

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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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?

The image shows a Google search results page for the query "adwords girl". The search bar at the top contains the text "adwords girl" and "Search Query". Below the search bar, there are tabs for "Web", "Images", "Videos", "News", "More", and "Search tools". The results show "About 652,000 results (0.45 seconds)".

Annotations include:

- A red box around the search query "adwords girl".
- A red arrow pointing from the search bar area to the word "Ads" on the right side of the page.
- A red box around the first organic search result: "AdWords Premier Partner - whitesharkmedia.com".
- A red box around the second organic search result: "How to Compete in AdWords - WordStream.com".
- A red box around the third organic search result: "AdWords Girl - Ameet Khabra Organic Listing".
- A red box around the first paid advertisement: "Bing® Ads by Microsoft".
- A red box around the second paid advertisement: "Adwords Mgmt From \$249/mo".
- A red box around the third paid advertisement: "AdWords Management".

Search Query

Web Images Videos News More Search tools

About 652,000 results (0.45 seconds)

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

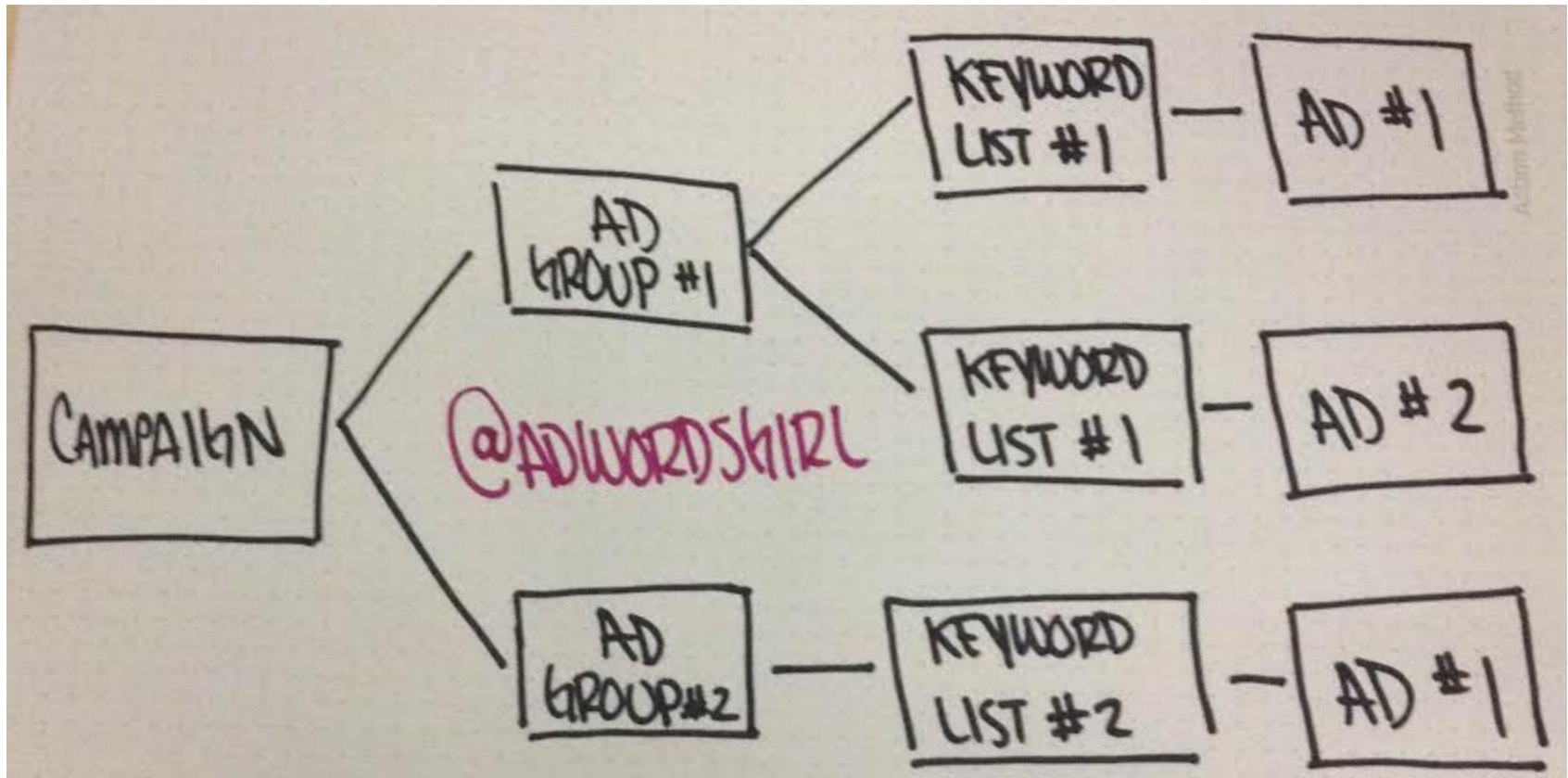
Why Does Ameet
Love It?

Why Should I Love Google AdWords?

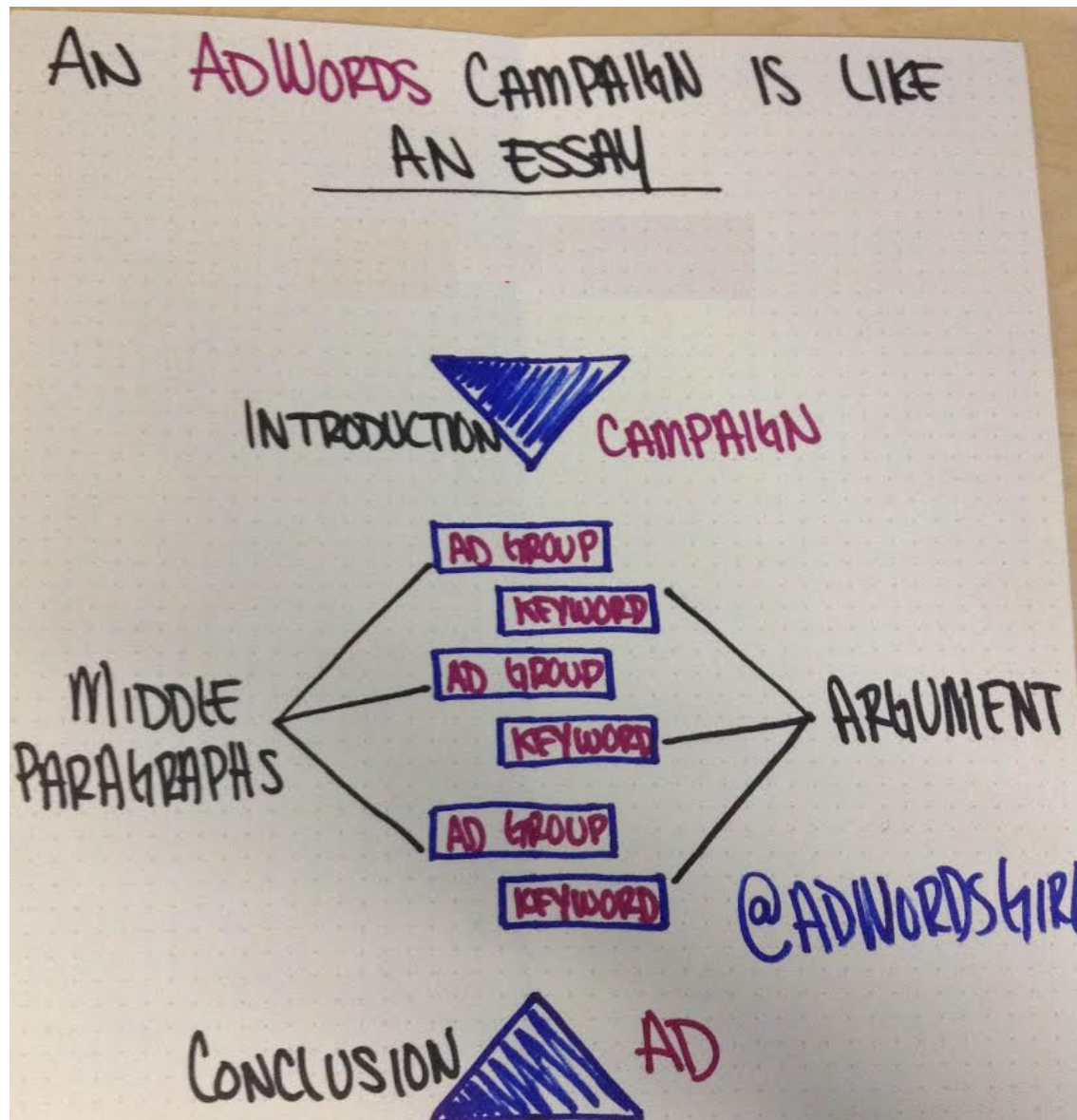
- ❖ Advertise when you want
- ❖ Reach who you want
- ❖ Spend what you want
- ❖ Easy measurement of success
- ❖ Quick turn around time
- ❖ It's just easy ... to start
- ❖ I'm **really** good at it

How is Google AdWords Structured?

How is Google AdWords Structured?



How is Google AdWords Structured?



Any Questions?

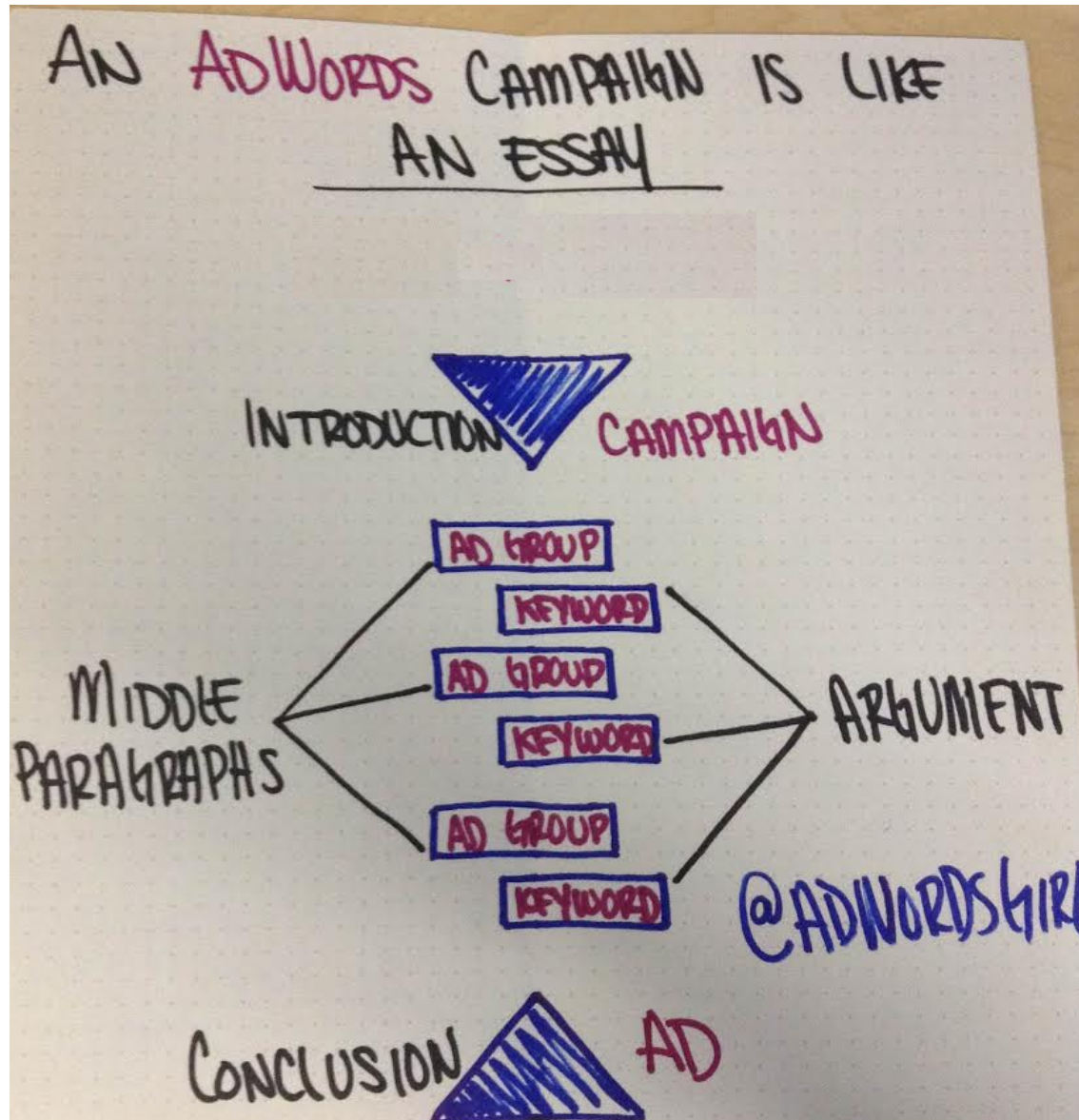
@AdWordsGirl

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

← → ↺

https://adwords.google.com/

Google AdWords' URL

Personal Blog AdWords Girl Top Draw Google AdWords Google Analytics Google Tag Manager Google Webmaster ...

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 CA\$ 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!

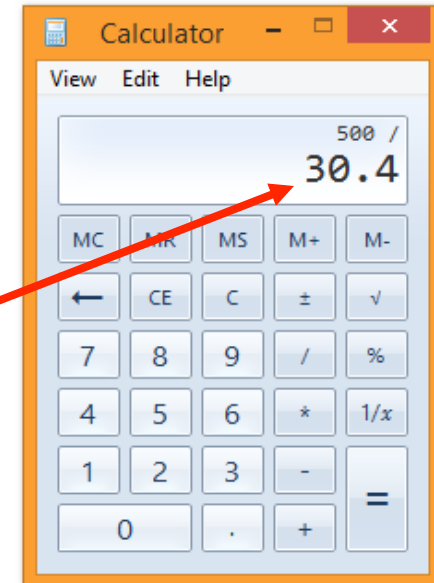
Daily potential reach
Search Network only

3+ clicks

104+ impressions

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

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



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

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

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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

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 ?

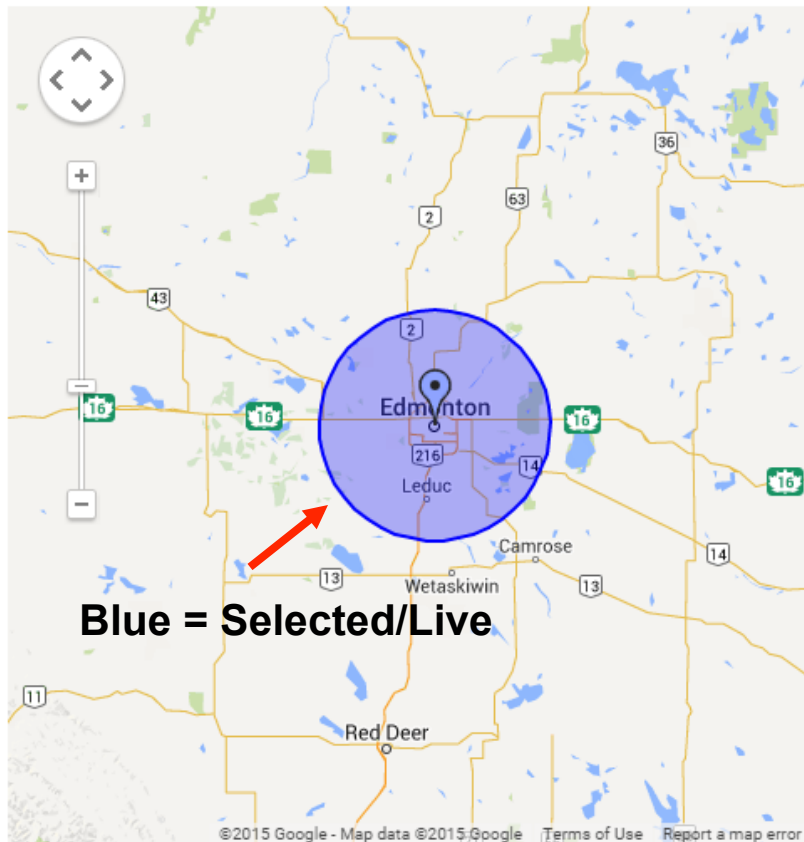
Selected locations

Targeted (0) Show locations

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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)

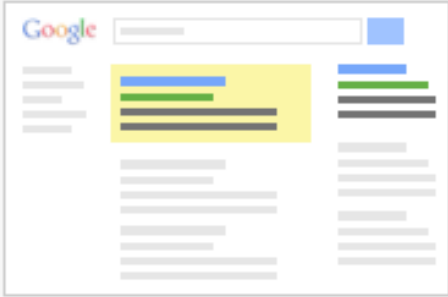

Step 4: Campaign Type

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!

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.

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Your budget

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

CAD CA\$

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!

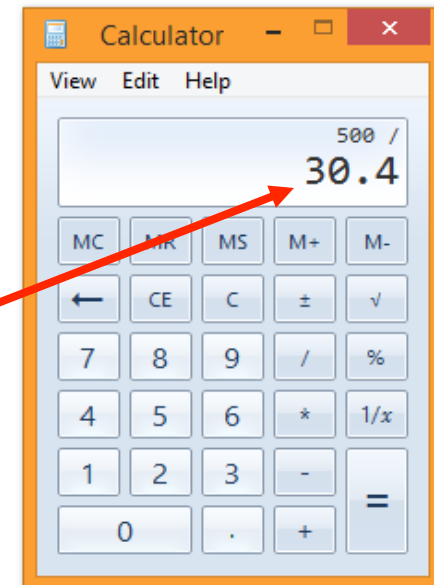
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Example: \$500 / 30.4 Days = \$16.45



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

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

Add

Save

Cancel

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 emotional		
adwords campaign	590	×
adwords in	2600	×
free adwords coupon	200	×
adwords coupon	3600	×
adwords tutorial	1000	×

Enter keywords separated by commas

Save **Cancel** **Add**

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.

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
- JOGGING SHOES
- TRAINING SHOES
- SPORTY SHOES

@ADWORDS GIRL

topdraw

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)



[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 travs](#) [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 <small>?</small>	
adwords learning center	<div></div> 880	×
adwords keyword tool	<div></div> 18100	×
adwords training	<div></div> 1300	×
adwords account	<div></div> 1900	×
adwords promotional code	<div></div> 480	×
adwords campaign management	<div></div> 590	×
adwords help	<div></div> 3600	×
free adwords coupon	<div></div> 260	×
adwords coupon	<div></div> 3600	×
adwords tutorial	<div></div> 1000	×

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

→ **25 Characters**

www.adventureppc.com/Adwords ▼

Let Us Relieve Your PPC Headaches.

AdWords Should Be Making You Money!

} **35 Characters Each**

How To Get Started In Google AdWords (Ad Copy)

Text ad

Landing page

<http://www.yourcompany.com>

AKA. Destination URL

Ad

25 Characters

Headline

35 Characters

www.yourcompany.com

35 Characters

Ad text

35 Characters

Ad text (continued)

[Headline](#)

www.yourcompany.com

Ad text

Ad text (continued)

Save

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)

Search Query: **adwords girl**  

Web Images Videos News More ▾ Search tools

About 652,000 results (0.45 seconds)

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-lilies

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

<http://www.yourfloralcompany.com>

Ad

[Your Floral Company](#)

yourfloralcompany.com/cala-lilies

Get the best cala lilies in town!

Order online or call in today!

[Your Floral Company](#)

yourfloralcompany.com/cala-lilies

Get the best cala lilies in town!

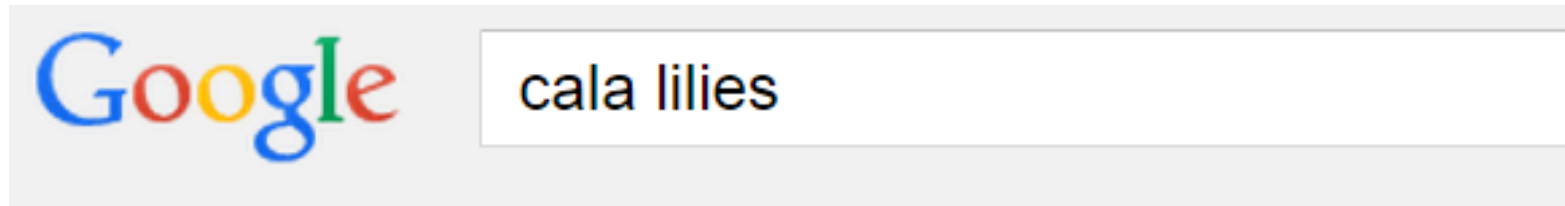
Order online or call in today!

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"/>		<div></div>	Approved	55.10%
<input type="checkbox"/>		<div></div>	Approved	37.02%
<input type="checkbox"/>		<div></div>	Approved	4.48%
<input type="checkbox"/>		<div></div>	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
<u>All Web Site Data (Filtered)</u>	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

Now, Let's Talk Features (Feature #3)

Sitelinks Ad Extension

Walter's Bakery for Dogs

Ad www.example.com

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

Hours

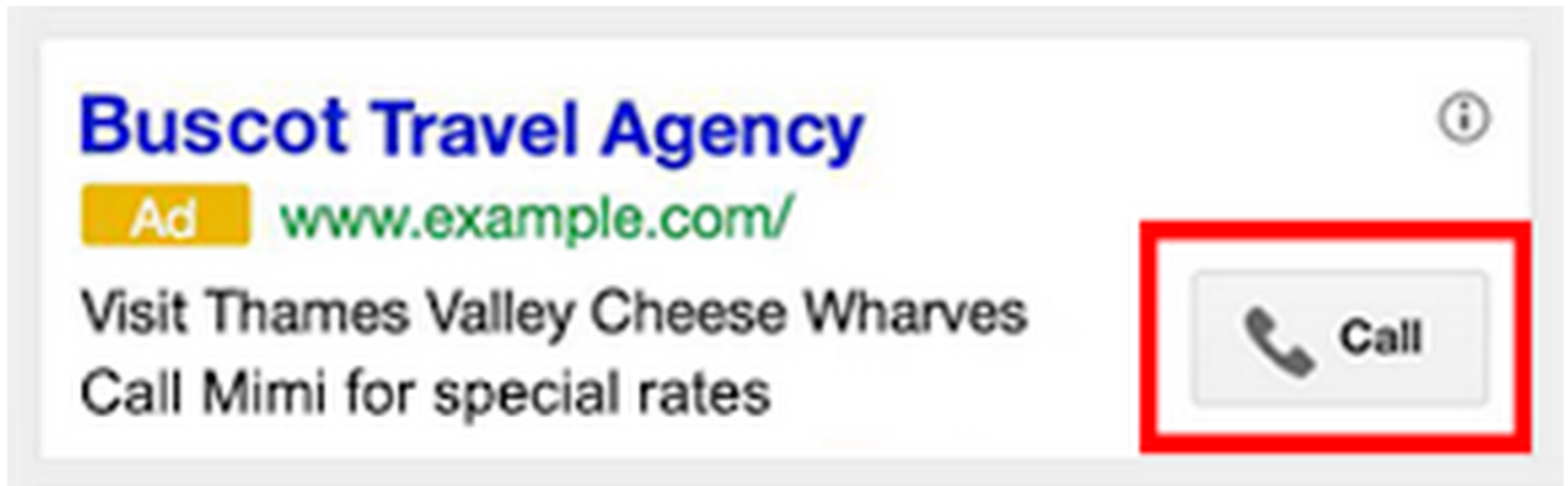
Specials

Biscuits

Special diets

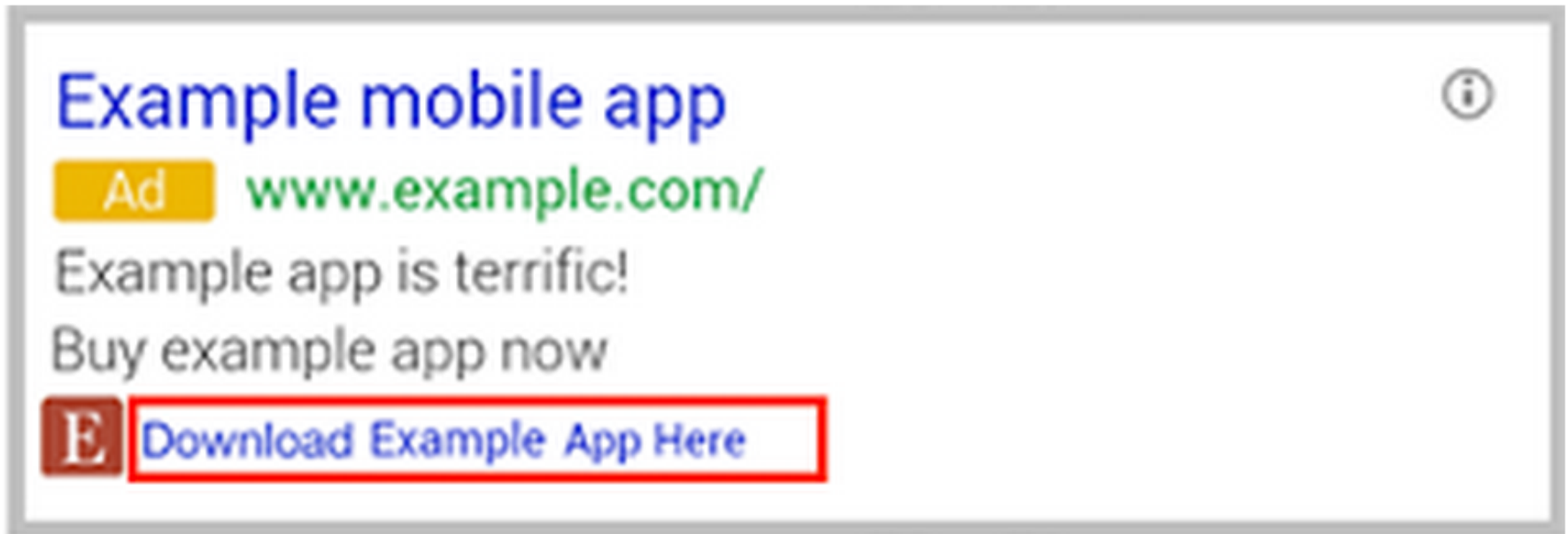
Now, Let's Talk Features (Feature #4)

Call Ad Extension



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

App Ad Extension



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

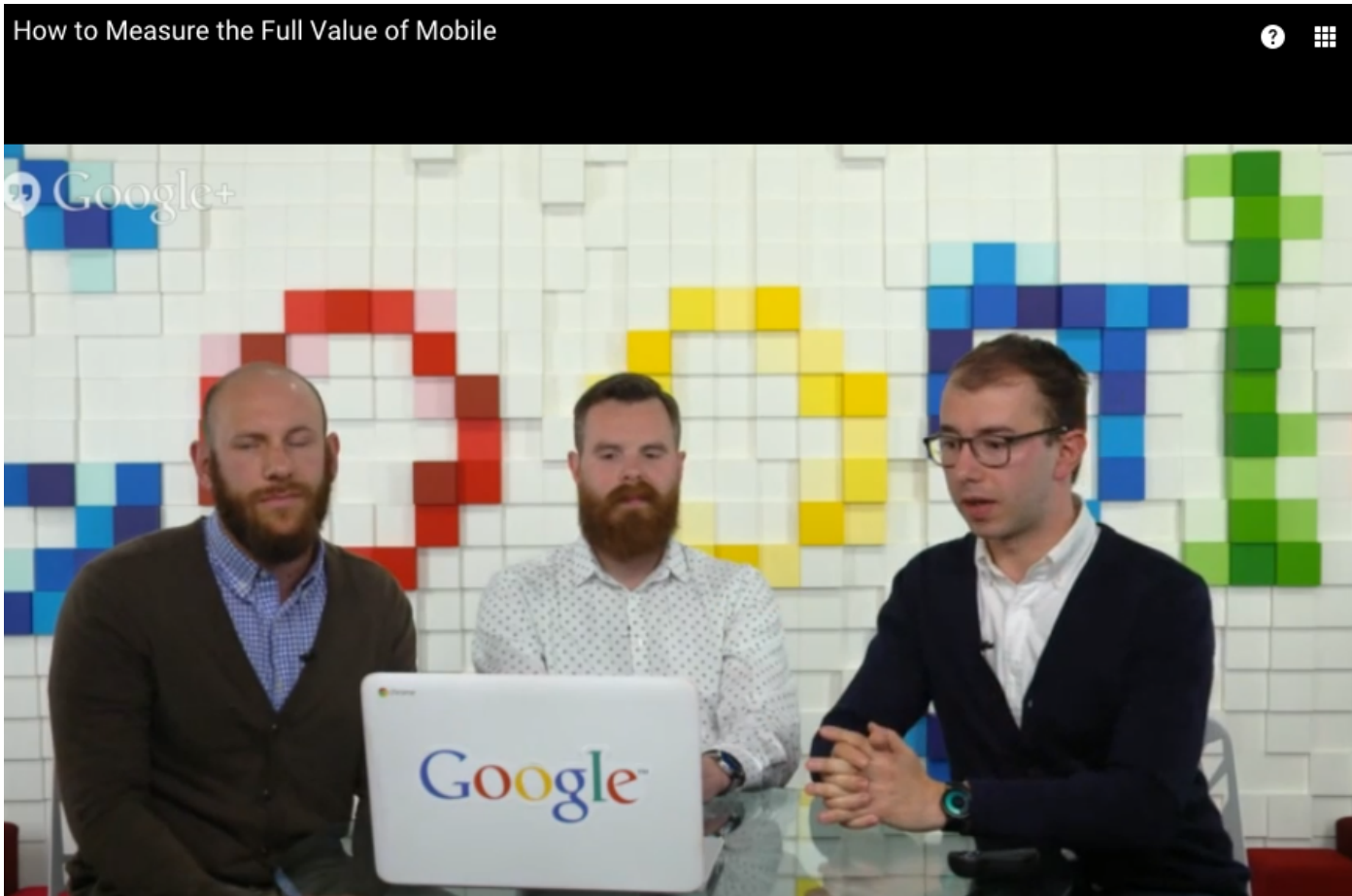
ameet@topdraw.com

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


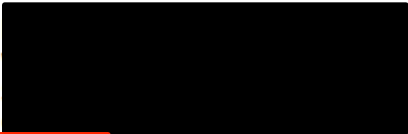
When clients use last-touch attribution, won't we potentially pay for clicks but miss the sales in the PPC channel if a "buy later" button is added as subsequent sales would be attributed to the e-mail marketing channel?

+4

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

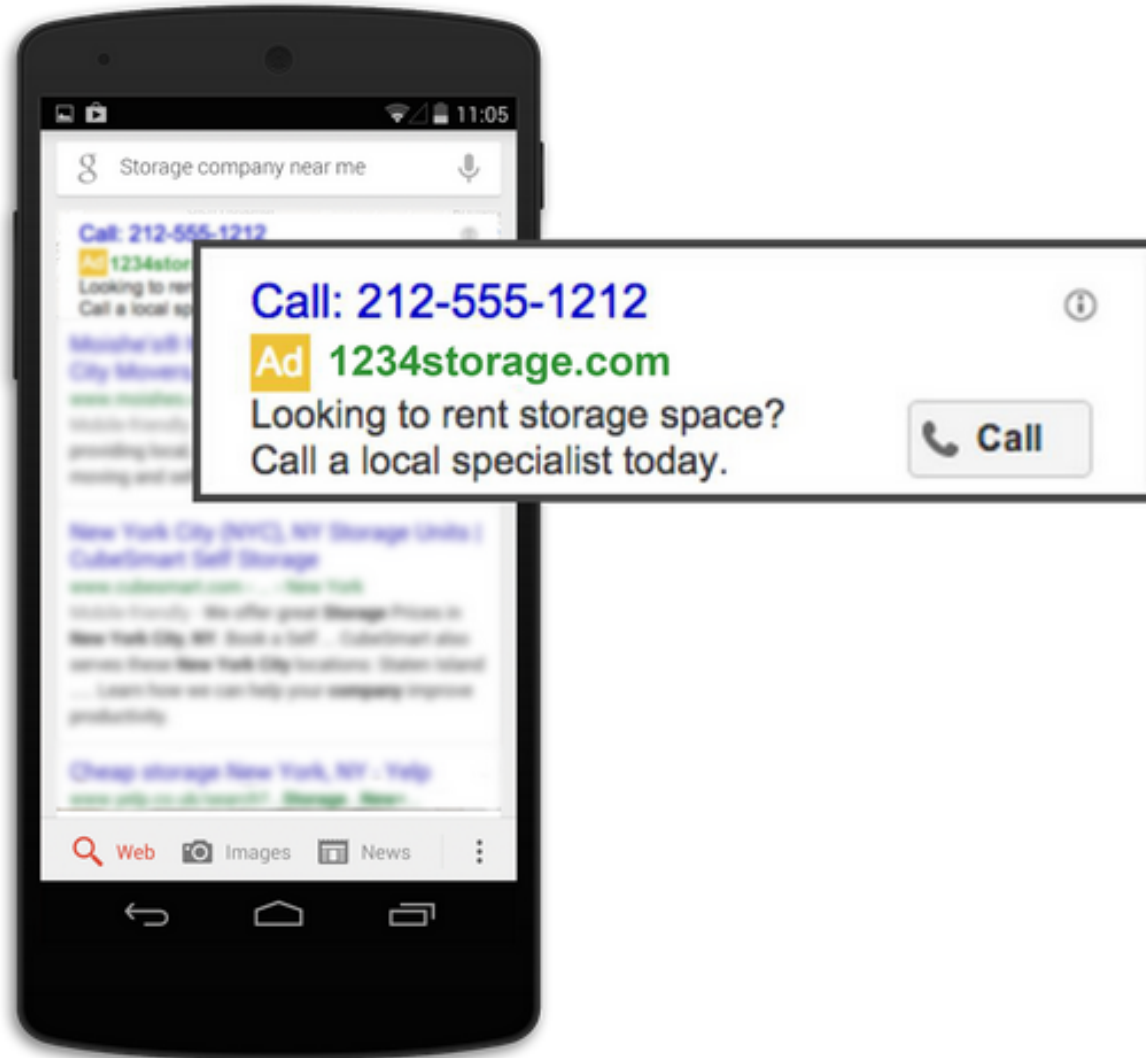
Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions					
All enabled ads		Segment	Filter	Columns	
+ AD		Edit	Automate	More actions...	Labels
		Ad	Status	% Served	Impr.
			Campaign paused	86.91%	4,469
		(mobile)			
		Computers			1,769
		Mobile devices with full browsers			2,395
		Tablets with full browsers			305
			Campaign paused	8.87%	456
		(mobile)			
		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					
+ AD Edit Automate More actions... Labels					
		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?

@AdWordsGirl

ameet@topdraw.com

Let's Stay in Touch

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