
I Love AdWords & So Should
You!

The Beginners Guide to
AdWords

By Ameet Khabra



Who is Ameet Khabra?

Who the Heck is Ameet Khabra?

- ❖ Search Engine Strategist at Top Draw
- ❖ Freelance SEM (Search Engine Optimization & Pay-per-Click) Specialist
- ❖ Blogger at www.ameetkhabra.com
- ❖ @AdWordsGirl 
- ❖ Google AdWords Certified
- ❖ Google Analytics Certified
- ❖ Google Partners Community Ambassador
- ❖ Future Ruler of the Free World

TO DO LIST:

1. WAIT FOR TONIGHT
2. TRY TO TAKE OVER THE WORLD!



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2. TRY TO TAKE OVER THE WORLD!



What is Google AdWords?

What is Google AdWords?

- ❖ Paid Advertising system created by Google
- ❖ Advertisers fight to the death for better ranking
- ❖ Places advertising copy above, below or beside search results in Google

What is Google AdWords?

adwords girl Search Query

Web Images Videos News More Search tools

About 652,000 results (0.45 seconds)

Ads

AdWords Premier Partner - whitesharkmedia.com
Ad whitesharkmedia.com/Premier-Partner
No Contracts! From \$249 to \$649/mo. Get a Risk-Free **AdWords** Evaluation.
AdWords for Local - Testimonials - AdWords Evaluation - AdWords Blog

How to Compete in AdWords - WordStream.com
Ad www.wordstream.com/**AdWords**
Use This Simple, Free Tool and Find Your Errors in 60 Seconds. Hurry!
WordStream has 5,385 followers on Google+
You've visited wordstream.com 2 times. Last visit: today
Keyword Research - Free PPC Advisor Trial - Free AdWords Grader

AdWords Girl - Ameet Khabra **Organic Listing**
https://ameetkhabra.com/author/admin/
AdWords Girl, Avid Sleeper, Music Lover, American & European Football Enthusiast and Future Ruler of the Free World.

Ads

Bing® Ads by Microsoft
bingads.microsoft.com/
Reach 14 Million Unique Searchers.
Two Search Engines; One Account!

Adwords Mgmt From \$249/mo
www.adventureppc.com/**Adwords**
Let Us Relieve Your PPC Headaches.
AdWords Should Be Making You Money!

AdWords Management
www.logicalposition.com/**AdWords**
+1 800-940-8409
Tired Of Wasting Your **AdWords** \$?
Get \$300 Off Account Setup Fee!

What is Google AdWords?

- ❖ Paid Advertising system created by Google
- ❖ Advertisers fight to the death for better ranking
- ❖ Places advertising copy above, below or beside search results in Google
- ❖ You thought Twitter's character limit was tough ...

What is Google AdWords?

Adwords Mgmt From \$249/mo

→ **25 Characters**

www.adventureppc.com/Adwords ▼

Let Us Relieve Your PPC Headaches.

AdWords Should Be Making You Money!

35 Characters Each

Why Should You Love It?

Why Should I Love Google AdWords?

- ❖ Advertise when you want
- ❖ Reach who you want
- ❖ Spend what you want
- ❖ Easy measurement of success
- ❖ Quick turn around time
- ❖ It's just easy ... to start

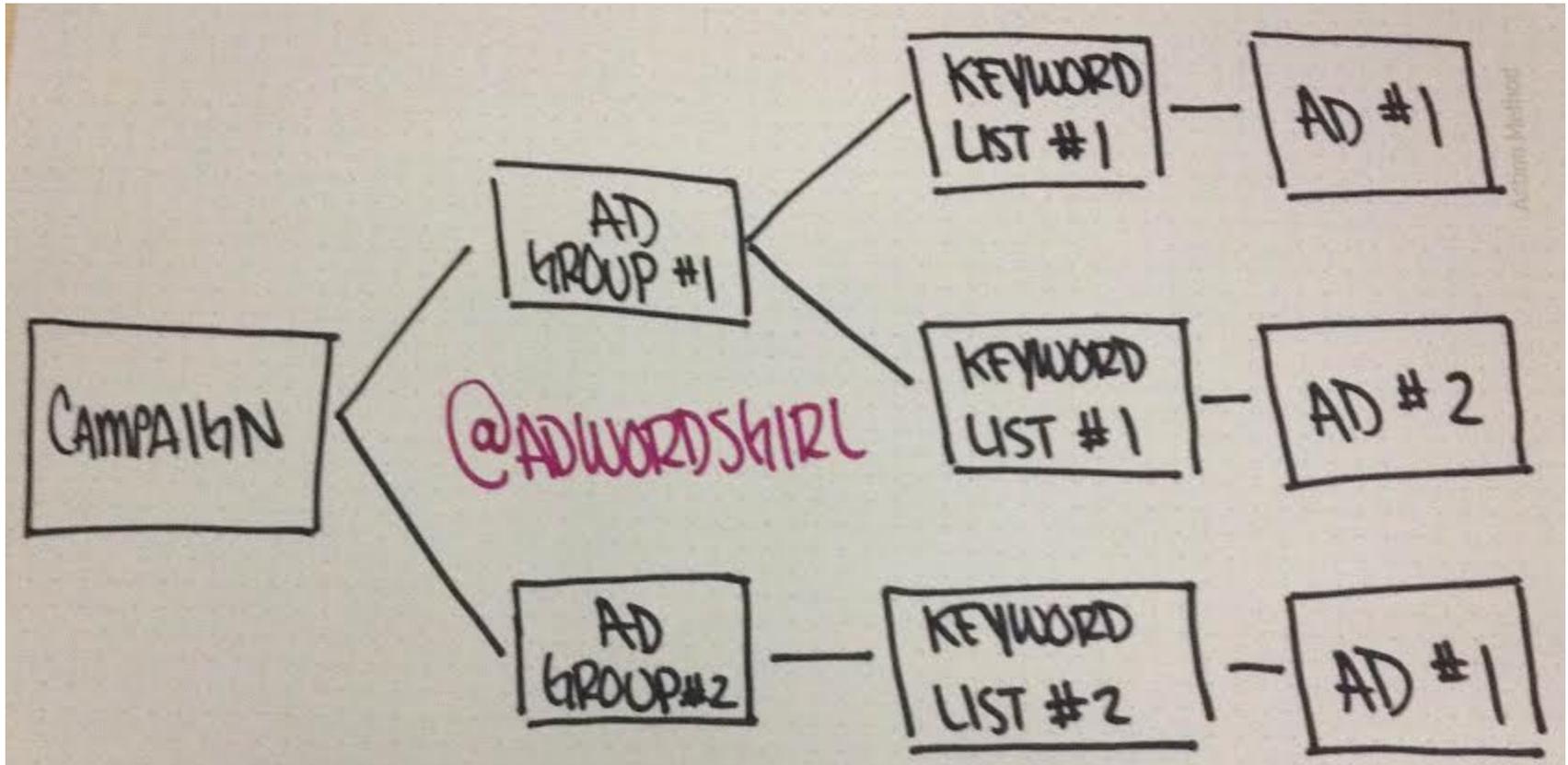
Why Does Ameet
Love It?

Why Should I Love Google AdWords?

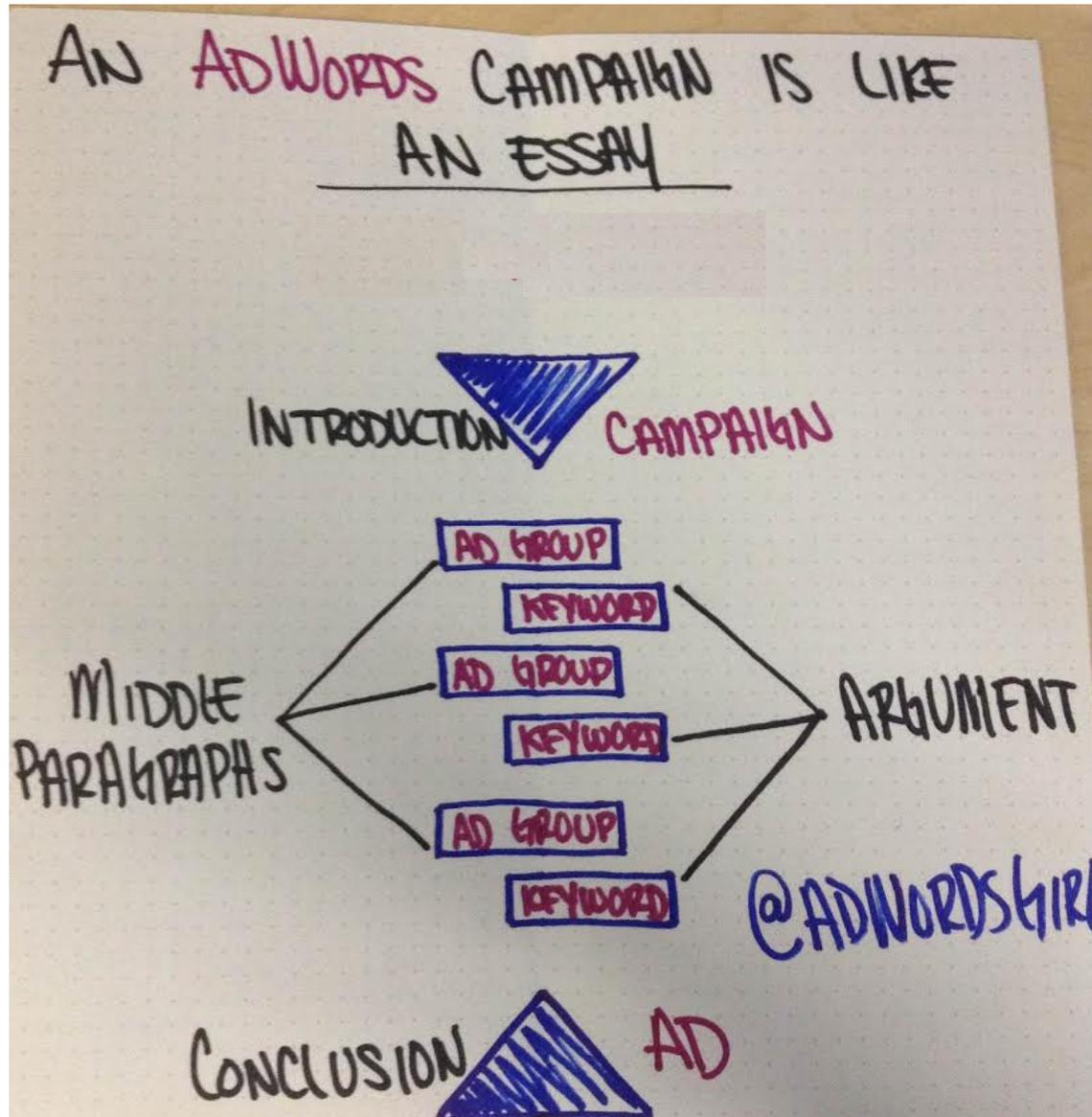
- ❖ Advertise when you want
- ❖ Reach who you want
- ❖ Spend what you want
- ❖ Easy measurement of success
- ❖ Quick turn around time
- ❖ It's just easy ... to start
- ❖ I'm **really** good at it

How is Google AdWords Structured?

How is Google AdWords Structured?



How is Google AdWords Structured?



Any Questions?

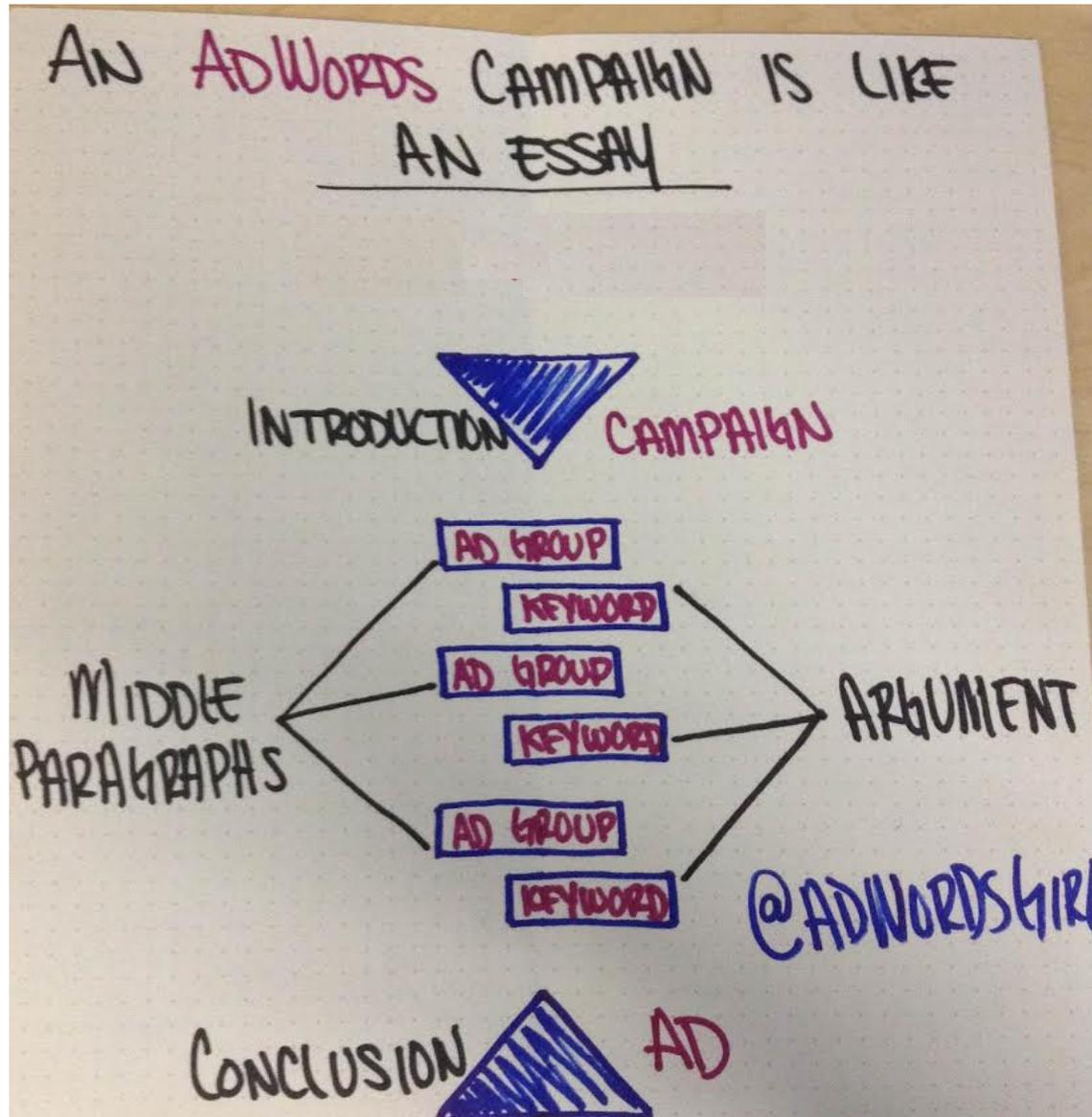
@AdWordsGirl

ameet@topdraw.com

Activity #1

How is AdWords Structured?

Activity #1



Step 1: Create An Account

STOP

Do You Know What Your
Goals Are?

How To Get Started In Google AdWords

GOALS

are

dreams

with

DEADLINES.

- Diana Scharf Hunt

Step 1: Create An Account
Attempt #2

How To Get Started In Google AdWords



- 1 About your business
- 2 Your first campaign
- 3 Billing
- 4 Review

Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address?

New Email Address

info@ameetkhabra.com

Next you'll create a Google Account with this address to use with AdWords.

What is your website?

Website That Is Being Advertised

www.ameetkhabra.com

- Yes, I want personalized tips and recommendations to improve my ad performance
- No, I don't want personalized tips and recommendations to improve my ad performance

Continue



Get started advertising on Google
in just 4 steps.

Get Personalized Tips From Google

Step 2: Budget

How To Get Started In Google AdWords (Budget)

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget

Specify how much, on average, you'd like to spend per day.

CAD CAS 16.45 per day

Daily Budget

You can always change the amount. The currency type (CAD) will be set for your entire account and can't be changed.

Save

Cancel

Don't Pay Attention To This!

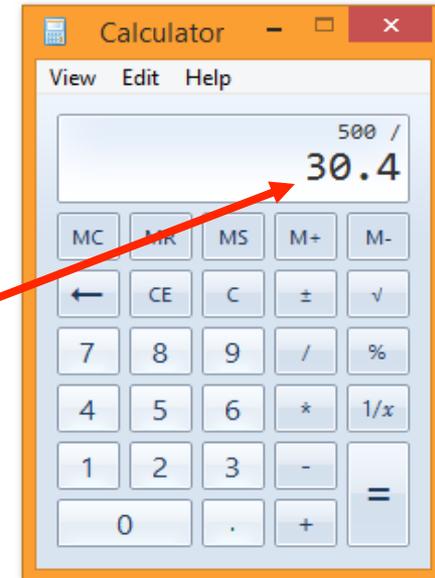
Daily potential reach
Search Network only

3+ clicks

104+ impressions

MATH: Monthly Budget / AVG Number of Days = Daily Budget

Example: \$500 / 30.4 Days = \$16.45



Step 3: Location Settings

How To Get Started In Google AdWords (Location)

2. Choose a target audience

The Entire World!

Locations

All countries and territories Canada

Let me choose...

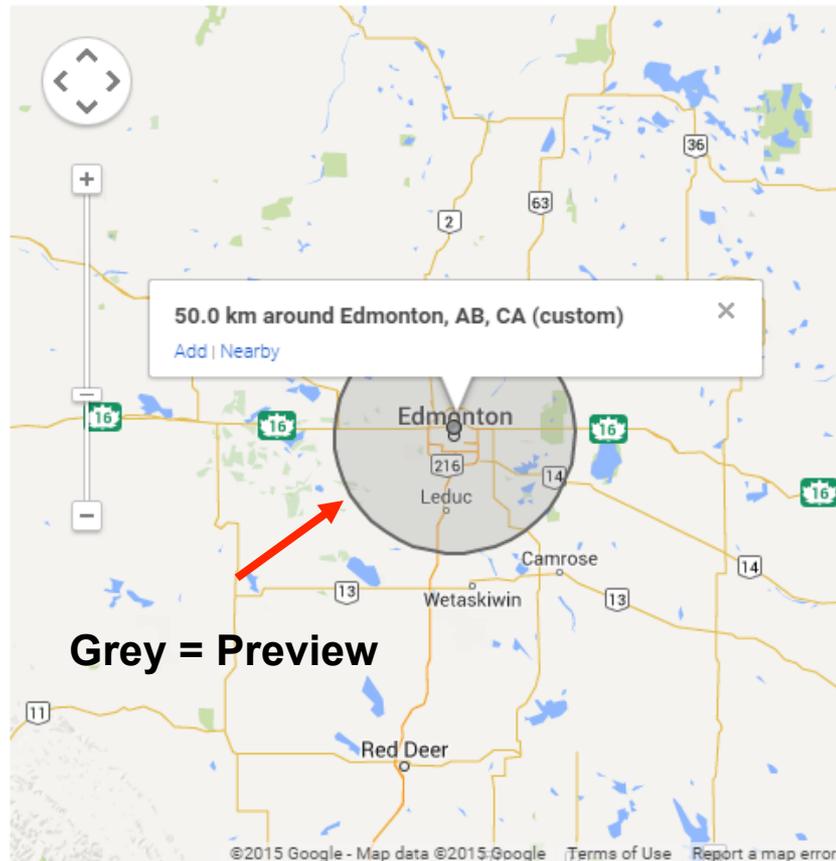
edmo|

Matches	Reach ?	
<u>Edmonton, Alberta, Canada</u> - city	1,990,000	Add Exclude Nearby
Edmond, Oklahoma, United States - city	248,000	Add Exclude Nearby
Edmonds, Washington, United States - city	104,000	Add Exclude Nearby
Edmonton, Kentucky, United States - city	5,000	Add Exclude Nearby
Edmore, Michigan, United States - city	6,000	Add Exclude Nearby
Edmonson County, Kentucky, United States - county	4,000	Add Exclude Nearby
Locations that enclose: Edmonton, Alberta, Canada		
Alberta, Canada - province	7,660,000	Add Exclude Nearby
Canada - country	58,600,000	Add Exclude Nearby
Related locations		
N17, England, United Kingdom - postal code	198,000	Add Exclude Nearby
Campbelltown Macarthur, New South Wales, Australia - city region	183,000	Add Exclude Nearby
Cairns, Queensland, Australia - city	119,000	Add Exclude Nearby
20002, District of Columbia, United States - postal code	483,000	Add Exclude Nearby

What to learn more? Go to: www.ameetkhabra.com (Blog Post: Google Ads Grant Account Setup)

How To Get Started In Google AdWords (Location)

Choose your locations



Search | Radius targeting | Bulk locations

50 km Search

Click the blue map marker above and select a point on the map. ?

<< >> 50.0 km around Edmonton, AB, CA - custom X

ADD Remove

Locations within this target ? Show all ▼ Reach ? Add all

Edmonton, Alberta, Canada - city	1,990,000	Add Exclude Nearby
Sherwood Park, Alberta, Canada - city	195,000	Add Exclude Nearby
St. Albert, Alberta, Canada - city	156,000	Add Exclude Nearby
Leduc, Alberta, Canada - city	109,000	Add Exclude Nearby
Spruce Grove, Alberta, Canada - city	96,000	Add Exclude Nearby
Nisku, Alberta, Canada - city	89,000	Add Exclude Nearby
Stony Plain, Alberta, Canada - city	36,000	Add Exclude Nearby
Fort Saskatchewan, Alberta, Canada - city	29,000	Add Exclude Nearby
Beaumont, Alberta, Canada - city	17,000	Add Exclude Nearby

Show locations on map ?

Selected locations

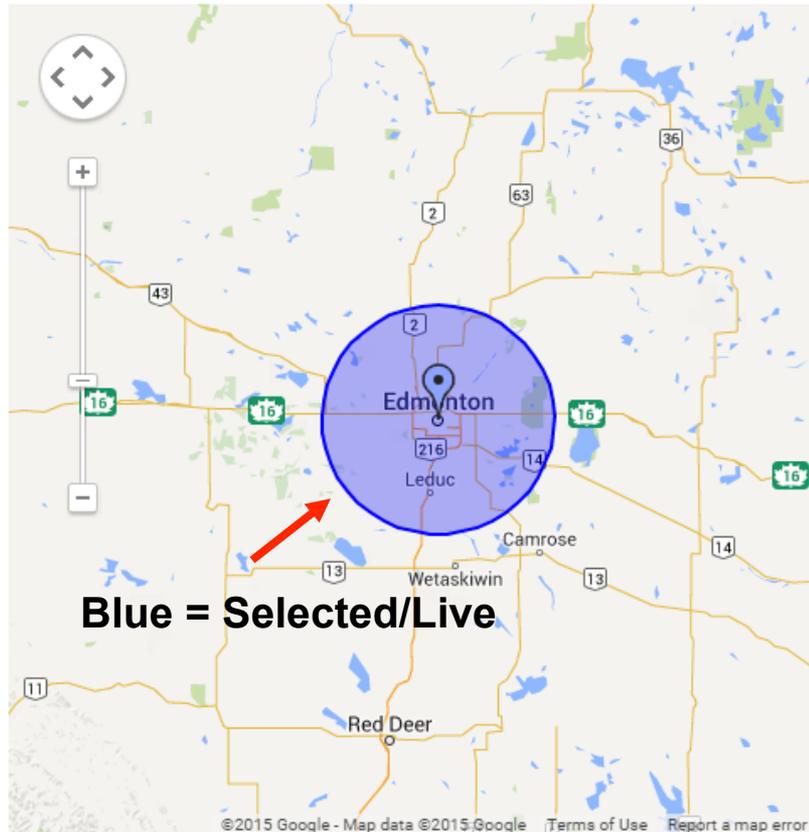
Targeted (0) Show locations

Done Cancel

What to learn more? Go to: www.ameetkhabra.com (Blog Post: Google Ads Grant Account Setup)

How To Get Started In Google AdWords (Location)

Choose your locations



Done Cancel

Search | Radius targeting | Bulk locations

Edmonton 50 km Search

Click the blue map marker above and select a point on the map. ?

<< >> 50.0 km around Edmonton, AB, CA - custom X

ADDED Remove

Locations within this target ?	Show all ▾	Reach ?	Add all
Edmonton, Alberta, Canada - city		1,990,000	Add Exclude Nearby
Sherwood Park, Alberta, Canada - city		195,000	Add Exclude Nearby
St. Albert, Alberta, Canada - city		156,000	Add Exclude Nearby
Leduc, Alberta, Canada - city		109,000	Add Exclude Nearby
Spruce Grove, Alberta, Canada - city		96,000	Add Exclude Nearby
Nisku, Alberta, Canada - city		89,000	Add Exclude Nearby
Stony Plain, Alberta, Canada - city		36,000	Add Exclude Nearby
Fort Saskatchewan, Alberta, Canada - city		29,000	Add Exclude Nearby
Beaumont, Alberta, Canada - city		17,000	Add Exclude Nearby

Show locations on map ?

Selected locations

Targeted (1) Show locations

What to learn more? Go to: www.ameetkhabra.com (Blog Post: Google Ads Grant Account Setup)

Step 4: Campaign Type

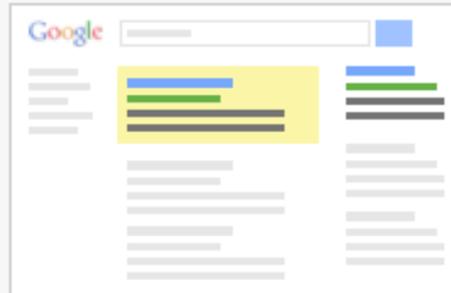
How To Get Started In Google AdWords (Campaign Type)

Networks

Sites that show your ads along with their own search results, new articles or other content.

Search Network

Includes Google search sites and non-Google sites that use Google as a search engine



Display Network

Includes Google content sites and non-Google content partners that show ads



Don't Do It!

Save

Cancel

Tip #1

Display Select = Waste of Money

How To Get Started In Google AdWords (Tip #1)

- ❖ Ads run in the GDN (Google Display Network)
- ❖ Ad placement relevancy isn't the best
- ❖ High potential to waste budget

Any Questions?

@AdWordsGirl

ameet@topdraw.com

Question #1

What is the formula to calculate Daily Budget?

Question #1: Answer

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget

Specify how much, on average, you'd like to spend per day.

CAD CAS 16.45 per day

Daily Budget

You can always change the amount. The currency type (CAD) will be set for your entire account and can't be changed.

Save

Cancel

Don't Pay Attention To This!

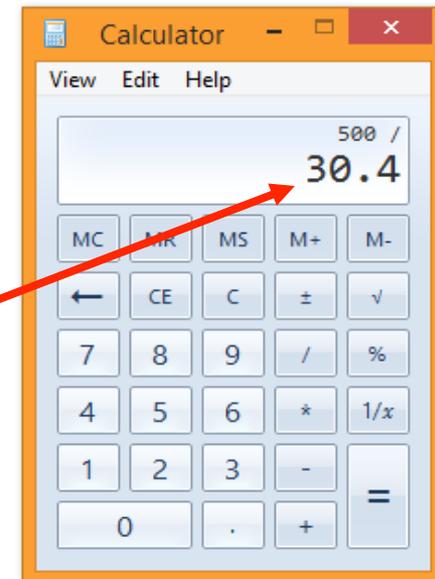
Daily potential reach
Search Network only

3+ clicks

104+ impressions

MATH: Monthly Budget / AVG Number of Days = Daily Budget

Example: \$500 / 30.4 Days = \$16.45



What is Quality Score?

How To Get Started In Google AdWords (Quality Score)

- ❖ AdWords calculates your quality score (QS)
- ❖ Based on quality of your ad, landing page & keywords

How To Get Started In Google AdWords (Quality Score)

Keyword: **Google Ad Grants**

Ad: **Google Ad Grants**
ameetkhabra.com **Google-Ad-Grants**
Every non-profit organization needs
Google Ad Grants - Learn More!

<https://ameetkhabra.com/2015/02/google-ad-grants/>

HIGH QS

Landing Page

Google Ad Grants What to do before & after you apply

Posted on February 6, 2015 by AdWords Girl

What you should know before you apply for a **Google Ad Grants** account and what happens after you apply!

Why Does It Matter?

How To Get Started In Google AdWords (Quality Score)

- ❖ Plays a key role in your position on Google
- ❖ High QS also results in a lower cost per click

Step 5: Keywords

How To Get Started In Google AdWords (Keywords)

Keywords

Add around 15-20 keywords.
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity <small>?</small>	
adwords learning center	 880	×
adwords keyword tool	 18100	×
adwords training	 1300	×
adwords account	 1900	×
adwords promotional code	 480	×
adwords campaign management	 590	×
adwords help	 3600	×
free adwords coupon	 260	×
adwords coupon	 3600	×
adwords tutorial	 1000	×

Enter keywords separated by commas

How To Get Started In Google AdWords (Keywords)

Keywords

Add around 15-20 keywords.
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity
adwords learning center	880
adwords keyword tool	18100
adwords training	1300
adwords account	1900
adwords promotional	1900
adwords campaign	590
adwords in	2600
free adwords coupon	200
adwords coupon	3600
adwords tutorial	1000

Enter keywords separated by commas

Useless

Keyword Research

Brainstorm

- ❖ Business' website
- ❖ Competitor's website

How To Get Started In Google AdWords (Keyword Research)

iMEDIA 2015
EXAMPLE KEYWORD LIST

10210 111 Street
Edmonton AB T5K 1K9
topdraw.com
P 780 429 9993
F 780 426 1199
E info@topdraw.com
Creative Solutions.
Measured Results.

topdraw

BRAND → CAMPAIGN NAME
NIKE → AD GROUP

↳ NIKE SHOES
NIKE.COM
NIKE SHOP
NIKE ONLINE STORE
NIKE PRODUCTS

} KEYWORD LIST
"SEED LIST"

GENERAL TERMS

SHOES

↳ RUNNING SHOES
JOBKING SHOES
TRAINING SHOES
SPORTY SHOES

@ADWORDS4IRL

How To Get Started In Google AdWords (Keyword Research)

- ❖ Google AdWords Keyword Planner Tool
- ❖ Bing Ads Intelligence
- ❖ Übersuggest
- ❖ Google Search Engine Result Pages (SERPs)

How To Get Started In Google AdWords (Keyword Research)

Searches related to jewellery

jewellery online	jewellery dictionary
jewellery or jewelry	silver jewellery
pandora jewellery	jewellery websites
peoples jewellery	vintage jewellery

**Potential
Keywords!**



**Bottom of
Google SERP**

Keyword Match Types

How To Get Started In Google AdWords (Keyword Match Type)

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>

How To Get Started In Google AdWords (Keyword Match Type)

commercial bread trays



Web Images Videos Maps More Search tools

About 484,000 results (0.28 seconds)

Solo Products Company - soloproducts.net

Ad www.soloproducts.net/

Bakery and Bread Trays In Stock-Quick Ship

Buckhorn Inc. | Reusable Bakery Trays

www.buckhorninc.com > Products > Hand-Held Containers

Buckhorn reusable **bakery trays** reduce transport costs, improve product protection and increase productivity in bakery manufacturing, packaging and ...

Bakery Trays | eBay

www.ebay.com/bhp/bakery-trays

Find great deals on eBay for Bakery Trays in Commercial Kitchen Bakery Racks. Shop with confidence.

Bakery Racks - eBay

www.ebay.ca/sch/Bakery-Racks-/95093/i.html

Visit eBay for great deals in Business & Industrial > Restaurant & Catering > Commercial Kitchen Equipment > Baking & Dough Equipment > Bakery Racks.

Images for commercial bread trays

Report images

Ads

Commercial Bakery Racks

commercial.webcrawler.com/

Search for Commercial Bakery Racks
With 100's of Results at WebCrawler

Bread Trays

www.ebay.ca/

Get Bread Trays on eBay.
New eBay Buyer Protection Program.

Bread Trays Racks sale

ca.sale-fire.com/Bread+Trays+Racks

Bread Trays Racks up to 75% off
Order today with free shipping!

Commercial bread oven

www.northhouse.org/

A school of traditional craft
on the North shore of Lake Superior

Keyword Time!

Or is it?

Tip #2

20 Keywords Per Ad Group

How To Get Started In Google AdWords (Keyword Time!)

Keywords Add around 15-20 keywords.
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity ?	
adwords learning center	 880	×
adwords keyword tool	 18100	×
adwords training	 1300	×
adwords account	 1900	×
adwords promotional code	 480	×
adwords campaign management	 590	×
adwords help	 3600	×
free adwords coupon	 260	×
adwords coupon	 3600	×
adwords tutorial	 1000	×

Enter keywords separated by commas

How To Get Started In Google AdWords (Keyword Time!)

copyright webconfs.com



**Why take a road that leads nowhere?
Choose Your Keywords Carefully**

Any Questions?

@AdWordsGirl

ameet@topdraw.com

Activity #2

Create a Keyword List
(5 -10 Keywords)

Step 6: Bidding Strategy

How To Get Started In Google AdWords (Bidding Strategy)

Bid

The most you're willing to pay for a click on your ad.

Automatically set my bids to get the most clicks within my budget

We recommend having AdWords automatically set your bids to start out.

I'll set my bids manually

Save

Cancel

Step 7: Ad Copy!

How To Get Started In Google AdWords (Ad Copy)

Adwords Mgmt From \$249/mo

www.adventureppc.com/Adwords ▼

Let Us Relieve Your PPC Headaches.

AdWords Should Be Making You Money!

→ **25 Characters**

} **35 Characters Each**

How To Get Started In Google AdWords (Ad Copy)

Text ad	Landing page	
	<input type="text" value="http://www.yourcompany.com"/>	AKA. Destination URL
	Ad	
25 Characters	<input type="text" value="Headline"/>	<div style="border: 1px solid #ccc; padding: 10px;"><p><u>Headline</u> www.yourcompany.com Ad text Ad text (continued)</p></div>
35 Characters	<input type="text" value="www.yourcompany.com"/>	
35 Characters	<input type="text" value="Ad text"/>	
35 Characters	<input type="text" value="Ad text (continued)"/>	
	<input type="button" value="Save"/>	<input type="button" value="Cancel"/>

Tip #3

Think About Your Landing Page

How To Get Started In Google AdWords (Tip #3)

- ❖ First thing potential customers see
- ❖ Should match the ad copy
- ❖ Relevancy of page to ad factors to CPC

Tip #4

Keyword “Stuffing”

How To Get Started In Google AdWords (Tip #5)

adwords girl Search Query  

Web Images Videos News More Search tools

About 652,000 results (0.45 seconds)

Ads

AdWords Premier Partner - whitesharkmedia.com
Ad whitesharkmedia.com/Premier-Partner
No Contracts! From \$249 to \$649/mo. Get a Risk-Free AdWords Evaluation.
AdWords for Local - Testimonials - AdWords Evaluation - AdWords Blog

How to Compete in AdWords - WordStream.com
Ad www.wordstream.com **AdWords**
Use This Simple, Free Tool and Find Your Errors in 60 Seconds. Hurry!
WordStream has 5,385 followers on Google+
You've visited wordstream.com 2 times. Last visit: today
Keyword Research - Free PPC Advisor Trial - Free AdWords Grader

AdWords Girl - Ameet Khabra **Organic Listing**
<https://ameetkhabra.com/author/admin/>
AdWords Girl, Avid Sleeper, Music Lover, American & European Football Enthusiast and Future Ruler of the Free World.

Ads 

Bing® Ads by Microsoft
bingads.microsoft.com/
Reach 14 Million Unique Searchers.
Two Search Engines; One Account!

Adwords Mgmt From \$249/mo
www.adventureppc.com **AdWords**
Let Us Relieve Your PPC Headaches.
AdWords Should Be Making You Money!

AdWords Management
www.logicalposition.com **AdWords**
+1 800-940-8409
Tired Of Wasting Your AdWords \$?
Get \$300 Off Account Setup Fee!

How To Get Started In Google AdWords (Tip #5)

Headline

yourfloralcompany.com/cala-lilles

Ad text

Ad text (continued)

Tip #5 Punctuation!

How To Get Started In Google AdWords (Tip #5)

Landing page

<http://www.yourfloralcompany.com>

Ad

[Your Floral Company](#)

yourfloralcompany.com/cala-lilles

Get the best cala lilies in town!

Ad text (continued)

How To Get Started In Google AdWords (Tip #5)

Before

Your Floral Company

yourfloralcompany.com/cala-lilies

Get the best cala lilies in town!

Students save 20%!  **Generic AdWords Inserted Text**

After

Your Floral Company - Get the best cala lilies in town |

yourfloralcompany.com/cala-lilies

Students save 20%!

Tip #6
Call To Action (CTA)

How To Get Started In Google AdWords (Tip #6)

Text ad	Landing page
	<input type="text" value="http://www.yourfloralcompany.com"/>
	Ad
	<input type="text" value="Your Floral Company"/>
	<input type="text" value="yourfloralcompany.com/cala-lilles"/>
	<input type="text" value="Get the best cala lilies in town!"/>
	<input type="text" value="Order online or call in today!"/>

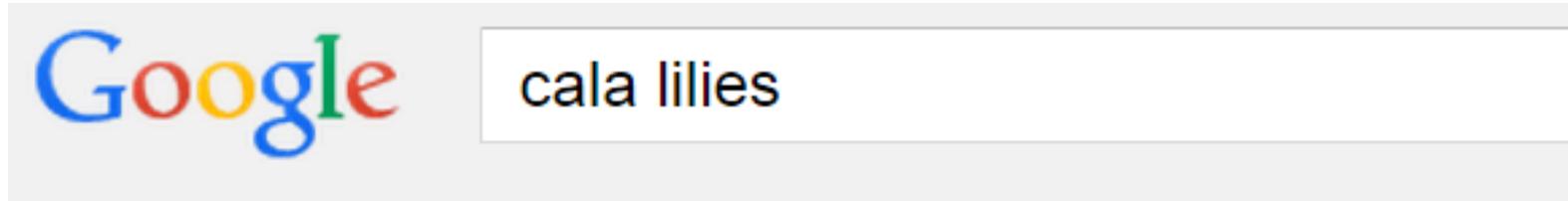
[Your Floral Company](#)
yourfloralcompany.com/cala-lilles
Get the best cala lilies in town!
Order online or call in today!

Did You Notice It?

Tips #7

Always Check Your Spelling!

How To Get Started In Google AdWords (Tip #7)



Web

Images

Videos

News

About 887,000 results (0.32 seconds)

Showing results for **calla** lilies

Search instead for **cala** lilies

“Calla” not “Cala”

Tip #8

Run No More Than 3 Ads

How is Google AdWords Structured (Tip #8)

Settings		Ads	Keywords	Audiences	Ad extensions	Auto targets	Dimensions
All enabled ads ▾		Segment ▾	Filter ▾	Columns ▾			
+ AD ▾		Edit ▾	Automate ▾	More actions... ▾	Labels ▾		
<input type="checkbox"/>		Ad	Status [?]	% Served [?]			
<input type="checkbox"/>		[REDACTED]	Approved	55.10%			
<input type="checkbox"/>		[REDACTED]	Approved	37.02%			
<input type="checkbox"/>		[REDACTED]	Approved	4.48%			
<input type="checkbox"/>		[REDACTED]	Approved	0.28%			

Any Questions?

@AdWordsGirl

ameet@topdraw.com

Activity #3

Let's write some Ad Copy!

Step 8: Billing

Remember: Select The
Correct Time Zone!

Step 9: Review Your Campaign!

How To Get Started In Google AdWords (Review)

1. Budgeting
2. Location Settings
3. Campaign Type
4. Keywords
5. Bidding Strategies
6. Ad Copy
7. Billing

Step 10: Link Accounts

How To Get Started In Google AdWords (Link Accounts)

Manager ID: 673-545-0112
akhabra@ameetkhabra.com



Billing

Account settings

Send feedback

Help

Account access

Linked accounts

Google Analytics

Webmaster Tools

Google Play

Notification settings

Preferences

Linked accounts

Optimize your campaigns even more effectively by bringing

Google Analytics

Gain greater visibility into how people behave on your site after they've clicked your ad, such as the average number of pages they view and how long they stay, by importing site engagement metrics from Google Analytics.

[View details »](#)

How To Get Started In Google AdWords (Link Accounts)

Google Analytics

Import Google Analytics metrics (such as Bounce Rate and Pageviews/Visit) to gain a better understanding of how users behave on your

None of your views are available for linking due to your account settings. [Learn more](#)

Views: 1

<input type="checkbox"/> Ameet Khabra	1 web property
<input type="checkbox"/> Ameet Khabra	UA-53887487-1
<input type="checkbox"/> All Web Site Data (Filtered)	Not available

⚠ Remember that unlinking your Google Analytics account will disable this feature. [Learn more](#)

Save

Congrats!

You Have Created Your First
Google AdWords Campaign!

Now, Let's Talk Features

Now, Let's Talk Features

I'm so excited.



Feature #1: Upgraded URLs

Now, Let's Talk Features (Feature #1)

- ❖ Replaces destination URL (AKA. Landing Page)
- ❖ July 1st 2015 = Death to destination URLs!



What to learn more? Go to: www.ameetkhabra.com (Blog Post: Upgraded URLs)

Features #2-7: Ad Extensions

Location Ad Extension

Amherst Ice Cream Parlour

Ad www.example.com

(413) 123-4567

Our specialty is pistachio.

English majors, buy 1 get 1 free.

 100 Dardanelles Rd, Amherst MA

Sitelinks Ad Extension

Walter's Bakery for Dogs

Ad www.example.com

Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

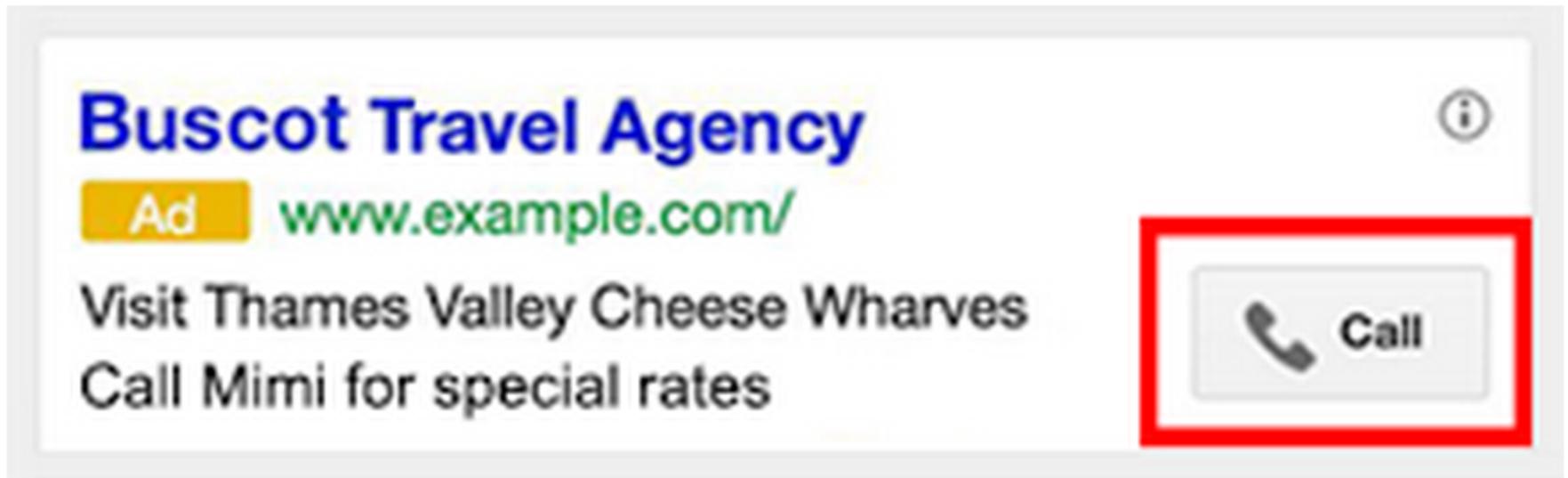
Hours

Specials

Biscuits

Special diets

Call Ad Extension



The image shows a Google Ad for Buscot Travel Agency. The ad text includes the agency name, a URL, and promotional text. A 'Call' button with a telephone icon is highlighted with a red border.

Buscot Travel Agency ⓘ

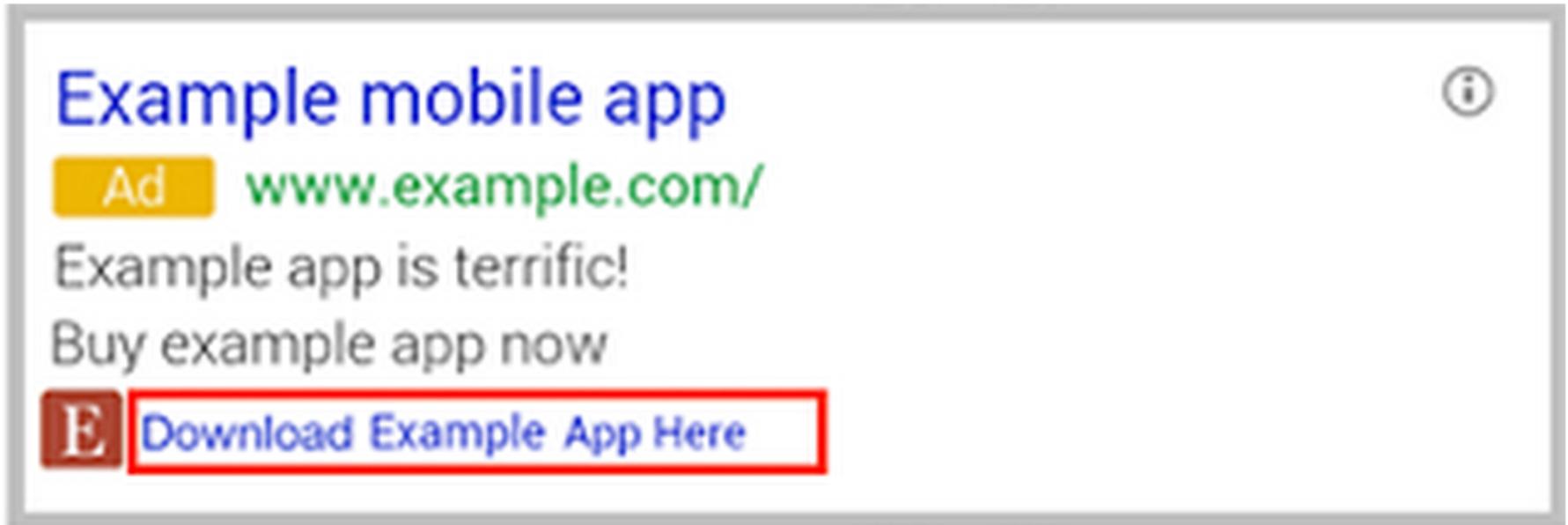
Ad www.example.com/

Visit Thames Valley Cheese Wharves
Call Mimi for special rates

Call

Now, Let's Talk Features (Feature #5)

App Ad Extension



The image shows a mobile advertisement for an app. At the top left, the text "Example mobile app" is displayed in blue. To the right of this text is a small circular icon containing an 'i'. Below the app name, there is a yellow rectangular box with the word "Ad" in white, followed by the URL "www.example.com/" in green. Underneath the URL, the text "Example app is terrific!" and "Buy example app now" is shown in a grey font. At the bottom left, there is a red square icon with a white letter 'E', followed by a red rectangular button containing the text "Download Example App Here" in blue.

Review Ad Extension

Mushroom Foraging Tours

Ad www.example.com

Find chanterelle, porcini, oyster mushrooms with a fungi guide!

"So impressed. Brought home a pound of ceps." - exampleblog.com

Callout Ad Extension

Acme Electronics

Ad www.example.com

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping • 24-7 customer service • Price matching

Any Questions?

@AdWordsGirl

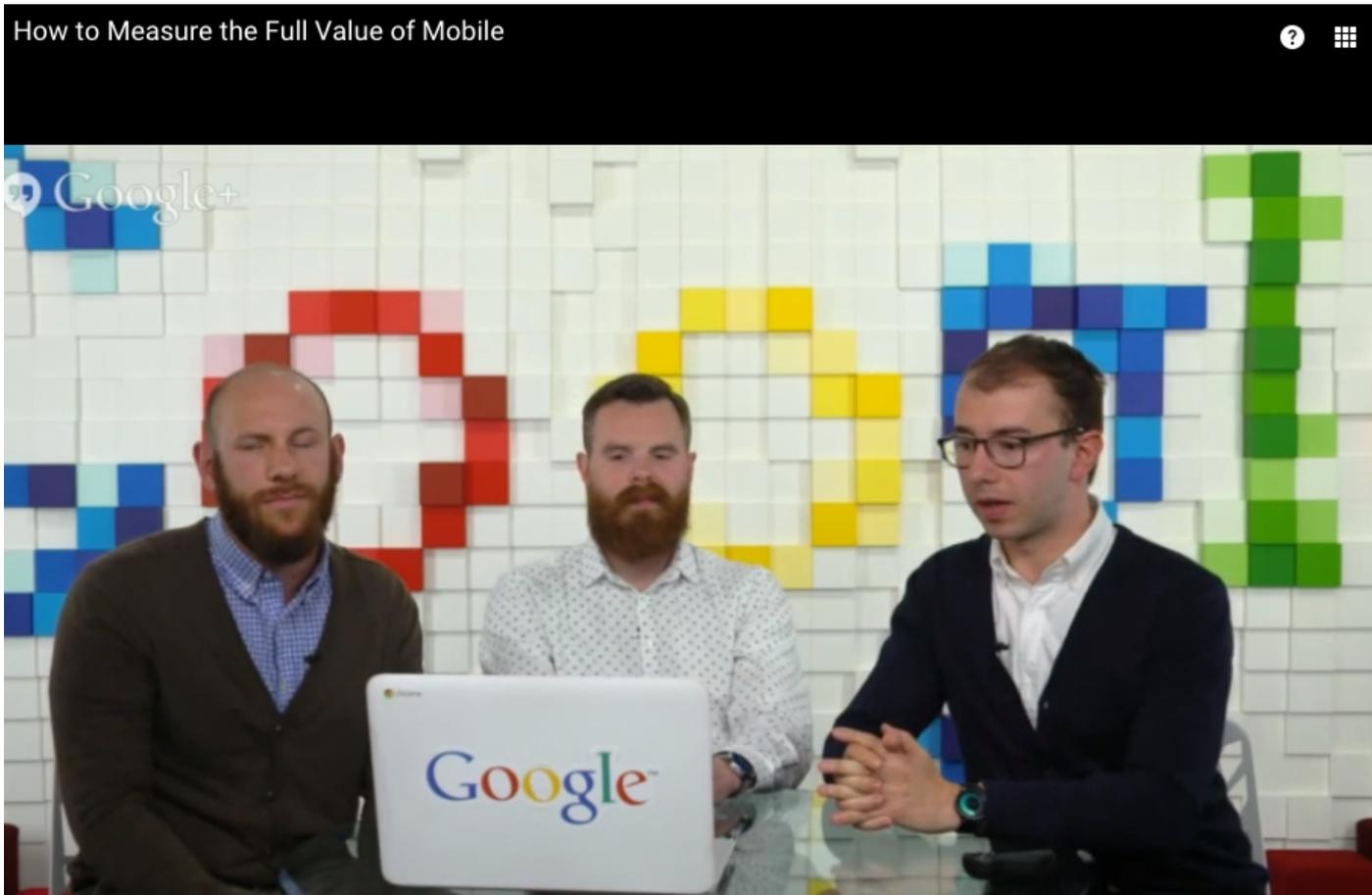
ameet@topdraw.com

Question #2

Name 3 Ad Extensions

Feature #8: Mobile Ads

Now, Let's Talk Features (Feature #8)



Questions ▾



Matthew McCrossen

Do you know when call forwarding is coming to Canada?

+5

Adriel Michaud



One thing that has not been mentioned is that even when you set up a mobile ad, if you segment by Device you will notice that clicks, at times, are made by desktop. Can you explain why this happens & what can be done to make mobile ads truly mobile?

+3



Ameet Khabra

When clients use last-touch attribution, won't we potentially pay for clicks but miss the sales in the PPC channel if a "buy later" button is added as subsequent sales would be attributed to the e-mail marketing channel?

+4

Now, Let's Talk Features (Feature #8)

Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions

All enabled ads Segment Filter Columns Search View Change History

+ AD Edit Automate More actions... Labels

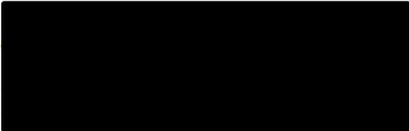
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad	Status [?]	% Served [?]	Impr. [?]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<div style="background-color: black; width: 150px; height: 30px; margin-bottom: 5px;"></div> (mobile)	<input type="checkbox"/> Campaign paused	86.91%	4,469
		Computers [?]			1,769
		Mobile devices with full browsers [?]			2,395
		Tablets with full browsers [?]			305
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<div style="background-color: black; width: 150px; height: 30px; margin-bottom: 5px;"></div> (mobile)	<input type="checkbox"/> Campaign paused	8.87%	456
		Computers [?]			239
		Mobile devices with full browsers [?]			153
		Tablets with full browsers [?]			64

Now, Let's Talk Features (Feature #8)

Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions

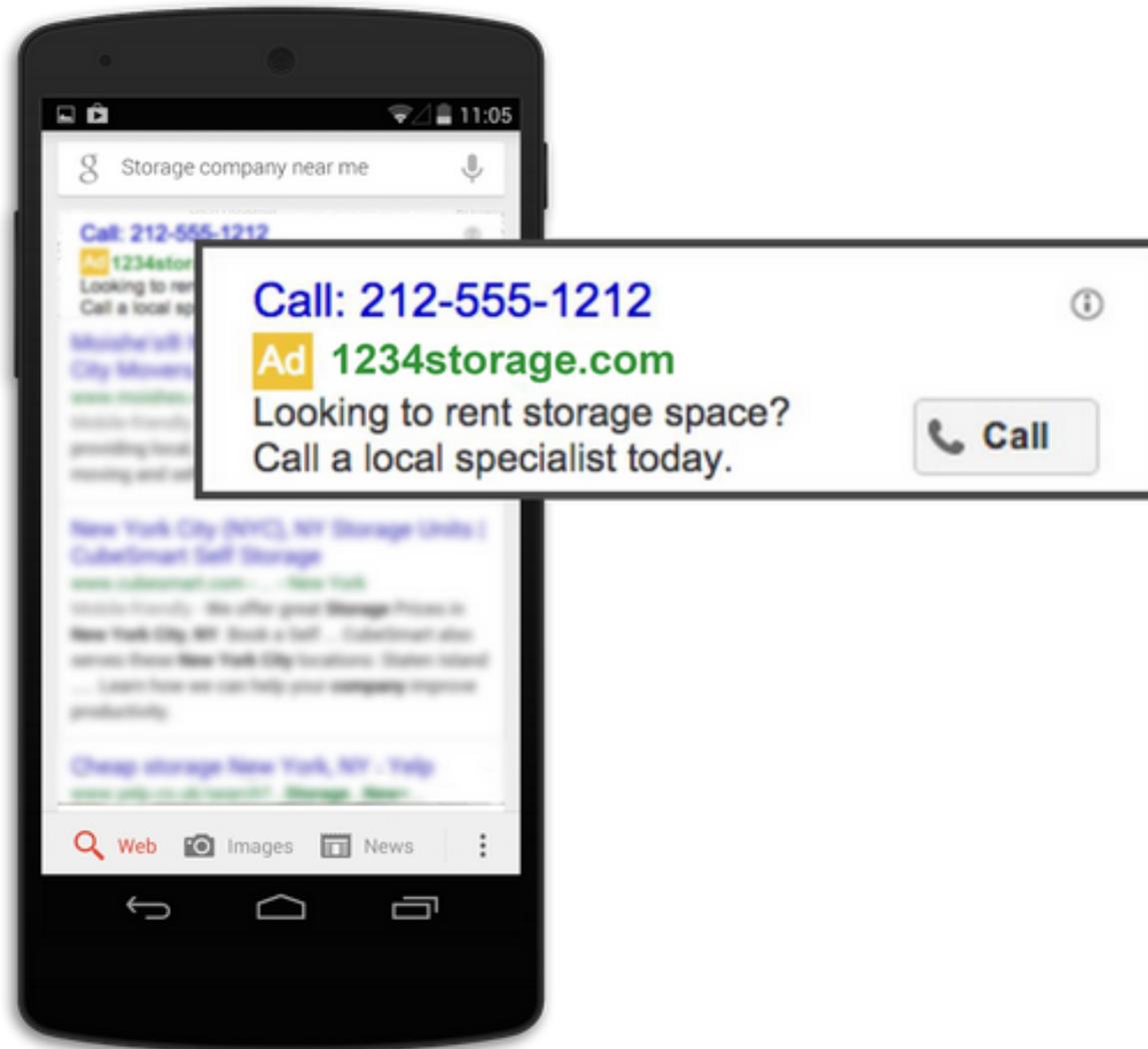
All enabled ads Segment Filter Columns Search View Cha

+ AD Edit Automate More actions... Labels

<input type="checkbox"/>		Ad	Status ?	% Served ?	Impr. ? ↓
<input type="checkbox"/>	●		Approved	30.63%	11,550
		Computers ?			9,934
		Mobile devices with full browsers ?			0
		Tablets with full browsers ?			1,616
<input type="checkbox"/>	●		Approved	19.08%	7,196
		(mobile)			
		Computers ?			0
		Mobile devices with full browsers ?			7,196
		Tablets with full browsers ?			0

Feature #9: Call-Only Campaign

Now, Let's Talk Features (Feature #9)



What to learn more? Go to: www.ameetkhabra.com (Blog Post: Call-Only Campaigns)

I Love Google AdWords.
Do You?

Thank You

Any Questions?

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Let's Stay in Touch

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