

Advanced Google Ads



with examples and
hands-on exercises

WEBUCATOR

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Class Files

Download the class files used in this manual at

<https://static.webucator.com/media/public/materials/classfiles/ADW201-5.0.0.zip>.

Errata

Corrections to errors in the manual can be found at

<https://www.webucator.com/books/errata/>.

Table of Contents

LESSON 1. Advertising on Google's Display Network.....	1
Understanding Google's Display Network.....	1
How to Leverage Content Network in Google Ads.....	2
LESSON 2. Introduction to Google My Business.....	5
Overview of Location-based Ad Services.....	5
How to Leverage Google My Business.....	5
LESSON 3. Optimizing Your Keywords Strategy for Google Ads.....	7
Keywords Optimization Strategy.....	7
Using Broad Match Modifiers.....	8
Exercise 1: Application Broad Match Identifier in Google Ads.....	10
Keywords Diagnosis in Ads.....	12
Optimizing Your Keywords Research.....	13
Leveraging the Google Keyword Planner Tool.....	14
Learning from Organic Keywords.....	16
Implementing Dynamic Keyword Insertion.....	16
Exercise 2: Application Dynamic Keyword Insertion in Google Ads.....	19
LESSON 4. Optimizing Ads Campaigns.....	21
Geographic Targeting in Google Ads.....	21
Implementing Geographic Targeting in Ads.....	22
Exercise 3: Application of Geo Targeting.....	23
Leveraging Ads Campaign Experiments.....	24
LESSON 5. Optimizing Ads.....	27
Using Image Ads in Google Ads.....	27
Controlling Your Ad Delivery in Google Ads.....	29
Exercise 4: Application of Ad Scheduling.....	30
Controlling Who Sees Your Ad.....	32
Exercise 5: Application IP Exclusion Tool.....	34
Viewing Your Change History.....	36
Google Ads and YouTube.....	37
Ad Preview and Diagnostic Tool.....	37
Leveraging the Ad Sitelinks in Google Ads.....	38
LESSON 6. Conversion Tracking in Google Ads.....	41
Why to Track Conversions and How Conversion Tracking Works.....	41
Implementing Conversion Tracking in Google Ads.....	42
Enabling the Conversions Report in Ads.....	43

LESSON 7. Leveraging the Google Ads Report in Google Analytics.....	45
Tracking Online Marketing Campaigns through Google Analytics.....	45
Overview of Ads Metrics.....	47
Exercise 6: Application of Ads Metrics.....	48
Measuring Campaign Performance in Google Analytics.....	50
Hour of Day Report.....	51
Exercise 7: Application of the Hour of Day Report in Google Analytics.....	52
Final URLs Report.....	54
Keywords Report.....	54
Exercise 8: Application of the Keyword Report in Google Analytics.....	56

LESSON 1

Advertising on Google's Display Network

Topics Covered

- Google's display network.
- Displaying ads on specific websites.

Introduction

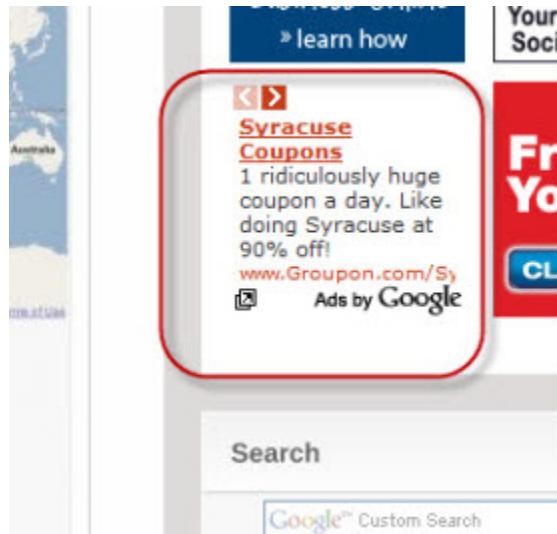
In this lesson, you will learn to advertise on Google's display network and to target your ads to display on specific websites.



1.1. Understanding Google's Display Network

Let's take a look at how we can leverage Google's content network. Content ads are different from search ads.

If someone is reading an article on a blog, Google's content network will help you display your ads based on the content of that particular page. Here is an example of a content ad by Google:



❖ 1.1.1. How Does Advertising on the Display Network Work?

1. Google scans a page within its content network and then assigns a theme to that page.
2. Google scans your ad groups, and, based on all the keywords in each of your ad groups, Google assigns a theme to that ad group.
3. When a content page and your ad group contain the same theme, your ad can be displayed on that page.

❖ 1.1.2. A Few Things You Should Know About the Display Ads

1. Content network ads will obey all your campaign settings (e.g., location, budget, etc.).
2. You cannot set different bid amounts for each keyword as all the keywords are looked at as a group to decide your theme.
3. It is highly recommended that you create a separate ad campaign for your content ads.

Evaluation
Copy

1.2. How to Leverage Content Network in Google Ads

Google has two types of content targeting techniques:

1. Automatic Placements: Google decides where your ads will be shown based on the process that we discussed in the previous section.
2. Managed Placements: You get to choose where your ads will be displayed.

❖ 1.2.1. Automatic Placement

1. Start creating a new campaign.
2. When you start a new campaign, you can choose from a few options: **Search**, **Display**, **Shopping**, **Video**, **App**, **Smart**, or **Discovery** depending on the goal you select.
3. These campaign types are centered around Google's advertising networks, which are the Google Search Network and the Google Display Network.

❖ 1.2.2. Targeted Placement

To use targeted placement (in lieu of automatic placements), follow these steps:

1. Navigate to the **Campaigns** page and select the campaign that you want to use for targeted placements.
2. Click the **Settings** tab, and then expand the **Networks** option.
3. Select the ad group for which you want to use targeted placement (remember, the content network uses the concept of themes).
4. Add the list of domain names where you would like your ad to be displayed.
5. Click **Save** to save your changes.

The screenshot shows the Google Ads interface for managing a campaign. On the left, a sidebar lists various settings categories: Overview, Recommendations, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, **Settings** (which is selected and highlighted with a red box), Locations, Ad schedule, Devices, Advanced bid adj., Change history, Drafts & experiments. The main content area is titled 'Settings' and displays campaign details: Campaign name (0508 Laurie), Campaign status (Enabled), and Goal (No goal selected). A large red box highlights the 'Networks' section. This section contains two main sections: 'Search Network' and 'Display Network'. Under 'Search Network', there is a checkbox for 'Include Google search partners'. Under 'Display Network', there is a checkbox for 'Include Google Display Network'. At the bottom right of the main content area are 'CANCEL' and 'SAVE' buttons. Below the main content area, there are additional settings for 'Locations' (33068, Florida, United States (postal code) + 4 more) and 'Languages' (English).

Conclusion

In this lesson, you have learned:

- How to advertise on Google's display network.
- How to target your ads to display on specific websites.

LESSON 2

Introduction to Google My Business

Topics Covered

- Google My Business.

Introduction

In this lesson, you will learn how to improve your online marketing using Google My Business.



2.1. Overview of Location-based Ad Services

Google My Business (formerly Google+ Local and Google+ Business) is a location-based ad service that is a separate service from Google Ads. Google My Business offers the following services:

Evaluation Copy

1. You can list your business on Google for free.
2. You can provide details about your business such as the hours of operation, photos, product offerings, and promotions.
3. Google My Business also provides you with analytics information that tells you how people find you on Google, what queries do they use, and geo locations from where people are searching for you.

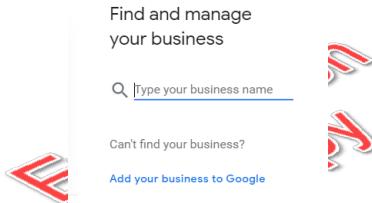
From a user perspective, Google My Business allows online users to find local businesses on Google, read reviews, and more. If you have a brick-and-mortar location, then listing your business is a great way to increase your online presence in front of your local community.



2.2. How to Leverage Google My Business

To add or claim your business listing on Google, follow these steps:

1. Make sure that you are using the appropriate Google Account to sign up for this service (recommended: same as Ads account).
2. Sign up for Google My Business at [https://www.google.com/business/.](https://www.google.com/business/)
3. Search for and verify your business.



Conclusion

In this lesson, you have learned:

- How to aid your online marketing using Google My Business.

LESSON 3

Optimizing Your Keywords Strategy for Google Ads

Topics Covered

- Types of keywords.
- Optimizing your keywords list.
- Broad Match Modifier.
- Keyword Diagnosis.
- Dynamic Keyword Insertion.

Introduction

In this lesson, you will learn about different types of keywords and different techniques to optimize your keywords list, to use Broad Match Modifier to increase your reach, to use Keyword Diagnosis in Ads, and to use Dynamic Keyword Insertion in Ads.



3.1. Keywords Optimization Strategy

Keyword optimization is as important as keyword research. Benefits of keyword optimization include:

1. Enables you to increase conversion rates.
2. Improves CTR, which can lead to improvement in your quality score.
3. Improves return on investment (ROI) for SEM campaigns.

Consider the following points for your optimization strategy:

1. Do not try to invent new keywords.
2. Identify keywords that your customers commonly use (leverage data from organic sources).

3. Understand which type of keywords (long-tail vs. short-tail, wide vs. deep) perform well for your website.
4. Set up conversions to analyze the quality of traffic brought by paid keywords.

❖ 3.1.1. Long-Tail vs. Short-Tail Keywords

Long-tail keyword are keywords that are highly specific. Long-tail keywords tend to be three or more words in length. To what extent you should leverage long-tail keywords depends on the context. Consider the following points:

1. Long-tail keywords are often less competitive to bid for.
2. They keywords are less frequently used and will usually represent less search volume.
3. Long-tail keywords are often specific and thus it is important to use an appropriate ad copy and landing page pair.
4. It is not uncommon to create a separate ad groups dedicated to long-tail keywords.
5. Consider using proper match types when using long-tail keywords.

3.2. Using Broad Match Modifiers

The broad match modifier is a keyword targeting technique you can use besides Broad, Phrase, and Exact match types. The broad match modifier allows you to create keywords, which provides greater reach than phrase match and more control than broad match.

To apply this new match type, simply add a plus (+) symbol immediately in front of one or more words. Consider the following table:

Exact keyword phrase	Modified broad match equivalent
"buy blue suede shoes"	+buy +blue +suede +shoes
"purchase blue suede shoes"	+purchase +blue +suede +shoes
"shop suede shoes"	+shop +suede +shoes
"blue suede shoes"	+blue +suede +shoes
"suede blue shoes"	
"suede shoes blue"	

The above illustration is taken from Google Ads' official blog, which is available at <https://www.blog.google/products/ads/>.



Exercise 1: Application Broad Match Identifier in Google Ads

 10 to 15 minutes

Apply the broad match modifier to optimize your keywords list in the following business case:

A catering company in the Central New York region is known for its specialty food items (vegetarian, vegan, and healthy food). You want to develop a marketing campaign to promote the company's core competencies for different types of catering events. You want to focus on your core keywords such as "vegan catering", but you also want your ads to show up for queries such as baby shower vegan catering, bridal shower vegan catering, and so on.

Solution

Solution: Consider a long-tail keyword: **baby shower vegan catering**. A broad match modifier can be applied as follows: +vegan +catering.

The above keyword match type will allow you to tell Google that you want to focus on the keywords “vegan catering”, but at the same time Google will consider your ads for queries such as baby shower vegan catering, etc.

The core competency of your company is in catering vegan food, not in hosting baby showers; therefore, by using a broad match modifier, you can reach out to customers who are looking for vegan catering for similar events such as baby showers, bridal showers, and so on.

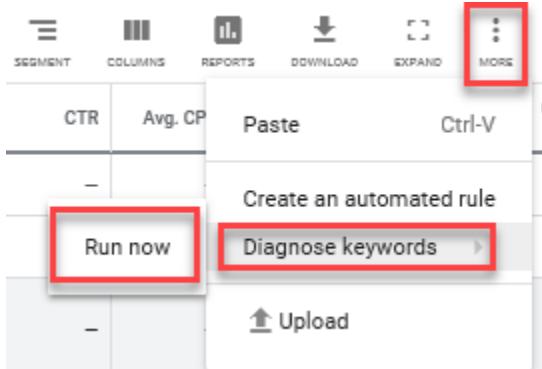
3.3. Keywords Diagnosis in Ads

Google offers diagnostic information for multiple keywords at once by using a new keyword diagnosis option available on the **Keywords** tab. To access this feature, follow these steps:

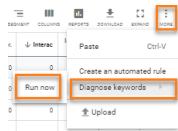
1. Navigate to your active keywords list within your Ads account (the **Campaigns** tab followed by the **Keywords** tabs).
2. When you see the list of all your active keywords, hover over the **Status** of the particular keyword you want to analyze to determine if the keyword is showing ads, as well as its Quality Score.

You can also diagnose all of your keywords at once. To do so:

1. While on the **Keywords** tab, click the **More** drop-down and select **Diagnose keywords** and then click **Run now**.



2. Select the report format, and click **Run now**.



By running this report, you can see that Google is providing information regarding performance of individual keywords. You can see which keywords are causing your ads to display and which keywords are experiencing low search volume.

3.4. Optimizing Your Keywords Research

Google has vast amounts of data related to organic and paid search. Google offers some free tools that can be leveraged to optimize your keywords list. Also, there are third-party tools which provide you with competitive analysis. Here are links to some of the most popular keywords tools:

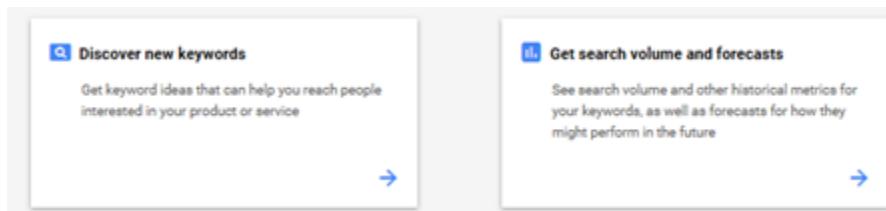
1. Google Keyword Planner Tool
2. Google Insights for Search
3. Wordtracker (<http://www.wordtracker.com/>)
4. KeywordDiscovery (<http://www.keyworddiscovery.com/>)
5. KeywordSpy (<http://www.keywordspy.com/>)
6. SpyFu (<http://www.spyfu.com/>)



3.5. Leveraging the Google Keyword Planner Tool

Google replaced their *Keyword Tool* with their new *Keyword Planner* tool. This new tool provides very similar data, but presented in a new way. This tool can be found under the **Tools & Settings** button, and then under **Planning**. The first consideration is determining why you're using the tool. Google provides four choices, as seen in the following screenshot:

1. Search for new keywords.
2. Get search volume data and forecasts.



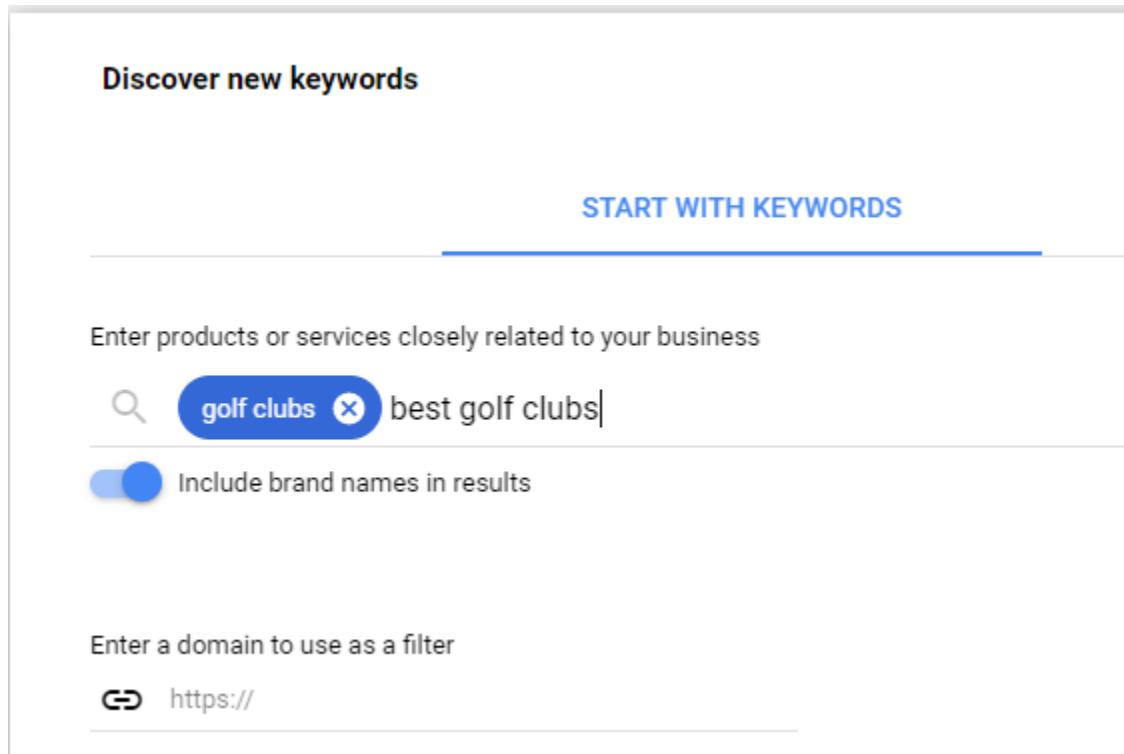
Most times, you will want to choose the first option, **Discover new keywords**. Check out the following screenshot.



To begin searching for keyword ideas and the associated search volume, you'll have to enter the appropriate words, phrases, or URLs. It's recommended that you try a few search variations to get your desired results. After making these selections, you can then further refine your results by drilling down to a specific location.

❖ 3.5.1. Demo for the Google Keyword Planner

Let's use the Google Ads Keyword Planner tool to find our list of targeted keywords for a new golf club website. And let's say that we want to run some Ads campaigns just in Florida to test the waters. In the following screenshot, let's go over the settings for this initial search.



Now, let's talk through some of the suggestions Google has provided us. In the following screenshot, you will notice one set of suggested keywords, their estimated monthly search volume, and the suggested bid for each. Also, the red highlight shows the checkbox to select to add any keywords into your Ads campaigns. In the same row for *used golf clubs*, we see that term averages 10,000 to 100,000 searches per month, with a suggested upper level bid of \$1.00.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
<input type="checkbox"/> golf clubs	100K - 1M	High	-	\$0.37	\$1.25
<input type="checkbox"/> best golf clubs	1K - 10K	High	-	\$0.69	\$2.70
Keyword ideas					
<input checked="" type="checkbox"/> used golf clubs	10K - 100K	High	-	\$0.33	\$1.00
<input type="checkbox"/> golf stores near me	10K - 100K	Low	-	\$1.19	\$4.34
<input type="checkbox"/> golf store	10K - 100K	Low	-	\$0.43	\$1.64
<input type="checkbox"/> golf shop	10K - 100K	Low	-	\$0.37	\$1.30
<input type="checkbox"/> scotty cameron putters	10K - 100K	High	-	\$0.23	\$0.65
<input type="checkbox"/> odyssey putters	10K - 100K	High	-	\$0.07	\$0.28
<input type="checkbox"/> mizuno golf	10K - 100K	High	-	\$0.11	\$0.49
<input type="checkbox"/> golf clubs for sale	10K - 100K	High	-	\$0.34	\$1.78



3.6. Learning from Organic Keywords

❖ 3.6.1. Introduction

Google Analytics provides rich ~~data~~ about user activities on your website/landing page that can help you optimize your keywords. The following are some of the techniques that you can leverage.



3.7. Implementing Dynamic Keyword Insertion

As a rule of thumb, if the keyword used by a user in the search query is a part of your ad copy, then the ad copy receives a higher click-through rate. The dynamic keyword insertion allows you to mimic this scenario by automatically inserting the searcher's keyword into your ad copy.

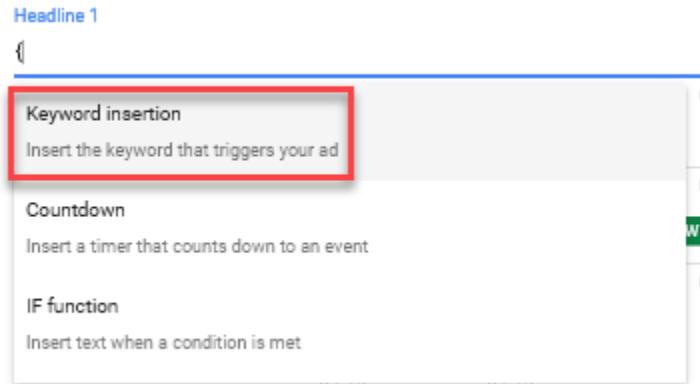
Dynamic keyword insertion has to follow these guidelines:

1. The new ad copy should still follow the editorial rules set by Google (covered in the Google Ads Basic Course).
2. If the keyword is a registered trademark, then dynamic keyword insertion won't work unless your account is authorized to use that trademark.

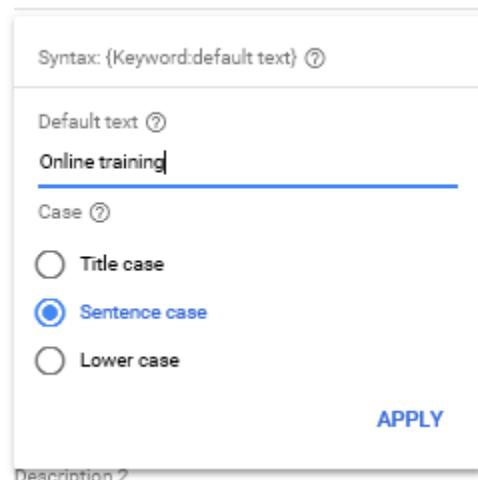
3. Along with denoting where the keyword will be inserted, you need to define what will show in your ad copy if the keyword cannot be inserted.

Here is how to set up dynamic keyword insertion:

1. When typing your ad text, enter a brace and from the displayed drop-down menu, select **Keyword insertion**.



2. Enter the word or words you want to appear when text cannot be replaced by a keyword in the **Default text** field.
3. Select how you want the keywords to be capitalized.
4. Then, click **Apply**.



New text ad (1 / 3) 

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

Headline 1  {Keyword:Online training}   15 / 30

Headline 2  0 / 30

Headline 3   0 / 30

Display path  www.webucator.com / Path 1 / Path 2  

Description 1  0 / 90

Description 2   0 / 90

In the above screenshot, you can see the headline has **{KeyWord:Online training}** as a part of the ad copy. The braces and enclosed text forms the body of the dynamic keyword insertion tag.

Use the following syntax in your ad copy: **{keyword:default text}**. The keyword phrase will insert the keyword that triggered your ad. The “default text” is the text that you want Google to display if dynamic keyword insertion fails.

❖ 3.7.1. How Dynamic Keyword Insertion Works

Consider the above example shown in the screenshot. Assume that Webucator pays for “Google Analytics Training” and “Google Ads Training” keywords.

Let’s imagine that a user searched for the phrase “Google Analytics Training” and it triggered Webucator’s ad. Now the keyword that triggered the ad (i.e., “Google Analytics Training”) will be used in the headline. If for some reason this dynamic keyword insertion failed, the default text (i.e., Online Training) would be displayed in the headline. On the other hand, if a user searched for “Google Ads Training” and if this phrase triggered Webucator’s ad, then for this time “Google Ads Training” would be displayed in the headline.

Exercise 2: Application Dynamic Keyword Insertion in Google Ads

 10 to 15 minutes

Apply the concept of dynamic keyword insertion in the following business cases:

1. A catering company in the Central New York region that is known for its specialty food items (vegetarian, vegan, etc.). You are paying for keywords such as “vegan catering,” “vegetarian catering,” and “specialty food catering.” Display these paid keywords in the headline of your ad copy once they trigger your ad. Use the CamelCase style in your ad headline.

Solution

The headline in your ad copy will be written as **{KeyWord:Gourmet Food Catering}**. In this way, when your ad gets triggered by any one of the keywords (i.e., vegan catering, vegetarian catering, and specialty food catering), then that particular keyword will be displayed in your headline in the form of CamelCase. If dynamic keyword insertion fails, then “Gourmet Food Catering” will be displayed in your headline.

Conclusion

In this lesson, you have learned:

- About different types of keywords and different techniques to optimize your keywords list.
- To use Broad Match Modifier to increase your reach.
- To use Keyword Diagnosis in Ads.
- To use Dynamic Keyword Insertion in Ads.

Evaluation
Copy

LESSON 4

Optimizing Ads Campaigns

Topics Covered

- Geo-targeted campaigns.
- Showing geo location for your business.
- Benchmarking your Ads campaign performance.

Introduction

In this lesson, you will learn how to set up geo-targeted campaigns, how to enable ad extensions to show geo location for your business, and how to benchmark your Ads campaign performance with similar advertisers.

*Evaluation Copy**

4.1. Geographic Targeting in Google Ads

❖ 4.1.1. What Is Geographic Targeting?

Ads allows you to select in which location your ads will be displayed. This is helpful if you want to show a different ad message in different locations or set different budgets by location (e.g., Webucator can show ads related to programming classes in Redmond and ads for graphic design classes in the New York City area).

❖ 4.1.2. How Google Offers Geo Targeting

Google decides the location of the searcher based on the following four known methods:

1. Based on which Google search engine was used by the searcher (e.g., Google.com for the United States and Google.ca for Canada).
2. Based on the explicit geographic qualifier in the search query (e.g., restaurants in Syracuse).

3. Based on the searcher's web history (if enabled) or based on the previous searches made by the searcher.
4. Based on the IP address of the searcher.

Geo targeting will help you reach an audience with a unique message, thus allowing you to possibly increase your CTR and conversion rate in specific locations.



4.2. Implementing Geographic Targeting in Ads

Consider the following scenario:

Let's assume that we receive a good amount of traffic to our software programming pages from the Redmond and Seattle areas. Now we want to run a geo-targeted ad campaign to promote our training services to this audience. Here is how you can target this audience using geo-targeted ad campaigns.

1. First, create separate campaign with qualifying keywords for ads that will bring people to software programming pages.
2. Select **Locations** from the left.
3. Click the blue pencil icon, and select **Radius**.
4. Type the zip codes associated with Redmond to locate these areas on the map.
5. Follow the same steps to add Seattle in your list. Refer to the following screenshot.

The screenshot shows the Google Ads 'TARGETED' tab. The left sidebar has 'Locations' selected. In the main area, there's a map of the Seattle and Redmond area with a large blue circle indicating a 20-mile radius targeting. The map includes labels for cities like Seattle, Redmond, Bellevue, and surrounding towns.

Exercise 3: Application of Geo Targeting

 25 to 30 minutes

Let's assume that we receive a good amount of traffic from the Austin, TX and San Francisco, CA areas for our web design courses. Create a geo-targeted campaign for web design classes to cover these areas.

Solution

1. Create a new campaign with qualifying keywords for ads that will bring people to web design classes.
2. Click the **Locations** button.
3. Click the blue pencil icon.
4. Select **Radius**.
5. Type the zip codes associated with Austin, TX and San Francisco, CA.
6. Add these areas in your campaign settings.



4.3. Leveraging Ads Campaign Experiments

❖ 4.3.1. Introduction to Drafts and Experiments and Their Advantages

Campaign experiments were a testing tool in Ads that allowed you to better optimize your campaigns by helping you to answer some of the following questions:

1. How changes to your keywords affect the overall campaign performance (e.g., changes in impression, conversion, CTR, etc).
2. What changes you will notice if you increase or decrease the bid amounts on some of the keywords?
3. How your campaign will perform if you make changes to your ad groups?

Experiments are no longer supported in Ads; however, now drafts and experiments fill this role. After you have created a draft, instead of applying your changes to your original campaign, you can convert the draft into an experiment.

❖ 4.3.2. Setting Up an Experiment

1. From the menu on the left, select **Drafts & experiments**.
2. Select **Campaign Experiments**.
3. Click the **+** icon.
4. Click **Select draft** and then select the draft you want to use as an experiment.

5. Add a name for your experiment.
6. Choose a start and end date for your experiment. Select **None** if you want to manually end it.
7. Select the**Experiment split** (50% option is commonly selected). It means 50% of overall activities in your campaign will be conducted using experimental values.
8. Click **Save**.

The screenshot shows the 'New experiment' configuration page. At the top, there are three tabs: 'CAMPAIGN DRAFTS', 'CAMPAIGN EXPERIMENTS' (which is currently selected), and 'AD VARIATIONS'. Below the tabs, the page title 'New experiment' is displayed. A breadcrumb navigation path '011215 Kendra > Test Houston TX' is shown with a pencil icon for editing. The 'Name' field contains 'Test Houston'. The 'Description (optional)' field is empty. Under 'Start date', the value 'Aug 7, 2019' is listed. Under 'End date', the 'None' radio button is unselected, and the 'Sep 6, 2019' radio button is selected. The 'Experiment split' section shows '50 %' with a 50/50 distribution icon. At the bottom, there are 'SAVE' and 'CANCEL' buttons, with 'SAVE' being highlighted in blue.

❖ 4.3.3. Converting Your Experiment into a Campaign

1. Navigate to the experiment you want to apply.
2. In the top-right corner, click **Apply**.
3. Click **Update your original campaign**.

Conclusion

In this lesson, you have learned:

- How to set up geo-targeted campaigns.
- How to enable ad extensions to show geolocation for your business.
- How to benchmark your Ads campaign performance with similar advertisers.

LESSON 5

Optimizing Ads

Topics Covered

- Working with image ads.
- Controlling your ad delivery.
- Ad scheduling.
- IP Exclusion tool.
- Change history.
- YouTube.
- Ad Preview and Diagnostic tool.
- Ad sitelinks.

Evaluation
Copy

Introduction

In this lesson, you will learn to work with image ads, to control your ad delivery, to use ad scheduling, about the IP Exclusion tool, to view your change history, to work with YouTube, about the Ad Preview and Diagnostic tool, and about ad sitelinks.

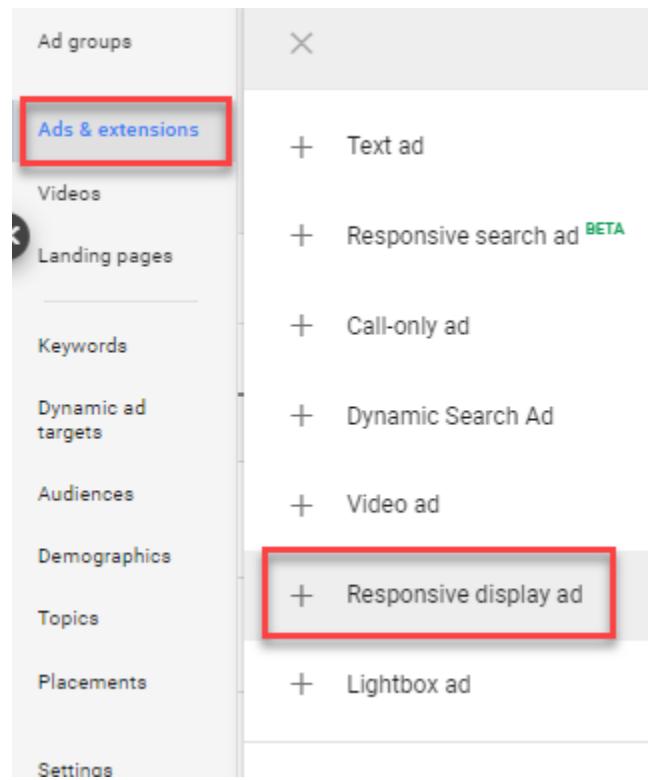


5.1. Using Image Ads in Google Ads

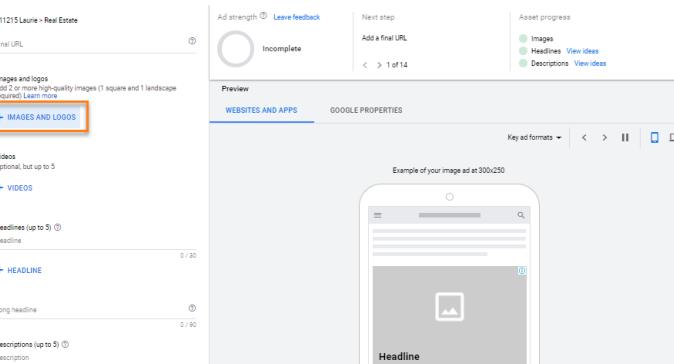
❖ 5.1.1. Getting Started

If you're going to try using image ads as part of your SEM campaigns, the steps to include image ads are very similar to text ads. **Please note:** Image ads can only be displayed on Google's Content Network, so it's recommended that you have separate campaigns for your image ads for complete control.

After setting up the appropriate campaign, you will need to simply choose **Ads & extensions**, **+**, and then **Responsive display ad** from the pull-down menu. A dialog box will open, seen in the screenshot below.



As you can see in the following screenshot, you have the ability to add your own image or choose from Google's library.

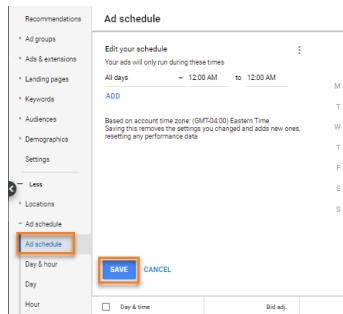


5.2. Controlling Your Ad Delivery in Google Ads

❖ 5.2.1. Ad Scheduling and Ad Delivery

Using Ads Reports available in Google Analytics, you can determine during which time period (hour of the day or day of the week) your particular ad(s) perform well. Once you have this insight you may want to schedule your ads to be delivered during these time periods. Here is how you can accomplish this in Google Ads:

1. From the left, click **Ad schedule**. You can further drill down to select **Day & hour**, **Day**, or **Hour**.
2. Select the campaign for which you want to control the ad delivery.
3. Click the **pencil** icon.
4. Edit your ad schedule.
5. Click **Save** to incorporate these changes into your campaign settings.



Exercise 4: Application of Ad Scheduling

 10 to 15 minutes

Suppose you manage a small restaurant in midtown Manhattan. In the morning, you run a campaign geared toward breakfast and during lunchtime you run a campaign geared toward lunch. You would like to run the breakfast campaign only between 7AM and 11AM on weekdays and you would like to run the lunch campaign from 12:00PM to 4:00PM. Accomplish this setup using the Ad Scheduling feature in Google Ads.

EVALUATION COPY: Not to be used in class.

Solution

1. From the left, click **Ad schedule**.
2. Select the campaign (e.g., breakfast campaign) for which you want to control the ad delivery.
3. Click the **pencil** icon.
4. Edit your ad schedule.
5. You can configure different ad schedules for weekdays and weekends.
6. Click **Save** to incorporate these changes into your campaign settings.

*

5.3. Controlling Who Sees Your Ad

❖ 5.3.1. IP Exclusion Tool

It is important to filter internal traffic from your ad campaigns. Internal traffic generated by employees, consultants, and your own ad agency can inflate your impressions count, which in turn can affect your CTR metric. Google Ads provides an easy-to-use tool called IP Exclusion that allows you to filter out internal traffic. Here is how you can leverage it:

1. Select **Settings** on the left.
2. Select the campaign from which you want to exclude IP addresses.
3. Note: IP exclusion works on the campaign level only.
4. Click to expand the **IP exclusions** section (you may first have to click **Additional settings**.)
5. Enter IP addresses to exclude from viewing your ads.
6. Click **Save** to conclude the process.

Ad groups

Settings

Campaign URL options No options set

Dynamic Search Ads setting Get automated search targeting and customized ad headlines based on your website

IP exclusions

Enter the Internet Protocol (IP) addresses to exclude from seeing your ads. ⓘ

To indicate a set of addresses, replace the last 3 digits with an asterisk (*)

Enter one IP address per line.

Examples:

- 123.4.5.67
- 123.4.5.*
- 123.4.0.0/16
- 2620:0:1003:1011:faf1e:dfff:feed:2711
- 2620:0:1003:1011:faf1e:dfff:0:0/96

CANCEL SAVE

The screenshot shows the 'Settings' tab in the Google Ads interface. On the left, there's a sidebar with various options like Ad groups, Ads & extensions, Landing pages, etc., with 'Bidding' selected and highlighted by a red box. The main area shows 'Campaign URL options' and 'Dynamic Search Ads setting'. Below that is the 'IP exclusions' section, which is also highlighted with a red box. It contains instructions to enter IP addresses, examples of address patterns, and two buttons at the bottom: 'CANCEL' and 'SAVE'.

Exercise 5: Application IP Exclusion Tool

 10 to 15 minutes

You have noticed “click fraud” on your Ads account and it is costing you money. Through some investigation you were able to find a list of IP addresses responsible for this click fraud. Filter these IP addresses from your Ads account.

Solution

Solution:

You can only filter IP address on a campaign level. Go into each campaign that you would like to exclude IP addresses for and remove them following these steps.

1. Navigate to the desired **Campaign** tab within your Google Ads account.
2. Select **Settings** and then select the desired campaign. Scroll down and expand **IP exclusions**.
3. Note: IP exclusion works on the campaign level only.
4. Provide a list of IP addresses or use RegEx to provide a range of IP addresses to filter.
5. Click **Save** to conclude the process.

*

5.4. Viewing Your Change History

EVALUATION
COPY

Google Ads provides the ability to see what changes have been made to your account via the Change History feature.

To access this feature, select the campaign, and then from the left select **Change history**.

The screenshot shows the Google Ads interface with the 'Change history' page selected. The left sidebar is collapsed, showing options like Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Advanced bid adj, and Drafts & experiments. The 'Change history' link is highlighted with a red circle. The main content area displays a table with columns for All changes, Ad changes, Bid changes, Budget changes, Keyword changes, Network changes, Status changes, and Targeting changes. All values are 0. The date range is Aug 2 - 8, 2018. At the bottom, it says 'Reporting is not real-time. Your account time zone is the basis for all dates and times. Learn more' and 'Some inventory may be provided through third-party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.'

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5.5. Google Ads and YouTube

❖ 5.5.1. Showing Your Ads on YouTube

One way to optimize your ads is to have them shown on YouTube. In Ads, you can target image, video, and text ads to different YouTube placements, as well as categories.

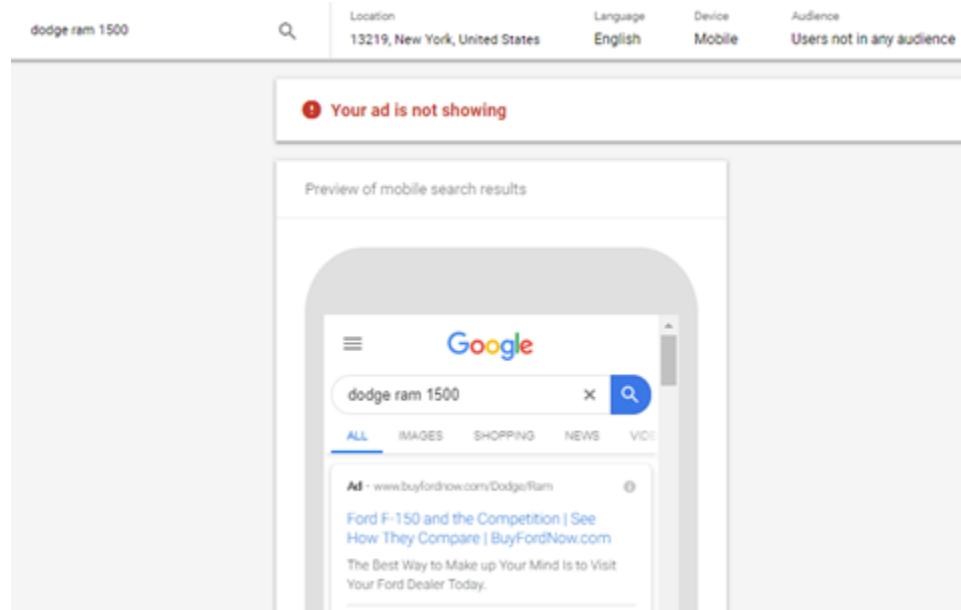
To target your ad to YouTube via a managed placement:

1. Select **Display** campaign and ad group you want to edit.
2. Select **Placements** on the left.
3. Click the **+**.
4. Select YouTube channels or videos using the checkboxes.
5. Click **Save**.

5.6. Ad Preview and Diagnostic Tool

The Ad Preview and Diagnostic tool allows you to preview your ads as they would appear on a regular Google Search Results Page (SERP) without generating extra impressions for your ad. This tool allows you to test your campaign without affecting your CTR metric, and it allows you to check the performance of all the keywords within an ad group instead of testing individual keywords. Here is how you can leverage this tool:

1. Navigate to the **Tools & Settings** tab within your Google Ads account.
2. Under **Planning**, using the drop-down menu, click the **Ad Preview and Diagnosis** tool.
3. In the **Enter a search term** field, enter the search query for which you want to test your ad.
4. Under the **Location** field, provide your geo location preference by selecting a particular country name and by providing a particular region (states) in which you are advertising.
5. Select the display language and device.



5.7. Leveraging the Ad Sitelinks in Google Ads

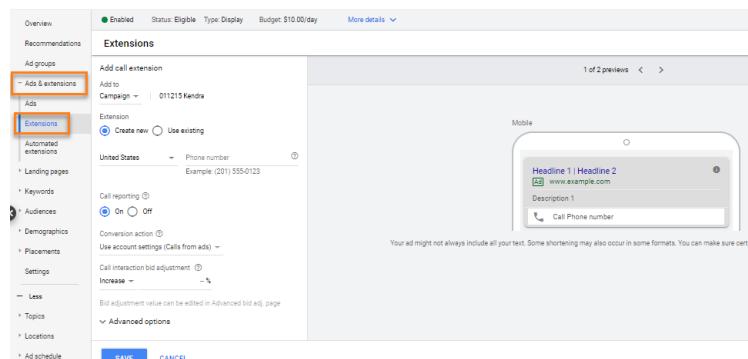
Ad sitelinks allow you to showcase additional links (other than your destination URL) to make your ads more useful and relevant to an online searcher. Ad Sitelinks can display up to four additional destination URLs for users to choose from. Google uses its own discretion to decide when to show ad sitelinks for your text ads. Ad sitelinks are most likely to appear:

1. When your ad provides the best result for a search query (this is determined by Google).
2. For top-ranked ads with high-quality scores.
3. For unique brand terms.

Here is how you can configure ad sitelinks for your ads:

1. Ad sitelinks are campaign specific, so first navigate to a specific campaign in your Ads account.
2. Click **Ads & extensions**.
3. Then, select **Extensions** from the submenu.

- Enter up to 10 additional links that you want online searchers to see along with your ad by selecting the **+** icon and then selecting **Sitelink extension** from the **Extension type** link.
- Click **Save** to incorporate these changes.



Conclusion

Evaluation
Copy

In this lesson, you have learned:

- How to work with image ads in Google Ads.
- How to control your ad delivery in Ads.
- How to use ad scheduling.
- About the IP Exclusion tool.
- How to view your change history.
- How to work with YouTube.
- About the Ad Preview and Diagnostic tool.
- About ad sitelinks.

LESSON 6

Conversion Tracking in Google Ads

Topics Covered

- Conversion tracking.
- Conversion metrics.

Introduction

In this lesson, you will learn to implement conversion tracking and to enable conversion metrics.

6.1. Why to Track Conversions and How Conversion Tracking Works

One of the first things you do when implementing Google Ads is to select appropriate keywords and write ads that attract people's attention. You write ads that you expect will achieve a high click-through rate (CTR). However, receiving clicks on your ad(s) means you pay money to Google. It does not tell whether the ad generated money for you. Conversion tracking allows you to:

1. Check whether your ads are bringing qualified leads to your website.
2. Bid intelligently by leveraging metrics such as cost per conversion and ROI.

Here is how conversion tracking works:

1. You install Ads conversion tracking code on your receipt page or any confirmation pages (lead-generation pages).
2. When a visitor completes a transaction or submits a contact-us form, cookie values will be modified by the tracking code.

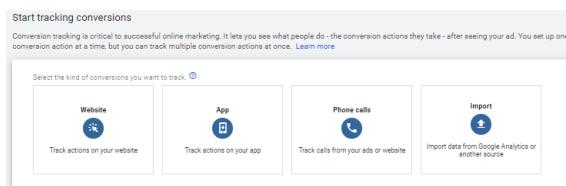
3. This allows Google to track which campaigns/keywords brought visitors who actually completed a task on your site.

*

6.2. Implementing Conversion Tracking in Google Ads

❖ 6.2.1. Setting up a New Conversion in Ads

1. From the **Tools & Settings** button, under **Measurement**, select **Conversions**.
2. Click the **+** button. (You also have the option to import your goals from Google Analytics.)
3. Select the type of conversions you want to track.
4. Enter a name in the **Conversion name** field, which will help you remember which conversion is taking place.
5. Choose your **Conversion category**, **Conversion window**, **Count**, and **Value**.
6. Click the **Create and Continue** button to proceed, and then select if you want an email with the JavaScript code sent to a webmaster, to update it yourself, or to use Google Tag Manager.
7. If you choose to update the JavaScript code yourself, grab the code generated by Google and incorporate it on the conversion page of your website. Place the code just before the closing body tag.



❖ 6.2.2. Validating Conversion in Ads

Here are two simple ways in which you can verify your conversion process:

1. Wait for a conversion to occur. It could take about 24 hours for Google to update your reports.

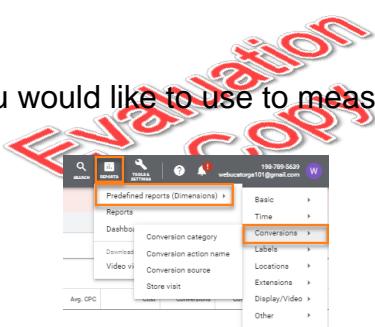
2. Complete a test conversion on your site, after which you should see small but clearly visible text that says “Google Site Stats” on the conversion pages where you’ve placed the code.

*

6.3. Enabling the Conversions Report in Ads

Once you have conversion tracking installed, you will have access to multiple conversion metrics. All of these metrics will be added to your account. To enable these views:

1. Click the **Reports** button and select **Predefined reports (Dimensions)**.
2. Select **Conversions**.
3. Enable the metrics you would like to use to measure your Ads conversions.



Conclusion

In this lesson, you have learned:

- How to implement conversion tracking.
- How to enable conversion metrics.

LESSON 7

Leveraging the Google Ads Report in Google Analytics

Topics Covered

- Using postclick metrics to optimize your SEM campaigns.
- The Google Ads report.
- Ads subdimensions.
- Analyzing SEM performance.

Introduction

In this lesson, you will learn to leverage various postclick metrics in Google Analytics to optimize your SEM campaigns and to leverage the Google Ads report and some of the Ads subdimensions to analyze your SEM performance.



7.1. Tracking Online Marketing Campaigns through Google Analytics

Ads Integration

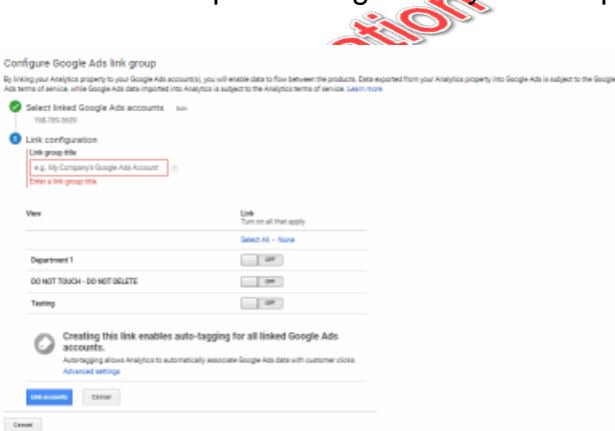
1. Within your Ads account, from the left menu, select **Settings**. Then, select **Account Settings** from the submenu.
2. Click the **Auto-tagging** section and ensure the **Tag the URL that people click through from my ad** checkbox is checked.
3. Click **Save**.



Google Analytics Integration

1. Within your Google Analytics account, click **Admin**, and then choose your desired account.
2. Under the desired account, click **Google Ads Linking**.
3. Choose **+ New Link** and choose the desired Google Ads account to link to.
4. To finalize, choose **Link Configuration** and then decide the appropriate one.
5. Choose **Link accounts** to complete.

See the attached screenshot for complete Google Analytics setup.



All your Ads data (impressions, clicks, cost) will automatically be imported into your Google Analytics account.

1. Site usage metrics for paid traffic.
2. Goal conversions.
3. E-commerce activities.
4. Revenue metrics (ROI, RPC, etc.).



7.2. Overview of Ads Metrics

Parameter	Definition
Sessions	Number of visits your website received from Ads campaigns only. Signifies how much traffic your ads were able to generate.
Impressions	The number of times your search ad(s) was displayed.
Clicks	The number of clicks on your search ad(s) during the time period selected by you.
Cost	The total amount you paid to Google for clicks that you received on your Google Ads ads.
CTR	Click-through rate shows the percentage of impressions that resulted in a click [(Clicks/Impressions)*100].
CPC	Cost-per-click (CPC) is the average cost you paid for each click your Google Ads ads.
RPC	Revenue-per-click is the average revenue obtained from e-commerce sales and/or goal values you received for each click one of your Google Ads ads.
ROI	Return on investment is calculated as follows: (e-commerce revenue + Total Goal Value - Cost)/Cost.
Margin	Margin is calculated as follows: (e-commerce revenue + Total Goal Value - Cost)/Revenue.

The above metrics will help you to answer the following questions:

1. How visible and compelling your Google Ads ads are to online searchers.
2. How the people referred from your Ads Campaigns compare to the “average” visitor to your site coming from non-Ads sources.
3. Whether your Ads campaigns are optimized to bring high-quality traffic with high engagement.

Exercise 6: Application of Ads Metrics

 10 to 15 minutes

-
1. Which of the above metrics will you use to determine keywords profitability?
 2. Which of the above metrics will you use to understand which ads are highly visible as well as compelling enough to bring visitors to your site?
 3. Is it possible to have keywords with negative ROI? If so, how would you interpret that information?

Solution

Solution:

1. CPC, RPC, ROI, and Margin are metrics geared toward helping you understand the profitability of your keywords. You can get this information by applying subdimensions.
2. Impressions, clicks, and CTR are the metrics geared toward helping you understand which ads receive higher visibility and are compelling enough to attract a substantial amount of traffic.
3. It is common to see negative ROI for campaigns and keywords. It can mean several things:
 - A. You have not enabled e-commerce.
 - B. You have not assigned goal values to your goals.
 - C. You are not linking cost data from Ads.
 - D. You are spending much more on your keywords than the money you make from the traffic these keywords bring to your website.

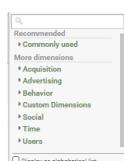
Evaluation
Copy

7.3. Measuring Campaign Performance in Google Analytics

To measure performance of your ad campaign:

1. Within your Google Analytics account, navigate to the **Acquisition** report.
2. Within the **Acquisition** report, select the **Google Ads** tab.
3. Within the **Google Ads** tab, click **Campaigns**.

There are a number of subdimensions to slice and dice the Ads data to obtain insights that will help you optimize your Ads campaigns. Here is a screenshot with lists of the subdimensions:



*

7.4. Hour of Day Report

The Hour of Day report enables you to see which of your campaigns, ad groups, or headlines were the most effective during what time of the day and during what day of the week. This information can be leveraged to effectively schedule ads that generate significant revenue during certain times of the day or week.

Primary Dimension: Hour Day of Week					
		Acquisition			Behavior
		Users	New Users	Sessions	Bounce Rate
		38 % of Total: 0.30% (12,625)	22 % of Total: 0.20% (10,767)	57 % of Total: 0.38% (15,196)	40.35% Avg for View: 42.31% (-4.64%)
	1. 00	7 (13.46%)	3 (13.64%)	9 (15.79%)	55.56%
	2. 01	2 (3.85%)	1 (4.55%)	2 (3.51%)	50.00%
	3. 02	2 (3.85%)	0 (0.00%)	3 (5.26%)	0.00%
	4. 03	1 (1.92%)	1 (4.55%)	1 (1.75%)	0.00%
	5. 05	2 (3.85%)	1 (4.55%)	2 (3.51%)	100.00%
	6. 06	4 (7.69%)	3 (13.64%)	4 (7.02%)	50.00%
	7. 07	5 (9.62%)	2 (9.09%)	5 (8.77%)	60.00%
	8. 08	1 (1.92%)	1 (4.55%)	1 (1.75%)	0.00%
	9. 09	1 (1.92%)	1 (4.55%)	1 (1.75%)	0.00%

In the above screenshot, you can see which campaigns were most active during what time and which of these campaigns brought substantial amounts of traffic as well as revenue.

Note that in the above example we are running only one campaign. However, if you have multiple active campaigns, then you will see each of those campaigns in this report.

Exercise 7: Application of the Hour of Day Report in Google Analytics

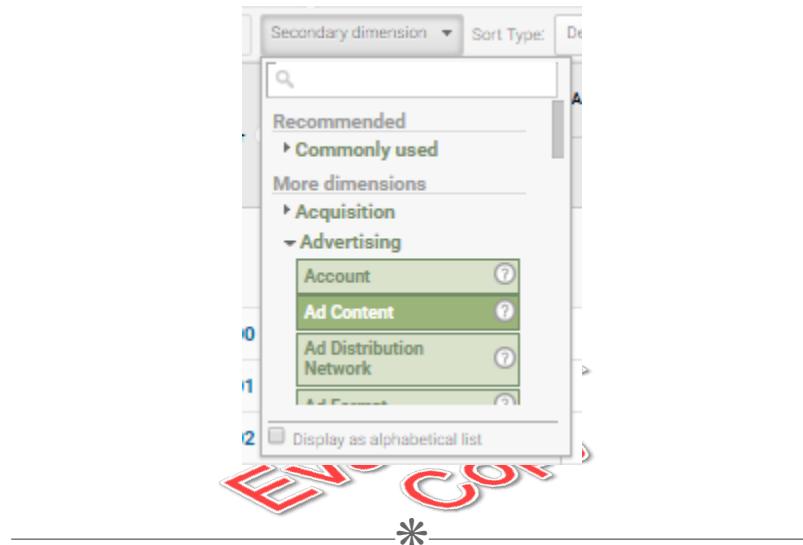
 10 to 15 minutes

Suppose you manage a small restaurant in midtown Manhattan. In the morning, you run multiple ads geared toward breakfast menu items and during lunch time you run multiple ads geared toward lunch menu items.

You are wondering which of your ad copies (headlines) works the best at different times of the day. How would you determine this using Ads reports in Google Analytics?

Solution

1. Within your Google Analytics account, navigate to **Acquisition** report.
2. Within the **Acquisition** report, select the **Google Ads** tab.
3. Within the **Google Ads** tab, click the **Hour of Day** report.
4. Click the secondary dimension drop-down menu and expand **Advertising**, and then select **Ad Content** as your secondary dimension.



7.5. Final URLs Report

This report shows each destination URL (landing page) on your website that received traffic from Google Ads (it was previously called the Destination URLs report). Using this report, you can analyze which of your Google Ads keywords were responsible for bringing traffic to these landing pages by applying subdimensions.



7.6. Keyword Report

This report enables you to understand how ad position affected your keyword performance. This report provides you with answers to the following questions:

1. Where do your Ads ads appear on Google's actual search results pages?

2. How much influence does search position have on visits, conversions, and other site usage metrics?

Primary Dimension: **Keyword** Ad Content

Plot Rows Secondary dimension Sort Type Default

	Keyword ⓘ	Acquisition					Behavior
		Clicks ⓘ ↓	Cost ⓘ	CPC ⓘ	Users ⓘ	Sessions ⓘ	
		0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	\$0.00 Avg for View: \$0.00 (0.00%)	38 % of Total: 0.30% (12,625)	57 % of Total: 0.38% (15,196)	40.35% Avg for View: 42.31% (-4.64%)
1.	(not set)	0 (0.00%)	\$0.00 (0.00%)	\$0.00	35 (92.11%)	46 (80.70%)	36.96%
2.	Google Merchandise Store	0 (0.00%)	\$0.00 (0.00%)	\$0.00	2 (5.26%)	10 (17.54%)	50.00%
3.	YouTube Merchandise	0 (0.00%)	\$0.00 (0.00%)	\$0.00	1 (2.63%)	1 (1.75%)	100.00%

Exercise 8: Application of the Keyword Report in Google Analytics

 10 to 15 minutes

You would like to determine the relation between a keyword, acquisition, behavior, and conversions that an ad was able to generate for you. How would you identify this relation using Ads reports in Google Analytics?

Solution

1. Within your Google Analytics account, navigate to the **Acquisition** report.
2. Within the **Acquisition** section, click the **Keywords** report.
3. Select a particular keyword which you would like to analyze.

Conclusion

In this lesson, you have learned:

- How to leverage various postclick metrics in Google Analytics to optimize your SEM campaigns.
- How to leverage the Google Ads report and some of the Ads subdimensions to analyze your SEM performance.

Evaluation
Copy