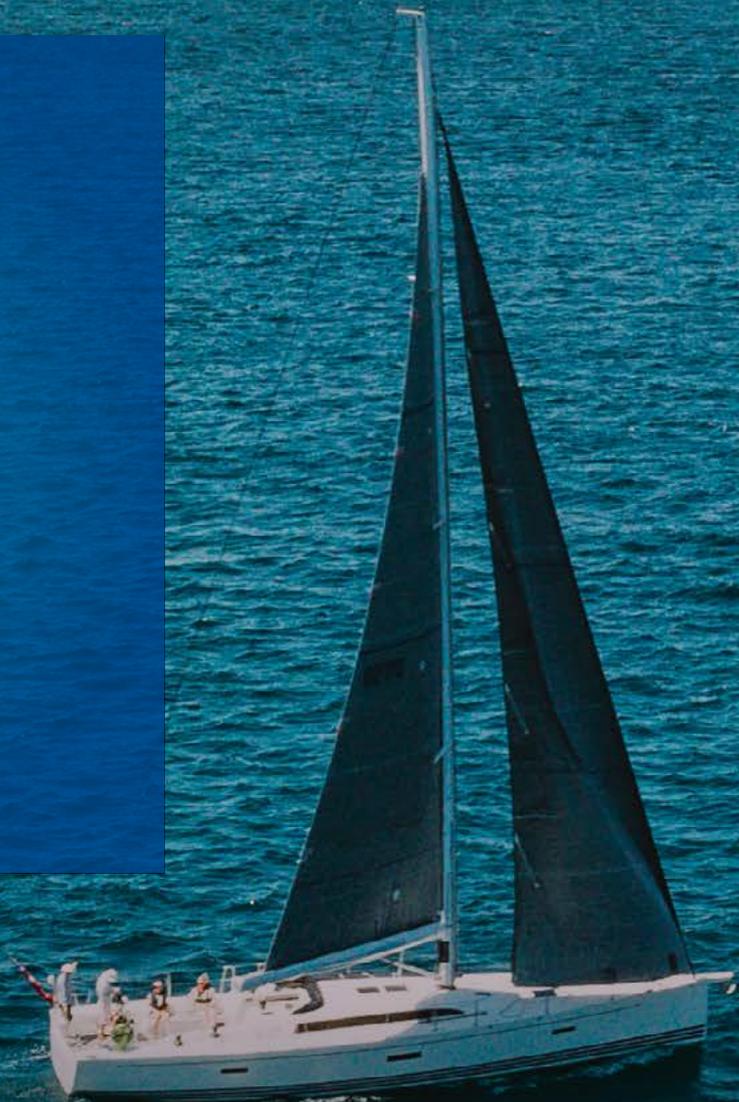


TOOLKITS

A GUIDE TO  
GOOGLE  
ADS



TOURISM GREATER  
**GEELONG** & THE   
**BELLARINE** 

# TOPICS

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- > **Different Types of Google Ads**
- > **Common Terms**
- > **Creating a Google Ads Account**
- > **Setting up Google Ads**

## THIS GUIDE IS FOR YOU

If you want to learn how to drive traffic to your business or website and grow your business with Google Ads.

## GOOGLE ADS

Everyone uses Google these days for a variety of reasons, like searching for what to do, where to go, or what to buy and where. Infact, Google is the most used search engine, receiving over 5 billion search queries a day!

## WHAT IS GOOGLE ADS?

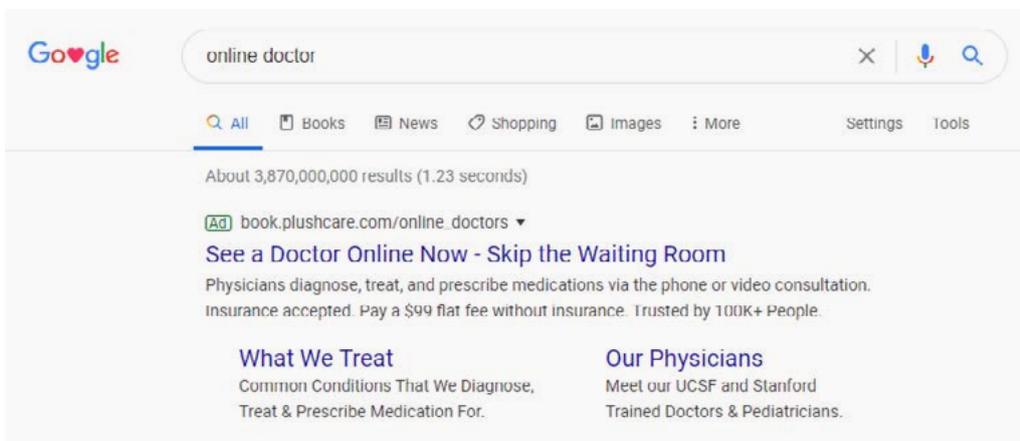
It is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), where the advertiser pays per click or per impression (CPM) on an ad.

Google Ads is a really effective way to drive traffic to your business while customers are searching for products and services like the ones you offer, and you only pay for results, like clicks to your website or calls to your business.

## DIFFERENT TYPES OF GOOGLE ADS:

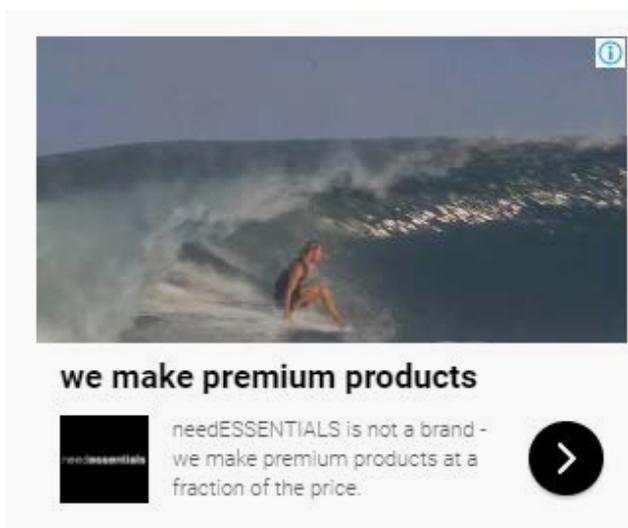
### Search

Search ads are text ads that are displayed on Google results pages. Google Search ads are a wonderful tool to market your services or products to people who are already in the market and looking, i.e. they have purchase intent. For that reason Google Ads can be a wonderful marketing tool for most businesses and brands.



### Display

The Google Display Network can help you reach people with targeted Display ads while they're browsing their favourite websites, watching a YouTube video, checking their Gmail account or using mobile devices and apps.



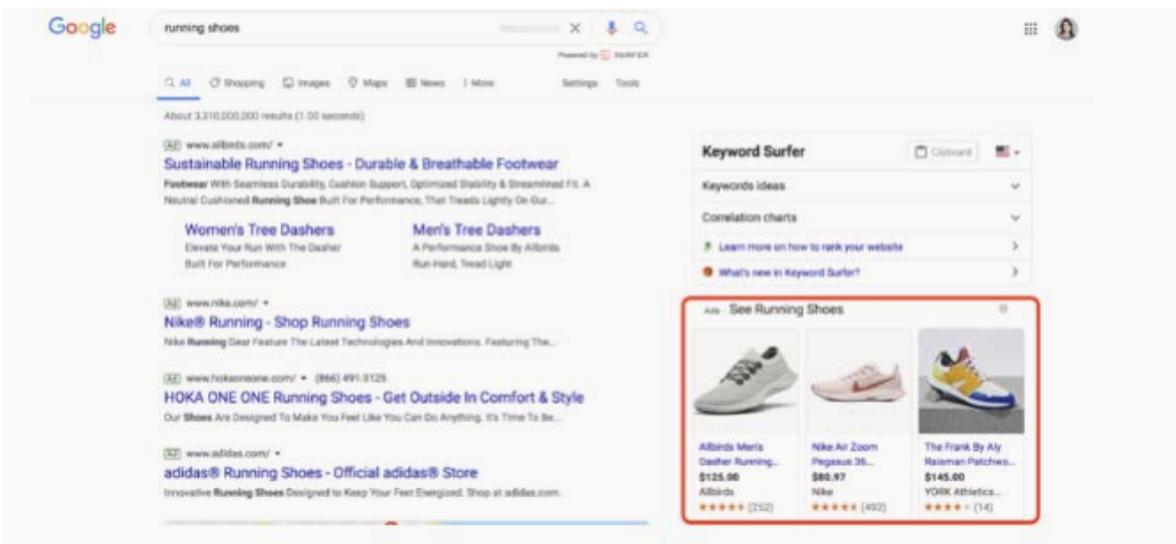
## Video (YouTube)

Video ads are displayed before or after, and sometimes in the middle of, YouTube videos.



## Shopping

Google Shopping Ad Campaigns include detailed product information such as price and product imagery which you can run through Google Merchant Center, where you input specific product information that Google pulls from to create your shopping ads.



## COMMON TERMS:

### **Keywords**

Are words or phrases that people type into Google Search which trigger your ad to appear. You can also set up Negative keywords which exclude undesirable words or phrases from triggering your ad, weeding out irrelevant traffic.

### **Bid**

Google Ads is based on a bidding system, where you select a maximum bid amount you're willing to pay for a click on your ad. The higher your bid, the better your placement.

### **Quality Score**

Is the metric which tells you how relevant your keywords are to your ad and to your landing page i.e. the webpage. A good Quality Score can lower your bid costs and improve your ad rank in the search results.

### **Ad Rank**

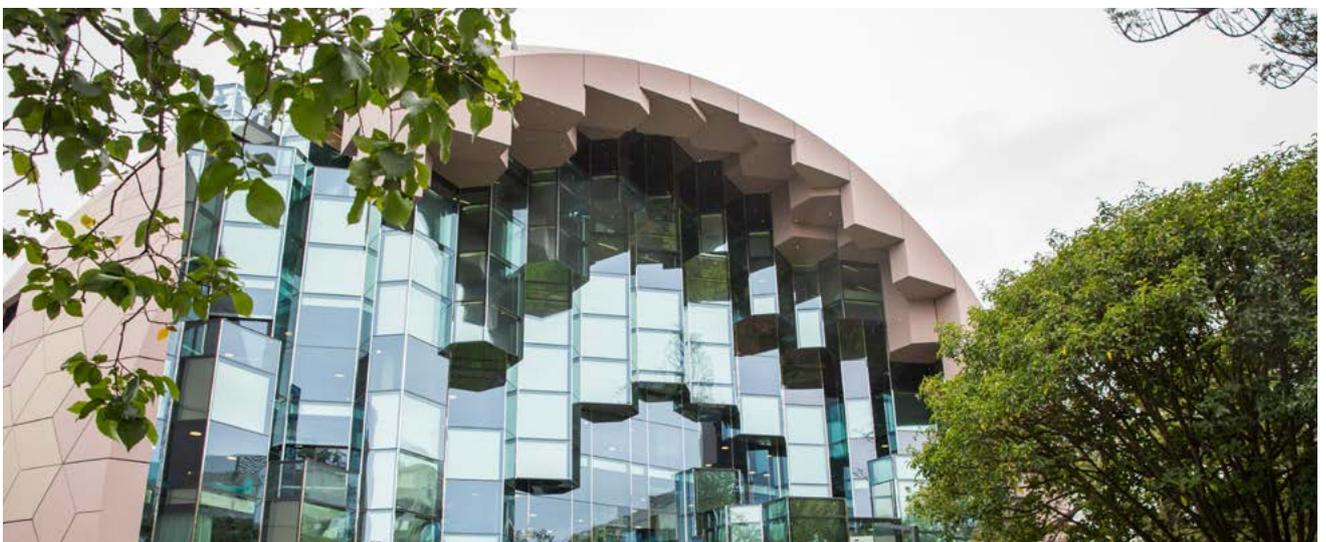
Determines your ad placement, the higher the value, the better you'll rank, the more eyes will fall on your ad, and the higher the probability that users will click your ad.

### **CPC (cost-per-click)**

The actual amount you pay when someone clicks on your ad.

### **Conversion**

A conversion takes place when someone who has clicked your ad goes on to take another action, such as making a purchase, signing up for a newsletter, or calling you.



## CREATING A GOOGLE ADS ACCOUNT:

To set up a Google Ads Account, you need an email address and website for your business. If you don't have a website, you can still advertise on Google, using Smart campaigns, the default Google Ads experience for new advertisers.

Follow the steps below:

1. Complete the basic information about your business to customise your account set-up.
2. Enter the email that you want to use to sign in to your new Google Ads account. If you already have a Google Account (i.e Gmail), use your Google email address.
3. If you require other people to access your new Google Ads account, you can invite them after you create your account and sign in to Google Ads.
4. Enter the website address for the business that you want to advertise.
5. Click Continue.
6. Sign in to your existing Google Account, or create a new one.
7. If you already have a Google Account (i.e. Gmail), enter your Google email address and password, then click Sign in.
8. If you don't have an existing Google Account, or want to use a different email address to sign in, just click Create an account at the bottom of the screen and follow the instructions to create and confirm your new Google account.



## SETTING UP GOOGLE ADS

### 1. Organise your Google Ads Account into:

- 1) Campaigns (the higher level)
- 2) Ad groups (the lower level, you can have multiple ad groups in each campaign)

Example: If you own a cafe/restaurant

**Campaign 1:** Take home ready made meals

Ad Group 1: Curries

Ad Group 2: Pasta sauces

Ad Group 3: Slow cooked lamb

**Campaign 2:** Breakfast and Lunch

Ad Group 1: Great Coffee

Ad Group 2: Seasonal local produce

Ad Group 3: Catering & functions

### 2. Setting your budget

Establish the amount you want to spend on each campaign per day. We recommend that you spread your overall budget evenly across your campaigns, until you get an idea which one works best.

### 3. Set up your keywords

Choose keywords that you think people will search for when they're looking online for what you offer. Google Ads has a free tool called the Keyword Planner, which can generate a sample list of keywords for your campaigns. It can also help you work out how much to bid on a particular keyword so your ad shows up in search results.

### 4. Set your keyword Match Types

This is a setting in Google Ads that lets you further refine when your ad will show up on Google, there are a few options:

**Broad Match** - Ads that are related to your keyword

**Phrase Match** - Ads that include the meaning of your keyword

**Exact Match** - Ads that are the same meaning or same intent as the keyword

### 5. Set your Landing Page/s

This is the page where potential customers arrive after clicking on your ad.

### 6. Pick which device the ad will show up on

Consider which types of customers you want to connect with and more importantly, the types of devices those customers use i.e. desktop or mobile, so you can reach them.

### 7. Create your Ad

Your ad is the first impression people have of your business, so make sure it communicates everything that you need. It's a great idea to include a "call to action" - a clear, concise message that tells people what you'd like them to do after seeing your ad. Phrases like "book now" or "learn more" can entice people to click on your ad. Before you post your ad, make sure you check for spelling or grammar errors.

### 8. Connect to Google Analytics

This is a free tool to gain more insights into how people interact with your website. For example, if people click on your ad and go through to your site but then click away, your ad might not be reaching the right people, or you might be taking them to the wrong page or a poorly structured page on your website. These insights can help you better optimise your ads, and possibly get more out of your marketing budget.

Great work, now you are ready to activate your campaigns. Don't forget to keep an eye on which ads and keywords are working best for you, and over time you will see which strategies are helping you meet your goals, and which still need tweaking.

If you want to learn more about Google Ads, here is a helpful link:

[Skillshop with Google](#)

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