



Google Advertising: The Map & The Paid



How to Get The Best Out of Both

David Bird

david@birdseyemarketing.com

Agenda



- ▶ Getting On the (Google) Map:



- ▶ Paid Google Advertising:





The Differences



Google My Business

- ▶ Free
- ▶ Helps local users find your business
- ▶ Provides business profile



Google Ads

- ▶ Paid Advertising
- ▶ Puts your ad at the top of search results
- ▶ encourages people to click ad to your website



The Similarities



Google My Business



Google Ads

Google

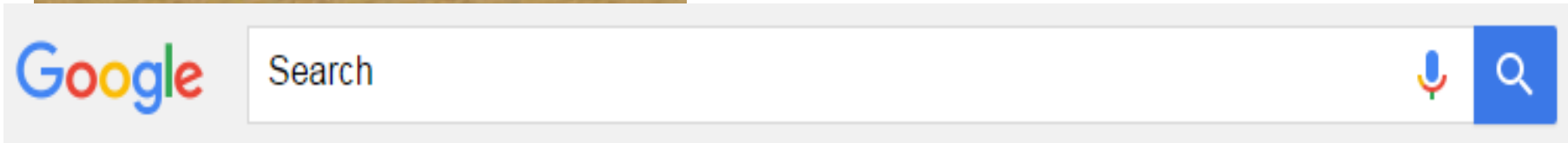
Search



Found a Mouse In The House



Need a Solution.....



Courtesy Cary Pest.com

Search Results Page



About 806,000,000 results (0.63 seconds)

Call VERMITEK - Mind at Peace | Free Inspection-Techs R Ready

www.vermitek.ca/ (613) 899-5569
Ants, Cockroaches, Bedbugs, Wasp, Spiders, Mice, Raccoons, Squirrels, Bats etc.
Ottawa, Ontario - Open today - 9:00 a.m. - 11:00 p.m.

About Us
Learn More About Our Business.

Contact Us
Contact Us For More Information.



Mouse Exterminator | Nature's Way Property Services

www.natureswaypestservices.ca/ (613) 482-0267
Mouse Removal, Raccoon Removal And Squirrel Removal Services. Call Us Now!

Rodent Extermination Services | Quick & Effective Treatment

regionex.calls.net/Pest_Control/Rodents (343) 883-1438
Get Rid Of Mice, Rats And Other Rodents & Prevent Them From Returning. Contact Us Today!
Pest Identification - Treatment Preparation - Our Services - Our Products

Ottawa Pest Control | Pest Removal Guaranteed

www.ottawapestcontrolon.ca/



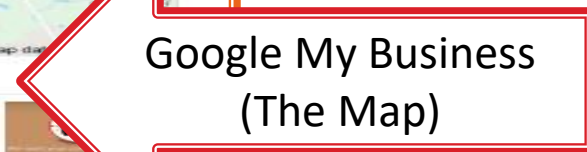
Rating Hours

Essen Pest Control
4.5 ★★★★★ (54) - Pest control service.
36 Cambray Ln - (613) 804-7378
Open - Closes 7 p.m.
"I had mice problem in my house."

GO! Pest Control™
4.2 ★★★★★ (5) - Pest control service.
(613) 366-2202
Open - Closes 10 p.m.

Ottawa Pest Removal | Pest Control Service Provider
4.5 ★★★★★ (8) - Pest control service.
138 Cranestill Road - (613) 699-8700
Open - Closes 7 p.m.

More places



Ottawa Mouse Control | Skedaddle Wildlife Control

<https://www.skedaddlewildlife.com/ottawa-mouse-control/>
Mar 2, 2016 - Mice used holes cut for electrical and plumbing lines to travel inside the house. Most mouse infestations are more complex than they appear on the surface and understanding mouse biology and behaviour plays an important role in their effective control.

Mice Extermination - How to Get Rid of Mice - Orkin

<https://www.orkin.com/rodents/mouse-control/how-to-get-rid-of-mice/>
The urine, saliva and feces of some mice may contain viruses and bacteria, such as salmonella and

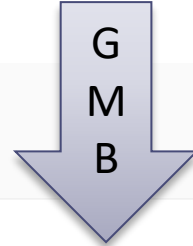
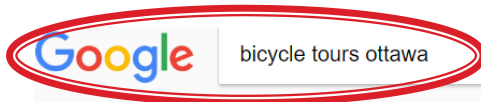


Getting On the (Google) Map



Google My Business

Search Results Page



Paid Ads
Google Ads

All Maps Images News Videos More Settings Tools

About 767,000 results (0.54 seconds)

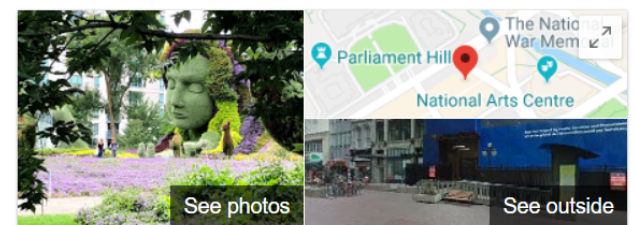
Road Biking Tours | Voted #1 Active Travel Company | backroads.com
www.backroads.com/
Premiere Road **Biking Tours**. 40 Years Experience. Order a Free Catalog! Ideal Group Sizes.
[View all Bike Tours](#) [Request a Catalog](#)
Our Most Scenic Biking Tours. Fill In Your Required Details.
by Destination Or Activity. Request Your Free BACKROADS Catalog

Discovery Bicycle Tours | This Isn't Your Typical Tour
www.discoverybicyclerotours.com/
Award winning **tours**. Ride from inn to inn, enjoy fine food and great lodging. Free Use Of Bikes. Fine Food. Multiple Scheduled Dates. Highlights: Spectacular Views, More Than 20 Locations, Multiple Scheduled Dates, Free Use Of Bikes.

Bicycle Tours Of Alaska | Beautiful Remote Cycling | alaskabike.com
www.alaskabike.com/
Fully Supported, Inn-To-Inn **Tours**. Request A Catalog! Small group size.
[About Us](#) · [Book Tickets](#) · [Browse Tours](#) · [View Benefits](#)

Walking & Biking Tours in Ottawa - TripAdvisor - TripAdvisor.ca
www.tripadvisor.ca/
Quick & Easy Purchase with Flexibility to Cancel Up to 24 Hours Before the Start. TripAdvisor...

Escape Bicycle Tours & Rentals in Ottawa-Gatineau
<https://escapebicyclerotours.ca/>
Daily guided **bicycle tours** & rentals in **Ottawa-Gatineau**. Rent a bike starting at \$8/hr. Bikes available in all sizes; 65 Sparks St. near Parliament Hill/War.
[Tours - Best of Ottawa- 5 hours](#) · [Scheduled Tours](#) · [Special Tours & Packages](#)



Escape Bicycle Tours and Rentals ★

4.9 ★★★★★ 105 Google reviews [Website](#) [Directions](#)
Sightseeing tour agency in Ottawa, Ontario

Address: 65 Sparks St, Ottawa, ON K1P 5A5
Hours: Closed · Opens 9 a.m. Mon. [▼](#)
Armistice Day might affect these hours
Province: Ontario
Phone: +1 888-667-2012
[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers
[See all questions \(1\)](#) [Ask a question](#)

Google My Business



▶ Free Advertising

1. Pictures
2. Map with location
3. Link to your website
4. Customer review rating
5. Category
6. Your address
7. Your hours
8. Your phone

Escape Bicycle Tours and Rentals

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 142 Google reviews

Sightseeing tour agency in Ottawa, Ontario

Address: 65 Sparks St, Ottawa, ON K1P 5A5

Hours:

Thursday	9 a.m.–7 p.m.
Friday	9 a.m.–7 p.m.
Saturday	9 a.m.–7 p.m.
Sunday	9 a.m.–7 p.m.
Monday	9 a.m.–7 p.m.
Tuesday	9 a.m.–7 p.m.
Wednesday	9 a.m.–7 p.m.

[Suggest an edit](#)

Phone: +1 888-667-2012

Province: Ontario



Google My Business

Business Category



- ▶ Better for local searches
- ▶ Your business is listed by category
 - Easier to find

See photos

See outside

Parliament Hill

The National War Memorial

National Arts Centre

Escape Bicycle Tours and Rentals ★

4.9 ★★★★★ 105 Google reviews

Sightseeing tour agency in Ottawa, Ontario

Website Directions

Address: 65 Sparks St, Ottawa, ON K1P 5A5

Hours: Open · Closes 6 p.m. ▼
Armistice Day might affect these hours

Province: Ontario

Phone: +1 888-667-2012

[Suggest an edit](#)

Know this place? Answer quick questions

To Show / Not Show Your Address



- ▶ Do you deliver products or services at this location?
 - **Yes** – Your address will show on Google my business
 - **No** – Your address will not show

Full Name:

Address Line1:
Street address, P.O. box, company name, c/o

Address Line2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP/Postal Code:

Country:



How to Create Your Google My Business Account

It's quick and easy!

Register for Google My Business



- ▶ www.Google.com/business
- ▶ Follow Signup links
- ▶ Use free Google account email address (@gmail.com)
- ▶ Business Address – Physical locations only. **NO** P.O boxes
 - Deliver products / services or serve at your location?
- ▶ Phone Number – use a local number
- ▶ Wait 1 – 2 weeks:
 - Google will mail you a card with a verification code
 - Enter code and your business is “on the map”

Maintaining a High Profile



▶ Constantly update adding:

- Pictures
- Blog posts
- Videos
- Events

Update like social media!

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[Suggest an edit](#)

Know this place? [Answer quick questions](#)

[See photos](#) [See outside](#)

[Website](#) [Directions](#)

Encourage Customer Reviews



- ▶ Validation for Google and your customers!



Reviews Are Important



- ▶ Respond to all reviews, especially negative ones!
 - Be factual and polite



Google My Business Summary



- ▶ It's free to get an account
- ▶ Helps you get found in your local serving area
- ▶ Gives users valuable information about your business:
 - Location
 - Phone number
 - Hours
 - Reviews
- ▶ Keep it up to date with pictures, posts, events, videos,
 - It's a social media account!



Google Ads

Paid Google Advertising

Today's Presentation



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Ants, Cockroaches, Bedbugs, Wasp, Spiders, Mice, Raccoons, Squirrels, Bats etc.

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Certified Pest Exterminator Experts - Call Us Today For Free Quotation. Environmentally Friendly.



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The urine, saliva and feces of some mice may contain viruses and bacteria, such as salmonella and



Why Search Ads Work



- ▶ User describes problem in Google (keywords)
- ▶ Highly motivated at that moment
- ▶ Seller has buyer's undivided attention.



How Search Ads Work



Google mouse exterminator ottawa

All Maps Images Shopping News More Settings Tools

About 38,500 results (0.55 seconds)

- Ad** Control Service Provider | In Ottawa at Affordable Price
ottawapestremoval.com/rats/Extermination (613) 699-8700
/rats removal from the specialists of Ottawa pest removal company. Services: Domestic Pest Control, Commercial Pest Control.
Fly Control Service · Cockroach Control Service · Spider Control Service · Rat Control Service
- Ad** Exterminator Ottawa | Nature's Way Property Services
w.natureswaypestservices.ca/wildlife/removal (613) 482-0287
Removal, Raccoon Removal And Squirrel Removal Services. Call Us Now! 20 Years Experience. Restoration, 24/7 Appointment Hours. Prevention Services. Long-Term Solutions.
Contact Us · Useful Links · About Us
- Ad** & Rat Extermination - abellpest.ca
w.abellpest.ca/mice-and-rats +1 888-560-2056
Need mice and rat control in Canada. Since 1924. Free quote. Free Estimates. Money-Back Guarantee Call. Free Quote, Guaranteed. Call Now for a Free Quote.

Map showing locations: Gatineau, Dunrobin, KANATA, NEPEAN, Abell Pest Control, GOF Pest Control™

Rating Hours

- Ad** Abell Pest Control 3.7 ★★★★★ (26) - Pest Control Service
Ottawa · (613) 505-4655
Open 24 hours
- Pest Control Ottawa Inc. 4.5 ★★★★★ (46) - Pest Control Service
Ottawa, ON · (613) 209-1880
Open 24 hours

- ▶ Advertiser pays when their ad is clicked by the user.
- ▶ User does not click, advertiser does not pay

How Much Does Google Ads Cost



Think silent auction

1. How much you are willing to pay for a click to your website
 - Max CPC (Cost Per Click) – Your **BID**
2. Relevance of your ad to the search query
 - High relevance can reduce your price

Maximum CPC (cost per click)



- ▶ Maximum you are willing to pay for a click



Your max CPC is NOT necessarily what you will pay for a click!

Bidding Example:



Search bar containing the text "mouse traps" with a microphone icon and a search button.

All Images Videos Shopping Maps More Search tools

About 3,790,000 results (0.57 seconds)

[Mouse Traps - WoodstreamBrands.ca](#)

Bid \$5.45

Ad www.woodstreambrands.ca/Mice

Take Care Of Your Mouse Problem With Victor & Havahart Products!
Ships From Brampton · Free Shipping Over \$89 · 30-Day Return Policy

[Mouse Traps - CanadianTire.ca](#)

Bid \$5.60

Ad www.canadiantire.ca/

Find the Right Mosquito, Insect & Critter Protection at Canadian Tire
Great Selection · Shop Online · Pay & Pick Up
Ratings: Prices 9.5/10 - Selection 9/10 - Returns 9/10 - Product quality 9/10
Gardening How-Tos · Lawn Care · Store Locator · The WOW Guide
8181 Campeau Drive - (613) 599-5105 - Open today · 8:00 AM – 9:00 PM

[Mouse Traps at Amazon.ca](#)

Bid \$4.00

Ad www.amazon.ca/

Buy mouse traps at Amazon! Free Shipping on Qualified Orders
Best selling Kindles · Daily Deals · Amazon Prime
Clothing & Accessories · Toys & Games · Kindle Store · Back to School · Amazon Gift Cards

[Top 10 Mouse Traps - Best Mouse Traps Of 2016's - bestreviews.guide](#)

Bid 3.80

Ad www.bestreviews.guide/Mouse-Traps

We Did The Research For You.
Top Mouse Traps. · Mouse Traps Reviews.

[Pros and Cons of the Top Mouse Traps: What Really Works](#)

how-to-get-rid-of-mice.com/mousetrap-types/

If you are looking for the best mouse trap, check the pros and cons to see which is most appropriate for your home. ... Here are the Pros and Cons of these 6 popular mouse traps. ... Victor Pest control makes one of the best electric mouse traps on the market.

Images for mouse traps

Report images



Bidding Example: Auction Winner



mouse traps  

[All](#) [Images](#) [Videos](#) [Shopping](#) [Maps](#) [More](#) [Search tools](#)

About 3,790,000 results (0.57 seconds)

[Mouse Traps - WoodstreamBrands.ca](#)

Bid \$5.45

[Ad](#) [www.woodstreambrands.ca/Mice](#)

Take Care Of Your Mouse Problem With Victor & Havahart Products!

[Free Shipping](#) [Free Shipping](#) [Free Shipping](#) [Free Shipping](#) [Free Shipping](#)

[Mouse Traps - CanadianTire.ca](#)

Bid \$5.60

[Ad](#) [www.canadiantire.ca/](#)

Find the Right Mosquito, Insect & Critter Protection at Canadian Tire

Great Selection · Shop Online · Pay & Pick Up

Ratings: Prices 9.5/10 - Selection 9/10 - Returns 9/10 - Product quality 9/10

[Gardening How-Tos](#) · [Lawn Care](#) · [Store Locator](#) · [The WOW Guide](#)

📍 8181 Campeau Drive - (613) 599-5105 - Open today · 8:00 AM – 9:00 PM

[Mouse Traps at Amazon.ca](#)

Bid \$4.00

[Ad](#) [www.amazon.ca/](#)

Buy mouse traps at Amazon! Free Shipping on Qualified Orders

Best selling Kindles · Daily Deals · Amazon Prime

[Clothing & Accessories](#) · [Toys & Games](#) · [Kindle Store](#) · [Back to School](#) · [Amazon Gift Cards](#)

[Top 10 Mouse Traps - Best Mouse Traps Of 2016's - bestreviews.guide](#)

Bid 3.80

[Ad](#) [www.bestreviews.guide/Mouse-Traps](#)

We Did The Research For You.

[Top Mouse Traps](#) · [Mouse Traps Reviews](#).

[Pros and Cons of the Top Mouse Traps: What Really Works](#)

[how-to-get-rid-of-mice.com/mousetrap-types/](#)

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[Images for mouse traps](#)

[Report images](#)



What You Actually Pay

The screenshot shows a Google search for "mouse traps". The search bar contains "mouse traps" and a search icon. Below the search bar, there are tabs for "All", "Images", "Videos", "Shopping", "Maps", "More", and "Search tools". The search results show "About 3,790,000 results (0.57 seconds)". The first result is "Mouse Traps - WoodstreamBrands.ca" with a URL "www.woodstreambrands.ca/Mice". The second result is "Mouse Traps - CanadianTire.ca" with a URL "www.canadiantire.ca/". The third result is "Mouse Traps at Amazon" with a URL "www.amazon.ca". The fourth result is "Top 10 Best Mouse Traps Of 2016's - bestreviews.guide". The fifth result is "The Top Mouse Traps: What Really Works" with a URL "http://www.howtogeek.com/mousetrap-types/".

A large diagonal box with a black border and white background contains the text: "Pay \$0.01 more than the bid you beat".

To the right of the Canadian Tire result, there is a red box containing the text: "Pays \$4.01". Below this, a blue arrow points up to the text: "Bid \$4.00".

Images for mouse traps

Report images



What is Odd About Bids & Positions

mouse traps

All Images Videos Shopping Maps More Search tools

About 3,790,000 results (0.57 seconds)

Mouse Traps - WoodstreamBrands.ca Bid \$5.45
[Ad www.woodstreambrands.ca/Mice](#)
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Great Selection · Shop Online · Pay & Pick Up
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Gardening How-Tos · Lawn Care · Store Locator · The WOW Guide
8181 Campeau Drive - (613) 599-5105 - Open today · 8:00 AM – 9:00 PM

Mouse Traps at Amazon.ca Bid \$4.00
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Buy mouse traps at Amazon! Free Shipping on Qualified Orders
Best selling Kindles · Daily Deals · Amazon Prime
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[Ad www.bestreviews.guide/Mouse-Traps](#)
We Did The Research For You.
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Images for mouse traps

Report images



How Much Does Google Ads Cost



Think silent auction

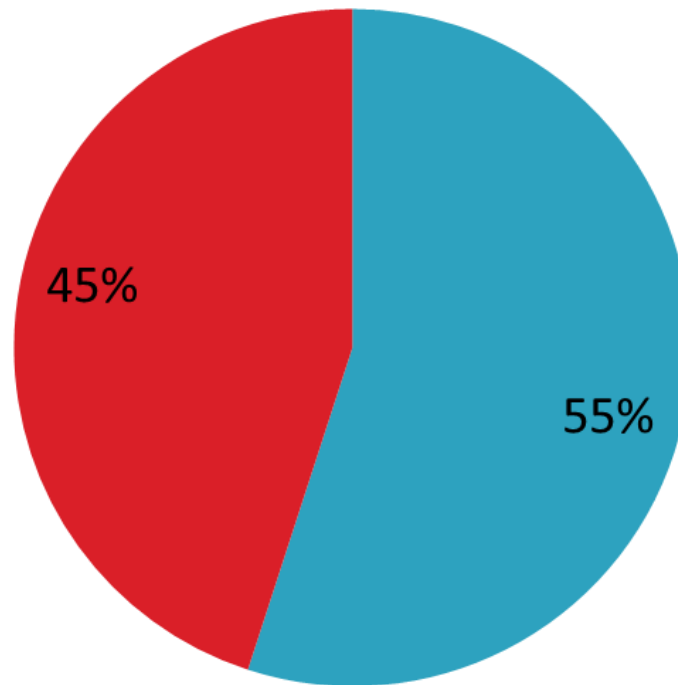
1. How much you are willing to pay for a click to your website
 - Max CPC (Cost Per Click) – Your **BID**
2. Relevance of your ad to the search query
 - High relevance can reduce your price

Relevance Versus Max CPC



Position Determination

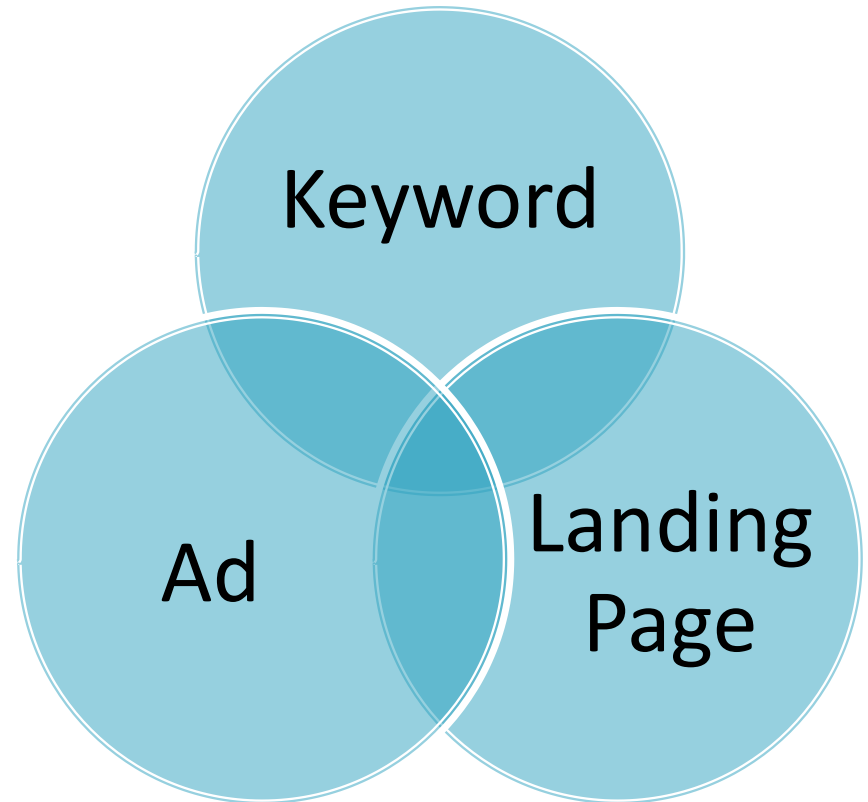
■ Max CPC ■ Relevance



How to Be Relevant



- ▶ Keywords – Group them by common themes
- ▶ Align Ad Copy to keyword themes.
- ▶ Landing Page – is true to keyword and ad copy.



Tool to Manage Relevance



Courtesy of SEOBlog.com

Quality Score: 1 to 10 Rating

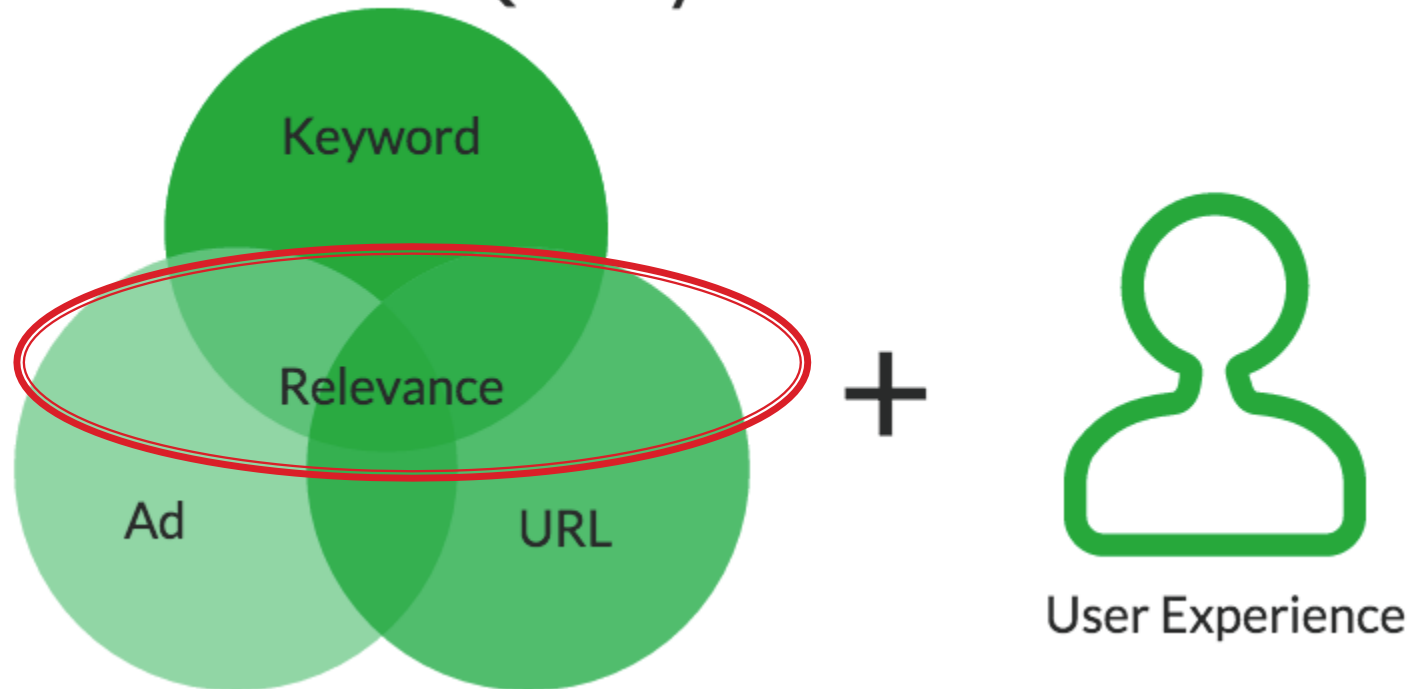


- ▶ Google's opinion how well your ads and landing pages relate to keywords you choose





How is Quality Score Determined?



Potential Quality Score Impact



Source: Wordstream.com

Account Set up Tips



Budget



- ▶ Set a monthly budget you can live with for 6 months
- ▶ Your daily budget will be that amount divided by 30.4 days.



Set Location Targeting



- ▶ Save money – think small to start:
 - Ottawa instead of Canada
 - Kanata instead of Ottawa
 - Add more as confidence increases



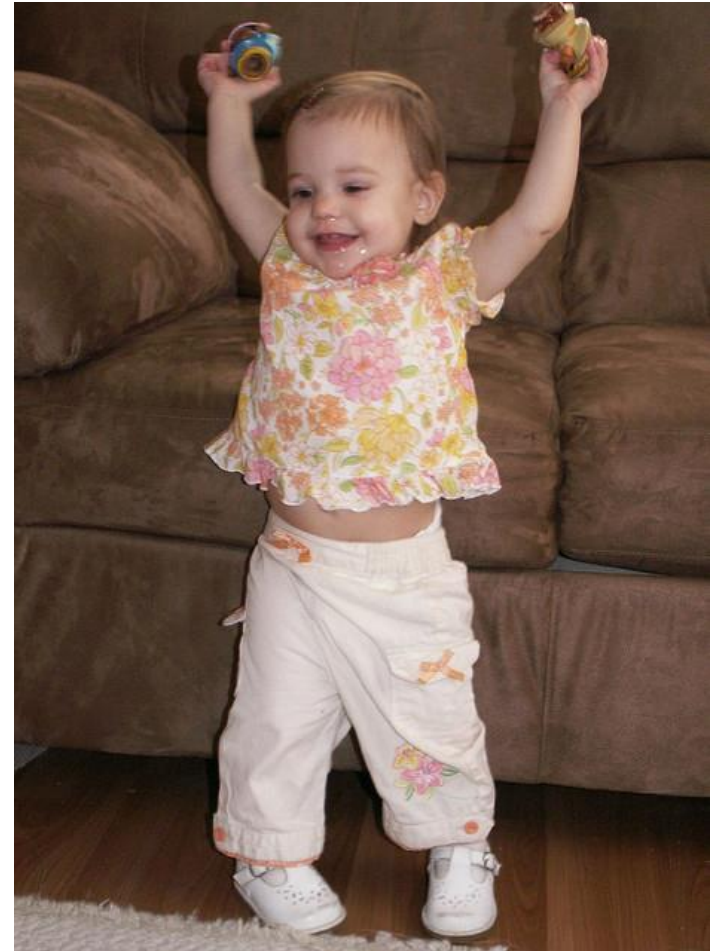
Conversion Tracking

How you know your ads are working!

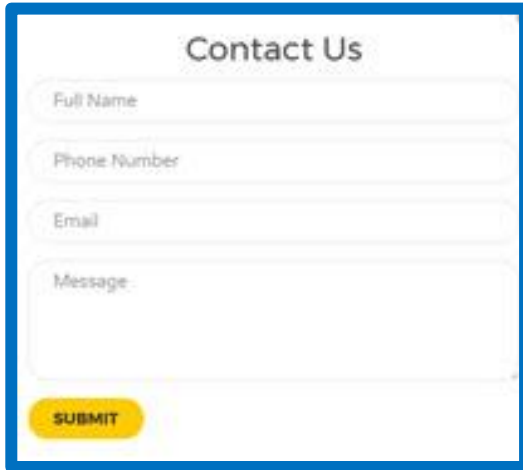
What is a 'conversion'?



- ▶ What you want people do on your website....



Examples: What you want people to do



A contact form titled "Contact Us" with a blue border. It contains four input fields: "Full Name", "Phone Number", "Email", and "Message". A yellow "SUBMIT" button is located at the bottom left of the form.



There are many things you want people to do.....

What ever you want users to do....



These are
your
conversions

- ▶ **“Tell” Google Ads**



Conversion Tracking Matters



Default Channel Grouping	Sessions	Sessions	Contribution to total:
	19,624 % of Total: 100.00% (19,624)	19,624 % of Total: 100.00% (19,624)	Sessions
1. Paid Search	8,602	43.83%	
2. Organic Search	7,757	39.53%	
3. Direct	2,533	12.91%	
4. (Other)	354	1.80%	
5. Referral	345	1.76%	
6. Social	33	0.17%	

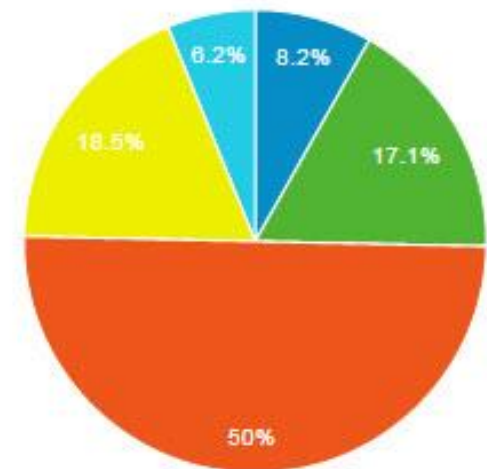
\$2,500 / month

What You Don't Know.... Hurts You

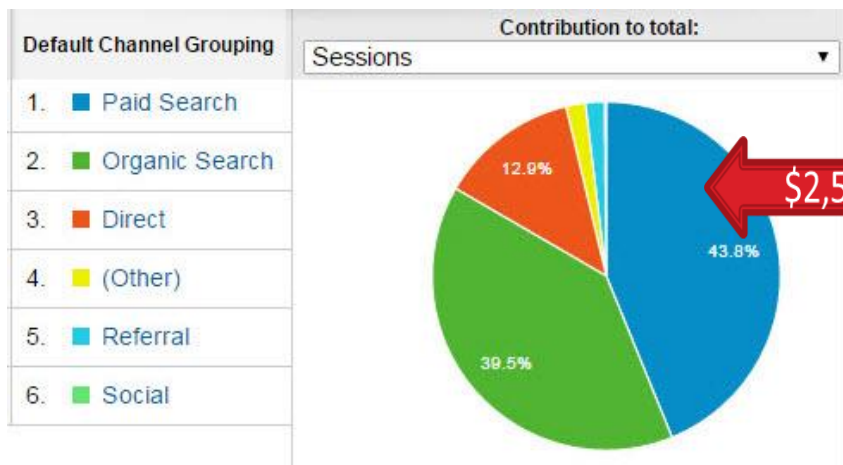


Default Channel Grouping		Sessions	Transactions	Contribution to total:
		19,629 % of Total: 100.00% (19,629)	146 % of Total: 100.00% (146)	Transactions
<input type="checkbox"/>	1. Paid Search	8,603	8.22%	
<input type="checkbox"/>	2. Organic Search	7,760	17.12%	
<input type="checkbox"/>	3. Direct	2,534	50.00%	
<input type="checkbox"/>	4. (Other)	354	18.49%	
<input type="checkbox"/>	5. Referral	345	6.16%	
<input type="checkbox"/>	6. Social	33	0.00%	

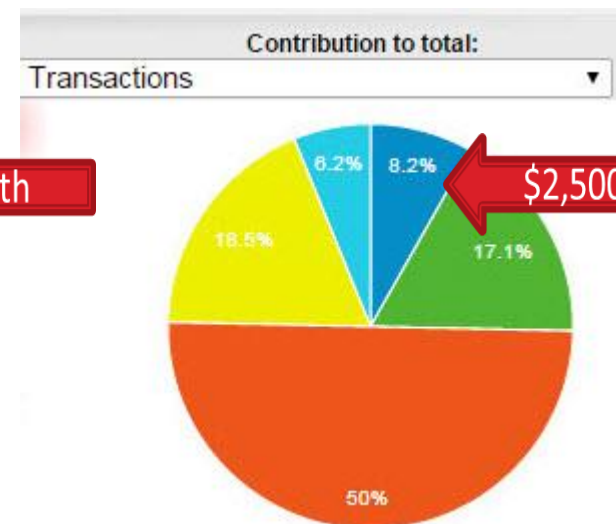
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Traffic ≠ Goals



\$2,500 / month



\$2,500 / month

Without Conversion Tracking

With Conversion Tracking

Conversion Tracking Prevents You From Wasting Money



- ▶ Assume lots of traffic means a lot of goal achievements



How Set Up Conversion Tracking



Academy for Ads

Learn about Google ads

Earn Achievements

Continue your education



It's in your free training

Google Ads: A Powerful Tool



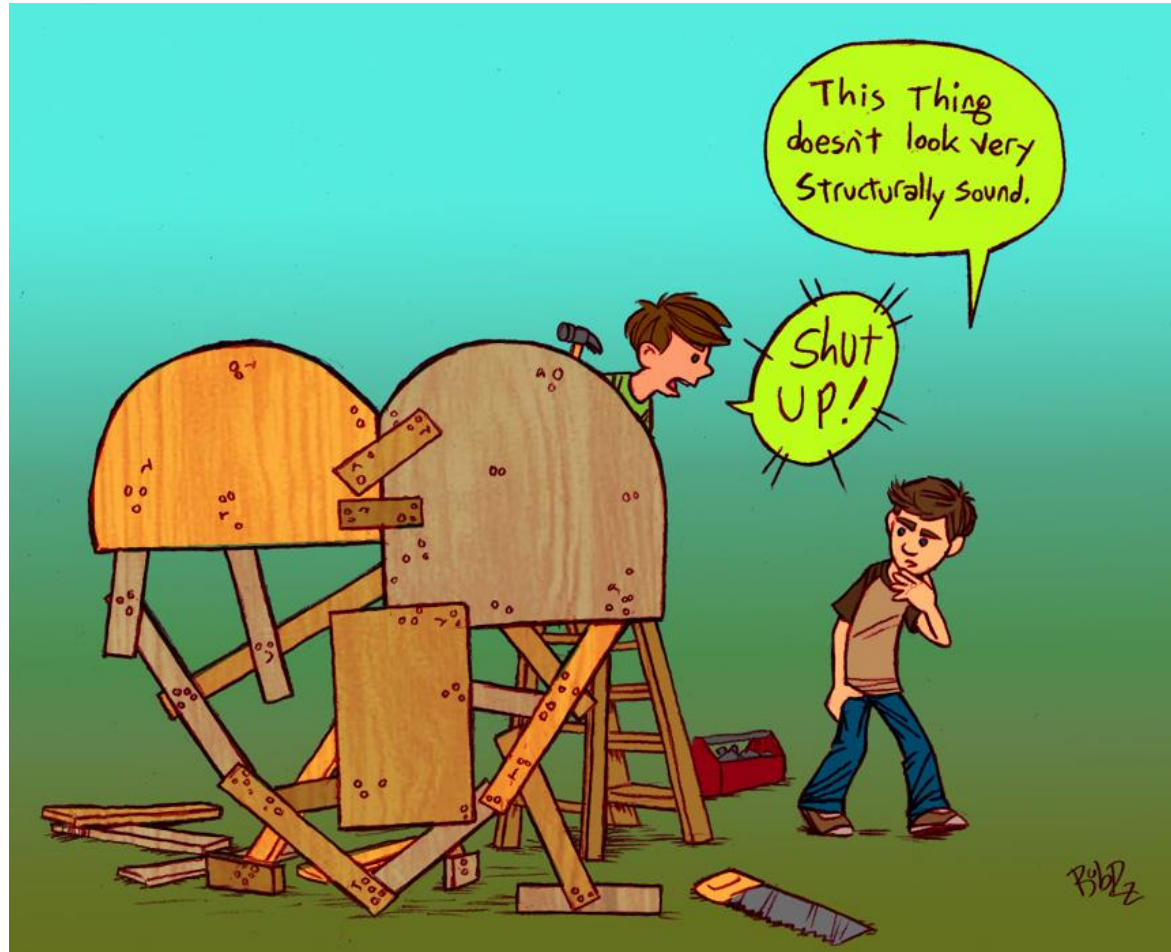
Two Types of People.....



Just start using a tool

Read the manual

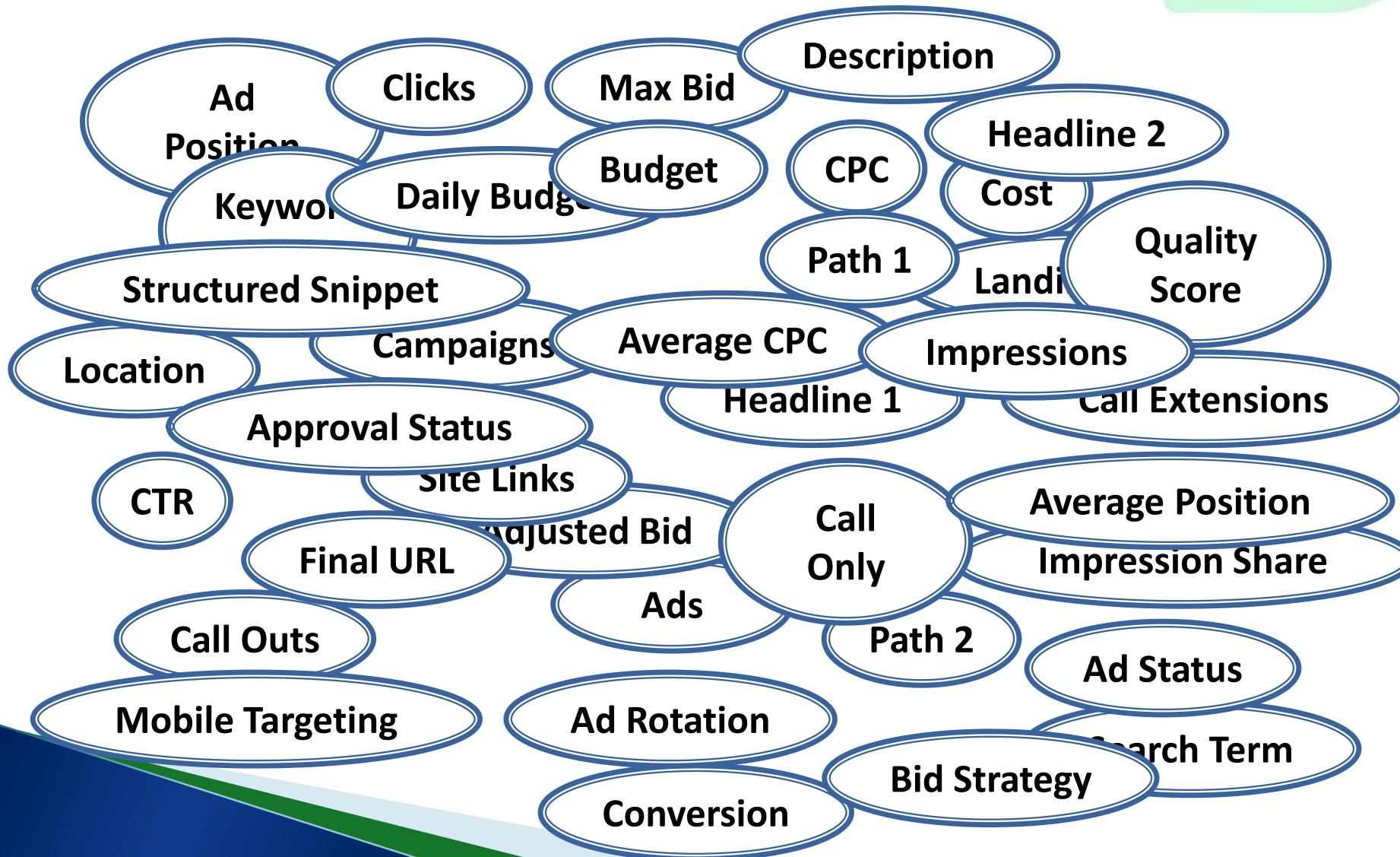
Google Ads Without Training



Yes, You Really Need the Training.....



Lots of Moving Parts to Understand



Google Academy for Ads



Google Academy for Ads
Courses to take:

- Digital Advertising, &
 - Search Advertising
- ▶ Expect to spend 3 – 4 hours in this training



It's Free!!!

4 Starting Steps for Do it Yourselfers



1. Set a budget you can live with for six months....
2. Start with a small geography (city / neighbourhood) and expand as you get comfortable.
3. Define success – What you want people to do on your site.
 - Configure success in Google Ads (hint, look up **conversion tracking**)
4. Take Google Ads Training: Google Academy for Ads!!!!!!!
 - Google Ads Fundamentals
 - Search



Patience is not
the ability to wait,
but the ability
to keep a good
attitude while waiting.

by Anthony Comstock

Your Homework: Due Monday!



- ▶ Register at Google My Business

- ▶ Start Google Training
 - Academy for Ads
 - Fundamentals
 - Search

Need Help?

- ▶ David Bird
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 - 613-875-4987

Future Presentations



- ▶ **Google Analytics**
 - February 6th at Invest Ottawa
 - Conversion Tracking (used by Google Ads)

- ▶ **Google Ads 201**
 - Advanced Google Ads
 - MUST have an active Google Ads Account
 - March 12th at Invest Ottawa