

Intermediate Google AdWords

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Class Objectives:

- Understand how Ads show on the results page
- Analyze the progress and success of your Ads
- Learn how to improve your Ad Rank with Dynamic Search Ads
- Create Ad Extensions to increase your CTR

Class Agenda:

1. How does my Ad appear on search results?
 - a. Ad Auction and Ad Rank
 - b. Quality Score
2. How do I analyze my AdWords performance?
 - a. Metrics: Vocabulary
 - b. Modifying Columns
 - c. Reports
3. How do I improve my Quality Score?
 - a. Dynamic Search Ads
 - b. Ad Extensions
4. Questions, Answers, and Practice!

1. How does my Ad appear on search results?

Every time a user's search query matches a keyword in your Ad Group, your Ad is triggered to appear. However, many Ads from other companies might have the same keyword, and yours is in competition with them. This competition is called the **Ad Auction**, where all the eligible Ads undergo a bidding system to have the highest **Ad Rank**. The higher your Ad Rank, the higher on the search results page your Ad will appear.

Two very important factors determine your Ad Rank:

- (1) maximum Cost-per-Click (CPC) bid
- (2) Quality Score

Max. CPC: This is the amount you are willing to pay for each click that your Ad receives. Google Grant recipients (non-profits) are limited to a max. CPC of \$2.00.

Quality Score: This is comprised of many factors:

- (1) Relevancy, or how relevant your Ad is to the keywords you chose to trigger it;
- (2) Click-Through Rate (CTR), or how often people click on your Ad when it is shown;
- (3) Landing Page experience, or how relevant and easy-to-use the specific website page is that your Ad takes the user to.

While Google Grant recipients are limited to a \$2 maximum CPC, they can increase their Ad Rank by making sure their Quality Score is as high as possible. Even if another company has a higher bid than your organization, if its Quality Score is lower, your Ad Rank can be higher.

Note: Don't set your standards too high! A "very good" CTR is considered about 2%!

Your Quality Score is shown in that column that lists your Ads. You usually begin with a default of 6/10, which is a good Quality Score to aim for. If your Quality score dips too low and reaches about 3/10, your Ads will stop being triggered to show, no matter how high you bid.

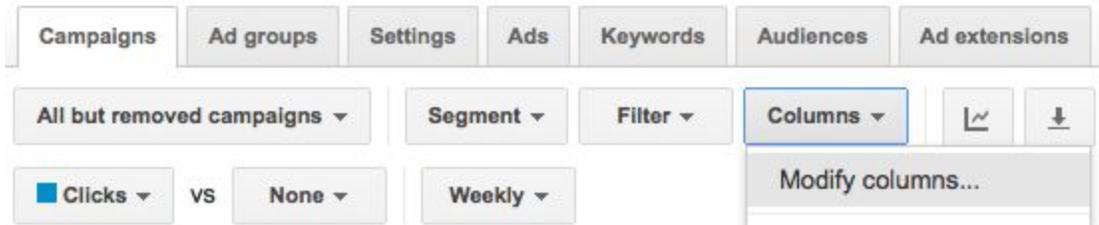
<input type="checkbox"/>	<input type="checkbox"/>	Ad	Status [?]	Labels [?]	% Served [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Open Media Foundation Video Production & Web Development Services, Training, and Tools openmediafoundation.org	Approved	—	100.00%	1,778	78,038	2.28%	\$1.28	\$2,281.17	3.3

2. How do I analyze the performance of my AdWords?

A. Metrics: Vocabulary

- *% Served*: Percentage that this Ad has been shown instead of others in same AdGroup
- *Clicks*: Number of times Ad has been clicked
- *Impressions*: Number of times Ad has been shown on search results
- *CTR*: Click-Through Rate (Clicks divided by Impressions)
- *Avg CPC*: Average Cost-per-Click

B. Modify Columns



Modify your columns to ensure that you see the above Metrics vocabulary.
Percent Served, Average Position, and Device will be found under the Ads tab.
Quality Score, Click, Impressions, and CTR will be found under the Keywords tab.

C. Reports

1. Navigate to the Reports tab at the top of the page.
2. Click the red "+Report" button and choose the Line Graph report.
3. Choose at least two variables to compare by dragging them from the sidebar menu and dropping them onto the graph interface.
4. Use the toolbar above the graph interface to filter only certain sub-types of variables and alter the time frame of the graph.
5. Be sure to Save before quitting if you create a common, useful report!

3. How do I improve my Quality Score and Ad Rank?

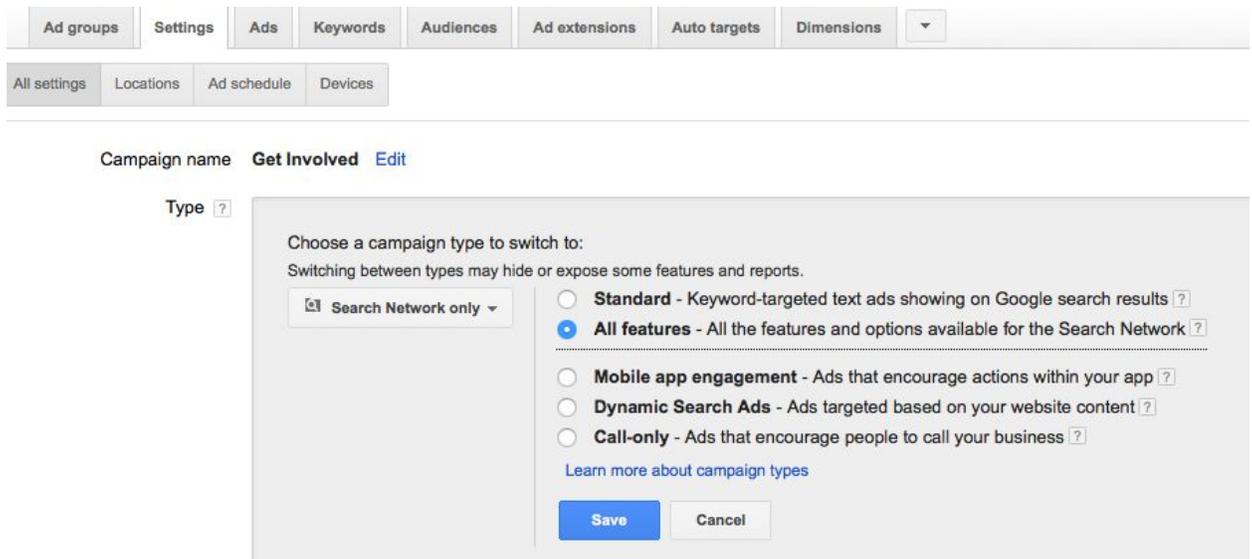
A. Dynamic Search Ads

In the Basics class, we practiced making Text Ads. Dynamic Search Ads are a second type of higher-level Ads. You write the description lines of the Ad, but Google inserts: (1) whatever the user typed into the search query as the Headline, and (2) chooses the best landing page it thinks is the most relevant to the user.

Steps to Enabling your Campaigns for Dynamic Search Ads:

- (1) Click on the chosen Campaign.
- (2) Choose the Settings tab.

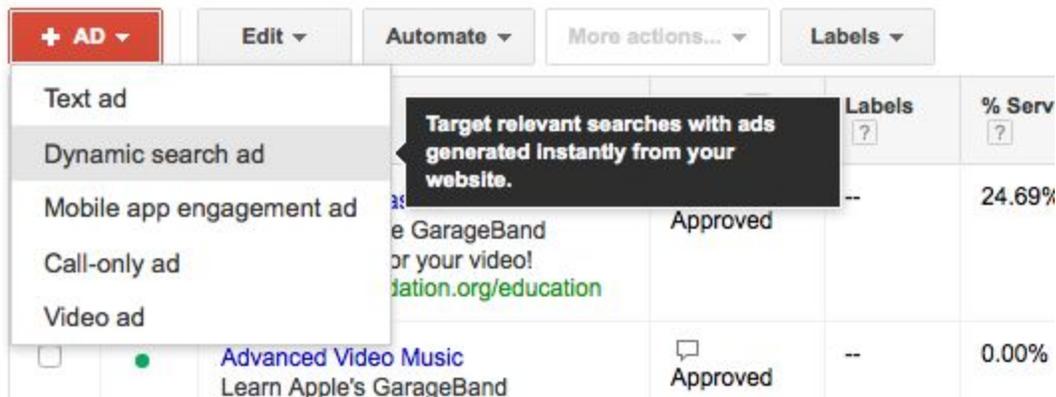
(3) Under the “Type” section, click the small blue “Edit” button



- (4) Choose “All Features,” instead of “Standard”
- (5) Click “Save”

Steps to Creating a Dynamic Search Ad:

- (6) In your chosen Ad Group, click the “+Ad” button.
- (7) From the drop-down menu that appears, choose Dynamic Search Ad.



- (3) In the new grey Ad box that appears, write two lines of description, a Display URL, and check the Mobile Preferred box.
- (4) Save Ad!

B. Ad Extensions

When your Ad appears in one of the top three positions, it is qualified to have your Ad Extensions appear with the Ad Copy. Ad Extensions are visual enhancements that more prominently display information about your business and gives more incentives for the user to click your Ad.

Why they improve Quality Score:

Ad Extensions make your Ad larger and more prominent, and also offer more ways to be relevant or useful to the user. Therefore, users are more likely to click on your Ad -- increasing your Click-Through Rate (CTR). This, in turn, increases your Quality Score.

Which Ad Extensions to include:

There are several types of Extensions, but if you are a non-profit, we recommend Sitelink, Location, and Call Extensions.

(1) Sitelink Extensions

Sitelink Extensions are additional hyperlinks to other pages on your site that might interest the user. This allows them to choose the most relevant landing page themselves.

The example below includes the business's Locations, Courses, and About pages.



(2) Location Extensions

Location Extensions show your address and a link to your location on Google Maps.

You must have a Google My Business page in order to connect your location. We can help you with this free set-up during the workshoping portion of today's class.



(3) Call Extensions

Call Extensions add a button to the right of your Ad that allows people on mobile smartphones to directly call you from your Ad. It will look like this:



Steps to Adding Extensions:

1. Choose the Campaign or Ad Group you would like in the left sidebar.
2. There are a row of tabs under that Campaign. Choose the one called Ad Extensions.

Campaign: Education

● Enabled Type: Search Network only - All features Edit Budget: \$329.00/day Edit Targeting: Colorado, I

Ad groups Settings Ads Keywords Audiences Ad extensions Auto targets Dime

View: Review extensions ▾ All ▾ Segment ▾ Filter ▾ Columns ▾ ↓

Sitelinks extensions
Location extensions
Call extensions

Clicks ? ↓ Impr. ? CTR ? Avg. CPC ?

Your review extensions don't have st

3. Click the first button under the row of tabs until it says “View: Location Extensions”
4. Click the red **+ EXTENSION** button and connect your location.
5. Click the first button under the row of tabs until it says “View: Sitelink Extensions”
6. Click the red **+ EXTENSION** button.
7. In the new box that appears, choose the Headline of the page (“Link Text”), where that link will take the user if the click on it (“Final URL”), check the Mobile box, and offer two lines of description.

New sitelink ×

Link text ?

Final URL ?

Device preference ? Mobile

Description ?
Recommended

For any comments, questions, or suggestions, please reach out to John Aden (JohnA@OpenMediaFoundation.org) or Alice Kassinger (alice@openmediafoundation.org).