



Google Ads: The Fine Art Of Optimization

Google Advertising 201

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What We'll Talk About Today



- Conversion Tracking
- Google Analytics Linking
- Search terms report
- Extensions (site links, call and a couple of underused but effective extensions)
- It's positive to use negative keywords
- Automated bidding (pros and cons)



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What We'll Talk About Today



- **Conversion Tracking**
- Google Analytics Linking
- Follow the money to optimization
- Search terms report
- Extensions (site links, call and a couple of underused but effective extensions)
- Keyword match types
- Automated bidding (pros and cons)



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What's Your Advertising Done For You Lately?

The answer lies in Conversion Tracking!

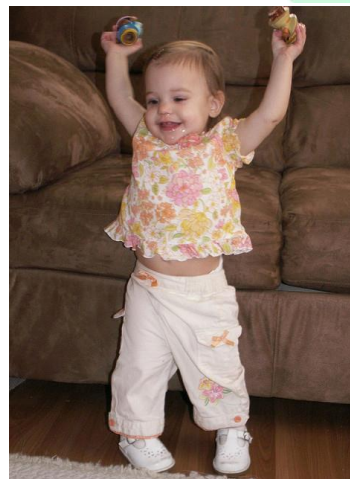


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What is a 'conversion'?

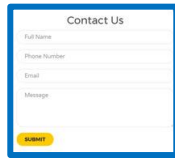


- What you want people do on your website....



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Examples: What you want people to do



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

Images are thanks to: Visit Love Boice (Comment), Yankee-shelties (Contact), Globaicy (Read our blog), Marketing Digit Pro (social like),

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What ever you want users to do....

These are
your
conversions

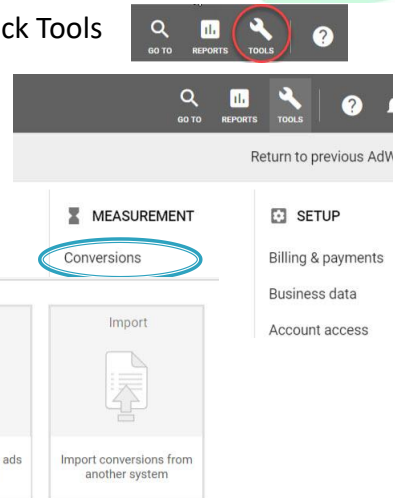
► "Tell" Google Ads



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Set Up Google Ads Conversion Tracking

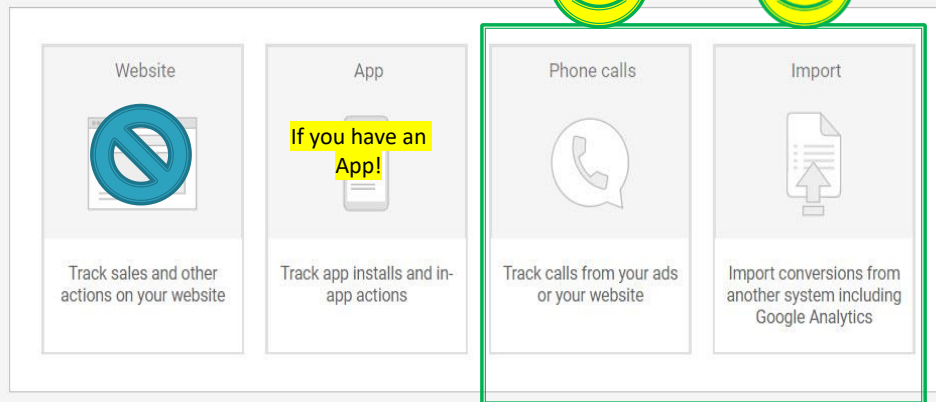
- From Google Ads top navigation click Tools



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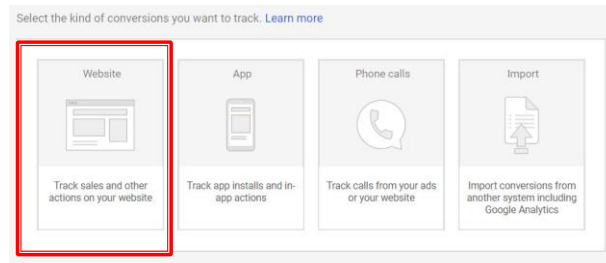
Conversion Choices

Select the kind of conversions you want to track. [Learn more](#)



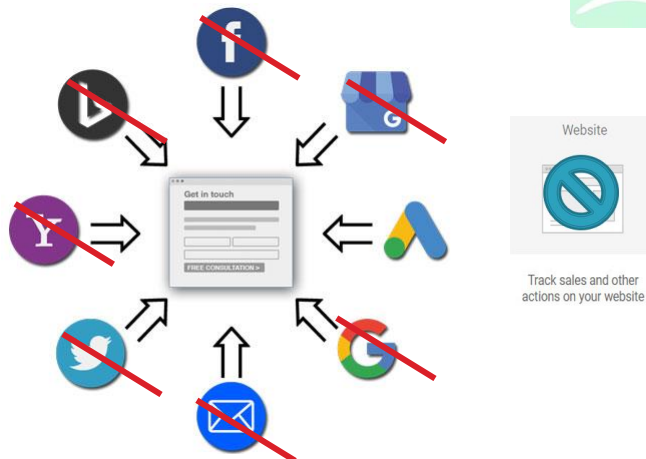
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Website Conversions



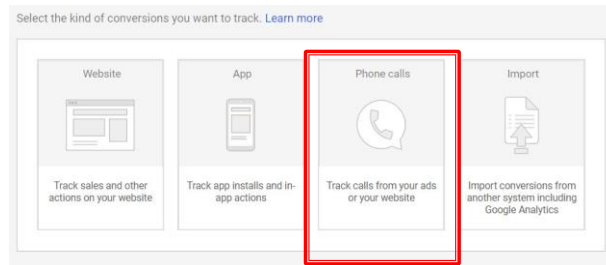
- ▶ Place Google Ads Code on **the conversion page**
- ▶ Must insert code properly to HTML of website
- ▶ Only tracks Google Ads, no other traffic sources tracked.

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Phone Call Conversions



- ▶ These users bypass your website by calling you directly from the ad.
- ▶ Set length of call time before it is a conversion.



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Set From Ad Conversion Set Up



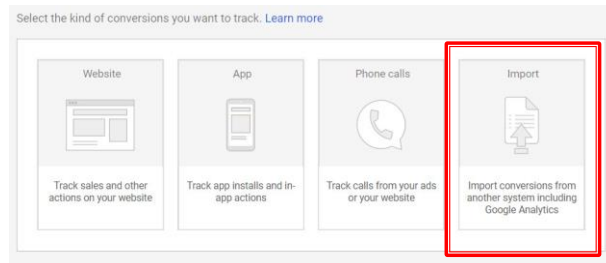
Create a conversion action to track calls from your call extension, location extension, and call-only ads

Use the settings below to determine how your conversions are tracked. [Learn more](#)

Category	Lead	
Conversion name	Calls From Ads	14 / 100
Value	<input type="radio"/> Use the same value for each conversion Canadian Dollar (CAD CA\$) 1	Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales" The value setting lets you track how much these conversions are worth to your business. Learn more
Count	<input type="radio"/> Every <input checked="" type="radio"/> One	Select how many conversions to count per click or interaction. Recommended for purchases because every purchase is valuable. Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable. Learn more
Call length	60 seconds	
Conversion window	30 days	
Include in "Conversions"	Yes	
Attribution model	Last click	
CREATE AND CONTINUE CANCEL		

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Import Conversions



- ▶ Imports Conversions from your Google Analytics Goals
- ▶ Shows Ads conversions from Analytics in your Google Ads campaigns
- ▶ All your traffic sources are tracked together in Analytics – Compare Ads, SEO, Social, etc.

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Tracks all Traffic Sources In Analytics



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How to Import Conversions



- ▶ Ensure Google Ads / Analytics accounts are linked
- ▶ Ensure Goals are set up in Google Analytics
- ▶ Tools > Conversions > + Conversion (button)
- ▶ Click 'Import' box

Select the kind of conversions you want to track. [Learn more](#)

Website

App

Phone calls

Import

Select what you want to import:

☒ Google Analytics ⓘ
☐ Google Analytics App + Web ⓘ
☐ Third-party app analytics
☐ Salesforce
☐ Other data sources or CRMs

[CONTINUE](#) [CANCEL](#)

This option lets you import goals and transactions from Google Analytics and track them as conversions in Google Ads. [Learn more](#)

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Select Goal(s) to Import



Select goals and transactions to import from Google Analytics

You've imported 0 goals from Google Analytics. You've imported 0 transactions from Google Analytics. [Learn more](#)

<div> ADD FILTER </div> <div>EXPAND</div>					
<input type="checkbox"/> Name ↑	Type	Property	View	Last modified	Conversion action
<input type="checkbox"/> Free Trial Team Click	Goal			Oct 27, 2019	Free Trial Team Click (All Web Site Data)
<input type="checkbox"/> Signed up	Goal			Nov 22, 2019	Signed up (All Web Site Data)
1 - 2 of 2					
<div> IMPORT AND CONTINUE CANCEL </div>					

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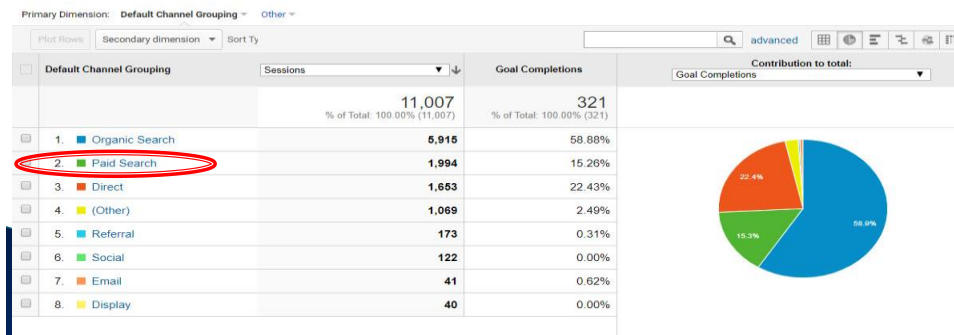


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Linking Brings Good Data



- ▶ Enables data to cross between Ads and Analytics
- ▶ Goals from Analytics imported to Ads
- ▶ Analytics engagement data (Bounce rate, time on site, pages per session) shows in Ads
- ▶ Compare all Traffic Sources

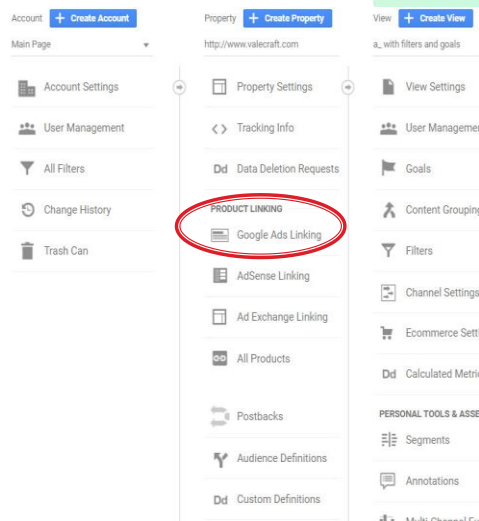


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How to link Ads and Analytics



- ▶ Use the same email address for both apps
- ▶ Log into Analytics
- ▶ 'Admin' in lower left
- ▶ In centre panel, select 'Google Ads'
- ▶ Click Ads Account to link



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Search Terms Report – In Google Ads



- Lists all the keywords that triggered your ad to show
- Find Search Terms Report:
 - Keywords Tab > Search Terms tab

<input type="checkbox"/>	Search term	Match type	Added/Excluded
<input type="checkbox"/>	homes house south keys ottawa	Broad match	Excluded
<input type="checkbox"/>	old ottawa south homes for sale	Exact match	Added
<input type="checkbox"/>	homes for sale old ottawa south	Exact match	None
<input type="checkbox"/>	homes for sale ottawa south	Exact match	None
<input type="checkbox"/>	homes for sale old ottawa south	Exact match (close variant)	None
<input type="checkbox"/>	new homes ottawa south	Exact match	None
<input type="checkbox"/>	homes for sale south keys heron gate greenboro west ottawa	Broad match	None
<input type="checkbox"/>	new homes in ottawa south	Exact match	Added
<input type="checkbox"/>	ottawa south homes for sale	Exact match	Added
<input type="checkbox"/>	homes for sale in ottawa south	Exact match (close variant)	None



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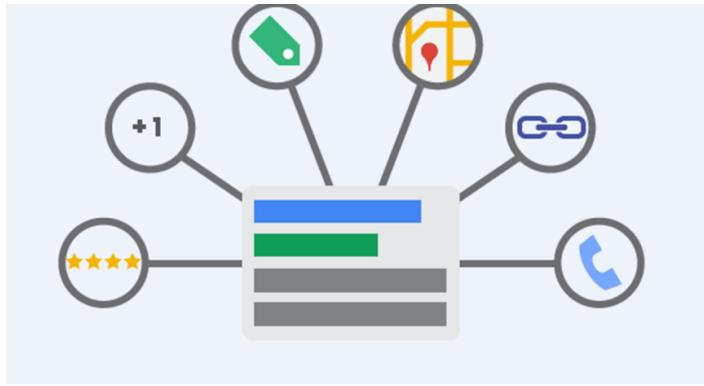


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Use Ad Extensions



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Ad Extensions – Added Information



Google ottawa south townhomes

About 403,000 results (0.79 seconds)

Ottawa South Towns for Sale | Must See Townhouse Development
www.valecraft.com/Ottawa/South
 Backs onto Sawmill Creek, Fawn Meadow Park. Award Winning Design. Sign up now! Valecraft is a
 Here's What Others Say: "Spacious Townhomes Ottawa" "Energy Star Homes" "Move in Ready Homes"
 195 Meandering Brook Dr, Gloucester, ON

New Homes & Condos for Sale in Ottawa, Ontario | Minto - minto.com
www.minto.com/ (613) 782-2310
 New Homes For Sale in South Ottawa. 2-4 Bedroom Homes Available Now. 60,000 Happy Home-
 Owners. 60 Years Of Operation. 90 Communities in Ottawa. New Homes From \$164,900s.
 Move In Soon. Virtual Tours. Why Minto? Design Your Home.
 1755 Riverside Dr, Ottawa, ON - Open today - 10:00 a.m. - 4:00 p.m.

Map showing locations: Urbandale Corporation, Jade Condos Riverside South - Richcraft Homes, Riverside South - Richcraft Homes.



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Ad Extension Advantages



- ▶ Make your ads physically larger
- ▶ Added information about your business:
 - Extra links in addition to ad landing page
 - Phone number
 - Location / address
 - Many more
- ▶ Optional – you don't have to use Ad Extensions..
 But your ads show better if you use extensions!
- ▶ Google shows extensions when there is space



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Common Ad Extensions



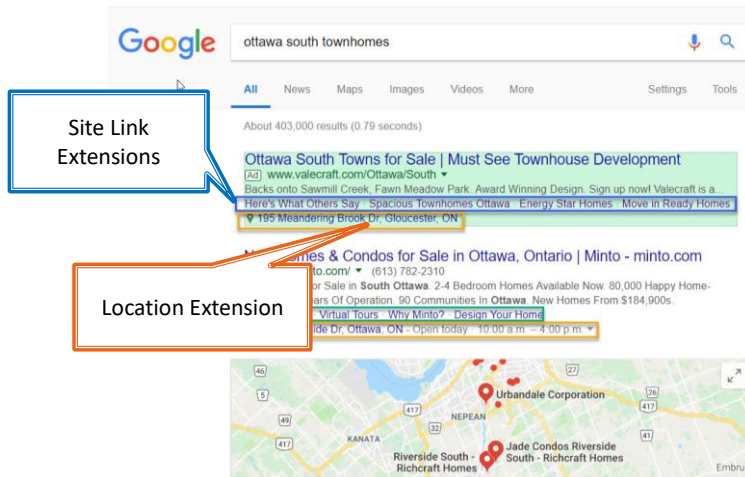
Extension Type	What Extension Does
Site Link	Link more of your web pages
Call out	A little extra text for your ads
Location	Shows your address via Google My Business account
Call	Displays phone number; mobile devices can click to call

Link Google My Business
to Google Ads Account!
'Linked Accounts'



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Ad Extensions – Added Information



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Price Extensions

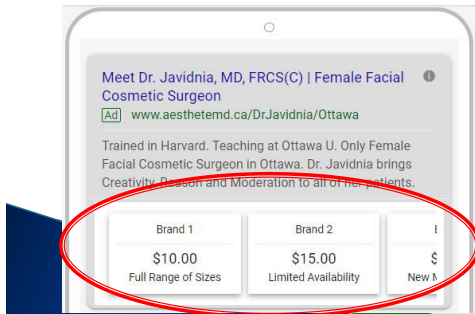
- ▶ Price Extensions:
 - List your products/services and their prices
 - Links directly to pricing page
- ▶ Structured Snippet:
 - Shows added information based on categories:

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Price Extensions

► Price Extensions:

- List your products/services and their prices
- Links directly to pricing page



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Structured Snippet Extensions

► Structured Snippet:

- Shows added information based on categories:

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Lead Form Extensions



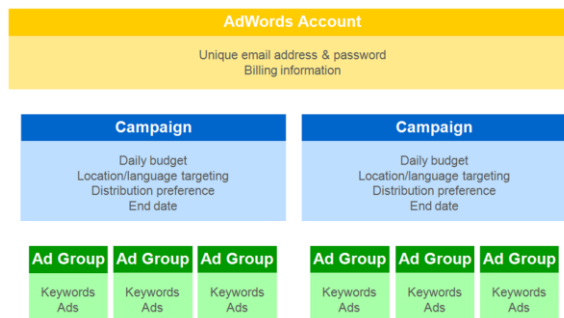
- ▶ User completes a lead form directly from the search page.
- ▶ Bypasses your website
- ▶ In Beta

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Use Extensions At All Levels



- ▶ Account Level
- ▶ Campaign Level
- ▶ Ad Group Level



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It's Positive to Be Negative



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Use Negative Keywords



- Words you do NOT want your ads to show
- Homebuilder Negative keyword examples:
 - Rent, furnished, Home Depot, etc.
- Saves money!
- Apply at Ad Group or Campaign levels



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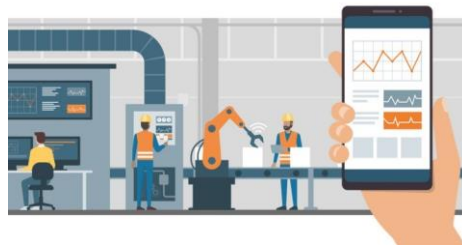


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What is Automated Bidding?



- ▶ Google makes bids for you
- ▶ Allows you to set 'rules' for bids
- ▶ Trading control for convenience



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How Automated Bidding Works



- ▶ Detects impression, click, conversion patterns and applies them to your bidding.
- ▶ Places a bid based on 'Rules' you have set for Google such as:
 - Max Cost per Click (CPC)
 - Location
 - Daily / Monthly budget
 - Cost per acquisition (CPA)
 - Bid adjustments
 - More.....



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Automated Bidding Strategies

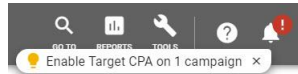


Business Goal	Conversions (Users buy, complete form, etc.)	Clicks (Traffic) (Bring people to your site)	Impressions (Visibility) (Show Your ads, but traffic & conversions are secondary)
Bid Strategy	Smart Bidding	CPC Bidding	Impression Bidding
Bidding Types	Target CPA (A) Average pay for conversion	Manual CPC	Target Search Page Location (A)
	Target ROAS (A)	Maximize Clicks (A)	Target Outranking Share (A)
	Maximize Conversions (A)		CPM (A)
	ECPC (A)		VCPM (A)

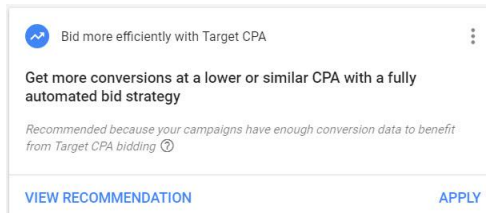


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Google Wants You To Use Automated Bids.....

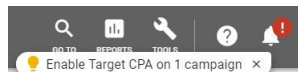


- ▶ Always recommending



- ▶ Make it sound convenient & Easy

- ▶ Make sure it's right for you!



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Careful With Automate Bidding



- ▶ Detects patterns – have lots of data!
 - Google recommends minimum 15 conversions / month.... **Really need 30 +**



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Automated Bidding Works.....



- ▶ Choose your automated bidding strategy based on goals!
- ▶ When you have lots of account history:
 - 30 + conversions per month.
- ▶ Significantly reduces costs and cost per acquisition (CPA)
- ▶ Finds more conversions.



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Presentation Summary



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Google Ads Optimization Checklist



- ▶ Conversion tracking properly setup?
- ▶ Keyword match types and optimization?
- ▶ Can search terms report help?
- ▶ Using negative keywords?
- ▶ Are you using all possible extensions?
- ▶ Does a campaign have 30+ conversions last 30 days? Is automated bidding right for you?



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Upcoming Webinars



- ▶ Google Advertising: The Free and The Paid
 - Getting on the Google Map
 - Google Ads (Introduction)
- ▶ Uncover Your Website's Secrets
 - Google Analytics & Conversion Tracking



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Thank you



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