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google ads

Everything you need to know
to get your business seen on
google.



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It can be difficult to know where to start with Google Ads.

So let's start by learning what we use to measure, read and interpret your ad campaigns. These are measurements on the effectiveness of your ads so you know if you're being effective or wasting your media spend.



terms

leedr. + 

All campaigns > Search campaigns

Try "conversions"

REPORTS TOOLS & SETTINGS

All campaigns

Search campaigns

Display campaigns

Enabled

Aged Care tss

Dynamic

Exact Match (A)

Modified Broad Match (B)

Business and Management tss

Community Services tss

Disability tss

Dynamic

Exact Match (A)

Modified Broad Match (B)

Dynamic Brand tss

Early Education tss

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Dynamic ad targets

Audiences

Demographics

Placements

Settings

Locations

Ad schedule

CAMPAIGNS AUCTION INSIGHTS

+ Campaign status: All enabled ADD FILTER

			Budget	Status	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Aged Care tss	A\$80.00/...	Eligible	Search								
<input type="checkbox"/>	<input checked="" type="radio"/>	Disability tss	A\$50.00/...	Eligible	Search								
<input type="checkbox"/>	<input checked="" type="radio"/>	Community Services tss	A\$50.00/...	Eligible	Search								
<input type="checkbox"/>	<input checked="" type="radio"/>	Youth Work tss	A\$40.00/...	Eligible	Search								
<input type="checkbox"/>	<input checked="" type="radio"/>	Business and Management tss	A\$40.00/...	Eligible	Search								
<input type="checkbox"/>	<input checked="" type="radio"/>	Early Education tss	A\$35.00/...	Eligible	Search								
<input type="checkbox"/>	<input checked="" type="radio"/>	Dynamic Brand tss	TSS A\$25.00/...	Eligible	Search								
<input type="checkbox"/>	<input checked="" type="radio"/>	School Aged Care tss	A\$15.00/...	Eligible	Search								
Total: All enabled campaigns													
Total: Account			A\$360.00...										
Total: Search campaigns													

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

1 - 8 of 8

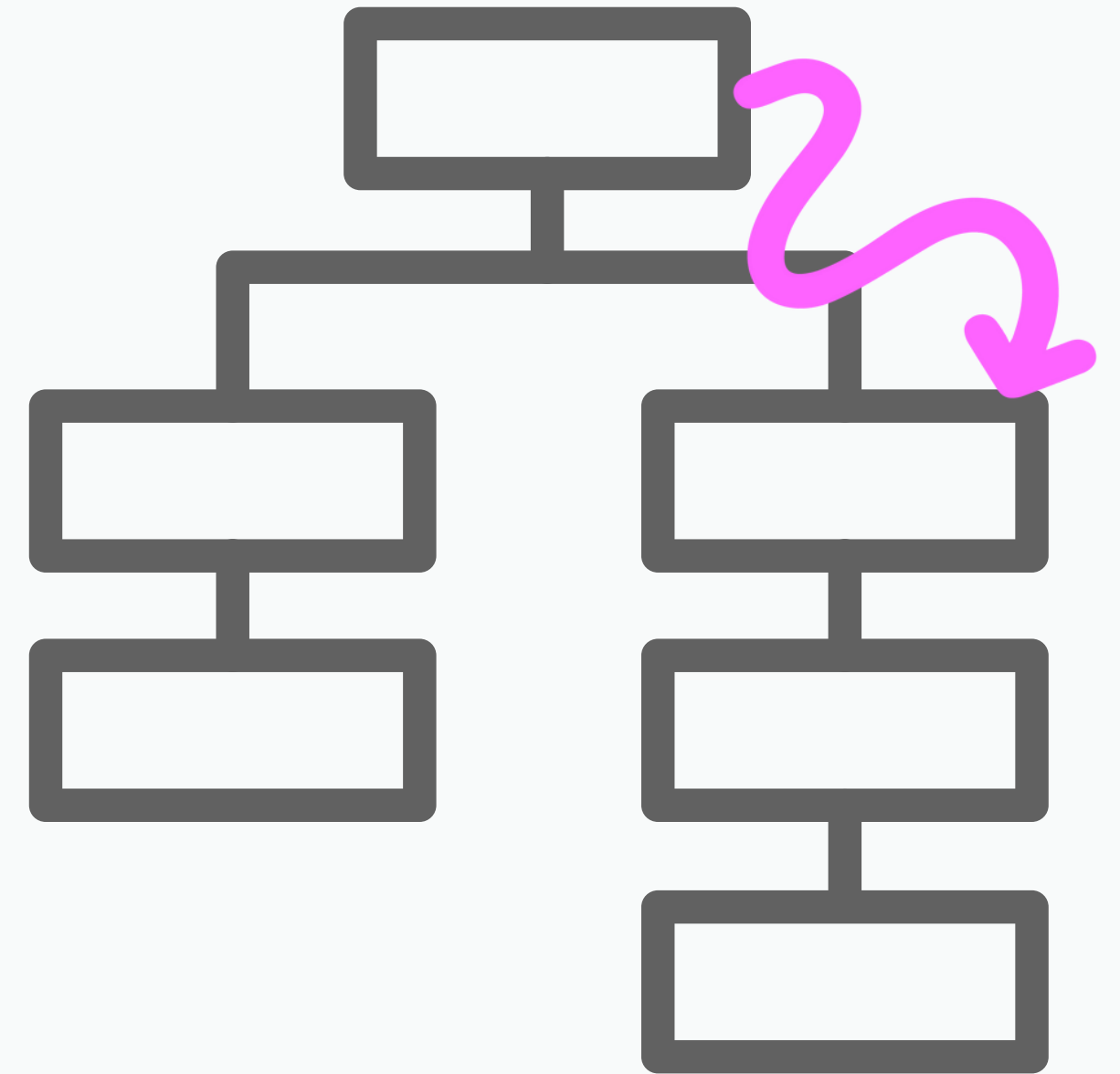
Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.	Conv. rate
--------	-------	-----	----------	--------	-------------	-----------------	------------

- **CPC** Cost-per-click is how much you spend to buy a click on an ad.
- **CTR** Clickthrough rate is calculated by dividing an ad's impressions by the number of clicks your ad receives.
- **CPA / CPL** Cost-per-acquisition or lead is the cost of your total ad spend divided by the number of conversions.
- **CLV** Customer-lifetime-value is a prediction of the net profit a company will receive over the entire future relationship with a customer.
- **Impressions** is the number of times your ad was viewed.
- **Conversion Rate** is the number of conversions divided by the number of total ad interactions.

structure

Campaigns, Adsets and Ads, where to begin?

Now we know some basic terms we'll look at how to structure a campaign. Over the next pages we'll show you how to set up your ads to and what info goes where so you show your ads to the right people, within budget and at the right place.



Campaign

Think of this as the container that holds your adsets and ads. You can use it at a high level like differentiating between search or display ads, or for different campaigns like 'Christmas' and 'New Year' sale campaigns.

Adset

This is where you specify who you're targeting through demographics, shared audiences, website actions, how much you'll spend to reach them, and where you want the ads to display and when.

Ad

Here's where you build out the actual ads for your campaigns. These can be search ads (text ads that display when people search for a term), or display ads that appear on other websites or google assets.

search ads

Want to be there when your customer is searching for a solution?

The answer is to use google search ads. But it's difficult to understand all of the moving parts of google search ads. The following will show you each segment and section you need to know to use this format effectively.




search ads




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appearance



mother's day flowers



All

Images

Shopping

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Settings

Tools

About 5,790,000 results (0.54 seconds)

Title

ProFlowers® Mother's Day | 25% Off Mother's Day Flowers

Ad

www.proflowers.com/MothersDay/FlowerDelivery

Description

You Know Mom, We Know Gifts - Shop Now & Take 25% Off Mother's Day Flowers!

Structured snippet extensions

Types: Mother's Day Bouquets, Mother's Day Plants, Multi-Day Flowers & Gifts, Flower & Berry Pairs,...

Styles: Traditional, Modern, Country, Bohemian

Price extensions

Mother's Day Bouquets - \$19.99 - In Vibrant Spring Colors · More

Sitelink extensions (with descriptions)

Mother's Day Favorites

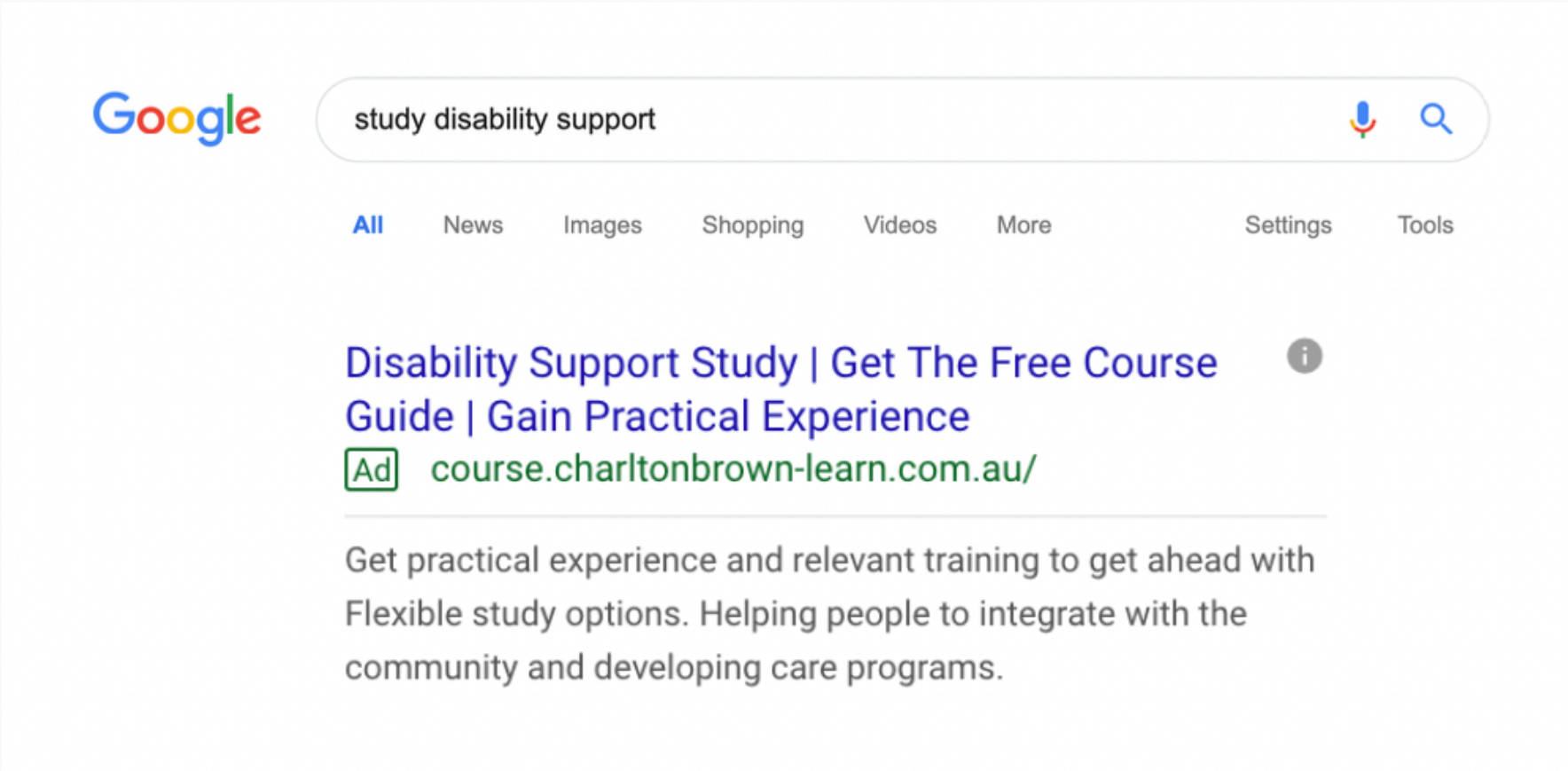
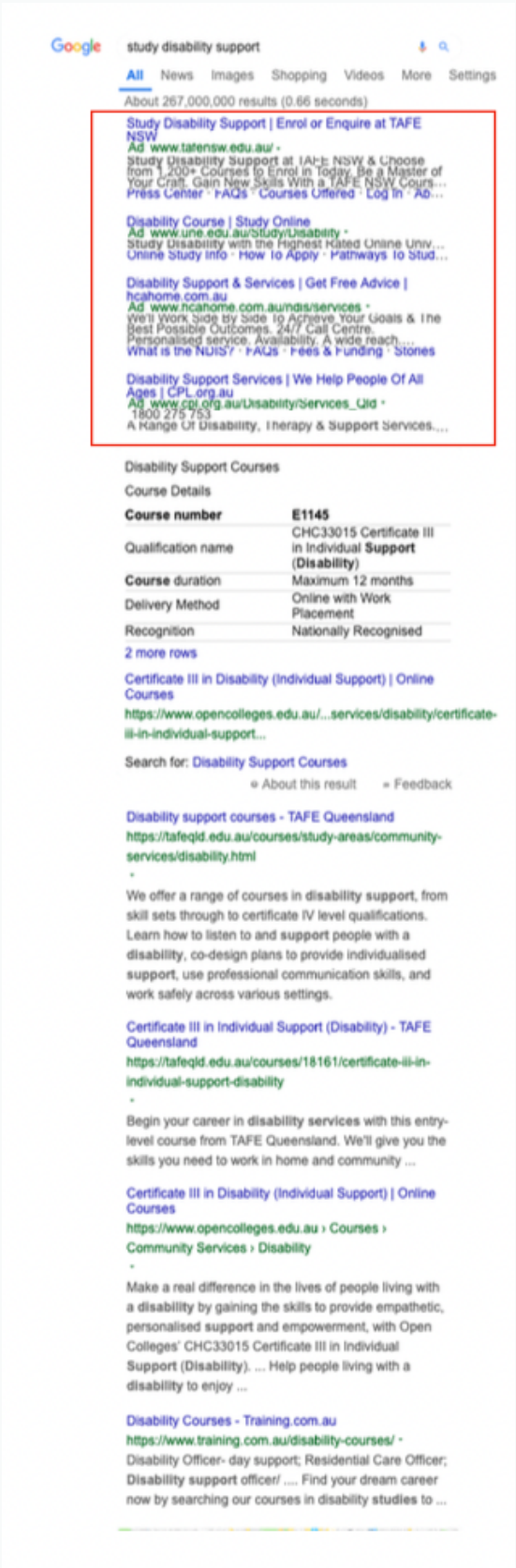
Celebrate Her Special Day With A Fresh, Custom-Designed Bouquet!

Gourmet Gifts For Mom

Give Mom The Gift Of Indulgence w/ Chocolate Berries, Cookies & More!

Display URL with 2 Paths

search ad location



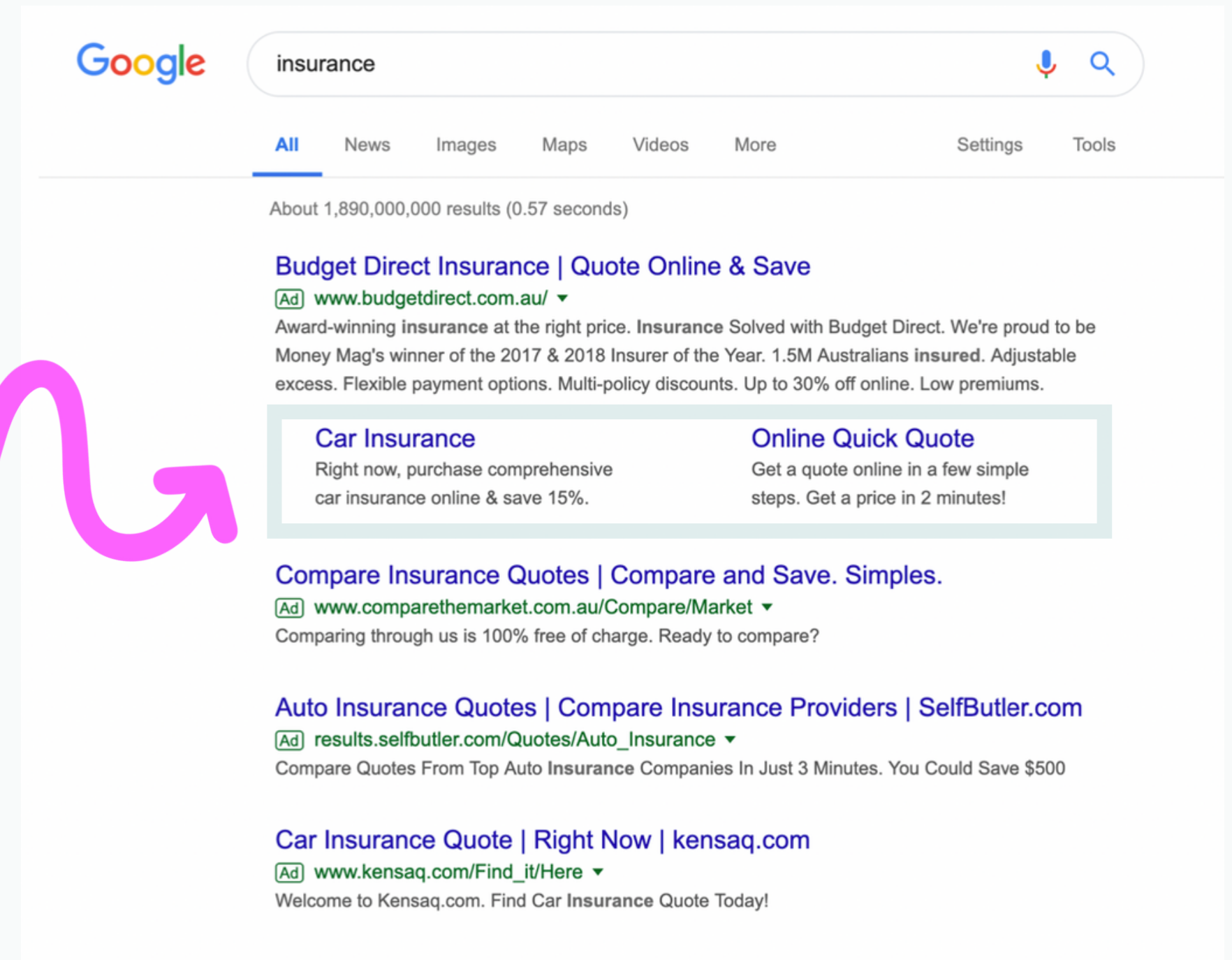
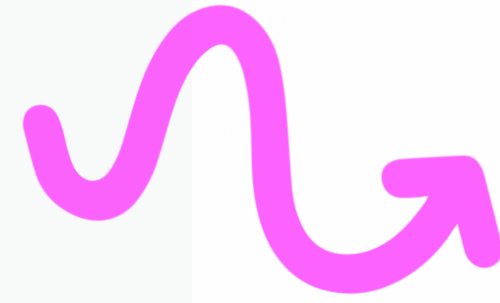
Top results are google search ads.
Below that are organic search ad results.

call outs, structures, snippets, extensions

Extensions

These expand your ad with additional information – giving people more reasons to choose your business.

They typically increase an ad's click-through-rate by several percentage points.



The screenshot shows a Google search for "insurance". The search bar at the top contains the word "insurance" and the Google logo. Below the search bar, there are tabs for "All", "News", "Images", "Maps", "Videos", "More", "Settings", and "Tools". The search results show "About 1,890,000,000 results (0.57 seconds)".

The first search result is an advertisement for "Budget Direct Insurance | Quote Online & Save". It includes a green "Ad" label and the URL "www.budgetdirect.com.au/". The description reads: "Award-winning insurance at the right price. Insurance Solved with Budget Direct. We're proud to be Money Mag's winner of the 2017 & 2018 Insurer of the Year. 1.5M Australians insured. Adjustable excess. Flexible payment options. Multi-policy discounts. Up to 30% off online. Low premiums."

Below the main ad, there are two extension boxes highlighted by a pink arrow. The first box is titled "Car Insurance" and contains the text: "Right now, purchase comprehensive car insurance online & save 15%." The second box is titled "Online Quick Quote" and contains the text: "Get a quote online in a few simple steps. Get a price in 2 minutes!"

The second search result is an advertisement for "Compare Insurance Quotes | Compare and Save. Simples." It includes a green "Ad" label and the URL "www.comparethemarket.com.au/Compare/Market". The description reads: "Comparing through us is 100% free of charge. Ready to compare?"

The third search result is an advertisement for "Auto Insurance Quotes | Compare Insurance Providers | SelfButler.com". It includes a green "Ad" label and the URL "results.selfbutler.com/Quotes/Auto_Insurance". The description reads: "Compare Quotes From Top Auto Insurance Companies In Just 3 Minutes. You Could Save \$500"

The fourth search result is an advertisement for "Car Insurance Quote | Right Now | kensaq.com". It includes a green "Ad" label and the URL "www.kensaq.com/Find_it/Here". The description reads: "Welcome to Kensaq.com. Find Car Insurance Quote Today!"

call outs, structures, snippets, extensions

Extension Types

Sitelinks extensions

Allow you to show additional links to your website below the regular ad copy

Location extensions

Improve local ads by allowing businesses to show their address, a phone number, and a map marker. They also include a direction link in mobile ads for searchers who'd like to get directions to the business

Price extensions

Clickable extensions that highlight prices for services or products you offer. As many as eight price extension cards can show on mobile

call outs, structures, snippets, extensions

Extension Types

Call extensions

With the AdWords call extension, you can add your phone number to Google ads. This makes it easier for searchers to call your business, especially on mobile devices.

Structured snippets

Give customers a "preview" of the type of content your site provides such as "Amenities," "Courses" and "Styles".

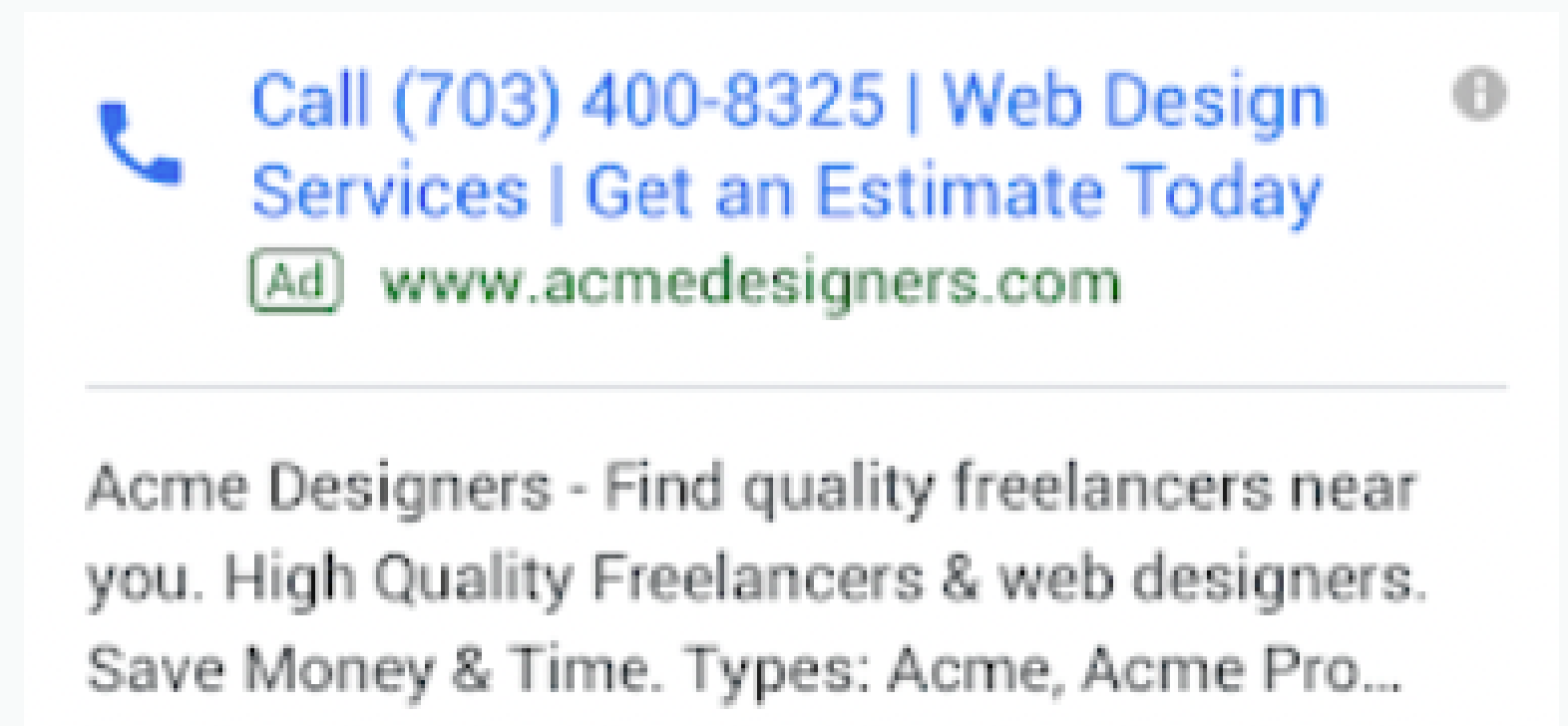
Callout extensions

Callout extensions are another exciting extension that allows you to add more text to your ad. With callout extensions, you can add short blurbs of text that help your ad to stand out.

call only ads

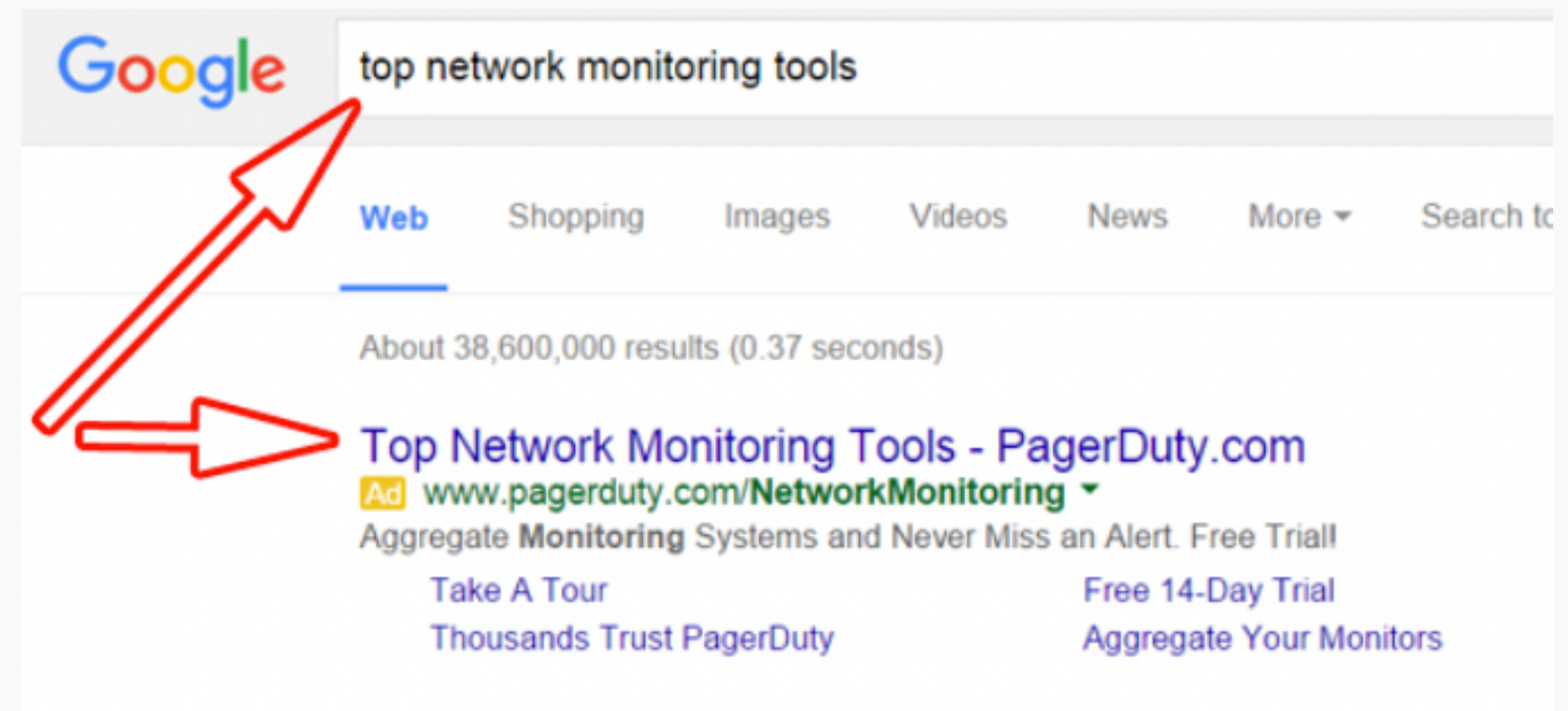
Call-only ads are designed to encourage people to call your business and can appear only on devices that make phone calls.

When a potential customer clicks your ad, the ad places a call to you from their device.

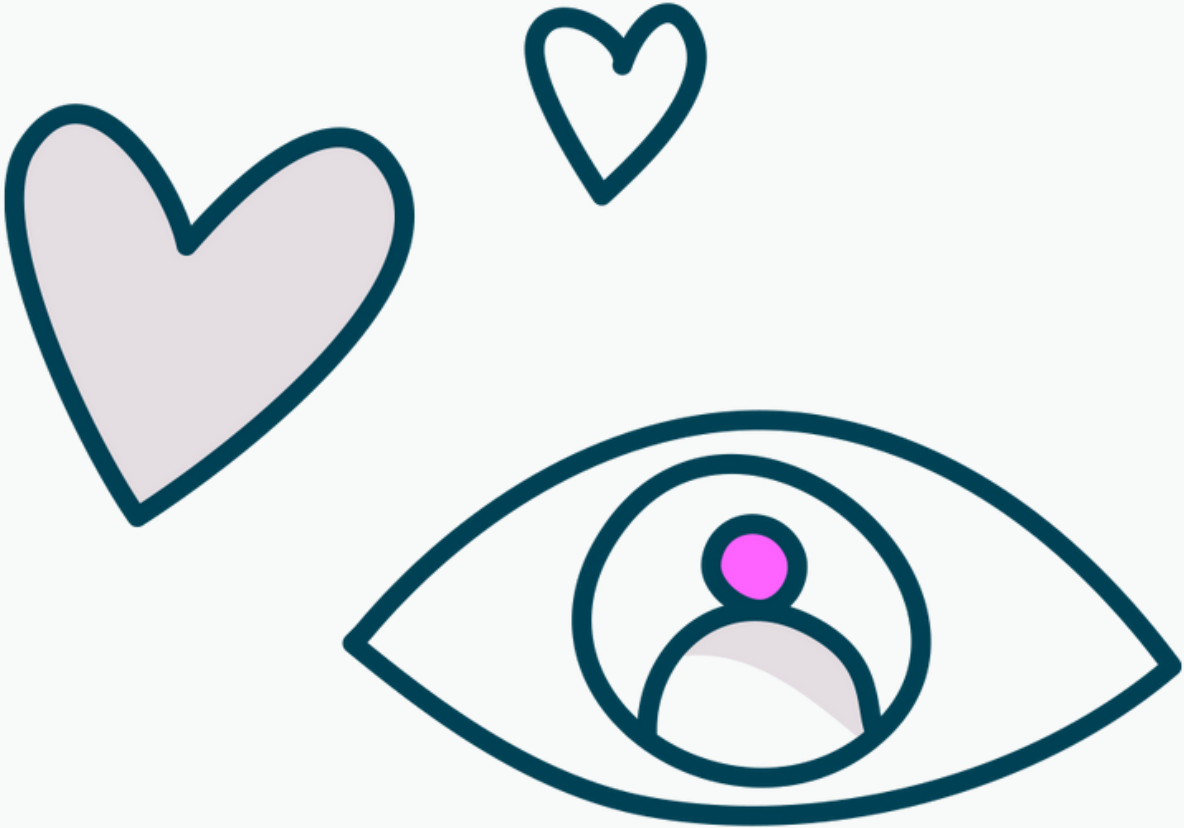


dynamic keyword ads

An advanced Google Ads feature that dynamically updates your ad text to include one of your keywords that matches a customer's search terms.



display ads

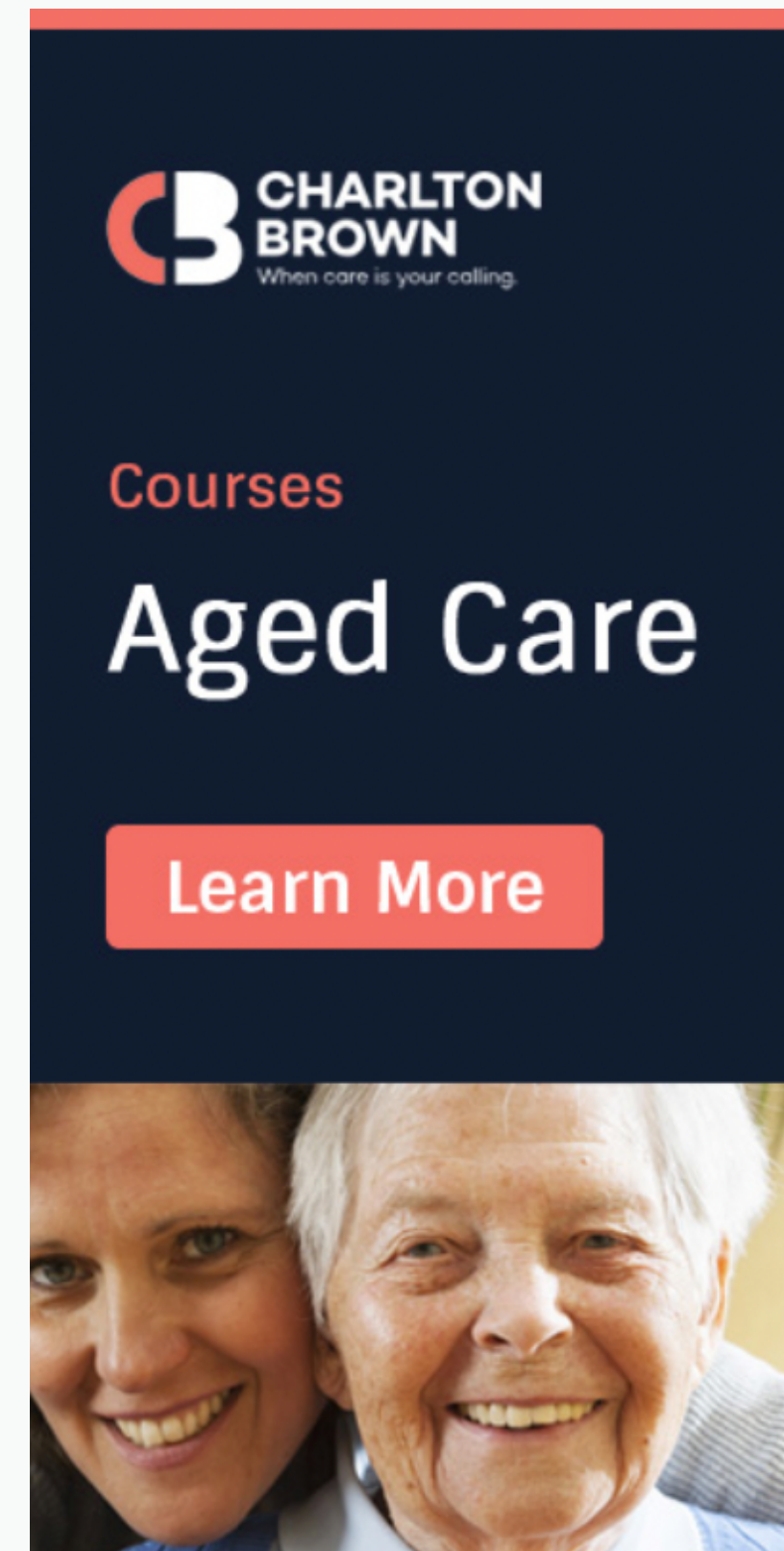


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static banners

Static banners are a set piece of creative for the format and size they're intended.

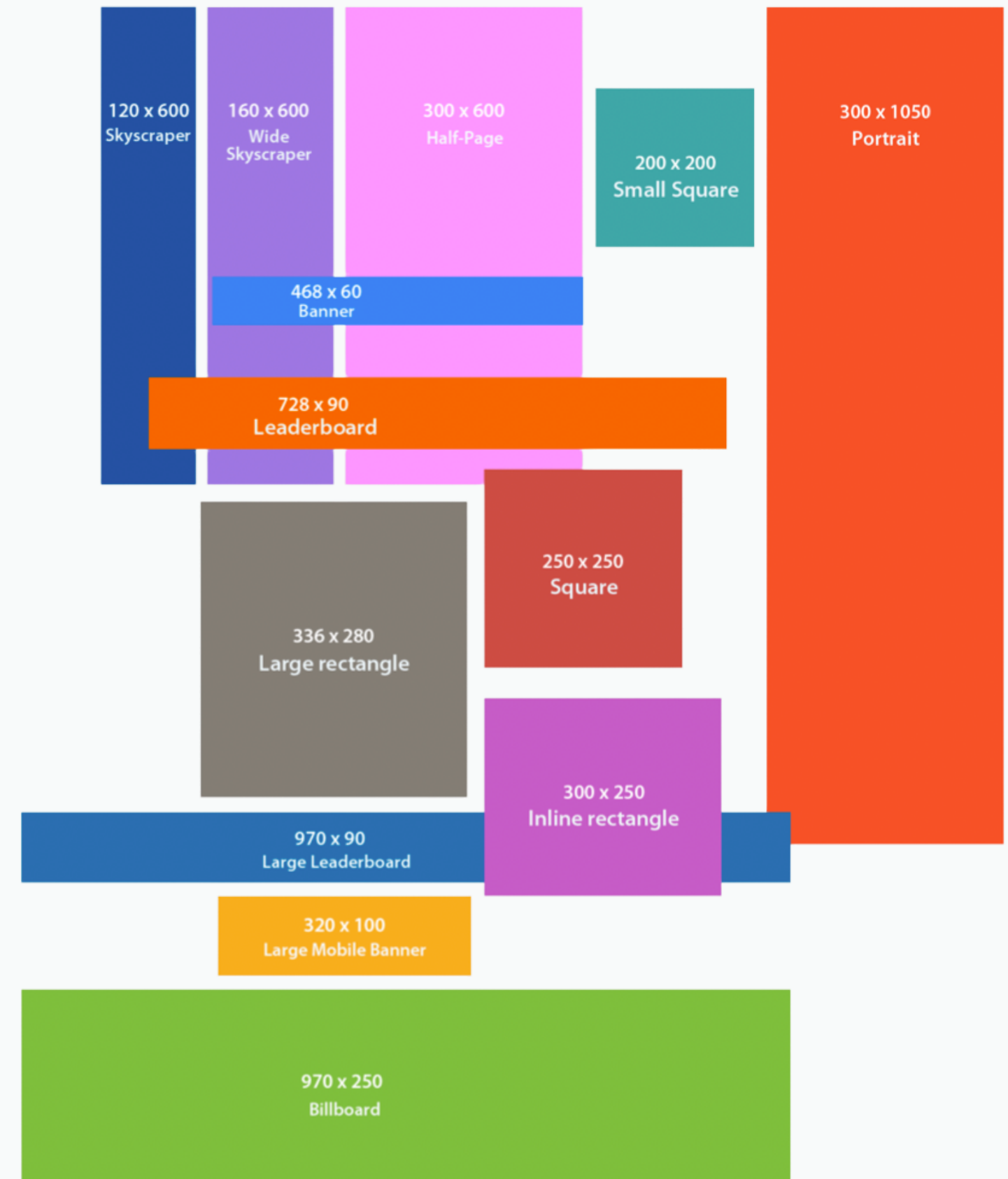
They're ideal for quick scans and simple messaging. Don't use banner ads to convey complex messaging. They're designed to reinforce your messaging.



static banners

There are 13 static banner sizes to choose from. In order to not miss out on your banners being seen by your customers, you ideally want to create one of every size so it will show on which ever site they're viewing.

This can create a lot of work to re-create it in each format, but the alternative is that it doesn't appear when your customer is in the consideration phase and needs reminding of your brand.



gif banners

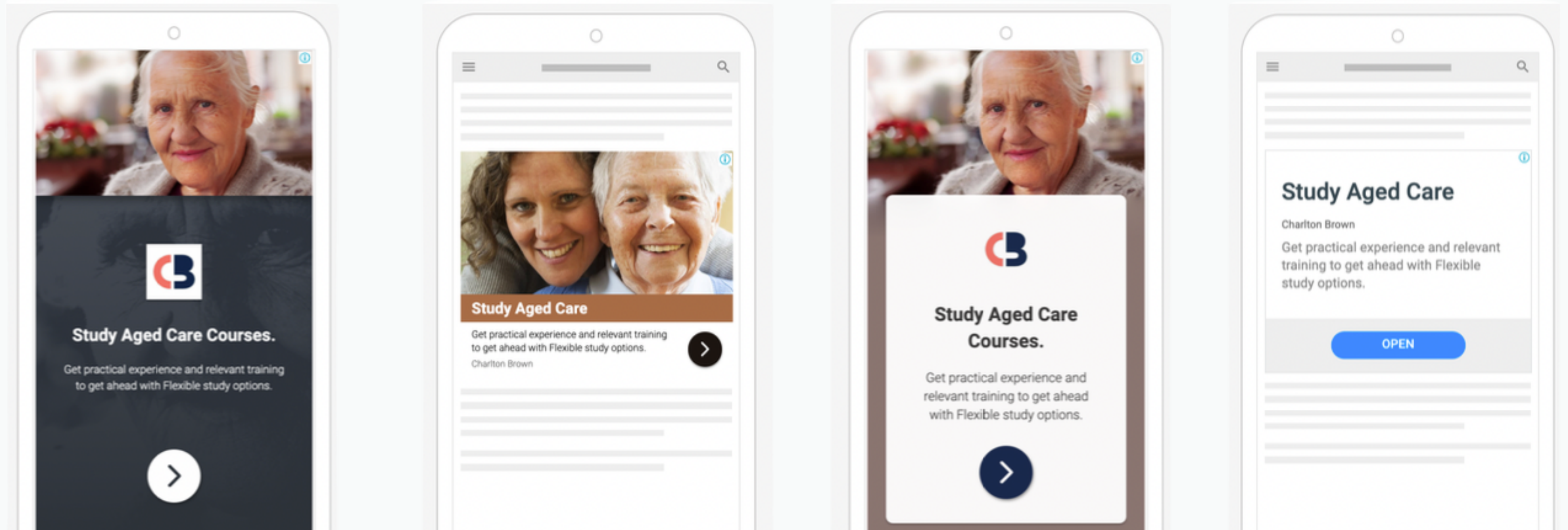
These banners are dynamic with movement and animation.

They're designed to catch attention and engage users.

They can also have a negative effect because marketers only have a fraction of a second to communicate the message, so if the animation takes too long to communicate the message the engagement is lost.

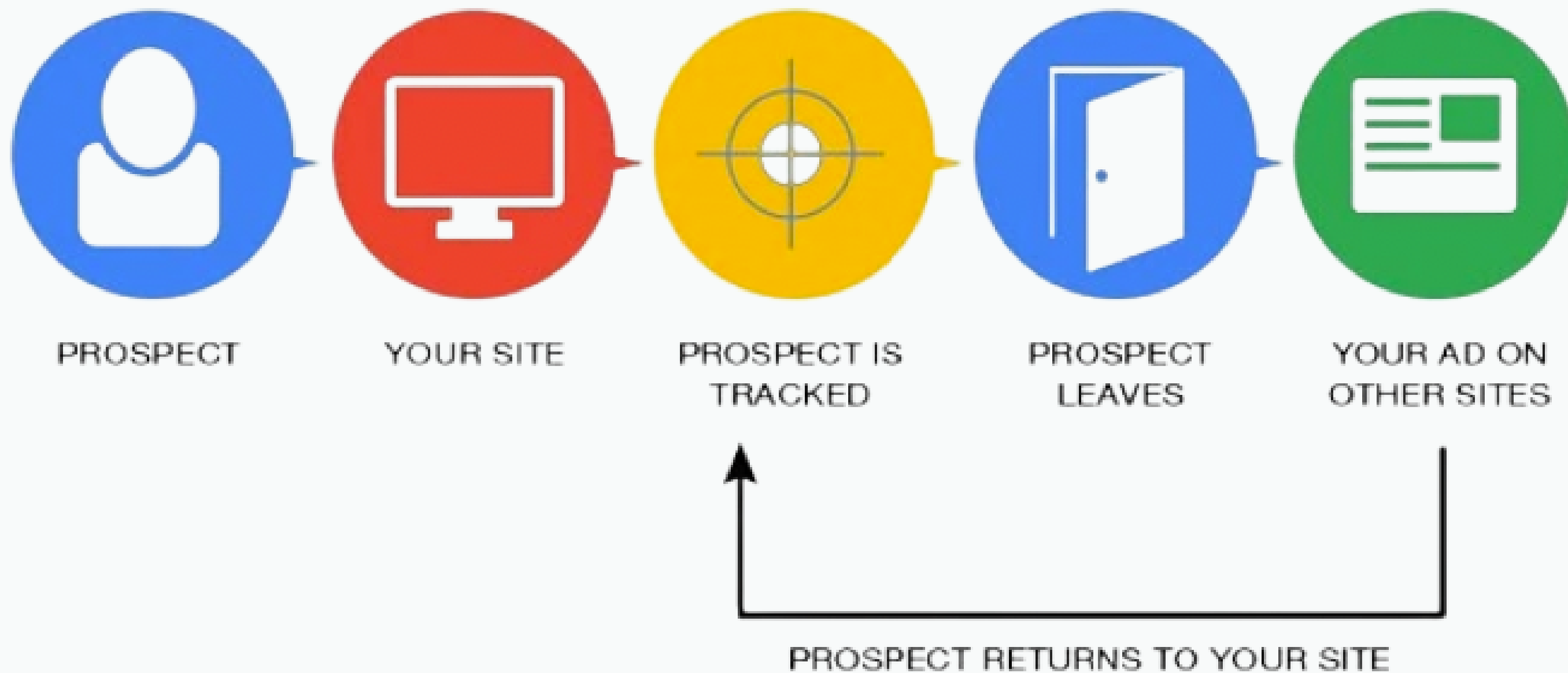
dynamic banners

Dynamic banners use a combination of multiple images, videos, text headlines and body copy elements and to generate ads that adapt to the format they're placed in.

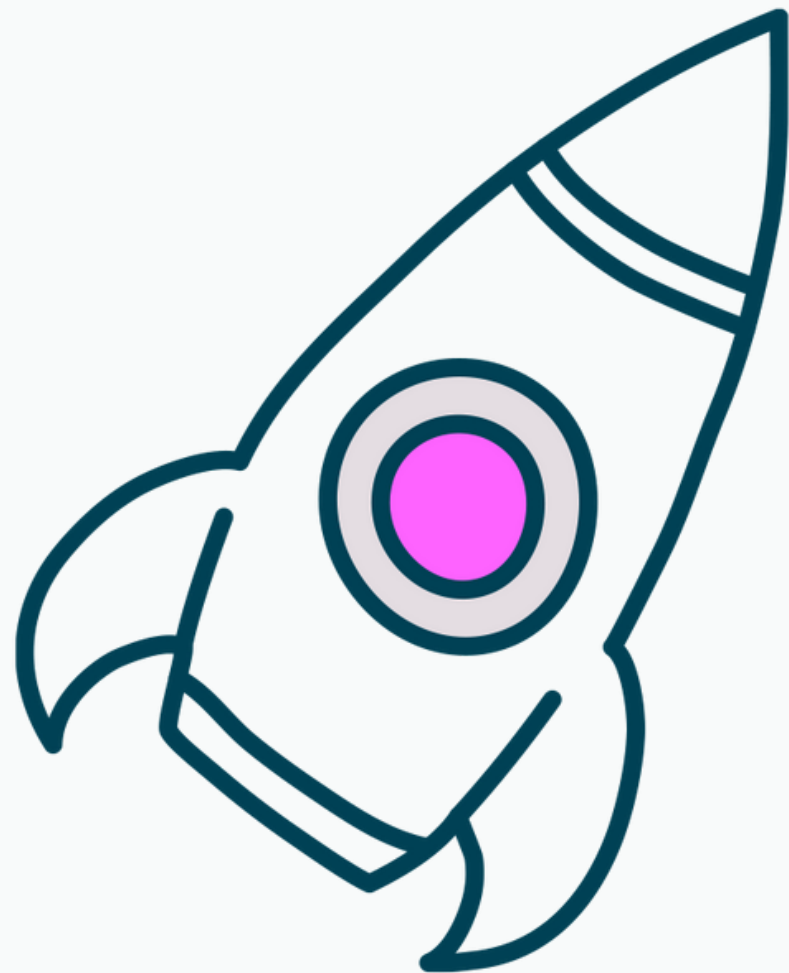


remarketing

Remarketing is the opportunity to present your message to someone who's already been to your website through display banners



conversions



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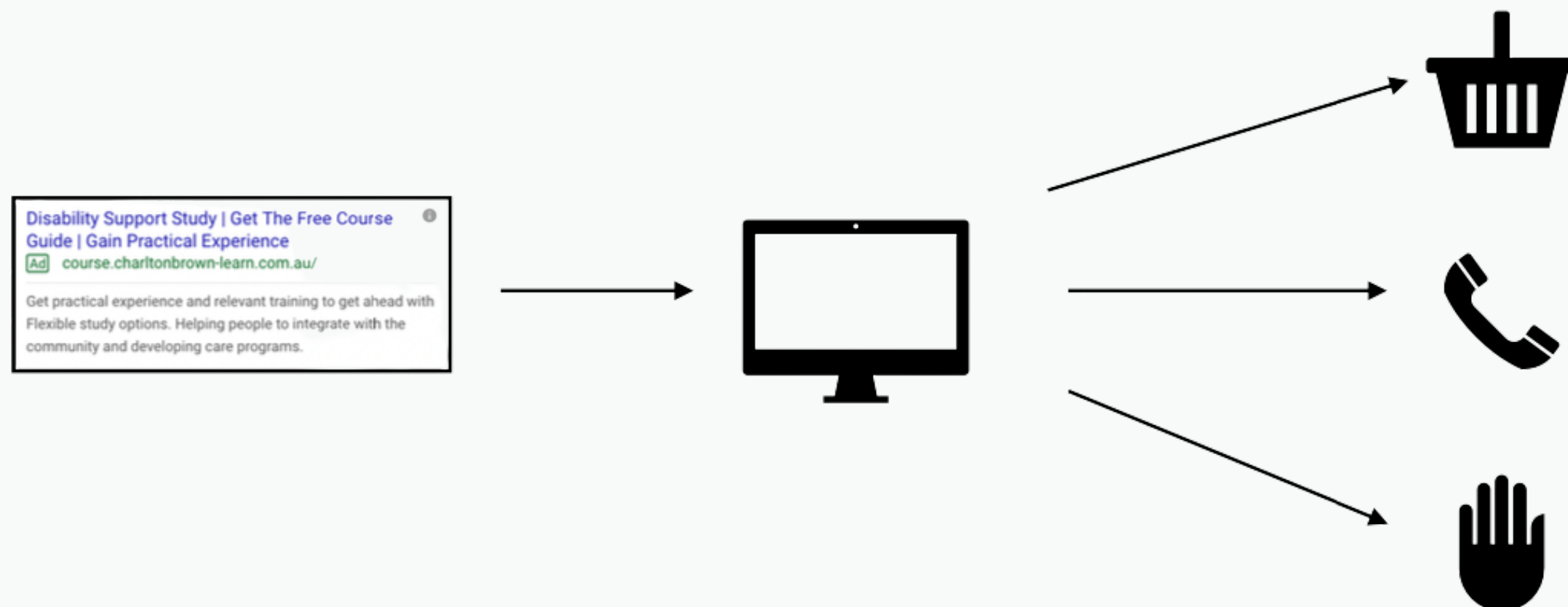
utm's

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what's a pixel

A tracking pixel is an HTML code snippet which is loaded when a user visits a website.

With this snippet of code added to a website — either directly or through tag managing software — we can track the actions visitors take after they click an ad.



how to set up conversions

A tracking pixel is an HTML code snippet which is loaded when a user visits a website.

With this snippet of code added to a website — either directly or through tag managing software — we can track the actions visitors take after they click an ad.

how to set up conversions

Get a pixel

Get the google ads pixel code, install it on any page on your site you want to track by following the prompts, or using google tag manager.

Choose a goal

Decide on the outcome that you want to track in the google ads console.

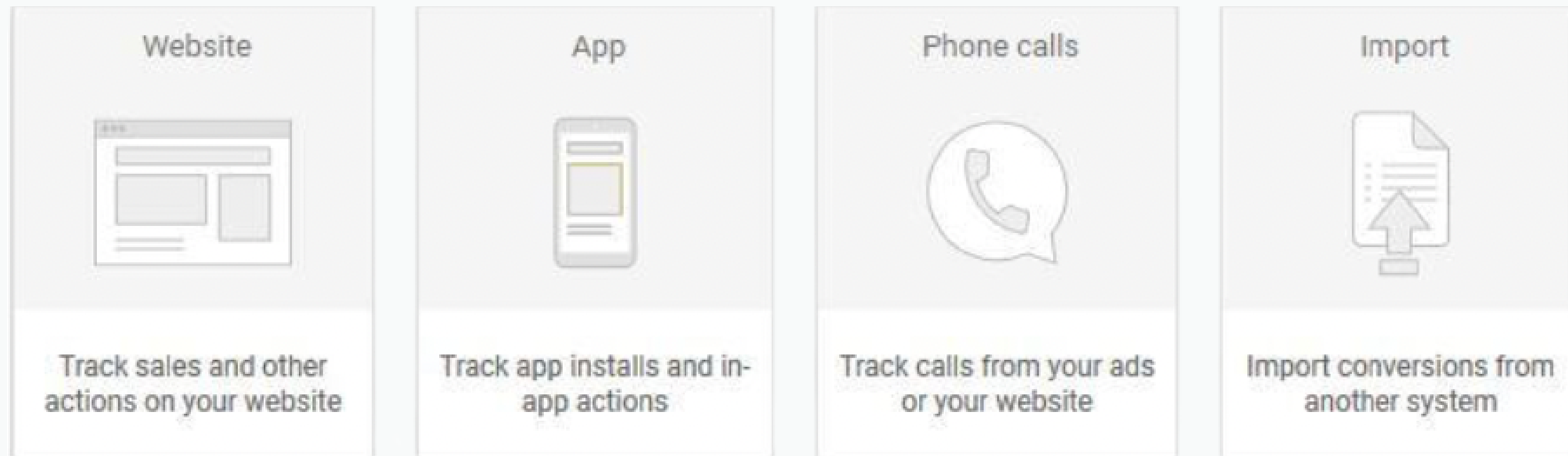
Attribution

Set the cost per action to measure return on ad spend, and the attribution window.

what to measure

Four main types of conversions:

- Actions taken on a website
- App installs
- Calls
- Imports



Urchin Tracking Module:

- Code added to the end of every url
- Allows analytics to track activity when someone clicks it

Standard url

<https://course.charltonbrown-learn.com.au/aged-care>

UTM Added to the url

<https://course.charltonbrown-learn.com.au/aged-care> utm_source=social&utm_medium=ctlp

Source = social

Medium = ctlp



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