

Getting Started with Google Adwords

Additional Resources & Notes

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Keyword Matching

<i>Match type</i>	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>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>woman's 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>

Campaign Settings

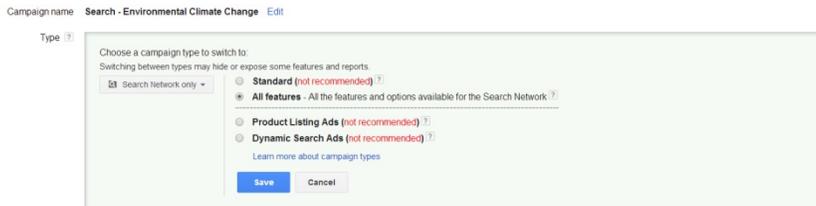
Parts of this guide are taken from The Suitcase Entrepreneur, ANW's additions noted.

<http://suitcaseentrepreneur.com/build-your-online-business/10-steps-to-getting-started-with-google-adwords/>

Most of Google's default settings are designed to have more money end up in their pocket rather than yours. If you leave the default settings on when you start an account, you'll have a hard time getting ahead.

Type

From ANW: With Search Network ads, Google now gives you a Standard option and an "All Features" option, which gives you greater control over your ads and some of the settings listed below.



Locations & Languages

Focus on one country at a time and one language. I do the U.S. and English because my customers speak English in the U.S. Obviously, change this as necessary if you're in England, Australia or somewhere else in the world. If you want to target people in multiple countries or languages, it's best to create separate campaigns for them.

Locations and Languages

Locations [?](#) Targeted locations:
• **United States (country)**
[Edit](#)

Languages [?](#) **English** [Edit](#)

Networks & Devices

People behave differently on mobile devices than they do on desktop and/or tablet devices. Start off by targeting desktop and tablets on their own first. If they perform well and get a respectable level of volume, then think about creating a new campaign for mobile.

ANW Note: This option must now be selected at the Ad level!!

Networks and devices

Networks [?](#) **Search** [Edit](#)

Devices [?](#) **Computers; Tablets** [Edit](#)

Bidding & Budget

Start out by bidding manually for clicks. This gives you the most control on what you're spending your money on. As you begin to implement conversion tracking (coming up) and get more data in the account, you can begin to think about the other options, but start out by bidding manually.

Bidding and budget

Bidding option ?

Focus on **clicks** - use maximum CPC bids

I'll manually set my bids for clicks

AdWords will set my bids to help maximize clicks within my target budget

Enhanced CPC ?

Use my conversion tracking data and bids to optimize for conversions

Enhanced CPC will adjust your Max. CPC bid up or down for each auction in an effort to improve your return on investment.

Focus on **conversions** (Conversion Optimizer) - use CPA bids

Unavailable because this campaign doesn't have enough conversion data.

Save **Cancel**

Budget ? **\$75.00/day** **Edit**

Delivery*

*This is only available with Display Ads or with the Search Ads-All Features option

This actually depends on your budget. If you're just starting out, make sure you have this marked as "standard." This will "pace" your ads and your budget and make sure that you show relatively consistently throughout the day. If you have a little experience and know your campaigns work at a cost that is acceptable to you, change it to "accelerated." This will show your ads at every available opportunity and give you the opportunity to really drive volume.

Delivery method (advanced)

Delivery method ?

Standard: Show ads evenly over time

Accelerated: Show ads as quickly as possible

Save **Cancel**

Ad Rotation

Google opts you in to optimize your ads based on clicks. While that sounds good hypothetically, if you're continually trying to write ad copy (we'll talk about this in a bit), having it set to "optimize" messes with your data sets. Set your ads to "rotate evenly" and we'll talk about why in just a second.

Advanced settings

⊕ [Schedule: Start date, end date, ad scheduling](#)

⊖ [Ad delivery: Ad rotation, frequency capping](#)

Ad rotation ⓘ **Rotate: Show ads more evenly** Edit

Frequency capping ⓘ
Display Network only

No cap on impressions

Your campaign must be opted in to the Display Network to use this feature.

Good resources for writing ad copy

<http://www.searchenginejournal.com/9-tips-to-write-effective-google-adwords-copy/8279/>

<http://inspiredm.com/how-to-write-adwords-ads/>

To set up Remarketing

In your AdWords account, select “Shared Library,” then “Audiences.”

Create a new audience, selecting the “remarketing list” option.

You’ll need to connect this list to your Google Tag Manager account.

When you set up remarketing, you’ll also need to amend and repost your website privacy policy with some language to note that your website is tracking visitors.

Here’s what Google requires: <https://support.google.com/adwords/answer/2549063?hl=en>

Here’s what Clean Wisconsin has: <http://cleanwisconsin.org/privacypolicy>

Google Tag Manager

<http://www.google.com/tagmanager/>

Google Tag Manager is a great newer tool from Google to put all your conversion information in one place (include Facebook code to track Facebook advertising conversions, if you choose).

You will need your web developer (or a web-savvy staffer) to add this code to your website.

- Google Keyword Planner (in your Adwords account)
- SEMRush, semrush.com
- SpyFu, spyfu.com
- SEO 4 Firefox, from seobook.com (plugin for Mozilla Firefox browser)
- WordTracker, <https://freekeywords.wordtracker.com/searches>
- Google Trends: <http://www.google.com/trends/>

- Learn with Google: <http://www.google.com/ads/learn/>