

Grow with Google

Learn the Basics of Google Ads

grow.google/smallbusinesses

#GrowWithGoogle



ABOUT

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AGENDA

○ **ADVERTISING ON GOOGLE**

How can you use Google Ads to grow your business?

○ **IMPROVING YOUR ADS**

How to write great ad text, refine keywords, and incorporate ad extensions.

○ **MEASURING SUCCESS**

Understand how your ads support your business goals.

○ **RECAP & RESOURCES**

Advertising on Google



GOOGLE ADS CAN HELP BUSINESSES, LARGE AND SMALL

49% of shoppers surveyed said they use Google to discover or find a new item or product.

59% of shoppers surveyed said they use Google to research a purchase they plan to make in-store or online.



Google/lpsos, Global, Global Retail Study, Base: total sample (n=14,206), online 18+ who shopped in the last week, countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, U.S., AE, VN, Feb. 2019.

HOW ADS WORK ON GOOGLE SEARCH



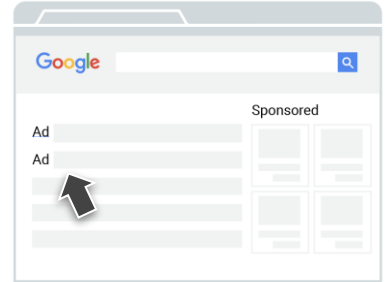
Someone wants to find something



She searches Google to find an answer



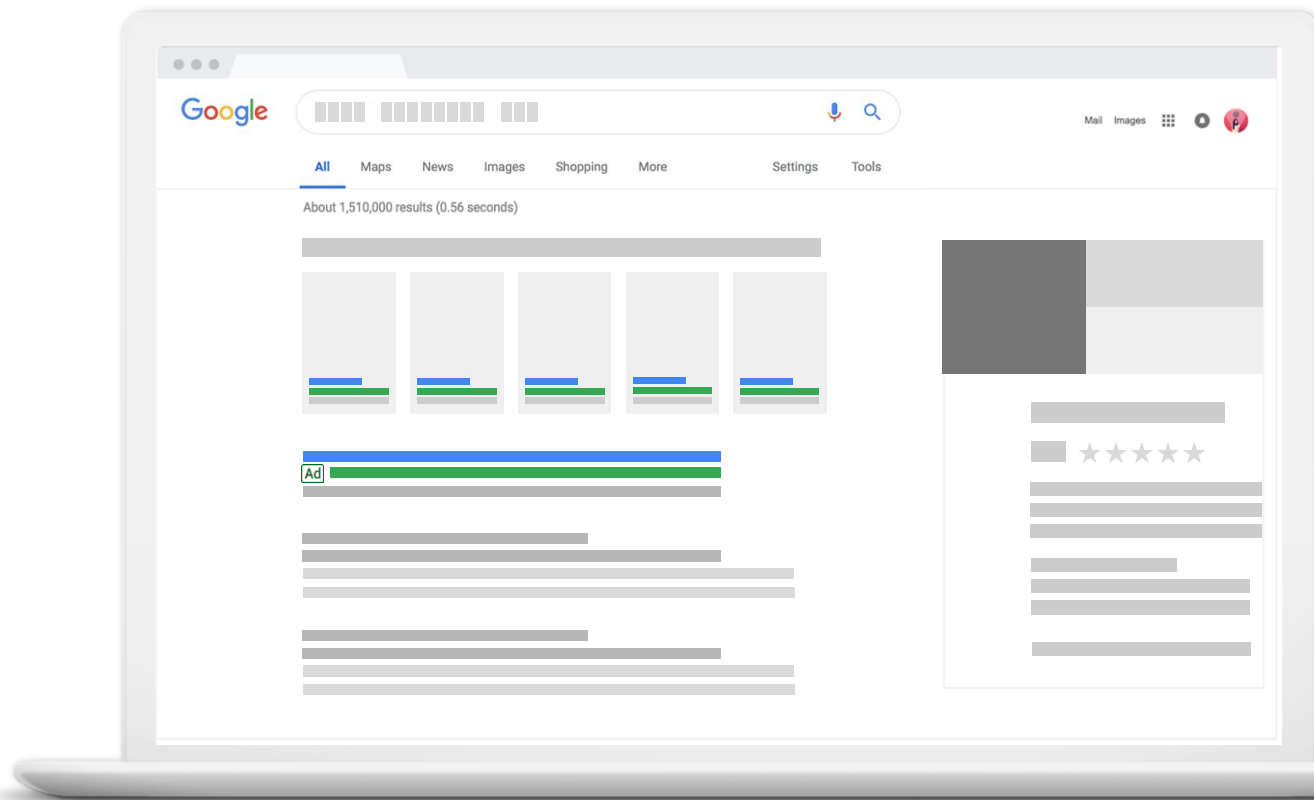
Businesses bid for opportunities to show her relevant ads



Ads appear in Google's results; advertisers pay if she clicks an ad

THERE ARE MANY AD FORMATS

- Text ads
- Image ads
- Shopping ads
- Dynamic search ads
- Call-only ads
- Video ads



THIS WORKSHOP FOCUSES ON TEXT ADS

Pay-per-click:

Advertisers pay only when searchers click an ad.

essential spices - Google Search

google.com/search?rlz=1C5CHFA_enUS568US568&sxsr=AleKk03CWCUX3v4yACZJ7Ua8caVwmBVug%3A1606843049652&ei=qXrGX-G7JbYXw...

Ad · www.thespicehouse.com/

Essential Spices - Order Spices Online

Spices & Seasonings From The **Spice** Markets Of The World To Your Kitchen. Order Online Now!
Spices, Herbs, & Seasonings Ground In Small Batches For Exceptional Freshness and Flavor.
Flatpacks Ship Free. Online Orders. **Spice** Rubs. Free Shipping \$49+ Exquisite **Spices**.

Contact US
Learn More About Our Fresh Spices
Visit Us - Chicagoland & Milwaukee

Spice Blends
Masterfully Crafted Spice Blends
Made in Small Batches. Shop Now!

Essential Spices Collection
... have in their kitchen? Check out our collection of the most ...

Spices Spices
Spices A to Z. Most spice lists start with Adobo and we are no ...

Flatpacks
Flatpacks. Fresh, small-batch spices. Delivered straight to ...

About
About Us. Founded in 1957, The Spice House is a purveyor of ...

Recipes
Africa - Beef - Poultry - India - ...

In-Store Pickup
We are pleased to offer store pickup at our locations in ...

4.8 ★★★★★ 313 Google reviews
Spice store

Bright retail shop for all manner of rubs, salts & extracts, plus made-in-house spice mixes.

✗ In-store shopping · ✓ In-store pickup

Address: 1512 N Wells St, Chicago, IL 60610

Hours: Open · Closes 6PM

Phone: (312) 274-0378

YOU NEED A GOOGLE ACCOUNT

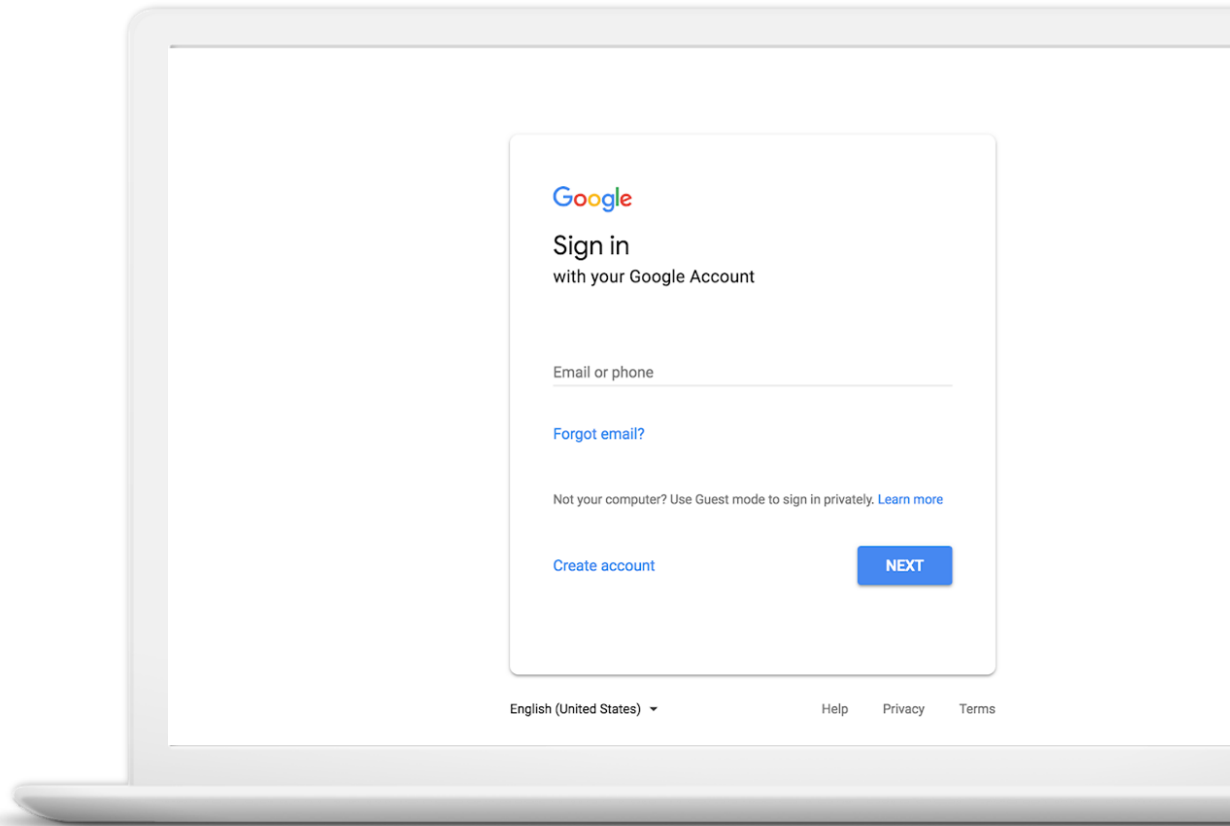
Sign into your
Google Account.

Don't have a Google
account? Sign up for free.

Quick Tip:

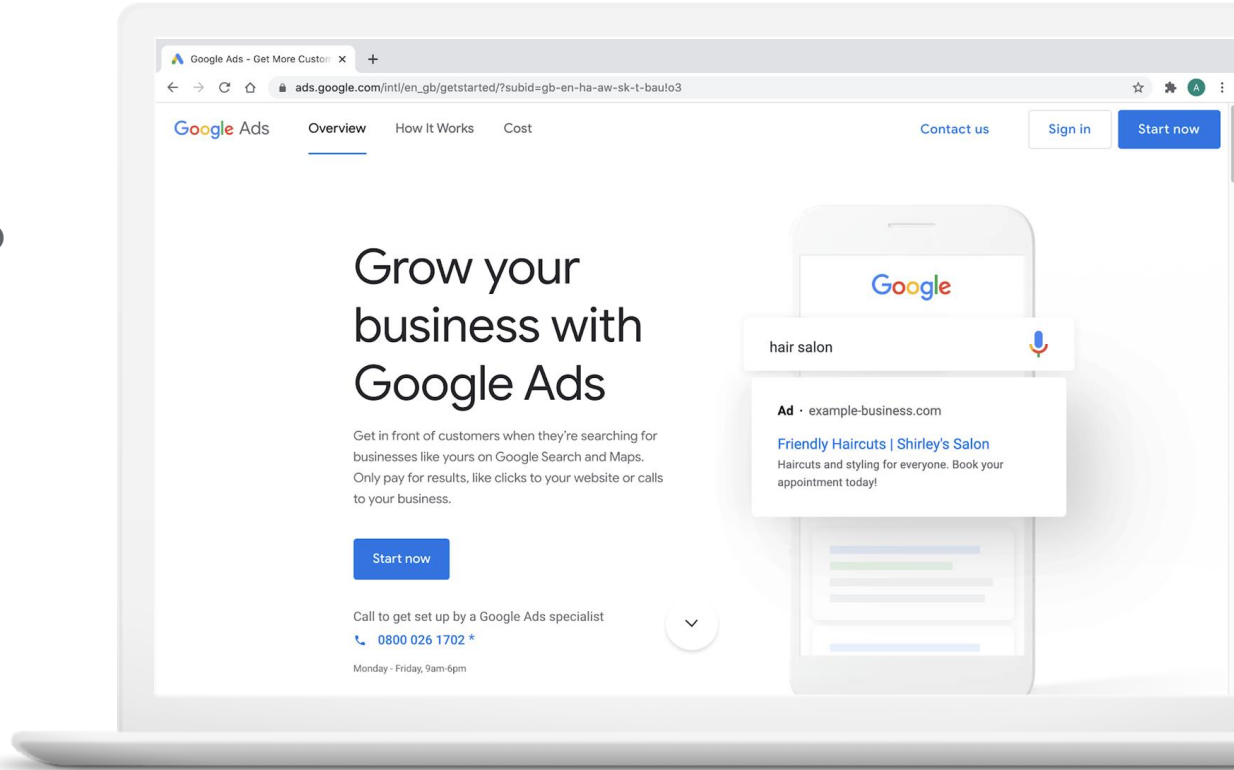
Create a free account

accounts.google.com/signup



SET UP GOOGLE ADS

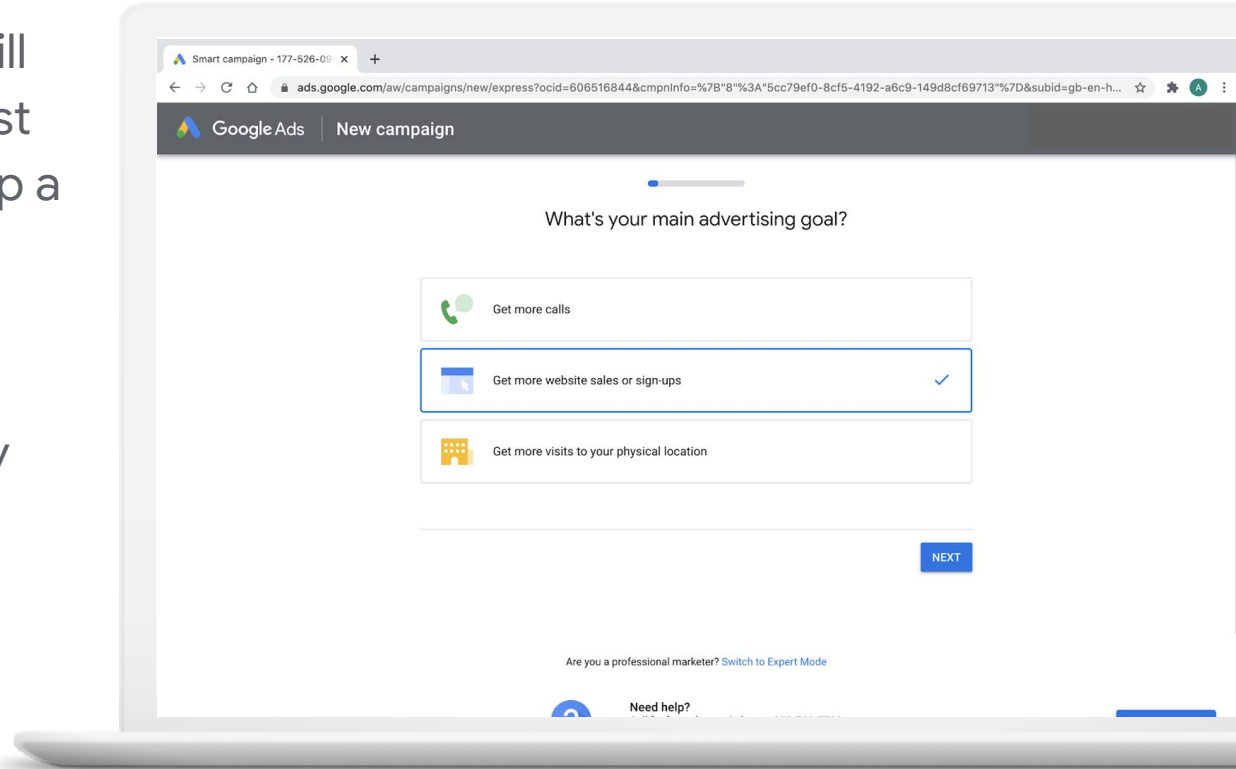
- Visit g.co/ads
- Click [Start now](#)
- Follow the prompts to enter business info, info for your first ad, and billing info.



STEP 1: SELECT AN ADVERTISING GOAL

By default, Google Ads will walk you through your first ad campaign by setting up a **Smart campaign**.

- Quick setup
- System automatically manages ads

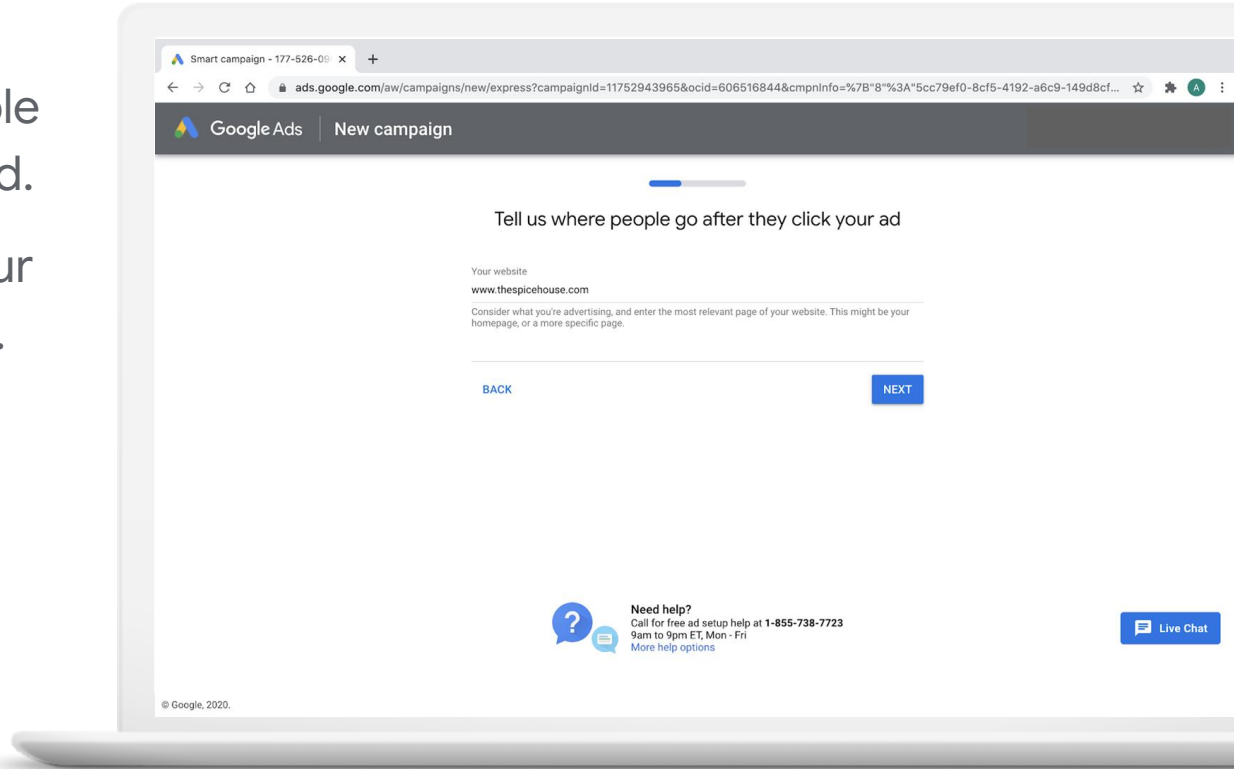


STEP 2: ENTER YOUR BUSINESS NAME

The image shows a laptop displaying the Google Ads 'New campaign' setup page. The browser address bar shows the URL: `ads.google.com/aw/campaigns/new/express?campaignId=11752943965&ocid=606516844&cmpnInfo=%7B%22%3A%5C%279ef0-8cf5-4192-a6c9-149d8cf...`. The page title is 'Google Ads | New campaign'. The main heading is 'OK, give us your business name'. Below this, there is a form with the following text: 'Your business name', 'The Spice House', and 'This helps us show your ad when people search for you by name'. There are two buttons: 'BACK' and 'NEXT'. At the bottom, there is a 'Need help?' section with contact information: 'Call for free ad setup help at 1-855-738-7723', '9am to 9pm ET, Mon - Fri', and 'More help options'. There is also a 'Live Chat' button. The footer of the page says '© Google, 2020.'

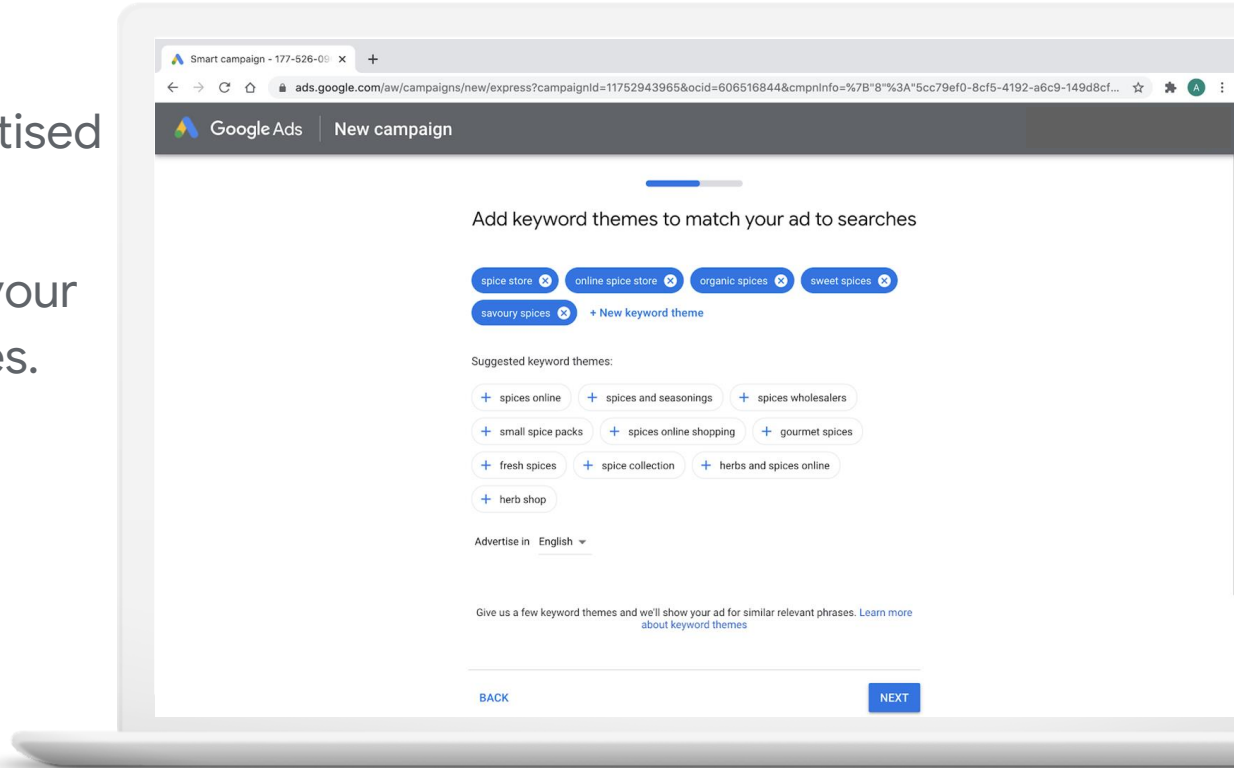
STEP 3: ADD YOUR WEBSITE ADDRESS

- Enter the location on your site where people go after clicking an ad.
- This might **not** be your website's homepage.



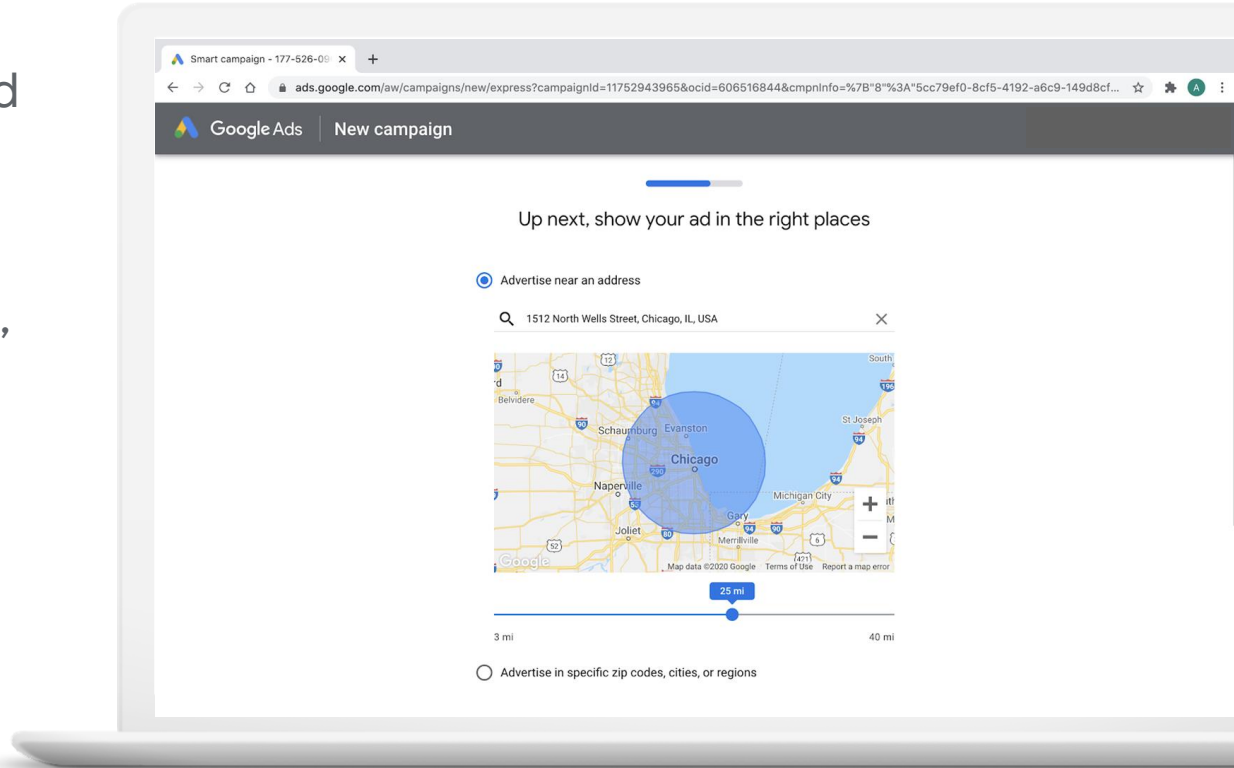
STEP 5: ADD KEYWORD THEMES

- Themes should be relevant to the advertised product or service.
- Themes help match your ad to related searches.



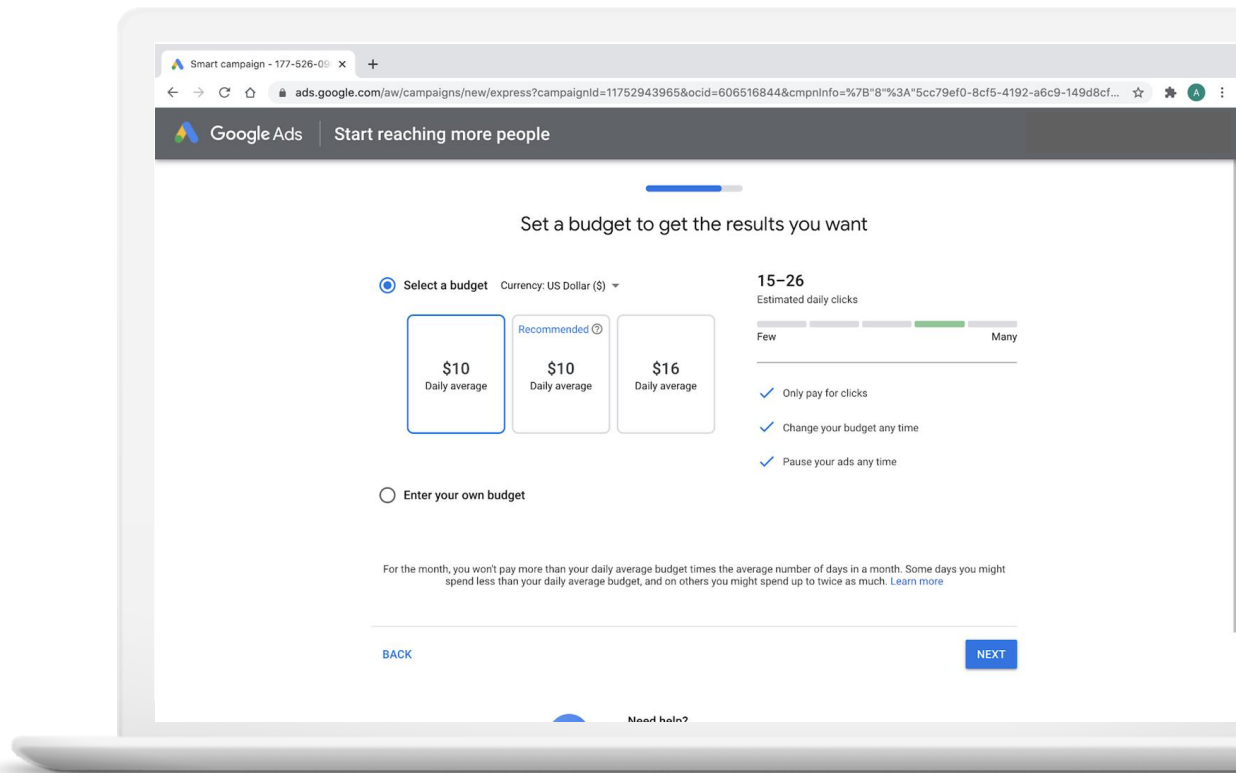
STEP 6: SELECT LOCATION

- Decide where your ad can be displayed.
- Options include zip codes, cities, regions, or near an address.



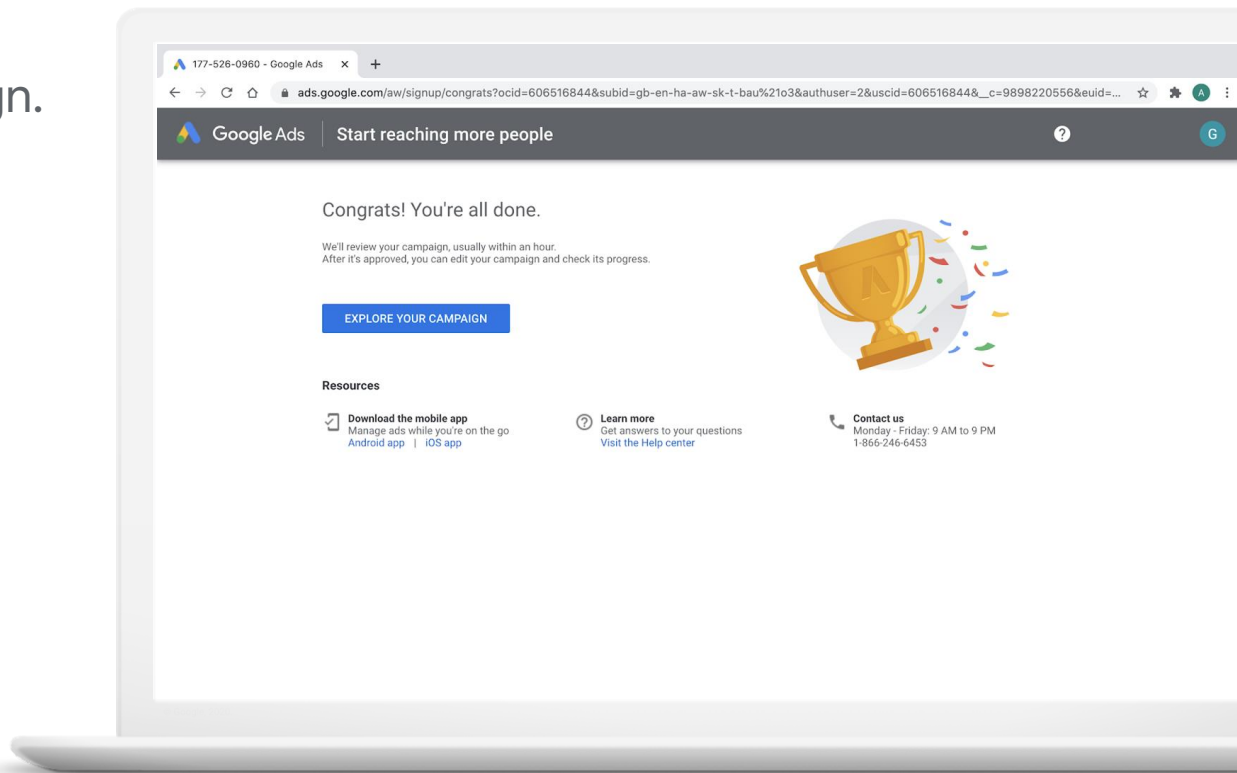
STEP 7: SET A BUDGET

- Select a budget recommendation or enter your own.
- See an estimate of daily clicks.
- Change or pause at any time.



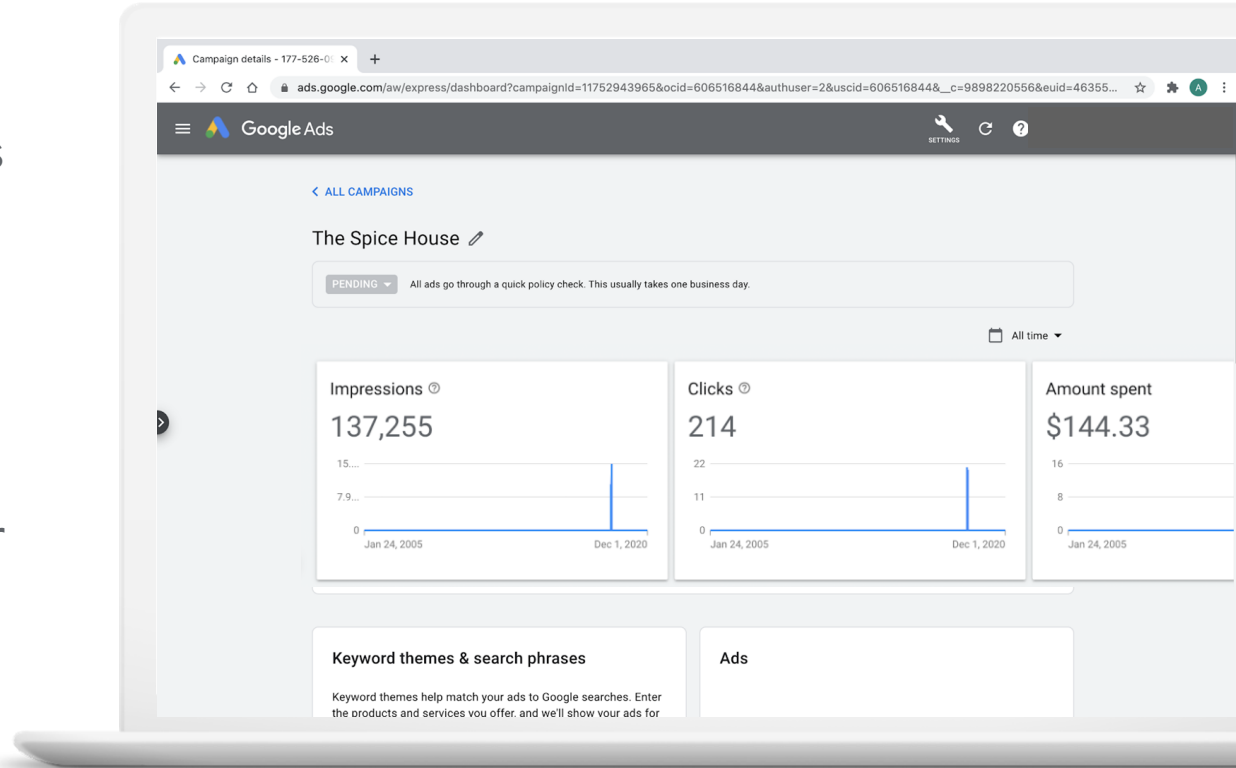
FINISH UP

- Review your campaign.
- Enter payment info.
- Set up optional conversion tracking.



MANAGING YOUR AD CAMPAIGN

- Review performance
- Edit keyword themes and search phrases
- Edit ads, write additional ads
- Control where and when ads can appear
- Manage ad budget



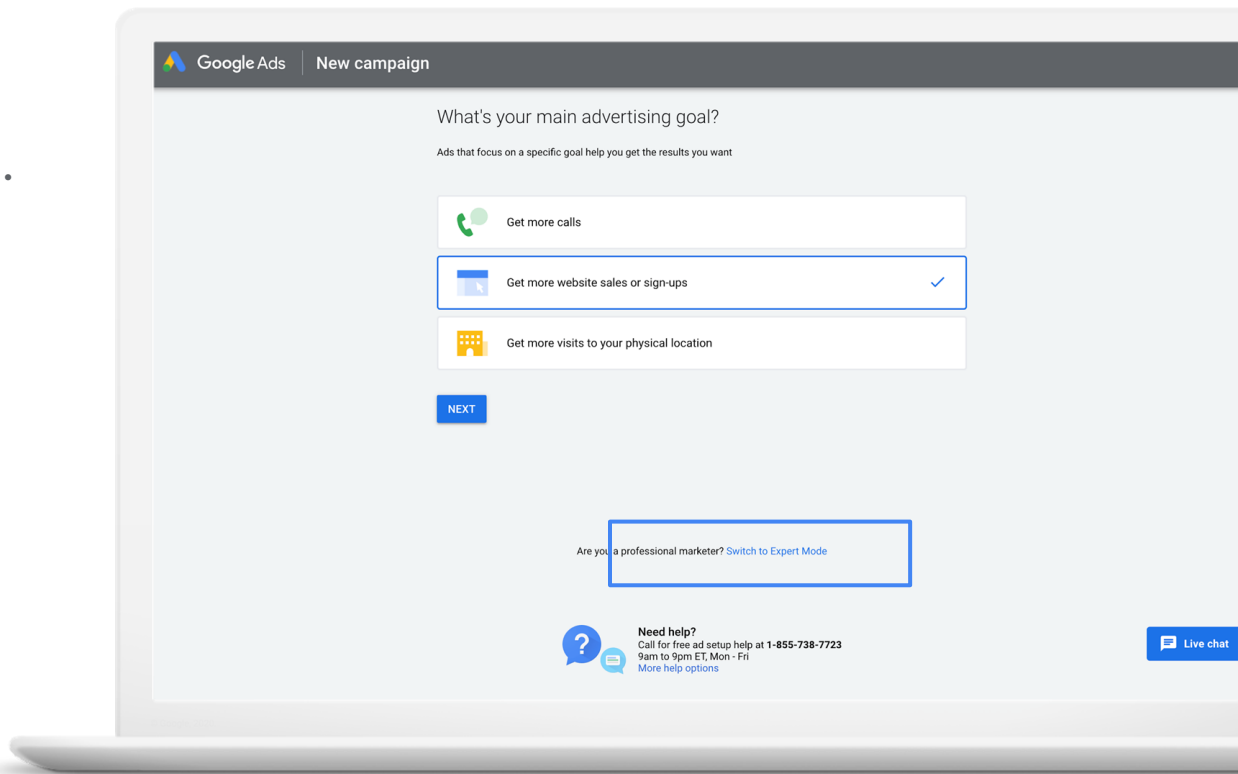
COMPARE CAMPAIGN OPTIONS

	Smart campaigns	Search campaigns
Bidding	Automated	Advertiser-managed
Ad extensions	Automated	Advertiser-managed
Keyword creation	Automated	Advertiser-managed
Keyword editing	Advertiser can manage keyword themes	Advertiser can edit individual keywords
Reporting	Simplified dashboard highlighting important stats	Detailed reports for campaign, ad group, ad, keyword, and search terms
Where ads show	Automated	Advertiser-managed
Landing pages	One per campaign	Multiple

TRANSITION TO EXPERT MODE

When in Smart campaigns,
navigate to New Campaign.

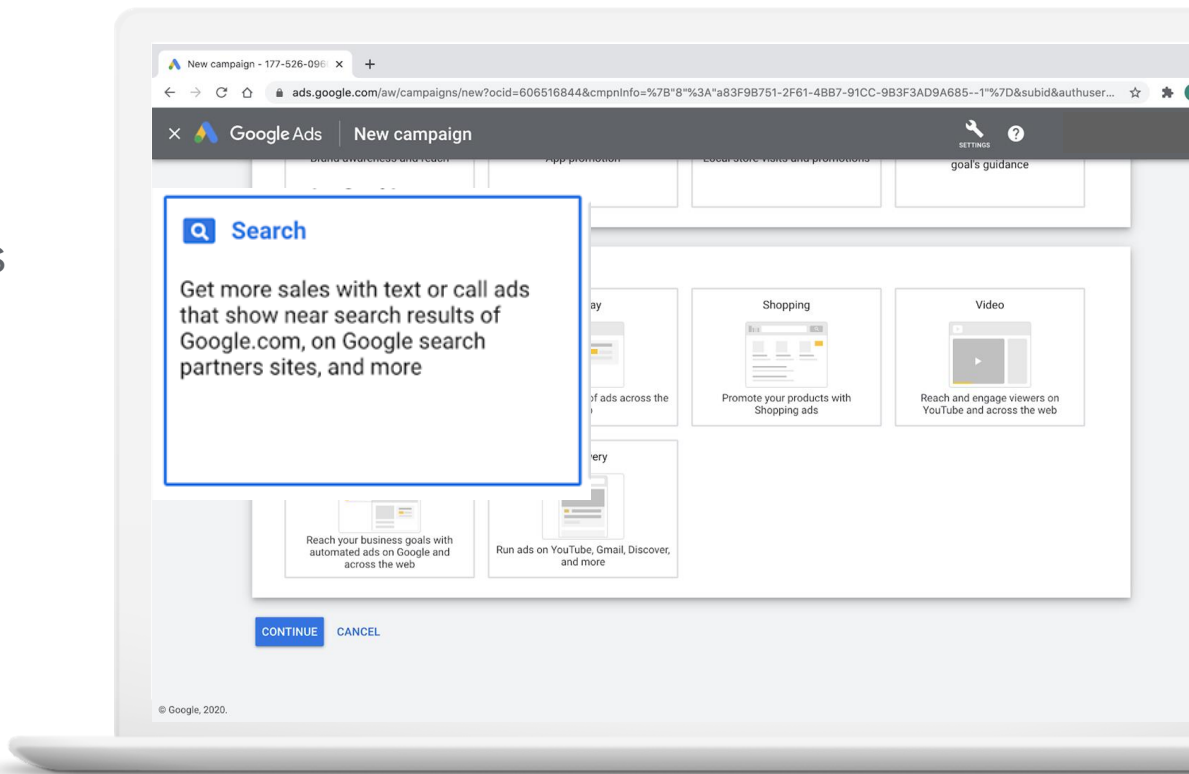
Select “Switch to
Expert Mode.”



TO CREATE A SEARCH CAMPAIGN

Select **Search** under campaign type, then:

- Select campaign settings
- Set up ad groups
- Create ads
- Review and launch

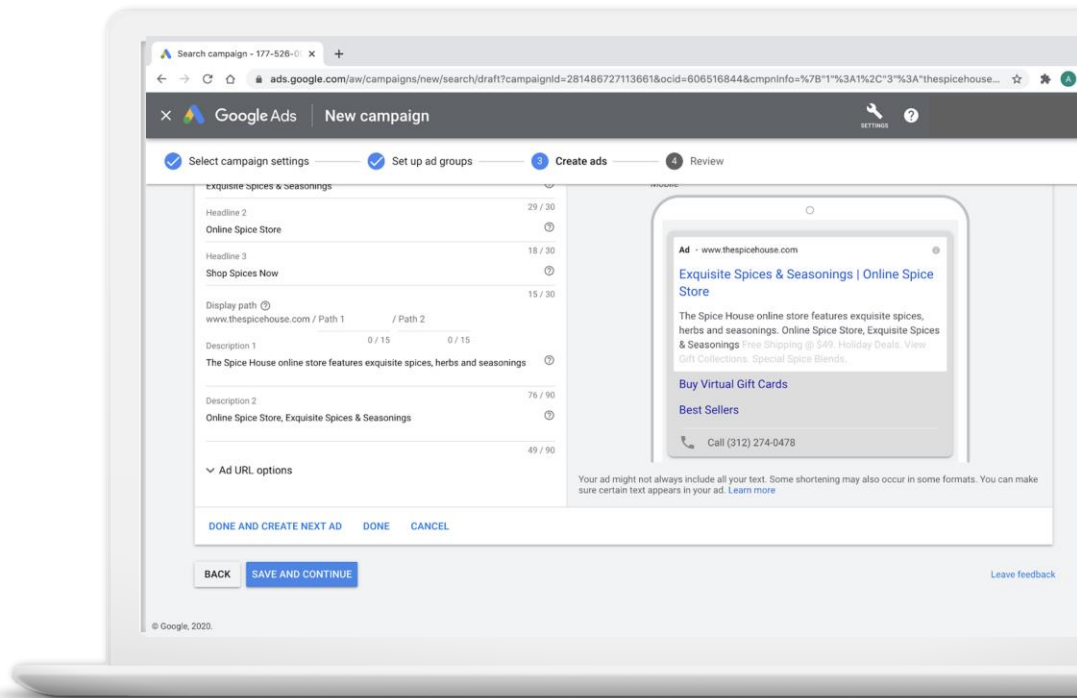


Improving Your Ads



TEXT ADS: WHAT'S IN AN AD?

- Three headlines
 - Each 30 characters max
- Two description lines
 - Each 90 characters max
- One final URL
 - Choose the most relevant page on your site.



TEXT ADS: TIPS FOR WRITING GREAT ADS

A great ad:

- Is relevant to the searcher's query:
spices vs. buy specialty spices
- Includes keywords in ad text
- Inspires action: **Call now! - Order today!**

Quick Tip:

For more help writing effective ads, visit:

g.co/textadstips



TEXT ADS: TIPS TO IMPROVE YOUR AD

- Create focused ads/ad groups.
- Write simple yet enticing ads.
- Test multiple ad variations.
- Regularly review ad performance.



KEYWORDS: SEARCH PHRASES FOR SMART CAMPAIGNS

For Smart campaigns:
Accurate keyword
themes generate
relevant search phrases

The screenshot displays the Google Ads 'Search phrases' interface. A modal window is open, showing a list of search phrases with their respective performance metrics and a toggle switch to enable or disable them. The background shows the 'Keyword themes' section of the Google Ads interface, which includes a search bar and a list of suggested keyword themes.

Search phrases ⓘ

Find search phrases

For better performance, review the search phrases and turn off the ones that aren't relevant to your business. Your ads won't show for these search phrases in the future.

Phrases	Impr.	↓ Clicks	Status
essential spices	839	96	<input checked="" type="checkbox"/>
chicago spices	21098	23	<input checked="" type="checkbox"/>
specialty spices	14356	21	<input checked="" type="checkbox"/>
fenugreek	24413	11	<input checked="" type="checkbox"/>
ground pepper	11661	7	<input checked="" type="checkbox"/>
salt	7356	6	<input type="checkbox"/>
pepper	1509	4	<input type="checkbox"/>

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.

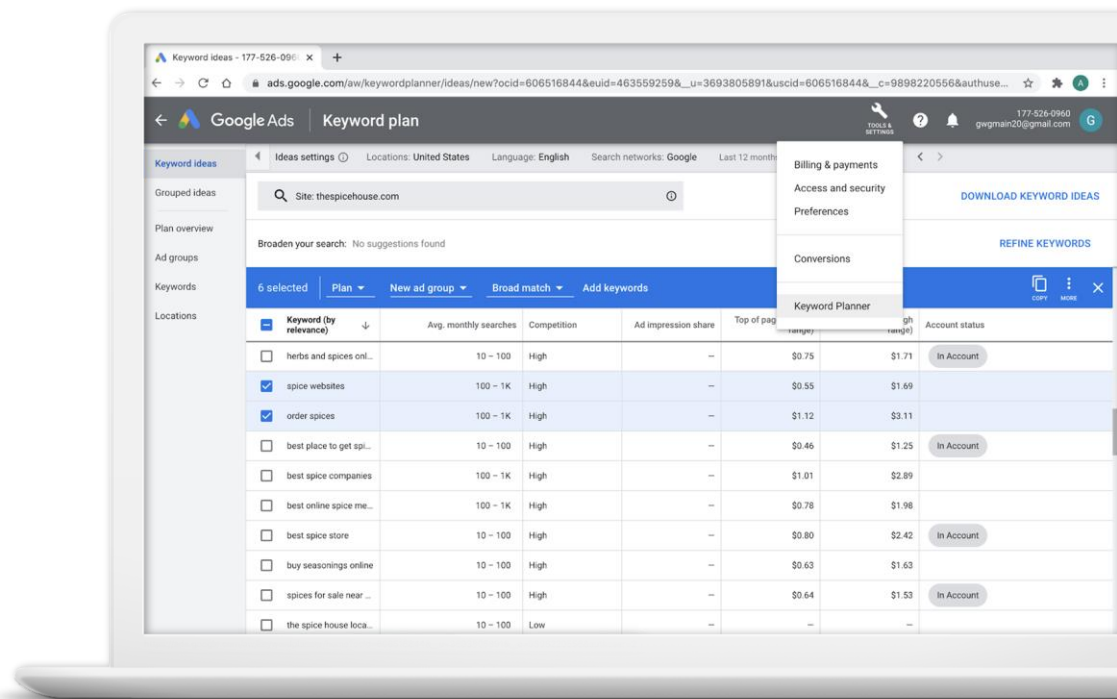
KEYWORDS: MATCH TYPES FOR SEARCH CAMPAIGNS

spice	Broad	Ads may show on searches that include misspellings, synonyms, related searches, and other variations.
“spice”	Phrase	Ads may show on searches that match this phrase or close variations.
[spice]	Exact	Ads may show on this exact term or close variations.
-girls	Negative	Prevents your ads from showing on searches that include this term.

KEYWORDS: KEYWORD PLANNER FOR SEARCH CAMPAIGNS

Keyword Planner helps you:

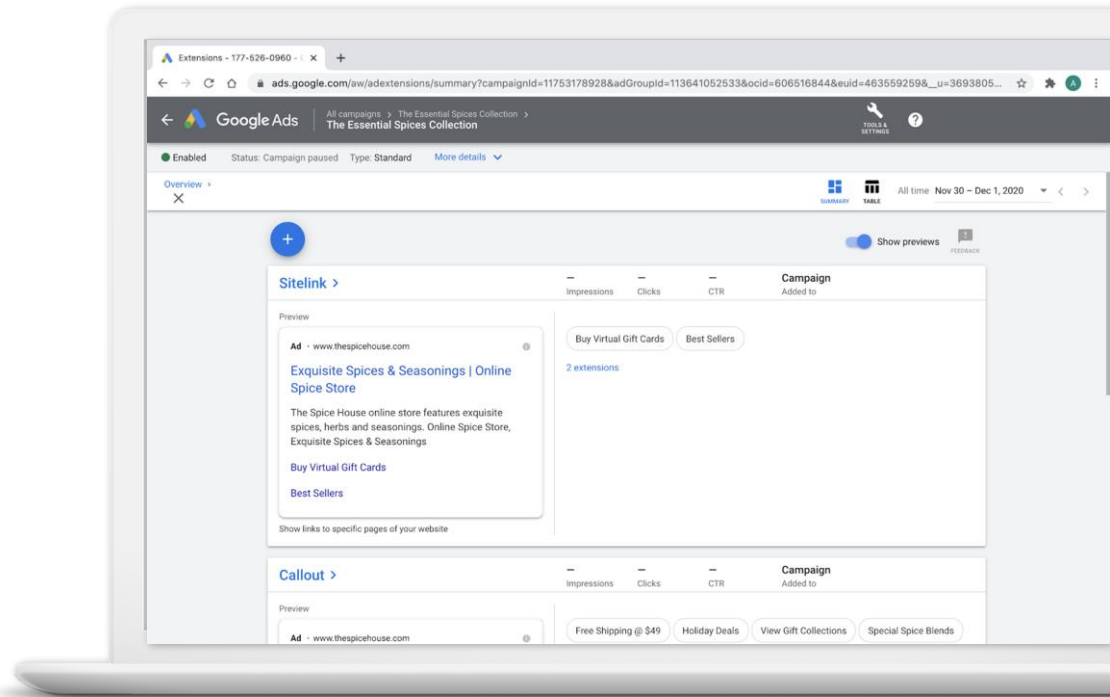
- Discover new keywords
- See monthly searches
- Determine cost
- Organize keywords
- Develop new campaigns



AD EXTENSIONS

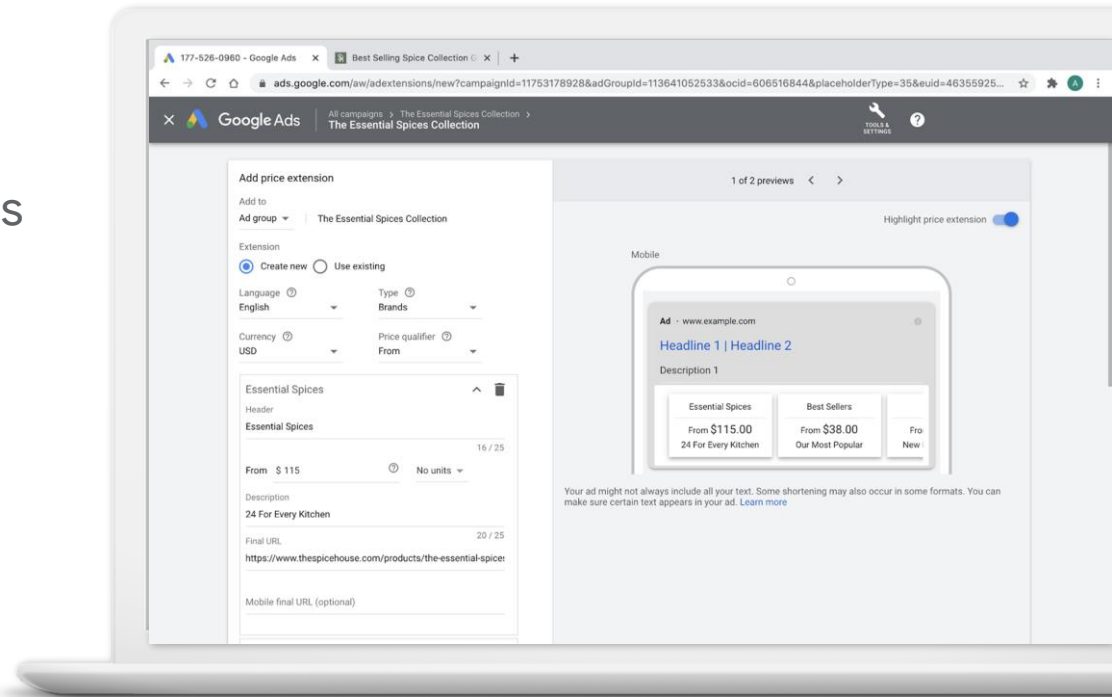
Extensions expand your ad with additional info. Smart campaigns automatically offer:

- Call extensions
- Sitelink extensions
- Callout extensions
- Location extensions



MORE EXTENSIONS, AVAILABLE FOR SEARCH CAMPAIGNS

- Price extensions
- Promotion extensions
- Structured snippet extensions
- App extensions
- Automated extensions



Measuring Success



SOMETHING TO THINK ABOUT

What are your advertising goals? What do you want to accomplish?

Do your ads help you reach these business goals?



BASIC TERMINOLOGY



Impressions

How many times your ad was displayed, whether it was clicked or not



Clicks

When a user clicks on an ad



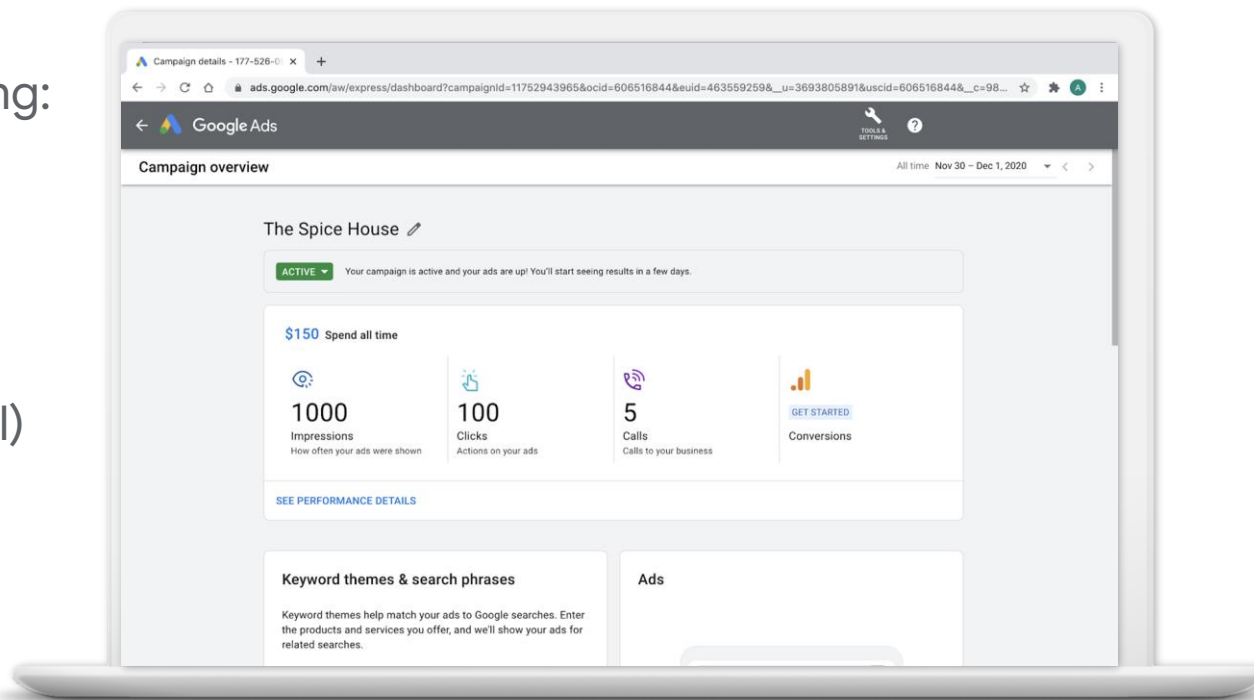
Conversions

When a click on an ad results in a desirable outcome

REPORTS IN SMART CAMPAIGNS

Smart campaigns offer simplified reports, including:

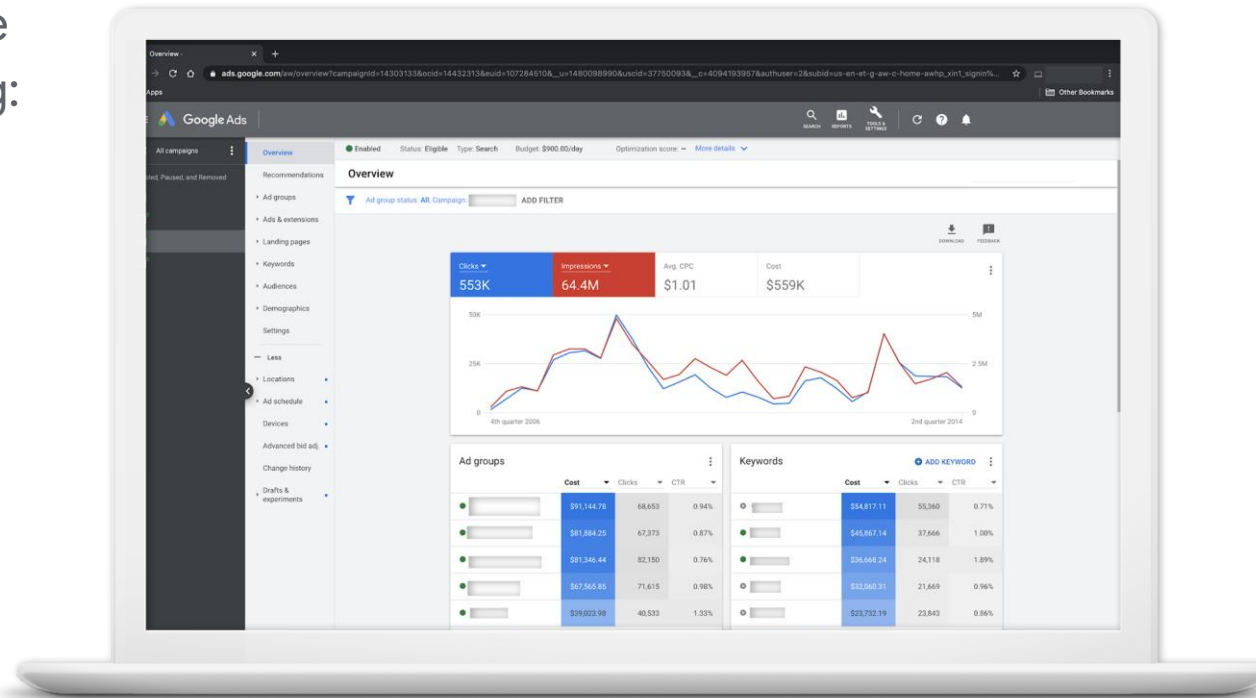
- Impressions
- Clicks
- Calls
- Conversions (optional)



REPORTS IN SEARCH CAMPAIGNS

Search campaigns include detailed reports, including:

- Ad groups
- Ads
- Landing pages
- Keywords
- Demographics



LINK GOOGLE ADS WITH GOOGLE ANALYTICS

Linking your Google Ads account to your Analytics property lets you see the full customer cycle.

Follow your customers from the point where they first interact with your site to completing the goal you've set for them.

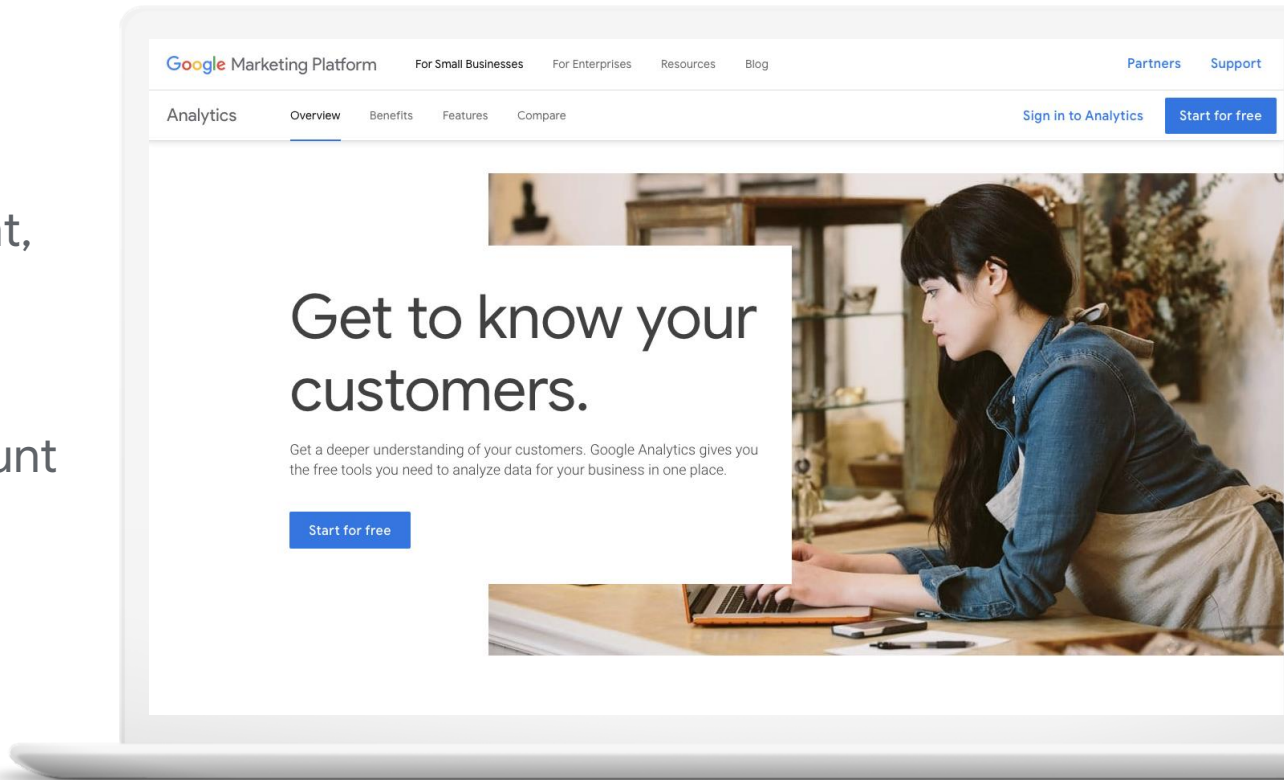


HOW TO SET UP GOOGLE ANALYTICS

- Visit g.co/analytics
- To create an account, click [Start for free](#)
- Set up a property in your Analytics account

Quick Tip:

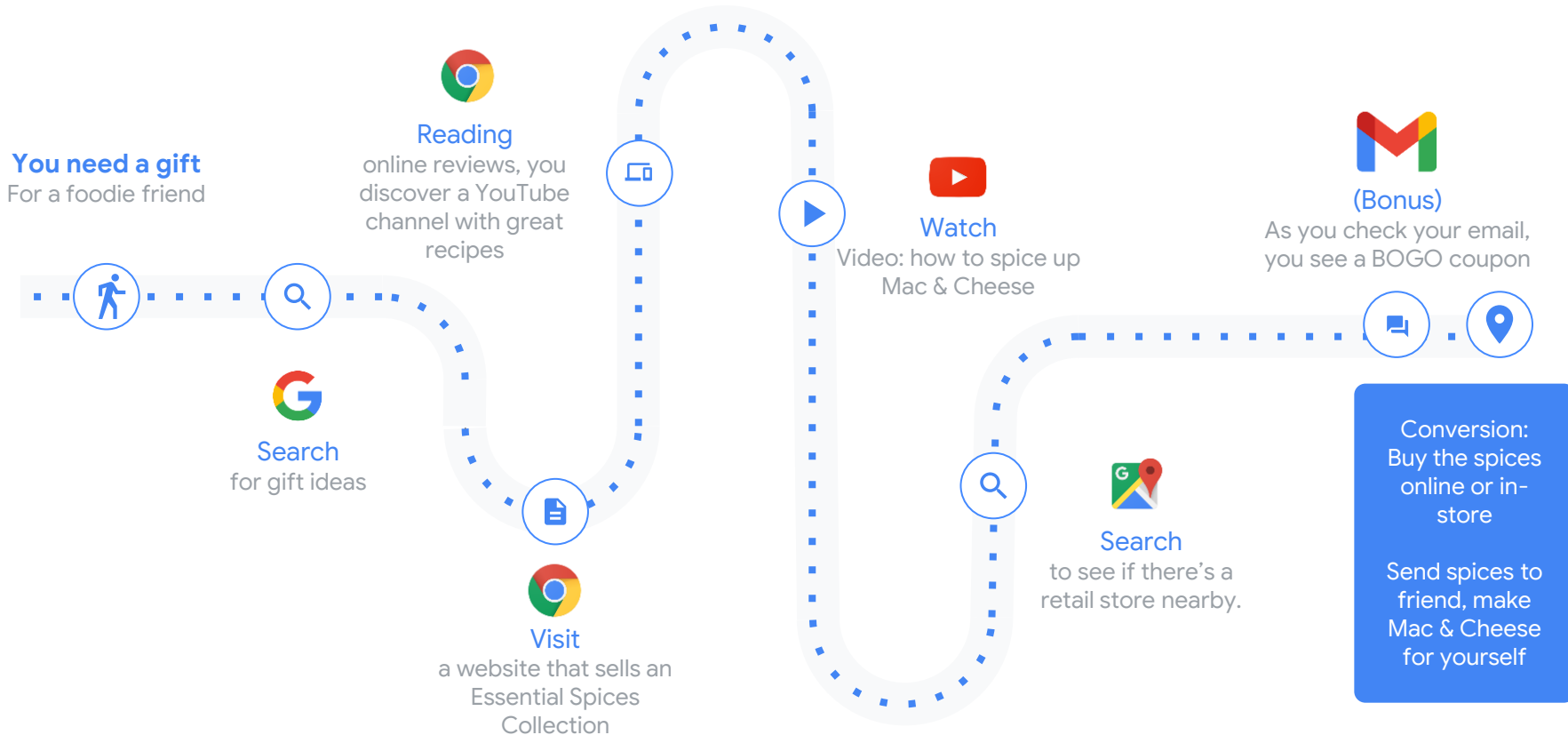
Set up Google Analytics
g.co/analytics



Recap & Resources



REACHING CUSTOMERS BEYOND GOOGLE SEARCH

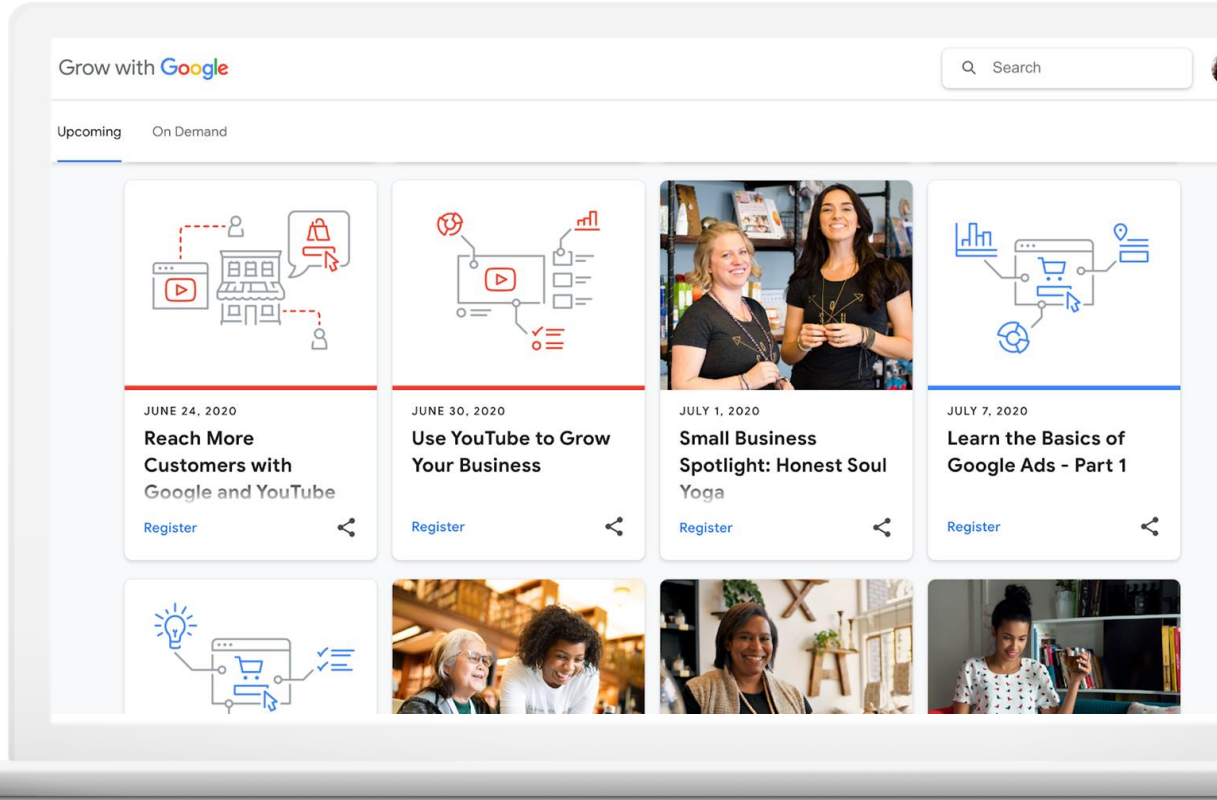


CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

Quick Tip:

Register for virtual workshops
g.co/GrowOnAir



The screenshot displays the 'Grow with Google' website interface. At the top, there is a search bar and navigation tabs for 'Upcoming' and 'On Demand'. The main content area features a grid of workshop cards. Each card includes an icon, a date, a title, and a 'Register' button with a share icon.

Workshop Title	Date	Thumbnail Description
Reach More Customers with Google and YouTube	JUNE 24, 2020	Icon showing a person, a laptop, and a shopping cart.
Use YouTube to Grow Your Business	JUNE 30, 2020	Icon showing a YouTube play button, a graph, and a list.
Small Business Spotlight: Honest Soul Yoga	JULY 1, 2020	Photo of two women, one holding a yoga mat.
Learn the Basics of Google Ads - Part 1	JULY 7, 2020	Icon showing a bar chart, a laptop, and a location pin.

BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

Quick Tip:

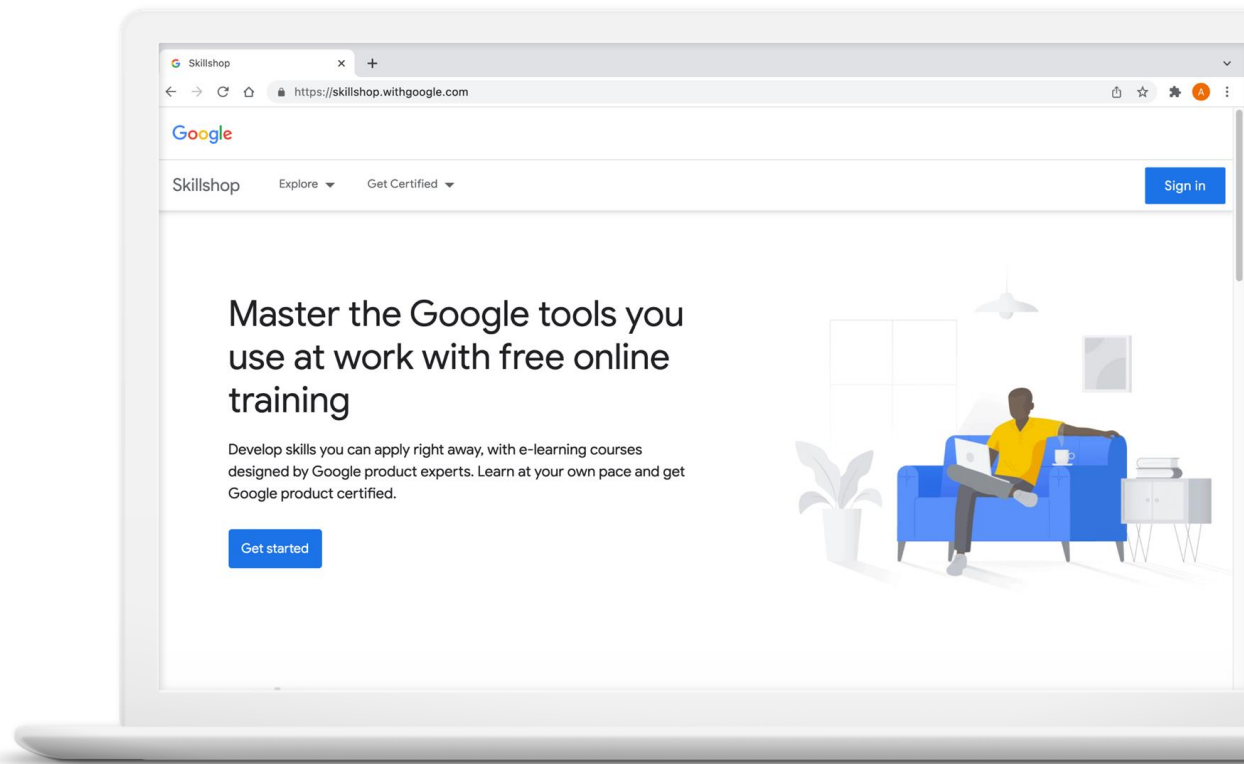
Download the Primer app

g.co/primer



SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS

Develop skills you can apply right away with free e-learning courses. Learn at your own pace and get Google product-certified.



Quick Tip:

Master Google tools
g.co/skillshop

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom

For local businesses

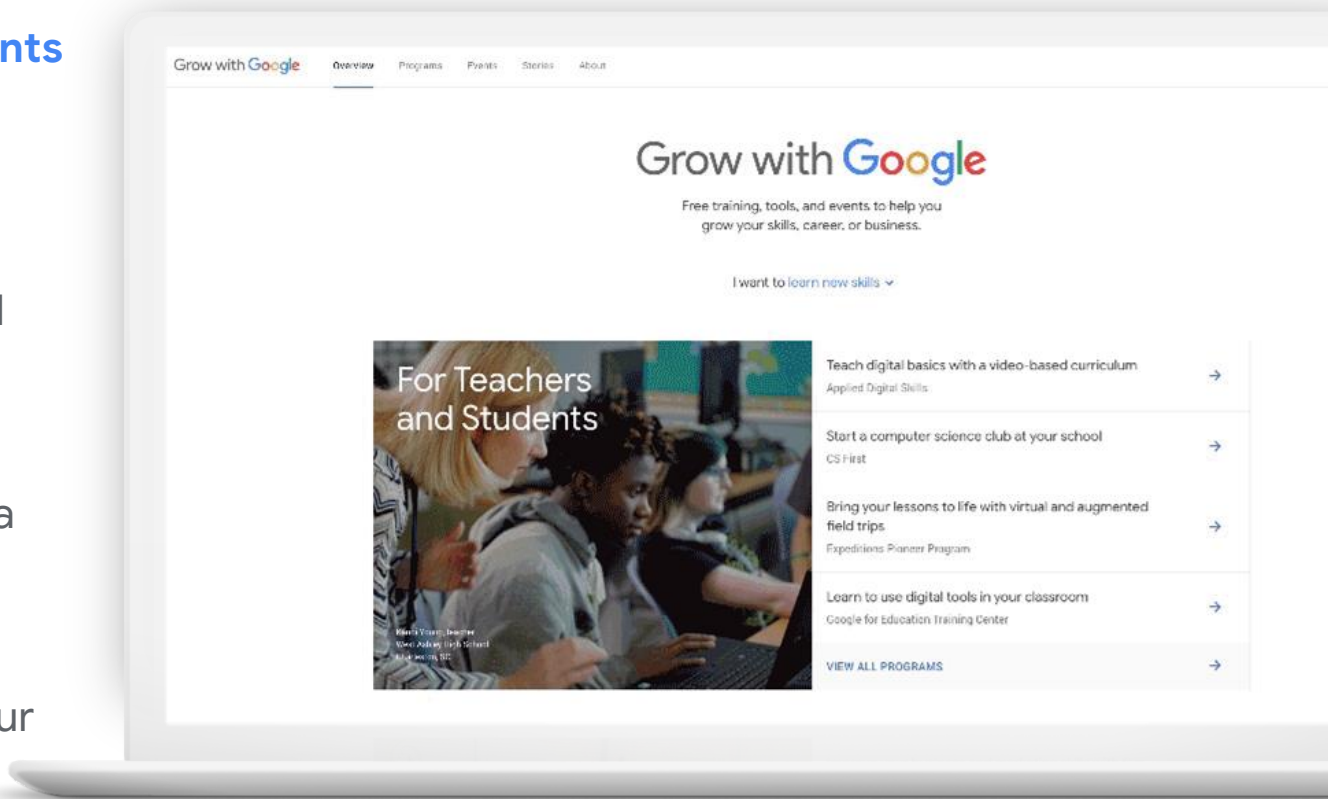
Help new customers find you online

For job seekers

Boost your résumé with a new certification

For developers

Learn to code or take your skills to the next level



QUESTIONS?

RESOURCES

The Loop Marketing Blog

<https://theloopmarketing.com/online-marketing-news>

TLM Events

<https://theloopmarketing.com/online-marketing-resources-small-business/>

Office Hours

<https://calendly.com/elijah-tlm/office-hours-screen-share>



AGENCY SERVICES



lead generation
brand development
content marketing
search engine optimization
graphic design

marketing strategy
marketing automation
email marketing
social media marketing
website design

learn more and see our client success stories at
theloopmarketing.com



Grow with Google

Thank You

#GrowWithGoogle



Grow with 