



## Google Ads Fundamentals

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## Agenda For Today



- ▶ What is Google Advertising
- ▶ How much does Google Advertising cost?
- ▶ How to make a good 'Google' ad
- ▶ Your next steps
  - Is this for me?

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## What is Google Advertising?



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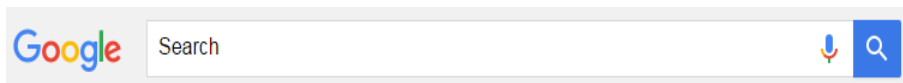
## Types of Google Advertising



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## It Begins with a Search



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## Found a Mouse In The House



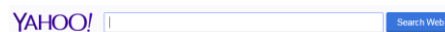
Courtesy Pixabay.com

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## Need a Solution.....



Courtesy Cary Pest.com



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## Search for “Mouse Exterminator”

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## Search Results Page



Google mouse exterminator ottawa

Top of Page

Google Ads

Bottom of Page

SEO Listing

Mouse Control Service Provider | In Ottawa at Affordable Price  
Get mouse rat removal from the specialists of Ottawa pest removal company. Services Control, Commercial Pest Control, Fly Control Service, Cockroach Control Service, Spider Control Service, Rat Control.

Mouse Exterminator Ottawa | Nature's Way Property Services  
www.natureswayproperty.com/pestremoval • (613) 452-4287  
Mouse Removal, Rat Control, Flea and Tick Removal Services. Call Us Now! 24/7  
Contact Us, Useful Links, About Us

Mice & Rat Extermination - abellpest.ca  
www.abellpest.ca/mice-and-rats • (613) 555-5555  
Guaranteed mice and rat control in Canada. Since 1924. Free quote. Free Estimates. I Guarantee Call. Free Quote. Guaranteed. Call Now for a Free Quote.

Abell Pest Control  
(613) 555-5555 • Pest Control Service  
Ottawa, ON • (613) 555-5555  
Open 24 hours

Pest Control Ottawa Inc.  
4.5 ★★★★★ (48) • Pest Control Service  
Ottawa, ON • (613) 299-1888  
Open 24 hours

Paramount Pest Control  
4.6 ★★★★★ (152) • Pest Control Service  
Ottawa, ON • (613) 263-4387  
As a soon-to-be father, I was very concerned when I saw a mouse in...

GOI Pest Control™  
4.3 ★★★★★ (31) • Pest Control Service  
Ottawa, ON • (613) 359-2292  
Closes soon • 10 p.m.

More places

Ottawa Mouse Control | Skeddadle Wildlife Control  
https://www.skeddadlewildlife.com/ottawa-mouse-control •  
Mar 2, 2016 • Ottawa Mouse Control. Mice are one of the most common pests found inside Ottawa homes. Whether you've found droppings under the sink or hear scratching and scurrying in the attic, the thought of sharing your home with mice can be very stressful.

Mice Pest Control | Mouse Removal Services in Ottawa, ON  
www.pestcontrolottawa.com/mouse-exterminator-ottawa-on.html •  
Licensed pest control technicians can provide professional mouse control services. Call (613) 299-1888. Save \$25.00. Discount and unmarked trucks.

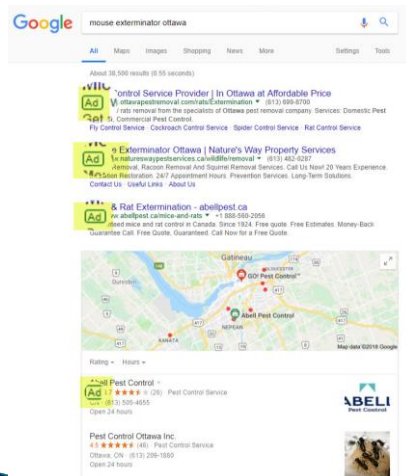
Ottawa, ON Pest Control & Exterminator Services - Orkin Canada  
https://www.orkin.ca/locations/ottawa • Locations • Ontario •  
Ottawa Pest Control & Extermination Services. Free Pest... Rats and mice are common and they often try to move indoors -- especially during the fall. Wildlife...

Rats and Mice in Ottawa, ON: Prevention & Removal - Orkin Canada  
https://www.orkin.ca/locations/ottawa • Locations • Ontario •  
Learn information about rats & mice in Ottawa, ON. Find out how to identify rat or mouse infestations. Contact Orkin Canada for inspection and rodent removal.

Pest Control Ottawa | Exterminator Ottawa, ON | GOI Pest Control  
https://www.goipestcontrol.ca/ •  
Pest Control Ottawa ON exterminator and wildlife control technicians. Bed bugs, moths, mice, raccoons, squirrels and more. Call: (613) 359-2292 Our Licensed Pest Control Technicians.

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## Search Results Page Ads



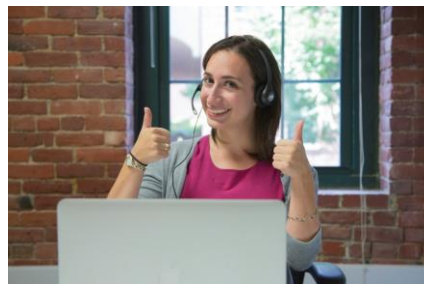
- ▶ If an ad is clicked:
  - That advertiser pays Google
- ▶ User does not click, advertiser does not pay

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## Why Search Ads Work



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



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## How Much Does a Click Cost?



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## Your Budget



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



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## How Much Does Google Ads Cost



### Think silent auction

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



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# 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!**

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## Bidding Example



mouse traps

All Images Videos Shopping Maps More Search tools

About 3,700,000 results (0.57 seconds)

**Mouse Traps - WoodstreamBrands.ca** Bid \$5.45  
[www.woodstreambrands.ca/Mice/](http://www.woodstreambrands.ca/Mice/)  
 Take Care Of Your Mouse Problem With Victor & Havahart Products!

**Mouse Traps - CanadianTire.ca** Bid \$5.60  
[www.canadiantire.ca/](http://www.canadiantire.ca/)  
 Find the Right Mosquito, Insect & Critter Protection at Canadian Tire  
 Great Selection · Shop Online · Pay & Pick Up  
 Ratings: Prices 9/10 · Selection 9/10 · Returns 9/10 · Product quality 9/10  
 Gardening How-Tos · Lawn Care · Store Locator · The WOW Guide  
 8181 Campeau Drive · (513) 500-5105 · Open today · 8:00 AM – 9:00 PM

**Mouse Traps at Amazon.ca** Bid \$4.00  
[www.amazon.ca/](http://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**  
[www.bestreviews.guide/Mouse-Traps/](http://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/](http://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

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## What You Actually Pay

Search results for "mouse traps" (About 3,700,000 results (0.57 seconds))

- Mouse Traps - WoodstreamBrands.ca
- Mouse Traps - CanadianTire.ca
- Mouse Traps at Amazon.ca

**Pay \$0.01 more than the bid you beat**

Bid \$4.00  
Pays \$4.01

Top 10 Mouse Traps Of 2016's - bestreviews.guide

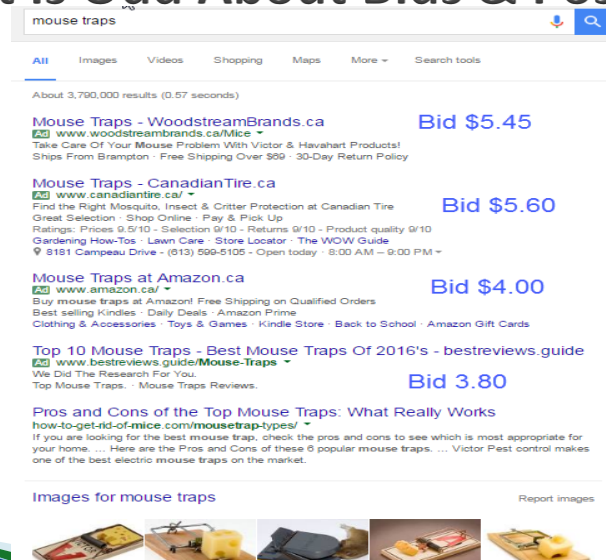
Top Mouse Traps: What Really Works

Images for mouse traps



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# What is Odd About Bids & Positions



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# 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

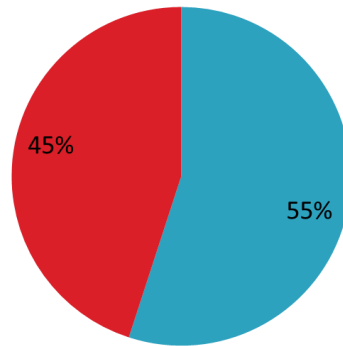
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# Relevance Versus Max CPC



## Position Determination

■ Max CPC ■ Relevance

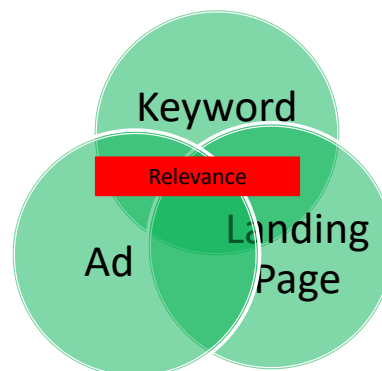


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# How to Be Relevant



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

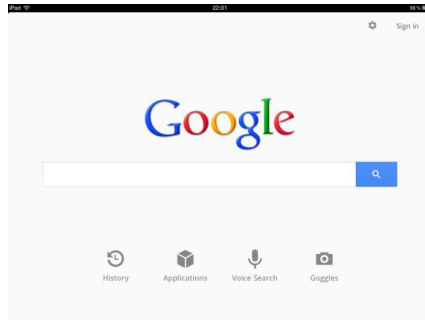


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# Keywords



- What people enter into Google
- Triggers ads to be displayed



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# Make (brainstorm) a Keyword List



- New Condos for sale Ottawa
- Townhouses Ottawa South
- Condos Ottawa
- Ottawa South Home Builders
- Townhouses Ottawa
- Condos Ottawa South
- New townhouse developments Ottawa
- New developments Ottawa South
- Townhouses for sale in Ottawa
- Ottawa South Homes



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## Group Keywords by Themes



Grouping helps match  
your ad to user's search



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## Make (brainstorm) a Keyword List

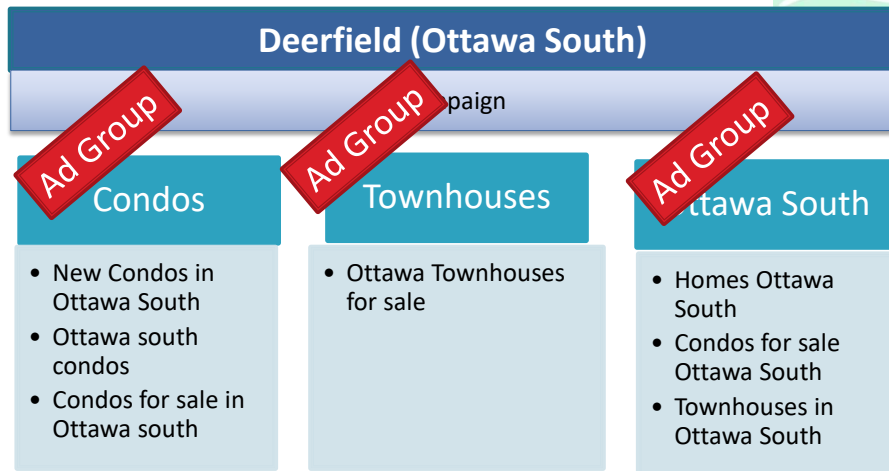


- ▶ New Condos for sale Ottawa South
- ▶ Townhouses Ottawa South
- ▶ Condos Ottawa
- ▶ Ottawa South Home Builders
- ▶ Townhouses Ottawa
- ▶ Condos Ottawa South
- ▶ New townhouse developments Ottawa
- ▶ New developments Ottawa South
- ▶ Townhouses for sale in Ottawa
- ▶ Ottawa South Homes



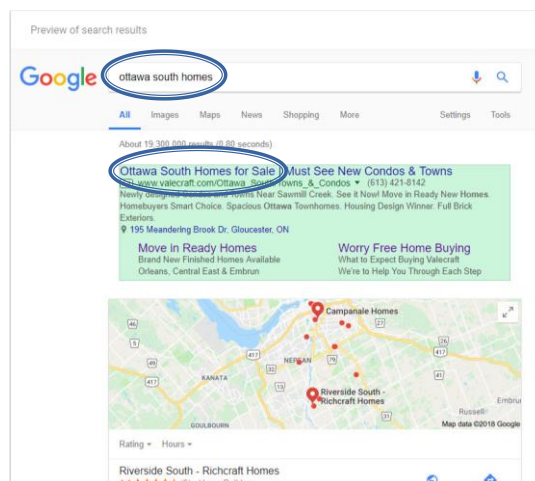
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## Keyword Grouping Example



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## Make Your Ad Match Searcher's Query

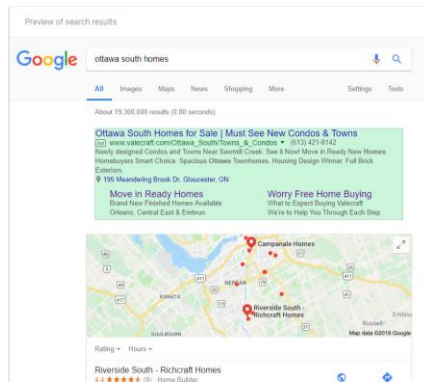


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# Your Advertisement(s)

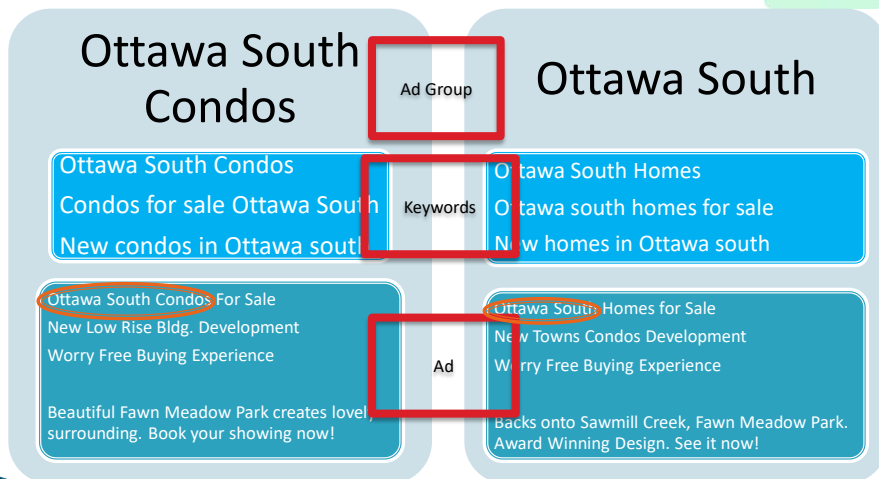


- ▶ Contains keyword group **or variation** of...
  - Keeps ad relevant to the searcher's query



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# Ad For Each Ad group



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## Ad Components & Rules



Ad Component	Max Characters	What to say
Final URL	Unlimited Characters	Link to your web page.
Headline 1	30 Characters (incl. spaces)	What you have
Headline 2	30 Characters	What's special about you
Headline 3	30 Characters	What's Special about you
Path 1	15 Characters	Where the user is going.
Path 2	15 Characters	Re inforce your page is the right place for them.
Description Line 1	90 Characters	Who is your company, why should I trust you
Description Line 2	90 Characters	More about your company.....

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## Tool to Manage Relevance



Courtesy of SEOBlog.com

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## Quality Score: 1 to 10 Rating



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

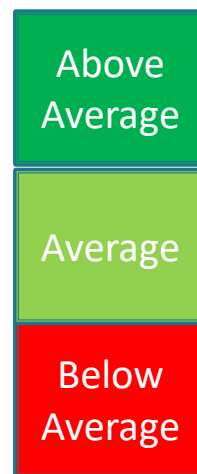


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## 3 Quality Score Components

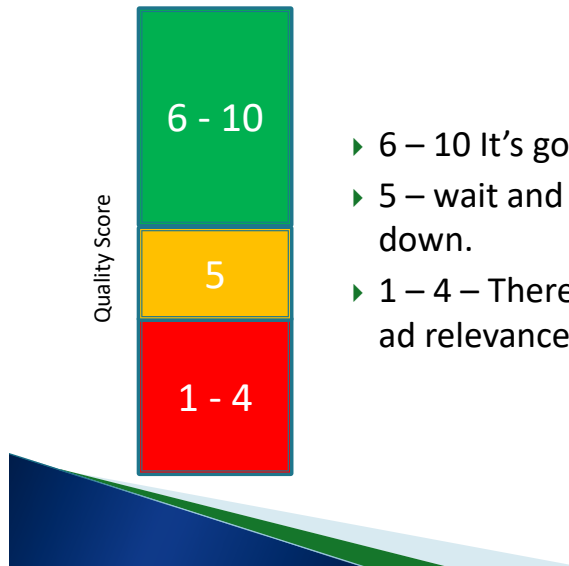


- ▶ Ad Relevance
  - How well the ad relates to the user's search term
- ▶ Landing Page Relevance
  - When users click your ad they go to a landing page
- ▶ Expected CTR (Click Through Rate)
  - Is your ad compelling, will people click through to landing page?



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# How to Manage Your Quality Score



- ▶ 6 – 10 It's good. Leave it alone
- ▶ 5 – wait and see if QS moves up / down.
- ▶ 1 – 4 – There's a problem. Check ad relevance.

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# Remember Why Quality Score Matters



mouse traps

About 3,700,000 results (0.57 seconds)

**Mouse Traps - WoodstreamBrands.ca**  
[www.woodstreambrands.ca/Mice/](http://www.woodstreambrands.ca/Mice/)  
 Take Care Of Your Mouse Problem With Victor & Havahart Products!  
 Ships From Brampton · Free Shipping Over \$99 · 30-Day Return Policy  
**Bid \$5.45**

**Mouse Traps - CanadianTire.ca**  
[www.canadiantire.ca/](http://www.canadiantire.ca/)  
 Find the Right Mosquito, Insect & Critter Protection at Canadian Tire  
 Great Selection · Shop Online · Pay & Pick Up  
 Ratings: Prices 9/10 · Selection 9/10 · Returns 9/10 · Product quality 9/10  
 Gardening How-Tos · Lawn Care · Store Locator · The WOW Guide  
 9 8181 Campeau Drive · (613) 590-5105 · Open today · 8:00 AM – 9:00 PM  
**Bid \$5.60**

**Mouse Traps at Amazon.ca**  
[www.amazon.ca/](http://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  
**Bid \$4.00**

**Top 10 Mouse Traps - Best Mouse Traps Of 2016's - bestreviews.guide**  
[www.bestreviews.guide/Mouse-Traps/](http://www.bestreviews.guide/Mouse-Traps/)  
 We Did The Research For You  
 Top Mouse Traps. · Mouse Traps Reviews.  
**Bid 3.80**

**Pros and Cons of the Top Mouse Traps: What Really Works**  
[how-to-get-rid-of-mice.com/mousetrap-types/](http://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

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## Summary



- ▶ Set your bid (amount you are willing to pay for click)
- ▶ Group keywords by theme
- ▶ Write your ads using keyword themes
- ▶ Use your Quality Score to evaluate your ads



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## Google Ads: A Powerful Tool



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## Lots of Moving Parts to Understand



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## Training Saves Time & Money



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# Google Ads Training



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## SkillShop – Google Ads FREE Training



- ▶ Expect to spend 3 – 4 hours in this training
- ▶ 1.5 – 2 hour per week managing ads



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## Summary



- ▶ Advertiser pays only if ad is clicked
- ▶ A good ad let's you compete with a higher bid
- ▶ Use Quality Score to check ad effectiveness
- ▶ Take the FREE training!!!



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## Future Presentations



- ▶ Getting Your Business on the Google Map
  - July 28
- ▶ Google Ads Advanced
  - August 25<sup>th</sup>
  - Need to have been using Google Ads account



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