

CREATING YOUR PAY-PER-CLICK AD CAMPAIGN (Google Adwords)

- **Google Adwords (80% of searches), Yahoo, MSN/Bing, more**

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- **Landing Page.** The most important element of your online marketing campaign. You can bring visitors to your site all day long. But if it's not engaging them—moving them toward the action you expect, then your marketing dollars will be wasted.



... Test different designs: add testimonials, pricing, etc.


(Google's Website Optimizer help test different web pages.)

- **Keyword Research.** 2nd most important step. And... It never ends!
(Use Google's KW Tool, WordTracker... But start with what you already know)
- **Competitive Analysis.** Keep your eye on the competition when creating/refining your campaign.
- **ADGROUPS...** Tightly defined. Limit to a few, or even one, keyword per adgroup.
- **Keyword Matching Options...** Broad, exact, phrase, negative. Start out using broad, exact, and phrase, to test which keyword performs the best per each matching option.
- **Target locally, by zip code.** Demographic targeting (content) available, too.
- **Run ads certain time of day and/or day of week.**






Networks, devices, and extensions

- Networks and devices  All available sites and devices (Recommended for new advertisers)
 Let me choose...
- Search Google search
 Search partners (requires Google search)
- Content Content network
 Relevant pages across the entire network
 Relevant pages only on the placements I manage
- Devices  Desktop and laptop computers
 iPhones and other mobile devices with full Internet browsers

 Your ads won't show on Google's content network. [Learn more](#)

Bidding and budget

- Bidding option  Basic options | [Advanced options](#)
 Manual bidding for clicks
-  You'll set your maximum CPC bids in the next step.
- Automatic bidding to try to maximize clicks for your target budget

Budget  \$ per day
Daily budget represents your average spend over the month; actual spend on a given day may vary

Position preference, delivery method (advanced)

- Position preference On: Automatically manage maximum CPC bids to target a preferred position range
 Off: Show ads in any position
- Delivery method Standard: Show ads evenly over time
 Accelerated: Show ads as quickly as possible

Create ad and keywords

Create an ad

Text ad Image ad Display ad builder Mobile ad (WAP only)

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

Headline
Description line 1
Description line 2
Display URL
Destination URL

Ad preview

[Baby Birth Announcements](#)
Choose from hundreds of beautiful
themes. Ships within 5 days!
[www.TheStorkStore.com/](#)

Keywords

[Select keywords](#)

Your ad can show on Google when people search for the keywords you choose here. Start with 10 to 20 keywords that relate directly to your ad. You can add more keywords later. [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#)

"birth announcements"
[birth announcements]

"birth announcement"
[birth announcement]

"newborn baby gifts"

Estimated traffic summary

The following are approximations for the keywords above.
Based on max CPC: **\$3.69** and budget: **\$5.00/day**.

Sample keywords, based on a scan of your site

« [Add](#) twins baby gifts
« [Add](#) twin baby gifts
« [Add](#) cheap baby gifts
« [Add](#) birthday baby gifts
« [Add](#) christian baby gifts
« [Add](#) handmade baby gifts
« [Add](#) baby gifts delivered
« [Add](#) personalized christmas baby gifts

- ▶ [Category: baby gift](#)
- ▶ [Category: baby](#)
- ▶ [Category: Miscellaneous keywords](#)
- ▶ [Category: baby shower](#)

KEYWORD EXAMPLES for one adgroup [Birth Announcements]:

INITIAL KEYWORD LIST:

"birth announcements"
"boy birth announcements"
"baby girl birth announcements"
"baby boy birth announcements"
"custom birth announcements"
"birth announcements cards"
"baby birth announcements"
"picture birth announcements"
"twins birth announcements"
"unique birth announcements"
"triplet birth announcements"
"sports birth announcements"
"designer birth announcements"
"girl birth announcements"
"christmas birth announcements"
"creative birth announcements"
"fun birth announcements"
"twin birth announcements"
"birth announcements for boys"
"birth announcements for girls"
"affordable birth announcements"
"find birth announcements"
"cute birth announcements"
"religious birth announcements"
"christian birth announcements"

FINAL KEYWORD LIST (highest Click Through Rate):

"birth announcements"
"boy birth announcements"
"girl birth announcements"
"boy birth announcements"
"baby girl birth announcements"
"baby boy birth announcements"
"custom birth announcements"

CREATED A NEW ADGROUP FOR RELIGIOUS THEMES:

"religious birth announcements"
"christian birth announcements"

Export Report

Create Another Report Like This

Nov 1, 2

View: Summary

Impressions 233	Clicks 21	CTR 9.01%	Avg CPC \$0.49	Cost \$10.36	Avg Position 3.54	Conversions (1-per-click) 0	Conv. Rate (1-per-click) 0.00%
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<u>Campaign</u>	<u>Ad Group</u>	<u>Search Query</u>	<u>Search Query Match Type</u>	<u>Ad Group Status</u>	<u>Campaign Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Avg Position</u>
Yoga	Yoga 1	yoga	Exact	Active	Active	161	1	0.62%	\$0.49	\$0.49	3.8
Massage Therapy	Massage Therapy	massage therapy	Exact	Active	Active	28	1	3.57%	\$0.79	\$0.79	2.6
DOULA	Doula 1	doula	Exact	Active	Active	11	1	9.09%	\$0.19	\$0.19	3.1
Massage Therapy	Massage Therapy	thai massage	Exact	Active	Active	4	0	0.00%	\$0.00	\$0.00	3.0
Yoga	Yoga 1	yoga classes on long island	Phrase	Active	Active	4	1	25.00%	\$0.42	\$0.42	2.0

Keyword	Status ?	Max. CPC	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
therapist	Eligible	\$0.99	181	10,663	1.70%	\$0.81	\$147.03	3.9
therapy	Eligible	\$0.99	64	11,028	0.58%	\$0.82	\$52.38	4.2
marriage therapy	Paused	\$0.90	3	145	2.07%	\$0.87	\$2.60	7.8
find a therapist	Paused	\$0.70	1	94	1.06%	\$0.63	\$0.63	6.1
depression therapy	Paused	\$0.90	1	36	2.78%	\$0.05	\$0.05	8.2
cognitive behavioral therapist	Paused	\$0.25	0	7	0.00%	\$0.00	\$0.00	7.4

Campaign #1	Therapist	amino acid replacement therapy	Phrase
Campaign #1	Therapist	anger management therapy	Phrase
Campaign #1	Therapist	anger therapist	Broad
Campaign #1	Therapist	anxiety therapist	Phrase
Campaign #1	Therapist	auditory verbal therapy	Broad

- Keywords: Therapist and Therapy (broad or phrase match). Any time a search is performed using either of those words, my ad has the chance of being shown. But we don't want to show for ALL ads relating to Therapy.**
- Use Negative Keywords to block your ads from showing during unwanted searches, for example, if someone searched the term: Amino Acid Replacement Therapy, you'd want to enter the negative term "amino", to ensure that no future searches of the like would trigger your ad.**