GOOGLE ADS

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The Complete Guide
TO GETTING STARTED

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Google Ads & Inbound Marketing

WHAT ARE GOOGLE ADS?

Pay Per Click Advertising (also known as PPC) is a flexible strategy which allows you to define a monthly budget so that you can control your marketing spend while getting an immediate increase in targeted, qualified leads for your business. With PPC through Google Ads, you're paying for your business to be listed at the top of the Google search engine results pages (SERPs).

These paid listings are sold in an auction, and you bid the amount you want to pay for each click on an ad. If you bid the most for a specific ad, then your listing will show up first in the sponsored results at the top of the page.

Since most consumers rely solely on the internet to find product information, research product reviews and eventually, buy products, **your business needs to be easy to find.**

PPC marketing is one of the best outbound marketing methods for getting consistent results from relevant searches, all from users typing in a keyword or phrase related to your site, and then clicking on your sponsored ad. And the best part? You only pay for the actual result of clicks through to your website or calls to your business.

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WHAT IS INBOUND MARKETING?

Inbound Marketing refers to marketing activities that bring visitors in, rather than marketers having to get prospects' attention via outside marketing methods like cold calling or mailing out flyers.

Inbound Marketing earns the attention of customers, makes the company easier to be found, and draws customers to the website by producing interesting content through blog posts, podcasts, video posts, eBooks, eNewsletters, whitepapers, SEO, social media marketing, webinars and other content and offers that are directly relevant to a business' audience.

HOW CAN PAY PER CLICK ADVERTISING AND INBOUND MARKETING WORK TOGETHER?

- They complement each other during marketing campaigns by expanding reach in other places: where organic search engine optimization can't reach or hasn't gained enough traction yet, for those keyword phrases that competitors are appearing on, and to provide users with another alternative.

- PPC helps to test additional keywords that you may want to target organically through inbound marketing campaigns, which may help you brainstorm other new terms. PPC will also allow you to test your landing pages, copy, and offer.

- As a default, you should always think about making your different marketing efforts work together. For example, think about inbound when designing your paid ad campaigns. Use what you've learned in other marketing strategies to make improvements to your PPC and inbound campaigns -- and get more conversions.

- While organic traffic may be "free" it still takes an investment of a lot of time and effort to keep organic traffic coming in. Thus, it's important to weigh this against the financial investment of a paid ad campaign and calculate and understand the ROI of each method.

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How to Set Up Your Google Ads Account

Step 1. Create a Login

To create your Google Ads account, visit https://ads.google.com. You'll need to provide a valid email address and business website URL.

If you don't yet have a live website, don't fret! You can still advertise on Google using "Smart Campaigns", which is the default ad experience for new advertisers.

Step 2. Set your daily budget in your preferred currency

With Google Ads, you decide how much you're willing to pay per day on average. You only pay when someone clicks on your ad. In other words, you only pay when your advertising works.

This approach has allowed Google Ads to establish itself as a cost-effective advertising platform for businesses of all shapes and sizes.

You can set your budget under the "Your Budget" section of your campaign settings, and this budget should be the average amount you're comfortable spending on Google Ads advertising each day. Feel free to start with a conservative amount at first, and you can always change it after a few weeks of seeing how your live ads are performing. We discuss this in more detail in the next section below.

Photo credit: Roverhate / Pixabay

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Step 3. Target an audience

(1) Geographic Locations

Do you have a local business? Don't want to advertise globally or nation-wide? Simply choose the geographic area where you'd like your ads to appear and exclude any areas where you don't want ads to show. Make sure you select wisely here, to avoid spending your daily budget advertising to people outside of where your business sells or services.

(2) Network

Do you want your ads to show up on the Google Search Network or the Google Display Network, or both?

The Google Search Network displays your ads on Google and non-Google partner search sites when someone is searching for products and services like the ones you offer. This is the default option for your text ads.

The Google Display Network is a network that will selectively display your ad on websites, videos or apps which contain content relevant to what you are advertising. Your ads will also automatically opted into being displayed on this network.

(3) Keywords

Keywords are the words or phrases for which your ad will appear when a user searches for them. Google recommends picking between at least 5 and 20 keywords or keyword phrases (which contain 2 or 3 words).

It's important to select keywords carefully, as they'll determine the audience that will see your ads -- but don't worry about getting it exactly right the first time. You can always add new keywords or edit or delete existing ones after you've created your first campaign. Our best tip here: think like your customers. What words or phrases might they be using to find your products and services? We'll go into this further below.

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Step 4.
Set Your Bid

Here is where you can choose the maximum amount you want to pay for every click on your ad. This is called the maximum cost-per-click (CPC) bid.
Under the "Bid" section of your campaign settings, select the automatic bidding option. Ads will then automatically adjust your bids to try to bring you the most clicks possible within your budget.
While you can also choose to manually bid, we recommend setting up automatic bidding as it's the easiest and most ideal strategy for new advertisers.

Step 5.
Create Your Ad(s)

Creating good text ads is important but not difficult. What's more, it's not like creating a newspaper advertisement that is published once and distributed. A key advantage of Google Ads is that you can adjust and improve your ads at any time.

Step 6. Enter Billing Info

To take the final step and activate your account, enter your billing information. With automatic payments you're only charged 30 days after your ad is live and you've started to receive clicks on your ad at your bid price, up to your maximum budget. You can also make manual payments at any time if you need to manage your cashflows.

Step 7. Review and Confirm, then Your Ad is Live!

Make use of the Ad Preview and Diagnosis Tool in your account, which will show you a preview of a Google search result page for a specific term. This helps you see which ads and extensions are appearing for your keyword. Once you enter a search term and other criteria like language and location, the tool will tell you whether your ad is eligible to appear in that situation.

This is a great way for you to test out what your ad will look like in the search results before it goes live, so you can make any last minute changes as necessary.

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Setting Budgets

Of course, one of the most important questions to ask in setting up a Google Ads campaign is:

how much should I be spending to see the results that I want?

If you're just starting out, you'll want to start with a test budget.

This will allow you to invest a little bit of money in understanding what messages or ad types resonate the most with your target audience, and what keywords are drawing them in. You'll also be able to test out the success rate of your landing pages, and if those visits are converting into leads.

Photo credit: mohamed hassan / pxhere

The cost estimate for this "test run" can be roughly calculated by multiplying the number of keywords you're targeting by the cost per click of a minimum 100 clicks (as it usually takes 100-200 clicks on a keyword before you can really determine if it's working for you or not). So, if you want to test 10 keywords that cost $1.50 each, then your test budget should be around $1,500.

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Once you've run a few test campaigns and have found out what's working for you, **then your aim is obviously to start running pro itable campaigns.**
A profitable campaign is when you're selling $2 worth of products or services for every $1 you pay to Google Ads per click.
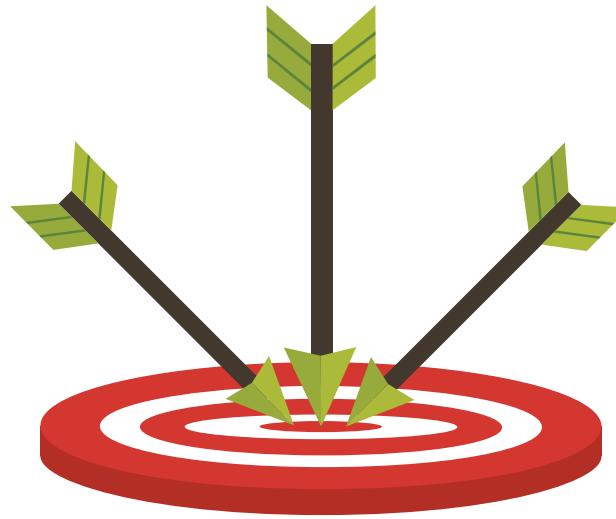
Once you reach this point, you shouldn't worry about capping your monthly spend as long as you remain profitable on every click.
It's an investment in your sales and future growth.

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Determining Goals and Metrics

You won't be able to measure the success of your landing page conversions without goals. If the goal of your PPC campaign is to increase downloads of a whitepaper or research report, then your landing page needs to be all about that report: *how* to download it, *what* information it offers, and *why* you should be reading it. Don't lead visitors to your site and then show them something unrelated to your PPC campaign goals; all elements of your landing page should be aligned to convert your user.

Effective Keyword Research

Keywords are a fundamental part of the SEO process.

▶

Your audience will type in a keyword(s) or phrase(s) of a product or service they are looking for, and Google will scan your website to try and find those keywords and categorize the search results accordingly. The more these keywords are prominently displayed on your site, the higher Google will rank your URL on the SERPs.

Effective keyword research will tell you what topics people are interested in, and what language they are using in their search.

But first, let's start with the basics:

what exactly are keywords and how do they work?

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Open a page on your website and try to describe the information on that page in 3 to 5 words. The words or phrases that you come up with are keywords, and they represent the content of a web page in a way to make it more easily found by search engine spiders when someone types a query into a search box.

Keyword research allows marketers to incorporate relevant terms into each website page through content text, meta titles and meta descriptions. It will also help them to understand what consumers are typing when searching for your products or services; this information can prove to be invaluable in target marketing.

For example, if you sell residential cleaning services and your keyword research finds that consumers are actively searching for "residential carpet cleaning", you can then embed keywords related to carpet cleaning into your content and meta information to target these customers. Then, the next time that a consumer types in "residential carpet cleaning", Google will find your website to have a number of keyword matches, and may return your website high on the results page (depending on several other ranking factors in their algorithm), increasing your SERP rank and potential click-thru results.

A key part of a well-developed marketing and business strategy, a buyer persona is a research-based, semi-fictional representation of a business' ideal customer. Understanding your buyer personas is a great way to get started in finding what keywords you should be targeting.

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Think about how these buyer personas would ask for your services/products, or how you would search for your own services/products online? In other words, put yourself in the minds of your customer: what will they be typing into Google search to find your business?

Get creative with long-tail keyword variations and try to come up with as many as possible, while still maintaining a relevant link to your distinctive offerings.

Some keywords can be searched thousands and thousands of times a day, while others get much less traffic; however, using keywords with high search volume may not always
be a smart move, as they may be in high use by your competitors as well (which will then increase the price of bidding on that keyword in the PPC auction).

META LINKS
WEB
TITLE SEO
TAGS
http:// URL
RANKING AUTHORITY
DESCRIPTION

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Keyword Match Types

▶ In Google Ads, each keyword you've selected uses a matching option to help control which searches should trigger your ad to show. You can choose one or more matching options for a keyword. If you don't specify a particular matching option, keywords are considered as broad match.

Match types can have a significant impact on your ad performance, as they control which search queries you bid on.

Broad match allows your ad to show for searches on similar phrases and relevant variations, including synonyms, singular and plural forms, possible misspellings, related searches, and other relevant variations.

- Example: kittens
- Searches that can match: kittens, kitten photos, adopt a kitten

Broad match modifier allows your ad to show for searches that include your broad match keyword or close variations of your broad match keyword.

- Example: +adopt +kitten
- Searches that can match: adopt kitten, how to adopt a kitten, best kitten to adopt

Phrase match allows your ad to show only for searches that include the exact phrase, or close variations of that exact phrase, with additional words before or after.

- Example: adopt a kitten
- Searches that can match: adopt a kitten, adopt a kiten, how to adopt a kitten

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Exact match allows your ad to show only for searches that use that exact phrase, or close variations of that exact phrase, and no other words.

- Example: [adopt a kitten]
- Search that can match: adopt a kitten, adopt a kiten

Negative match ensures that your ad doesn't show for any search that includes that term.

- Example: -free
- Searches that won't match: free kitten adoption, free kitten calendars, who wants to free the kittens

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Remarketing

Highly effective,
easy to implement
and affordable to maintain,

remarketing gives you the ability to essentially "follow" your website's visitors around the internet, and show them your ads wherever they go.

This is an incredibly powerful way to stay engaged with your target audience with well-placed, relevant ads or offers that speak directly to them (and encourage them to always keep your brand top of mind!)

Here's how it works: you'll use some coding or "tagging" to tag pages of your site that you are interested in remarketing or retargeting.

Your visitors won't even notice anything different, but when they next visit your site, they'll get "cookied". Then, when your visitor moves off of your page and onto another site, the backend work completed by your remarketer will have your targeted banner ads ready and waiting.

These ads will be personalized based on the visitor's browser history, and their specific profile (targeting gender and age, among other interests).

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This marketing tool is effective in a number of ways, but the most important is that it **increases brand awareness,** and can make your company or brand appear "BIGGER" than they actually are; as visitors move off of your site and onto other pages, they'll see your brand everywhere, in multiple banner ads.

This will then drive them to revisit your site, which increases the likelihood of them making a purchase or inquiring for additional information.

The internet offers a lot of distractions; Remarketing is a valuable way to pull your target audience's attention back to you and your brand.

If a user has already visited your site, you know they are **already** interested in your product or services. So why not reach out to them through your ads? Google Ads even has a feature that will allow you to specifically retarget visitors to your site who haven't converted yet, so that you don't waste your advertising budget on customers who have already purchased.

And if you're worried about "over-remarketing" your customers, Google Ads also has an Ad Delivery section where you can cap the number of times a user will see your ads over a certain period of time.

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Banner Size Recommendations

If you're going to set up image ads on the Google Display Network, or Remarketing Ads the most popular banner sizes are as follows:

While Google has 10 banner sizes that you can create and advertise with, we find that these 4 banner sizes are the most popular across the web.

Skyscraper
120 x 600

Large Rectangle
336 x 280

Inline Rectangle
300 x 250

Leaderboard
728 x 90

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Optimizing Ads for Better Results

Continual A/B testing is the only way for you to understand which ad copy, landing page copy, CTA and offer works best for your PPC campaigns.

If you get 5 clicks per day on one type of ad, how do you know you can't be getting 200 clicks per day on another ad if you change the wording on the ad itself, or the landing page layout?

You can't, not without ongoing testing and optimizing of your ads for better results.
Testing what works (and what doesn't!) will be your key to success.

Landing Page Elements

Headline

Image

Brief Description

HEADLINE

SUBHEADING

Lead Capture Form

Call to Action

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Additional Resources

➡️ **5 Types of Conversions to Track in Google Ads**
https://umamimarketing.com/blog/5-types-of-conversions-to-track-in-google-adwords/

➡️ **Compare your Google Ads Metrics to Industry Benchmarks**
https://umamimarketing.com/blog/compare-your-google-adwords-metrics-to-industry-benchmarks-with-this-newly-released-data/

➡️ **How to Make Your Ads More Valuable...on a Tight Budget**
https://umamimarketing.com/blog/how-to-make-your-ads-more-valuable-on-a-tight-budget/

➡️ **6 Things to Look for in a PPC Agency**
https://umamimarketing.com/blog/6-things-to-look-for-in-a-ppc-agency/

➡️ **Facebook Advertising or Google Ads? How Do You Decide?**
https://umamimarketing.com/blog/facebook-advertising-or-google-adwords-how-do-you-decide/

And if you want more information about other types of Paid Advertising to complement your Google Ads campaigns and overall Inbound Marketing strategy, download our guide on How to Attract Customers with Facebook Advertising

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About Us

We're a modern Digital and Inbound Marketing Agency that's eight years in, growing and constantly evolving. Strategic challengers of the status quo, we're passionate and dedicated to helping clients get, and stay, ahead of the curve. A virtual team of ever-curious professionals carefully chosen by our Principal, Victoria Chemko, a trusted marketing strategist with nomadic tendencies and deep experience in growing tech and software start-ups. True experts in our respective fields, we help our clients exceed marketing goals and growth targets. We're in this together and believe that getting the job done should be fun for all involved. We're Umami Marketing.

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