



## **How-To Guide: Online Advertising and Google AdWords**

Content Provided by 

## Agenda

- Trends in the Internet
- What is AdWords?
- What is an AdWords Ad?
- Effective Keywords
- Tips for Creating Good Ads
- The AdWords Account
- Additional Resources

# **Trends in the Internet**

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**Mission: Organize the world's information and make it universally accessible and useful**



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**+4.6B**

mobile subscribers  
(67% population)

**+1.7B**

people worldwide  
have Internet  
access  
(25% population)

**+50%**

of all new  
handsets sold  
worldwide are  
smart phones

**+3.6B**

worldwide searches  
per day

**+800M**

people visit  
social  
networking  
sites

**+1B**

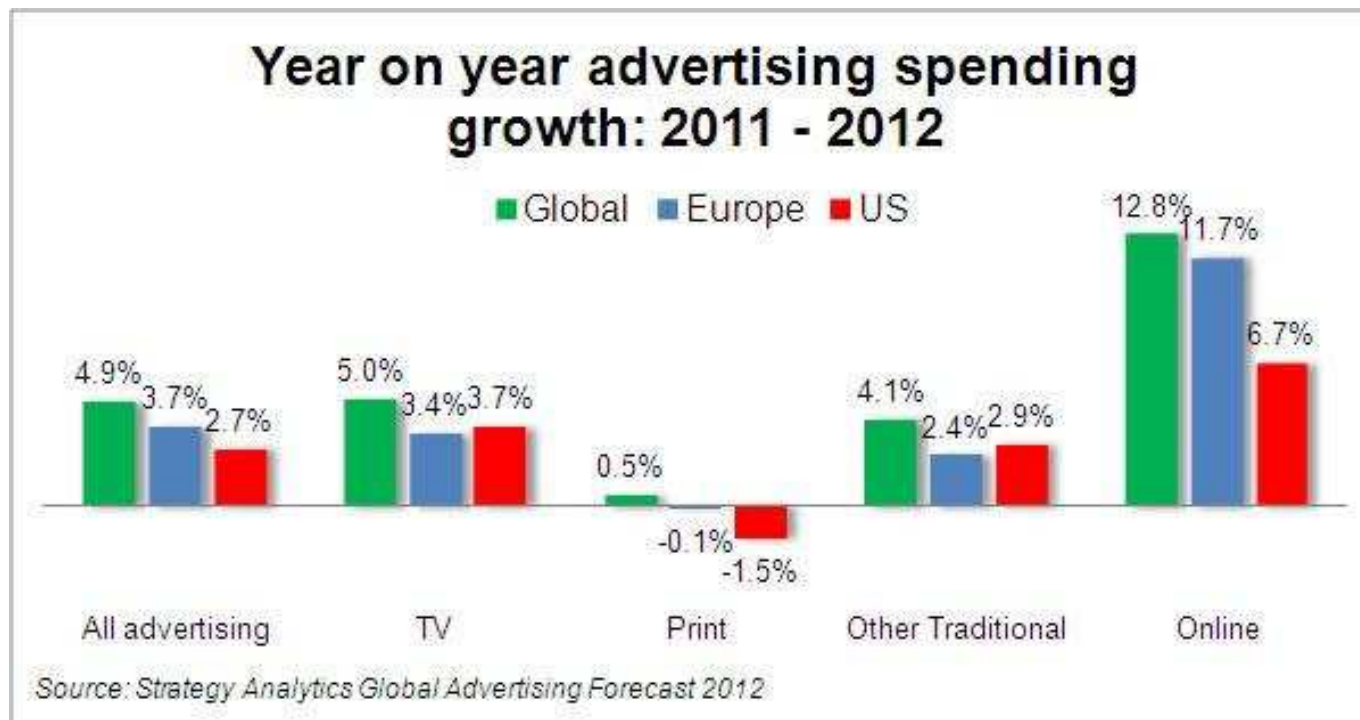
videos streamed on  
YouTube everyday



# Google Online Advertising

## Internet Advertising

- Strongest growth sector in advertising
- Growing +10% year over year
- Outperforming traditional media



## What is AdWords?

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## A Way to Reach Your Audience

When users search ...AdWords ads are displayed along with the search results

The image shows a Google search interface for the query "volunteer boston". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, it says "About 53,700,000 results (0.47 seconds)".

The search results are divided into two main sections: "Search results" and "Ads".

**Search results:** This section is highlighted with a red bracket and the label "Search results". It contains several organic search results:

- Want to Volunteer? | VolunteerMatch.org**  
[www.volunteermatch.org/](http://www.volunteermatch.org/)  
We'll help you find an opportunity for whatever you like doing, today!
- Help homeless kids - It only takes 2 hours per week.**  
[www.horizonsforhomelesschildren.org/](http://www.horizonsforhomelesschildren.org/)  
Make a difference in their lives.  
1705 Columbus Ave, Roxbury, MA  
(617) 445-1480 - Directions
- Volunteer in Boston - Organize Kids Toys, Books, Clothes**  
[www.cradlestocrayons.org/](http://www.cradlestocrayons.org/)  
Sign Up to Help Children in Need
- Volunteer Boston**  
[volunteerboston.org/](http://volunteerboston.org/)  
Volunteer Boston is currently a web-based organization established to promote the volunteering opportunities of nonprofit community service groups within ...  
Volunteering Opportunities - Index A - Contact - About

**Ads:** This section is highlighted with a blue box and the label "Ads". It contains two advertisements:

- Map for volunteer boston**  
A map showing the Boston area with various locations marked. The map is titled "Map for volunteer boston".
- Volunteer Opportunities**  
[www.smartvolunteer.org/](http://www.smartvolunteer.org/)  
Great Organizations Looking For Talented Volunteers! Learn More
- Volunteer Opportunities**  
[www.volunteerguide.org/](http://www.volunteerguide.org/)  
How to Make a Difference in as few as 15 minutes. Anytime. Anywhere.

Arrows point from the "Ads" label to the advertisement section and from the "Search results" label to the organic search results section.

Google



## How Does it Work?

- Advertisers create ads
  - Target keywords, create budget for bids
- Google runs an **auction** when a user searches
  - For **every single query** – every user, everywhere around the world
  - Happens almost **instantaneously**
- "Winner" gets an ad on Search Results page
- Ad's position (called ad rank) is calculated based on a combination of **bid** and **quality**

## What is an AdWords Ad?

## AdWords Ads

Ads have both visible and non-visible components

### Visible

Ad Title

Display URL

Two lines of description

[Adopt a Shelter Dog](#)

[www.sadlemaefoundation.org/](http://www.sadlemaefoundation.org/)

Save a life, adopt a pet today!  
Find the perfect furry friend here.

### Not Visible

- Keywords
  - Bid
- Budget
- Targeting
- Quality Score
- Destination URL

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## Entering the Auction

1. Target customers
2. Input the ad
3. Choose keywords
4. Create budget for bids

**Target customers by language**

What language(s) do your customers speak?

Hold down the *control* or *command* key to select multiple languages.

English

Chinese (simplified)

Chinese (traditional)

Danish

Dutch

Finnish

French

German

**Target customers by location**

Where are your customers located?

Currently targeting: United States

[How will my location choices affect my performance?](#)

« Back

Continue »

**Create an ad**

Create ad: Text ad | [Image ad](#) | [Local business ad](#)

Example:  

Big Brothers Big Sisters  
Midlands Group Helps Children Reach  
Their Potential. Volunteer Today!  
[www.BBBS.org](http://www.BBBS.org)

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Max 35 characters

Max 1024 characters

**Choose a currency**

Pay for this account using:  [View payment options](#)

This determines only how you pay us, not how you handle transactions with your customers.  
Note: This setting can't be changed once you activate your account.

**What is the most you would like to spend, on average, per day?**

The daily budget [?](#) controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: \$  (Please use this format: \$25.00) [?](#)

[How will my budget affect my ad performance?](#)

**What is the maximum you are willing to pay each time someone clicks on your ad?**

You influence your ad's position by setting its maximum cost per click (CPC) [?](#). The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Default CPC bid: \$  (Minimum: \$0.01)

## What is Bidding?

For each ad ...

- *Maximum Cost Per Click* (Max CPC)
  - The most that you are willing to pay for a single **click** on your ad
- *Daily budget*
  - Controls how much you pay per **day**

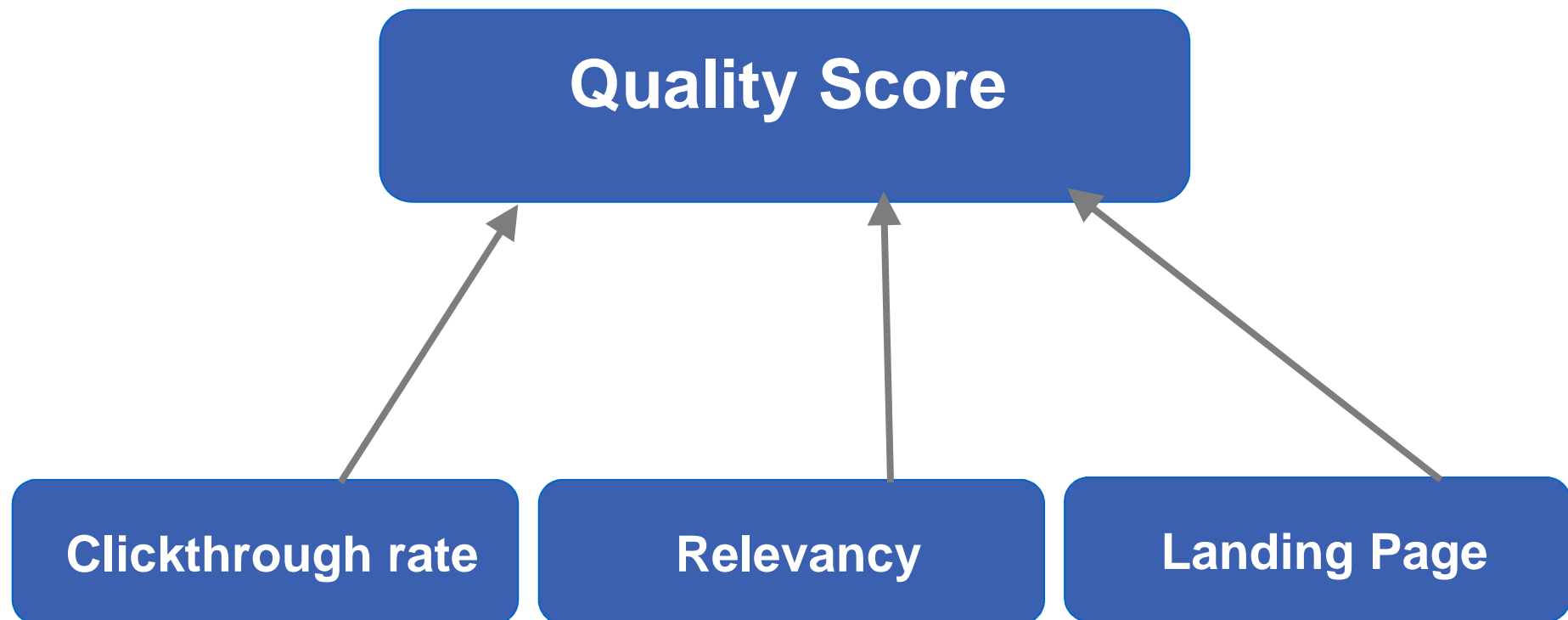
## What is a Keyword?

A keyword ...

- A word or phrase that you identify as being relevant to your ad
- Can be part of ad text or not
- Can trigger an ad
- Are not case-sensitive

## What is a Quality Score?

An estimate of how Google expects the keyword to perform



# **Effective Keywords**



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## The Goldilocks Principle for Keywords

Not too hot or too cold - Make them just right

vacation	<b>florida vacation rental</b>	3br vacation rental south beach
tax	<b>tax preparation nyc</b>	tax preparation 14th Street
store	<b>dvd storage</b>	faux leather dvd storage
bags	<b>handmade leather bags</b>	handmade black croc bags
accounting	<b>accounting software</b>	accounting software for petsitters



## Relevant Keywords

For a user searching for "animal shelter"

Effective keywords:

- animal shelter
- adopt dog
- rescue kittens

Ineffective keywords:

- pets
- animals
- shelter
- cat care
- adopt rescued dog from New York City shelter

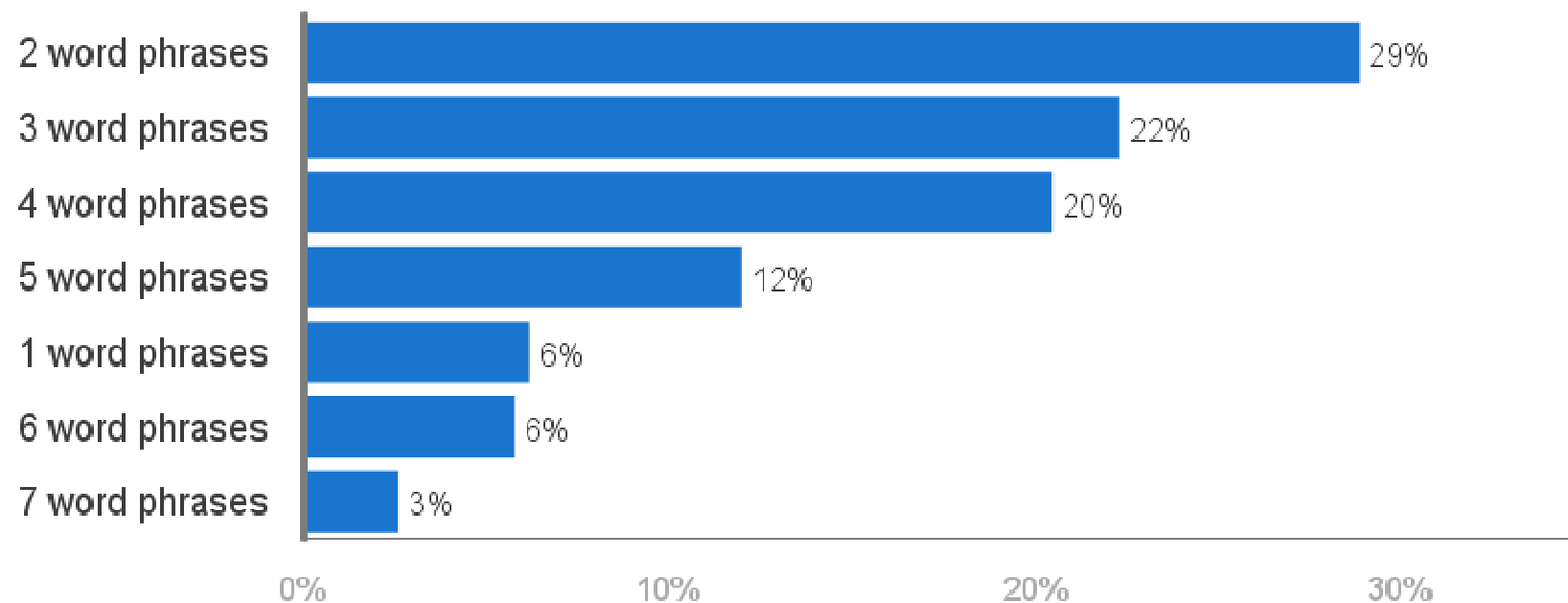
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## Specific Keywords

Choose enough words – 94% of people use multi-word phrases

### Average US Search Phrase Length

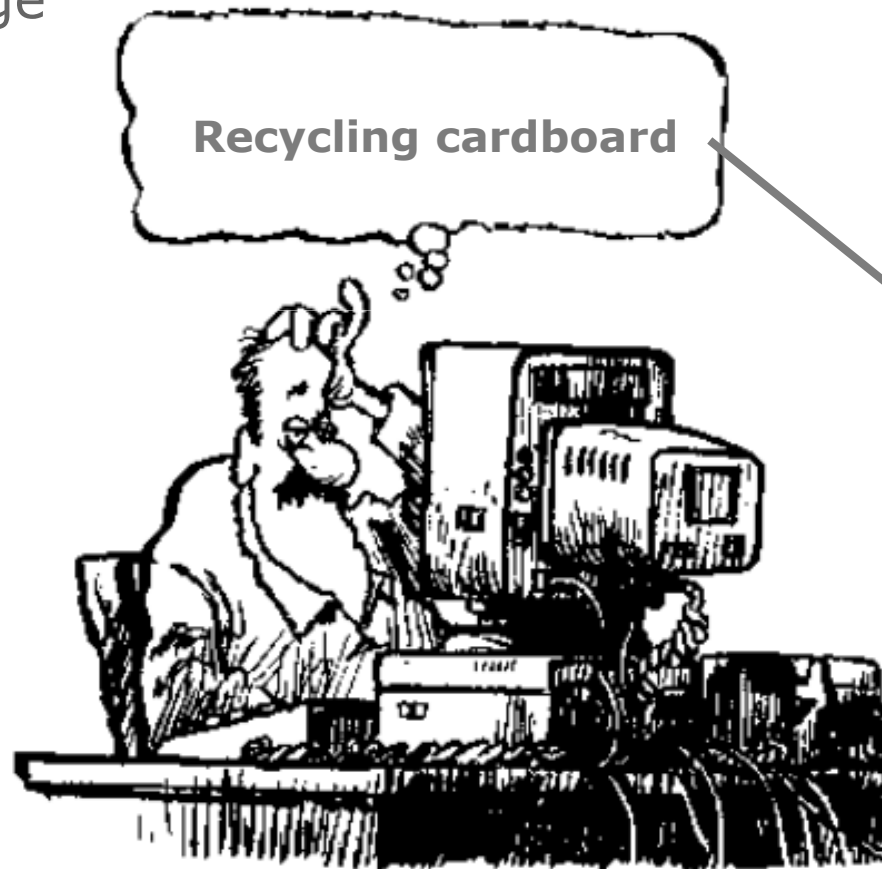


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## Include Keywords in Ad Text

Terms that match are displayed in bold text on the Google results page



**Cardboarding Recycling**

We Make **Recycling** Fast & Convenient.  
Drop Off **Cardboard** and More Today!  
[www.EarthDayNorthIowa.org](http://www.EarthDayNorthIowa.org)

**Tip: Inter-capitalize your  
website name!**

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## How Keywords Match Search Queries

Match Type	Definition	Example	Your ad shows when someone searches for...
<b>Broad</b>	Queries include the keyword, synonyms, or combinations with the keyword in any order	Caribbean Cruise	<ul style="list-style-type: none"><li>• Caribbean holiday Cruises</li><li>• Cruise holiday in Caribbean</li><li>• Cruise in Carribean</li></ul>
<b>"Phrase"</b>	Queries must be typed in the exact order you specified in quotes. Can have other words before and/or after	"Caribbean Cruise"	<ul style="list-style-type: none"><li>• Cheap Caribbean Cruise</li><li>• Caribbean Cruise deals</li><li>• Luxury Caribbean Cruise</li></ul>
<b>[Exact]</b>	Queries must match <i>exactly</i> what you specified as a keyword	[Caribbean Cruise]	<ul style="list-style-type: none"><li>• Caribbean Cruise</li></ul>
<b>-Negative</b>	Queries with this keyword do <i>not</i> display the ad	- Tom	Will <b>not</b> show on search for: <ul style="list-style-type: none"><li>• Tom Cruise</li></ul>

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## Use the Keyword Tools for Ideas

The screenshot displays the Google AdWords Keyword Tool interface. The 'Find keywords' section is highlighted with a blue box, showing the input 'snowshoe' in the 'Word or phrase' field. A blue callout box points to this field with the text 'Enter the product or service you provide'. Below the input fields, the 'Only show ideas closely related to my search terms' checkbox is checked. The search results are displayed in a table with columns: Keyword, Competition, Global Monthly Searches, Local Monthly Searches, and Approximate CPC. The first result is 'snowshoe' with a competition of 'Medium', 450,000 global searches, 301,000 local searches, and a CPC of \$0.95. Below this, a section titled 'Keyword ideas (263)' shows several suggestions, including 'snowshoe mountain', 'snowshoe wv', and 'snowshoe west virginia'. A blue callout box points to the 'snowshoe' keyword in the results table with the text 'Get keyword suggestions'. The interface also includes a left sidebar with navigation links like 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. The 'Tools' section is expanded, showing 'Keyword Tool', 'Traffic Estimator', 'Placement Tool', and 'Contextual Targeting Tool'. The 'Match Types' section is also visible, with 'Broad' selected. The 'Help' section at the bottom left provides additional information about the tool.

Enter the product or service you provide

Get keyword suggestions

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
snowshoe	Medium	450,000	301,000	\$0.95

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
snowshoe mountain	Low	33,100	33,100	\$0.72
snowshoe wv	Low	27,100	22,200	\$0.82
snowshoe west virginia	Low	22,200	22,200	\$0.82



# **Tips for Creating Good Ads**

## What is a Good AdWords Ad?

A good ad ...

- Is relevant to the keywords in the query
- Gets a high clickthrough rate (CTR)
- Stands out from your competitors
- Includes a call to action
- Achieves a high quality score



## Ask Yourself Three Questions to Help Write Great Ads

What sets your organization apart?

- "We offer free quotes"
- "We're having a sale"
- "All products are custom made"

How can you describe your products or services?

- "Collectors item"
- "Sizes 8-16"
- "Evening classes available"

What is your call to action?

- "Sign up for our mailing list"
- "Order a copy of our brochure"
- "Request a call back"



**Send visitors to the most useful page on your website!**

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## Creating Good Ads

POOR





Advanced search



[Cars Cars Cars](#)  
All Makes and Models!  
You broke it. I fix it!  
[YourCarDoesNotWork.com](#)

OK




Advanced search



[Car Repairs](#)  
All Makes and Models! Auto  
Repair Specialist. Call for Quotes!  
[YourCarDoesNotWork.com](#)

GREAT!



Advanced search



[Professional Car Mechanic](#)  
All Makes & Models. Experienced  
Mechanic. BBB A+. Call Today!  
[YourCarDoesNotWork.com](#)

# **The AdWords Account**

## Campaign Best Practices

Before starting, think about your goals:

- Structure your campaign to mirror your website
- Create separate campaigns per theme or type of service
  - Easy account management
  - Better control of budget allocation
  - Execute changes quickly
- Use language and location targeting if relevant
  - Create separate campaigns for multi-location advertising

## Structure Your Account for Success

What should your account look like?

### AdWords Account

Unique email address, password, billing information

#### Campaign

Daily budget  
Location/Language Targeting  
Distribution preference  
End date

#### Campaign

Daily budget  
Location/Language Targeting  
Distribution preference  
End date

#### Ad Group

Keyword Ads

#### Ad Group

Keyword Ads

#### Ad Group

Keyword Ads

#### Ad Group

Keyword Ads

#### Ad Group

Keyword Ads

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## Track Your Ad's Performance

- Ads
- Keywords
- Detailed reports
- Conversions
- Google Analytics

<a href="#">Variations</a>	<a href="#">Actions</a>	<a href="#">Status</a>	<a href="#">% Served</a>	<a href="#">Clicks</a> ▼	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Cost</a>
<input type="checkbox"/> <a href="#">NOLA Public Schools</a> Find Out the Latest on New Orleans Top Public and Charter Schools. <a href="#">www.nsno.org</a>	<a href="#">Edit</a>	Active	11.8%	454	13,319	3.40%	\$49.74
<input type="checkbox"/> <a href="#">New Orleans Schools Info</a> Learn About NOI A Post-Katrina Public and Charter Schools. <a href="#">www.nsno.org</a>	<a href="#">Edit</a>	Active	6.5%	212	7,303	2.90%	\$19.97
<input type="checkbox"/> <a href="#">New Schools New Orleans</a> Support Post-Katrina Public Education in New Orleans. <a href="#">www.nsno.org</a>	<a href="#">Edit</a>						

### 1. Report Type

Choose a report from the following options: [Learn more about report types](#)

- ☒ **Keyword Performance** View performance data for all keywords or those in select
- ☐ **Ad Performance** View performance data for each of your ads.
- ☐ **URL Performance** View performance data for each of your Destination URLs.
- ☐ **Ad Group Performance** View ad group
- ☐ **Campaign Performance** View performance
- ☐ **Account Performance** View performance
- ☐ **Search Query Performance** View performance
- ☐ **Placement Performance** View performance

<input type="checkbox"/> <a href="#">Keyword</a>																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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## Using Google Analytics

Google Analytics

Where and why are visitors abandoning my shopping cart?

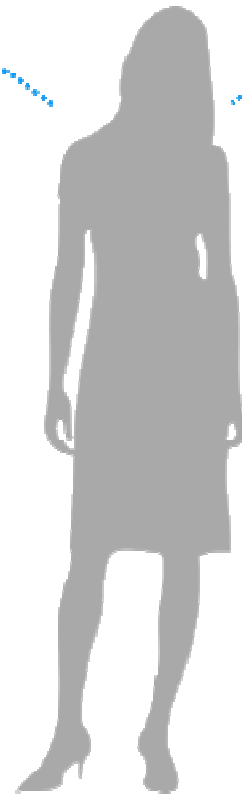
Where are my visitors coming from?

Is my website design driving people away?

What do people do while on my site?

Which marketing initiatives are the most effective?

What keywords resonate with prospects and have the power to convert them?



Google

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## Additional Resources

### Google Optimizer Tools

Google Website Optimizer  
Google Insights for Search  
Google AdWords Editor

### AdWords

Help Center: [www.adwords.google.com/support/aw](http://www.adwords.google.com/support/aw)

AdWords Application: [www.google.com/adwords](http://www.google.com/adwords)

### Learn With Google

[www.google.com/ads/learn/](http://www.google.com/ads/learn/)

### Small Business Center

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Welcome!

**NYC Business Solutions** is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: [www.nyc.gov/nycbusiness](http://www.nyc.gov/nycbusiness).



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