

GOOGLE ADWORDS EXPLAINED

Google AdWords are the text ads you see on the upper right side of a Google search results page. For example, if you do a search for, say, "wheels" You'll see the search page with the results you requested, as well as links highlighted in blue on top and to the right of your requested search. These are ads created by Google AdWords.

Google AdWords are a fantastic way to reach your target market, by capitalising on searches that potential clients are doing using keywords that describe your company's products or services. You have the ability to run multiple ads targeted with one or more search keywords and ultimately create a successful ad campaign. The great part is that you have cost-per-click pricing, so you only pay the amount you've set for each click (from 1 cent USD+ per click) when qualified leads click on your ad and through to your site.

In addition, AdWords give you 24/7 access to detailed performance reports that help you track the effectiveness of your ad campaigns and the control to update or change your ads as often as you like. And if you have any questions, you can refer to Google's Help Center or contact their dedicated Customer Support team. Alternatively, we can manage the whole process for you for a low monthly fee.

Campaigns

You can have multiple campaigns in Google AdWords. This is especially helpful if you have multiple brands or services, and want to manage them under the same account. Otherwise, you can just run a single campaign and add ad groups within for different products.

Ad Groups

Within a campaign, you can have multiple ad groups based on different products or services, and within those ad groups, multiple ads that share the same keywords. For example, you might have four ad groups: (1) cars; (2) vans; (3) spare parts; and (4) workshop services. For each of these ad groups you are able to have multiple related ads all sharing one set of keywords.

Ads

Google is strict about its advertising format and content. Ads consist of 4 lines: a heading, 2 descriptive lines and 1 domain name line—all with a maximum number of characters per line. Your ads are reviewed by Google for acceptable use and to ensure that you're not misleading the public by advertising a product/service you don't offer on your website.

You can write your own ad, or we can handle this for you. To make your ad effective, it is important to thoroughly research the keywords that are most often used in searches for your product or service. This

process usually requires on-going research, to fine-tune the most effective combinations and increase traffic to your site. We always look at what your competitors are doing to see what approach they are using—some searches are very price driven, others are service focused. Ads might list pricing, add exclamations or use the word 'free' to increase clicks. Remember that every click costs, so you want to word your ads to target prospective customers and not random clicks. Lastly, it is important to include the specific page containing the product or service being advertised, to ensure that prospects are taken directly to the item they're searching for instead of having to find where it is on your homepage.

Let's take the ad group of "cars". For this group you might have three ads:

NEW CARS (Max 25 characters)
 All cars guaranteed (Max 35 characters)
 Buy with confidence! (Max 35 characters)
www.cars.co.nz/new (Max 35 characters)

USED CARS
 All cars AA inspected
 Hundreds of cars to choose from
www.cars.co.nz/used

WORKSHOP SERVICES
 Expert quality servicing
 Courtesy car provided
www.cars.co.nz/service

From these ads, Google will run the ad that receives the most clicks to give you the best performance. In addition, the more often you update your ads, the better placement you'll receive. It's a careful mix of ad content, new ads, and bidding that determine your position.

Keywords

Keywords are the words typed into a search engine to assist people in finding the information they're looking for.

You will need to develop a core list of targeted keywords and phrases that your consumers are likely to type in to find your company. We can help with this by researching the most likely and most requested search terms. Which terms you use, how you combine them, and how they are presented all influence the eventual search result.

Bidding

Lastly, you'll need to decide on a bid for your ad; basically the maximum amount you're willing to pay when someone clicks on your ad. The amount you bid will affect how your ad ranks on the search results

page, when someone types in one of your chosen keywords - the more you bid, the better the chance that you ad will be at, or near, the top of the page.. The minimum bid is \$0.01, so you simply decide on a good starting point - say \$0.50 per click - and see how your ad ranks. You can then fine-tune your bid amount to suit your advertising budget . The number of competitors plays a role in how much you'll need to bid to be ranked in the top spots. You definitely want your ad to be shown on the first page of results, as most don't click on the "More Sponsored Links" at the bottom.

Results

Once you're Google AdWords account has begun, you'll be able to view your campaign results on a tiered level. Initially you'll see the results of your campaigns on a general level and can view these by specifying a certain time period or day. Results are then given by campaign name including your current daily budget, the number of clicks, impressions, click through rate (%)

of impressions that result in actual clicks), average cost per click, overall cost of campaign, % conversion rate, cost per conversion and number of conversions.

Next you can view your ad groups and the same information as above is listed for your ad groups. Then you can click on an ad group to see how your keywords for that group are performing, and again how your different ads are doing.

If you prefer, we can tabulate the results and summarise your advertising campaign for you, as part of our advertising management service.

As you can see, Google AdWords is massive, complex, and can be daunting for the inexperienced user. However, it is well worth the time and effort. Many users see 15%+ of overall revenue generated by Google AdWords. That's an incredible, immediate return on investment.

How we can help

We provide two AdWord-based products.

Campaign Setup and Launch (one-time fee)

- Assess client business needs and establish product or service profile
- Set up account
- Research keywords and combinations
- Write ads
- Calculate likely bid levels (for CPC or Cost Per Click)
- Launch campaign
- Prepare report summarising the first month's results

Special Introductory Price (one campaign, five ads)

\$149.00 + GST

Additional Ads (per ad)

\$20.00 + GST

Campaign Management (per month)

- Monitor campaign and provide a comprehensive performance report every month
- Ongoing research and fine-tuning of keywords and combinations
- Monitor costs and adjust bid amounts accordingly
- Advise on ongoing marketing strategy

Special Introductory Price (one campaign, five ads)

\$99.00 + GST

Additional Ads (per ad)

\$10.00 + GST

Call us now to discuss your AdWords campaign, and start reaping the benefits of this great tool!

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