

EXECUTIVE SUMMARY



MARKETING
GUIDES
For Small Businesses

GOOGLE ADWORDS



**Proven Strategies & Tips for
Better Pay Per Click Advertising**



Marketing Guides for Small Businesses: Google AdWords

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Introduction

If you're reading this, you've already developed a great product or service you hope to sell online. You've probably also developed your website and ordered business cards. Your social media is rocking and your new blog is rolling along. So why in the world are you getting almost no hits on that website? Why is your social media active but it seems to be all talk? With all this time and effort, why is nobody buying what you're selling?

That's simple: You're seriously lacking in targeted website traffic.

Sure, you probably knew this. But here's the big question: do you know how to fix it?

We do. The answer is Google AdWords.

Now, before you roll your eyes and stop reading, bear with me. Maybe you tried it out, and it didn't work. Maybe you glanced at the prices and thought it was too expensive. Let's be honest: There's a whole list of reasons why people run away from Google AdWords.

It does take an investment. But if you do it right, the rewards can be massive. And that's the key: You have to do it right. That's where we come in!

What is Google AdWords?

To put it simply, AdWords is an online advertising platform that sends hyper-targeted ads to potential customers who are searching for products and services like the ones you offer. It allows you to reach out to your future customers at just the right time: when they are actively looking for you.

On a mobile device, the ads appear at the top of the list of search results. On a standard computer screen, Google ads appear at the top, and sometimes along the right side of a search engine results page (SERP). If you have ever noticed the little yellow box that says "Ad" at the top of the page or "Ads" on the right side, you've seen AdWords at work!

Setting up AdWords might seem difficult, but it consists of only three steps:

1. Set a daily budget and a per-click cap for your ad campaign.
2. Write a brief ad that tells people what you have to offer.
3. Choose keywords that help Google target your core audience for the ad.

We'll assist you with the details so you can watch your online sales numbers skyrocket!



Setting Your AdWords Budget

So, I know what you're thinking: What is this going to cost me?

It just so happens that your budget is the first decision you have to make when setting up your new AdWords account (www.Google.com/AdWords). So let's talk cold, hard cash.

- **Fees:** There is no annual fee, flat fee, or setup charge. Instead, you submit a bid for your ad. The goal is that when people search for a designated keyword, they see your ad. You don't pay anything until someone clicks; then you pay a per-click fee.
- **Bids:** You can choose how much to bid for clicks, or AdWords can set the price for you. If your ad brings in traffic, great! If not, you can always go into the account and tweak the bid at any time.
- **Ranking:** Ultimately, AdWords is a bidding platform. You bid on keywords, but so do your competitors. Whoever bids the most for the keyword winds up at the top of the page. It's important to remember that whichever ad is at the top will generate many more clicks, which often translates into many more sales.
- **Budget:** When it comes to budgeting for AdWords, it can seem complicated. Here's how it works: Google may actually run your daily spend up to 20% past your specified budget. Google does this in an attempt to help you maximize your sales opportunities during periods of high traffic for your keywords. However, Google balances this variance out with the monthly charging limit. If your daily budget is \$30, Google won't bill you more than \$912 (\$30 x 30.4 days average per month) at the end of the month. Your monthly charging limit is an important number to keep in mind if you are operating on a tight budget.

There's no shame in starting out with a limited budget to test the waters. You don't want to throw your entire budget at something that might not work out as you expected. This is especially true if you are trying to handle your AdWords campaign in-house.

Writing Effective Ads

Writing an effective ad requires a bit of creativity balanced with a dash of science. Here's a quick primer to get you started:

1. **Headline.** Headlines are 25 characters or less. That isn't very much real estate, so brevity and creativity are paramount. Your head term keyword (we'll get more into that in a bit) should appear in the headline. Use your headline to show searchers you have the solution to their problem. Speak directly to their pain



points and establish your authority on the subject. But keep it focused on the customer; if you use a pronoun in the headline, make it 'you.'

2. **Display URL.** In side ads, your Display URL will appear right below the headline. In standard ads, it will appear at the bottom of the ad. Ideally, the URL you use will lead to the landing page for the product you want to sell with this ad. Therefore, it's vital that your landing page is in tip-top shape before you start driving traffic to it!
3. **Description Lines.** The two Description Lines allow 35 characters each. In the first Description Line, promote your product or service and be sure to include your head term. The second Description Line sometimes doesn't appear on mobile devices. Therefore, it's a good idea to put the most important promotional text on the first line.
4. **Your Final URL.** The Final URL has to match the Display URL. This is the page customers get when they click on your ad. Double-check that it's the page you truly want your visitors to go to when they click.

Since you have only 95 characters total to work with AdWords, you must make every one of them count. Look to words that highlight not only the problem but the solution as well. For instance, a headline of "Got Gophers?" doesn't work well, because of course, they do – that's the problem they are searching to solve. But a headline of "Remove Gophers Forever" is offering a solution.

If there's an extra word or two available to you, use words like 'exclusive' or 'limited.' This generates excitement and encourages a click. So do words like 'free' or 'secret,' which imply they can get in on a great deal.

When it comes to writing ads, don't settle for just one. Create two instead, and run them both for a limited time. Which one gets more results? That's the one you go with – and you can take your time in tweaking the other. When you are testing ads against each other, change only one element at a time, so you know exactly what worked and what didn't.

Doing Your Keyword Research

Start by brainstorming! What search terms will people use to find your company, product or service? Start with the most basic, targeted keywords. These are your head terms. They are specific, brief and generic. For instance, if someone is looking for grass seeding, they might look for 'landscaping' or 'landscaping company.'

Ultimately, short keywords actually cost more, thanks to clicks that don't quite hit the mark. Long tail keywords are more cost-effective. These keywords are head terms, only



expanded to make a search result much more specific. To get long tail keywords, try these tricks:

- Add a geographic location (landscaping company in Nashville)
- Add an area of specialty (ornamental landscaping company)
- Add other identifying characteristics (family owned landscaping company)
- Add a comparison (best landscaping company in Nashville)
- Add conditions that are important to you (affordable Nashville landscaper)

You can get even more specific than this. For instance, 'affordable Nashville landscaper for water features' can get the koi enthusiasts, or 'landscaping company in Nashville for fruit trees' can get those who want to create a home orchard.

Google Keyword Planner

This free tool inside the AdWords account panel is easy to use. Simply enter the list of keywords you have already come up with, and it will generate a list of additional keyword suggestions. It provides you with valuable data about each keyword, such as monthly search volume (how many people searched for that keyword in the last month) and keyword difficulty (a measure of how hard it will be to reach the first page of the SERPs for that keyword).

What about Branded Keywords?

If your products or services have branded names, always bid on those keywords, too. Keep in mind, bidding on a branded keyword is much different than using a trademark in the actual ad copy (which can get you into trouble!).

Even if you're the only person on the planet selling Super Deluxe Widgets, your competitors could bid on that keyword and use their ads to drive traffic away from your website and over to theirs. Seems like a dirty, rotten trick, right? It's completely legal. There's nothing you can do about it, except go after those keywords yourself.

What are "Hummingbird-Friendly" Keywords?

"Hummingbird" was an update to Google's algorithms designed as a response to the increase in people using mobile and voice search technology. When people use a voice search function on their phones, they tend to ask full questions such as "Where can I buy Super Deluxe Widgets?" or, "Who is the best full-service landscaper in Nashville?" These phrases are Hummingbird-friendly keywords.

To capture the mobile shopper population, you must include these types of keyword phrases in your AdWords campaign. And with the number of mobile shoppers claiming



nearly half of the online shopping share, you really can't afford to ignore Hummingbird keywords.

The Use of Negative Keywords

AdWords gives you the option to build out a list of negative keywords. These are search terms you don't want your site to appear for when someone goes searching.

So if you only sell Super Deluxe Widgets, you don't want to rank for Basic Widgets. Adding the keyword 'basic' to your negative keyword list will prevent clicks from people who use the word 'basic' within their search query.

Effective Landing Pages Lead to Conversions

A landing page is a page on your website where people go to make a purchase decision (or, in some cases, the decision to get more information from you so they can make a buying decision later). They may get there through an ad, a social media link, another website, or via an internal link located elsewhere on your website. Think of the landing page as your sales pitch.

Optimizing Your Landing Pages

Before launching an AdWords campaign, optimize your landing pages to handle the influx of traffic that will soon come. When your ads usher new prospects to your website, optimized landing pages will convert more of them into paying customers. An optimized landing page is simple to navigate, easy to skim and scan, attractive, has an obvious call to action, offers solutions to problems, and does it all in a well-written format. It's also very consistent with your ads. When someone clicks on the ad, they should find a site that fulfills exactly what the ad promises.

It's always worth hiring a professional web designer to look over your website. They can provide suggestions for optimization and pay special attention to your landing page.

Your Google Quality Score

Google is all about numbers and rankings. They measure every aspect of an AdWords campaign and assign it a place within various algorithms. Google is constantly calculating your data's performance.

What Is a Google Quality Score?

Each AdWords ad gets a Google Quality Score. The keywords associated with the ad also have Quality Scores. These scores take into account:

- Click through rate (CTR), which is the percentage of people who actually click on the ad



- Relevance of keywords to the ad
- Quality of landing pages
- Quality and relevance of ad text to its keywords and landing page
- Your average AdWords account performance over a given period

Why is Google Quality Score important? A higher score can lower your bid rates and rank your ad higher. It's a pretty clear pay-off.

How to Improve Your Google Quality Score

There are several steps you can take to improve your Google Quality Score, and fortunately, we have already mentioned most of them. These are measures you should be taking anyway to maximize your ad performance.

- Make sure your ad copy and display URL are relevant to targeted keywords.
- Optimize your landing pages to provide visitors with a message and experience that's consistent with your ad.
- Test different ad variations to determine which gets the best click through rate.
- Build out your negative keyword list.

To get your ads placed in the best ad spots, and for a chance to get better visibility for less money, you have to boost your Google Quality Score.

Optimizing Your AdWords

When you make money, so does Google. AdWords provides a multitude of bells and whistles you can use to optimize the return on your advertising investment.

AdWords Extensions

Callout extensions offer the opportunity to highlight unique selling points about your products and services. These are brief phrases that appear below the Description Lines in an ad. They are not linked, but they allow you to point out important aspects of your company and products right within your ad.

Location extensions allow you to target ads to a certain radius around your business location. If there's any chance your ad audience may wish to shop in person, a location extension tells them precisely where they need to go to find you.



Sitelink extensions create space underneath a primary ad for links to other pages housed on the website. These are handy if sending potential customers to other pages of your website could serve a good purpose.

Call extensions make it easy for shoppers to call you directly and immediately, by placing a Call button right within your ads.

Keep Adjusting Your Ads

AdWords offers an incredible amount of information right at your fingertips. Learning to decipher all that data will guide you in a more profitable direction. But in the end, it comes down to finding the right combination of words – in your ads and on your landing pages – that leads more and more people to click and buy. Think of it as a work in progress.

Use Remarketing to Get More from Your Ads

Your ad will frequently reach the right people at the wrong time. In these cases, these people will click through to your website (incurring a small PPC fee for you), decide they aren't ready to pull the trigger, and then leave your site. In fact, this chain of events is more likely than not to happen whenever someone clicks on your ad.

But you can get those customers back.

What Is Remarketing?

You know those ads that seem to stalk you around the internet? Remarketing campaigns simply show your ads to those people who clicked to your website earlier. It allows you to double and triple dip into the pool of potential customers.

Why Remarket to the Same Old People?

When people are shopping for goods and services, they often spend quite a bit of time lingering in the sales funnel. They want to see what's available, explore their options, look for a good deal, and eventually decide what will best suit their needs.

During this process, advertisers make many impressions on the shopper. An impression is an interaction between buyer and seller that gives the shopper some feeling or thought about what the seller has to offer. It takes an average of five impressions before a person decides to make a purchase.

Remarketing to individuals who are already familiar with your products increases your chances of making a sale because these people are warm leads. They already took the initiative to visit your website once. Maybe since then, they have done a little more research into your competitors.



How Does Remarketing Work in AdWords?

To set up a remarketing campaign with AdWords, you will place a tracking pixel on your site. This allows Google to track who went to your site. Google places cookies on your visitors' browsers, so when they click on another page that features ads, Google may show your ad to them there. There are numerous options available for remarketing ads.

AdWords for Experts

What about those companies that spent plenty of money on AdWords but didn't make a dime in return? It's fairly common for businesses to overspend on AdWords and never recoup their investment. They often click through the basic features, create an ad on the fly and expect it to pay off.

We'll teach you to do it right. Here are ten essential tips:

1. **Use Negative Keywords.** Don't waste your money on viewers who have no intention of buying anything. Include terms like "free" or "cheap" on your negative keywords list.
2. **Use Day and Time Scheduling.** Under the "Settings" tab, you can select "Ad schedule" so you're only paying for days and times when your ad will be most effective.
3. **Use Call Conversion Tracking.** Is your ad responsible for an increase in phone calls? When you install the dynamic phone tracking conversion feature for all your ads, AdWords inserts a forwarding number that tracks phone calls that come from those ads.
4. **Use Website Tracking Code.** Using a simple WordPress plugin, you can add code to your website that will track clicks that come from searches brought on by your AdWords campaign.
5. **Use Exact Match and Phrase Match Keywords.** By entering exact phrases instead of broad match keywords ("keyword 1 keyword 2" instead of keyword 1 keyword 2) your ads attract a much more precise audience.
6. **Connect Your AdWords Account to Google My Business.** If you want to make use of those great location extensions we discussed earlier, you'll need to link your AdWords Account to your Google My Business account. Remember, location extensions let you target your ad within a specific geographic radius.
7. **Target Your Ad with Location Settings.** If your ad includes relevant geographical terms, you might bring in clicks from halfway around the world who are just interested in your area. Exclude those clicks to increase your ROI.



8. **Use Dynamic Keyword Insertion.** When entering text in your ad, insert a brace ({}) and select "Keyword insertion" from the drop-down menu. There, you can insert a variety of keywords that will appear in your ad headline depending on what someone searches. If you enter the appropriate keywords, then your ad will display "Buy Artisan Widgets Today" if someone searches for "artisan widgets" and "Buy Gourmet Widgets Today" if they are looking for "gourmet widgets."
9. **Check the Dimensions Tab.** By checking this tab periodically, you can see exactly what search term found your ad, when a customer clicked, and what you paid for each of those clicks.
10. **Use Dynamic Bid Adjustment.** With this service, it's possible to vary your ad bid based on the device used to view the ad or the location of the person viewing it. For example, if there's a specific geographic area critical for your customer base, you can increase your bid within that area to make sure your ad shows up where it counts the most.

Ready to Make AdWords Work for You?

Experience goes a long way with AdWords. While AdWords can be a do-it-yourself service, the features and functions of this advertising platform have become complicated, to say the least. A professional can guide you through it.

How Much Do Professional AdWords Services Cost?

When you're just getting set up, most reputable companies will charge a basic fee that starts at \$1,000 or more. More sophisticated campaigns will go up in price. For ongoing services, most agencies charge a monthly fee based on your overall AdWords spending, usually ranging from 10% to 25%. For example, if you pay \$2,000 a month to AdWords, the agency might charge \$400 (based on a 20% fee).

That might seem like a lot. However, keep in mind that an agency should streamline your AdWords presence, so a large percentage of your clicks turn into sales. That makes the money more than worth it.