

# The Ultimate Guide to Google Ads **PART 1**



## What is Google Ads?

Google Ads is a Google-owned paid online advertising platform.

Google Adwords was renamed Google Ads in 2018 after the search engine company rebranded the service.

The basic principle remains: when users search for a keyword, their query results appear on a search engine results page (SERP). Thus, a paid advertisement that targeted that keyword could be among the results.

## Why Advertise on Google?

Google is the most popular search engine, with over 5 billion searches per day. Not to mention that the Google Ads platform has been in operation for nearly two decades, giving it some clout in the paid advertising space.

- Google is a search engine that people use worldwide to ask questions answered through paid advertisements and organic results.
- And, according to Google, advertisers earn \$8 for every \$1 spent on Google Ads. So there are a few reasons why you should consider advertising on Google.

## Google Ads Terms to Know

These standard terms will assist you in setting up, managing, and optimizing your Google Ads. Some of these are specific to Google Ads, while others are more general to PPC. In any case, you'll need to be aware of these to run an effective ad campaign.

### 1. AdRank

Your AdRank determines your ad placement. The higher the value, the higher you will rank, the more eyes will fall on your ad, and the more likely users will click your ad. Your AdRank is determined by multiplying your maximum bid by your Quality Score.

### 2. Bidding

Google Ads is based on a bidding system in which you, as the advertiser, set a maximum bid amount for a click on your ad. The higher your bid, the higher your position. You can bid in three ways: CPC, CPM, or CPE.

- CPC, or cost-per-click, is the amount you pay for each ad click.
- CPM, or cost per thousand impressions, is the price you pay for a thousand ad impressions or when a thousand people see your ad.
- CPE, or cost per engagement, is the amount you pay when someone clicks on your ad and takes a specific action.

### 3. Campaign Type

You'll choose one of three campaign types before starting a paid campaign on Google Ads: search, display, or video.

### 4. Click-Through Rate (CTR)

The number of clicks you get on your ad as a percentage of the number of views your ad receives is your CTR. A higher CTR indicates a high-quality ad that targets relevant keywords and matches search intent.

### 5. Conversion Rate (CVR)

CVR is a measurement of form submissions as a percentage of total landing page visits. Simply put, a high CVR indicates that your landing page provides a consistent user experience that matches the ad's promise.

## 6. Display network

Google ads can appear on search results pages or websites part of Google's Display Network (GDN). GDN is a network of websites that allow Google Ads to be displayed alongside content relevant to your target keywords on their web pages. These ads can be text-based or image-based and are displayed alongside content relevant to your target keywords. Google Shopping and app campaigns are the most popular Display Ad options.

## 7. Extensions

Ad Extensions allow you to supplement your ad with additional information at no extra cost.

## 8. Keywords

When a Google user types a query into the search field, the search engine returns a set of results tailored to the searcher's needs. Keywords are words or phrases that match what a searcher is looking for and help them find it. You choose keywords based on the queries you want your ad to appear alongside. For example, if a searcher types in "Best Lawncare in my area," advertisers targeting keywords like "Lawncare services " and "Lawncare near me" will appear in the results.

Negative keywords are a list of terms for which you don't want to rank. You will be removed from the bid on these keywords by Google. These are usually vaguely related to your target search terms but fall outside the scope of what you offer

## 9. PPC

PPC (pay-per-click) advertising is a type of advertising in which the advertiser pays for each ad click. Although PPC is not unique to Google Ads, it is the most common form of paid advertising. Therefore, before you launch your first Google Ads campaign, it's critical to understand PPC basics.

## 10. Quality Score (QS)

Your Quality Score is based on your click-through rate (CTR), the relevance of your keywords, the quality of your landing page, and your previous SERP performance. Your QS influences your AdRank.

## How Google Ads Work

Google Ads uses the pay-per-click (PPC) model. Marketers target a specific keyword on Google and place bids on it, competing with other marketers targeting a similar array of keywords.

The bids you make are "maximum bids," or the highest amount you're willing to pay for an ad.

If your maximum bid is \$4 and Google determines that your cost per click is \$2, you will be given that ad placement! You won't get the ad placement if it's determined to be more than \$4.

Alternatively, you can set your ad's maximum daily budget. You'll never spend more than a certain amount per day on that ad, which will help you figure out how much you should budget for your digital advertising.

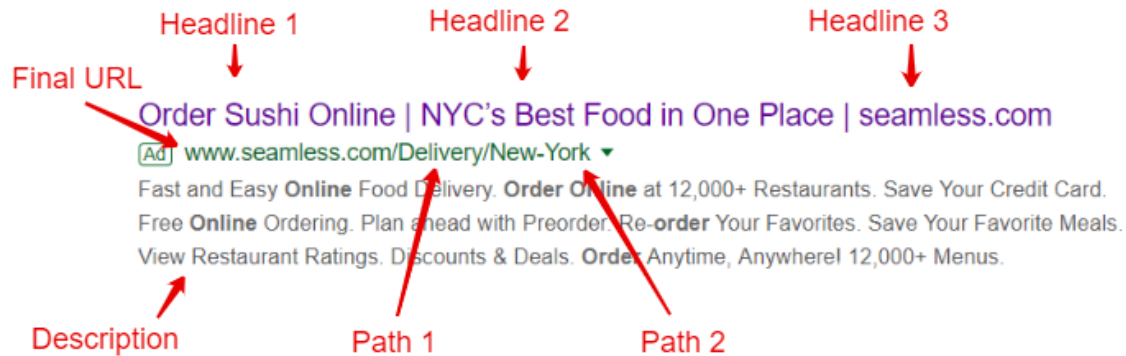
Your ad is shown to potential leads or customers interested in your product or service through Google Ads. The winning bids appear at the top of search results pages, on YouTube videos, or relevant websites, depending on the type of ad campaign chosen. Several factors influence your ability to create effective and high-performing Google Ads. We'll go over them in detail below, along with some Google Ads examples.

AdRank determines where your ads appear, and Quality Score is one of two factors determining your AdRank (bid amount). Remember that Your ad's quality and relevance determine quality Score. Google determines it by the number of people who click on the ad when displayed — your CTR. Your CTR is determined by how well your ad matches searcher intent, which can be defined in three ways:

- The effectiveness of your keywords
- If your ad copy and CTA deliver precisely what the searcher is looking for, you've made progress
- Your landing page's user experience

Google Ads placements are affected by various factors such as

- 1) **Location:** When you first create a Google Ad, you'll choose a geographic area where your ad will appear. If you have a physical location, this should be within a reasonable radius of it. Your location should be set in the places you ship with an e-commerce store and a physical product. The sky's the limit if you provide a service or product that is available worldwide. So a landscaper providing services in Michigan selects a county or a city where he thinks it's feasible for them to go and provide services. Your location settings will play a role in placement.
- 2) **Keywords:** Keyword research for paid ads is just as important as it is for organic search. Your keywords should as closely as possible match the intent of the searcher. This is because Google will match your ad to search queries based on the keywords you choose. Each ad group you create in your campaign will focus on a small number of keywords (one to five is ideal), and Google will display your ad based on those choices. There are three types of match types for keywords.
  - **Broad Match:** Broad Match is the default setting that uses any word in your keyword phrase in any order.
  - **Phrase Match:** It will match queries containing your keyword phrase in its exact order but may include words before or after.
  - **Exact Match:** It maintains your keyword phrase as it is written in the exact order.



3. **Headline and Description:** Your ad copy could mean the difference between a click on your ad and a click on one of your competitors' ads. It's critical that your ad copy matches the searcher's intent, is keyword-aligned, and addresses the persona's pain point with a clear solution.

**Nike.com - Nike Official Store**  
 Ad www.nike.com/   
 4.3 ★★★★★ rating for nike.com  
 Shop for Nike Shoes and Gear. Online at the Official Nike Store.  
 Nike has 2,108,718 followers on Google+

<p><b>Jordan Shoes</b>          Take Flight. Lift Your Game.          Shop Jordan Shoes at Nike.com</p>	<p><b>Nike+ FuelBand SE</b>          Track your Activity in NikeFuel.          Stay Motivated. Move More.</p>
<p><b>New Releases</b>          Check out the Latest Nike Styles.          Shoes, Clothing, Gear and more.</p>	<p><b>Women's Gear</b>          Shop the Nike Women's Sculpt Tight          and Other Women's Styles at Nike</p>

4. **Ad Extensions:** Ad Extensions are a good idea for two reasons: they're free, and they give users more information and a reason to interact with your ad. These extensions can be classified into four types:

**Nike.com - Nike Official Store**

 Ad · [www.nike.com/](http://www.nike.com/)

4.3 ★★★★★ rating for nike.com

Shop for Nike Shoes and Gear. Online at the Official Nike Store.

Nike has 2,108,718 followers on Google+

**Jordan Shoes**

Take Flight. Lift Your Game.

Shop Jordan Shoes at Nike.com

**Nike+ FuelBand SE**

Track your Activity in NikeFuel.

Stay Motivated. Move More.

**New Releases**

Check out the Latest Nike Styles.

Shoes, Clothing, Gear and more.

**Women's Gear**

Shop the Nike Women's Sculpt Tight

and Other Women's Styles at Nike

**Sitelink Extensions** help you stand out by extending your ad and providing additional links to your site that give users more reasons to click.


**Call Extensions** allow you to incorporate your phone number in your ad, so users have an additional (and instant) way to reach out to you. Include your phone number if you have a customer service team ready to engage and convert your audience.

Ad · [www.nike.com/lawn-service/ravena](http://www.nike.com/lawn-service/ravena)

**Ravena Lawn Service | 50% Off First Service |**

Knows Ravena. Get Help With Common Issues Like Weeds & Brown Patches. Don't Miss Our Biggest Deal Of The Year! Call Now & Save 50% On Your Lawn Plan. Mobile Friendly. Download The App.

Rating  
4.7 ★★★★★ (241)

 Call (844) 398-6077

 Ad · [www.nike.com/](http://www.nike.com/)
**Nike® Running - Shop Running Shoes**

Nike Running Gear Feature The Latest Technologies And Innovations. Featuring The Latest Innovations To Help You Get More From Your Run, However Far You Go. Shop With A Nike Expert. Send A Nike Gift Card. Free Shipping for Members. Free 60-Day Returns.

★★★★★ Rating for nike.com: 4.7

[Nike Gift Cards - Gifts For Her - Gifts For Him - Gear Up For The Holidays - Running Gifts](#)

697 Broad St, Newark, NJ - (973) 353-0350 - Hours &amp; services may vary

**Location Extensions** include your address and phone number in your ad so that Google can show searchers a map to help them find you. This is an excellent option for businesses with a physical location.

**Offer Extensions** work if you're running a current promotion. For example, suppose users see that your options are discounted compared to your competitors. In that case, it may entice them to click your ad over others.

Ad · [www.judy.co/kits/emergency](http://www.judy.co/kits/emergency)

**JUDY Official Site · Shop For a Kit Tailored to You · judy.co**

Get prepared with supplies for any kind of emergency & receive real-time local SMS alerts.

**Deal: \$100 off - The Ready System**

<p><b>Mover Max - 4 Person Kit</b></p> <p>The Go-Bag Stocked And Ready With Everything You Need On The Fly.</p>	<p><b>Starter - 1 Person Kit</b></p> <p>Small But Mighty, The Quick Kit Keeps Everything You Need On-Hand.</p>
---	--



## Google Ads Retargeting

In Google Ads, retargeting (also known as remarketing) is a method of advertising to users who have previously interacted with you online but have not yet converted. Tracking cookies follow users around the web, allowing you to target them with ads. Because prospects must see your marketing at least seven times before becoming a customer, remarketing is effective.