Google AdWords

Learn how to setup your AdWords account correctly and effectively target your audience

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Agenda

• Important Preparation Steps
• AdWords Setup
• Managing your AdWords Account
Preparation Steps

• Before you start any advertising on Google AdWords, it’s very important that you prepare in advance

• Please watch this recorded webinar on the steps you need to take before you start advertising
  – AdWords Preparation Recorded Webinar
  – CAUTION: This recorded webinar contains critical information not covered in this workshop

• Why do these steps first BEFORE advertising?
  – You will spend less money on ads per click and generate more revenue per click
    • Higher quality score means better ad position
    • Better ad position means more prospects to your website
  – Ultimately, your site will convert more prospects into customers
Here are the 6 steps that are taught in the recorded webinar:

1) Know the customers you want to attract
2) Does your website match the needs of your ideal customer
3) Clear call to action on your site
4) Understand how Google views your site (and it’s keywords)
5) Create a solid list of keywords (and understand match types)
6) Track your future ads (and site) with Google Analytics

The recorded webinar goes into detail on each of these six steps so please make sure to watch the webinar before starting your AdWords campaign.

Because of the importance of understanding steps 5 and 6, we’ll be covering these in this presentation.
Identify Your Keywords

Take time to develop your website’s keywords

- Use Keyword Planner to research the best terms to use for your prospects
- See what your competitor’s keywords might be and see how they’re different (or same) to the keywords Google sees being relevant to your website
- Understand what the possible range in bids might be
  - Always remember that high quality scores (7-10) will pay less than websites with low quality scores
- Create a spreadsheet of search terms/keywords so you can effectively group your terms into ad groups
  - Ads that are highly relevant to the search terms for the ads also contribute to higher quality scores
Building Your Keyword List

- Use the keyword ideas to help create list of keywords for your campaigns
  - Can download the list into a CSV file
  - Recommend keeping keywords in CSV files for tracking & review

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<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr. share</th>
<th>Add to plan</th>
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</table>
Keyword Planner Keyword Ideas

• The more sophisticated you get the more time you can spend on keyword research
  – When starting out, suggest using Google’s free keyword planner
  – As you get more advanced with significantly larger budgets, may want to consider paid keyword tools
    • Ex. Wordstream.com, SEMrush.com, SPYFU.com

• Once you have a list of keyword search terms, begin to group them in terms that are similar to see if you see patterns
  – Example:
    – Ad group 1: solar installation, home solar installation, residential solar installation, solar installation company, etc.
    – Ad group 2: solar installer, residential solar installer, home solar installer, etc.
Understand Keyword Designations

- **Broad = solar installer**
  - Default match type that all your keywords are assigned
  - Any search words that include misspellings, synonyms, related searches and other relevant variations
  - Ex. keyword is solar installer so someone searching for “solar panel” might see your ad
- **Exact = [solar installer]**
  - Is the exact words entered into the search bar or a close variation of that exact term
    - Close variations may include a reordering of words if it doesn’t change the meaning and the addition or removal of function words (prepositions, conjunctions, articles, etc.)
  - Ex. Search term “solar installer” could show for “installer of solar”
- **Phrase = “solar installer”**
  - Any search words with the words solar installer in the phrase with additional words before or after
  - Ex Sacramento solar installer or solar installer Sacramento
- **Modified Broad Match = +**
  - Similar to broad match but includes the words with a + in front of them and close variations of them. Ex +solar installer
- **Negative match = -**
  - Keyword terms you don’t want in your ads to show for
  - Designated by a minus sign (-free)
  - Ex. free solar installation (free is your negative match keyword)
Google Analytics

Need to have a way to track your ads

• Set up Google Analytics on your website/landing page
  – How you do this varies upon your website platform (WordPress, Drupal, ecommerce platform, etc.)

• Before you can link your Analytics to AdWords you must have the following setup:
  – Google Analytics account created
  – Google Analytics linked to your website
  – Google AdWords account created

• If there are questions on Analytics Setup, we can do a future webinar on this topic
Link AdWords and Analytics

- Link your AdWords account to your Google Analytics account

- Need to do this in Analytics (by entering in your AdWords account number)
  - Go to your Google Analytics account
  - Go to analytics wrench icon for administration area
  - Go to “AdWords Linking” link

- Need to go to your AdWords account and link to your Analytics account
  - Go to AdWords wrench icon
  - Look in Setup section for “Linked accounts”
  - Select Google Analytics and click “Details” link
  - **must be your account and have proper permissions to link**
How to Set Up Your Account

• First, create an AdWords Account
  – AdWords forces you to create your first campaign when you open your account, however, we’ll create a brand new campaign to ensure settings are right

• Create a New Campaign
  – Click the “+” to add a “new campaign”
  – Select “Search Network”
  – Select “create your campaign without a goal”. If you choose “leads”, “sales” or “website traffic,” Google will suggest campaign settings for you
  – Leave the setup details boxes blank. If you clearly want phone calls over website visit, then make a selection. If you choose one, Google will suggest campaign settings for you
Campaign Settings

• Enter Campaign Name
• Select “No” for Ad Display Network
• Select “Enter another location” and type the cities or counties you want to target
  ‒ Make sure you only list the locations you want customers
• Keep with “manual CPC” so that you can set your own max cost per click (CPC)
  ‒ At some point, you may want to check “increase conversions with enhanced CPC” but not initially
• Set your daily budget
  ‒ This is the max amount you’ll spend on ads in one day
Campaign Extensions

• Sitelink Extensions
  – If possible, add at least 2 sitelink extensions to your ad
  – Click “+ New Sitelink extension”
  – Enter your sitelink text, descriptions and final URL
  • Don’t save unless you’re sure

• Callout Extensions
  – Similar to Sitelinks but without a link
  – If possible, add at least 2 callout extensions to your ad
  – Ex: Free Consultation, price matching or discounts
More Campaign Extensions

- **Call Extensions**
  - Lets you put your phone number so that it shows up separately
  - Leave call reporting on and count conversions as calls from ads

- **Other Extensions - don’t apply**
  - Review extensions
    - Need a “reputable” 3rd party website that gave your company a review
  - Message extensions
    - Allows the user to send you a text instead of calling you
  - Promotion & Pricing extensions
    - More relevant if you have a product
More Campaign Settings

• For ad rotation, keep setting at “Optimize: Prefer best performing ads”
• For ad schedule, only run ads when you want to generate leads
  ‒ May want to restrict certain times of day or days of week
  ‒ Initially when starting out, keep ad schedule to all days to determine your best day/time for running ads
• Make sure to “save and continue” when done
Setting Up Ad Groups

• Name your ad group
• Set your default bid (max CPC for ad group)
• Add your keywords for this ad group
  – Make sure to group your keywords in tight related group
  – Ex. Ad group is Solar Installation
    • Keywords for this ad group are terms like: solar installation, home solar installation, residential solar installation, solar installation companies, solar energy installation, solar system installation
Create Your Text Ads

- Select “+ new ad” and add your “Final URL”
- Add “Headline 1” and “Headline 2” which must be 30 characters or less for each headline
- Add “display path” which gives guidance to user on what page the link takes them
- Add “description” which must be less than 80 characters

Example:

**New text ad**

- **Final URL**: www.aesolar.com
- **Headline 1**: Free Solar Consultation
- **Headline 2**: Solar for as Low as $99/month
- **Display path**: www.aesolar.com/free_consult / Path 2
- **Description**: Learn More and See How Much You Can Save. Call for a No-Obligation Free Quote!

Your ad might not always include all your text. Some shortening may also occur in some formats.
Split Testing Your Ads

• When doing text ads, always have TWO text ads running per ad group
  – The reason you do this is to see which ad text will get more clicks and/or more conversions
  – Best practice is to either write completely two different ads and start to test to see which gets more clicks
  – Depending upon how much traffic you have, after a week or two of running ads, pause the text ad that gets less clicks and create a new text ad

• Always be testing text ads and do this routinely to optimize your ad’s performance
Your Text Ad is Enabled

- Once you save your text ad, then your ad is “enabled”
  - This means that your ads will start showing and you’ll be charged
  - Immediately pause your ads unless you want them to start
  - Make sure that it shows a pause button & says “paused” in the status
  - A Green button means the ads are running and will say “eligible”
Managing Your Ads

• Once your ads are running, you need to routinely check the performance of your ads
  – Frequency of review depends upon budget, amount of traffic and ultimately you’re comfort level with the spend
  – More you spend, the more frequently you should check to make sure you’re ads are performing
Account Review

- You should be looking at the following
  - Quality score of your ads
    - Is your quality score good (7-10)?
    - If not good, need to adjust your campaign (landing page, keywords, text ad)
    - If quality score is bad, you likely should pause your campaign as you’re over-paying
  - Performance of keywords (clicks, CTR, Avg. CPC)
    - Are the keywords getting you conversions like you want?
    - Are there keywords that need to be removed? Added?
    - Look at your keyword match types (broad, exact, phrase, modified broad) to narrow your keywords or expand them if you have low traffic
    - Do you need to add negative keywords?
  - Performance of each text ad in your split test
    - Which text ad is performing better? How many clicks? How long?
    - Consistently write new ads to see if you can improve your conversion
  - Look for potential new ad groups to add to further improve quality score and further sub-group your keywords
Key Takeaways

- Make sure to do your prep work prior to starting any campaign
  - Watch the Adwords recorded webinar
- Set a daily budget you can afford
- Limit the location of your ads to where you sell
- Spend time doing your keyword research
- Make sure to do 2 text ads so that you can test the your ads
- Review the performance of your ads routinely to see how you can improve