

A stylized sun graphic in the top right corner, featuring a bright yellow circle with a dark blue outline and several white, brush-stroke-like rays extending outwards.

MEDIA BUYING FOR GOOGLE SEARCH

| How to win with Search

A decorative border at the bottom of the slide, consisting of a solid orange horizontal line above a pattern of white, brush-stroke-like zig-zag lines on a dark blue background.

What you will learn.

- **Introduction**
 - What are Google Search Ads
 - How google Search Ads work
 - The Google AdWords Account Structure (Search)
 - Glossary
- (POP QUIZ)
- **Setting up you tag manager and website tracking**
- **Creating Search Campaigns**
 - Using Texts
 - Responsive Ads
- **Remarketing**
- **Seeing your performance in Google Analytics**
- **Analyzing, Optimizing and Ad fraud prevention**
 - Negative keywords
 - Adjusting bids
 - Some optimization tools

What are Google search ads?

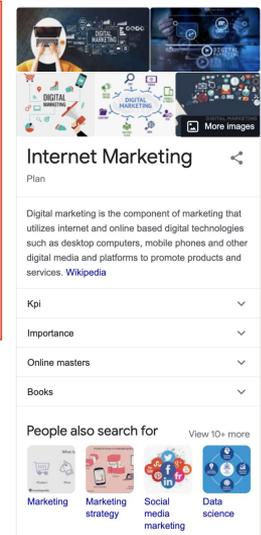
Every second, *there are 2.3 million searches performed on Google*, search ads are an extremely effective way of driving relevant, qualified traffic to your website exactly when people are searching for the types of products or services your business offers.

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Google has made pay-per-click (PPC) ads in search results visually similar to organic results so it's unobtrusive.

Since search ads are non-intrusive and mostly very useful, they are, by default, immune to ad-blocking software.

It's perfect for Intent Marketing

It is a way new businesses can get featured on the first page of search results while they are building their SEO.

How Google Search Ads work.



Define keywords,
create ad copy



User enters one
of your keywords
into Google
search



Google Ads uses
an algorithm to
determine which
organization's ad
to show and in
which order



User sees your
ad according to
Google Ads
ranking in
search results



User clicks on
your ad and is
taken to a page
on your website.

PPC Search Glossary

Keywords - Keywords are the words or word phrases you choose for your ads, and will help to determine where and when your ad will appear.

Quality Score - A quality score is the measurement from Google based on the relevancy of your ad headline, description, keywords and destination URL to your potential customer seeing your ad. A higher Quality Score can get you better ad placement and lower costs.

Ad extensions - Ad extensions are extra information about your business, such as your local address, phone number, and even coupons or additional websites.

Campaign Type - Your campaign type is where you want your ads to be seen. Google has: “Search Network only” / “Display Network only” / “Search Network with Display Select”

Match Types: Keyword match types is the level of laxity you allow around your keywords. For Google Ads there are five different match types. You need to know each type in detail so that you can make the right decision regarding which ones you want to add to your campaign.

Keywords



What are Keywords

Words or phrases describing your product or service that you choose to help determine when and where your ad can appear.

- The keywords you choose are used to show your ads to people. Select high-quality, relevant keywords for your ad campaign to help you reach only the most interested people, who are more likely to become your customers.
- When someone searches on Google, your ad could be eligible to appear based on the similarity of your keywords to the person's search terms, as well as your keyword match types. Keywords are also used to match your ad to sites in the Google Network that are related to your keywords and ads.
- A great keyword list can help improve the performance of your ads and help you to avoid higher prices. Poor keywords can ultimately cause you to have higher prices and lower ad position.

5 types of keywords



KNOW YOUR KEYWORD MATCH TYPES!

Match types tell Google how much “freedom” they have when pairing your keywords with search queries.

MATCH TYPE	SYMBOL	EXAMPLE KEYWORD	ADS CAN SHOW WHEN	EXAMPLE SEARCH TERM	PROS CONS
BROAD	NONE	leather office chairs	synonyms, variants, related terms, different phrases, different words, different concepts	office accessories, free office chairs, desk chair rentals	PROS CONS
BROAD MATCH MODIFIED	+KEYWORD	+leather +desk +chair	contains the modified terms, plus any other terms and in any order	free leather desk chairs, chairs and desks made of leather	PROS CONS
PHRASE	"KEYWORD"	"office chairs for sale"	enclosed phrase with appended and / or prepended words and phrases	office chairs for sale near me	PROS CONS
EXACT	[KEYWORD]	[leather office chair]	exact term phrase enclosed in brackets (Google still retains some freedom here)	leather office chair	PROS CONS
NEGATIVE	-KEYWORD	-leather, -free, -[chair]	searches without the negative term	desk chairs online	PROS CONS

MATCH TYPES: BROAD MATCH

Default match type - captures the most clicks and impressions. Use with extreme caution and care.

Negative keywords an absolute must - and a lot of them.

Will generally have the lowest click through rates (CTR)

Broad Match Keyword	Ads May Show On Searches For
Leather Desk Chair	free desk chairs, office furniture, desks, chairs, leather couches, pictures of desk chairs, used desk chairs
Wood Corner Desk	corner office for rent, do it yourself desk assembly, plastic desks, corner desks from IKEA, wood corner desks for sale online

PROS OF BROAD MATCH

- Spend less time building keyword lists
- You can't think of every variation-great way to discover new ideas
- Strategy can work with larger R&D budget
- Used with extensive negative keyword lists can be a very powerful long term solution
- Cheapest cost per click in most cases (not necessarily a good thing!)

CONS OF BROAD MATCH

- Spend ton of money very fast on bad clicks
- You WILL get a lot of irrelevant clicks / traffic
- Low CTR can hurt your Quality Score
- Hardest type of keyword to drive direct conversions and brand awareness

MATCH TYPES: BROAD MATCH MODIFIED

Uses the + symbol to cut out related terms and synonyms. **Still can generate a lot of bad clicks for irrelevant queries.** Query **MUST** include all your modified terms, but not necessarily in that order with additional terms that are not modified.

Negative keywords are still a must - Can be combined with broad match to only modify most essential terms

Broad Match Modified Keyword	Ads May Show On Searches For
+Leather +Desk +Chair	Pictures of chairs desks and leather couches, Leather desk chair for sale
+Leather +Desk Chair	Desks with leather inlays, desk chair made of leather
+Leather Desk Chair	Leather office accessories, Office furniture in leather

PROS OF BROAD MATCH MODIFIED

- Great way to cast a "large net" to discover new ideas while controlling for totally irrelevant queries
- Still allows you to discover new ideas
- Improved CTR over broad match
- cheaper CPC than phrase and exact match

CONS OF BROAD MATCH MODIFIED

- Don't think this will get you out of negative keywords
- If the order of your keywords is important, don't use broad match type (use phrase)
- Can be a challenge to generate a good CTR which can negatively impact your Quality Score

MATCH TYPES: PHRASE MATCH

Uses quotation marks ("") to make sure your ad only appears for searches containing your exact keyword (and close variants), with additional words or phrases before or after your keyword. Still can generate a lot of bad clicks for irrelevant queries.

Query must include your entire keyword in the correct order (unlike broad match modified)

Phrase Match	Ads May Show On Searches For	Ads Will Not Show For
"Leather Desk Chair"	Buy Leather Desk Chair Online	Buy Leather Chairs Online
"Office Accessories"	Images Of Office Accessories	Accessories Office
"Extra Padded Chairs"	Extra Padded Chairs For Free	Padded Chairs With Extra Padding

PROS OF PHRASE MATCH

- Begin to get more control of your search terms, less unpredictability than broad and BMM
- Still allows you to discover new ideas
- Improved CTR over broad match modified
- Cheaper CPC (usually) than exact match

CONS OF PHRASE MATCH

- Still need to watch for negative keywords
- Limits search volume for search terms in different order than your keywords
- Limits the quality of data and ideas you'll get
- Can be more expensive than broad and BMM

MATCH TYPES: EXACT MATCH

Uses brackets [] to ensure your ad will only show for queries containing your exact keyword, without any additional words or phrases appended or prepended.

Negative keywords are not needed to supplement exact match. Exact match generates the highest CTR's and CPC's

Exact Match Keyword	Ads May Show On Searches For	Ads Will Not Show For
[Leather Desk Chair]	Leather Desk Chairs	Buy Leather Desk Chairs
[Office Accessories]	Office Accessories	Office Accessories For Sale Online
[Extra Padded Chairs]	Extra Padded Chair	High Quality Extra Padded Chair

What to know about exact match:

- Misspellings
- Singular or plural forms
- Stemming (upholster ... upholstering)
- Abbreviations (New York ... NYC)
- Reordered words with the same meaning (mens shoes, shoes mens). Won't reorder phrases like JFK to LGA to LGA to JFK
- Addition or removal of function words (in, to, for, but, a, the).
Chairs for office, office chairs
- Implied words. daydream VR headset daydream headset (VR is implied)
- Synonyms. [bathing suits] = swimming suits
- Same search intent. [images royalty fee] = "free copyright images"
- Script to make exact match exact again.

MATCH TYPES: NEGATIVE MATCH

Uses the "-" symbol to prevent words and phrases found in search terms from triggering your ads. Negative match can be broad, phrase or exact match. **Negative match type doesn't trigger anything, they are only preventative.**

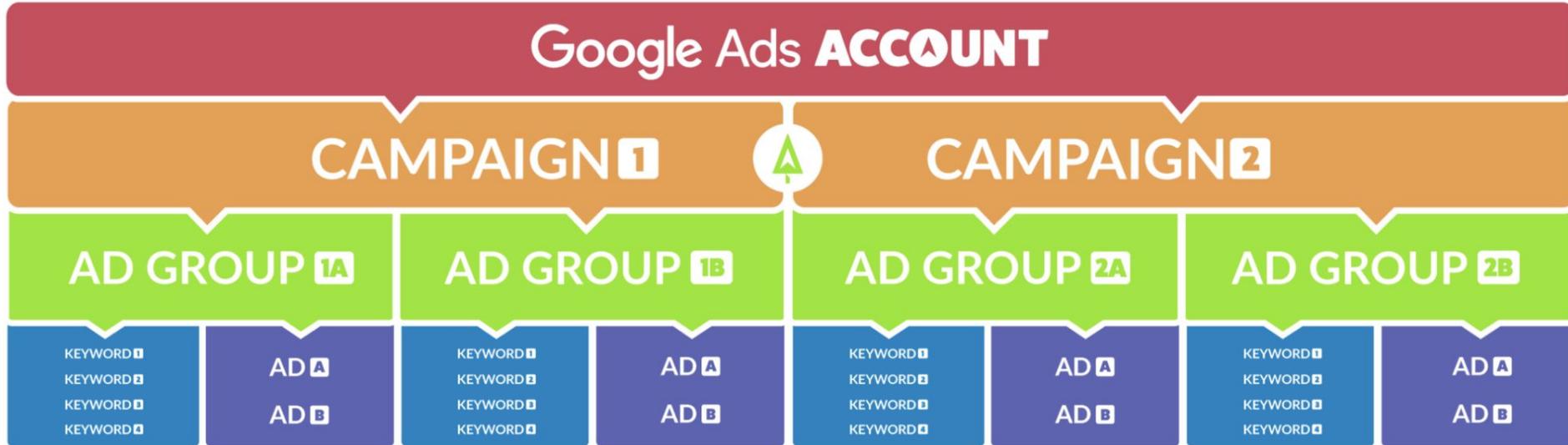
Match Type	Example Keyword	Ads Will Not Show For	Ads Can Show For
Broad	-faux leather	faux leather chair leather faux chair	leather office chair faux desk accessories
Phrase	"-brushed metal"	buy brushed metal cabinets brushed metal office chairs	metal file cabinets metal brushed effect desktops metal office chairs
Exact	-[office chairs]	office chairs	leather office chairs office chairs for sale chairs for an office

Negative keyword research resources:

- Search terms report (free)
- Google autocomplete suggestions (free)
- Google related searches (free)
- Soovle.com (free)
- ubersuggest.org (free)
- OPTMYZR (paid)
- SpyFu (paid)
- SEMrush (paid)
- Wordstream (paid)

THINK OF NEGATIVE KEYWORDS AS BOTH FILTERS AND SCULPTORS!

Google Ads Account Structure (Search)



QUIZ



Creating your first Search Ad

Finish setting up you
tag manager and web
tracking.

Audiences and Segments: The Foundation Of Your Remarketing Strategy

Logging In To Google Analytics Account & Retrieving Your Analytics Tracking Tag

Analyzing, Optimizing **and Ad fraud prevention**

Placement Exclusions

Adjusting bids

Some optimization tools

SEMrush

Crazy Egg

PPC Protect

Q&A Section





THANK YOU

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