Help forum 

Checklist


1 of 19 items (5%)

[AdWords Small Business Center](#)

[Help for Agencies](#)

[Seminars for Success](#)

[AdWords Online Classroom](#)

[Inside AdWords Blog](#)

[YouTube Channel](#)

[Google for Advertisers](#)

[Find an AdWords Certified Partner](#)

[Get qualified!](#)

[AdWords](#) > [Help articles](#) > [AdWords Beginner's Guide](#)

AdWords Beginner's Guide

Welcome

Welcome to Google
AdWords! »

[About AdWords](#)

[Getting started](#)

[Account](#)

[Costs](#)

[Ads](#)

[Keywords](#)

[Performance](#)

[Help & resources](#)

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
- ➔ [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

Google 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.

Join the Program

Existing user? [Sign In](#)

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

Google AdWords

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



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 [?](#)

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

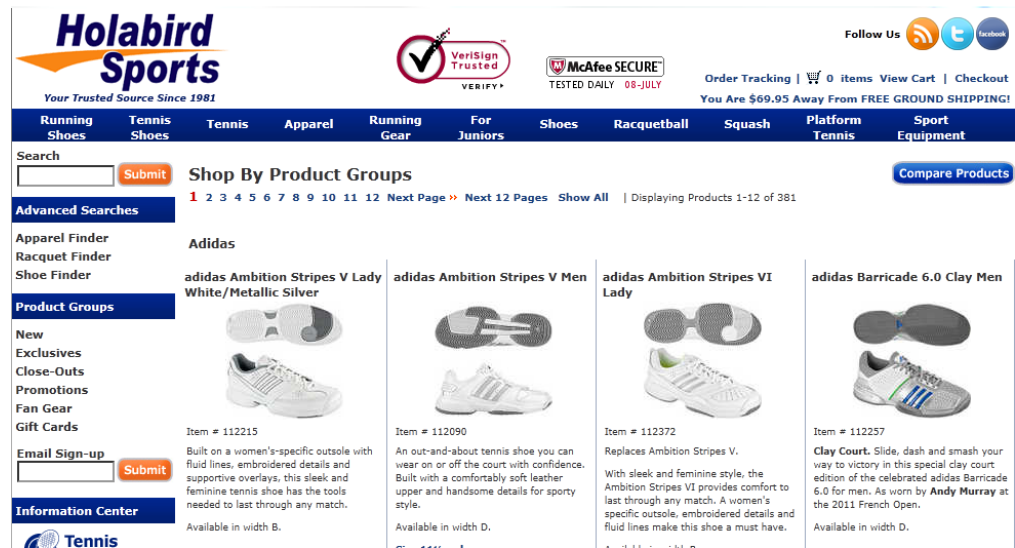
[Tennis Shoes](#)  

www.holabirdsports.com

Up to 50% Off Our Entire Stock of..

Tennis Shoes - Save Up To 50% Today

Landing Pages



The screenshot shows the Holabird Sports website. The header includes the logo, navigation links for various sports categories, and a search bar. A banner at the top right promotes a 50% off sale on tennis shoes. The main content area is titled 'Shop By Product Groups' and displays four product listings for Adidas tennis shoes. Each listing includes a product image, name, item number, and a brief description. The left sidebar contains links for advanced searches, product groups, and email sign-up.

Holabird Sports
Your Trusted Source Since 1981

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


Search

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

Advanced Searches
Apparel Finder
Racquet Finder
Shoe Finder

Product Groups
New
Exclusives
Close-Outs
Promotions
Fan Gear
Gift Cards

Email Sign-up



Information Center
 Tennis


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.

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.

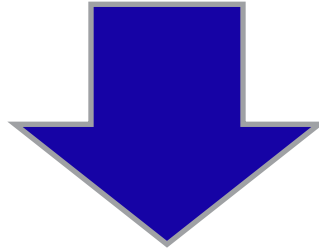
Follow Us  

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

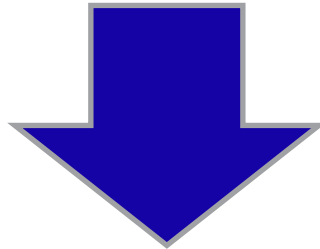
VeriSign Trusted
McAfee SECURE
TESTED DAILY 08-JULY

Always ensure a seamless user experience

Keyword = Buy Tennis Shoes



Ad = Buy Tennis Shoes

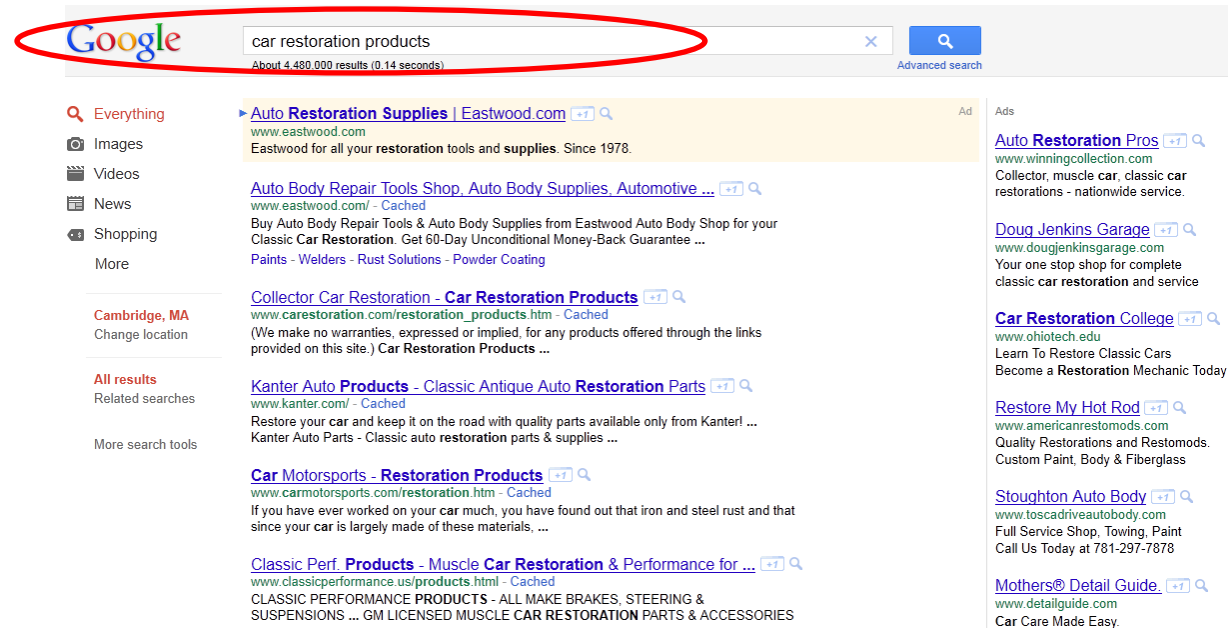


Landing Page = Buy Tennis Shoes



Keywords vs. Placements

Keywords



Placements

About.com

The New York Times



How Do You Track Conversions Attributed to Paid Search?

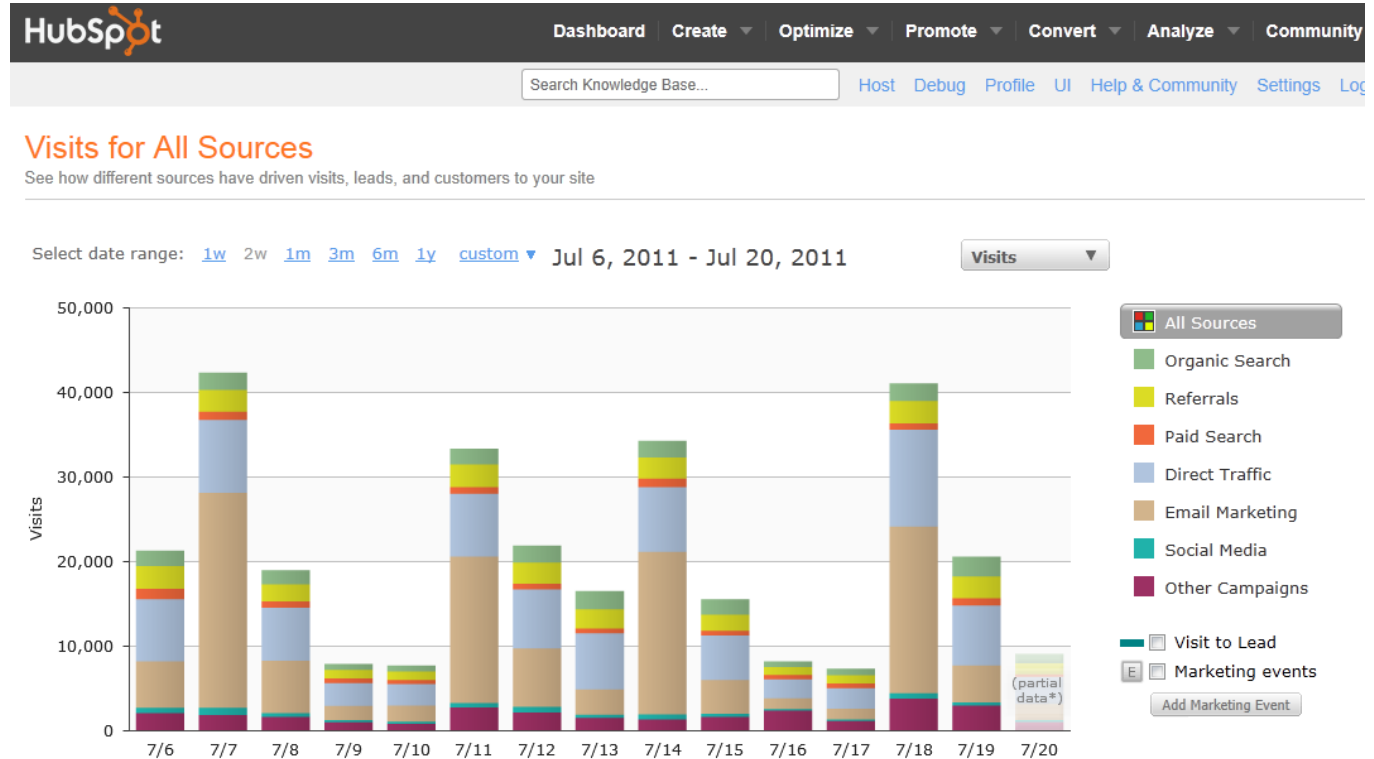
Why Track?

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:

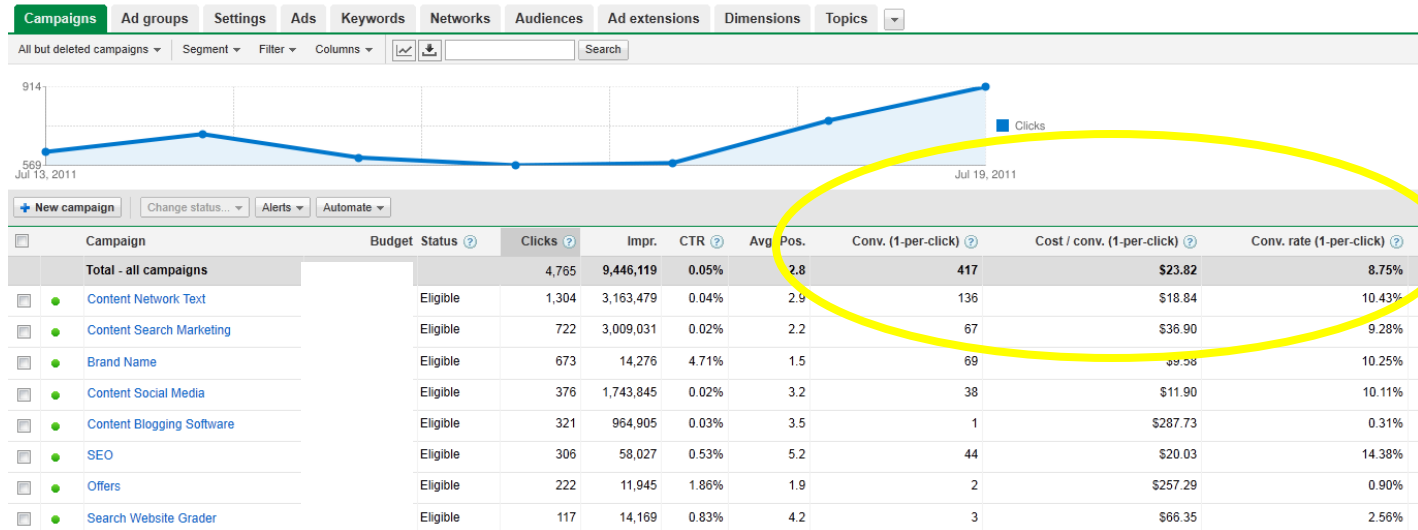
- 1) HubSpot javascript code across all pages
- 2) HubSpot tracking URLs*



*HubSpot Tracking URLs are same as Google. 😊

Tracking Your Campaign with Google Conversion Tracking

Google AdWords
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=frisb
ees&utm_term=frisbees](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

Next Day Camp Sessions

- 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)

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

A large, stylized orange question mark is centered on the page. The word "Resources" is written in a bold, dark grey sans-serif font across the middle of the question mark.

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](#)