

# Become more competitive using Google Adwords



15.03.18



Fermanagh & Omagh  
District Council  
Comhairle Ceantair  
Fhear Manach agus na hÓmaí



Digital24



# NIAMH TAYLOR

Top 100 Digital Leader UK

DANI - Digital Business Person 2017

Women In Business - Best New Start-Up

DANI - Best Overall Online Marketing Strategy

CIM Ireland - Senior Marketing Professional

DANI - Best visual website

DANI - Best use of search

DANI - Best online strategy



Digital24

outdoor furniture

All

Images

Maps

News

More ▾

Search tools

About 43,400,000 results (0.43 seconds)

## Outdoor Furniture Sale - While Stock Lasts - barbequesgalore.com.au

**Ad** [www.barbequesgalore.com.au/Outdoor/Sale](http://www.barbequesgalore.com.au/Outdoor/Sale) ▾

Limited time only. Available online and at participating stores.

Award Winning · Superior Quality · Unbeatable Value · Outdoor Experts · Exceptional Performance

📍 4/470 Scarborough Beach Road - Open today · 9:00 am – 5:30 pm ▾

Outdoor Settings

Click & Collect Today

No Deposit, Interest Free

87 Stores Nationwide

## Outdoor Furniture - Shop Temple and Webster Online

**Ad** [www.templeandwebster.com.au/Outdoor/ShopOnline](http://www.templeandwebster.com.au/Outdoor/ShopOnline) ▾

4.7 ★★★★★ rating for templeandwebster.com.au

Furniture, Homewares, **Outdoor Furniture** and More at Temple & Webster

Over 1 Million Members · Delivered To Your Door

## Archipelago Outdoor Living - Post Christmas Sale - archipelagoliving.net

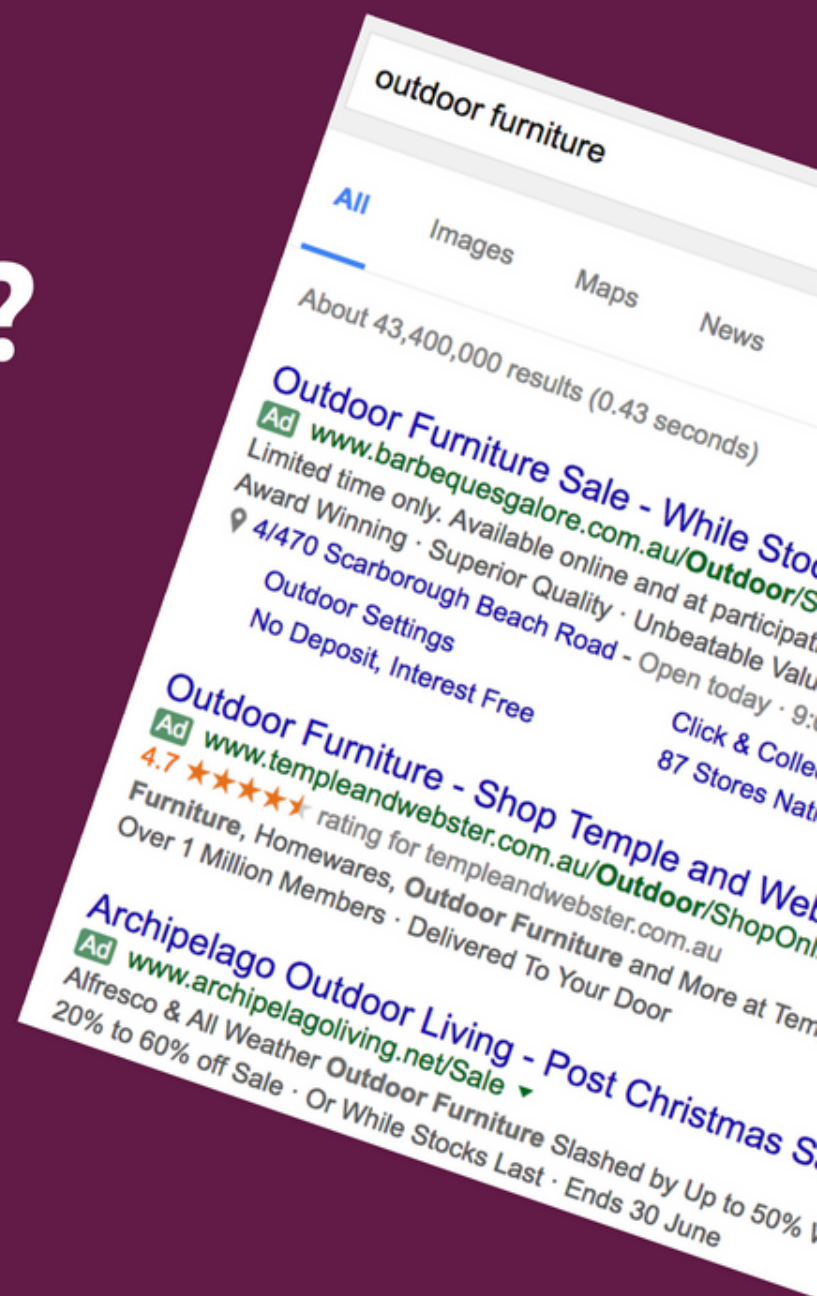
**Ad** [www.archipelagoliving.net/Sale](http://www.archipelagoliving.net/Sale) ▾

Alfresco & All Weather **Outdoor Furniture** Slashed by Up to 50% While Stocks Last!

20% to 60% off Sale · Or While Stocks Last · Ends 30 June

# WHAT IS ADWORDS?

Google AdWords is Google's advertising system in which advertisers bid on certain **keywords** in order for their clickable ads to appear in **Google's search results**.

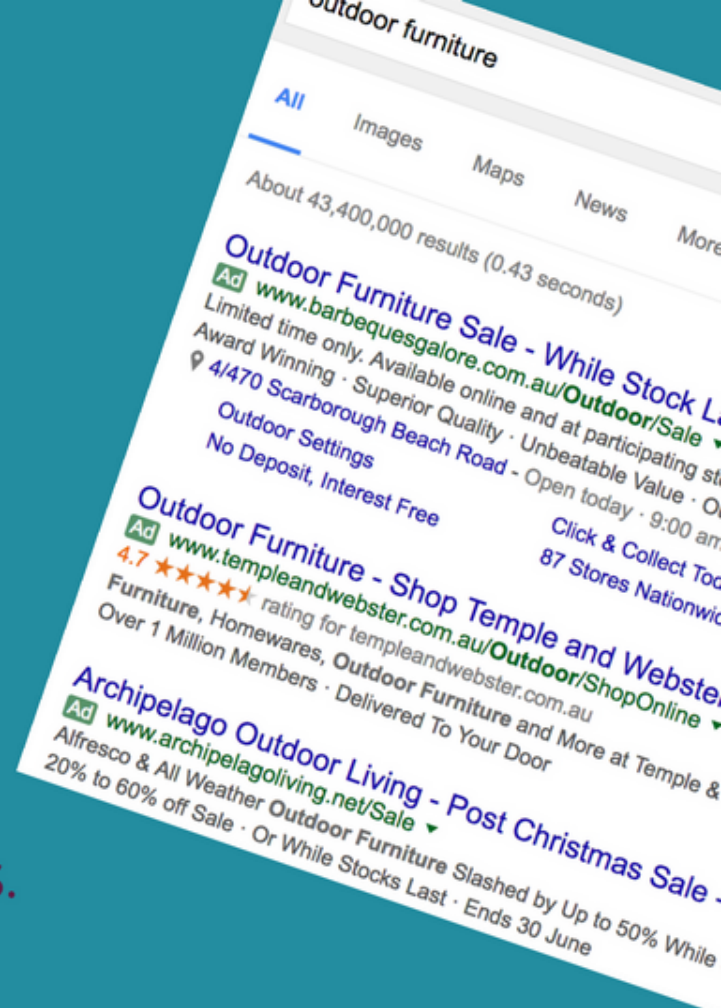




# ADWORDS / PPC

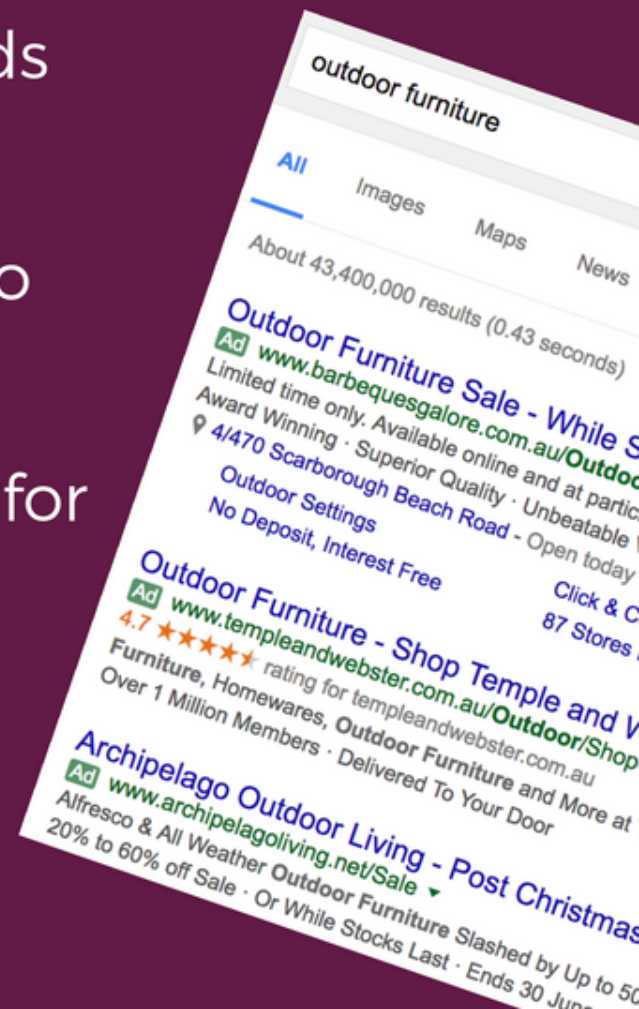
It's different from other advertising models because you're not paying for eyeballs. Instead, you're **paying for results.**

**No results? No clicks, leads, or sales?  
You don't pay. Simple as that.**



# DOES ADWORDS WORK?

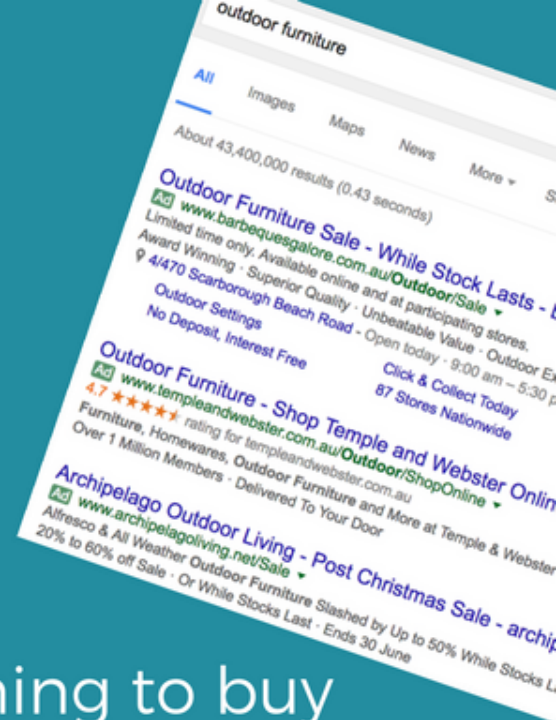
- Competitiveness of the keywords you're bidding for
- The relevancy of that keyword to real conversions
- AdWords may or may not work for your business



# ADWORDS

- Looking for something specific
- They have intent
- They're actively looking for something to buy

**That's why Google AdWords is so powerful.  
There's no better form of SEM out there.**



# HOW MUCH DOES GOOGLE ADWORDS COST?





Google AdWords is based on an [auction system](#) that rewards businesses who have [high-quality ad campaigns with lower costs and better ad placement](#).

**It isn't a guessing game though.**

**Google guide you.**



# HOW MUCH DOES GOOGLE ADWORDS COST?

ADVERTISER	MAX BID	QUALITY SCORE	FORMAT IMPACT	AD RANK
 BOB	\$4	Low	Low	<b>NOT SHOWN</b> 5
 JANE	\$3	High	Low	<b>2<sup>ND</sup></b> 15
 SUE	\$2	High	High	<b>1<sup>ST</sup></b> 20
 TOM	\$1	Medium	Medium	<b>3<sup>RD</sup></b> 8

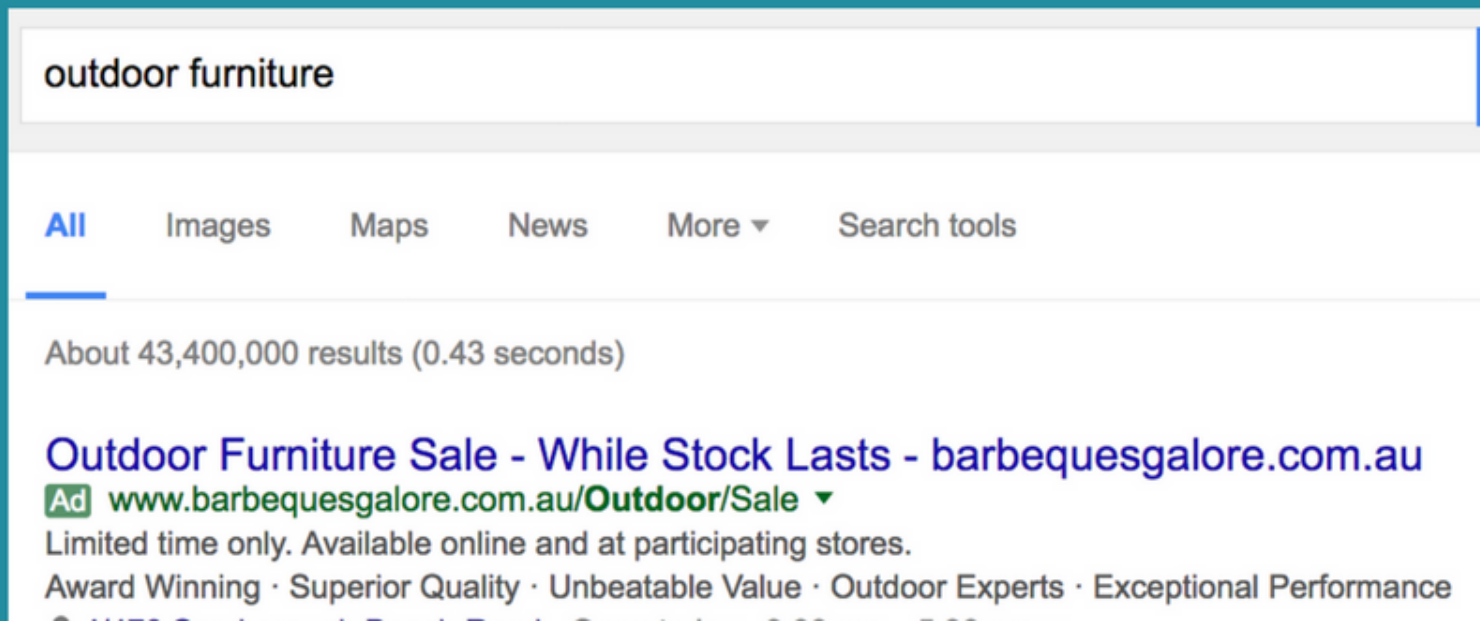
# HOW MUCH DOES GOOGLE ADWORDS COST?

You can exercise tight control over how your AdWords budget is spent using tactics like :

- ad scheduling
- geotargeting
- device targeting

# WHAT IS A KEYWORD?

A keyword is a word or phrase the user searches for and then sees your ad. Your ads will show up for the keywords that you pick.



The image shows a screenshot of a Google search results page. At the top, the search bar contains the text "outdoor furniture". Below the search bar, there are navigation tabs: "All" (which is selected and underlined), "Images", "Maps", "News", "More" (with a dropdown arrow), and "Search tools". Below the tabs, it says "About 43,400,000 results (0.43 seconds)". The first search result is an advertisement for "Outdoor Furniture Sale - While Stock Lasts - barbequesgalore.com.au". The ad includes a green "Ad" icon, the URL "www.barbequesgalore.com.au/Outdoor/Sale", and the text "Limited time only. Available online and at participating stores. Award Winning · Superior Quality · Unbeatable Value · Outdoor Experts · Exceptional Performance".

outdoor furniture

All Images Maps News More ▾ Search tools

About 43,400,000 results (0.43 seconds)

**Outdoor Furniture Sale - While Stock Lasts - barbequesgalore.com.au**  
**Ad** [www.barbequesgalore.com.au/Outdoor/Sale](http://www.barbequesgalore.com.au/Outdoor/Sale) ▾  
Limited time only. Available online and at participating stores.  
Award Winning · Superior Quality · Unbeatable Value · Outdoor Experts · Exceptional Performance

# GET KEYWORD IDEAS.



Google AdWords

Digital Twenty Four  
Manager • 314-887-3338

Accounts

Campaigns

Reports

## Keyword Planner

Where would you like to start?

### Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category

---

- ▶ Get search volume data and trends

---

- ▶ Multiply keyword lists to get new keywords

### Plan your budget and get forecasts

- ▶ Enter or upload a list of keywords to get forecasts

---

- ▶ **BETA** Get forecasts for campaigns or keywords from your account

### Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)

[Building a Display campaign? Try Display Planner](#)



# AD COPY

Imagine if you were searching for “men’s leather shoes” and you see these two ads in the search results.

**ASOS: Men's Leather Shoes - Free Shipping Worldwide - asos.com**

**Ad** [www.asos.com/Shoes/Leather](http://www.asos.com/Shoes/Leather) ▼

4.0 ★★★★★ rating for asos.com

Discover The Freshest **Men's Leather Shoes** Online At ASOS - Shop Now!

[Buy Men's Flip Flops](#) · [Buy Men's Sandals](#) · [Buy Men's Loafers](#) · [Buy Men's Formal Shoes](#)

**Lace-up Shoes - MEN'S Shoes - Spring Summer 2017**

**Ad** [www.luisaviaroma.com/Haider-Ackermann](http://www.luisaviaroma.com/Haider-Ackermann) ▼

The Most Prestigious Collections ! Free Express Shipping & Returns.

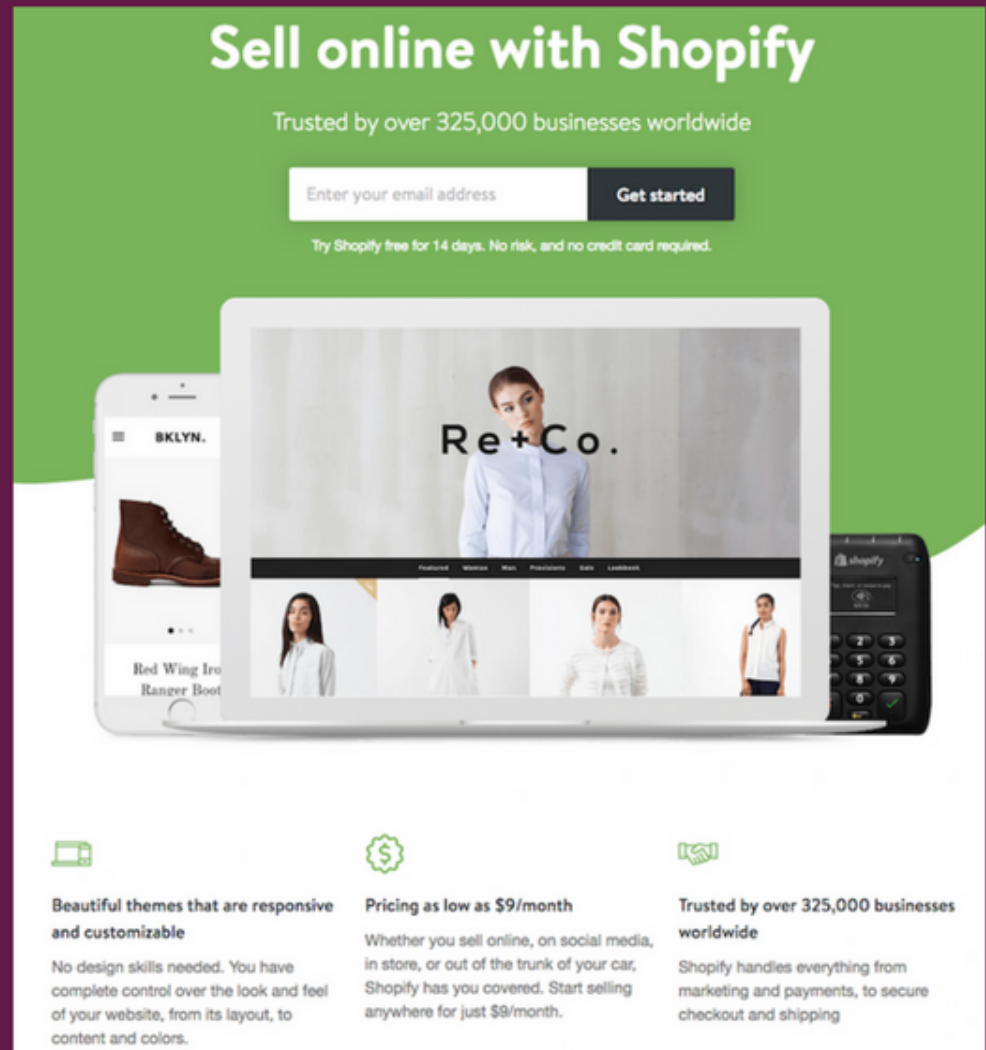
[On-Season Collections](#) · [Free Shipping](#) · [24/7 Customer Care](#) · [+600 Designers](#)

[Shipment Information](#) · [About Us](#) · [Return Policy](#) · [End of Season Sales](#) · [Fashion Designer Index](#)

The headline on the first ad includes the exact query while the second ad is simply too generic.

# LANDING PAGE

The landing page is perhaps the most important as this is where the conversion takes place.

A screenshot of the Shopify landing page. The background is a solid green color. At the top, the text "Sell online with Shopify" is written in white. Below it, in smaller white text, is "Trusted by over 325,000 businesses worldwide". There is a white input field with the placeholder text "Enter your email address" and a dark green button with the text "Get started" in white. Below the button, it says "Try Shopify free for 14 days. No risk, and no credit card required." In the center, there is a laptop and a smartphone displaying a website for "Re+Co.". The laptop screen shows a woman in a light blue shirt, with the text "Re+Co." overlaid. Below the main image on the laptop are four smaller images of different people. The smartphone shows a product page for a "Red Wing Iron Ranger Boot". To the right of the laptop is a black credit card terminal.

## Sell online with Shopify

Trusted by over 325,000 businesses worldwide

Enter your email address [Get started](#)

Try Shopify free for 14 days. No risk, and no credit card required.

**Beautiful themes that are responsive and customizable**

No design skills needed. You have complete control over the look and feel of your website, from its layout, to content and colors.

**Pricing as low as \$9/month**

Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered. Start selling anywhere for just \$9/month.

**Trusted by over 325,000 businesses worldwide**

Shopify handles everything from marketing and payments, to secure checkout and shipping

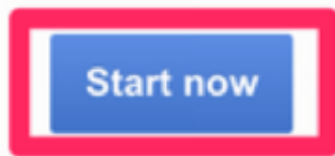
# LANDING PAGE

- Keep clutter to a minimum
- Write clear copy
- Offer benefits
- Ask for minimal information

# LET'S START

Get your ad on  
Google today

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.



**Let's go!**



# FOLLOW ALONG

## 1. Decide how much to spend

**Your budget** [Set your daily budget](#)

## 2. Choose a target audience

**Locations** All countries and territories

**Networks** Search Network, Display Network

**Keywords** [Select your keywords](#)

## 3. Set your bid

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

## 4. Write your ad

**Text ad** [Write your ad](#)

**What if I don't know  
any of these things?**

# LET'S START

Ready to start?



## Call an AdWords expert now for:

- ✓ £75 ad credit when you spend £25
- ✓ Help creating your first campaign
- ✓ Valuable tips and insights




Call us on

**0800 026 1713\***

# WHICH PLATFORM?

 **Search Network with Display Select**


Best opportunity to reach the most customers

 **Search Network only**

Google search and search partners

 **Display Network only**


Google's network of partner websites

 **Shopping**

Best way to create Shopping Ads

 **Video**

Video ads on YouTube and across the web

 **Universal app campaign**

Promote your app across Search, Display and YouTube

# KEYWORD IDEAS

 Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

cheap bricks, buy bricks, buy bricks cheap, buy bricks online

Your landing page

www.example.com/page

Your product category

Bricks

**try 3-4 different ones**



# TARGETING

## Targeting ?

United States

English

Google

Negative keywords

## Date range ?

Show avg. monthly searches  
for: Last 12 months

## Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

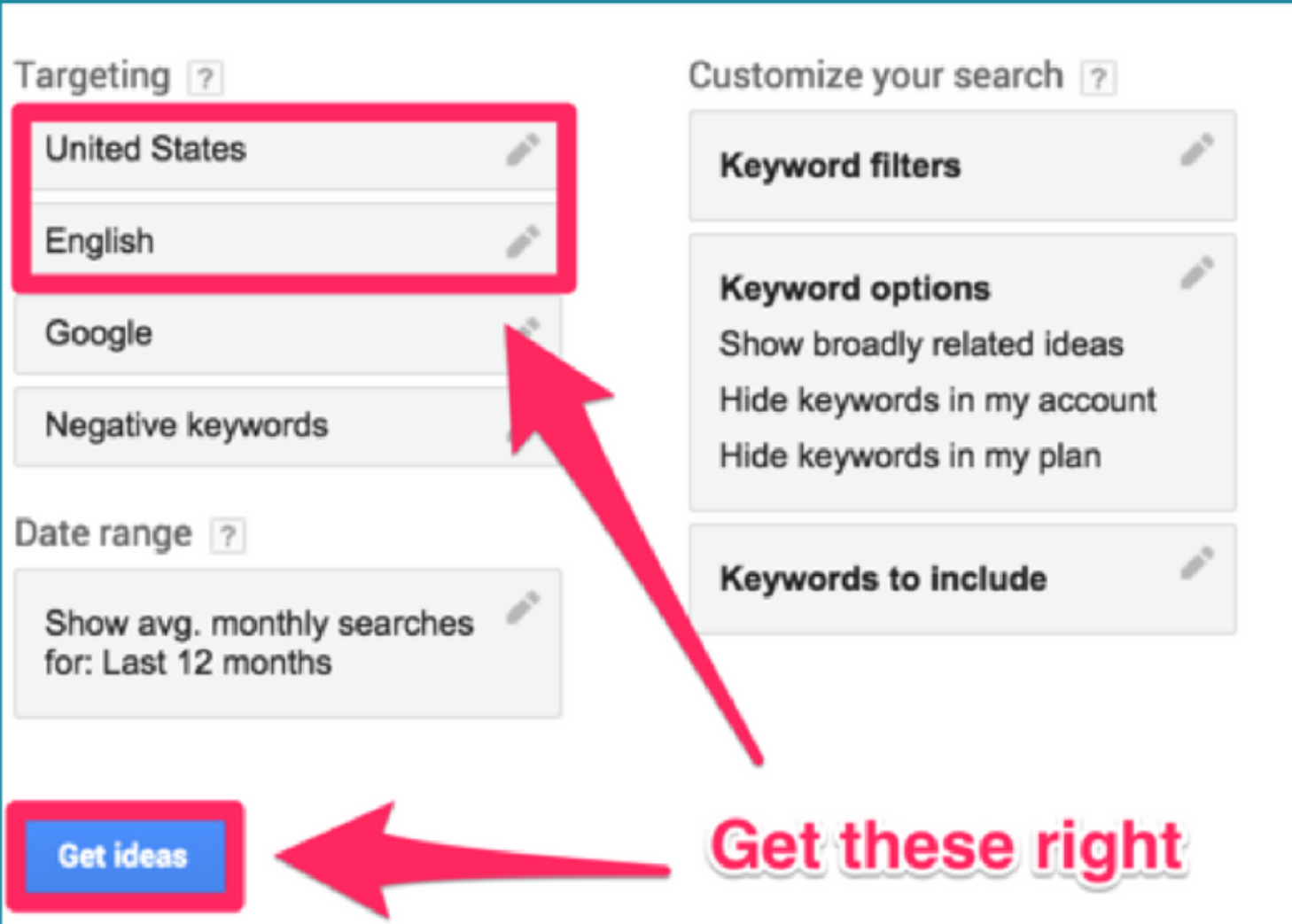
Hide keywords in my account

Hide keywords in my plan

Keywords to include

Get ideas

**Get these right**



# COMPETITIVENESS

Your product or service: cheap bricks, buy bricks, buy bricks cheap, buy bricks online

Your product category: Bricks

Ad group ideas | **Keyword ideas** | Columns | Download | Add all (30)

Search terms	# of searches	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to pl
cheap bricks		260	High	€0.78		
buy bricks		390	High	€1.18		
buy bricks online		90	High	€1.42	-	»
buy bricks cheap		10	High	€2.86	-	»

more ideas

average prices

Show rows: 30 | 1 - 4 of 4 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to pl
bricks	27,100	Medium	€0.37	-	»
bricks for sale	1,900	High	€0.94	-	»
brick prices	1,300	High	€0.73	-	»

# SPYFU

**What to expect**

MONTHLY SEARCHES (LOCAL) **1.89k** →

MONTHLY SEARCHES (GLOBAL)

**CLICK-THROUGH RATE** **1.00%**

RANKING DIFFICULTY **52**

**How much competition**

COST PER CLICK **\$0.69** →

DAILY COST **\$0.52**

**ADVERTISERS** **41**  
*(In Last 3 Months)*

HOME PAGES **0**  
*(In Top 50 Organic Results)*

**Other good keywords**

	Broad	Phrase	Exact
Daily Cost	\$0.52	\$0.53	\$0.11
Monthly Cost	\$15.60	\$15.90	\$3.30

UNIVERSAL SEARCH IN SERP

**Profitable Related Keywords** EXPORT

Keywords	Monthly Searches	Ranking Difficulty	Cost Per Click	Click Through Rate	Daily Cost	Advertisers
<a href="#">cheap brick pavers</a>	90	45	\$1.00	13%	\$0.00	80
<a href="#">brick pavers cost</a>	390	40	\$0.00	13%	\$0.00	73

# BIDDING STRATEGIES

Bid strategy ? Choose how you'd like to set bids for your ads.

**Manual: Manual CPC** ?

Enable Enhanced CPC ?  
AdWords automatically adjusts your bids to maximize conversions.

**Automated bid strategies**

- Target search page location **Sets bids to help you get your ads to the top of the page or on the first page of search results.**
- Target CPA
- Target ROAS
- Target outranking share
- Maximize clicks
- Maximize conversions
- Enhanced CPC

Default bid ? \$

This bid applies to

Budget ?

in the next step.

Automatic CPC is an advanced bidding strategy to decrease the amount of time it takes for you to manage each campaign. Bids can raise or lower on their own depending on different factors.

# GEO LOCATION

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All settings Locations Ad schedule Devices

Filter Columns

Clicks vs None

Jan 6, 2013

Edit locations Delete Location details

<input type="checkbox"/> Location	Bid adj. <sup>?</sup> ↓	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>
<input type="checkbox"/> United States	Increase by 20 %	3,144,935	2.13%	
<input type="checkbox"/> Puerto Rico		30,425	1.75%	
<input type="checkbox"/> United States Virgin Islands		951	2.52%	
<b>Total - other locations <sup>?</sup></b>		<b>0</b>	<b>0.00%</b>	
<b>Total</b>		<b>3,176,311</b>	<b>2.13%</b>	

Example: A \$10.00 bid will become **\$12.00**.

Save Cancel

Setting multiple bid adjustments? Here's an example:

United States × Saturday = Result

+ 20% (1.20) - 5% (0.95) + 14% (1.14)

# DEVICE

The screenshot shows the Google Ads interface. At the top, there are navigation buttons: 'All enabled campaigns', 'Segment', 'Filter', 'Columns', a chart icon, a download icon, and a search bar labeled 'Find campaigns'. Below this is a line chart showing 'Cost / converted click' over time, with data points at \$3.80, \$4.40, and \$5.00. A date 'Sunday, January 31, 2016' is displayed. A red button '+ CAMPAIGN' and a grey 'Edit' button are visible. A dropdown menu is open under the 'Segment' button, listing various filtering options. Two blue arrows point to 'None' and 'Device' in the menu. Below the menu is a table with columns: 'Budget', 'Status', 'Converted clicks', 'Cost / converted click', and 'Click conversion rate'. The table contains data for 'Total - all campaigns', 'Computers', 'Mobile devices with full browsers', and 'Tablets with full browsers'. A 'Limited by budget' warning is present in the 'Status' column for one row.

Budget	Status	Converted clicks	Cost / converted click	Click conversion rate
00/day		6,622	\$4.56	10.70%
	Limited by budget	1,769	\$4.85	12.74%
		969	\$4.60	13.38%
		468	\$5.12	11.21%
		332	\$5.19	13.47%



# AD COPY

## New text ad

Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

**New!** Count down to the end of your sale (or any other event). Type a brace {= to set this up.

Headline <sup>?</sup> 20% off Holiday Gadgets

Description line 1 <sup>?</sup> Use promo code SAVE20

Description line 2 <sup>?</sup> Hurry - sale ends in {=COUNTDOWN! 13

Display URL <sup>?</sup> Syntax: {=COUNTDOWN("yyyy/MM/dd HH:mm:ss","language",daysBefore)} <sup>?</sup>

Landing page <sup>?</sup> Countdown ends <sup>?</sup> 2014/12/19 00:00:00 (24-hour time)

Countdown starts <sup>?</sup> 5 day(s) before countdown end date

Device preference <sup>?</sup>  Advanced

Time zone  Account time zone (GMT-08:00) Pacific Time

Ad viewer's time zone

Language <sup>?</sup> English (US)

Examples: 3 days / 5 hours / 10 minutes

Set

Ad preview: The following ad previews may be formatted slightly differently

Side ad

20% off Holiday Gadgets

[www.example.com](http://www.example.com)

Use promo code SAVE20

Hurry - sale ends in 3 days!

ay Gadgets

e.com

ode SAVE20 Hurry - sale ends in 3 days!

Expand your ad with additional information like a business day. [Learn more](#)

Save ad

Cancel

# EXERCISE

- Think of a core keyword people are using to search for you
- Design up an advert with clear Call To Action and USP's



About 394,000 results (0.63 seconds)

Showing results for **hotels *fermanagh***

Search instead for [hotels fermanagh](#)

### Hotels in County Fermanagh | Up to Half-Price on Hotels

[Ad](#) [www.hotels.com/](http://www.hotels.com/) ▼

Book your Hotel in County Fermanagh. Price Guarantee, No Reservation Costs

Types: Hotels, Resorts, Hostels, Motels, B&Bs

[Last Minute Deals](#) · [Hotels.com Rewards](#) · [Book for Tonight](#) · [Book for Tomorrow](#) · [Book Now](#)

### Hotels in Fermanagh County | Lowest Price Guarantee | booking.com

[Ad](#) [www.booking.com/FermanaghCounty/Hotels](http://www.booking.com/FermanaghCounty/Hotels) ▼

★★★★★ Rating for booking.com: 4.6 - 263 reviews

Book your Hotel in Fermanagh County online. No reservation costs. Great rates.

We speak your language · 24/7 Customer Service · Read Real Guest Reviews · No Booking Fees

Types: Hotels, Apartments, Villas, Hostels, Resorts, B&Bs

[Book Now](#) · [Rent out your property](#) · [Secure Booking](#) · [Book for Tonight](#) · [No Booking Fees](#)

### County Fermanagh Hotel Offers | 72 Hotels starting from £55

[Ad](#) [www.trivago.co.uk/Hotel-Offer/CountyFermanagh](http://www.trivago.co.uk/Hotel-Offer/CountyFermanagh) ▼

Hotel Offers in County Fermanagh - Find Yours with trivago™ and Save up to 78%!

Fast and Simple · 1,300,000+ Hotels · 200+ booking websites · Compare & Save · Save Time & Money

[Compare Hotels](#) · [Last Minute Hotels](#) · [3-Star Hotels](#) · [4-Star Hotels](#) · [Up to 78% Off Hotels](#)

### Hotels in Fermanagh | Save up to 50% on Your Hotel | expedia.co.uk

[Ad](#) [www.expedia.co.uk/Fermanagh\\_GBR/Book\\_Hotels](http://www.expedia.co.uk/Fermanagh_GBR/Book_Hotels) ▼

Find and Compare Exclusive Deals on Hotels in Fermanagh and Save Big!

# EXTENSIONS

sliderobes



All

Shopping

Images

Maps

Videos

More

Settings

Tools

About 134,000 results (0.57 seconds)

[sliderobes.co.uk](#) - Official Sliderobes® Belfast - Free up your space

Ad [www.sliderobes.co.uk/](#) ▼ 0800 454465

Bespoke Bedroom Wardrobes in Northern Ireland. Free Design & Fit

0% credit · No Hard Sell · Open 7 days · Free Installation · Covering Uk And Ireland · Locally made

📍 61 Boucher Crescent, Belfast - Open today · 10:00 am – 6:00 pm ▼

[View Sliding Wardrobes](#)

[Add To Your Living Space](#)

[Bedroom Fitted Wardrobes](#)

[Find a showroom](#)

# EXTENSIONS

## Automated extension options (advanced)

### Automated extensions [?](#)

Use all automated extensions available for this account

Ideal setting for most advertisers.

Do not use specific automated extensions for this account

Not recommended and could negatively affect campaign performance. [Learn more](#)

Dynamic sitelinks [?](#)

Dynamic callouts [?](#)

Dynamic structured snippets [?](#)

Previous visits [?](#)

Seller ratings [?](#)

Consumer ratings [?](#)

Longer ad headlines [?](#)

Automatic call extensions

Clicking this checkbox will prevent new automated call extensions from being created, but existing automated call extensions may still show with your ads. To remove previously added automatic call extensions, go to your "Ad extensions" tab and select "Call extensions." [Learn more](#)

Save

Cancel

# TRACKING

1 Conversion source

2 Settings

3 Review & install

Select the source of the conversions you'd like to track.



## Website

Track purchases, form submissions, or other actions by adding a tag to your website. [Learn more](#)

Select



## App

Track app downloads or in-app actions by adding a code snippet to your app. [Learn more](#)

Select



## Phone calls

Track calls to your business by using a Google forwarding number or by adding a tag to your website. [Learn more](#)

Select



## Import

Track offline or online conversions by uploading data from another system. [Learn more](#)

Select



# 6 tips for managing Google Adwords yourself



# SIGN UP

Before you get started on PPC you need to sign up to Google adwords. Doing this is free and easy and can be completed on the Google Adwords sign up page.

Google will then take you through the process step-by-step to help you get started. And best of all Google have an expert help service to all advertisers who spend more than £6 per day.

You can phone them on 0800 026 1713 and they will even help you set it up. Win Win.

# 1. USE THE FREE GOOGLE CREDIT

Google gives out £75 free Adwords credit when you start up a new account. That's a nice little sum to help you get started. The only stipulation is that you spend £25.

**What is stopping you?**

# 2. DO YOUR KEYWORD RESEARCH

This is where you will need to invest time.

You know your business and industry best so take time to ensure you are targeting the correct keywords.

Once you are in the adwords dashboard you can go into a tool called Keyword planner.

It is very easy to use – put in your industry, location, website url etc and Google will recommend keywords for you to target.

# 2. DO YOUR KEYWORD RESEARCH

Check out Google video on YouTube on Adwords which takes you through the steps to using Google's Keyword Planner on the Adwords dashboard.

I suggest you start small and then once you know what is working and driving sales or lead enquiries for you, scale up and hit the ground running.

# 3. CONSIDER LONGER SEARCH TERMS

The best way to succeed at PPC is to consider longer search terms.

Don't target keywords where you can see there is high competition but go for long-tail phrases and competitor names. You can read about long-tail keyword targeting on [Google Academy](#).



# 4. JOIN THE GOOGLE ONLINE CLASSROOM

Set aside time to learn.

You can never learn enough when it comes to PPC as it is constantly evolving.

There's loads of tutorials online and you can find them here through Google's Adwords Online classroom.

It's FREE!

# 4. JOIN THE GOOGLE ONLINE CLASSROOM

According to Google “Our AdWords Online Classroom provides free online training to help you achieve long-term advertising success with AdWords.

Whether you're new to AdWords and want to learn the basics, or you've been with AdWords for a while and want to take your account to the next level, we offer a range of topics to suit your needs”.

Get signed up today – it's FREE!

# 5. ENSURE YOU HAVE GOOD LANDING PAGES

A common mistake made by newbies to PPC is that they set the destination landing page of the PPC adverts to go to the homepage of their website.

Don't do this.

# 5. ENSURE YOU HAVE GOOD LANDING PAGES

There needs to be synergy between your actual advert and the landing page you take the user to.

I suggest you create specific landing pages for your different campaigns.

This will help your quality score which will help keep the amount you need to bid down.

# 6. TARGET EFFECTIVELY

According to Google “Our AdWords Online Classroom provides free online training to help you achieve long-term advertising success with AdWords.

Whether you're new to AdWords and want to learn the basics, or you've been with AdWords for a while and want to take your account to the next level, we offer a range of topics to suit your needs”.

Get signed up today – it's FREE!

# THANK YOU

# QUESTIONS?

The image shows a screenshot of a Facebook group page for 'Digital Twenty Four Academy'. The group is a 'Closed group' and has a 'Discussion' tab selected. The main content is a large graphic with 'DIGITAL MARKETING' written in a red oval, surrounded by various icons representing digital marketing concepts like a robot, Wi-Fi, charts, a laptop, and a lightbulb. Below the graphic are buttons for 'Joined', 'Notifications', 'Share', and a menu icon. The left sidebar contains navigation options: 'Members', 'Events', 'Photos', 'Files', and 'Manage Group', along with a search bar and a list of shortcuts to other groups. The right sidebar shows 'ADD MEMBERS' with a search field, 'MEMBERS' with 69 members and profile pictures, and 'SUGGESTED MEMBERS' with three members listed: Shirley Johnston, Heather Carr, and Ritu D Bhatt, each with an 'Add Member' button.



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