

# How to Create a Successful Google AdWords PPC Campaign





## TABLE OF CONTENTS

---

01. Planning Your Google AdWords PPC Campaign
02. Setting Up Your Google AdWords PPC Campaign
03. Optimizing Your Google AdWords PPC Campaign



## FOREWORD

---

There are multiple PPC channels, including Bing Yahoo, Facebook, Youtube, and Twitter to name a few, which open the doors to prospective customers in the most targeted and measurable way possible. This guide will focus on Google's online advertising service, AdWords.

*“The biggest strength of PPC is that it levels the playing field for any business competing in the market for new customers no matter how big or small they are.”*

# Introduction

---

Pay-Per-Click (PPC) advertising can either be a productive, online lead generation machine or nothing more than a money pit depending on how it is set up and managed.

The biggest strength of PPC is that it levels the playing field for any business competing in the market for new customers no matter how big or small they are. However, if there is no strategy, research or management behind it, all it does is costs a business money.

The good thing though is that there is a clear path to ensuring that you get a return on the money invested into this market of hundreds, thousands, sometimes millions (dependent on budget size and business type) of potential customers that will view your ads each month.



.01

# Planning Your Google AdWords PPC Campaign

---



# Goal & KPI Setting

---



As with any marketing or advertising campaign, goal setting is really important. As the advertiser you should decide what your goal is early on, because this will determine whether or not you are able to measure the success of the campaign. Usually PPC campaign goals come down to two things – Brand Awareness and/or Lead Generation.



*“Your goals and KPIs will determine how you set up the campaign, and measure its performance.”*

# Goal & KPI Setting

---

Once you know what goal you are trying to reach, ask yourself how you are going to measure it. If you're interested in brand exposure you might be primarily concerned with the number of people that are seeing your ad and brand name in each day, in addition to generating an increase in the number of visitors to your website. If you're concerned with lead generation then you will probably want to capture customer data for future follow up or maybe even a cold, hard sale.

Your goals and KPIs will determine how you set up the campaign, and measure its performance. So get this right early on. Failing to do this will make it difficult to measure your return on investment.



*“A successful campaign will be founded upon a landing page that is relevant to your ad copy and overall messaging.”*

# Make Sure the Foundation Is There

---

To set up a cost effective PPC campaign you should start with thinking about how you are going to create a strong foundation, which will ensure efficiency and effectiveness . While some businesses opt to connect a page on their website to their ads, a specific landing page with relevant content relating to the campaign goal is ideal.

A successful campaign will be founded upon a landing page that is relevant to your ad copy and overall messaging. When creating this landing page, as yourself, does it use the same tone, context, keywords and calls-to-action? This is important to answer, as all of these factors determine how costly your ads are on a click-by-click basis. If you don't have a solid foundation, which in this case is a landing page with content that has a high degree of relevancy to the ad itself, then you costs will be much higher than they should be.





# Keyword Research

---



Keyword research is at the heart of any successful PPC campaign. Choosing the wrong keywords and using the wrong keyword match types (which we'll talk about later) can result in costs spiraling out of control. They are also what provide the relevance between the ads and the landing pages that they link to, which, as we just discussed, is also important for keeping costs down.



*“The more targeted you are able to be with your keyword research and choices, the more refined your campaign will be.”*

# Keyword Research

---

When researching keywords it's important to think about context. This is a significant part of what Google ultimately wants to achieve - the best results for its users. When considering context in the world of B2B and B2C sales, you should consider the customer buying cycle. What keywords a prospective customer is searching for at the beginning of their research for your service/product will be drastically different from what they search for when they are about to make a decision.

Customer location should also be a consideration, especially for local businesses or businesses with an international presence. The more targeted you are able to be with your keyword research and choices, the more refined your campaign will be. Ultimately, that will translate into making your advertising dollars work harder for you.



# Creative

---



Now that you've set goals, laid the campaign foundation and completed your keyword research, it's time to get creative with your ad and landing page content. Remember that you're effectively selling in the world's biggest market. What will you say to ensure your voice is heard above the others? What are you going to offer to visitors that click on your ads that other businesses aren't offering already?



*“The nature of Google’s ad platform requires you to be creative.”*

# Creative

---

The nature of Google’s ad platform requires you to be creative. You only have a certain number of characters to play with when writing your ads so you should make sure that you deliver your message and call-to-action creatively and concisely. There are other advanced features that you can activate in your ads to boost engagement rates with potential visitors before they even click your ad, which we will explore later.

Once visitors click through to your landing page, you have a second chance to engage them further and convert them into a lead. You have your own blank canvas to do this with text, images, videos, and calls-to-action that are so compelling that the visitor has no choice but to submit their details via a contact form, fed straight to your lead database.

Be sure to use your researched keywords intelligently to create relevancy and context between your ads and the landing pages to ensure that visitors aren’t questioning why they clicked on your ad in the first place.



*“Tracking should tie back to the goals of your campaign and is an essential part of determining whether your campaign is successful enough to give a return on investment.”*

# Tracking

---

This is perhaps the most important part of setting up a PPC campaign. This should tie back to the goals of your campaign and is an essential part of determining whether your campaign is successful enough to give a return on investment. So you can't afford to get this wrong!

By navigating to the “Tools” option in the menu and selecting “Conversions” you can complete the process of setting up your goal tracking. Here you can select to track:

1. Website based conversion actions, such as lead/contact form submissions
2. App downloads
3. Phone calls originating from your campaign ads

Simply select which conversion goal is most relevant to your campaign requirements and generate the conversion tracking code that you will need to paste into the landing pages you wish to track.





## CONCLUSION

---

In the next section we will look at how to set up a campaign using the different options in Settings to ensure that your campaign is as targeted and engaging as possible – both essential for success.

.02

# Setting Up Your Google AdWords PPC Campaign

---



# Setting up Your Google PPC Campaign

---

There are some key elements when setting up your PPC campaign that can make the difference between a campaign with a below average and good level of performance. These elements are:

- Location targeting
- Ad scheduling
- Ad extensions
- IP Exclusions

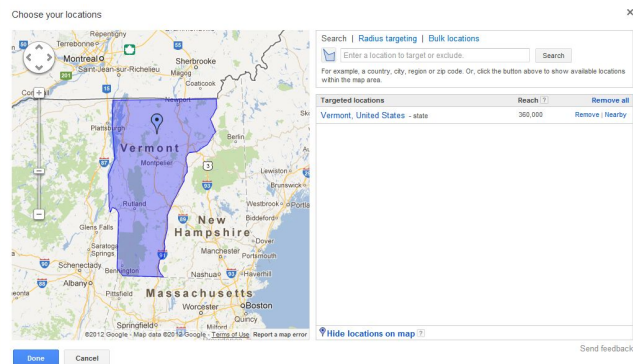
It's well worth putting in the time up front to refine these elements to ensure your campaign gets off to a great start.





# Location Targeting

At any point in your campaign set up it's well worth the time going into the "Locations" set-up within "Settings" to refine the geographical targeting of your ads. This will ensure your ads meet the most relevant audiences and help you to avoid wasted expenditure of what can be sometimes limited daily budgets for those just looking to test and experiment with PPC.



# Ad Scheduling

---

There can be times in the day that your target audience are most likely to be viewing your ads. One such example comes from a campaign that we've recently worked on for a client in the Education sector. Our research showed that the target audience, which in this case was teachers, was most active in the mornings before classes started, lunch times, and in the early evenings.

While it makes sense for some businesses (especially in the B2C sectors) to adopt an always on approach to their campaigns, it also makes sense for other businesses to target their ads to established times of the day that their target audience is most active online. This will, again, assist in minimizing unnecessary expenditure of that precious ad budget.



# Ad Scheduling

Within the campaign “Settings” area, navigate to the “Ad schedule” section and customize your schedule by adding the day and hours of the day that you would like your campaign on. If you are unsure of the most common days/times that your target audience is active online, then you can leave this setting for the first month until you have enough data to inform any adjustments you want to make to the ad scheduling later on. This data can be gathered from the “Dimensions” menu tab.

Select campaign to update

[Edit](#)

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the week.

Monday	12 AM	00	to	11 PM	45	X
Tuesday	12 AM	00	to	11 PM	45	X
Wednesday	12 AM	00	to	11 PM	45	X
Thursday	12 AM	00	to	11 PM	45	X
Friday	12 AM	00	to	11 PM	45	X
Saturday	12 AM	00	to	12 AM	00	X
Sunday	12 AM	00	to	12 AM	00	X

[+ Add](#)

Display clock ☒ 12-hour ☐ 24-hour

Time zone America/New\_York (cannot be changed)

[Save](#) [Cancel](#)

Select campaign to update

[Edit](#)

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the week.

Monday	12 AM	00	to	11 PM	45	X
Tuesday	12 AM	00	to	11 PM	45	X
Wednesday	12 AM	00	to	11 PM	45	X



# Ad Extensions

---

Ad extensions are great enhancements to the look and messaging of your ad that can be added without taking away from the already limited character limits associated with the ad text. Not only can they improve the visibility of your ads, taking precedence in the search results over other ads that don't use them, they can also help improve the campaign return on investment if used correctly. The additional information can help increase click-through-rates (CTR), which means more clicks and visitors.

So what additional information can you include by using ad extensions?



# Ad Extensions

---

**Site links** - add links to other key pages on your website to help your audience find what they're looking for and drive engagement with your brand

## Walter's Bakery for Dogs

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

Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

- [Hours](#)
- [Specials](#)
- [Biscuits](#)
- [Special diets](#)

**Location extensions** - show your audience the nearest location of your business, your phone number, and a map marker to offer directions

## Amherst Ice Cream Parlour

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

(413) 123-4567

Our specialty is pistachio.

English majors, buy 1 get 1 free.

 [100 Dardanelles Rd, Amherst MA](#)



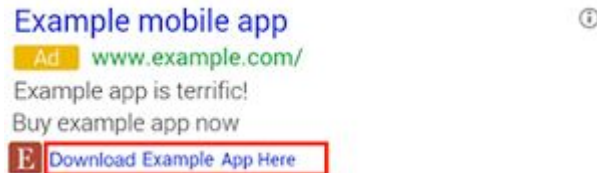
# Ad Extensions

---

**Call extensions** - enable your target audience to click a call button on your Ad to immediately contact you. This is a great feature for mobile ads



**App extensions** - this link that appears below your ad directs your audience to the app store to download your business app



# Ad Extensions

---

**Review extensions** - add your best quoted or paraphrased, third party reviews using this extension to help drive higher CTRs

## Mushroom Foraging Tours

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

Find chanterelle, porcini, oyster mushrooms with a fungi guide!

"So impressed. Brought home a pound of ceps." - [exampleblog.com](http://exampleblog.com)

**Call out extensions** - call-outs are additional snippets of information that you can add about your product or offer - another great way of increasing CTRs.

## Acme Electronics

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

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping • 24-7 customer service • Price matching



# Ad Extensions

---

**Structured snippet extensions** - activating this extension allows the Google to automatically show additional details about your landing page or website content

San Francisco to New York - Up to 30% Off on all Flights

**Ad** [www.acmetravel.com/flights](http://www.acmetravel.com/flights) ▾

Up to 30% off flights when you book by March 31.

Nonstop Flights: Average 5/day from San Francisco to New York City

Daily Flight Deals - Top Destination Flights - International Flights





# IP Exclusions

IP exclusions are a simple and effective setting to activate in your campaign set up. It's used to limit ads showing to networks that aren't likely to be used by your potential customers, which can include employees within your business or organization that may curiously click on an ad and subsequently waste part of your precious daily ad spend. However, it can also be used to prevent competitors from clicking your ads and maliciously depleting your ad budget for the day, so that their own ads can gain more exposure. Sounds like an unethical and far fetched scenario, but it does happen.

Advanced settings

 [Schedule: Start date, end date, ad scheduling](#)

 [Ad delivery: Ad rotation, frequency capping](#)


 [Experiment](#) beta

 [IP exclusions](#)

[Manage IP exclusions](#) [Edit](#)

 [Dynamic Search Ads](#)

 [Campaign URL options \(advanced\)](#)

Tracking template  [None](#) [Edit](#)





## CONCLUSION

---

So, now you've planned and set up your PPC campaign and it's ready to go live. What next? In our final section we look at how to optimize your campaign performance, so that you can continue building on your success and maximize your return on investment.

# .03

## Optimizing Your Google AdWords PPC Campaign

---



*“We’re firm believers that every business (both B2B and B2C) can benefit and enjoy a return on investment in PPC advertising.”*

# Optimizing Your PPC Campaign

---

You may have been running PPC campaigns on Google with less success than you would have liked, despite putting the time in to plan and set up your campaign correctly. You may be getting a number of conversions but are you getting enough to warrant the time and financial investment needed to continue running the campaign? Don’t make any rash decisions just yet though.

We’re firm believers that every business (both B2B and B2C) can benefit and enjoy a return on investment in PPC advertising. It’s true that setting up and optimizing a campaign to maximize ROI can be time consuming and resource intensive depending on the size of your business or campaign. Spending time to refine campaign performance can be intimidating. So now you have three options...



*“We’re firm believers that every business (both B2B and B2C) can benefit and enjoy a return on investment in PPC advertising.”*

# Optimizing Your PPC Campaign

---

1. Turn off your campaign. We don’t recommend this though. PPC advertising is a cost effective means of acquiring new customers when set-up correctly. Choosing this option would be like handing qualified leads and customers over to your competitors.
2. Hire a Digital or SEM Agency. SilverTech has a Google certified team that is actively managing client PPC campaign to increase sales, generate brand exposure, and most importantly generate a positive ROI.
3. Implement some of Google Adwords’ automated campaign optimization functions, which enable you to cut the time you invest in managing aspects of the campaign that will help you achieve that ROI.

The third option might be worth an initial look if you want to improve your PPC campaign’s ROI but are not quite ready to hand your campaign to an agency. Let’s take a look at some of these campaign optimization functions now.



# Experiments

---

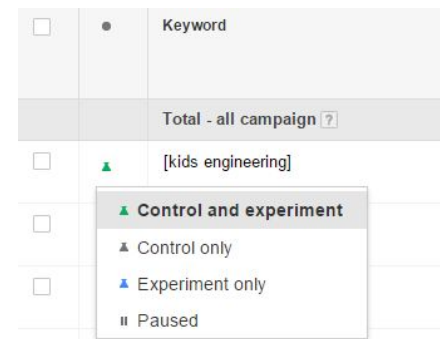
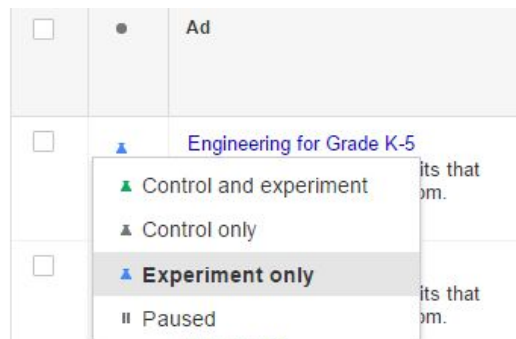


Experiments are a great semi-automated way to test a variety of campaign elements that relate to over performance and ROI. The majority of the time spent with experiments is in the setup and subsequent analysis of results that are used to refine the campaign and improve performance.



# Experiments

Experiments are set up in the “Settings” section of the Adwords platform. Begin by adding a new experiment and selecting the appropriate parameters, including a control/experiment split, start and end date. Once this is done, you can then make the decision to either experiment with your keywords, ad copy, landing pages or a combination of all. Effective experiments will have a control ad, keyword or landing page and an experimental ad, keyword or landing page. This is what produces the data that you will use to refine and optimize your campaign.



# Experiments

---

Be sure to assign each keyword, ad or landing page as a “Control only” or “Experiment only” so that the tests produce the clearest results.

Once your experiment has enough reliable performance data, you can then analyze it to see if certain keywords, ad copy, and/or landing pages work better than others at increasing click-through-rates, conversions, phone calls, and any other visitor action that you would consider to be helping you achieve your goals. This understanding can then be used to make data backed changes to your campaign and help drive higher success rates.





# Weighting

---



Weighting is another campaign tool that can be used to help you achieve your PPC conversion goals. Say you want to run a campaign targeting the whole of the U.S., however, you want to acquire more visitors from the New York, Boston and Chicago areas.



# Weighting

This is where you would apply weighting. In this example you would navigate to the “Locations” section in “Settings” and set up “bid adjustments”, which are used to increase the amount you're willing to spend on your campaign keywords for visitors searching in these specific states. For example, you may wish to increase keyword bids by 30% over your maximum cost-per-click for anyone searching for these keywords in the city of New York.

Set bid adjustment (3 locations selected)

The bid adjustment below will replace current bid adjustments for the locations

Increase by  %

Enter a number above to see an example.

[Make changes](#) [Preview changes](#) [Cancel](#)

<input type="checkbox"/>	Location	Campaign	Bid adj. <a href="#">?</a>
	<b>Total</b>		
<input type="checkbox"/>	United States		--
<input checked="" type="checkbox"/>	Florida, United States		+ 30%
<input checked="" type="checkbox"/>	California, United States		+ 30%
<input checked="" type="checkbox"/>	New Jersey, United States		+ 0%



*“Experiment  
and analyse  
data from your  
bid  
adjustments  
with your  
strategy and  
goals in mind.”*

# Weighting

---

The same principle can be applied to times of the day and for the different devices (desktop, tablets, and mobile) that your ads appear on. You can automate increasing bids at certain times of the day, if you have identified that certain times of the day result in more clicks and conversions. You can also set bid adjustments to ensure that your ads are displayed more on mobile devices than on desktop or tablet devices, which is a great strategy if you have developed an ad campaign that is optimized for mobile users.

Experiment and analyse data from your bid adjustments with your strategy and goals in mind, and this automated campaign function will assist you in improving performance and increasing ROI.



# Keyword Bid Strategy

## Bid strategies


Use the table below to manage and track the impact of your bid strategies. To apply a strategy, click the "Bid strate

All but removed ▾

Segment ▾

Filter ▾

Columns ▾



+ BID STRATEGY ▾

Remove

Enhanced CPC

Target search page location

Target CPA

Target outranking share

Maximize clicks

Target return on ad spend

	Bid strategy type	Bid strategy status <span>?</span>
ns	Enhanced CPC	🗨 Not limited
removed strategies		
ategies		

Flexible bid strategies can be put in place to help you in 6 areas...



# Keyword Bid Strategy

---

## 1. **Maximise clicks**

After setting an maximum bid limit, this setting automatically sets your bids to ensure you get as many clicks as possible within your target daily spend. This helps you maximize the number of visitors your landing page will receive.

## 2. **Target Search Page Location**

This automatic setting manages and adjusts your keyword bids to ensure that ads either appear on the top of the first page of the search results or, alternatively, anywhere on the first search results page, depending on your preferences.

## 3. **Target outranking share**

This setting automatically raises or lowers your keyword bids to assist you in outranking ads displayed by your competitors. If your daily budget is limited then another option within this setting enables you to set a maximum bid limit to ensure that you are not attempting outrank competitor ads to the detriment of rapidly exhausting your daily budget.



# Keyword Bid Strategy

---

## **4. Target Cost-Per-Acquisition (CPA)**

This automatic, flexible bidding strategy enables bidders to set a cost-per-acquisition (CPA) target. Adwords will then automatically set bids in your campaign to help you achieve an average cost-per-acquisition (or conversion) that is equal to your target. Some conversions may cost you more and some less, however, overall Adwords will try to keep your CPA equal to the one you set in this strategy. For the budget conscious, you can also set a maximum and minimum bid limit.

## **5. Enhanced cost-per-click (ECPC)**

This bid strategy will automatically increase or decrease your manual bids, by a predetermined percentage, based on each click's likelihood of resulting in a conversion. This is a great strategy for the budget conscious as it can help you get more value from your ad budget.



# Keyword Bid Strategy

---



## 6. Target return on ad spend (ROAS)

This flexible bidding strategy automates bidding across your campaigns, ad groups and keywords in order to help you achieve your targeted return on ad spend and maximize your conversion value.



# Campaign Optimization – Automation or Agency?

---

As you can see, there is far more to your PPC campaign than simply writing a few ads and choosing a daily budget and keyword bid limits. This is only the beginning of your campaign success. PPC campaigns can be time consuming and, subsequently, costly if the necessary time for optimizing and managing your campaign isn't invested from the very start.

Luckily there are a number of automated settings and functions that enable you to continue refining and optimizing your campaign, which can increase your success rate and lower the time spent on the day to day management. That's not to say that they don't require a degree of monthly management to ensure your goals are being met though.







## CONCLUSION

---

If you're still stuck and short of time, why not hire an agency? SilverTech helps local and national businesses achieve their business goals by integrating PPC with their wider digital strategies. Learn more about our PPC work with Boston Museum of Science.

At SilverTech, we make hard stuff easy. We create custom, integrated digital solutions that enable our clients to grow loyal relationships with their customers.



#### SILVERTECH HEADQUARTERS

The Ash Street Schoolhouse  
196 Bridge Street

Manchester, NH 03104

**CALL US:** 603.669.6600

**EMAIL:** [info@silvertch.com](mailto:info@silvertch.com)

**ABOUT US** >>

**WEBINARS** >>

