

How to Build Your First Google Ads Campaign

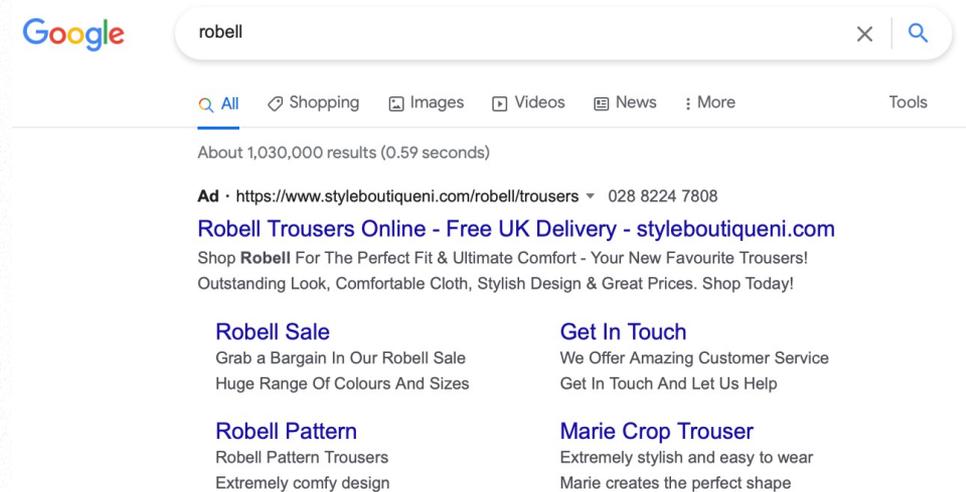
Welcome!

This session will cover:

- What is Google Ads?
- How It Works
- Options to Get Started
- Planning Campaigns
- Campaign Structure
- Setting Up A Search Campaign
- Optimising Campaigns
- Key Takeaways

What is Google Ads?

Google Ads, formerly Google AdWords, is Google's advertising system in which businesses bid on certain keywords in order for their clickable ads to appear in Google's search results. As businesses have to pay for these clicks, this is how Google makes money from search.



The screenshot shows a Google search for the keyword "robell". The search bar contains "robell" and the Google logo is visible on the left. Below the search bar, navigation options include "All", "Shopping", "Images", "Videos", "News", "More", and "Tools". The search results indicate "About 1,030,000 results (0.59 seconds)". The first result is an advertisement for "Robell Trousers Online - Free UK Delivery - styleboutiqueni.com". Below the ad, there are four organic search results, each with a title and a short description:

- Robell Sale**: Grab a Bargain In Our Robell Sale. Huge Range Of Colours And Sizes
- Robell Pattern**: Robell Pattern Trousers. Extremely comfy design
- Get In Touch**: We Offer Amazing Customer Service. Get In Touch And Let Us Help
- Marie Crop Trouser**: Extremely stylish and easy to wear. Marie creates the perfect shape

How It Works

-
- 1. A user enters a search query (keywords!) relevant to what they are searching for** - This could be a specific product/service search (eg. 'accountant near me' or 'black clutch bag') or information-gathering (eg. 'where to find' or 'what is the best').
 - 2. The ad auction begins** - Google determines whether the input search query contains keywords advertisers are currently bidding on to decide which business' ads could potentially be shown.
 - 3. Ad rank is determined** - Google looks at key factors such as targeted keyword relevance, if your ad content is relevant to the search query input, if your landing page is relevant to the search query input, and how much you have bid to appear in order to determine which ads will be shown and in which order (ad rank).

$$\text{Ad Rank} = \text{CPC BID} \times \text{QUALITY SCORE}$$


Options to Get Started

SMART MODE

Your Google Ads experience will differ depending on which view you are in. Google recently introduced 'Smart Mode' as a simplified version of the platform and many new advertisers are defaulted to this mode. 'Expert Mode' is the full detailed version of the platform, or the original version.

All smart campaigns

[+ New campaign](#) Last 7 days ▾

	Cost	Impressions	Clicks
Virtual and Hybrid Events	£22.99	4.82K	44
● Active			
View campaign			

Settings

- Billing & payments
- Access and security
- Preferences
- Switch to Expert Mode

SMART MODE vs. EXPERT MODE

	Smart Campaigns	Search Campaigns
Bidding	Manages bidding for you to drive the most value (e.g. clicks, calls, etc.) within your campaign budget	Requires you to select a bid strategy of your choosing (e.g. max clicks, target CPA, etc.)
Extensions	Automates creation of ad extensions (sitelinks, callouts, location, call). No opt-in required.	Requires some manual set-up of ad extensions
Keyword creation	Generates keywords automatically based on your keyword themes	Requires that keywords, match types and their corresponding ad group(s) be set up manually
Keyword editing	Allows for keyword themes, which are used to match ads with searches on Google	Allows for individual keywords and match types to be edited and managed manually
Reporting	Uses simplified, easy-to-use dashboard designed to highlight the most important stats in campaign	Contains detailed reports at campaign, ad group, ad, keyword and search term level
Where ads show	Shows your ads automatically across Google Search, Google Maps, YouTube, Gmail and Google partner websites	Contains settings to choose whether your ads show across Google search, search partners and Google display ads
Landing pages	Supports max one landing page per campaign	Supports multiple landing pages per campaign

NOTE: Once you switch from Smart Mode you cannot switch back!

Planning Your First Campaign

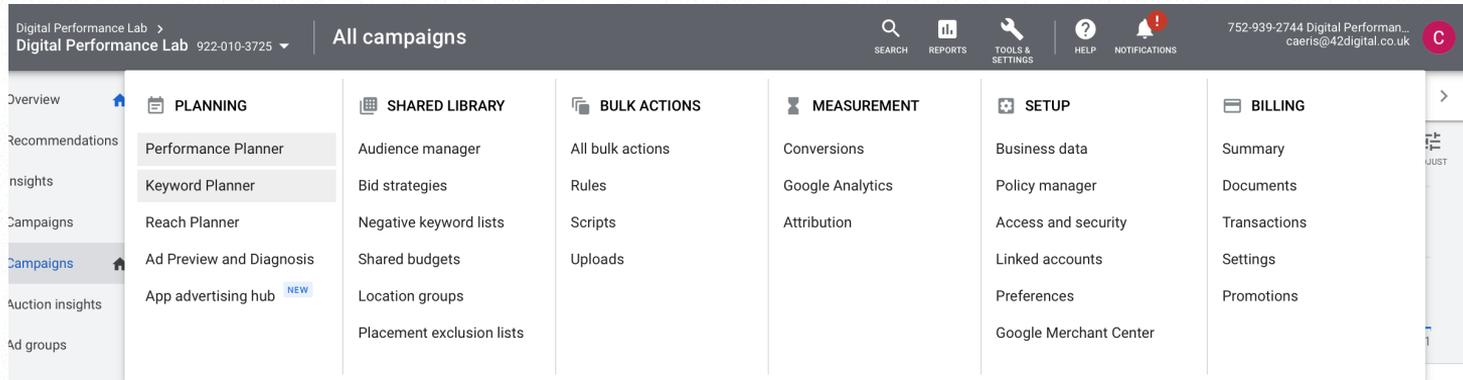
STEP ONE - KEY INITIAL QUESTIONS

To effectively plan a campaign, consider a few initial questions...

- Do you want to promote your business in general or specific areas/products?
- What geographical area do you want to target?
- What daily budget is available for Google Ads?
- Which keywords would you ideally like to trigger your ad?

STEP TWO - KEYWORD RESEARCH

Once you know what you are trying to promote the next step is to conduct keyword research to identify specific words/phrases you would like to target. Google Ads has a free Keyword Planner you can use:



Google’s Keyword Planner Tool will provide you with other suggested keywords and give you data on average monthly searches, trends, competition level and likely costs.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords that you provided							
<input type="checkbox"/> digital advertising a...	110 	-21%	-21%	Low	–	£3.50	£12.53
Keyword ideas							
<input type="checkbox"/> ppc in digital marke...	210 	+23%	+52%	Low	–	£5.05	£16.36
<input type="checkbox"/> digital advertising c...	140 	0%	-21%	Medium	–	£3.50	£12.07
<input type="checkbox"/> advertising firm	70 	-29%	0%	Medium	–	£1.62	£5.17
<input type="checkbox"/> online advertising c...	90 	0%	+29%	Low	–	£4.48	£14.45
<input type="checkbox"/> display advertising ...	170 	0%	-46%	Low	–	£3.99	£14.14
<input type="checkbox"/> online advertising a...	140 	-33%	-46%	Low	–	£4.11	£11.27
<input type="checkbox"/> digital advertising s...	30 	0%	-25%	Low	–	£2.61	£6.89
<input type="checkbox"/> paid media agency	140 	+27%	-18%	Medium	–	£2.44	£9.26

KEYWORD RESEARCH TIPS

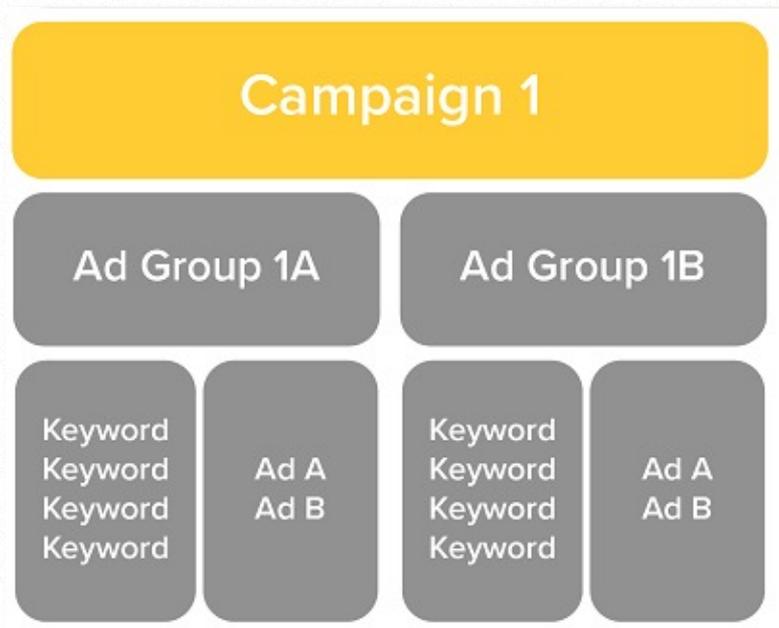
- Do an initial Google Search for ideas – What appears? What are other suggested searches?
- Think long-tail – ‘affordable gym equipment for garage’ over ‘gym equipment’
- Be selective– choose keywords with reasonable search volume and low-medium competition with bid estimates within your budget range
- Ask others for keyword ideas – everyone thinks, and searches, differently!
- Conduct research regularly

STEP THREE - GROUP INTO THEMES

Once you have conducted keyword research and identified target words/phrases you would like to appear for on Google, the next step is to group these into relevant themes. The below table shows an example of what this could look like for a photographer.

Theme	Keywords
Newborn photography	Newborn photo shoot Newborn baby shoot Newborn photography
Family photography	Family photography Family photoshoot Family portrait photographer
General	Photographer near me Local photographer Best photographer

Campaign Structure



- 1. Campaigns:** You'll typically only have a few campaigns that surround broader themes. Each campaign will contain various ad groups, which contain keywords that tie to your text ads and direct to your landing page.
- 2. Ad Groups:** Under each campaign, you will create relevant ad groups, which will be very specific. Ad groups contain keywords, these keywords will trigger your text ads and then direct to a relevant landing page.
- 3. Keywords:** Keywords will fall under each ad group and are very important to controlling the way your ad is triggered. When someone types in a search query, it is matched with a keyword, which then triggers an ad.
- 4. Ad Text:** This is the actual text that will appear when your ad is triggered.
- 5. Landing Pages:** This is the destination where each ad will direct the searcher to.. Landing page relevancy and optimisation are critical to see success with Google Ads.

Setting Up A Search Campaign

CAMPAIGN SETTINGS

- **Bidding strategy** – What should Google optimise your ads to do?
- **Networks** – Where should your ads appear?
- **Location** – In which locations should your ads be triggered?
- **Language** – Which languages do your customers typically speak?
- **Audience segments** – What groups of people do you think may be interested?
- **Ad rotation** – How should ads be optimised?
- **Start and end dates** – When should it run?
- **Ad schedule** – Is it on all day, every day?

KEYWORDS AND ADS

Once you have outlined the initial settings for the Search campaign, it is time to create Ad Groups. Name your ad group appropriate and input the associated keywords considering match types.

Keywords are words or phrases that are used to match your ads with the terms people are searching for

diamond rings
diamond rings ni

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

MATCH TYPES

Keyword match types are the parameters that can be set on keywords. These control which search terms trigger your ads to appear on a SERP.

Match Type	Definition	Keyword Example	Example Trigger Keyword
Broad	Your ad can show for any term deemed similar to your target keyword.	Wedding Cake	Crab Cakes Wedding Dress Birthday Cake Recipe
Phrase	Your ad will only appear when the query has your keywords in the order you enter them, but can have other words either side also.	“Wedding Cake”	Vanilla Wedding Cake Wedding Cakes NI Designer Wedding Cake
Exact	Your ad will only appear when the query entered is exactly the keyword targeted	[Wedding Cake]	Wedding Cake

ADS

You will next create a responsive text ad inputting various headlines, descriptions etc. Google will then create various versions of your ad to test.

Ad group: **Diamond Rings** Keywords: **diamond rings, diamond rings ni**

Final URL  <https://www.example.com>

Display path  www.example.com/ / / 0 / 15 0 / 15

Headlines 0/15   For optimal ad performance, include these keywords in your headlines

[diamond rings](#) [diamond rings ni](#) [More ideas >](#)

New headline 0 / 30

ADD HEADLINE

Descriptions 0/4  [View ideas](#)

New description 0 / 90

New description 0 / 90

ADD DESCRIPTION

[Ad URL options](#)

Ad strength  [Leave feedback](#)

Add a final URL  

 **Incomplete**

-  [Add more headlines](#) [View ideas](#)
-  [Include popular keywords in your headlines](#) [View ideas](#)
-  [Make your headlines more unique](#) [View ideas](#)
-  [Make your descriptions more unique](#) [View ideas](#)

Preview  

Ad · www.example.com/

[Headline 1](#) | [Headline 2](#) | [Headline 3](#)

[Description 1](#), [Description 2](#).

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

ADS BEST PRACTICE

- Include your target keywords in your ad copy, but don't keyword stuff
- Make your headlines and descriptions unique
- Ensure your ad copy makes sense no matter what order it is shown
- Highlight USPs
- Use all variation options
- Include a CTA
- Lead to the most relevant page on your website, ideally not your homepage

AD EXTENSIONS

There are a variety of extensions you can set up:

- Location extensions: Display your physical address.
- Call extensions: Encourage potential customers to call your business.
- Sitelink extensions: Add links to specific pages on your website.
- Callout extensions: Add details on special offers or key selling points.
- Structured snippet extensions: List the specific products/services you offer.
- Price extensions: Add details on pricing.
- Image extensions: Showcase images alongside your text ads.
- Dynamic image extensions: This pulls in images from your website - you simply need to opt in.
- Lead form extension: Gather lead information directly on the Google platform by creating a data capture form.

Live Demo

Optimising Campaigns

KEY METRICS

Google Ads has a wealth of metrics available which you can use to monitor the success of your Search campaigns. You can customise the data you see by clicking on 'Columns' and selecting your preferred metrics.

Search Keywords All time

Modify columns for keywords Q

- Performance ∨
- Conversions ∨
- Attribution ∨
- Attributes ∨
- Bid simulator ∨
- Competitive metrics ∨
- Google Analytics ∨
- Call details ∨

Save your column set Show re

[APPLY](#) [CANCEL](#)

Below lists the key tasks you should complete regularly to get the most for you from Google Ads:

- **Implement conversion tracking:** Ensure you are tracking key actions such as sales and leads
- **Add negative keywords:** This ensures you don't appear for irrelevant searches
- **Continual keyword research:** To identify new opportunities
- **Update extensions:** To provide as much information as possible eg. promotions
- **Bid adjustments:** To bid up or down on audiences, devices, locations, time etc.
- **Conduct a day and time analysis:** Bid up/down on times that do/don't perform
- **Optimise landing pages:** Ads can only work if they lead to a strong landing page that converts
- **Review recommendations:** Check in on Google's recommendations tab each week

Key Takeaways

- ✓ Implement and regularly check conversion tracking
- ✓ Conduct regular, thorough keyword research
- ✓ Start small and grow gradually
- ✓ Review recommendations regularly
- ✓ Allocate time to optimise weekly, monthly and quarterly
- ✓ Focus on negative keyword management initially
- ✓ Don't neglect your website
- ✓ Give it time!

Final Q&A

Any questions?



Thank you

See you next week!