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EBOOK



PPC-101

A COMPLETE GUIDE
TO PPC MARKETING BASICS



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SEJ PARTNER trafficguard

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WHAT IS PPC & HOW PAID SEARCH MARKETING WORKS

AUTHOR
DAN GILBERT



What is PPC? How does it work? And, most importantly, how can you make it work for you?

This chapter will introduce you to everything you need to know about the exciting world of paid search marketing: keywords, ads, budgets and bids, ad rank, targeting, and conversions.

Let's kick things off with the basics.

WHAT IS PPC?



Pay-per-click (PPC) is an advertising model that lets advertisers place ads on an advertisement platform and pay the host of the platform when their ad is clicked.

The goal of the ad is to lead the user who clicks to the advertiser's website or app, where the user can complete a valuable action such as purchasing a product.

Search engines are popular host platforms as they allow advertisers to display ads relevant to what users are searching for.

Advertising services like Google Ads and Microsoft Ads operate with real-time bidding (RTB), where advertising inventory is sold in a private automated auction using real-time data.

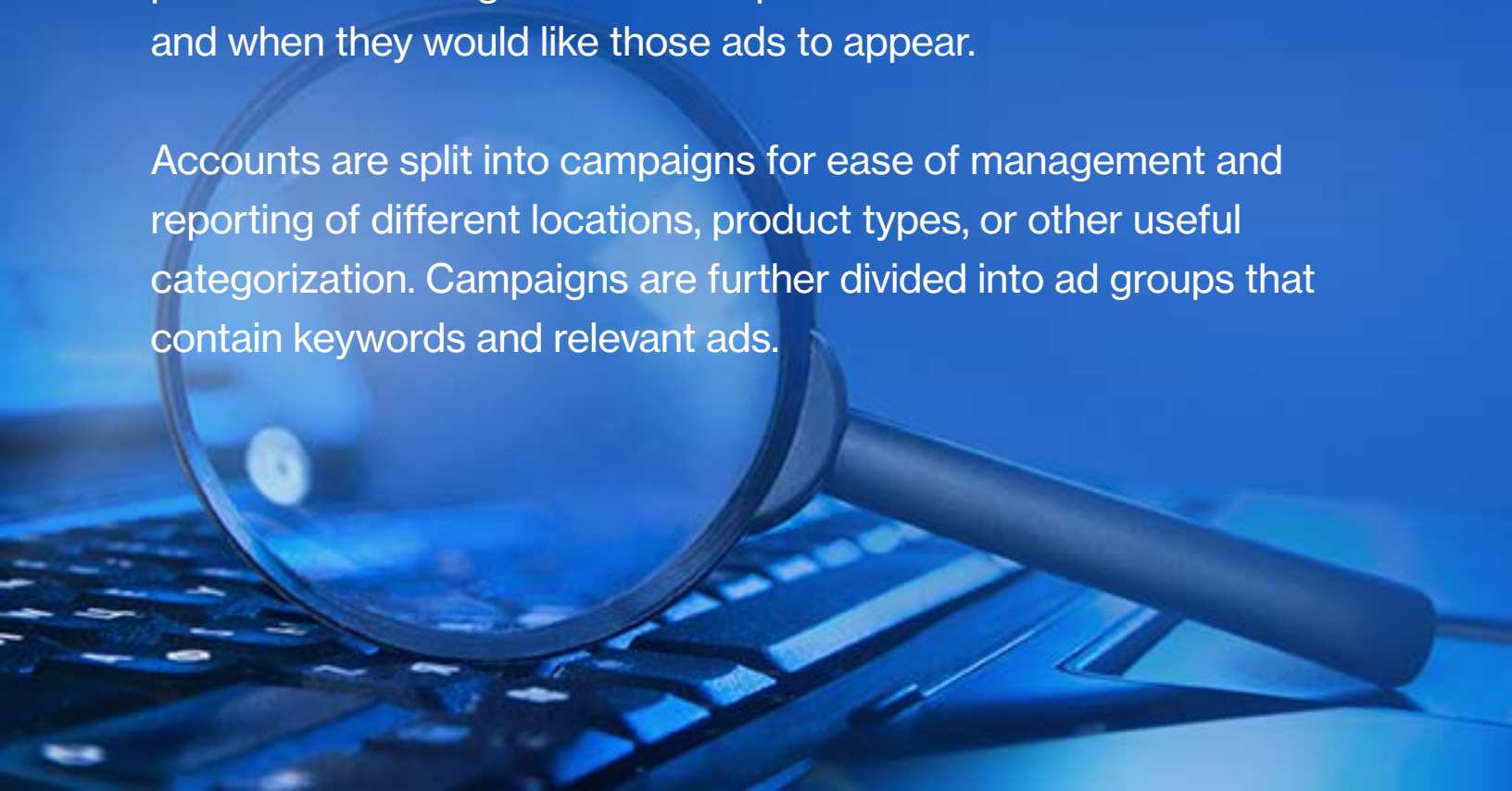
How Paid Search Works?

Every time there is an ad spot on a search engine results page (SERP), an instantaneous auction takes place for the keyword. A combination of multiple factors, including bid amount and the quality of the ad, decide the winner who will appear in the top spot of the SERP.

These auctions are what keeps the gears of PPC moving. They begin when someone searches for something on a search engine. If there are advertisers interested in showing ads related to a user's search query, an auction is triggered based on keywords that are bid on by advertisers. The ads that win the auction then appear on the search engine results page.

To get involved in these auctions, advertisers use accounts on platforms like Google Ads to set up their ads and determine where and when they would like those ads to appear.

Accounts are split into campaigns for ease of management and reporting of different locations, product types, or other useful categorization. Campaigns are further divided into ad groups that contain keywords and relevant ads.



KEYWORDS



Keywords lie at the center of PPC, connecting advertisers to users' search queries.

- Queries are the actual words that users type into the search box of a search engine to find results.
- Keywords, on the other hand, are what marketers use to target these users by matching their search queries.

Keywords work as generalized abstractions of a wide range of search queries prone to irregularities like misspellings. Depending on the keyword match types they use, advertisers can match search queries with more or less precision.

For example, advertisers can choose to match keywords with search queries exactly or to allow for variations such as different orderings of the words, different spellings, or the inclusion of other words.

It is also possible to have negative keywords, which will prevent ads from being triggered by search queries containing those keywords, to avoid irrelevant traffic.

Ads

Along with keywords, advertisers need to prepare ads in their campaigns. These are nestled together within ad groups that target shared sets of keywords and are organized by common themes. Ads are what the users will see if the auction is won, so they're essential to getting right. They typically contain headlines, description lines, and a URL.

On a SERP, they can show up on top of the results or at the bottom of the page. It's good practice to test different versions of ad copy to see what performs best.

Services like Google Ads and Microsoft Ads provide features called ad extensions that enhance the appearance of ads.

Examples include sitelink extensions, which populate an ad with more links to different pages on a site, and call extensions, which add a phone number to the ad during business hours.

Ad extensions are great as they increase the visibility of ads by making them more engaging to users while communicating more information.



BUDGETS & BIDS



To participate in the auction, advertisers need to decide how much they're willing to spend on a given keyword. This is done using budgets at a campaign level, and bids at the ad group or keyword level.

Budgets are set at the campaign level and can be exceeded daily, but will not be overspent monthly.

Budgets should be set according to the overall account strategy, but bids are a more precise way of controlling spend. All ad groups must have bids, but keyword level bids override ad group level bids.

Many advertisers use automated bidding strategies. These allow advertisers to set a specific goal for their campaigns and then have the advertising platform determine the most appropriate bid for each auction.

Bid strategies can be applied to individual campaigns or a portfolio of multiple campaigns.

Due to the RTB system, the actual amount paid by the advertiser is dependent on competitor activity and ad rank, not just the maximum bid.



AD RANK



There's more to winning the auction than having the highest bid. Search engines look at other factors to determine which ads should be at the top and most valuable spot on the SERP.

Search engines have their own particular ways of factoring in other elements to determine ad rank.

Google, for example, considers:

- Bid amount.
- Ad relevance and quality.
- The context of the search (such as the user's device and time of day).
- Format impact (e.g., whether it includes extensions that enhance the format of the ad).

Quality Score is a metric that determines ad relevance.

The components of Quality Score are:

- Historical click-through rate (CTR).
- Relevance of the keyword to the ad.
- Relevance of the keyword and ad to the search query.
- Landing page quality.

Ad relevance is absolutely essential; the higher Quality Score is, the lower the CPC will be.

Search engines penalize advertisers who bid on keywords with low Quality Scores by rarely showing their ads, even if they have high bids.

That's why it's very important to have an engaging and relevant ad copy that includes high-volume keywords.

But landing page quality shouldn't be overlooked either; ads will show less often when they point to sites with poor user experience.

The web page must be relevant to the user, load quickly, and provide an overall smooth user experience.

TARGETTING



Choosing the right keywords is what allows advertisers to show ads to relevant audiences.

But there are other targeting options available to optimize campaigns, including:

- Device targeting.
- Location targeting.
- Day and time targeting.
- Demographic targeting.

This way, advertisers can target users on mobile in the evening, or users under 25 and within a certain radius of a particular location, to optimize their ads' performance.

These are very valuable because different variations of ad copy, for example, might perform better for one group of users than for another.

Using remarketing tools that allow for more specific ad copy messaging and adjusted budgets, it can also be possible to target or exclude past visitors to a website who do follow-up searches.

Bids can be automatically adjusted for keywords based on targeting options, giving advertisers more control over traffic and spend by bidding when customers are more valuable to the business.

CONVERSIONS



The point of all this hard work isn't just to get clicks.

The real end game is to obtain conversions. These are the actions that advertisers want users to complete after clicking on their ad and depend on the type of business being advertised.

Common examples of conversions are:

- Purchasing a service.
- Signing up for a newsletter.
- Placing a phone call.
- And more.

It's vital to track conversions to know whether a PPC campaign is doing well and how many conversions can be attributed to paid search rather than other marketing channels.

Platforms like Google Ads can track conversions using a snippet of code placed into the source code of the conversion page (which is reached after conversion, like a thank you page) to collect conversion data.

Conversion tracking can be tricky because conversion paths also tend to be more complicated than a simple click on an ad and a direct purchase.

They often include multiple searches and website visits or can lead to an email, phone call or in-store visit. Using an analytics service like Google Analytics can help decide how credit for conversions is assigned to conversion paths.

7 POWERFUL BENEFITS OF USING PPC ADVERTISING

AUTHOR
COREY MORRIS



There are many compelling benefits of PPC advertising.

Whether you're trying to convince your boss or a client about the value of Google Ads (or Microsoft Ads), there's a compelling case to be made.

For starters, PPC:

- Offers quick entry.
- Results are easy to measure and track.
- Works well with other marketing channels.
- Provides a wealth of useful data.

PPC can have a major – and positive – impact on most businesses and brands. If you aren't doing any PPC marketing, you're likely losing out on valuable traffic and revenue.

Need to make a case for PPC advertising? Here are just seven powerful benefits of using PPC.

1. PPC CONTRIBUTES TO BUSINESS GOALS



This is often the most compelling reason to use PPC advertising. PPC can help you achieve a vast number of business and marketing goals. These goals range from high-level brand exposure and thought leadership to a hot lead submission or e-commerce sale.

Nearly any type of conversion goal can be tracked. PPC is a powerful tool for aligning website traffic drivers to end-goals.

In the era of [content marketing](#) and thought leadership, PPC can foster the middle ground of nurturing and serving the middle of the funnel through advertising content downloads, seeking newsletter signups, contest entries, and pushing for app downloads.

PPC can support many parts of the sales funnel and the path that your prospects take from awareness to becoming a customer. Regardless of the set of identified goals, PPC campaigns can be set up effectively.

Granular goals, targeting, and robust data to report make it highly successful for many and easy to know if it is working or not.

2. PPC IS MEASURABLE & TRACKABLE



A major benefit of PPC advertising run through Google Ads is that it's easy to measure and track. Simply use the Google Ads tool in combination with Google Analytics.

You'll see high-level performance details, including impressions, clicks, and conversions (based on the defined business goals).

There's no mystery to your PPC performance. Stats are readily available and show how your campaigns are performing and what kind of traffic and results they drive for your budget.

In other advertising and marketing channels, the picture isn't as clear for attribution of the budget to direct results.

When you send your PPC traffic to dedicated landing pages and track it to conversion using Google Analytics, you can see what you spent and what it drove in terms of your end goals.

No billboard or magazine ad can attribute to sales like that. Plus, you can do more with call tracking and isolate your PPC efforts more than you can in SEO, and many other marketing efforts as calls can be a big blind spot.



3. QUICK ENTRY



Even if you're a decade behind your competitors in jumping into PPC marketing, you can get up and running quickly with a little bit of optimization. This is often a big contrast to [starting up SEO efforts](#), which often takes a lot of time and attention to get the same positioning and traffic that Google Ads offers within minutes of launch.

When compared to other channels like email and organic social, you have the advantage of targeting people outside of those who are already aware of your brand. You aren't limited to your existing followers or customer lists.

PPC lets you quickly cast a wide net to find new prospects and customers.

Plus, most of the work is done within the PPC advertising platform – from the research to campaign build-out, to writing ads. You can get up and running quickly with minimal involvement of your development teams, aside from help setting up conversion tracking and any desired landing pages.



4. YOU'RE IN CONTROL



While there are several nuances regarding default campaign settings, you ultimately have control over a wide range of options for reaching potential customers. This starts with the keywords or placements you choose to target and how restrictive you want to be.

You also have a lot of budget flexibility if you want to start small. You can set your own ad budget and bids, and choose what you're willing to spend (though you have to pay at least close to a market rate to play in most cases).

If you see positive results, you can scale up immediately. And if you want to take a break, you can always pause and stop your ad spend immediately. This is hard to do with other ongoing marketing

campaigns, giving you the advantage and budget flexibility to move quickly when necessary or desired.

Google Ads' auction and the algorithm involved have the final say of where your ads will be positioned and what you'll spend when compared to competitors. The alignment of relevance between your landing pages and the keywords and ad copy can hurt or help you.

The good news is that you have the flexibility to make quick edits and to optimize while your ads are running and try new tests every day. There's not a long cycle from edit to deployment that you see in other mediums, and if an ad stinks, you can pull it without having to let it finish out a contracted media cycle.

Whether you have a quantity of leads goal, a ROAS goal, spend goal, or other specific goals, you can manage toward them and track them with data that is fresh within a day.



5. PPC WORKS WELL WITH OTHER MARKETING CHANNELS



Content marketing has taken over the digital marketing world, and content plans and calendars are the norm in most businesses now.

With the investment in producing original and unique content to support the customer buying cycle and establish thought leadership positioning, Google Ads is an engine that can drive visitors to content more quickly and improve the ROI on your content investment.

PPC and SEO work well together as the impressions and opportunities for traffic are often to the same audience – the people using Google to find information, services, or products.

The performance data of impressions, clicks, and conversions from Google Ads can provide great insight and direction on a keyword-by-keyword basis for prioritizing SEO efforts.

On the flip side, organic traffic performance data and SEO strategy can also advise PPC if the data is available. All of this helps align with content marketing and ensures that efficiencies are gained, and business end goals are not siloed.

Google Ads remarketing is a great avenue to keep site visitors engaged, regardless of how they found your site. Remarketing ads are shown to people who visited and left your site and are based on specific rules or audiences you select.

If nothing else, remarketing can be a great place to start running PPC campaigns as well as it is cheaper and lower in the funnel than prospecting and brand awareness steps tied to ads.

There are other cases where PPC can help provide data or an alternative to traditional direct marketing activities. PPC can also be directly compared to traditional mail with costs per impression and conversion. If you can shift away from more expensive traditional marketing to methods that provide real-time data and have better tracking, it can be a big win.

6. INCREDIBLE TARGETING OPTIONS



Many advertisers take a multi-layered approach in Google Ads to test and ensure full coverage across the networks and targeting types that can gain brand exposure.

This ranges from targeting keywords through text ads, to running ads through remarketing based on their past behaviors or focusing on specific audience demographics on the display network.

By testing and trying out a mix, you can ensure the full scope of Google Ads is leveraged and that you're getting as many impressions as possible while staying targeted to the personas in your prospective audience.

Going back to the business goals conversation, you can also see what performs best and set expectations on what the tolerance is for cost per click and cost per acquisition to compare the different targeting methods with each other.

Ultimately, the biggest benefit of the PPC targeting options available is that you are able to reach people who aren't already in your audience as well as those that have been exposed to your brand. You have many options for how wide of a net you want to cast.



7. A WEALTH OF MARKETING DATA



While there's a lot of data and performance information directly available in Google Ads, the value of information gained goes beyond just PPC performance.

Impression, click, and conversion data for each keyword can be used to advise SEO strategy and content marketing efforts. Beyond that, you can use the built-in keyword planner and display planner tools to find where your audience is.

You can also cross-reference where your competition is through third-party tools like SpyFu, KeywordSpy, and iSpionage to build a solid profile of what you're up against and what market share you can gain. Plus, you can still manually look at the search results and gain insight as to what the searcher will see.

STILL NOT CONVINCED ABOUT PPC?

Sculpture Studio Google Ads Projection

Sculpture Studio (Ongoing Campaign)

Monthly Media Cost: \$1,400
Impressions: 35,250
Estimated CTR: 2.6%
Website Traffic: 917
Historical Conv. Rate: 3.5%
Estimated Conversions: 32
Avg Conversion Value: \$212.73
Total Estimated Revenue: \$6,807.36

[Run your own projection](#) to show the risk of Google Ads compared to other organic and paid traffic sources you're currently utilizing. For example:

By looking at what the cost will be for media, management of the campaign, and any content that must be created, you can put that cost up against what you're currently spending for similar management and development activities in organic search, email, social, and offline marketing channels.

Additionally, you can take some simple inputs, including your current or projected conversion rate and project with the keyword and display planner tools to see what traffic is out there.

From there, you can look at what the projection is if you were to increase by certain amounts of traffic, putting the cost of that traffic against the investment required to get it.

SUMMARY

PPC advertising has proven to be a reliable and profitable channel for tons of B2B, B2C, nonprofits, and other companies seeking quick, quality traffic and conversions.

Considering all the benefits PPC offers, there's little risk in testing it out to see where it can move the needle and gain a wealth of valuable data to inform your other marketing and optimization efforts.

THE 8 BEST PPC AD NETWORKS

AUTHOR
LISA RAEHSLER



No two ad platforms are exactly alike.

Deciding where to invest in advertising can depend on several factors, such as:

- Platform user base.
- Volume for ad serving.
- Creative opportunities.
- Advertiser budget.

This allows advertisers to gain massive reach to potential customers across audiences and online behaviors.

So **which PPC ad platform is right** for your business?

It's likely your business will benefit from several of the platforms that follow.

In this chapter, you'll learn more about the following PPC ad networks:

- Google Ads.
- Microsoft Ads.
- YouTube.
- Facebook.
- Instagram.
- LinkedIn.
- Twitter.
- Pinterest.

GOOGLE ADS



Google Ads

Google Ads is the most popular ad network due to the available reach of ads in volume of searches done in the Google search engine and a large number of websites on the Google Display Network (GDN).

Billions of searches per day happen through Google's search engine.

Google states, "Google Ads display ads appear on over two million websites and in over 650,000 apps, so your ad can show up wherever your audience is." Targeting on the display network includes remarketing, in-market audiences, similar audiences, and more.

Both search and display campaigns allow demographic targeting in age, gender, parental status, and household income. Adding in demographic targeting narrows the available reach for ads, but makes the targeting more relevant.

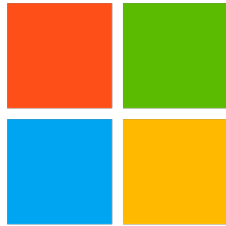
Placements: Google search engine results, web placements on the GDN, shopping, mobile apps, and YouTube.

Ad Formats: Text, image, responsive, video.

Pricing: Cost-per-click (CPC) model based on the competition and ad quality. GDN allows Cost-per-1,000 impressions (CPM).

Tip: Depending on the industry, advertisers will find higher CPCs on Google Ads on search keywords. It is time to think creatively, try a highly relevant display network campaign, or move to one of the other platforms.

MICROSOFT ADS



Microsoft

The Microsoft Search Network sees [12.2 billion](#) PC searches monthly.

Microsoft Ads has tools for advertisers to import campaigns from Google Ads, simplifying the process of getting started.

Microsoft has the advantage of exclusively serving Yahoo search traffic, powering several digital assistant voice searches, and the ability to target searchers with [LinkedIn profile data](#) such as company, job function, and industry.

According to Microsoft:

“Outside of LinkedIn itself, Microsoft Advertising is the only digital advertising platform to offer LinkedIn Profile Targeting.”

Placements: Search engines, Microsoft Audience Network, which includes native content placements on MSN, Outlook.com, the Edge browser, and select quality partner sites. LinkedIn.

Ad Formats: Text for search, responsive for native placements. LinkedIn serves text ads, Dynamic Search Ads, and shopping campaigns.

Pricing: CPC model based on the competition and ad quality.

Tip: While Microsoft Ads allows advertisers to import campaigns from Google Ads, keeping an exact copy and not optimizing for the Microsoft Ads platform can be a mistake. Be sure to adjust bids (usually down), match types, and add any Microsoft Ads ad extensions.

YOUTUBE



YouTube reaches [over 2 billion](#) logged-in users per month globally, so it's an excellent opportunity for advertisers to reach their audience through this platform effectively.

Campaign creation and management are handled through the Google Ads platform with more in-depth information about the audience's demographics and engagement through YouTube Analytics in the YouTube account.

Placements: YouTube

Ad Formats: Skippable in-stream ads, Non-skippable in-stream ads, Bumper ads, Video discovery ads, Masthead ads

Pricing: CPV, CPM

Tip: Advertisers can reach potential customers with the same targeting available for the Google Display Network

FACEBOOK

FACEBOOK

As the top social network on the planet, [2.6 billion](#) people use Facebook every month.

User targeting can be very granular with demographics, interests, behaviors, and more. Facebook supports retargeting through user activity on Facebook and off Facebook actions through advertisers' Facebook pixel data and upload of customer lists.

Placements: Facebook, Instagram, Messenger, and Audience Network.

Mobile: Facebook mobile properties and Audience Network.

Ad Formats: Video, single image, carousel, slideshow, canvas (mobile). Audience Network on mobile supports a variety of video and display formats such as native, interstitial, rewarded, and in-stream video.

Pricing: Cost per desired action, based on bid, estimated action rates, ad quality.

Tip: Best for targeting very granular audiences through detailed demographics since the level of targeting is not easily achieved on Google or Bing.

INSTAGRAM



Instagram has [over 1 billion](#) active users who tend to be younger than Facebook users.

As a Facebook company, campaign creation and management are handled through the Facebook Ads platform. While Facebook recommends using Automatic Placements (targeting all placements in one campaign), this can easily be set to any placement the advertiser would like.

Placements: Instagram Feeds and Stories, can be combined with any Facebook placements

Ad Formats: Single image, video, carousel ad, collection

Pricing: Cost per desired action, based on bid, estimated action rates, ad quality.

Tip: Instagram audience skews younger than Facebook and has a bit less volume.

LINKEDIN



Now owned by Microsoft, LinkedIn is a wealth of information and audiences for advertisers to target for the professional set.

More than 500 million professionals are on LinkedIn, and they can all be targeted by professional criteria, such as job title, seniority, company, and many more.

Placements: LinkedIn, LinkedIn Audience Network contains ten of thousands of mobile sites, mobile apps, and ad exchanges.

Mobile: Ads in the LinkedIn app and LinkedIn Audience Network.

Ad Formats: Text/image ad on LinkedIn, native on LinkedIn Audience Network sites and apps.

The screenshot shows a LinkedIn profile for Danny Goodwin, Executive Editor at Search Engine Journal. A red arrow points to an advertisement at the top of the profile, which reads: "Choose any internet - on the Gig-speed network, then add Phone & TV for just \$34.90 more/mo." Another red arrow points to a mutual connection in the "Highlights" section, which states: "152 Mutual Connections" and "1 Mutual Group" (Pubcon).

Profile Information:

- Name:** Danny Goodwin • 1st
- Title:** Executive Editor at Search Engine Journal
- Location:** Fort Lauderdale, Florida
- Education:** Northern Essex Community College
- Skills:** Search Engine Journal
- Connections:** 500+

Professional Summary:

Professional editor and writer in the marketing industry for 10 years, creating content for SMBs to global brands, spanning all things search and digital. Tasked with shaping editorial coverage; content strategy, creation, and marketing; writing; and coordinating, coaching, and managing large teams of ...

Highlights:

- 152 Mutual Connections:** You and Danny both know Bryan Eisenberg, David Szetela, and 150 others.
- 1 Mutual Group:** You and Danny are both in Pubcon.

Activity: 930 followers, Following.

Ad: Choose any internet - on the Gig-speed network, then add Phone & TV for just \$34.90 more/mo.

Learn the skills Danny has:

- Creating Ebooks for the Kindle:** Viewers: 9,066
- Writing a Press Release:** Viewers: 28,838
- Word 2013: Tips, Tricks, and Shortcuts:** Viewers: 19,555

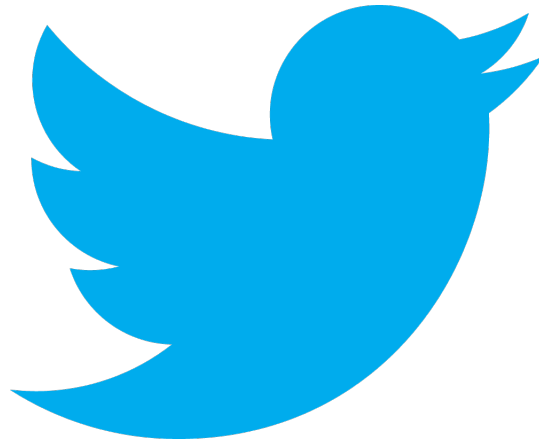
Promoted:

- Choose any internet:** on the Gig-speed network, then add Phone & TV for just \$34.90 more/mo.
- Her Agency Grew 1027%:** Struggling Ad Owner Scales up Leads & Production with Fool-Proof system!
- A Board Position for You:** These companies need board members. Click here to be matched with them.

Pricing: CPC model based on the competition and ad relevance, CPM, Cost-per-send (CPS).

Tip: One tactic that gets results on LinkedIn is offering valuable tips, whitepapers, or other content related to users' industry.

TWITTER



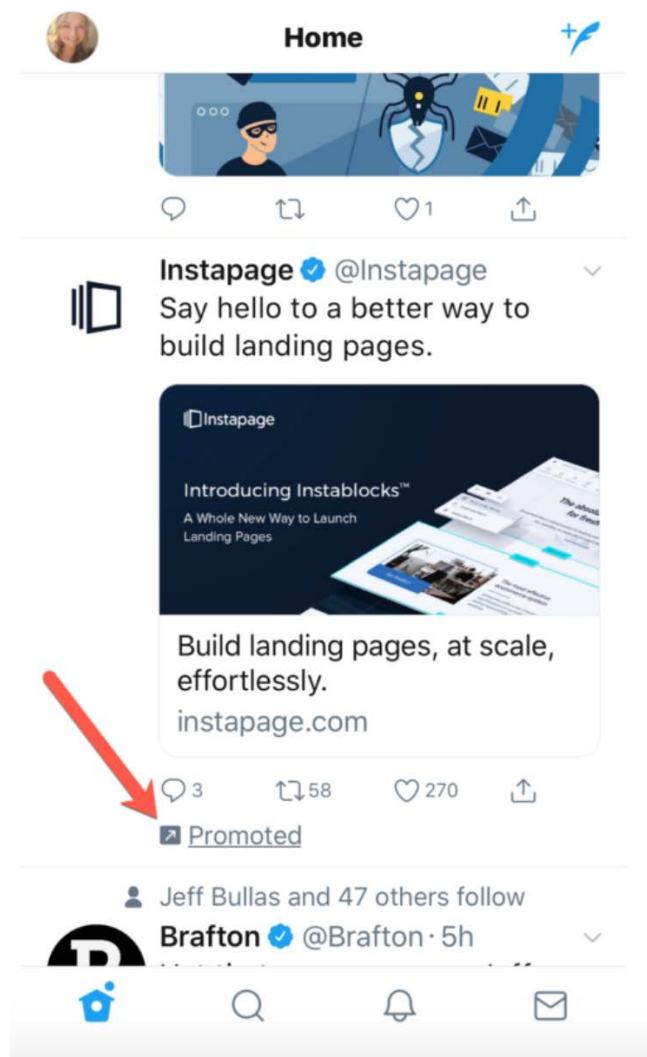
Twitter offers several options to reach users through the platform used by 330 million active users each month.

Unlike many other platforms, Twitter ads are entirely contained on Twitter, with no network partners.

Promoted tweets are probably one of the most flexible ad formats because they can include any combinations of text and other media that comply with the overall policies.

Placements: Twitter.com and Twitter app.

Mobile: Ads in the feed of the Twitter app.



Ad Formats: Promoted tweets (text and/or images, GIFS, videos), promoted accounts, promoted trends.

Pricing: Promoted tweets and promoted accounts is CPC, promoted trends are handled through a Twitter sales representative.

Tip: Advertising on Twitter should go hand-in-hand with having a solid Twitter engagement strategy. While promoting an account can get new followers, robust tweet content will yield the best results.

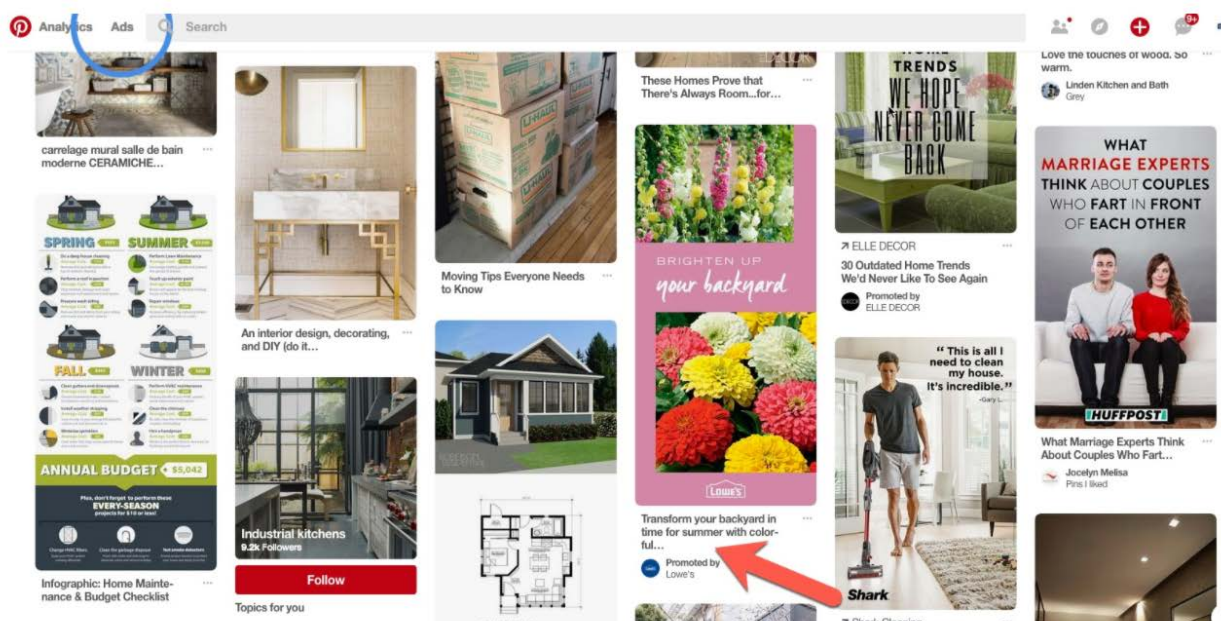
PINTEREST



Pinterest has 200 million active monthly users who are researching trends, ideas, and products, and many of them are looking to purchase.

The users skew the majority of women at 7%, with 40% earning \$100,000 household income.

Placements: Pinterest.com and Pinterest app.



Mobile: Ads in the feed of the Pinterest app.

Ad Formats: Promoted pins, one-tap promoted pins, promoted video pins, cinematic pins, promoted app pins.

Pricing: CPC for promoted pins, app installs, CPM for promoted video pins.

Tip: Search queries on Pinterest are more general than on Google, for example. Research keywords before getting started. A robust Pinterest presence will improve results as shares and saves on Pinterest stick around and don't cost the advertiser.

4

HOW TO DEVELOP YOUR PPC STRATEGY

AUTHOR
LISA RAEHSLER



A successful PPC campaign begins with a strategy.

You need to know and clearly define what you want to accomplish.

What is your goal?

A PPC or paid social program can actually consist of many different goals.

Sometimes your PPC goals will be obvious, but sometimes this will require more consideration of all of the options available to your organization.

PPC

The most common PPC goals include:

- Brand awareness
- Product and brand consideration
- Leads
- Sales
- Repeat sales

Each of these goals aligns with the basic sales funnel: awareness, consideration, and purchase.

As an advertiser, you should closely examine the sales funnel for your business and customize your paid media programs accordingly.

For example, a B2B business may have a much longer sales cycle due to researching business solutions and the internal decision-makers' involvement.

In contrast, a consumer e-commerce product could be an immediate purchase or a few hours from clicking on a PPC ad.

Let's take a look at each of these five PPC goals and tactics that will help you accomplish each one.

BRAND AWARENESS



PPC is often used for brand awareness to introduce and raise the visibility of a brand or product.

At this phase, we want to maximize exposure to a highly relevant audience, with hopes clicks will lead to the consideration phase.

Using PPC display ads can be effective if the targeting is on-topic by using keywords, topics, relevant placements, in-market lists, or a combination of those.

These targeting tactics are the most general but will offer a wider reach.

Social media PPC ads are a good option for branding since there are so many targeting options based on demographics and interests.

Similarly, search campaigns with more general keywords can be useful for branding.

For example, if the business sells scuba equipment, potentially bidding on “scuba gear” could increase awareness of the product offering.

The downside of this approach is that you will often see higher cost-per-clicks due to competition and sometimes irrelevant click-throughs.

The best way to execute this approach is with smart keyword match types and negative keywords.



brand awareness

PRODUCT & BRAND CONSIDERATION



In this phase, when users are considering and researching a purchase, it is a great time to reintroduce the brand with more detailed targeting and more persuasive call-to-action language in the ad copy.

When consumers hit the considerations phase, typically, their search queries will become more detailed and specific.

They may search for brands and product combinations to research, compare, and read reviews such as ‘Samsung 50” TV’ or ‘LG 50” tv’.

This is a good time to use remarketing with a banner or responsive ads to bring the consumer back to the previously viewed product.

Another excellent form of targeting is the in-market list composed of users whose online behavior and action have indicated they are in the market to buy.



LEADS



When your business model doesn't support immediate or online sales, you want to collect leads to follow up with interested prospects and engage them in a conversation.

Calls-to-action might be:

- Request a demo.
- Get a consultation.
- Free trial.

All of these ideas are meant to entice the user to call or fill out an online web form to initiate conversions.

How the lead is followed-up on will vary for each business, but now you also have information that can be used for PPC and paid social customer match campaigns.



SALES



Consumers who are ready to purchase tend to use words in their search queries that indicate higher intent.

This can include things like:

- Model numbers.
- Shipping information.
- Discounts.
- Coupons.
- Financing.

It is good to have separate campaigns that address this phase by highlighting offers, guarantees, warranty information, or your return policy.

This reassures consumers that your business is the one to buy from.

Make full use of your ad copy and ad extensions.

Also, try cart abandonment ads and remarketing ads that show the products the user viewed.

Remember to set up the remarketing campaigns so that customers are no longer targeted after the purchase.

To do this, set up a “purchasers” list. Exclude that list from the campaign. You will also need it later for repeat sales.



REPEAT SALES



PPC is an excellent way to garner repeat sales if your product or service needs replacement, maintenance, accessories, upgrades, or other product cross-sells or up-sells.

In designing the repeat sales approach, ask a few questions:

- How long does the product last or need to be replaced?
- Is there a new and improved model coming out?
- Does the consumer buy multiples?
- Are there opportunities to cross-sell accessories or complementary products?
- What would motivate the consumer to re-purchase from you?
Brand loyalty? Fast shipping? Unique features?

Use PPC remarketing and customer match to re-engage previous customers with messaging aimed at factors that would motivate them to purchase from you again.

Similar to the sales phase, coupons and discounts are always good motivators.



CONCLUSION

A solid PPC and paid social account should include numerous goals designed to reach and lead the consumer down the sales funnel to purchase.

It might be helpful to outline this in a chart that contains goals, keywords themes, key messaging, and landing pages to get organized and ensure all of the bases are covered.

After launch, review the results and determine how to optimize and allot budgets.

Check the “Attribution” section of the paid media platform or analytics to see campaign paths and assisted conversions to help guide moving forward with a successful account.

PPC BIDDING RECOMMENDATIONS FOR BEGINNERS

IN PARTNERSHIP WITH

CallRail

MEREDITH STACK
DEMAND GENERATION MANAGER,
CALLRAIL



In pay-per-click (PPC) advertising, you bid on keywords.

In pay-per-click (PPC) advertising, you bid on keywords. When people search for those keywords, your ad or listing appears high up on the results page, based on how much you bid.

The bidding aspect is what throws off many non-marketing people, conjuring up images of a fast-talking auctioneer at a county fair.

The process is much different than what you might expect, and fortunately, Google makes developing a PPC bidding strategy a cinch for beginners.

The following plan will get you started with basic bidding on Google Ads. As you gain confidence, you'll be able to explore more advanced strategies – but even this novice approach can still open new marketing channels for your small business.

GETTING STARTED



If you've never used Google Ads before, setting up an account and getting your first campaign going is easy:

- [Follow Google's instructions](#) to sign up for Google Ads.
- When you click to start a new campaign, the interface will give you some basic options. Choose "Website Traffic," and then choose "Search" and continue.
- The next page is the basic dashboard, and it can look intimidating at first. Name your campaign, and then unclick the boxes in the Networks section – these are advanced options that beginners should avoid.
- Scroll down and pick your language(s).

The next steps require a little more attention, which we'll detail soon. You don't need to worry about [ad groups](#) just yet – as you become more accustomed to PPC bidding, you can give this intermediate feature a try.

CLUES ABOUT PPC KEYWORDS



Keywords are essential to any PPC campaign in Google Ads. You can't simply hope that a random search will produce your ad – keywords stack the odds and your PPC bidding strategy in your favor.

Yet many PPC newcomers find keyword research daunting, seemingly requiring too much work and a cross-your-fingers approach that hopes the keywords you dig up will be effective.

This should never be a deterrent to a paid strategy, and Google Ads can do most – if not all – of the legwork for you with its Keyword Planner, which is found under the tools/settings icon (the wrench).

The initial process is simple and geared toward beginners and experts alike: Enter some industry terms and/or your small business's domain and let the tool return recommended keywords.

The tool also provides estimated bid values for keywords, offering a good idea on what's popular with search engine users and what will cost you more to get those users' to engage with your ads.

When choosing keywords, consider how narrow or broad you want to be based on what your target audience is looking for.

If a keyword is too specific or you restrict your keyword bids to "Exact Match," it might not draw enough search traffic.

The opposite is just as tricky – for example, a plumbing business that chooses "leak detection" for a broad match might be displayed (and would be charged) for keywords like "roof leak detection" or "engine leak detection" for people looking for ways to fix a leak in their roofs or cars.

Phrase match offers a strong middle-of-the-road setting for PPC beginners.

Pro tip: Search some of your keywords on Google to see what results and ads show up and get a clear picture of how your ad would fit in. Consider using long-tail keywords, or three- to four-word phrases, to mirror how your ideal customer may be searching.

Once your ads are live, you will be able to see what phrases people are actually using in their searches that also show your ads.

These terms are referred to as search queries and will be in their own “search terms” report in Google Ads.

PICK A GOAL



Before beginners decide on how much they want to spend with their PPC bidding strategy, they must decide which metric they'll be paying for.

The basic Google Ads menu offers bids focused by:

- Clicks
- Conversions
- Conversion value (how much each conversion is worth)
- Impression share (how many times your ads are shown versus how many times they could appear)

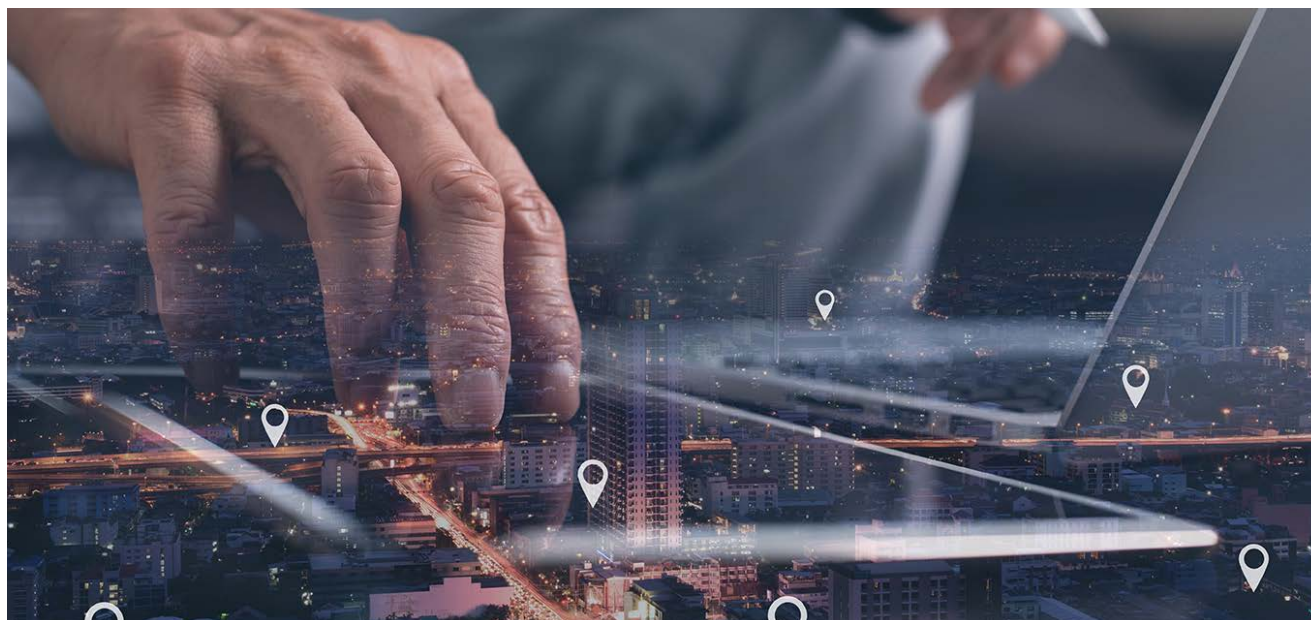
As a beginner, start with clicks and focus solely on that for a while – until you’ve moved well beyond the novice stage.

Bidding on clicks is much easier to understand because it’s such a one-for-one transaction, and you get direct results: You spent this much to get x number of clicks, thus informing your future bidding strategy.

Google Ads offers more advanced options, such as maximized clicks and target return on ad spend (ROAS) than the four we’ve listed – trust us; they’re really advanced for the PPC neophyte. Ignore the link to those options and stick with clicks.

Note: If you decide to set your goal for conversions, you will need to take extra steps for more advanced conversion tracking.

SET A LOCATION



Most small businesses cover a relatively small geographic area – any PPC bidding strategy for beginners must account for this reality.

You naturally may want to cast as wide a net as possible with your Google Ads strategy, but you don't want to be paying for clicks from so far away that customers won't travel to you or you to them.

Another consideration with setting the location for your ads is cost. Bigger cities with more competition require higher bids than those in rural or exurban areas.

Google Ads' setup almost encourages you to go big, but stay local to realize a better ROI.

As you set locations for your paid ads, think about the services you want to offer and the keywords you're using to sell those services.

Our plumber might not mind traveling 50 miles for a big job that is advertised in a PPC ad, but driving that far to fix a loose toilet handle won't be as cost-efficient.

Break your keywords down, pick the most profitable services you want to initially focus on, and set a search area that makes the most sense to your business.

SET A BID



At last, you should be ready to set a bid.

Although the number you set here is important, it might be the least consequential step of the process – everything involved with the setup, the keywords, and the location are more critical to the success of your PPC efforts.

According to Google Ads:

“For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply “max. CPC” - that’s the highest amount that you’re willing to pay for a click on your ad (unless you’re setting bid adjustments, or using Enhanced CPC).

For example, If you think it's worth US\$.25 to have someone visit your website, you can set US\$0.25 as your max. CPC. You'll pay a maximum of US\$0.25 when a person reads your ad and clicks it, and you pay nothing if they don't click.

Let's say you create a text ad and set a max. CPC bid of US\$0.25. If 500 people see the ad, and 23 of them click to learn more, you pay only for those 23 clicks. Your max. CPC bid was US\$0.25, so you'll pay no more than 23 clicks x US\$0.25, or US\$5.75."

As a beginner, you likely want to let Google Ads automate your bidding, meaning the application will determine if bids are high enough and set the price appropriately.

In this way, you won't need to constantly be adjusting your bid based on what the market or your competitors are doing, or on how keywords are performing.

With clicks, Google Ads will automatically adjust your bidding to optimize the number of people who visit your website and/or fill out a form.

However, you still need to set a maximum daily amount you're willing to spend on the campaign. This will be dictated by your budget and what the Keyword Planner is telling you the keywords are worth. Follow these tips when setting this amount:

Break down your monthly PPC budget into a daily figure – so \$5,000 a month would be entered as roughly \$150 a day.

Set a max click cost, which will define the most you want to spend per click and the number you are hoping for each day at full price.

For example, \$25 will net you six clicks with your \$150 daily budget – assuming each will cost the full amount (you may end up with more depending on where the actual cost per click lands).

Rely on your keyword research to set a reasonable daily max. You may find that you aren't budgeting enough – you won't make any headway if you are setting a \$15 limit for keywords that cost \$20 per click.

Need help setting your budget and goals? Here's a [handy worksheet](#) that can help you calculate your ad spend.

Returning to our plumbing business, it may be happy to pay more per click and set a slightly higher budget to draw more clicks – and more potential nearby customers – from a busy urban area.

Or the business might see an opportunity to advertise with a less common keyword in a geographic area that has less competition.

Again, everything you do before defining your bid information will factor into how much you type in for your max amounts.

As you become more comfortable with understanding PPC and interpreting the bids, Google Ads is setting for you – as well as the data generated from clicks and impressions – you can begin to manually set bids.

Automated bidding provides a great way for beginners to dip their toes in the PPC waters, but ultimately, it benefits Google in the long term because you'll pay more. Moving beyond the novice stage ultimately will save you money.

INCORPORATING CALL TRACKING



Data is key to the success – or lack thereof – of any modern marketing strategy, including PPC.

Google Ads generally delivers the metrics you seek, except for one area: people calling your business.

Did they call after seeing your ad on Google?

Or did they simply obtain your number from another source?

Determining the efficacy of your PPC campaign is difficult if you can't track anything beyond clicks.

Call tracking software solves this problem by generating unique phone numbers to be used with each PPC campaign.

That way, if a lead does call your business after clicking on one of your ads, you'll know precisely which ad they saw from which campaign.

This not only nets you a potential new customer, but it also identifies which campaigns were more effective and at what bidding price.

5

WHAT IS QUALITY SCORE & WHY IT MATTERS

AUTHOR
FREDERICK VALLAEYS



Over the past few years, automated bidding has become more consistent at delivering solid performance for search advertisers.

They no longer need to pick a CPC bid for every keyword and can instead set CPA or ROAS goals and let machine learning calculate the correct bid to achieve the stated goal for every single search that happens.

But in this move towards more hands-off campaign management, it still pays to know the details of how the underlying system works.

There is money to be saved by working hand-in-hand with automation to deliver even better results than the machine can deliver on its own.

When turning on automated bidding, an advertiser's work is far from done.

While there are many levers for optimizing automated campaigns and bids, this chapter is about [using Quality Score](#) to increase an ad's exposure while at the same time driving down its cost.

How Quality Score (QS) works to lower costs can be a mystery to new and old advertisers.

With thousands of advertisers vying for top rankings on the same keywords and many of them using the same tools for automating their bids, how does the search engine decide which ad gets the top spot and how much every advertiser pays?

QS is a big part of the equation, and something advertisers can influence, even when they may have stopped controlling the other lever that factors into this: the bid.

Why does Google use QS, how do they calculate it, and how can advertisers improve it?

I served on the QS team for AdWords while working at Google, so let me shed some light.

WHAT IS QUALITY SCORE?



Quality Score is Google's measure of how relevant a keyword has been based on data from past ad auctions.

As soon as Google has enough data, keywords in an advertiser's account are assigned a QS number between 1 and 10, with 10 being the best.

Before they have enough data, the QS will be shown as “–” in the interface or null (0) in some reports.

This number is a representation of the aggregate relevance of the keyword across the many auctions in which it participates. It is meant to guide advertisers, but it is not used to rank ads.

| <input type="checkbox"/> ● Keyword | Quality Score | Landing page exp. | Exp. CTR | Ad relevance | Quality Score (hist.) | Landing page exp. (hist.) | Exp. CTR (hist.) | Ad relevance (hist.) |
|--------------------------------------|---------------|-------------------|---------------|---------------|-----------------------|---------------------------|------------------|----------------------|
| <input type="checkbox"/> ● [blurred] | 5/10 | Below average | Average | Above average | 5/10 | Below average | Average | Above average |
| <input type="checkbox"/> ● [blurred] | 10/10 | Above average | Above average | Above average | 10/10 | Above average | Above average | Above average |
| <input type="checkbox"/> ● [blurred] | 8/10 | Above average | Above average | Below average | 8/10 | Above average | Above average | Below average |
| <input type="checkbox"/> ● [blurred] | 4/10 | Average | Below average | Average | 4/10 | Average | Below average | Average |
| <input type="checkbox"/> ● [blurred] | 1/10 | Below average | Below average | Below average | 1/10 | Below average | Below average | Below average |
| <input type="checkbox"/> ● [blurred] | 1/10 | Below average | Below average | Below average | 1/10 | Below average | Below average | Below average |
| <input type="checkbox"/> ● [blurred] | 1/10 | Below average | Below average | Below average | 1/10 | Below average | Below average | Below average |

Enable Quality Score columns to see the score next to each keyword.

What is used to rank ads behind the scenes of every ad auction is the auction-time QS that takes a lot of additional factors into account.

While the 1-10 number helps advertisers gauge how good a job they are doing at choosing the right keywords, writing good ads, and driving users to helpful landing pages, it's the real-time QS that really matters.

The auction-time QS is more granular than a 1-10 number, but it is not shared with advertisers because it fluctuates all the time.

It is also different for every single search that happens on Google and depends on the context of those searches, like:

- Where the user is located.
- The time of day.
- The nature of the search term and its relationship to your keyword.
- And other factors.

On a side note, there are two types of automated bidding tools from Google.

One is called just “automated,” and the other is called “smart.” The key difference is that smart bidding can set different bids for every auction, thereby taking the real-time QS factor into consideration and setting “smarter” bids that are more likely to match the advertiser’s target.

WHY DOES GOOGLE HAVE QUALITY SCORE?



All of that sounds complicated, so why does Google have Quality Score?

They use it to help show more relevant ads to users every time a search happens.

Google depends on revenue from advertising, so they have a big incentive to make sure users find the ads interesting and click on them.

After all, remember that the Google ad auction is based on a cost per click (CPC) model, so Google only makes money when ads are clicked.

If they allowed low-quality ads to take up space that could be filled with more relevant ones, they'd make less money in the short term and risk alienating users in the long-term.

While it can sometimes be a struggle to improve QS, it is useful for advertisers too because they like getting the type of high-quality leads that are possible with Google Ads.

For those leads to keep coming, advertisers have to do their part in picking relevant keywords, writing compelling ads, and directing users to high quality, helpful landing pages.

And when they do, it can lead to big wins by reducing their CPCs.



HOW QUALITY SCORE IS CALCULATED



Google has so much data about how users interact with search results that they can use “big data” with machine learning techniques to come up with a measure of the expected relevance of every ad, keyword, and landing page relative to every search that happens.

That’s a mouthful, so it’s called QS.

Rather than asking Google employees to judge the relevance of every keyword (which is how it used to work when Google Ads was invented), a process that would be hugely time-consuming, subjective, and prone to errors, they use the principle of the “wisdom of the crowds” to assign QS.

Specifically, their algorithms monitor what users interact with on the search results page (SERP) to make predictions about future interactions.

At its heart, QS is really a predicted click-through rate (CTR).

In the early days of AdWords before there was QS, they used CTR to determine if keywords were of low relevance and should be disabled, or had to pay more to participate in the ad auction.

Over time, as machine learning techniques became better, Google started to consider more factors when determining expected CTR, and the term Quality Score was introduced to replace the CTR component that had been part of the ad ranking mechanism before.

So the simplest way to think about QS is as a measure of how likely it is that users will find your ad relevant for what they just searched for and the chance of this resulting in a click on your ad.



WHY QUALITY SCORE MATTERS



Advertisers care a lot about their QS because it is one of the factors used to decide:

- Which ads are eligible to enter the ad auction
- How the eligible ads are ranked
- What actual CPC the advertiser needs to pay

Entering the Auction

Google doesn't want to show irrelevant ads, and it's easy to understand why.

They charge advertisers primarily for clicks on their ads. If an advertiser uses a very high bid to hog a high position on the page with an irrelevant ad, it won't get clicked on, and Google won't make any money.

Search advertising is primarily about getting users to take action in response to an ad, and not merely building a brand.

For example, while a car manufacturer may think an ad for a new pickup truck would really resonate with someone looking up the score for the big game, that ad is unlikely to garner a click and hence is detrimental to Google Ads.

So when Google predicts a particular keyword to be very irrelevant and assigns it a very low QS, that ad may not even enter into the auction for most searches.

On the flip side, having a high QS ensures an ad is eligible to participate in more ad auctions, so it moves on to the ranking step.

Ad Ranking

Once Google has selected the keywords and ads that are likely to be relevant for a search, those are entered into the ad auction.

This is a split-second auction where Google evaluates:

- How much each one is bidding (max CPC).
- How relevant they are (QS).

What other factors, like ad extensions, may give a boost to the CTR. Each ad gets a score, and the resulting rank determines who gets their ad shown in the top slot and who misses out on the first page of results.

Advertisers benefit from a higher ad rank because ads in higher positions tend to get more clicks, and that means more leads and chances to make a sale.

But what happens when advertisers use automated bidding and instead of having a maximum CPC, have a target CPA, target ROAS, or another goal?

Even in those cases, the ad auction still works with a CPC bid. The automated bidding process simply translates the advertiser's goal into a unique CPC bid for every auction.

CPC Discounting

Finally, the actual CPC an advertiser has to pay for a click is calculated based on the CPC. They would need to maintain their rank above the next ad in the auction.

This discount is the reason most advertisers have an average CPC that is lower than their max CPC.

Advertisers benefit from a higher QS because it means they have to pay less to maintain their position versus their next competitor.

In effect, the higher the QS, the less they have to pay for the same click.

This applies to all advertisers, even those using automated bidding.

If an advertiser has a great real-time QS for a particular search, the automated bidding process may determine that it can achieve the advertiser's goal with a lower CPC (and save money), or it may find that keeping the bid higher might lead to more conversions.

Either way, the advertiser wins as a result of having worked to achieve high QS, something we'll explain how to do next.

HOW TO IMPROVE QUALITY SCORE



You can improve QS by improving the relevance of your keywords, ads, and landing pages.

To focus your efforts, start by looking at the relative score of the three subcomponents of QS:

- Expected clickthrough rate.
- Ad relevance.
- Landing page experience.

This keyword is eligible to run ads

It isn't performing well because it has a low Quality Score.

Ad showing in search results?











! An ad isn't showing now

- This candidate is not triggering ads to appear on Google right now due to a low Ad Rank. Ads are ranked based on your bid and Quality Score. [Learn more](#)
- Another keyword in this ad group provides a better match to similar terms.
- This keyword is not triggering ads to appear on Google right now due to a low Ad Rank. Ads are ranked based on your bid and Quality Score. [Learn more](#)

By hovering over the Status field next to a keyword, advertisers can see if their ad may be missing out on opportunities to show due to low QS.

TEST AGAIN

[Ad Preview and Diagnosis](#)

| <input type="checkbox"/> |  | Keyword | Quality Score | Landing page exp. | Exp. CTR | Ad relevance | Quality Score (hist.) | Landing page exp. (hist.) | Exp. CTR (hist.) | Ad relevance (hist.) |
|--------------------------|---|---|---------------|-------------------|---------------|---------------|-----------------------|---------------------------|------------------|----------------------|
| <input type="checkbox"/> |  |  | 5/10 | Below average | Average | Above average | 5/10 | Below average | Average | Above average |
| <input type="checkbox"/> |  |  | 10/10 | Above average | Above average | Above average | 10/10 | Above average | Above average | Above average |
| <input type="checkbox"/> |  |  | 8/10 | Above average | Above average | Below average | 8/10 | Above average | Above average | Below average |
| <input type="checkbox"/> |  |  | 4/10 | Average | Below average | Average | 4/10 | Average | Below average | Average |
| <input type="checkbox"/> |  |  | 1/10 | Below average | Below average | Below average | 1/10 | Below average | Below average | Below average |

Advertisers can see details about the QS, its components, and their historical values by adding the relevant columns to the keyword view.

The value for each component will be Below Average, Average, or Above Average, so this can guide you toward what to optimize.

There are also historical values that can inform advertisers if recent changes have improved or hurt the various elements of QS.

Note that the historical field represents the value on the last day of the selected date range.

To see daily values, advertisers can turn on daily segments.

| Keyword | Quality Score | Landing page exp. | Exp. CTR | Segment | page t.) | Exp. CTR (hist.) | Ad n (hist) |
|-------------------|---------------|-------------------|---------------|--------------------------------|-----------------|------------------|-------------|
| 2020 | | | | None | average | average | |
| | 4/10 | Average | Below average | Time | Day | | |
| | | | | Click type | Week | | |
| | | | | Conversions | Month | | |
| | | | | Device | Quarter | | |
| | | | | Network (with search partners) | Year | | |
| | | | | Top vs. Other | Day of the week | | |
| | | | | Search terms match type | | | |
| | | | | Ad destination | | | |
| Mon, Jul 20, 2020 | | | | | Below average | Aver | |
| Tue, Jul 21, 2020 | | | | | Below average | Aver | |
| Wed, Jul 22, 2020 | | | | | Below average | Aver | |
| Thu, Jul 23, 2020 | | | | | Below average | Aver | |
| Fri, Jul 24, 2020 | | | | | Below average | Aver | |
| Sat, Jul 25, 2020 | | | | | Below average | Aver | |
| Sun, Jul 26, 2020 | | | | | Below average | Aver | |
| Mon, Jul 27, 2020 | | | | | Below average | Aver | |
| Tue, Jul 28, 2020 | | | | | Below average | Aver | |
| Wed, Jul 29, 2020 | | | | | Below average | Aver | |
| Thu, Jul 30, 2020 | | | | | Below average | Aver | |
| Fri, Jul 31, 2020 | | | | | Below average | Aver | |

Use time segmentation to see the historical QS values for all days of a period.

EXPECTED CLICK-THROUGH RATE



This is a measure of how likely your ad is to generate a click when the search term is exactly the same as your keyword.

This score is normalized to remove any effect from the ad's position on the page, the presence of ad extensions, and other factors that aren't a direct measure of relevance.

If it's low, make sure the keyword is specific and relevant to what you're offering.

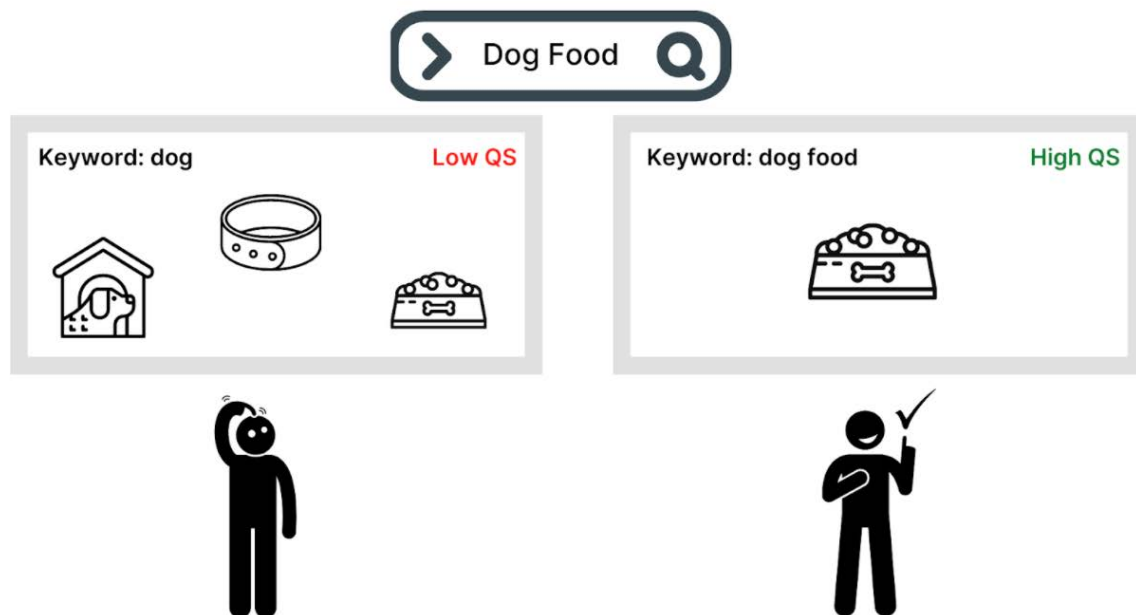
Also, consider that it may only be relevant in a limited number of cases.

For example, a dog walking service may sometimes be relevant for the keyword "dog."

However, there are many searches a user might do, including the word dog when they're not looking for your service, but instead need a vet, dog food, or photos of dogs.

This will negatively impact the CTR of the keyword, and it may be time to consider adding more relevant keywords to the account.

If your keyword is relevant, but this score is low, try writing a stronger ad that is more compelling by highlighting its relevance to the keyword or by including a stronger call to action or a unique value proposition.



Avoid generic keywords that could mean many things. Instead, use specific keywords for the things you can help users with.

Ad Relevance

This component measures how well the message in your ad matches the keyword.

If this component is low, it may be because your ad groups cover too broad a range of themes.

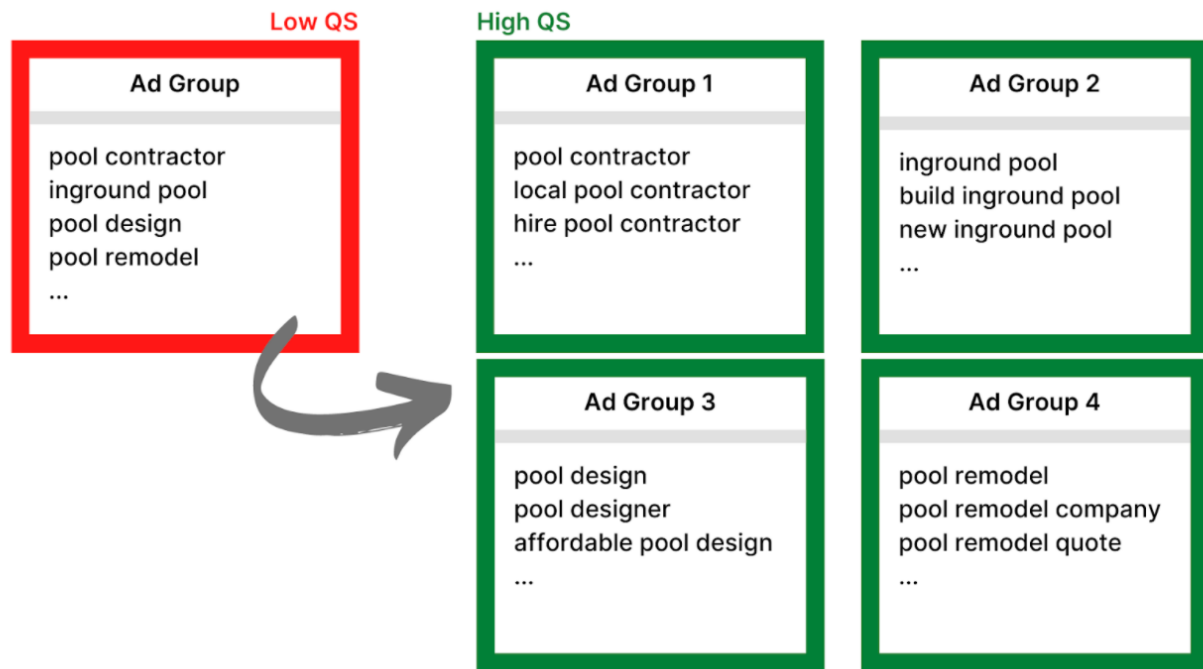
A solution may be to split the ad group into smaller, more tightly themed ad groups.

For example, if you're a pool contractor, keywords like "pool design," "in-ground pool construction," and "pool renovation" may all be highly relevant, but when they are all in the same ad group where they share the same ad text, some relevance is bound to be lost.

By having too disparate a list of keywords grouped in one ad group, you can cause the ad that is shown to be too generic or about the wrong theme.

Don't just rely on dynamic keyword insertion, but take the time to properly structure your account by building separate ad groups for each set of closely related keywords.

In the example before, each of the three pool-related keywords is a different theme and should be placed in different ad groups.



Break out ad groups by common themes so you can write ads that more closely match the core topic of each ad group's keywords.

Landing Page Experience

This final QS component measures what happens after a user clicks the ad.

When they arrive on your landing page, are they happy they came, or did they turn right around and leave?

If this component is **too low**, make sure that the landing page is closely related to what the user searched for and delivers on the ad's promise.

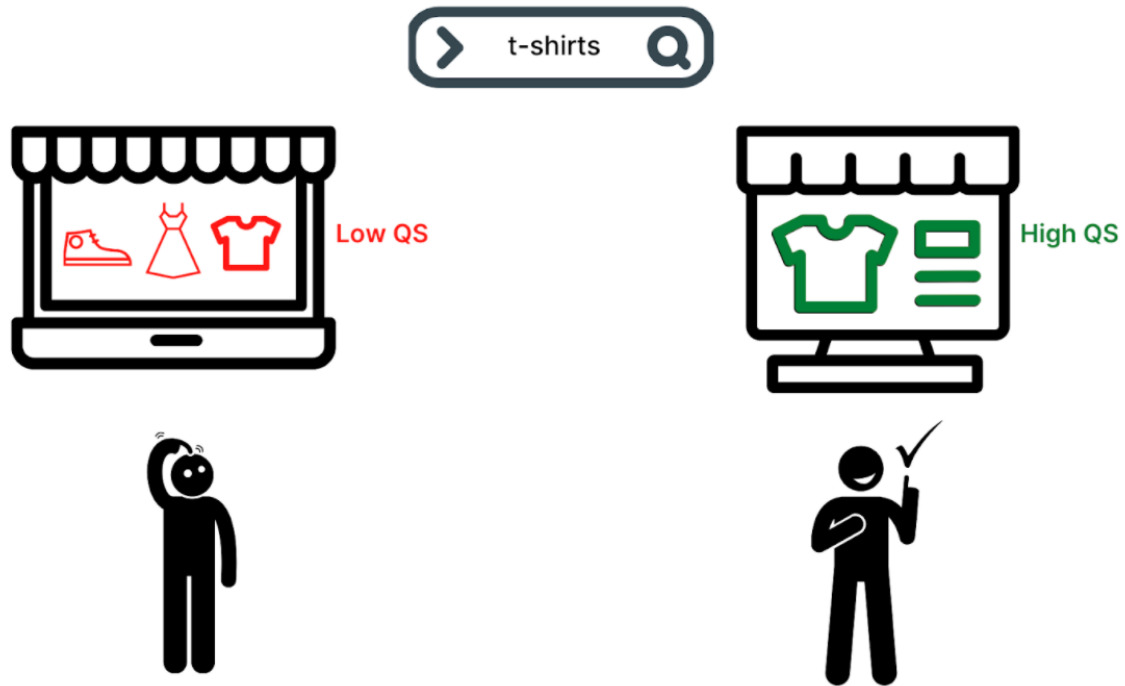
Usually, deep linking is better than taking someone to the homepage.

Make it easy to use the landing page on both mobile and desktop devices.

Make the page load fast and consider using an AMP.

Offer unique and valuable content and treat the user's data with respect.





The user already did a search to say what they were looking for. Your ads should lead directly to related and relevant landing pages on your site.

CONCLUSION

Along with the bid, Quality Score is a major part of how Google decides which ads to show and how to rank them.

Thus, a good QS can be just as beneficial as a high bid.

Ads with lower bids can beat those of higher-paying competitors by having better relevance.

This makes PPC very appealing because it's not just the advertiser with the deepest pockets who always wins.

Monitor your QS and tackle optimizations when a low QS is holding you back from achieving your targets.

But at the end of the day, don't get so bogged down that you lose track of the ultimate business goals related to revenue, profitability, and growth.

WHAT IS CLICK- THROUGH RATE & WHY CTR IS IMPORTANT

AUTHOR
MELISSA MACKEY



Search engines place a high premium on a good click-through rate (CTR).

After all, in the pay-per-click model, the more someone clicks, the more money that search engine makes. But CTR is important to advertisers, too.

When a user turns to a search engine, they have a question and are looking for an answer. They are expressing a need or want.

What makes search so great is users are telling you exactly what they are looking for! They've already decided they need something and are now trying to find it.

Creating a relevant paid search ad is your first step as an advertiser in fulfilling that need.

This chapter will explain what click-through rate is, what a good CTR is, how it impacts your ad rank and Quality Score, and when a low CTR is OK.

WHAT IS CLICK-THROUGH RATE (CTR)?



Put simply, click-through rate is the percentage of impressions that resulted in a click.

If your PPC ad had 1,000 impressions and one click, that's a 0.1% CTR.

As a metric, CTR tells you how relevant searchers are finding your ad to be.

If you have a:

- High CTR, users are finding your ad to be highly relevant.
- Low CTR, users are finding your ad to be less relevant.

The ultimate goal of any PPC campaign is to get qualified users to come to your website and perform a desired action (e.g., make a purchase, fill out a lead or contact form, download a spec sheet).

CTR is the first step in the process to improving your ad's relevancy and generating those desired actions.



WHAT IS A GOOD CTR?



So what's a good click-through rate? Clients ask me this all the time. The answer, as with many things in PPC, is "it depends."

CTR is relative to:

- Your industry.
- The set of keywords you're bidding on.
- Individual campaigns within a PPC account.

It isn't unusual to see double-digit CTR on branded keywords when someone is searching for your brand name or the name of your branded or trademarked product.

It also isn't unusual to see CTRs of less than 1% on broad, non-branded keywords

HOW CTR IMPACTS AD RANK



CTR is not just an indication of how relevant your ads are to searchers. CTR also contributes to your Ad Rank in the search engines.

[Ad rank](#) determines the position of your ad on the search results page.

That's right – PPC isn't a pure auction.

The top position doesn't go to the highest bidder. It goes to the advertiser with the highest Ad Rank. And CTR is a huge factor in the Ad Rank formula.

But Ad Rank is even more complicated than that. Google measures your **actual CTR against an expected CTR.**

So if you've run a lot of ads with a low CTR, Google will assume that any new ads you add to your Google Ads account are also going to have a low CTR, and may rank them lower on the page.

This is why it's so important to understand the CTR on your ads and to try to improve it as much as possible.

A poor CTR can lead to low ad positions, no matter how much you bid.



HOW CTR IMPACTS QUALITY SCORE



Quality Score is a measure of an advertiser's relevance as it relates to keywords, ad copy, and landing pages.

The more relevant your ads and landing pages are to the user, the more likely it is that you'll see higher Quality Scores.

Quality Score is calculated by the engines' measurements of expected click-through rate, ad relevance, and landing page experience.

A good CTR will help you earn higher Quality Scores.

WHEN A LOW CTR IS OK



Since CTR is so important, should you optimize all of your ads for CTR, and forget about other metrics, like conversion rate?

Absolutely not!

Success in PPC is not about Ad Rank and CTR.

I could write an ad that says “Free iPhones!” that would get a great CTR. But unless giving away iPhones is the measure of business success for me, such an ad won’t help my business become profitable.

Always focus on business metrics first, and CTR second.

If your goal is to sell as many products as possible at the lowest possible cost, you should optimize your PPC campaigns for cost per sale. If your goal is to generate leads below a certain cost per lead, then optimize for cost per lead.

Unless your business goal is to drive lots of PPC traffic, CTR should not be your main KPI.

In fact, there are times when a low CTR is OK – and maybe even a good thing.

One of those times is when dealing with ambiguous keywords. Ambiguity is a necessary evil in any PPC program. People may search for your product or service using broad keywords that mean different things to different people.

Here's an example: "security."



Let's say you run a company that sells physical security solutions to businesses to protect them from break-ins. Your company wants to bid on the term "security" to capture users who are just beginning to think about their security needs. It sounds like a great strategy, and it can be.

But "security" can mean a lot of different things. People might be looking for:

- credit card security
- financial security
- data security
- home security
- security guard jobs

And that's only five examples I thought of in a few seconds. See how disparate those are?

Let's say you decide to bid on "business security," since it's more relevant.

It's still a broad term – and your CTR might not be great. But let's also say you get a lot of leads from that keyword, at a good cost. Should you pause that term because of a low CTR?

Of course not!

Always let performance be your guide.

Low CTR is perfectly fine, as long as your keywords and ads are performing well based on your business objectives.

CONCLUSION

CTR is an important metric for PPC managers to understand and monitor. Optimizing for CTR, while also optimizing for business metrics, will lead to successful PPC campaigns.

CLICK FRAUD: WHAT YOU NEED TO KNOW TO PROTECT YOUR ADVERTISING

IN PARTNERSHIP WITH

trafficguard

LUKE TAYLOR
FOUNDER & COO, TRAFFICGUARD



According to ad fraud prevention specialist, TrafficGuard (that's us), 1 in 4 clicks on PPC advertising are invalid.

That's a scary number for any business advertising online, whether your budget is in the hundreds or the millions.

However, with the right set of tools, you can **protect your ad spend** from fraud and make your advertising more effective.

In this chapter, we will:

- Break down the types of click fraud and invalid traffic, and how it impacts advertising performance (hint – it isn't just draining your ad spend).
- Explore manual and automated fraud defenses.
- Discover how fraud prevention can help you increase your advertising reach without increasing your ad spend.

WHAT IS CLICK FRAUD?



We used the term click fraud in the title of this article because it is a widely used and accepted term, but technically speaking, the real problem is invalid traffic – which encompasses click fraud but is much broader.

Invalid traffic is any advertising engagement that isn't out of genuine interest in the advertised offering. Invalid traffic can be malicious (that's ad fraud), non-malicious or accidental. All invalid traffic takes ad spend and provides zero return on investment.

Throughout this article, when we discuss fraud prevention, we use it as a tidy way to refer to the prevention of all invalid traffic.

Sources of invalid traffic include:

- **Website scrapers and crawlers** are deployed to gather intelligence from advertising, search results, and websites. Suppose you have ever used an online tool to see what keywords your competitors are bidding on, or get competitive pricing/position analysis. In that case, the intel provided in these tools is typically gathered by scrapers.
- **Click farms** where groups of people are organized to click ads.
- **Crowdsourcing and incentivized ads** are usually publisher-generated invalid clicks. The site's audience is encouraged to show their support by clicking ads or are otherwise incentivized to click an ad with a reward. These tactics help publishers inflate the advertising engagement of their site to increase their own advertising revenue.
- **Botnets** are networks of devices that are coordinated remotely via malware to generate ad fraud. On the surface, because each engagement originates from a distinct device, botnet traffic looks like legitimate traffic. This traffic can be purchased online as another way for publishers to inflate their audiences; a way for competitors to exhaust your ad budgets; or a variety of other sabotage tactics.

- **Accidental clicks induced by poor user experience** or user error are also invalid traffic. Google's policies specifically prohibit page layouts and styling that make it hard to distinguish advertising from native content. Traffic that results from these practices and others that lead to accidental clicks, either intentionally or unintentionally by the publisher, is considered invalid.
- **Click bot software/malware** lives on individual devices and generates clicks from that device unbeknownst to its user.

This extensive arsenal of invalid traffic generators is used to serve a variety of motivations. These motivations include:

Sabotage

This is invalid advertising engagement created by someone who wants to sabotage your advertising efforts. Saboteurs might be unhappy customers, disgruntled employees, or even your competitors.

With the assistance of the above sources, these saboteurs can drain your budget and steal the top placements for coveted keywords.

By exhausting your ad spend, they also reduce your advertising return on investment by ensuring fewer people see your ad.

Financial

Some perpetrators stand to gain financially by sending invalid traffic to your advertising. This could be a publisher wanting to inflate their engagement by purchasing bot traffic to interact with advertising on their site or by hiding ads under other clickable elements to induce accidental clicks.

With invalid traffic interacting with ads on their sites, publishers can easily make their audience look larger and more engaged than to attract more advertising revenue.

Other financial motivations include various intelligence and analytics solutions that scrape search results, advertising, and websites to populate their data sets.

Accidental

Aside from sabotage and financial motivation, there are also invalid engagements that occur by accident.

For example, when users, by habit, double click on adverts or repeatedly navigate through advertising.

There are a lot of ways that fraud enters the ecosystem and lots of motivations bringing it in.

An article released by the New York Magazine last year revealed more than half of all internet traffic is fake. When you think about that, it really isn't too surprising that click fraud is as prolific as it is.

HOW IS INVALID TRAFFIC IMPACTING YOUR PPC ADVERTISING?



Ad fraud doesn't discriminate between small businesses and big businesses.

A business with a \$500/month budget is just as exposed as the one with a \$500k/month budget.

So, what is happening when invalid traffic is infiltrating your advertising campaigns?

Lost Ad Spend

The first and most obvious impact of invalid traffic is lost PPC ad spend.

TrafficGuard audits for new clients reveal anywhere between 10-30% of PPC budgets being wasted on ad fraud when fraud prevention is not in place.

Advertising Effectiveness Is Proportionately Limited

The highest cost of invalid traffic is the lost opportunity associated with wasted ad spend.

Say you have \$1000 ad spend a month, your CPC is \$1, and for every 20 clicks, you get a conversion, giving you a cost per conversion of \$20.

Without fraud prevention, up to 30% of your spend could be wasted on invalid traffic. That is \$300 of spend with \$0 return on investment.

With fraud prevention in place, if that \$300 generates genuine engagement instead of ad fraud, you would stand to gain 15 additional conversions (\$300 divided by your cost per conversion of \$20).

With an average *conversion* value of \$50, that could be as much as \$750 additional revenue every month.

So you can see here, the biggest cost isn't the budget wasted on ad fraud, but the additional 43% revenue that the wasted \$300 should have generated.

Optimization Efforts Are Hampered

Your advertising metrics are what you use to determine where best to allocate your marketing budget and forecast results for your marketing efforts.

If the data you use to make these decisions is skewed by the presence of invalid traffic, then the decisions you base on this data will also be compromised.

As TrafficGuard's Head of Data Sciences says, "Rubbish in, rubbish out."

Without fraud prevention, there will always be invalid traffic in your online advertising – it's just about determining where it is so that you can optimize away from it.

WHAT ARE THE SIGNS?



There are many ways that ad fraud impacts a business, for example:

- Wasting ad spend.
- Restricting advertising ROI.
Wasting opportunities (if your budget is consumed by fraud and your ad isn't seen by a high-intent shopper later in the day).
- And the list goes on.

But... you can't see these pains until they are alleviated.

A kid born with blurry vision thinks that's how everyone sees until they get their glasses.

The same can be said for digital marketers and fraud prevention.

Because invalid traffic has always comprised part of your advertising traffic, its pain isn't obvious.

However, once you alleviate the problem and your advertising starts performing how it should, you wouldn't want to go back.

While there are no real red flags for invalid traffic in PPC channels, that doesn't mean you can't find out – you just need to use a tool to give you some transparency. [TrafficGuard has a free plan](#) that analyses up to \$2,500 Google Ads traffic a month and provides real-time traffic quality reporting.

Armed with this visibility, you can see how much spend invalid traffic is consuming and come up with a plan to mitigate that waste.

DEALING WITH CLICK FRAUD — MANUAL VERSUS AUTOMATED APPROACHES



So as you can see, no one is immune from invalid traffic. Fortunately, there are some tools and methods available to you to protect your spend and get your advertising performing the way it should be.

The key principle to PPC invalid traffic prevention is exclusion list management. Using the Google Ads IP exclusions list, for example, your ads will not be shown to traffic from IPs on your blacklist.

You wouldn't want traffic from known bot IPs, for example, so by adding these IPs to your exclusion list, you can stop your ads being shown to them.

Manual Click Fraud Prevention

Manual fraud prevention involves updating your IP exclusion list in your PPC platforms. The first step to this is determining which IPs are sending invalid traffic and represent the biggest threats.

Neither Google Ads nor Google Analytics gives you the level of detail required to determine this on your own, but there are solutions available to help you get the granularity you need to do this.

The easiest way is using a free tool, such as TrafficGuard's free PPC Protection. In the TrafficGuard portal, you will be able to see the valid and invalid traffic sent by specific IPs, helping to inform your manual exclusion list maintenance. [More info on identifying IPs for exclusions using TrafficGuard's free plan here.](#)

Armed with your list of IPs to exclude, you can then log into Google Ads and update your exclusion list following these steps:

- 1.** Sign in to Google Ads.
- 2.** In the menu on the left, click Settings.
- 3.** You will now see a list of all campaigns across your account. Select the one you would like to exclude an IP address from.
- 4.** Click Additional settings to see the IP address exclusions option.
- 5.** Click to expand the IP exclusions section.
- 6.** Enter the IP addresses that you want to exclude from your campaign.
- 7.** Click Save.
- 8.** Repeat across all campaigns.

Limitations of Manual IP Blocking

Manual IP address exclusion management is a great way to get a basic level of protection for your Google Ads budget but it does have its limitations, including:

Timing: If you are only checking your traffic quality daily, or weekly, new sources of invalid traffic can appear in the interim. Automated fraud prevention addresses this by adding exclusions in real-time.

Labor intensive: The tedious nature of updating blacklists of every individual campaign takes you away from other value-generating tasks.

Exclusion list size: Google Ads allows you to exclude up to 500 IP addresses at a time which makes it crucial to ensure that they represent the biggest threats at any point in time.

Automated Invalid Traffic Prevention

Real-time fraud protection takes care of all of your exclusion list maintenance in Google Ads, including list removals, to ensure that you are protected from the most current threats to your advertising.

Automated prevention often also manages different types of exclusion lists and various platforms, along with IP exclusions in Google Ads.

By preventing your campaigns from being shown to these bad sources, invalid traffic is proactively prevented as opposed to just reported.

USING FRAUD PREVENTION TO INCREASE REACH WITHOUT INCREASING AD SPEND



Who wouldn't want to get better results from the same ad spend? As COVID-19 is sweeping the globe, the pressure on digital marketers is growing. More businesses are relying on digital advertising as a new channel and potentially singular source of new business.

For many, the effectiveness of digital advertising will determine whether they survive this crisis which means it's more important than ever to make every dollar count.

How does fraud prevention help you do this?

More Genuine Ad Engagement

With a set ad spend, you can reach a certain number of people and if you don't have fraud prevention in place, your reach is further restricted.

By stopping invalid traffic, you can stop your ads being shown to sources of invalid traffic so that your ads reach more real people with the potential to become customers.

Better Advertising ROI

More genuine engagement means that dormant spend now has the chance to deliver an actual return on investment.

Clean Data Powers Faster Optimization

Real-time fraud prevention means that invalid traffic doesn't infiltrate your campaign metrics, data stays clean, and you can make faster and more effective optimization decisions.

The Takeaway

Every dollar that you don't spend on ad fraud helps you reach more potential customers. By stopping ad fraud, you can increase your advertising reach to get more genuine ad engagement and better PPC advertising performance.

WHAT ARE KEYWORDS & HOW THEY WORK IN PPC

AUTHOR
ANDREW LOK



Keywords are the foundation for everything in PPC.

Keywords are what you use to define where your ads should appear.

Without a solid understanding of what keywords are and how to use them effectively, you'll never be successful with PPC.

Before getting started, it's essential to understand some of the terminologies in this guide.

- **Search Term:** The word or words a user types into Google when performing a search.
- **Keyword:** A word, or a set of words, that you add to your Google Ads campaigns.
- **Keyword Match Type:** A setting for your keywords that will determine the keyword's reach.

TYPES OF KEYWORDS



When you think of keywords, it's useful to understand what buckets the different keywords are in and how this sets them apart.

The types of keywords include:

- **Branded keywords** include company names (e.g., Amazon, Target).
- **Generic keywords** typically cover ambiguous keywords, and can also be referred to as short-tail keywords (e.g., “running shoes,” “plumbing,” “towing”). The gist of a generic keyword is that we don’t understand their intent yet. There is nothing in the search that shows us whether this person is looking to buy a pair of shoes, or if they are just searching for different kinds of shoes.

- **Transactional keywords** are keywords that have both strong and weak purchase intent. As long as there is some purchase intent, then you can label a keyword a commercial keyword. This is everything from “Nike running shoes” to “plumbing services.”
- **Locational keywords** cover everything related to a location and are very powerful for location-based companies. Often these are your typical home services. It can be a city name (e.g., “towing company San Francisco”) or an actual request to show ads that have companies “near me” (e.g., “towing company near me”).
- **Long-tail keywords** cover keywords that consist of more than 3-4 words (e.g., “Nike running shoes for a marathon”). They are typically highly transactional, meaning they have higher conversion rates than the other keyword types.
- **Informational keywords** cover keywords where people are simply looking for information. This can be anything from “Sears store directions” to “how to get rid of a wart.” You would rarely use info-keywords for Google Ads.

Quick note: The buckets above are not either-or. Just because a keyword is “long” doesn’t mean it can’t also be a branded or an info-keyword.

KEYWORDS ACROSS THE BUYER'S JOURNEY



The type of key term a person uses in their search often reflects where they are in their buyer's journey.

It's important to note, however, that it's impossible to know exactly where in the buyer's journey someone is solely based on what keyword they use, but it can be a strong indicator.

Consider the following chart as a gliding transition rather than hard limits:



CORE KEYWORDS VS. QUALIFIERS & MODIFIERS



When you work with keywords in PPC, it's very helpful to know the difference between a core keyword and a keyword qualifier/modifier.

I should note that this is not official terminology.

- **Core keyword:** This is like the main keyword (e.g., “plumbing” or “running shoes”).
- **Keyword qualifier/modifier:** Searchers will often add qualifiers or modifiers (e.g., “cheap,” “near me,” or “marathon”).

The reason why it's important to understand the difference between core keywords and qualifiers/modifiers is that if you only have one

core keyword in your account you'll end up paying a lot per click and have a very narrow reach.

If you're a plumbing company, and you have the following keywords, you're essentially just bidding for one core keyword:

- Plumbing services
- Plumbing contractor
- Plumbing company
- Nearest plumbing company

For the beginner in PPC, these all appear to be four different keywords. However, if you look closely, then they're all the same keyword (plumbing).

Instead, you need to remember to continue to find new core keywords across the entire spectrum:

- Leaky pipes
- Gutter repair
- Broken water pipes
- Water heater repair
- Waste disposal installation

You should still have all of the keywords that I listed, to begin with; it's just important you don't get stuck with the same keyword.

KEYWORDS AREN'T EXACT



One of the biggest “aha” moments you’ll have as a beginner in PPC is finding out that when it comes to keywords, what you see is never what you get.

As I’ll highlight in the match type section below, just because you use the keyword “Nike trail running shoes,” it doesn’t mean your ads will only appear when someone searches for “Nike trail running shoes.”

The reason is rather ingenious and insane on Google’s behalf because not even experts would be able to cover all searches with keywords if every single keyword should exactly matching a search.

KEYWORD MATCH TYPES



One of the first things you need to understand about keywords is that there are [different match types](#).

Depending on what match type your keyword is in, it will behave differently.

This is one of the unknown “hacks” that people who’ve worked in PPC for any time take for granted.

There are four different match types. The difference between the match types come down to how much you want each match type to be expanded.

Broad Match

To add a keyword in broad match, just add it as is: running shoes
Broad match keywords are like shooting a shotgun.

You choose the overall area you want to target (the keyword), but Google can expand your keyword, sometimes to completely different searches than you anticipated.

As an example, the broad match keyword “protein powder” can also show ads for searches like:

- Protein supplement
- Protein
- Dietary supplements
- Larger muscles

With broad match keywords, Google tries to show your ad when searchers look for relevant terms.

Broad Match Pros:

- You can cover a lot of misspellings and keyword variations with a single keyword.
- You'll discover high-converting long-tail keywords that you'd never thought of.
- Broad Match keywords receive many more impressions/clicks than any other match type.

It can be extremely effective!

Broad Match Cons:

- Many searches/clicks = High costs.
- High risk of losing money to irrelevant searches.
- Hard to control, especially with single-worded keywords.

Broad Match Modified

To add a keyword in broad match modifier, add it with plus signs:

+running +shoes

Broad Match Modifier Pros:

- Much better control of which searches you want your ads to appear on.
- Very good for finding new long-tail keywords.
- Your ads will still appear, although the search phrase has an extra word or different word order.
- Catches misspellings.

Broad Match Modifier Cons:

- Lower search volume than with Broad Match.
- Can still be expanded to seemingly irrelevant searches.
- No easy way to create keywords in Broad Match Modifier.

Phrase Match

To add a keyword in phrase match, add it with quotation marks:
“running shoes.”

Phrase Match Pros:

- Greater control on what queries you'll be shown.
- Very effective for sentences.
- Effective for avoiding greater expansions.

Phrase Match Cons:

- Reduced search volume.
- Is a lot more restrictive than Broad Match Modifier with very few benefits.

Exact Match

To add a keyword in exact match, add it with brackets: [running shoes]

An exact match keyword is more or less that. Only search terms matching that almost exact keyword will trigger your ad to be shown.

Exact match keywords are like the snipers of the keyword match types. Precise, direct, and on point.

Exact Match Pros:

- You know exactly what search is used.
- Perfect for controlling high-converting keywords.
- What you see is what you get.

Exact Match Cons:

- Much lower search volume for your keywords.
- You can't discover new keyword variations or long-tail keywords.
- You miss "one time searches."

After you've fully mastered these, you can move on to an advanced match type that merges Phrase Match and Broad Match Modifier into a single keyword. To learn more, view the SEJ article: [The Fifth Google Ads Match Type: Phrase Match Modifier.](#)

Which Match Type Should You Use?

When you first set up your campaign, I recommend you use Broad Match Modifier and Exact Match.

As you can see in my review of the four-match types, each one catches different users; so in most cases, you will use them all in an effective Google Ads campaign.

The only but (and it's a big but) is that you should wait with using broad match until you really know what you're doing.

Your Google Ads performance can easily tank when you use broad match keywords without a specific strategy or workflow to optimize them.

Gradually, as your campaign gathers statistics, you might find that some of the match types for a particular keyword are not profitable, but others aren't.



NEGATIVE KEYWORDS



Negative keywords are used to exclude your ads from showing on searches.

Let's say you're a plumbing company, then excluding searches for "jobs" or from cities you don't service will help increase the performance of your Google Ads campaigns.

In the e-commerce space, let's say you sell marathon running shoes, but not trail running shoes, you can exclude "trail" from triggering your ads.

This is powerful because you're more or less paying the same for every click the same keyword generates.

This means you can end up paying for clicks that aren't as relevant for your business as you might have thought.

This is one of the main reasons why beginners can't get Google Ads to perform.

You may think you have chosen the right keywords, written good ads, and are sending good traffic to a website.

However, behind the keyword, you often find your ads are triggered by search terms that aren't as relevant as the keyword you added.

You can, and should, work with negative keywords in two capacities:

- Before launching your campaigns
- After launching your campaigns

When you're done finding keywords for your campaign, spend at least half an hour to an hour Googling the keywords to see what pops up. Add any irrelevant terms you can find as negative keywords.

You can take advantage of a ton of standard negative keyword lists. After launching your campaigns, you should consistently review your Search Term report. This is where you can see exactly what search terms your searches triggered your ads.

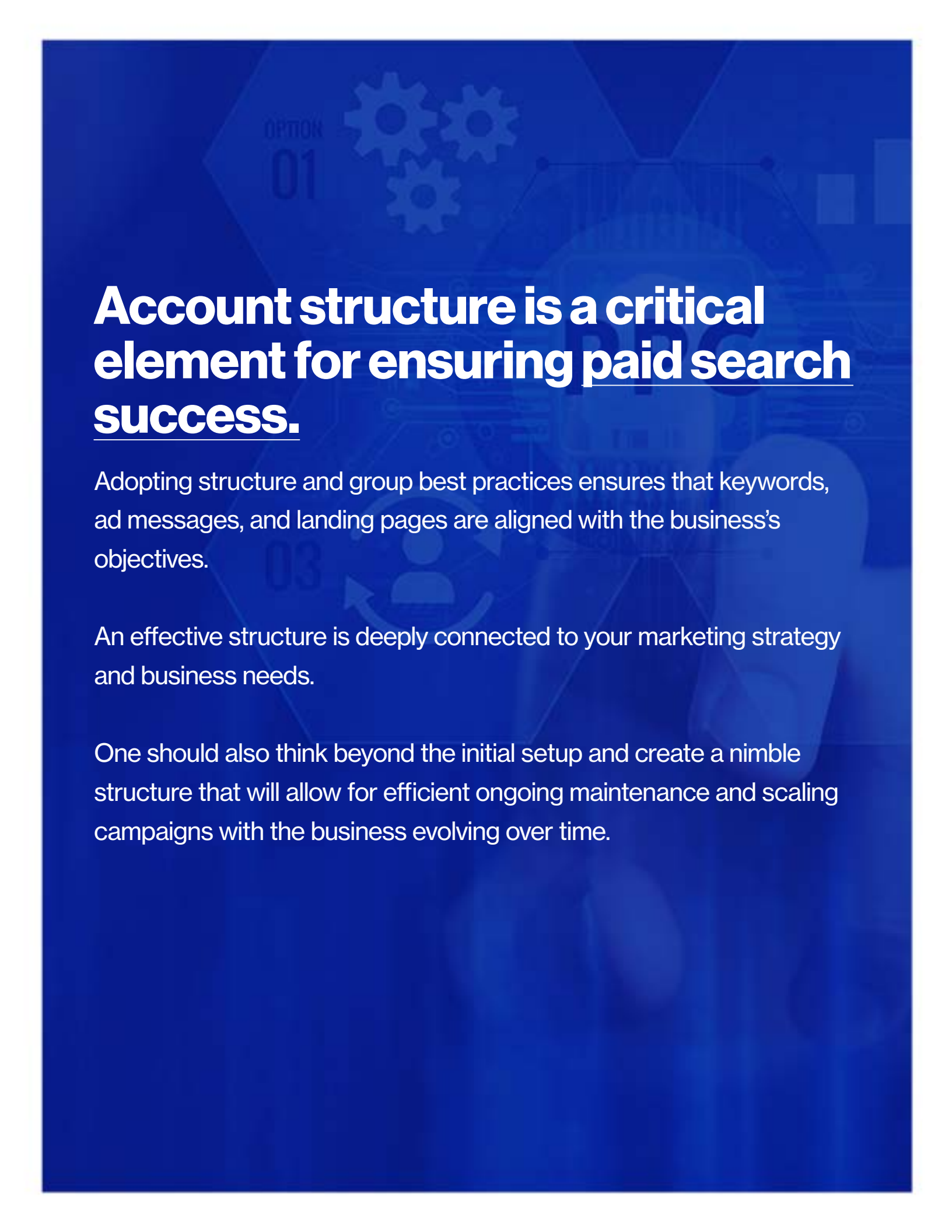
Use this information to add new negative keywords on an ongoing basis.



STRUCTURE BEST PRACTICES: HOW TO CREATE YOUR CAMPAIGNS & AD GROUPS

AUTHOR
ILYA CHEREPAKHIN





Account structure is a critical element for ensuring paid search success.

Adopting structure and group best practices ensures that keywords, ad messages, and landing pages are aligned with the business's objectives.

An effective structure is deeply connected to your marketing strategy and business needs.

One should also think beyond the initial setup and create a nimble structure that will allow for efficient ongoing maintenance and scaling campaigns with the business evolving over time.

Getting the tactical elements right ensures having a structure that is as functional as possible (e.g., supports the most effective reporting and optimization).

It will also position you well to benefit from the latest paid search innovations that increasingly rely on algorithm-based automation and scripts.

As ad groups run in the context of their campaigns, we will first review some campaign considerations.

Carefully considering how many campaigns are needed will ensure that you cover all relevant keyword themes, and each topic is housed in its own campaign.

This naturally leads to having the right number of overall ad groups and organizing them in the most relevant way.

While some structure and ad group features vary by engine, particularly across engines in non-English speaking markets, most have the same common elements.

CAMPAIGN SETUP BEST PRACTICES



When deciding what and how many campaigns to have, consider which searches will need maximum coverage.

Then, evaluate what budget management, targeting, and device settings are needed to support business objectives.

Follow the Money

As budget lives at the campaign level, anything needing to have a dedicated budget deserves its own campaign.

For terms you need to fund as fully and continuously as possible, it is recommended to set up a dedicated campaign so they can be managed more easily.

It is a best practice to fully fund your own brand terms, as they target most qualified users who already know of your business. Retargeting (i.e., RLSA) and campaigns that are of strategic

importance (e.g., running in key markets) are some other use cases for needing to create priority campaigns to most closely manage key traffic pools.

Targeting Parameters

Desired engine networks, geography, and audiences will further impact your structure.

Ad group level bid modifiers can help avoid creating separate campaigns for each targeting instance.

However, for reporting, budget management, and ease of long-term keyword management, it is recommended to implement most settings at the campaign level.

This allows reporting most efficiency on performance and builds out campaigns over time, with limited steps needed each time a new group or new keywords need adding.



Networks Settings

It is often assumed that ads would show up on search results (i.e., search network only).

However, in some cases, you may want to run on syndication sites or even the display networks of the given engine.

Take a moment to check which network you need and select the right setting.

Geotargeting

For geography, it is tempting to have the same footprint as your business does with other media.

However, your search engine demand may differ from where your offline sales occur.

Take a moment to research where search engine demand is likeliest to come from (DMA, cities, states, regions, countries).

Then, set up a couple of individual campaigns for your top markets with



If budget allows, create one extra “catch-all” campaign to cover remaining traffic in the rest of the possible places where your consumers may come from.

For example, a Boston retailer may create campaigns for the Boston metropolitan area, neighboring counties, New England, and the rest of the U.S.

While it is tempting to select English or all languages, do research where the bulk of the traffic will come from and if your site fully supports that.

If you could be targeting multiple languages, do create multiple campaigns for each language version.

For example, in our earlier example, the Boston-based retailer sold flags of countries around the world, its site supported three languages, and it shipped only to the U.S. and Canada.

Its structure could look something like this.

- English_Boston metropolitan area
- English_neighboring counties
- English_rest of New England
- Spanish_New England
- English_US

- Spanish_US
- English_Canada
- French_Canada

Notice that there are no Spanish or French versions to mirror English campaigns 1-3. That is due to search volume, not justifying that.

Audiences

Use first-party and any third-party data that is available to guide your structure.

Creating separate campaigns for remarketing, targeting past users with RLSA campaigns, is one common use case.

However, consider slicing your structure further, particularly if you sell multiple products or services.

For example, creating separate campaigns for users who have purchased some products but not others will allow you to closely support cross-selling business objectives with dedicated budgets, geotargeting (if needed), ads, and reporting.

This is not possible if attempted at the ad group level.

Device Settings

Performance by device continues to vary, making it an important optimization lever.

Before breaking out campaigns by device, consider these pros and cons.

- Engine algorithms have now evolved to account for device signals when optimizing bids in their automated algorithms.
- Splitting campaigns by device greatly reduces traffic and KPIs available for optimization and may create campaigns that do not have large enough volume for meaningful optimization.
- If the site has responsive design and other mobile best practices, the mobile user experience is likely quite strong, and mobile campaigns can be held to the same goals as non-mobile campaigns.

With this in mind, unless mobile devices represent a sizable amount of traffic, cost, and goals, it is not recommended to break out campaigns or groups by the device.

Instead, if you do not use automated bidding solutions, use device bid modifiers to achieve device level efficiencies and ad customizers to tailor ad message to users across different devices.



AD GROUP BEST PRACTICES



Start by clustering your desired keywords by themes.

These should be as narrow as reasonably possible to avoid overlap in targeted searches.

As each group supports different ads, one way to guide ad group structure is based on the copy you expect to run in each case.

For example, if you are a retailer selling sports shoes, within your women's shoe campaign, you could create an ad group for each brand to align with each landing page you have.

However, depending on the range of products that may prove still too general with a wide range of keywords lumped into each group.

In that case, you may want to create campaigns based on the shoe brand, with a separate group for each shoe model.

It is common for most of the traffic to be driven by a select number of terms.

In fact, occasionally, a small handful of keywords may command lots of traffic and/ or share of goals.

In those cases, you may need multiple groups so that these “power keywords” live in separate groups with other terms housed in others.

Single keyword groups are rare but use the same premise. They isolate a keyword into its own group for closest to performance, copy optimization, testing, and reporting.

With your ad group strategy in place, before you finalize and create the group structure, consider match types and how audience needs can impact ad text approach, and then evaluate landing page needs.



Match Types

For best efficiency and to simplify negative matching, it is recommended to create duplicate groups by match type.

Known as match type mirroring, this best practice entails each group having only terms of one match type.

Exact Match groups should perform the best and not need negatives barring unusual circumstances.

Phrase and Broad Match groups usually perform less well and are the focus for negative matching.

To note, to avoid group cannibalization, you will need to have your Exact Match positive terms as negatives in Phrase and Broad groups.

Match type group mirroring also has budgetary benefits.

At times of limited budget, it is much easier to pause less performing match types with them isolated in different groups.

If you have a very high-volume campaign and need superior control over costs, an alternate approach will work: mirror match types by the campaign, so each campaign only has groups and terms of one match type.

Audience Tailored Messaging

The need for different ads is a key reason for separate groups. However, before jumping to creating more groups, see if the copy customization can be solved with a feed or an ad customizer.

Elements like price, product features, or service elements can often be fed through the business data capability.

Any time a change is needed, rather than creating new ads and groups, business data can be updated seamlessly, trickling the change to ad copy without triggering an ad Quality Score review.

When messaging needs to vary only for a single audience and that will not significantly budgeting, use ad customizers rather than creating a new group or campaign.

Customizer if statements allow for a default text to show all users and an alternate for one specified audience.



Landing Pages

Unless you are doing a landing page test to evaluate site conversion, the best practice is to use one landing page per ad group.

If multiple landing pages are needed, it is a sign that keywords are not grouped tightly, and multiple topic themes exist within the ad group.

In that case, split your group so that there is a one to one relationship between the group, landing page, and ad text approach. It can be tempting to create a very detailed structure.

If it is starting to look complex, it probably is. Consider starting a new account.

Not everything needs to live within one engine account, and multiple ones are often needed for larger advertising efforts, particularly with multiple sources of budget involved.

ENGINE PARITY



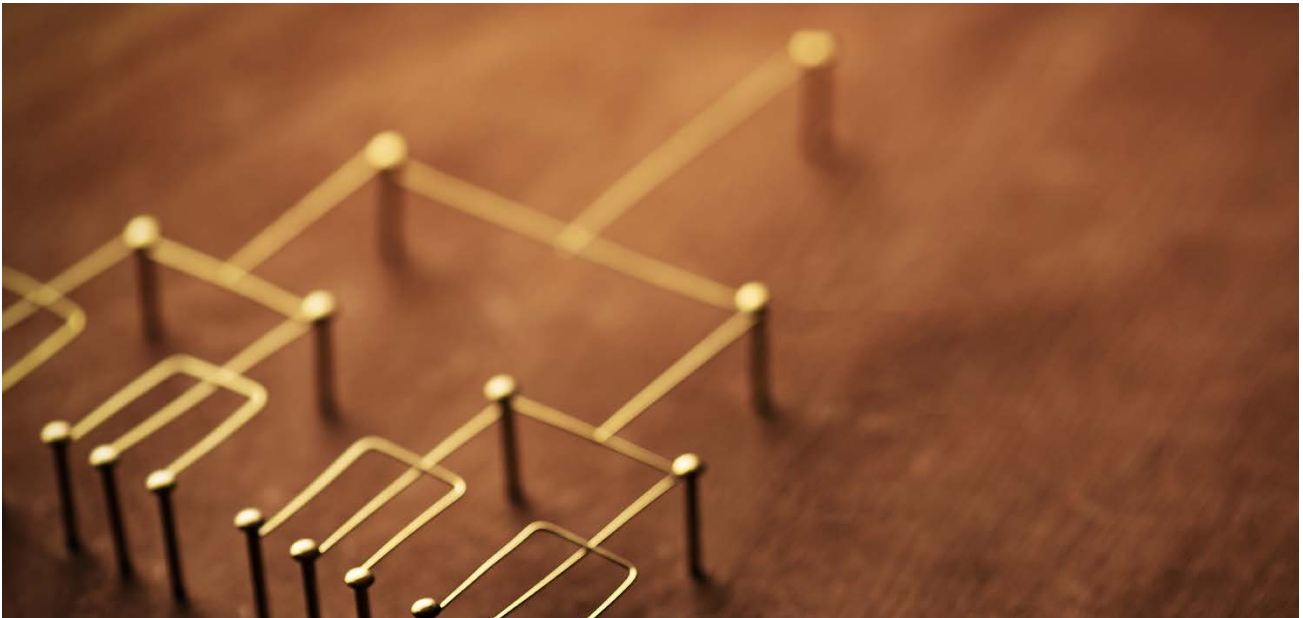
It is common for campaigns to be cloned from one engine to another.

However, that can create an unnecessarily large number of campaigns and groups.

As secondary engines command a much lower share of traffic, many campaigns and groups will see limited traffic.

Rather than cloning everything for each engine, replicate only on those campaigns and groups that will drive the most meaningful results, justifying the optimization and reporting efforts.

NAMING CONVENTION



Any structure consideration will be incomplete without planning the campaign and group naming convention.

The best approach is succinct, reflects all targeting aspects, setting parameters, and uses special characters to separate elements.

This is key for not only administrative reasons like reporting and optimization (be it with an engine or third-party tools).

A robust naming convention facilitates scaling efforts over time. It will simplify implementing any automated solutions, expand keywords, manage budgets, and more.

But don't get carried away by incorporating everything imaginable into the ad group or campaign name.

The naming convention should allow determining with a naked eye what the campaign or ad group contains.

However, filters and labels should be leveraged alongside. Use them to quickly report on various parts of your account or campaign, without using an overly complex naming convention for campaigns and groups.

CONCLUSION

As with any element of paid search strategy, the structure is not a static element.

Do review it periodically, especially if there are website updates. Site content and landing page changes are opportunities to evolve your structure.

However, if you follow these best practices, future changes should be incremental and save you from overhauls that take a toll on performance.

WHAT YOU NEED TO KNOW ABOUT PPC BUDGETS & BIDDING

AUTHOR
ADAM PROEHL



A PPC budget is how much money is committed to online traffic acquisition efforts since advertising charges only accrue after a prospect clicks on your ad.

What should the monthly amount be, and how do you get to it?

Here are some fundamentals designed to help you get there.

HOW TO DETERMINE A PPC BUDGET



1. Establish a Profitability Goal

If there is a measurable outcome for your campaign, then back into your ideal budget by first knowing the answers to these critical business metrics:

- What is your Average Order Value (AOV)?
- Gross Margin Percentage ((Revenue – Cost of Goods Sold)/ Revenue = Gross Margin)
- Cost Per Acquisition (CPA) – if this number is unknown, at a minimum set a goal to keeps you profitable

So, with these three metrics, let's take the hypothetical scenario below:

Say you get approval to run a Google Ads program as long as you can drive sales of at least 50 units and \$5k in profits per month to justify the campaign.

You know the average order value of your product is \$450 per sale, and the gross margin is 55%.

The historical Cost Per Acquisition (CPA) is estimated at \$147.50.

(Author note: I could write a whole book on CPA calculations and what should and shouldn't go into them, but for this exercise, let's assume this number has been vetted and generally accepted by management).

Given the numbers in the scenario, we get \$7,375 as a budget to start with.

Huh? How did I come up with that?

Here's the simple formula in a budget forecast model created in an Excel spreadsheet (will also work in a Google Sheet).

| | A | B | C | D | E |
|----|---|------------------------------|-----------|---|---|
| 1 | | | | | |
| 2 | | Budget Forecast Model | | | |
| 3 | | | | | |
| 4 | | Number of Transactions | 50 | | |
| 5 | | Average Order Value (AOV) | \$ 450 | | |
| 6 | | Gross Margin (%) | 55% | | |
| 7 | | Cost Per Acquisition | \$ 147.50 | | |
| 8 | | Profitability Goal | \$ 5,000 | | |
| 9 | | Projected Budget Needed | \$ 7,375 | | |
| 10 | | | | | |
| 11 | | | | | |
| 12 | | | | | |
| 13 | | | | | |
| 14 | | | | | |
| 15 | | | | | |
| 16 | | | | | |
| 17 | | | | | |

Inputs

Output

To recreate this table, the simple formula for this calculation is:

$$=(C4 * C5 * C6) - C8$$

Budget Forecast Model

Use the simple equation to determine your ideal budget starting point.

- Is it perfect? No.
- Are you likely to adjust it after you get real data? Yes (You better if you find a reason to, or you're not doing your job!)
- Are there nuances and specific business case scenarios that this formula doesn't account for? Of course, but this formula is designed as a beginning starting point.

2. Identify Keyword Themes by Intent

A paid search campaign won't spend money if your selected keyword themes don't have a high enough search volume (a.k.a., the number of people searching these phrases each month) to produce the number of clicks on your ads to spend the budget.

Remember, paid search is great at responding to demand, but won't really help you generate it.

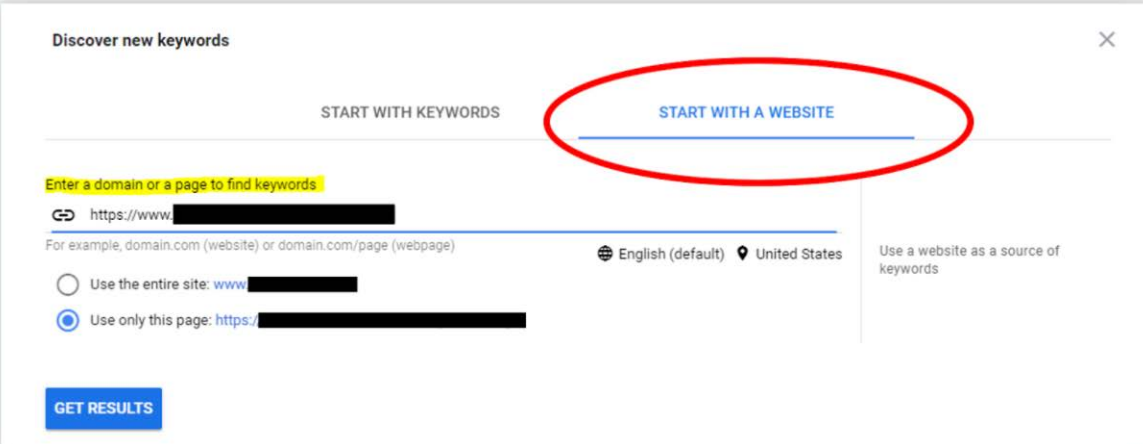
Therefore, you should conduct keyword research ahead of budget planning to determine a realistic monthly budget.

By using a tool, such as the Google Ads Keyword Planner, you can forecast what the monthly spend could be for your location(s) as the tool can estimate the cost per click for your keywords and click-through rate, dependent on volume.

For example, if you're looking for a place to start, Keyword Planner gives you the option to enter your website or even a page to get some suggestions.




(Important: Use this to get ideas and inspiration, not to automatically take every suggestion and build a campaign around it.)





Discover new keywords

START WITH KEYWORDS **START WITH A WEBSITE**

Enter a domain or a page to find keywords

 https://www. [redacted]

For example, domain.com (website) or domain.com/page (webpage)

 English (default)  United States

☐ Use the entire site: [www. \[redacted\]](#)

☒ Use only this page: [https:// \[redacted\]](#)

Use a website as a source of keywords

GET RESULTS

Screenshot from Google Ads Keyword Planner

If no data is available, that's a good indicator. There aren't enough people searching for your product offering to justify a paid search campaign, so a social, display, or video campaign may be a better option.

By relying solely on this, however, business goals may not be met as the cost per acquisition could exceed the threshold needed to remain profitable.

It is recommended to use this method in conjunction with the first option outlined.

3. Audiences

“Who you’re trying to reach” when determining your budgets and what to bid is another critical factor worth considering.

For example, you may have found your most profitable customers are parents of grade school children.

In that case, wouldn’t spend some extra effort making sure your ads get in front of them?

You may find it’s worth paying more to get in front of a key audience, which will affect your budget and bidding strategy.

On the flip side, you may decide you do not want your ads to show for another specific audience because you know your product is not a good fit, so you don’t want to waste the budget.

| <input type="checkbox"/> <input checked="" type="radio"/> Audience | Type | |
|--|-----------------------|---|
| Total: Audiences | | |
| <input type="checkbox"/> <input checked="" type="radio"/> Parental Status > Parents Parents of Grade-Schoolers (6-12 years) | Detailed demographics | (|
| <input type="checkbox"/> <input checked="" type="radio"/> Homeownership Status Renters | Detailed demographics | (|
| <input type="checkbox"/> <input checked="" type="radio"/> Food Baked Goods | In-market audience | (|

Example of audience filters added to campaign.

I recommend at least contemplating whether or not it makes sense to filter your campaigns (either to include or exclude) by audience.

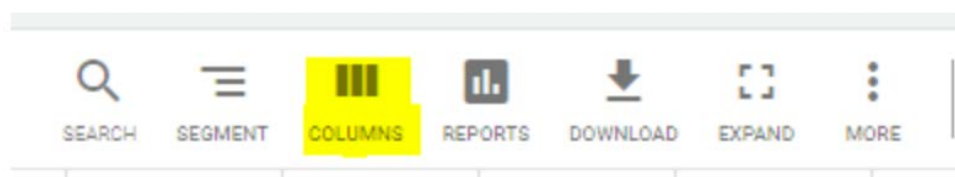
Analyze Past Performance

If you have a paid search program running, use this option to analyze whether your budget is high enough to fully fund every keyword theme you are bidding on.

Look specifically at the metric “impression share lost due to budget” under the ‘competitive’ metrics section of columns to show in Google Ads.

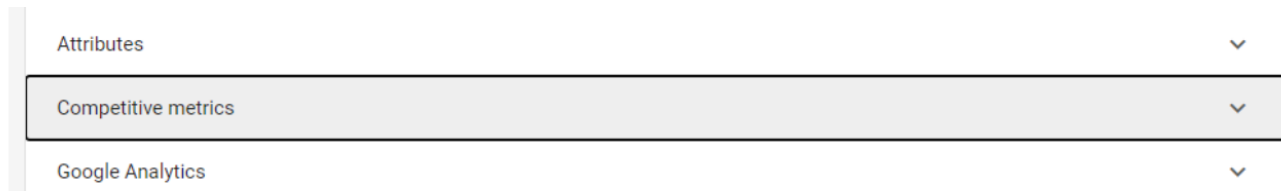
This will give you insight into opportunities you’re missing in terms of responding to market demand.

In order to add Search Impression Share Lost – budget (on the Google Ads interface), select the three-bar “Modify Column” icon.



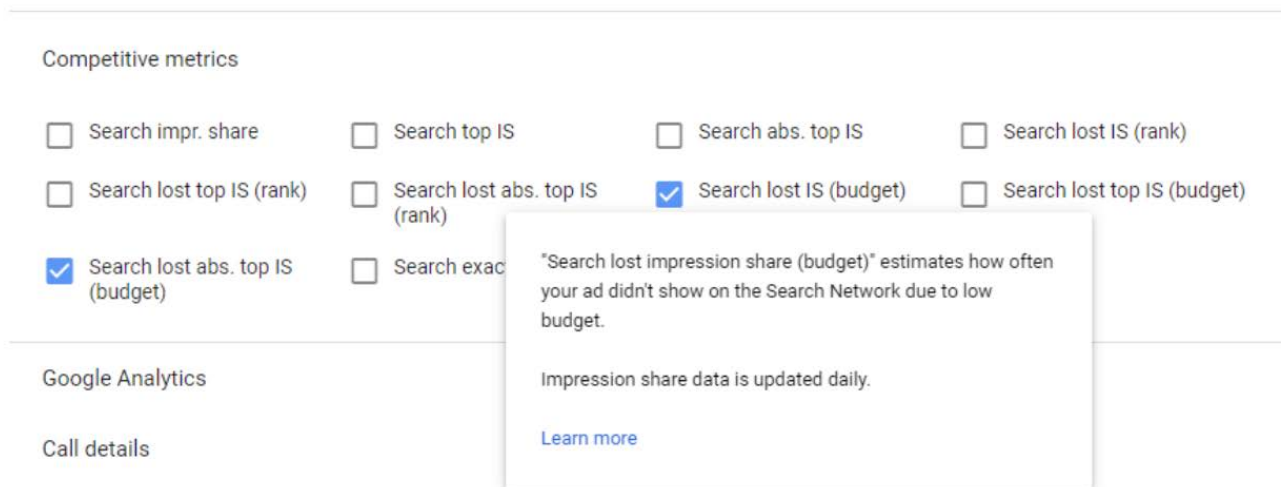
Finding the "impression share lost due to budget."

Then click “Competitive Metrics”:



Competitive Metrics

Then click: “Search lost IS (budget)”



Getting to the "Search lost impression share (budget)" metric

Once you get to the report, you'll see your "impression share lost due to budget."

When this metric shows anything above 0%, your company's ads are not present as often as they could be because there isn't enough budget to meet the demand.

In Google Ads, it means people are looking for things related to the keywords you are using to trigger an ad, but because there is no more budget, your ad cannot show.

Do the Math

campaign (provided your success metrics are being met, of course!).

To know exactly how much to increase it by, select a date range of "last 7 days", and divide the number of impressions actually served by the Search Impressions share percentage.

Campaign status: All enabled

| Campaign | Budget | Status | Bid strategy type | Impr. | Clicks | CTR | Avg. CPC | Cost | Avg. pos. | Conversions | Cost / conv. | Conv. rate | Search impr. share | Search lost IS (budget) |
|--------------------------|--------|-------------------|-------------------|-------|--------|-------|----------|----------|-----------|-------------|--------------|------------|--------------------|-------------------------|
| <input type="checkbox"/> | | Limited by budget | CPC (enhanc... | | | | | | | | | | | |
| <input type="checkbox"/> | | Limited by budget | Manual CPC | 1,415 | 53 | 3.75% | \$6.02 | \$318.99 | 1.2 | 6.50 | \$49.08 | 12.26% | 40.14% | 56.82% |

Report detailing impression share

1,415 impressions / 40.14% (Search Impression Share Column) =
3,525 impressions (max. number of ad impressions possible for this
campaign for the seven-day date range)

Once the maximum number of impressions is known, follow the
formula below:

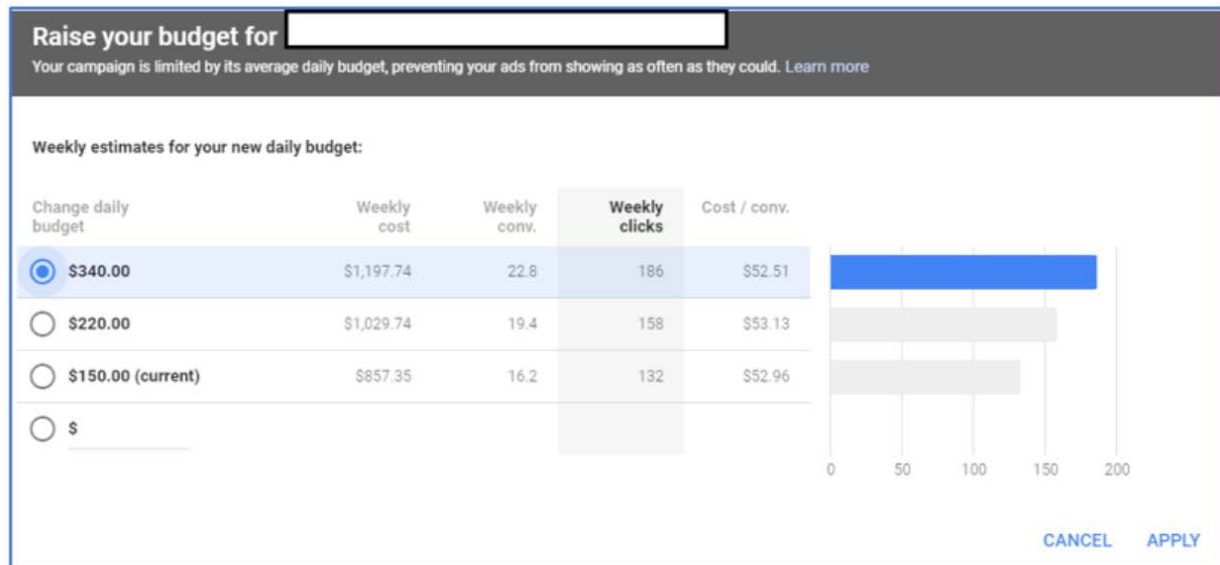
3,525 impressions x 56.82% (Search lost IS [budget] column) =
**2,003 missed ad impressions simply due to the budget being
exhausted**

2,003 missed impressions x Click-Through Rate for campaign,
3.75% CTR **75 clicks were missed!**

75 clicks x Average Cost per Click, \$6.02 Avg CPC = **\$452 more
needed per week to fully fund this specific campaign**

\$452 + \$318 actual weekly spend, divided by the 5 days of the
week the ads run, means the average daily budget should be \$154
per day

You could use the “budget explorer” tool available within the
interface, but too often, Google’s budget recommendation far
exceeds the estimates derived by using the Impression Share
metrics and equation shown above.



Budget Recommendation from Google Ads

Here, Google is recommending \$340 /day when the formula above determined \$154/day would be sufficient.

Tip: Keep in mind that Google can overspend your daily budget on an individual day, but over the course of a month, it won't spend more than your daily budget times 30.4.

That said, take the limited budget flag with a critical eye.

Look at the time of day reports to see when/if you're running out of budget before increasing it.

If increasing your budget is not an option, then working to improve your keyword quality scores and refining your audience targets may be the best options to decrease the amount you are required to pay per click and, ultimately, the amount spent.

THE ROLE OF CAMPAIGN HIERARCHY IN A PPC BUDGET



Once the overall monthly budget is determined, how it's allocated within the ad platform is typically done at the campaign level.

Campaign hierarchy is defined by performance goals from an ROI standpoint, influenced by the ad groups housed within that campaign as they contain your keyword themes (i.e., the intent behind the search query).

Lower-funnel keyword themes that are likely to drive people to complete a successful auction on your website usually get awarded the most budget as it's the easiest to justify.

This is why it's important to research relevant keywords as part of your budget projections and finalize campaign structure by grouping tightly themed keywords into a profitable campaign hierarchy.

Campaign hierarchy and organization will depend on your goals and where you want to be visible in terms of branded versus high-priority, non-brand keyword themes.



PPC BIDDING BASICS



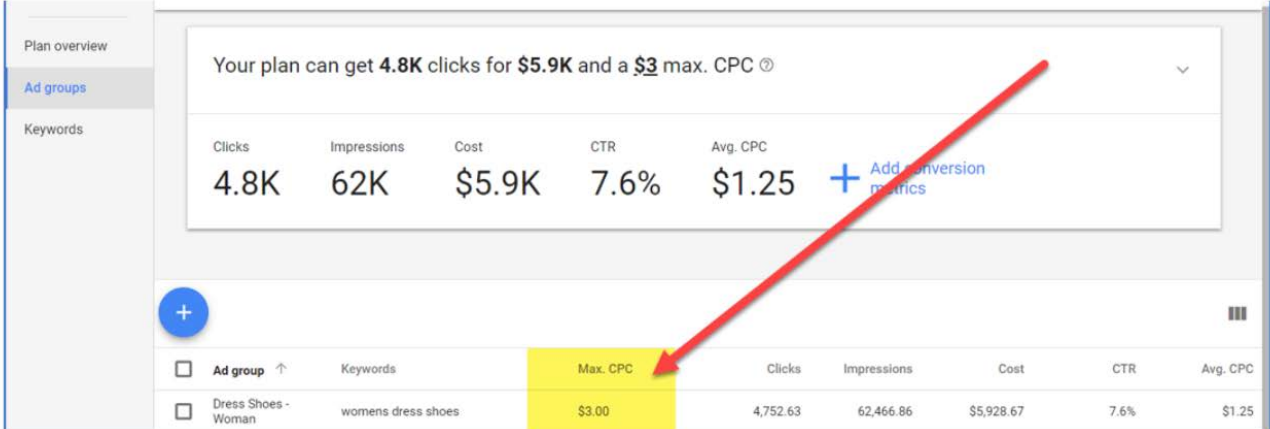
In relation to Search Network campaigns, there are many different bid strategies an advertiser can test.

Bidding automation is becoming more popular, but manually setting a bid may be the best option up front if you do not have historical data.

Manual bidding can be done at the ad group level, so all keywords housed within share the same bid, or at the keyword level to add more control over spend.

Tip: When first starting out, assign bids at the ad group level to collect data before making decisions at the keyword level.

Use the Google Ads Keyword Planner (after setting up your Google Ads account) to determine what the estimated maximum cost per click (aka Max CPC) is that is needed to collect your initial set of performance data.



The screenshot shows the Google Ads Keyword Planner interface. At the top, a summary box states: "Your plan can get 4.8K clicks for \$5.9K and a \$3 max. CPC". Below this, a table displays aggregate metrics: Clicks (4.8K), Impressions (62K), Cost (\$5.9K), CTR (7.6%), and Avg. CPC (\$1.25). A sidebar on the left contains navigation links for "Plan overview", "Ad groups", and "Keywords". Below the summary, a table lists individual keyword data. The "Max. CPC" column is highlighted in yellow, and a red arrow points to the value "\$3.00" for the keyword "womens dress shoes".

| Ad group | Keywords | Max. CPC | Clicks | Impressions | Cost | CTR | Avg. CPC |
|---------------------|--------------------|----------|----------|-------------|------------|------|----------|
| Dress Shoes - Woman | womens dress shoes | \$3.00 | 4,752.63 | 62,466.86 | \$5,928.67 | 7.6% | \$1.25 |

Using Keyword Planner to research what you should expect to pay for a click

Once 100 clicks have been reported for a keyword, there should be enough data available to provide insight into how to adjust the Max CPC bid at a keyword level.

Final Price Paid Per Click

Setting a bid doesn't mean that's what you're getting charged.

The actual amount you pay per click is determined by auction time competition, Ad Rank thresholds, and your ad's quality.

In simple terms, you only need to pay \$0.01 more to beat the advertiser with an Ad Rank below you.

Great! But what's an "Ad Rank"?

Knowing the Optimal Bid

The position of your ad is determined by your ad rank, which is a calculation computed by an algorithm and influenced by your bid and relevancy.

The highest Ad Rank takes the top spot.

Advertisers with high Quality Scores will be awarded higher Ad Rank even with a lower bid; therefore, to remain profitable, it's recommended you work to increase the keyword's Quality Score before simply increasing that keyword's bid.

Changing the Max CPC amount depends on your goals.

You must find the ideal bid after data is accumulated in order to determine whether the traffic acquired is completing the action on your website that you intended them to do, and at a price that is in line with your ideal cost per acquisition.

For example, if the keyword is reported to trigger your ad in a position above 1.8 on average, you may want to decrease the bid to lower spend, and ultimately, your cost per acquisition, although that change may decrease your visibility and/or click-through rate.

This is where the skill of mastering manually bidding comes in, and why bidding automation is becoming more popular (and in some cases necessary).

Also, once you have campaign performance data that's showing clear patterns, you can use what's called a "Bid Modifier."

This allows you to bid up or down based on:

- User device (desktop, tablet, phone)
- Location
- Time of day
- Audience

Bidding Automation

Executed properly, automation can help free up day-to-day bid monitoring.

Moving away from manual bidding to “bidding automation” is becoming more of a reality now that advancements are being realized, and more marketers have confidence in “letting go.”

Currently, these are the automated bidding strategies available in Google Ads:

- Maximize Clicks
- Target Impression Share
- Target CPA
- Target ROAS (return on ad spend)
- Maximize Conversions
- Maximize Conversion Value

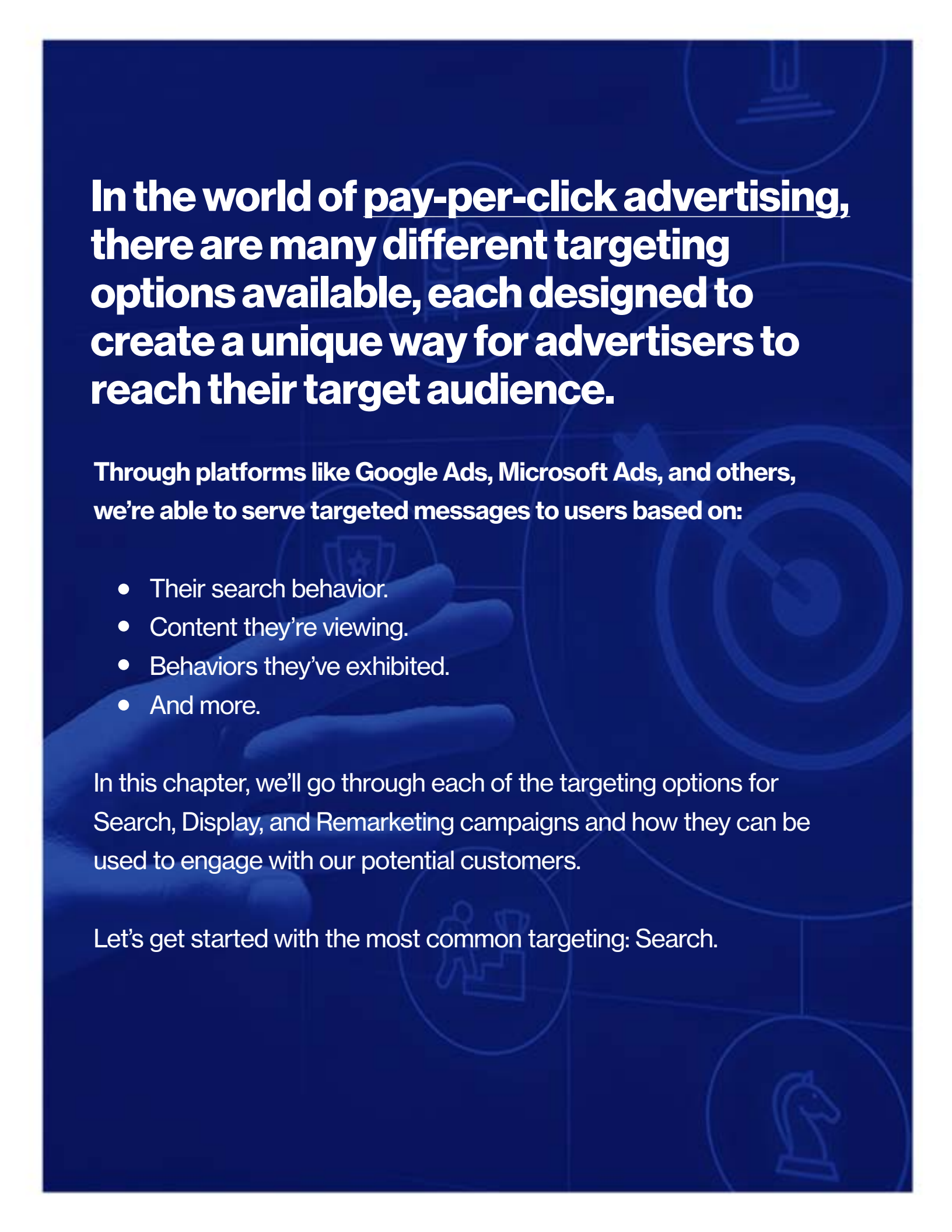
Once you have enough data from your manual bid strategy to benchmark performance, testing these strategies by running a Google Ads experiment against the manual bid strategy is a logical next step for account optimization.

10

A COMPLETE GUIDE TO PPC AD TARGETING OPTIONS

AUTHOR
MICHELLE MORGAN



The background of the slide is a solid dark blue. It features several faint, light blue circular icons. On the left, there is a large, semi-transparent image of a hand with fingers spread. To the right of the hand is a target with a bullseye and an arrow hitting the center. At the bottom, there are circular icons containing chess pieces: a king, a knight, and a pawn.

In the world of pay-per-click advertising, there are many different targeting options available, each designed to create a unique way for advertisers to reach their target audience.

Through platforms like Google Ads, Microsoft Ads, and others, we're able to serve targeted messages to users based on:

- Their search behavior.
- Content they're viewing.
- Behaviors they've exhibited.
- And more.

In this chapter, we'll go through each of the targeting options for Search, Display, and Remarketing campaigns and how they can be used to engage with our potential customers.

Let's get started with the most common targeting: Search.

SEARCH TARGETING



Search campaigns are a powerful strategy for marketers, allowing you to reach users when they are actively searching for information. By showing an ad on a search engine results page (SERP), you're in a position to answer the user's query and potentially influence them to make a purchase.

So how do you show up on these SERPs?

By bidding on keywords.

Keywords

Keywords are phrases advertisers use to tell platforms like Google and Bing what searches we want to show up for.

When someone goes to Google and types in “red shoes”, Google will scan your account to see if you have the keyword “red shoes” in your account.

If you do, then you’re eligible to show up for the query. If not, then your ad won’t show.

There are many other factors that influence whether your ads will show for a certain query, like keyword match types, negative keywords, and your keyword bids, but that’s a topic for another chapter.

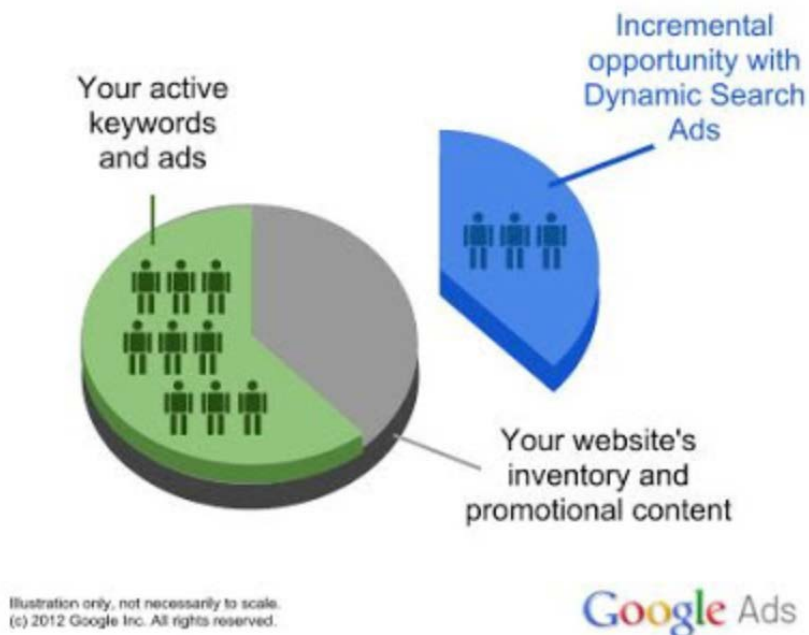
Dynamic Search Ads

The second type of targeting for Search is called Dynamic Search Ads, or DSA.

DSA campaigns are relatively new to the PPC playground and are a shift away from keyword targeting.

Instead of providing the platforms with a list of keywords, you **provide them with your website** and the engines will match to user queries that are related to your site content.

Dynamic Search Ads generate incremental leads and sales by promoting your business on more commercial queries than you're reaching today



You can allow the platform to scan all pages, some pages, or specify lists of pages it can look at, but all ad service is determined by the content on your site.

Dynamic Search Ads are a great tool when looking to expand the reach of your current search campaigns because they were designed to help advertisers match to relevant queries that are not already being bid on in the account.

Audiences

Rounding out targeting on the Search network, we have Audiences. There are multiple types of audiences you can use in Search from Remarketing, to In-Market, to Life Events, which we'll cover in subsequent sections, but these can help narrow your focus on Search.

By adding an audience to a Search campaign, you'll target your ads only to users who search for keywords you're targeting or match to through DSA, but that also match that audience.

Using these audience layers, you can create a custom experience for this list of users vs all other users by creating a separate campaign, adjusting ad copy, setting new bids, and more.

DISPLAY TARGETING



Display campaigns on the Google Display Network (GDN) have quite a few different targeting options but two main categories: content and audience.

Contextual (content) targeting means your targeting options focus on the content of the page or site.

When you choose contextual targeting, you're indicating to Google that you want to show up on sites that have relevant content to you. When you choose audience targeting, you're telling Google you want to show up for people who exhibit the behaviors you've identified as important, regardless of what content they're viewing. The following list of GDN targeting options is in order of reach from narrowest to widest.

CONTEXTUAL TARGETING



Placement Targeting

Placement targeting is the narrowest targeting on the GDN.

With placement targeting, advertisers provide Google with a list of specific websites they would like their ads to show up on.

For your ad to show, the website has to opt into Google's ad network, AdSense.

Keyword Targeting

Keywords are also a potential targeting option for the Google Display Network, but they function differently than on Search.

For the GDN, keywords do not use match types and end up functioning like broad match on Search.

Advertisers provide Google with a list of keywords, and Google will then go find content that loosely matches the keywords, and then shows ads on that content.

Topics

Topics are the third and final contextual targeting options and have the widest reach of the contextual targets.

Topic targeting allows advertisers to choose topics from a list Google has created that group websites and placements that fit the theme.

Topics range in theme from gardening, to enterprise software, to extreme sports, to medical research.

There are many high-level categories, most with multiple subcategories to help you find exactly the type of content you want to show up next to.

| | | |
|--------------------------|------------------------------------|---|
| <input type="checkbox"/> | Beauty & Fitness | ^ |
| <input type="checkbox"/> | Beauty Pageants | |
| <input type="checkbox"/> | Body Art | |
| <input type="checkbox"/> | Cosmetic Procedures | v |
| <input type="checkbox"/> | Cosmetology & Beauty Professionals | |
| <input type="checkbox"/> | Face & Body Care | v |
| <input type="checkbox"/> | Fashion & Style | v |
| <hr/> | | |
| <input type="checkbox"/> | Fitness | ^ |
| <input type="checkbox"/> | Bodybuilding | |
| <input type="checkbox"/> | Fitness Equipment & Accessories | |

AUDIENCE TARGETING



In-Market







In-Market audiences are very similar to Topics targeting but are predefined audiences rather than contextual targeting groups from Google.

These audiences are groups of users Google believes are actively researching or are “in the market” for a specific product or service.

The lists of In-Market Audiences are available for you to browse in the same way Topics are, and many audiences have similar themes to the list of Topics.

In-market audiences



- ☐ Apparel & Accessories 
- ☐ Autos & Vehicles 
- ☐ Baby & Children's Products 
- ☐ Beauty Products & Services 
- ☐ Business Services 
- ☐ Computers & Peripherals 

Until recently, In-Market audiences were exclusive to the Display Network, but both Google and Microsoft Ads are giving advertisers the ability to layer these lists into Search campaigns.

Adding this layer can help narrow the focus to those users who have exhibited research behavior in addition to conducting the search.

LIFE EVENTS



Life Events allow you to target users who are exhibiting indicators of major life events.

These have been around for a while now, and the list is longer than it was when this was debuted a couple of years ago.

| Edit targeted audiences | | | DONE |
|--|------------|--------|---|
| SEARCH | IDEAS (58) | BROWSE | None selected CLEAR ALL |
| ← What they are actively researching or planning | | | Select one or more audiences to target. |
| <input type="checkbox"/> Business Creation | | | |
| <input type="checkbox"/> College Graduation | | | |
| <input type="checkbox"/> Job Change | | | |
| <input type="checkbox"/> Marriage | | | |
| <input type="checkbox"/> Moving | | | |
| <input type="checkbox"/> Purchasing a Home | | | |
| <input type="checkbox"/> Retirement | | | |

Detailed Demographics

| Edit targeted audiences | | | DONE |
|--|------------|--------|---|
| SEARCH | IDEAS (58) | BROWSE | None selected CLEAR ALL |
| ← Who they are | | | Select one or more audiences to target. |
| Parental Status | | | |
| Marital Status | | | |
| <input type="checkbox"/> Single | | | |
| <input type="checkbox"/> In a Relationship | | | |
| <input type="checkbox"/> Married | | | |
| Education | | | |
| Homeownership Status | | | |

Similar to Life Events, Detailed Demographics allow you to target users based on information Google presumes or infers about them like Parental Status, Marital Status, Education Level, and Homeownership Status.

Custom Intent Audiences

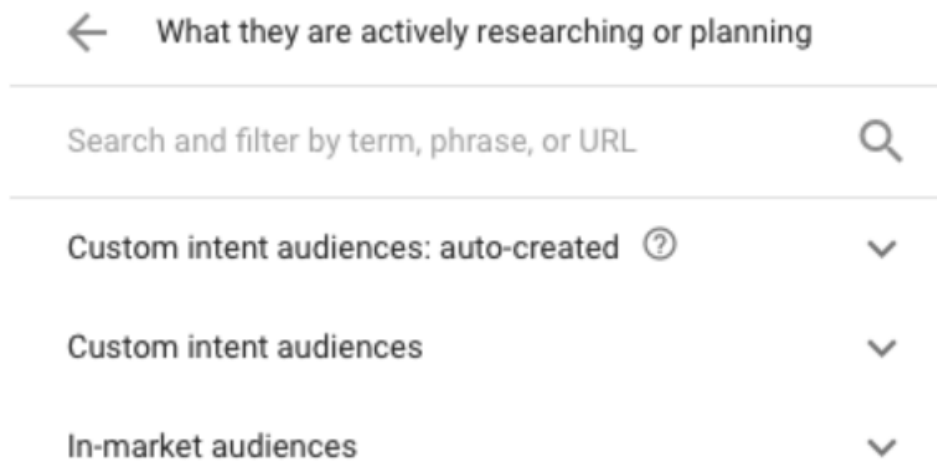
Custom Intent Audiences are one of the newest types of audiences on the GDN.

These lists let advertisers use keywords and URLs to create an audience based on products and services your ideal audience is actively researching.

Although you're adding keywords like contextual targeting, Google Ads is using those keywords to find users who are likely to be interested in those keywords.

Google also often provides its own list of automatically created Custom Intent audiences, which is made by reviewing other aspects of your account.

These are found just above the Custom Intent section in the interface. If you're struggling to come up with your own, test out one of these from the list.



This targeting type is good for reaching users you can't identify in the In-Market lists or if you need to narrow the focus a bit more than what In-Market audiences provide.

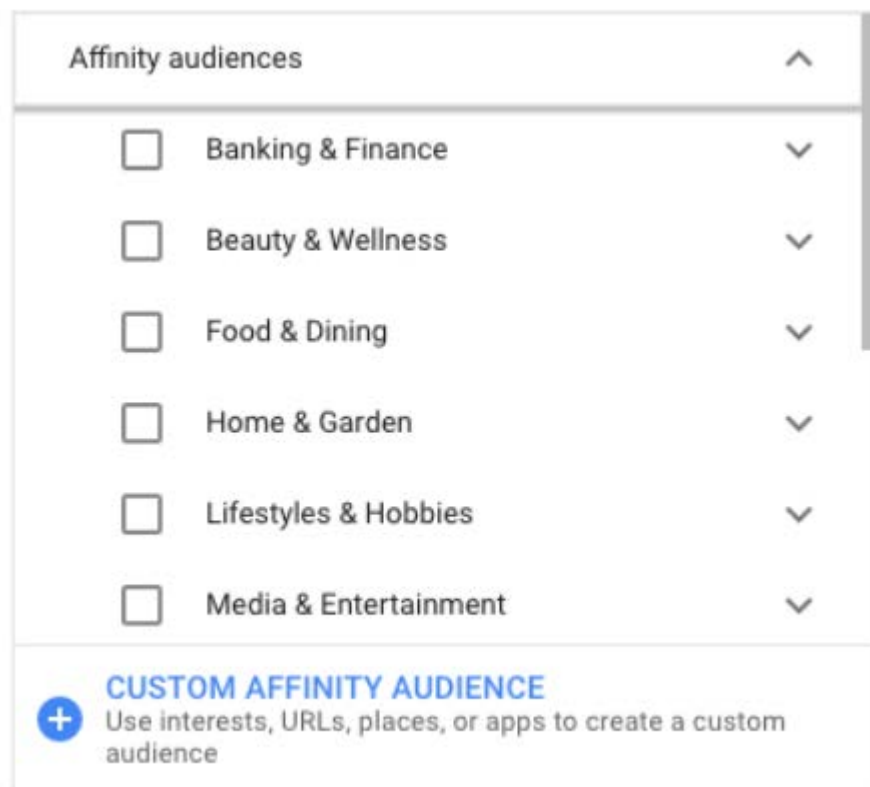
Affinity Audiences

Affinity audiences have the broadest reach of the Display Network targeting. They were originally intended to mimic TV audiences.

These lists are groups of people who might have an affinity toward a certain industry or thing such as "Beauty Mavens" or "Social Media Enthusiasts".

These audiences are best used when you're trying to reach a very large group of people for efforts like branding or high-level calls to action.

Similar to Custom Intent Audiences, you can also create your own Custom Affinity Lists by adding keywords and URLs to create custom themes.



The screenshot displays the 'Affinity audiences' section in a Google Ads interface. It features a list of six categories, each with an unchecked checkbox and a downward arrow: Banking & Finance, Beauty & Wellness, Food & Dining, Home & Garden, Lifestyles & Hobbies, and Media & Entertainment. Below this list is a section titled 'CUSTOM AFFINITY AUDIENCE' in blue, accompanied by a blue plus icon. The text below the title reads: 'Use interests, URLs, places, or apps to create a custom audience'.

| Affinity audiences | |
|--------------------------|-----------------------|
| <input type="checkbox"/> | Banking & Finance |
| <input type="checkbox"/> | Beauty & Wellness |
| <input type="checkbox"/> | Food & Dining |
| <input type="checkbox"/> | Home & Garden |
| <input type="checkbox"/> | Lifestyles & Hobbies |
| <input type="checkbox"/> | Media & Entertainment |

CUSTOM AFFINITY AUDIENCE
Use interests, URLs, places, or apps to create a custom audience

Similar Audiences

Similar audiences are the last kind of audience target and they're a unique option. Similar audiences are a function of your Remarketing audiences.

Google regularly reviews the user profiles within a given Remarketing list to look for patterns.

If a pattern is detected, Google will create a Similar Audience, or a list of users who behave similarly to the users in your Remarketing list.

You can then apply this list to your campaigns as you would any other list as either the sole target or a modifier layer.

If Google cannot detect a user pattern in a Remarketing list, because the list is either too small or too large, then a Similar Audience will not be created.

To increase your chances of Google creating Similar Audiences in your account, it's important to create Remarketing lists with meaningful segmentation to increase the chance of a meaningful pattern being created.



REMARKETING



Remarketing is a way to engage with users you've come in contact with before.

There are many ways we can put these lists together and leverage them in our PPC accounts.

Let's start with the most common method: Remarketing pixels.

Remarketing Pixel Audiences

A Remarketing Pixel is a small snippet of code placed on your site that cookies users who visit your page.

This cookie allows advertisers to create lists of users to target again in ad platforms.

Additionally, we can create criteria for these lists to only include a certain subset of our audience.

One very common list created is a converters list, meaning anyone who made a purchase from your e-commerce website or submitted a lead on your lead gen site.

This list can then be used as a target audience for a campaign or as an exclusion, meaning you don't want these users to see your ad even if they fit all the other targeting criteria of a campaign.



Customer Uploads

Another kind of Remarketing list is a Customer Upload, or a list of customer emails you import into Google, Bing, or Yahoo.

The ad platforms will then match the email addresses you provided with the users on their email provider and allow you to target them.

This list type is great when you want to retarget users in your CRM or those who might not have been cookie'd with your pixel.

Google Analytics Import

In Google Ads, we can link our Google Analytics and Google Ads accounts together and import audiences based on Google Analytics metrics.

Google Analytics has a much more powerful set of audience criteria, allowing us to leverage site engagement, sequencing, and other indicators to create our lists.

Unfortunately, this type of Remarketing audience is only available for Google Ads.

The screenshot displays the 'Audience Builder' interface. On the left is a sidebar with navigation tabs: 'Demographics' (selected), 'Technology', 'Behavior', 'Date of First Session', 'Traffic Sources', 'Enhanced Ecommerce', 'Advanced', 'Conditions', and 'Sequences'. The main panel is titled 'Demographics' and includes the instruction 'Segment your users by demographic information.' Below this, there are several targeting options: 'Age' with radio buttons for '18-24', '25-34', '35-44', and '45-54'; 'Gender' with radio buttons for 'Female', 'Male', and 'Unknown'; 'Language' with a 'contains' dropdown and an input field; 'Affinity Category (reach)' with a 'contains' dropdown and an input field; and 'In-Market Segment' with a 'contains' dropdown and an input field. Each option has a help icon (question mark) next to it.

Remarketing audiences can be applied to campaigns as the sole group of users to target or as a bid modifier layer, now called Observation.

They can also be applied to all campaign types within a given network, such as both Search and Dynamic Search Ads on the Search Network.

DEMOGRAPHICS



Demographic targeting can be a great way to incrementally impact performance or ensure you're reaching your ideal target audience.

These targeting layers are determined through information given to the channels when a profile is created as well as the behaviors of the user.

Overall, these targeting options are best leveraged as incremental layers to modify the other targeting options listed above rather than being used alone.

Age & Gender

Demographic information is available for targeting in all campaign types in Google Ads and Microsoft Ads. Both channels support bid modifiers for user Age and Gender.

These targeting options allow you to see how your ads are performing for a certain group of users, then adjust bid modifiers up or down to increase or decrease your bids on those groups of users.

Each of these targeting options lives at the ad group level and can be adjusted in the Settings tab in Bing or the Demographics section in Google Ads.

Demographic ⓘ

Increase my bid to improve the chance of my ads showing to certain age groups

| Age | Bid adjustment | | |
|-------|----------------|---|---|
| 18-24 | Increase by | 0 | % |
| 25-34 | Increase by | 0 | % |
| 35-49 | Increase by | 0 | % |
| 50-64 | Increase by | 0 | % |
| 65+ | Increase by | 0 | % |

Increase my bid to improve the chance of my ads showing to specific genders

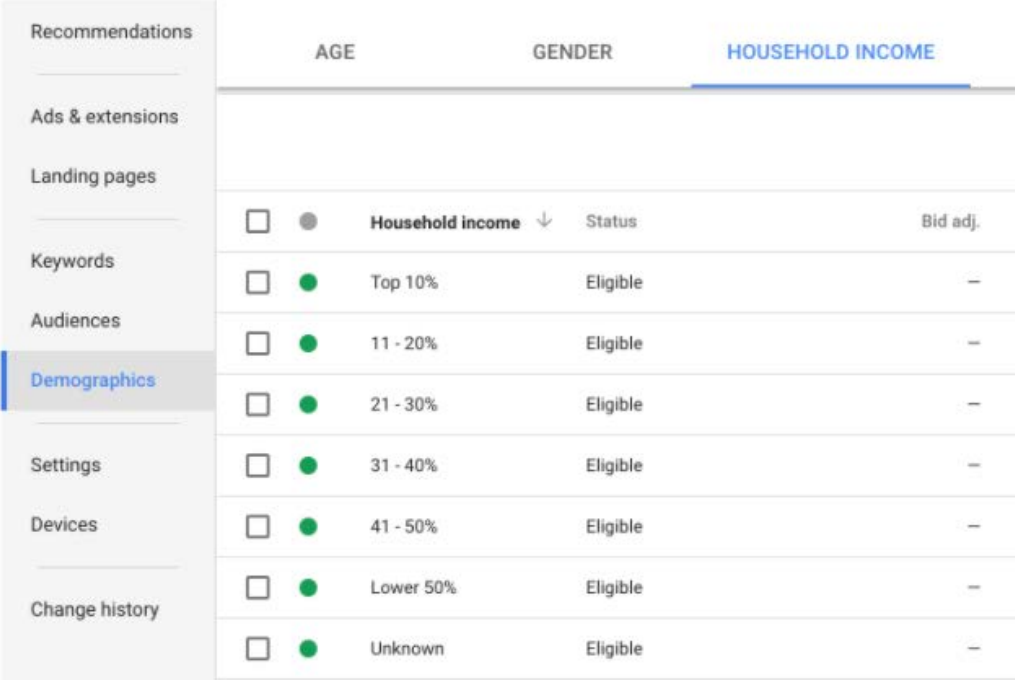
| Gender | Bid adjustment | | |
|--------|----------------|---|---|
| Male | Increase by | 0 | % |
| Female | Increase by | 0 | % |

Household Income

Google Ads has one additional demographic lever available for users living in the United States: Household Income.

The data for these groups is determined by the location's average household income, so it's not a perfect science, but this can be a great lever to pull if you're trying to target users based on income.

This targeting option lives in the Demographics section of the Google Ads interface and can be adjusted similarly to Age and Gender segments.



The screenshot shows the Google Ads interface with the 'Demographics' tab selected in the left sidebar. The main content area displays the 'HOUSEHOLD INCOME' section, which is highlighted with a blue underline. Below the section header, there is a table with columns for 'Household income', 'Status', and 'Bid adj.'. The table lists seven income segments: 'Top 10%', '11 - 20%', '21 - 30%', '31 - 40%', '41 - 50%', 'Lower 50%', and 'Unknown'. Each segment has a checkbox, a green dot, and the word 'Eligible' in the 'Status' column. The 'Bid adj.' column shows a dash '-' for all segments.

| | AGE | GENDER | HOUSEHOLD INCOME |
|--------------------------|----------------------------------|--------|--------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | | Household income ↓ |
| <input type="checkbox"/> | <input checked="" type="radio"/> | | Top 10% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | | 11 - 20% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | | 21 - 30% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | | 31 - 40% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | | 41 - 50% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | | Lower 50% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | | Unknown |

Parental Status

Lastly, Google has one specific demographic target reserved for Display campaigns: Parental Status.

Similar to the other targets, Parental Status lives at the ad group level and allows you to adjust your bids with modifiers based on your targeting preferences or performance.

| | | | | | | |
|------------------|--------------------------|----------------------------------|-----------------|----------|-----------------|--|
| Recommendations | AGE | | GENDER | | PARENTAL STATUS | |
| Ads & extensions | | | | | | |
| Landing pages | | | | | | |
| Keywords | <input type="checkbox"/> | <input checked="" type="radio"/> | Parental status | Status | Bid adj. | |
| Audiences | <input type="checkbox"/> | <input checked="" type="radio"/> | Not a parent | Eligible | — | |
| Demographics | <input type="checkbox"/> | <input checked="" type="radio"/> | Parent | Eligible | — | |
| Topics | <input type="checkbox"/> | <input checked="" type="radio"/> | Unknown | Eligible | — | |
| Placements | Total: Parental statuses | | | | | |

There are many targeting options for PPC campaigns, each with their strengths, weaknesses, and use cases.

I encourage you to seek out additional information about best practices for each targeting option and test them out in your account.

10 PPC COPYWRITING BEST PRACTICES FOR EXTRA EFFECTIVE TEXT ADS

AUTHOR
ADAM HEITZMAN



Running PPC ads can be profitable – or it can be a waste of time.

What makes the difference?

Much of it has to do with your ad text.

Writing great copy for **PPC ads** is trickier than it might seem at first.

Platforms like Google Ads give you a limited amount of space to catch a searcher's eye, get them interested in your offer, and entice them to click.

Unfortunately, there's no winning formula for writing the perfect PPC ad (and if there were, everybody would be using it).

But there are many best practices you can follow to make your ad copy stronger.

Here are 10 tips you can apply to the next ad you write.

1. KNOW WHAT YOUR TARGET MARKET WANTS



Lots of businesses approach ad-writing by talking about themselves. That's a natural thing to do, and after all, you're an expert on what makes your company great.

But it's actually the opposite of what you should be doing. Customers seek you out because they need something, not because they're curious about your business.

The best way to get the attention of your target audience is to show them that you understand – and can fix – their problems.

Before you start writing, do this exercise: put yourself in your ideal customer's shoes.

Think about what kind of problem they're experiencing, and imagine how they'd search for a solution.

Then, write your ad copy as a response to that imaginary customer's needs and search habits.



2. ADDRESS YOUR AUDIENCE



Use the words “you” and “your” in your ads.

Speaking to your audience makes them feel important.

It creates the sense that your business is personable – you want to create a friendly and helpful relationship with customers right off the bat.

3. USE EMOTIONAL TRIGGERS TO YOUR ADVANTAGE



What's the worst thing an ad can be?

If you said boring, you're right.

A [bad PPC ad](#) is completely unmemorable.

It might be inoffensive and even well-put-together, but if no one ever feels intrigued or moved enough to click on it, why even bother publishing it?

You can avoid the fate of boring ads by choosing your words and making your audience feel something.

If you know what your target market wants, this shouldn't be too difficult.

Zero in on the core problem or desire that brings customers to you, and brainstorm some ways to play up the emotion contained in it.

Negative feelings can actually be better stimuli than positive ones since people are motivated to avoid pain, so don't be afraid to leverage your audience's anxiety, anger, or FOMO (fear of missing out).

Some more positive emotions you can use to drive results include hopefulness, relief, and the feeling of being liked or admired by others.

4. USE NUMBERS, TRADEMARKS AND REGISTER MARKS (™, ®)



If you want to draw more eyes to your ads, try adding a number or two.

Figures and statistics have a way of getting people's attention and have proven to increase CTR.

One way to use numbers is to name your product's price or advertise a sale.

You can also try featuring a numerical statistic about your business, such as the number of customers you've helped.

Use exact numbers instead of round numbers, since people tend to trust exact numbers more.

Along with numbers, utilizing the TM and Registration Marks especially in your brand campaigns let the user that you are the official source for information.

This will help you get a leg up on the competitor's ad.



5. REMOVE OBJECTIONS



Most people need a little convincing before they click on an ad or make a purchase.

Come up with a few common objections to your service or selling points, and address those preemptively in your ad copy.

If you remove your audience's excuses for not clicking before they even think of them, they'll immediately feel more at ease with your business – and more likely to take you up on your offer.

6. USE ALL YOUR SPACE



Google Ads gives you three 30-character headlines plus two 90-character descriptions.

Maximize your ad's power by packing all the information you can into this space.

If you're short a few characters, see if you can come up with an extra detail or two to include.

Don't forget about your display URL and ad extensions, either.

Your display URL doesn't have to match the actual URL that your visitors will land on – its purpose is to show people what kind of page they'll be taken to, so creating a custom URL that includes your keywords is a smart move.

Ad extensions can be another valuable way to get more real estate in search results.

Don't rely on them to carry your message, though, since Google can't guarantee that your extensions will show up every time your ad is run.

7. EMPHASIZE WHAT MAKES YOU STAND OUT



Make your ad more intriguing by setting yourself apart from your competitors.

You don't have much space to pitch your unique selling proposition to your audience, so try to distill it down into a powerful kernel that will make readers want to know more.

Some helpful questions to ask yourself include:

- What does your business do better than or different from anyone else in the industry?
- Have you won any awards?
- Are you running any sales or making any special offers?
- What's unique about your brand's image?

8. GO LOCAL



People like and trust local businesses over big, faceless national corporations.

Emphasize your location in your ads to give people an approachable first impression of your business.

You don't actually have to operate in one location to play up a local-business image, either.

If you have multiple locations, create separate PPC campaigns to run in different geographical areas, and use specific location-based terms for each campaign.

Also, use local phone numbers instead of an 800 number in your ads.

9. USE STRONG, CREATIVE CALLS TO ACTION



Does the phrase “Call now” actually make you feel any sense of urgency?

Probably not.

Instead of resorting to worn-out clichés for your calls to action, come up with something that hits home a little bit more for your audience.

You already know what they want, so highlight that in your call to action.

Kick off your call to action with a strong verb, too – something like “Get,” “Save,” “Build,” “Download,” or “Join.”

10. SPLIT TEST YOUR PPC ADS FREQUENTLY



Regular testing is one of the surest ways you can make real improvements in your ads.

The more data you collect, the more patterns you'll start to spot, and the better you'll be able to adjust your ad strategy.

Intuition can be far off the mark when it comes to what will work in advertising, so it's incredibly important to base your decisions on data rather than guesswork.

Some ideas for split tests you can try include:

- Placing your call to action in different locations.
- Comparing different calls to action.
- Experimenting with different numbers and statistics in your ads.
- Trying different display URLs.
- Highlighting different benefits of your product or service.

THE TAKEAWAY

Writing effective PPC ads is more of an art than a science.

Even marketers with a talent for wordsmithing sometimes run into writer's block when trying to come up with the perfect ad text.

The good news?

With patience, practice, and testing, you'll start to write PPC ads more quickly and easily – and you'll get real results from them.

12

EVERYTHING YOU NEED TO KNOW ABOUT AD EXTENSIONS

AUTHOR
PAULINE JAKOBER



Ad extensions are an important part of optimizing your paid search ads.

They can help you gain a competitive edge, improve performance, and increase CTR.

They also factor into ad rank.

Some of these extensions are manual, meaning you have to set them up yourself.

Others are automatic, meaning they're automatically applied when certain conditions are met.

And some extensions can be both!

MANUAL EXTENSIONS



As you'll see, you have many manual extensions available to you. But this doesn't mean you have to use them all!

Instead, take a step back and develop a comprehensive messaging strategy for ads and extensions.

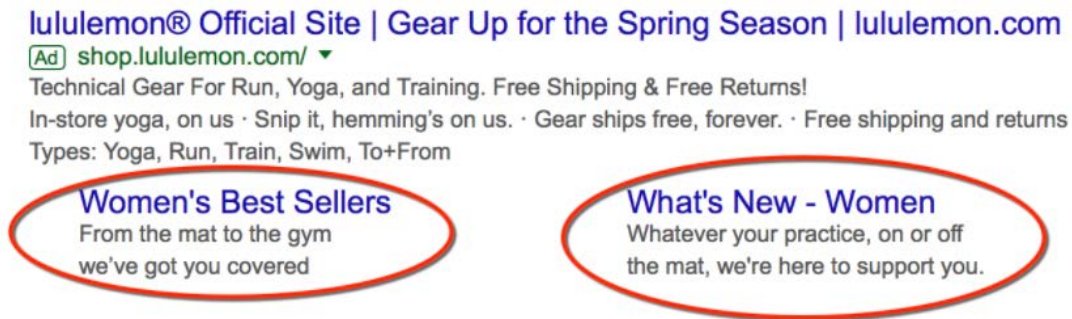
Sitelinks

[Sitelinks](#) take people to specific pages on your site.

Sitelinks show in a variety of ways depending on device, ad position, and other factors. You can add sitelinks at the account, campaign, or ad group level.

You can specify the link text (the text that displays in the ad) and URLs (the pages they click to).

Sitelinks can either be manual or automatic.



When to Use

Sitelinks are relevant to most accounts.

Pro Tips:

- You can include sitelinks to your business's LinkedIn, Twitter, Facebook, and YouTube Channel.
- Each sitelink within a campaign or ad group must land on a unique URL.
- Relevancy and good quality scores help sitelinks impression more often.
- You can make sitelinks specific to mobile by ticking off the device preference box when building the sitelink.

Video Ad Sitelinks

[Video ad sitelinks](#) appear below ads that play before, during, or after another video on YouTube. These sitelinks only appear below ads on mobile devices.

Video ad sitelinks are basically the equivalent of Search sitelinks but for YouTube.

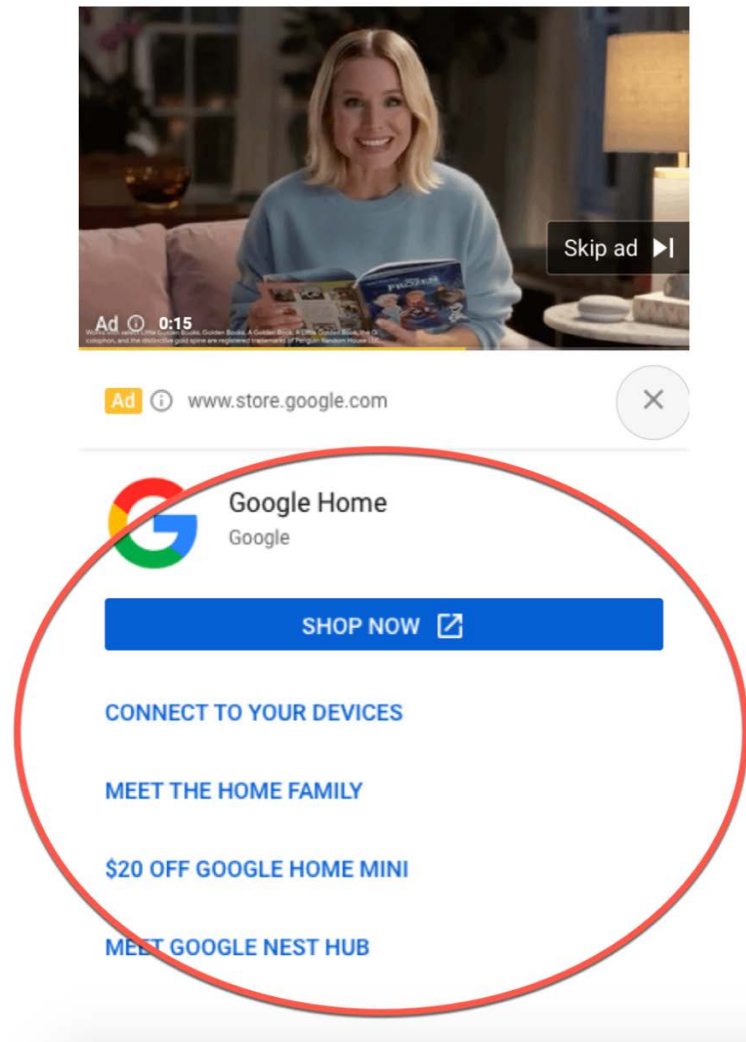
When to Use

Video ad sitelinks are a good fit for most accounts. They're a great way to deliver useful information, such as your store location and additional calls-to-action.

Pro Tips:

- You need at least two sitelink extensions for the sitelinks to appear.
- Your ad can show up to four sitelinks.
- Sitelinks don't appear in campaigns running on Google video partners.

Here's [an example](#) of how video ads sitelinks look when they impression:



Lead Form Extensions

[Lead form extensions](#) are exactly what they sound like. They're a form that impressions as an add-on to your ads.

When to Use

Lead forms are a great way to generate leads for sales, conversions, or remarketing.

Lead forms come in two flavors: lead forms for Search campaigns and lead forms for TrueView for action video campaigns.

Lead forms for Search campaigns are currently in beta.

Pro Tips:

- Video campaigns with a lead form will only serve if the person receiving the ad is signed into their Google Account.
- Lead forms for Search campaigns will serve on mobile and tablet devices running Android or iOS.
- Lead forms for video campaigns will only serve on mobile and tablet devices running Android.

Callouts

Callout ad extensions let you include additional text to highlight specific information about your business's products and services.

Callouts will show in a variety of ways depending on device and other factors. You can add callouts at the account, campaign, or ad group level.

You choose where to add them, create the callout text, and schedule when you'd like them to appear.

ACME Electronics - Competitive Pricing

Ad www.example.com

Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.

Free Shipping · 24-7 Customer Service · Price Matching

When to Use

Callouts should be used to highlight differentiators. They're often used to promote special offers, such as free shipping.

Think of them as benefits (vs. features) in your advertising.

Pro Tips:


- You must create a minimum of two callouts for them to impression. Google recommends creating the maximum number, which is four.

Structured Snippets

[Structured snippet ad extensions](#) allow you to highlight certain aspects of what you're advertising. If you're advertising a hotel, for example, you might feature some of the hotel's amenities, such as free Wi-Fi, a business center, and a fitness club.

If you don't include structured snippets within your campaigns, Google may automatically include dynamic structured snippets.

ACME Electronics - Full Service Tech Shop

 www.example.com

Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.

Services: Tech Support, E-Waste Recycling, Computer Repair

When to Use

Use structured snippets to focus on tangibles. Think of these as features (as opposed to benefits).

Pro Tips:

- You need a minimum of three snippets for this extension to impression with your ad.
- Snippets must be closely related to your header. Otherwise, they may not impression.

Call Extensions

[Call extensions](#) allow you to add phone numbers to your ads. When call extensions show, people can click to call your business directly, without having to key in your phone number.

When to Use

Use call extensions if you have a team that can handle phone calls.

These extensions work well for potential customers who know exactly what they want and don't want to spend time clicking through to your website and locating your phone number.

Location Extensions

[Location extensions](#) help people find your business. These extensions show your business address, phone number, and a map marker with your ad text.

On mobile, they include a link with directions to your business.

Amherst Ice Cream Parlour - Artisan Soft Serve



www.example.com

Pistachio and Brown Butter Raisin On Tap. Fresh Baked Cookies.

[100 Dardanelles Rd, Amherst MA](#)

When to Use

Use location extensions when you have a physical premise you want users to find, such as a retail location. These extensions can help drive foot traffic to your store.

Pro Tips:

- You can add multiple addresses by linking your account to Google My Business and targeting your ads around your business addresses.
- For location extensions to show, you must link your Google My Business account to your Google Ads account.

Affiliate Location Extensions

[Affiliate location extensions](#) help people locate nearby retail stores that carry your products.

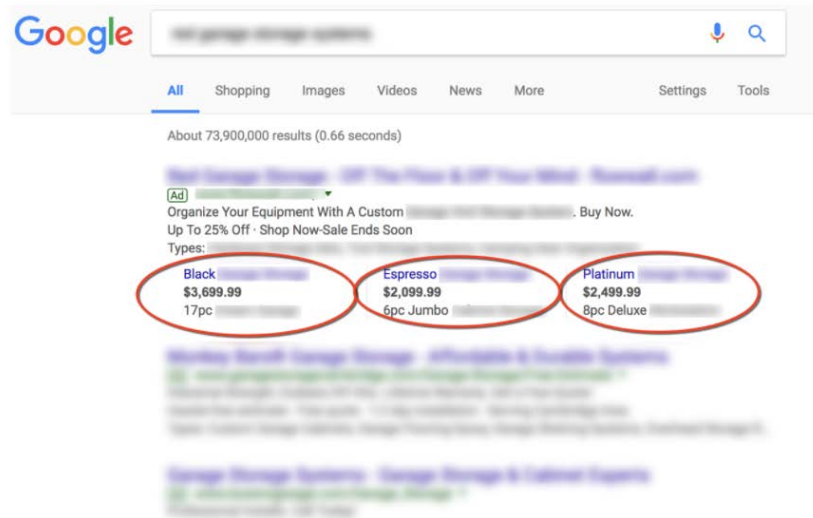
These extensions are not available in all countries.

When to Use

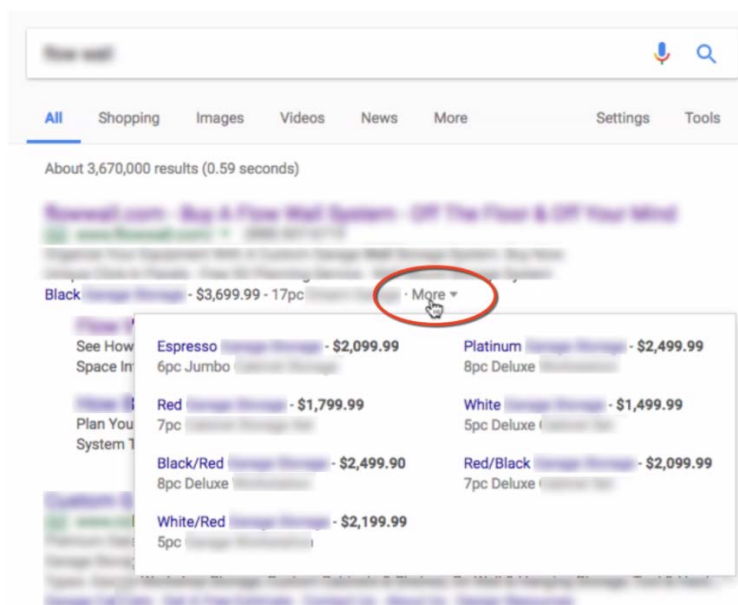
Location extensions are particularly suited to retail chains and auto dealers or any other type of business where affiliates carry your products.

Price Extensions

Price extensions display specific products and pricing underneath your ad. They can display in a couple of different ways, as shown below (circled in red).



Example 1



Example 2

Each price extension has its own link. When people click, they go straight to the product on your website.

When to Use

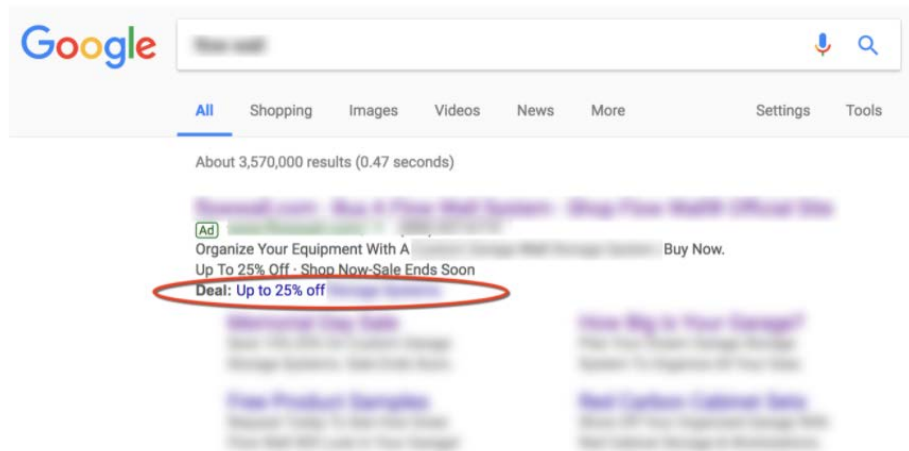
Use these extensions when you want to highlight a particular product or service. They can help you move inventory faster.

Pro Tips:

- Some advertisers are reluctant to use price extensions because their products aren't the cheapest on the market.
- However, price extensions can serve as a useful lead qualifier. Some case studies suggest that ads with price extensions have higher click-through-rates than those that don't.

Promotion Extensions

[Promotion extensions](#) allow you to highlight sales and promotions in your ads, as below (circled in red):



You get to choose the label (in bold). Here we've used "Deal," but you can also use labels such as "Back-to-school" or "Mother's Day."

When to Use

Use these extensions any time you have a special sale or deal you want to promote.

App Extensions

[App extensions](#) allow you to include a link to your mobile or tablet app in your ad.

When to Use

Use this extension If you have a mobile app that's live in Google Play or the Apple App Store.

AUTOMATED EXTENSIONS



Automated extensions automatically pull data from various sources, such as landing pages and other ads, to create extensions for your ad.

To view metrics for automated extensions, go to the Ad Extensions tab in Google Ads. Go to the “View:” drop-down, and choose “Automated extensions report.”

Seller Ratings

[Seller rating extensions](#) are used to highlight businesses with high customer ratings. Seller ratings show a combination of information and reviews.

You are not charged for clicks on seller rating extensions.

Example

Sarah's Designer Shoe Store

 www.example.com 4.0 ★★★★★ rating for sarah-shoes.com

Free Shipping & Returns on Large Selection of Brand Name Shoes.

Pro Tips:

- In most cases, seller ratings only show when a business has 150 unique reviews and a composite rating of 3.5 stars or higher.

OTHER AUTOMATED EXTENSIONS



Other automated extensions in Google Ads include:

- Dynamic callouts
- Dynamic structured snippets
- Dynamic sitelink extensions
- Automated call extensions
- Automated location and affiliate extensions

All of these automated extensions operate similarly as their manual equivalents.

You can opt-out these automated extensions. From the Ad Extensions view, go to advanced options and look for: Turn off specific automated extensions.

MICROSOFT ADVERTISING EXTENSIONS (FORMERLY BING ADS)



Microsoft

Microsoft Ads extensions include:

- Sitelink extensions
- Enhanced sitelinks
- Location extensions
- Call extensions
- Callout extensions
- Review extensions
- Structured snippet extensions
- App extensions
- Image extensions
- Action extensions
- Price extensions

As you can see, these ad extensions are similar (for the most part) as those offered by Google Ads.

However, there are a few differences – some of which are noted below.

Location Extensions

[Location extensions](#) in Microsoft Advertising give iPhone users an easy way to call for a ride to your business.

The [Get a Ride](#) feature for location extensions allows users to click the ride icon, which launches the Uber app. If users are logged in to their Uber account, the destination will be pre-populated with their address.

When to Use


Use location extensions if your business wants to encourage local traffic, such as a storefront or restaurant.

Image Extensions

Image extensions allow advertisers to add images to their ads to grab attention and increase brand recognition.

Contoso® – Official Site
Ad · www.Contoso.com
Trail Rated® 4WD Mastery. Proven Off-Road Capability. Build & Price
Explore the Contoso SUV and Crossover lineup.
Engineered Toughness · Built for Work · Truck Reliability
You have visited contoso.com once in last 30 days.

[Find a Dealer](#) [Search Dealer Inventory](#)
[Build and Price](#) [View Current Incentives](#)



When to Use

Use these extensions any time you want your ad to stand out visually.

Pro Tips:

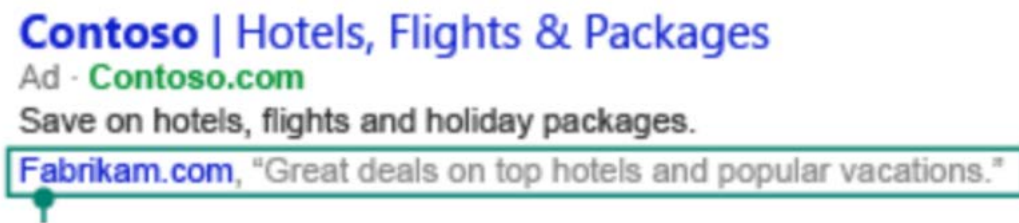
- You can associate up to six images with each campaign or ad group.
- You can point to a unique URL with each image.

Review Extensions

[Review extensions](#) are a great way to highlight customer reviews at the ad level in Microsoft Advertising.

Clicks on review extensions are free of charge and direct people to third-party reviews.

Google recently sunsetted this product, but Microsoft Advertising still has it.



Action Extensions

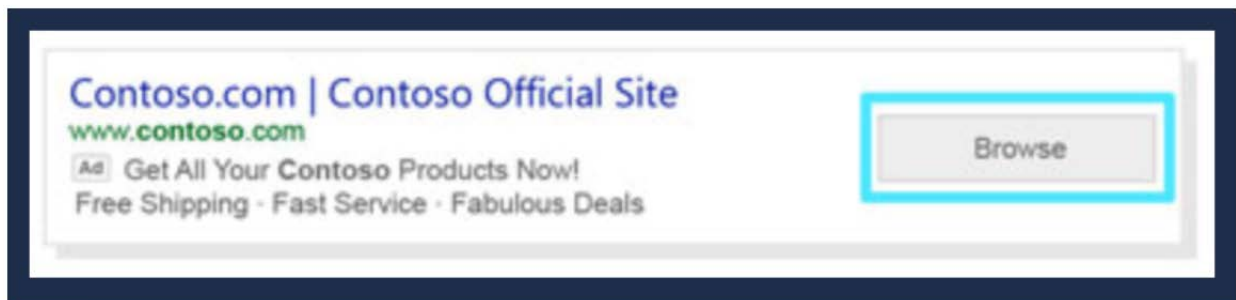
[Action extensions](#) allow you to add a call-to-action button to your text ads.

When to Use

These are a good way to get potential customers to take the next step in their buying journey.

Pro Tips:

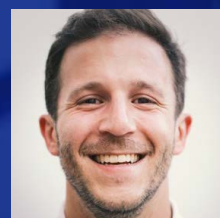
- You have over 50 preset action types to choose from (e.g., download, apply now, reserve, subscribe), so you'd be hard-pressed not to find one you can use.



13

A COMPLETE GUIDE TO **PPC AD** **FORMATS**

AUTHOR
AARON LEVY



PPC ads come in many shapes and sizes.

They also change frequently, which means it's nearly impossible to provide a truly comprehensive guide for every ad format available.

This guide is up to date as of August 2020, but is likely to evolve over time.

What follows is an overview of the major **PPC ad formats** that are available across Google Ads.

Most of the basic text and shopping formats are also available across Microsoft Ads.

ON THE SERP



Text Ads

Ah, the bread and butter of PPC! Our dear text ads – with two or three 30-character headlines and one or two 90-character description lines.

Google and Bing both did away with the old version of standard text ads recently, and now we're seeing larger text ads with a more varied alignment of extensions than we'd seen in years past.

Ads usually fire with the two headlines side by side, with a description line and ad extensions below. But, the ads have grown over the years, and occasionally show all three headlines and descriptions at once.

Sometimes ads will serve with a third “headline,” comprised of the URL itself. The URL in the headline can read a bit weird, so you have the option to disable if you wish.

The different headlines and descriptions are usually separated by a | symbol.

However, we know how Google loves to experiment: we’re starting to see ads smoosh together with ads to form one mega-ad.

Sometimes the combinations are coherent, sometimes not, but it’s the new normal and something advertisers will have to get used to!

Ad · www.bollandbranch.com/

Boll & Branch Semi-Annual Sale - 20% Off Sitewide

Our Biggest Sale Of The Season! 20% Off - Shop Our Semi-Annual Sale. See Site For Details.
Hurry, Shop Your Favorite Boll & Branch Bedding & Bath While They're Still In Stock. Soft Sheets,
Fair Wages. 100% Organic Cotton. Fast & Free Shipping. Environmentally Friendly.

Shop Semi-Annual Sale

Upgrade Your Bed & Bath
20% Off Sitewide Now

Our #1 Selling Product

Learn Why Our Customers Can't Get
Enough of Our Hemmed Sheet Sets!

Shop Our Best Sellers

Check Out Our Top Selling Products
Our Customers Love! Shop Now.

Home Is Our Soul

Make Your House A Home With
Boll & Branch Organic Cotton Sheets

Ad · www.1800baskets.com/

1-800-Baskets® Official Site Shop Gourmet Gifts Online

Find The Perfect, Gourmet Gift Baskets Filled with Fruit,
Chocolates, Snacks or Spa Gifts. Kind Gestures &
Thoughtfully Selected Gifts From 1-800-Baskets® Will
Always Be Remembered. Order On Your Phone. Gift
Basket Experts. Highest Quality. Hand-Crafted.

[Best Sellers](#)

[Baked Goods](#)

[Get 1 Year Free Shipping](#)

[Select Free Shipping](#)

Responsive Search Ads

These aren't so much a variation on text ads, but more an automated method of powering them.

Aesthetically, they share the same appearance as “normal” text ads – they usually show two headlines and one description.

However, much like text ads, occasionally you'll see three headlines and two descriptions at the same time.

Advertisers upload a variety of headlines and description lines, and Google will shuffle them based on the best-expected performance.

It's recommended to include at least three headline variations and two description variations (the same as regular text ads), but you're able to include up to 15 headlines and four descriptions.

Make sure the variables you use will make sense no matter the order they serve in.

App Download Ads

App Download Ads (and app engagement ads alike) allow you to showcase your app to the relevant tablet or mobile users.

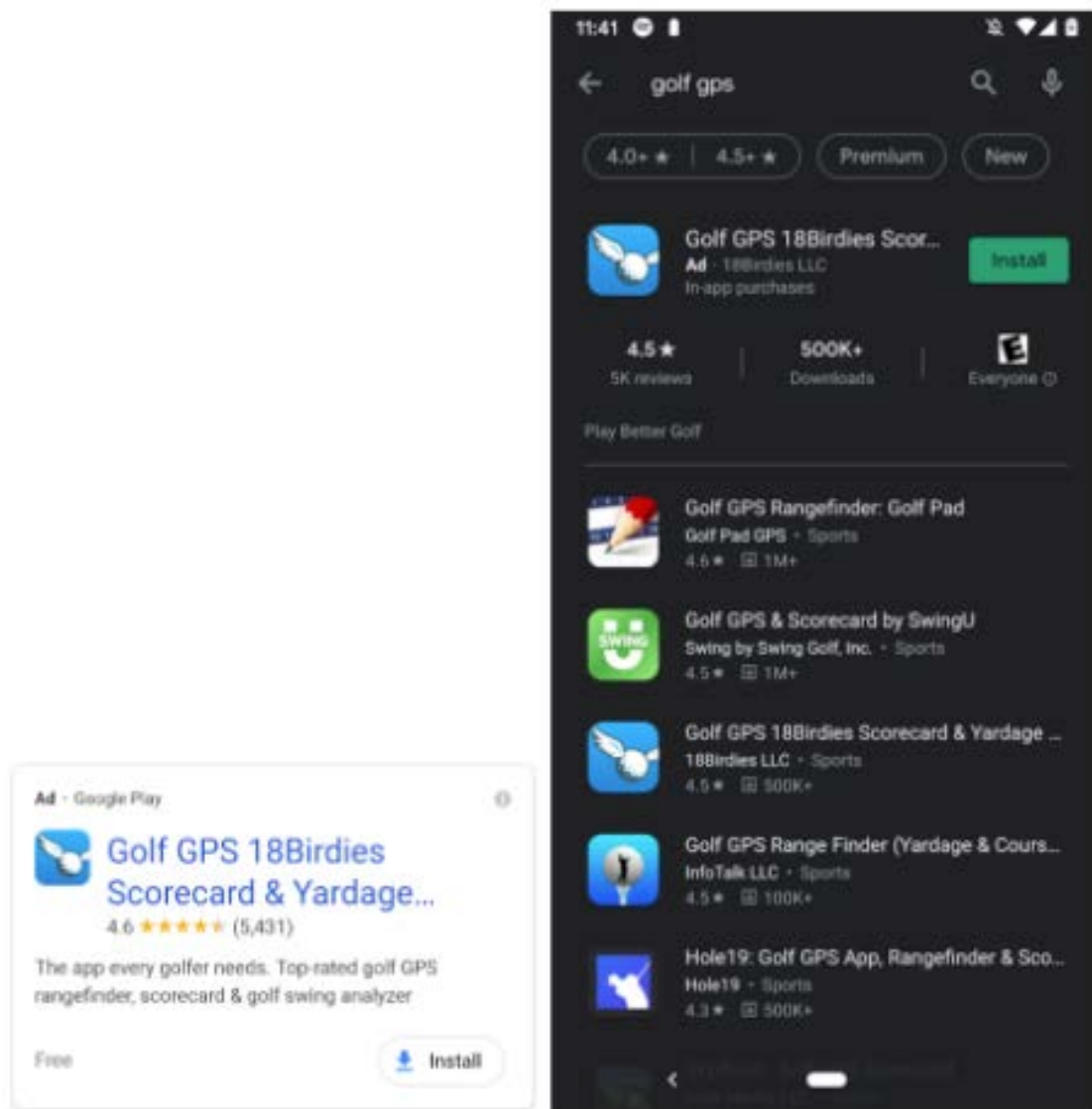
The ads will auto-detect the operating system to showcase either the App Store or Google Play where applicable.

The app must be live in either market to be eligible.

App download ads can appear in a number of places including on the SERP, in the Play Store, or on the mobile web. All app download and app engagement ads are included in Universal App Campaigns (UACs).

Like responsive ads, UACs include a variety of elements that are shuffled based on what Google expects will yield the best performance.

At the minimum, ads will include up to four independent lines of text that are up to 25 characters. Advertisers can also include things like video snippets, images, or HTML5 assets to produce more options.



To advertise on the App Store, you'll need to use Apple Search Ads.

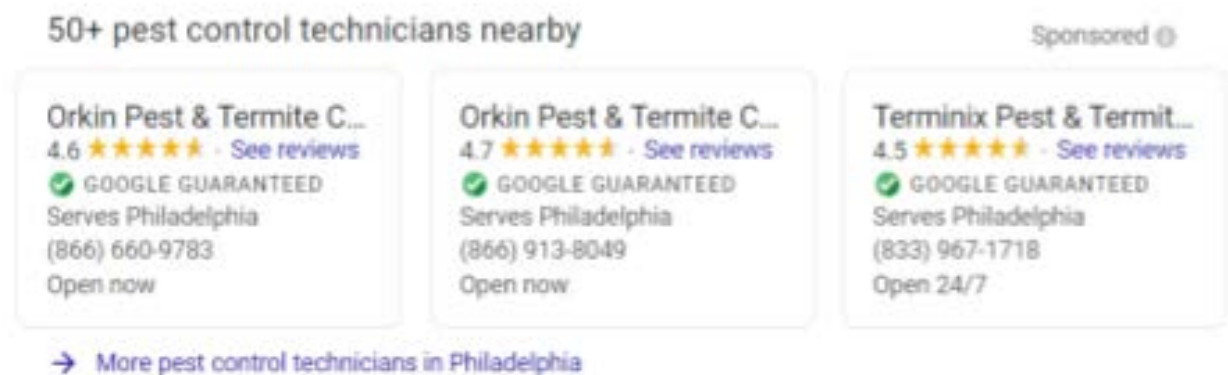
Local Service Ads

Local Service Ads are the new kids on the block, and only open to select verticals and markets, though they're moving closer to nationwide in the U.S.A.

The list is ever-expanding, and now covers most basic services you could possibly imagine

However, it's expected many more household services will be rolled out over the next year.

The ads are largely automated, and (at this time) operate out of a separate UI from traditional Google ads.

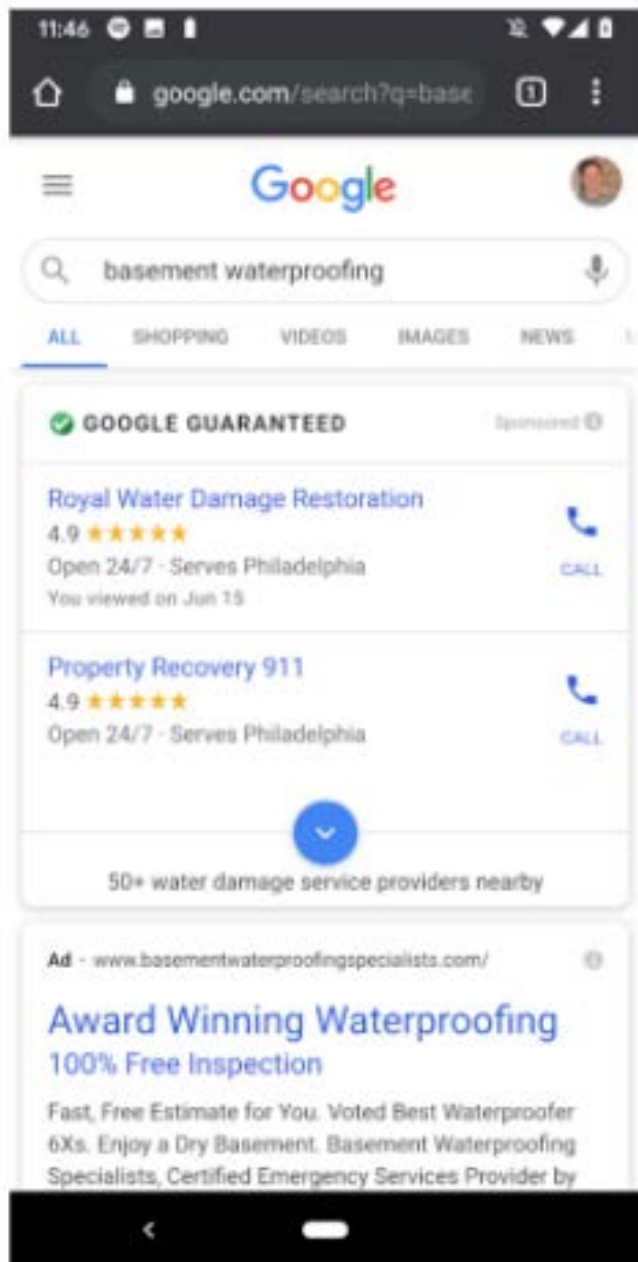


The ads primarily fire for localized queries, including something like a city name, a ZIP code, or a neighborhood.

The ads are pay-per-lead (rather than pay-per-click), and there's a flat rate depending on the industry. That's right – no bidding!

Aside from basic business information, there isn't much you can change. You are eligible to show a [Google Guarantee](#) after going through a screening process, which can improve conversion rate.

It's expected these will roll out in bulk in the near future, but for now, they're focused on smaller local businesses. The ads appear below sponsored text ads, but above maps and organic results.

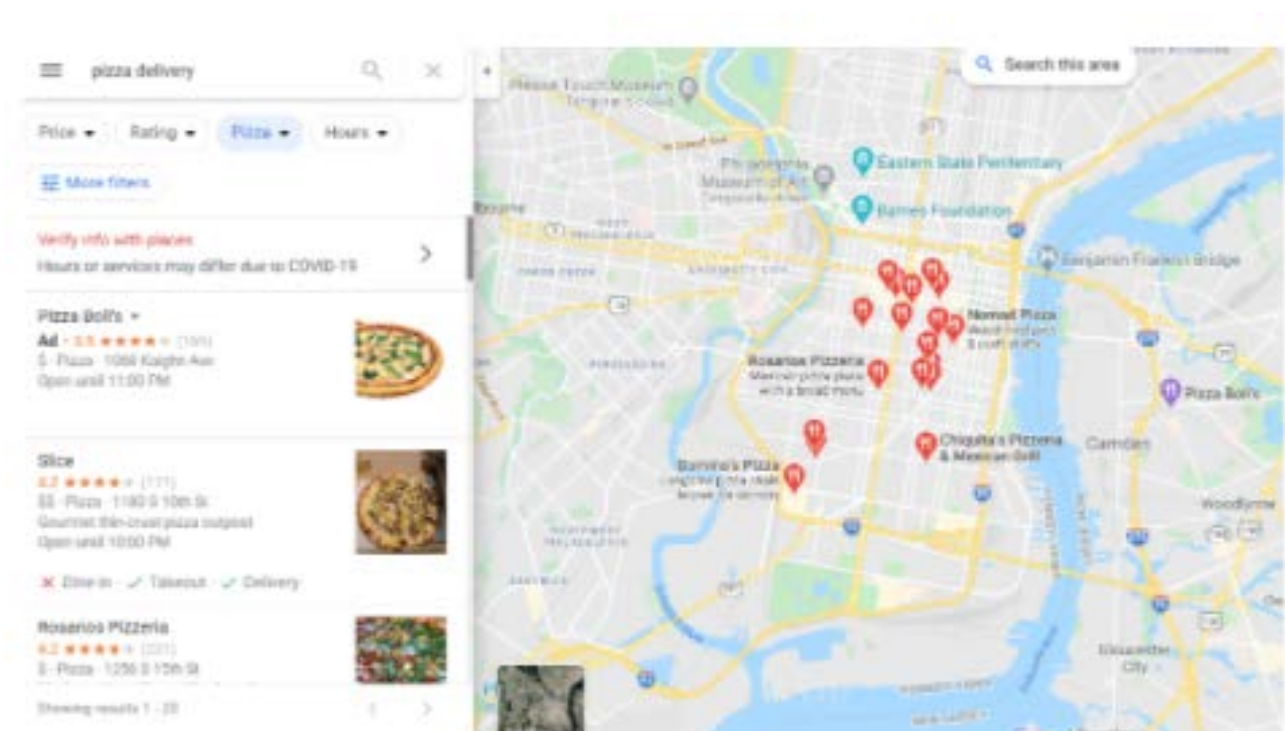


Google Maps Ads

Ads on Google Maps are primarily powered by location extensions and are treated as a search partner in reporting.

Sponsored locations will appear at the top of map search results on desktop or mobile, and are charged on a pay-per-click basis.

The key difference is “clicks” in this case are essentially a click on the location (or directions or a phone number) rather than traffic direct to site.

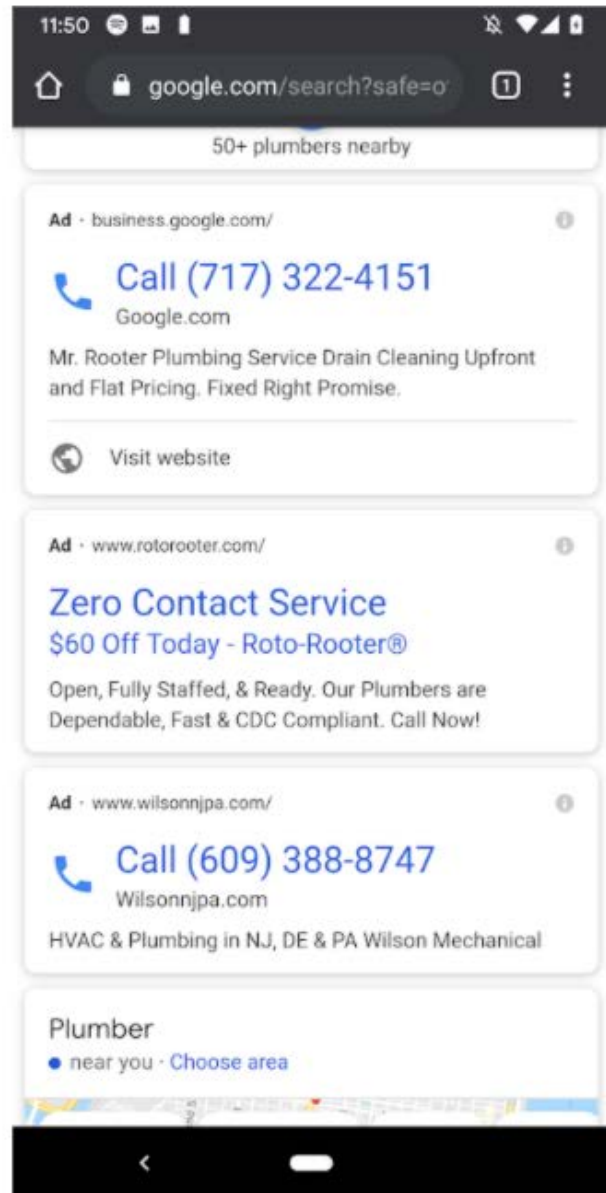


Call-Only Ads

Call-Only Ads are a mobile-only variation of text ads where (shocker), the only option is to complete a phone call from the ad.

A “click” on the ad doesn’t necessarily indicate a call was completed, but rather it indicates the phone number was entered into the dialer.

Call-Only ads are eligible for Google’s call tracking tool as long as you use a forwarding number. The frequency of call-only ads is diminishing, as Local Services Ads are beginning to take priority.



Hotel Ads

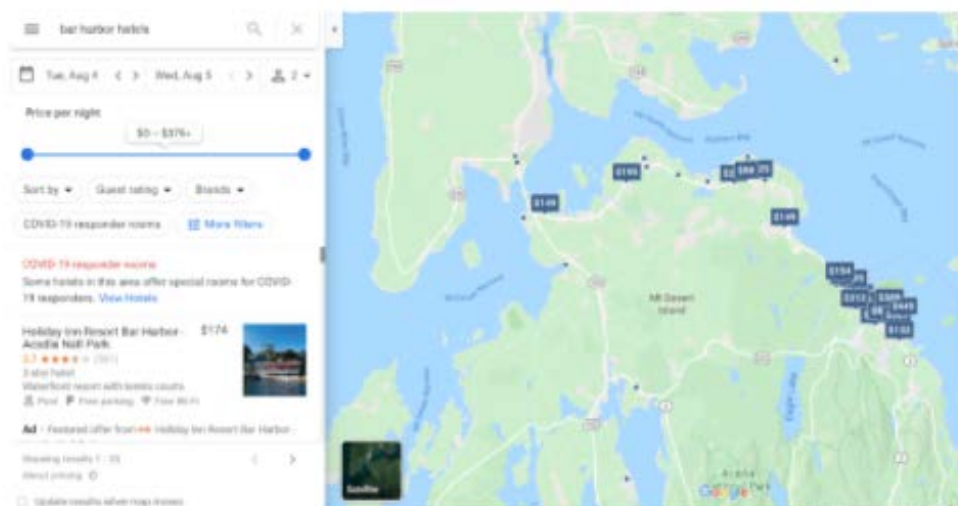
Hotel Ads are designed to advertise... well, hotels!

The ad units are feed-based; advertisers will work with an integration partner to provide key booking attributes to Google. Features such as room availability, price, star ratings and booking policies are all passed along directly to Google.

In a sense, Google is operating as a metasearch engine – it displays all available inventory for all hotel providers that send inventory their way.

The ads won't appear directly on the SERP, but rather within the Google hotel search UI. Say you wanted to head to Bar Harbor for a COVID-friendly road trip.

You would enter the dates you're looking for and see a list of all hotels available with Hotel Ads right at the top.



Shopping

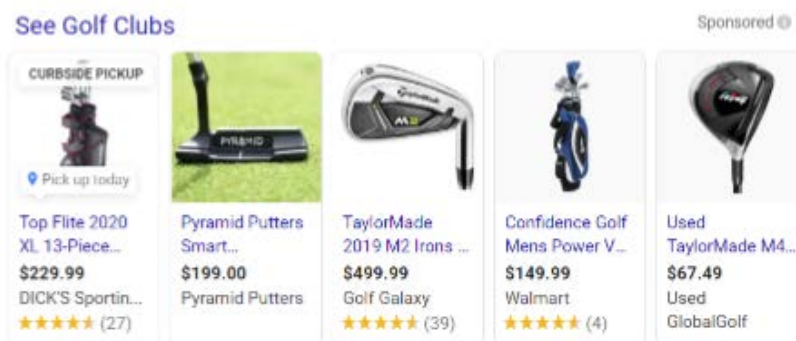
Google and Bing Shopping Ads (the artist formerly known as PLAs) are the preeminent way to get visibility for commerce-driven searches.

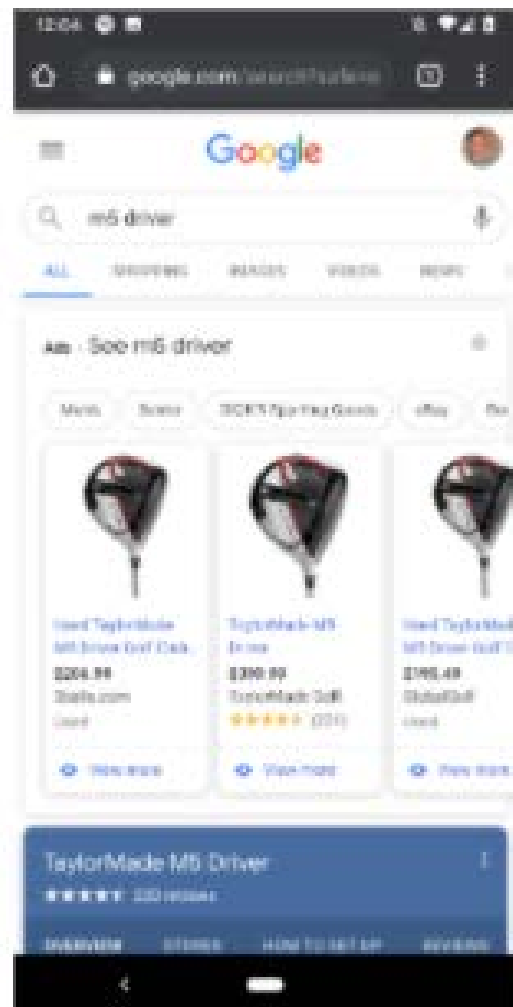
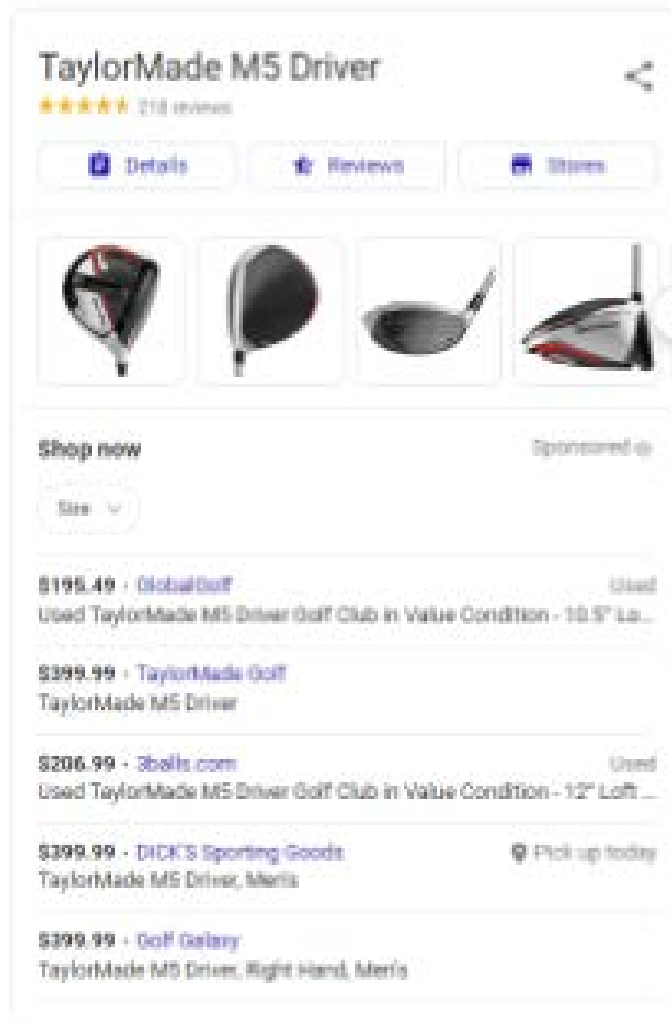
The ads take a number of formats on the SERP, from a straight bar of three to five products above the SERPs to a “six pack” or “nine pack” on the formerly empty right rail.

Ads will often populate knowledge panels, as seen below. In some cases, you can even find single ad units if there aren't enough players in the auction.

Shopping Ads are based on a feed that you send to google, containing prices, images, product information + titles among other things. You're also able to add a few COVID-specific attributes that can indicate touch-free pickup for local ads (shown below).

Shopping Ads are a must-do for any ecommerce retailer.





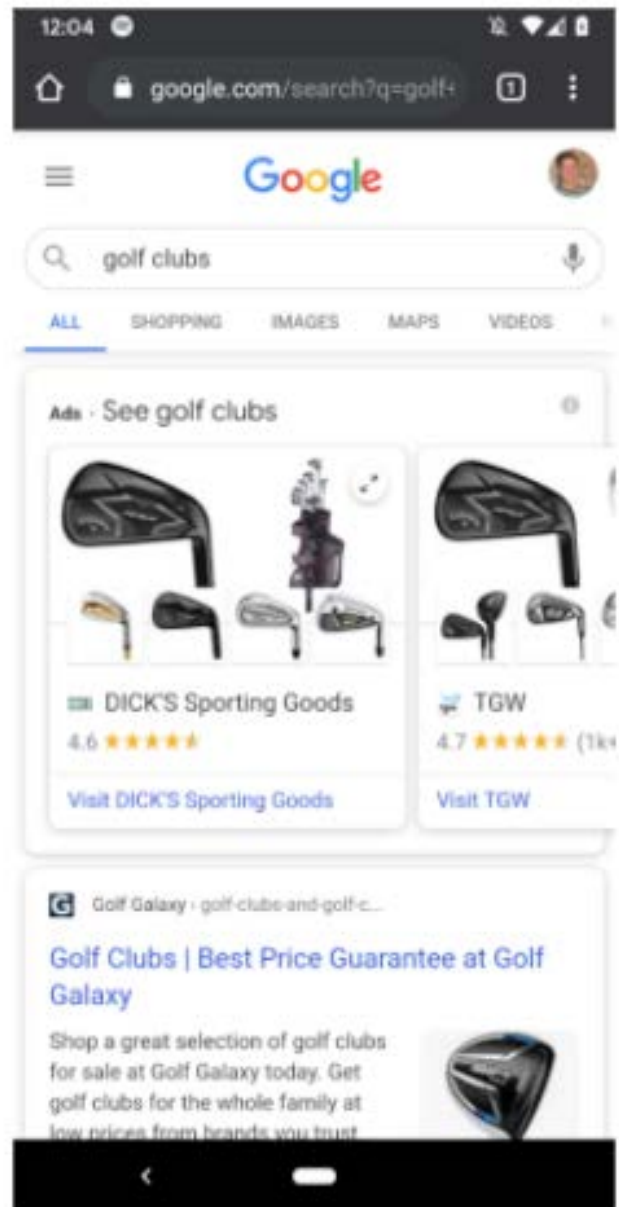
Showcase Ads

Showcase Ads are a subset of shopping campaigns, aimed towards more top of funnel queries – if a user searches for a general query like “mirrors” or “backpacks,” Google will roll up relevant products into a Showcase Ad to drive interest.

These ads are automated. Google will “pick” product selections as they see fit.

Like most things in Google, you can customize your chosen images by uploading a custom header image, and manage which products show in the ad itself by subdividing products in the feed.

Volume for Showcase Ads is low, but steadily increasing. While showcase ads are technically eligible to show on Desktops, they’re primarily seen on phones.

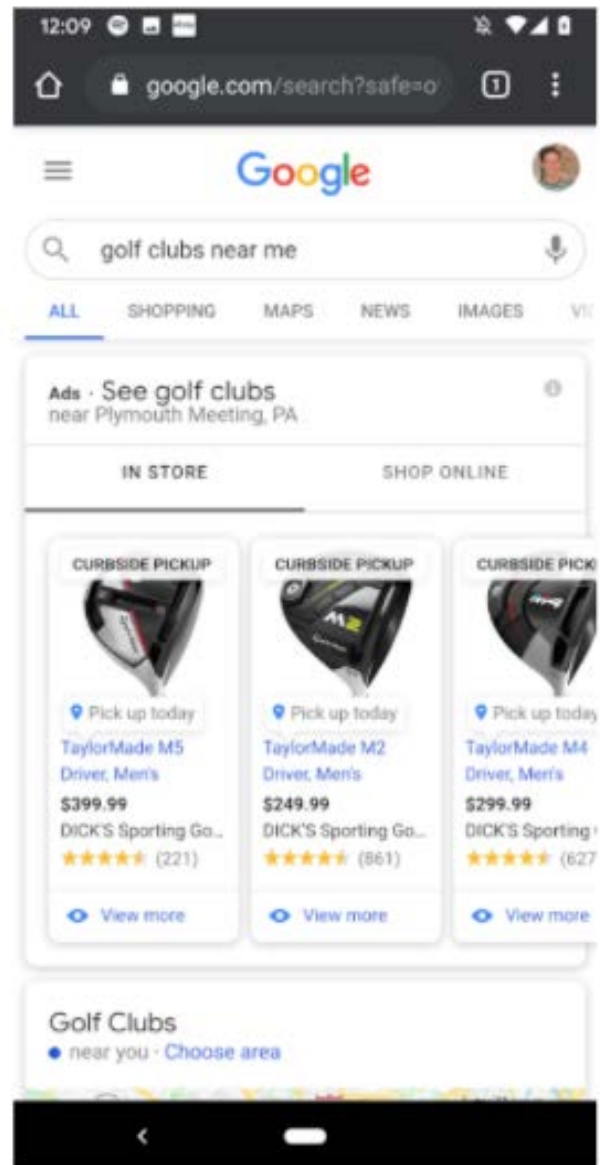


Local Inventory Ads

Local Inventory Ads are a variation on shopping ads that mix with an inventory feed from stores.

When searchers are looking for a product available locally, Local Inventory Ads will provide a link for users to click and see a Google-hosted “landing page” called a local storefront, where they can gather more information about the product and store itself.

Again, the volume is low here and the ads require a clear feedback loop with local stores, which is easier said than done for most.



ON THE WEB



Responsive Ads

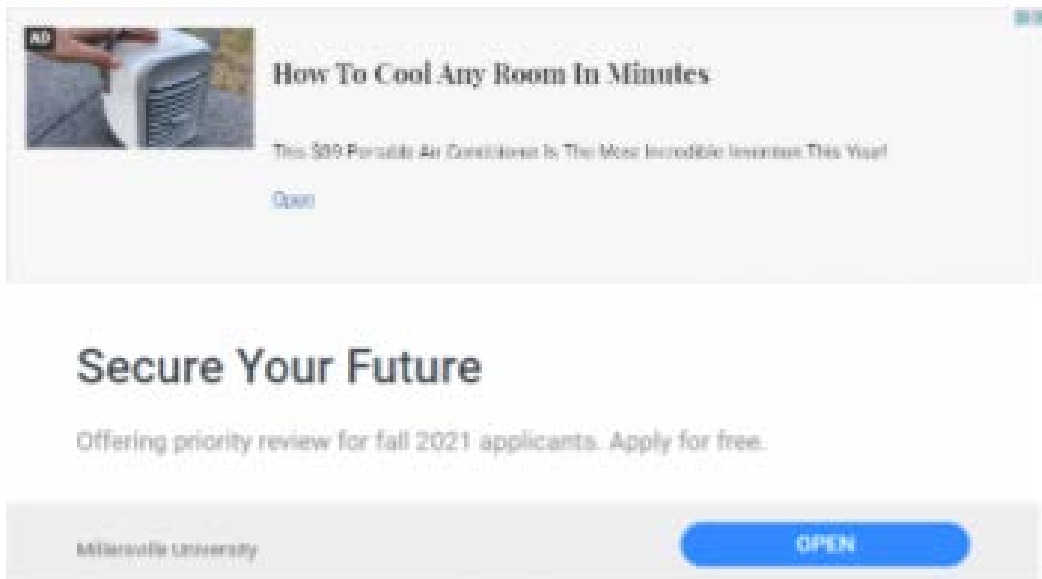
Responsive Ads are the Google Display Network's newest (and now only) form of text ads on the web.

You don't have an option to only run text ads. Rather, ads will be a mix of text and display in different formats.

Much like Responsive Search Ads, advertisers will upload a variety of messages, logos, and images as ad components.

Google will display the ad it thinks is best for a given ad unit and optimize accordingly.

The ads can render a little weird, as seen below:



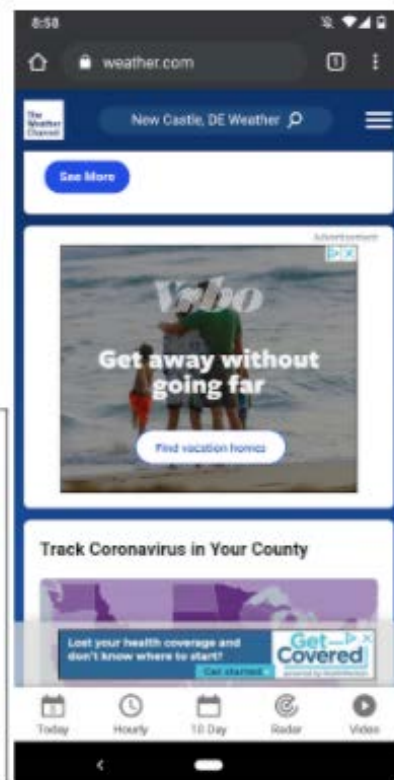
So if brand messaging is important to you, make sure you view the ads in a number of different formats to align with how you hope the ads will look.

Static Image Ads

Static Image Ads, while dated, are still common on the Google Display Network.

It's best to upload as many sizes as your team has time to make (pending bandwidth and costs), though it's important to know Google will occasionally squish or stretch ads to fit “close” ad sizes (called Seam Carving), which can distort ads or cut off the edges. Contact your rep to opt out.

Should you have limited resources, Google keeps a list of the most [common ad sizes](#), which is ever-changing as new and better devices are developed.



Lightbox Ads

This is a richer ad unit designed for engagement and branding.

Lightbox ads take a number of different formats and are Google's format of a low cost "rich media" ad.

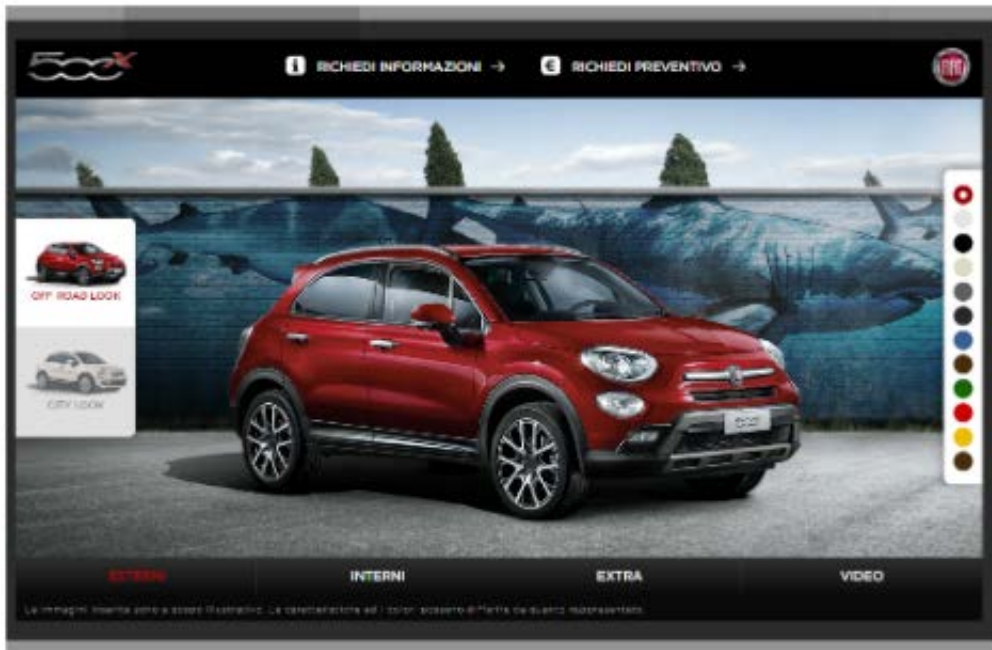
The ads are interactive – you can do things like flip through a product catalog, create an interactive video based on a YouTube video, and much more.



lendingtree
Today's Refinance Rate
2.46%
APR
[Calculate Payment >](#)

Terms & Conditions apply. See LTR1128

| | | | |
|---------------------|------------|-----------|---|
| 15-Year Fixed | 2.25% | 2.46% APR | → |
| 30-Year Fixed | 2.50% | 2.71% APR | → |
| 5/1 ARM | 2.63% | 2.90% APR | → |
| \$225,000 (5/1 ARM) | \$904/mo | 2.90% APR | → |
| \$350,000 (5/1 ARM) | \$1,409/mo | 2.79% APR | → |



500X [RICHIEDI INFORMAZIONI →](#) [RICHIEDI PREVENTIVO →](#)

OFF ROAD LOOK
CITY LOOK

ESTERNO **INTERNI** **EXTRA** **VIDEO**

Le immagini mostrate sono a scopo illustrativo. La configurazione ed i colori scelti sono di Fiat e di questo rappresento.

The ads begin as standard banner sizes, but hovering over by the user for a short period of time (around 3 seconds) causes the ad to power up.

The ads are charged on either a CPM or CPE (cost-per-engagement).

Gmail Sponsored Promotions

Gmail Sponsored Promotions appear in the Promotions tab of Gmail both on desktop and the mobile app.

The ads are powered entirely by audience and interest targeting, including:

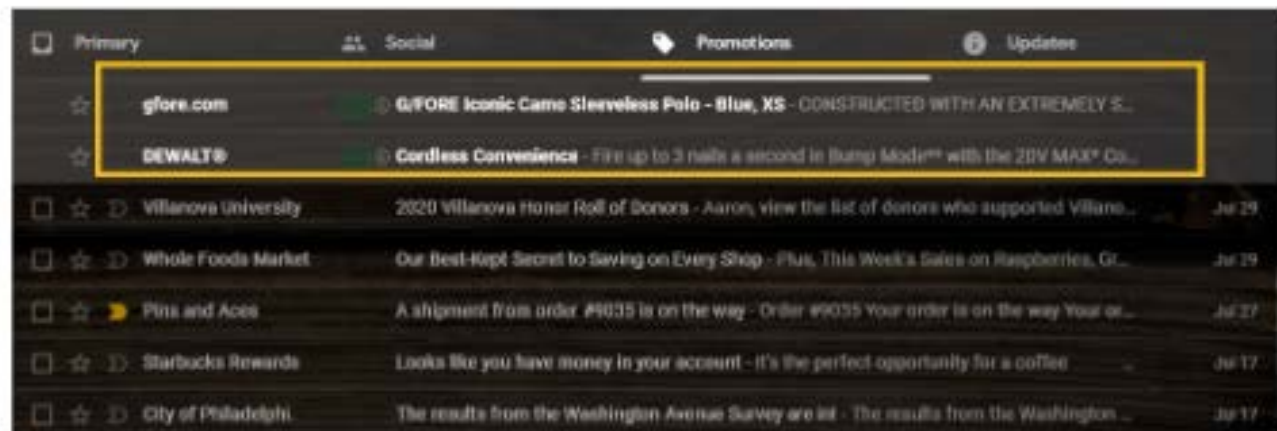
Affinity audiences.

In-market.

Demographic.


Customer match.

The ads are charged on a pay-per-open, meaning an “engagement” doesn’t necessarily equate to a site visit.



Cordless Convenience


DEWALT®




Cordless Convenience

Fire up to 3 nails a second in Bump Mode™ with the 20V MAX® Cordless Coil Roofing Nailer


[Learn More](#)



[Buy Nails Now](#)



[Buy Charger Now](#)



[Buy Battery Now](#)


DEWALT® Fire up to 3 nails a second in Bump Mode™ with the 20V MAX® Cordless Coil Roofing Nailer


[Watch Now](#)

12:50

Search in mail

PROMOTIONS

Johnnie-O
 **Free Shipping Orders \$85+**
 Johnnie-O's High Quality Clothes - Perfect F...

Crowd Cow
 **Bone-in Ribeye Grill Box | Crowd Cow**
 Stock up for the grilling season with these ...

Villanova University Jul 29
 2020 Villanova Honor Roll of Donors
 Aaron, view the list of donors who suppor...










Whole Foods Market Jul 29
 Our Best-Kept Secret to Saving on Every S...
 Plus, This Week's Sales on Raspberries, G...

Pins and Aces Jul 27
 A shipment from order #9035 is on the way
 Order #9035 Your order is on the way You...

Starbucks Rewards Jul 17
 Looks like you have money in your account
 It's the perfect opportunity for a coffee ...

City of Philadelphia | C **Compose** 7
 The results from the Was...
 The results from the Washington Avenue...

CROWD COW® Official Site

| | | |
|---|---|---|
|  <p>Bone-in Ribeye Grill Box Crowd Cow Online Meat Delivery Japanese AS...</p> <p>\$49.50 \$60</p> |  <p>Crowd Cow Online Meat Delivery Japanese AS...</p> <p>\$880 \$1,054.25</p> |  <p>Steak Lover's Share Crowd Cow Online Mea...</p> <p>\$159 \$173</p> |
|  <p>Treat Yourself Crowd Cow Online Meat Delivery Japanese AS...</p> <p>\$130 \$164.75</p> |  <p>Crowd Cow Online Meat Delivery Japanese AS...</p> <p>\$360 \$400</p> |  <p>Wild Alaskan Red King Crab Crowd Cow Online Mea...</p> <p>\$99 \$105</p> |
|  <p>Burger Grill Box Crowd Cow Online Meat Delivery </p> |  <p>Bone-in Ribeye Steak Crowd Cow Online Mea...</p> |  <p>Tri-Tip Triangular Steak Cut Roast Crowd Cow Onl...</p> |

Dynamic Remarketing Ads

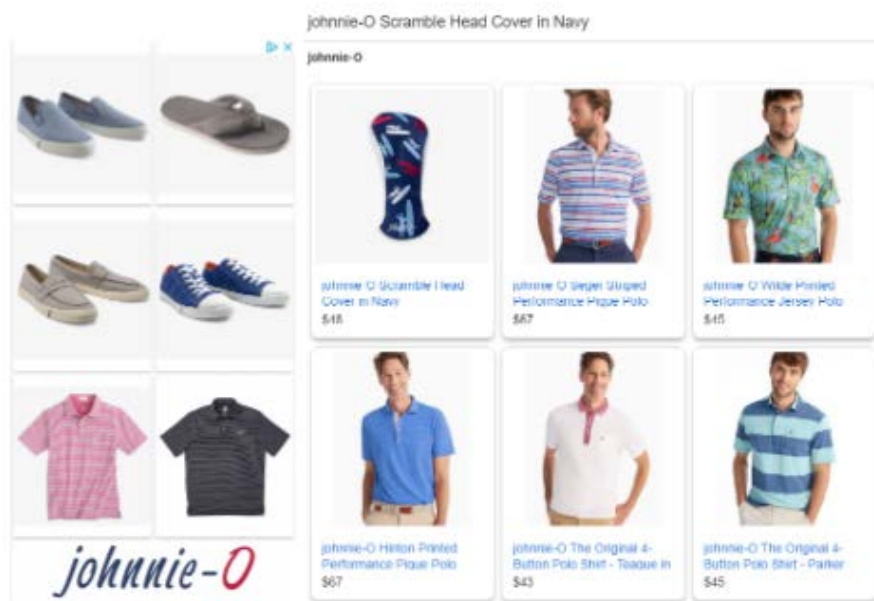
looking at that just won't stop following you around.

The images are powered by the same feed as Google Shopping, and allow advertisers to show site visitors images, prices, and other pertinent information from the feed.

Google offers a few simple ad templates in their Ad Builder, so matching branding isn't always perfect, but they're a great place to start.

The ads are responsive, so they'll mold themselves to fit into a wide variety of ad units.

In addition to showing around the web, dynamic remarketing ads are also eligible to show on Gmail and in some discovery ad units.



YouTube

There's a huge variety of options available for video targeting on YouTube.

To keep it simple, ads fall into two formats:

- Video (e.g., running a commercial).
- Display (either promoting a video, promoting a site or accompanying your video ad).

Search ads were quietly retired in mid-2017.

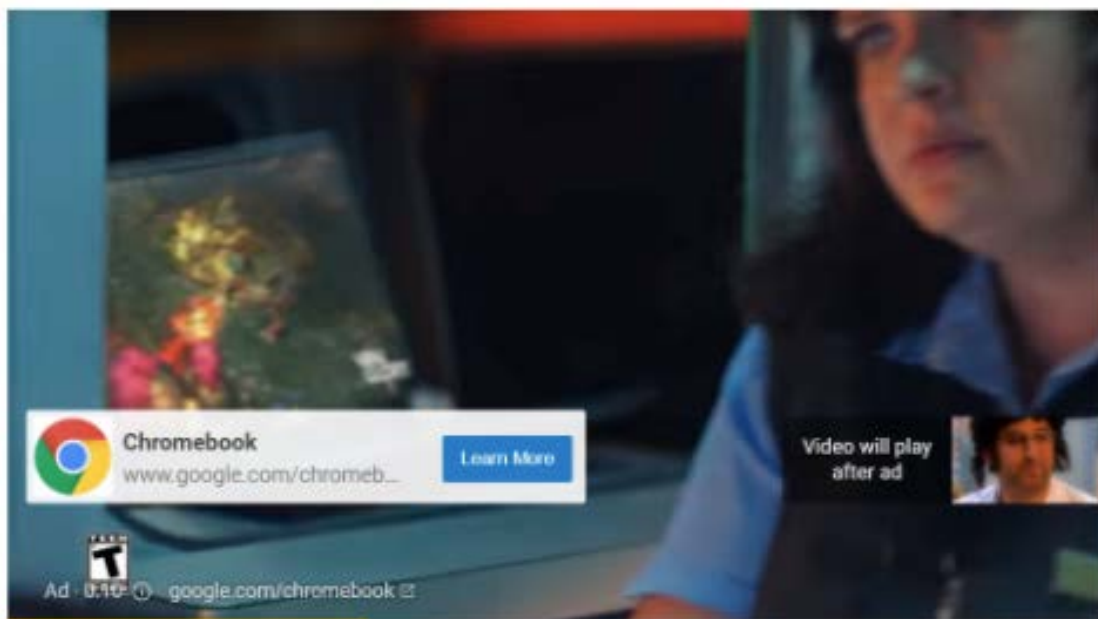
In-Stream

In-Stream is a catch-all name for the various video ad formats.

Formats range from unskippable pre-roll videos to unlimited length ads embedded within longer-form videos.

In-stream ads can be accompanied by optional companion banners overlaid on the top right or lower part of the video, custom call to action cards on top of the video or simply running as they are.

The possibilities are endless, but the key to remember with In-Stream ads is creative. There's no sense in spending a ton of money to promote a bad video.



Unskippable ad



Skippable ad

Bumper Ads

Bumper Ads are a relatively new format – they're unskippable formats of in-stream video ads and aim to get a short, punchy message across.

These ads are only six seconds long, and appear identical to other in-stream video ad formats. Engagement and view rates are high while the cost is nice and low.

Bumper ads are an efficient way to get your message across without having to invest a ton of money in a long-form commercial.



TrueView for Shopping

TrueView for Shopping, or shoppable videos, is a hybrid of Google Shopping ads and In-Stream ads.

If an advertiser is looking to get more direct conversion actions from their videos, these are a natural fit.

The ads are powered by your shopping feeds; like most feed-based products the ads can be responsive/automated, remarketing-based, or customized to feature a product that's directly in the video.



TrueView Discovery Ads

TrueView Discovery Ads are a video-driven version of responsive display ads.

Advertisers will create a 25 character headline, two 35 character description lines, and choose from one of four auto-generated thumbnails (which can be customized).

The ads can appear on the right side as part of “recommended” videos, as part of YouTube search results or as an overlay on similar videos.

TrueView Discovery Ads are a powerful tool to gain exposure for videos to boost views.

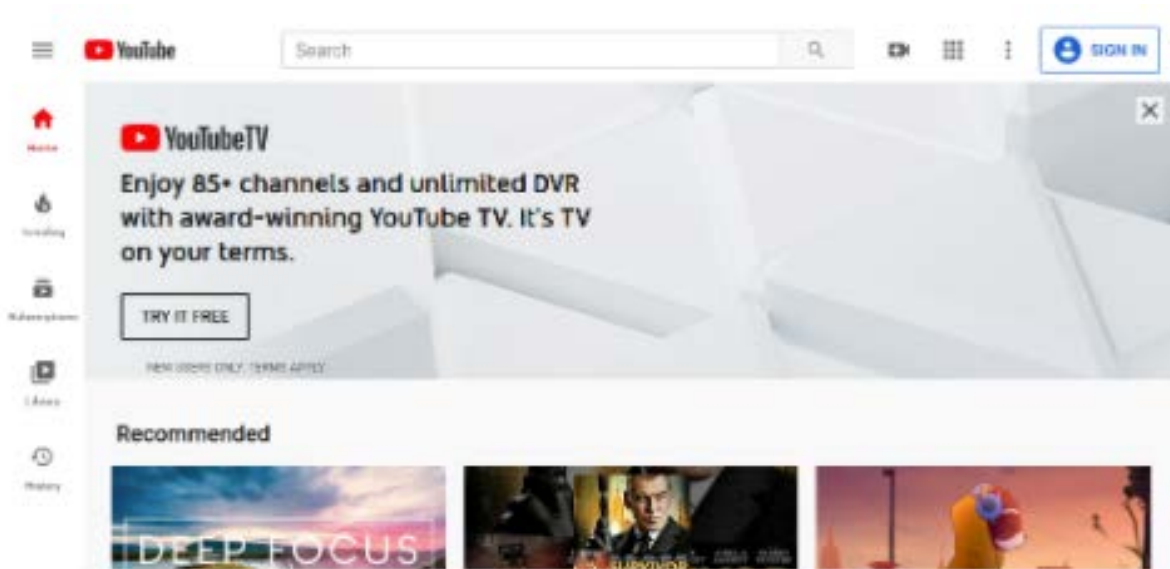
YouTube Masthead Ads

The YouTube Masthead is a premium placement, taking over the homepage of YouTube and core portion of the app.

Historically, you'd need to take over the homepage for an entire day for an exorbitant sum of money (in the area of \$250k for a day).

Approximately a year ago, [Google opened YouTube Masthead ads to all](#) with more robust targeting capabilities and a smaller price tag.

The ads are still premium-priced, bought on a reserve CPM basis (meaning you must commit to a set number of impressions that Google will fill). The ad format may not be for everybody, but if you are looking for huge reach in a prominent placement, YouTube Masthead ads may fit the bill!



14

A BEGINNER'S GUIDE TO SHOPPING ADS

AUTHOR
KIRK WILLIAMS





If you work in e-commerce paid search, then having a working knowledge of Shopping Ads is essential for keeping up with the competition.

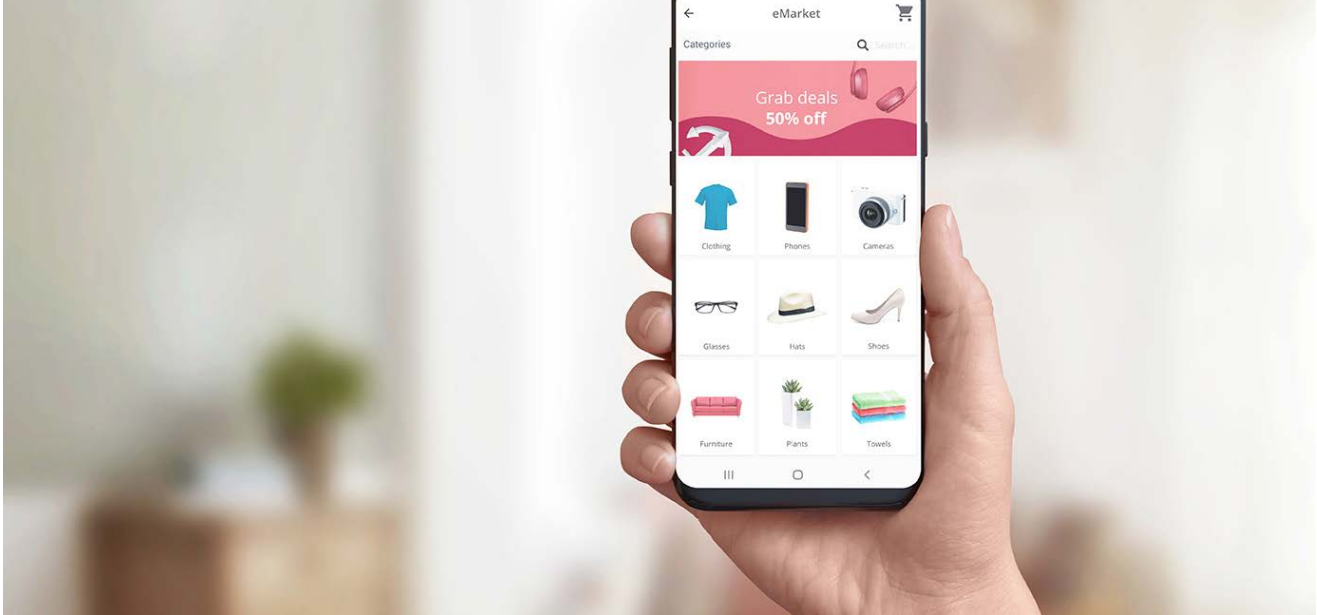
What's more, the significant changes in 2019 and 2020 within the Shopping Ads sphere, have made it essential for even the savviest PPCer to brush up on their PLA (Google used to call Shopping Ads Product Listing Ads) knowledge.

This chapter is to give you working knowledge. We're going to do that by focusing on three components to Shopping Ads, and then spending time looking specifically at a newer campaign type:

Google Smart Shopping Campaigns (SSC):

- Feed Setup & Management.
- Campaign Setup.
- Ongoing Optimizations.
- Smart Shopping Campaigns.

FEED SETUP & MANAGEMENT



Because Shopping Ads are automated based on data sent to the engines, shopping feeds are crucial to success in Shopping Ads.

For feeds to work as needed, you need to send the feed with a feed provider (or do it yourself) to Google/Microsoft (formerly known as Bing) Merchant Center, after which you need to link those to the engines so you can advertise them.

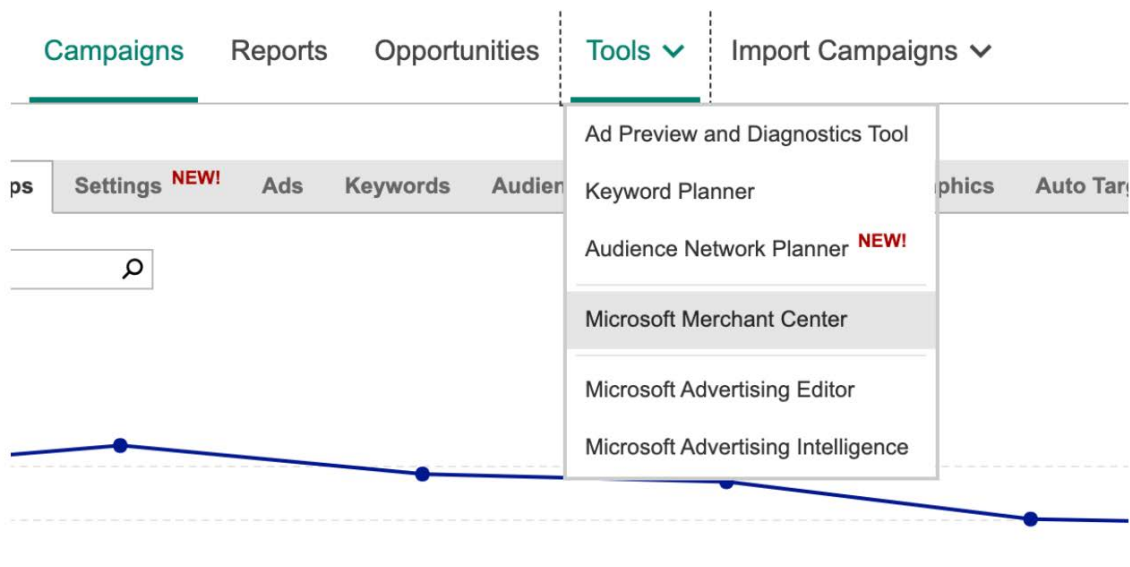
So, Product Data > Feed > Merchant Center > Ads Platform > User > Purchase, hooray!

What Is Merchant Center for?

In Merchant Center, you submit your product data to make a feed according to specifications (make sure you get required fields completed and add as many recommended fields as possible).

Please note, Google Merchant Center is a unique entity in which you will need to create a (free) account to manage and send your feeds to Google Ads.

However, Microsoft Merchant Center is currently within the Microsoft Ads UI under the “Tools” tab.



Tip: When you first push up a feed, it can take between 24 and 72 hours in both Google and Microsoft for the feed to be approved, so be patient. Don't wait until Thanksgiving Day to upload your products, hoping for a big Black Friday!

Data Feeds

What's with the product data feeds, and how do you create them?

Spreadsheet Option

If you have only a handful of SKUs, you can actually just use [Google Sheets to integrate directly](#) with Google Merchant Center.

DIY XML

If you are a company with developers to spare and they have nothing to do but sit around and wait for your feed updates, then you may want to consider creating and sending your own XML file directly to Google Merchant Center.

In that case, send them over the policy docs and let them get rolling on [creating an XML or txt feed](#). Make sure it stays updated!

Direct API Integration

For many commerce platforms, such as Shopify or Bigcommerce, there are native apps within their system that allow you to send feeds directly from your store.

The one caution I will note here is that you want to ensure that you select an app that allows you as much editing capabilities as possible over the feed. Most of those popular apps are extremely limited in their capabilities.

For Shopify, our favorite [Shopping Ads app is the Simpros App](#), as it is affordable and entirely editable.

Third-Party Feed Provider

If you just want someone else to do the work, you can contract with a third-party feed provider to assist you in sending the feed.

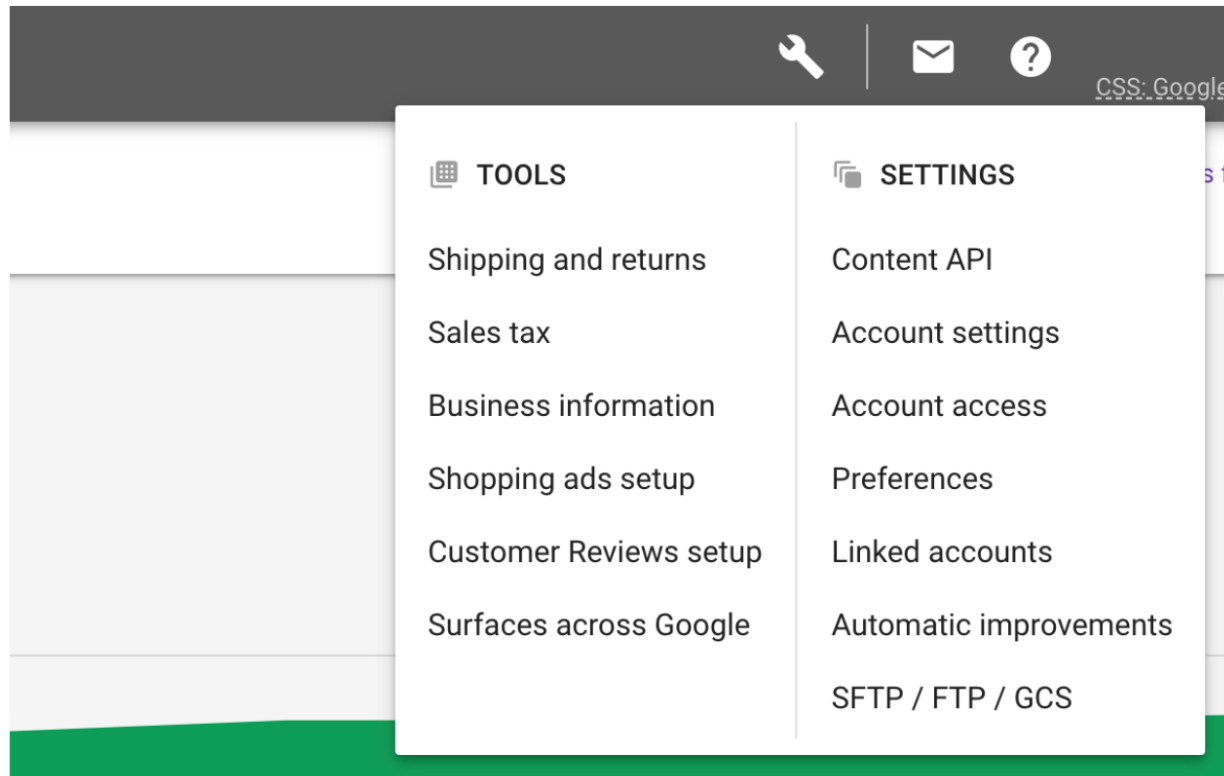
If you select this option, make sure you realize that with most providers, you will still need to work with the feed provider to get your data to them in some format.

It's worth calling out here that some like [Feedonomics](#) have the option to integrate dynamically through API in platforms like Shopify, or even to scrape your site for product information!

You'll tend to pay more for the providers that do more work, so plan accordingly.

Once you have selected your primary means of sending your data feed, you'll want to take care of any product disapprovals that appear and set up any settings and business admin aspects within the Merchant Center to make sure your store is good to go.

Get your tax data, shipping data, and anything else on that upper nav toolbar of things finished so once your feed is processed you are ready to advertise your products.

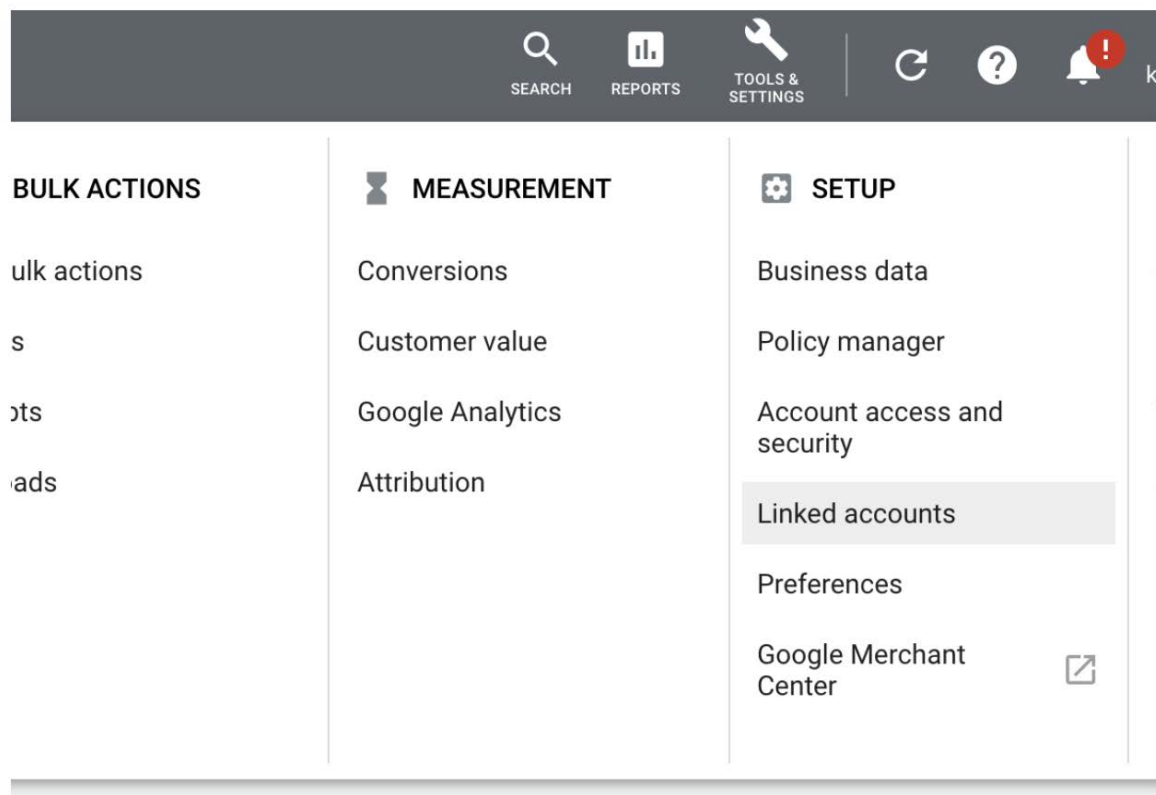


CAMPAIGN SETUP



Once your feed is sent to Google Merchant Center and processed, you can then begin building campaigns in Google Ads.

You will need to first link your Google Ads account in the Google Merchant Center settings, which is found in the tools and Linked Accounts section of the Google Ads UI.



Building campaigns in Google Ads or Microsoft for Shopping is a detailed and long discussion beyond the scope of this chapter.

So here are a few things to consider as you build Shopping campaigns.

First, don't just stick with a single campaign in your account, trusting the search engines to match everything up perfectly.

This limits you in many ways, but primarily in bidding and sculpting the right search terms to the right products.

You set bids based upon product groups. However, you have segmented those product groups out. In essence, you are setting one bid for scores of queries (and products) of varying levels of intent.

Initially, I would recommend segmenting out your catalog based upon natural categories based on how your customers search, or on other factors such as product cost or success. This may be at the campaign, or ad group level.

I like to get the main, big picture way you will choose to segment figured out and then add those into campaigns. Then add further segmented product categories or brands into those campaigns as Ad Groups.

For instance (and in an overly simplified example), you may want to segment out by your “Top 25 Sold Products” and then “Everything Else” in separate campaigns, with your Everything Else campaigns segmented into ad groups by product brand.

You may even want to go a step further and segment the Everything Else into Categories and then Brands. For example:

Campaign: Shopping - Soccer Cleats - US

Ad Group: Nike

Ad Group: Adidas

Ad Group: Puma

Campaign: Shopping - Athletic Socks - US

Ad Group: Under Armor

Ad Group: Nike

Ad Group: Adidas

The thing to remember about segmenting categories or brands by Campaign or Ad Group is that you can better control negative keywords and thus push queries in between campaigns or ad groups.

Of course, be cautious not to over-exclude with Shopping Ads negative keywords since you can have multiple ads on each Search Results page.

Another way to consider organizing your campaigns is to set your account up to allow you to bid separately on query buying intent, using the Priority settings structure.

When you do so, according to this article on [query sculpting in Google Shopping](#), you can pull unique query groupings into unique campaigns so you can then better control budgets and CPCs based on query intent.

For instance, you may want to initially limit the amount of budget you give to the upper funnel, real generic terms like “shoes.” Still, you may want to bid more aggressively on “bontrager cycling

shoes” since there is higher purchase intent there, and the above strategy will allow you to get into more complex arrangements like this.

Whatever you do, figure out what works best for your account and get building out beyond one campaign and one ad group.

Use a great campaign set up to allow you to better match the right queries with the right products and bid correctly for them.

ONGOING OPTIMIZATIONS



When it comes to Shopping Ads, setting them up isn't the final act of work done on the account.

While there is a level of automation to them, there are also things you should regularly do to keep your Shopping campaigns humming and profitable.

One of those things is to monitor and take action on your search query report in Shopping campaigns.

I recommend getting into the account regularly (at least weekly or monthly, depending on your account size) to mine through your

search terms as there will be times Google or Microsoft gets out of control in what they allow to match to your products. You will want to add those as exclusions.

On the positive side, you can also find opportunities here to add new keywords into your Search campaigns if Shopping demonstrates positive results for some queries you're not currently targeting with text ads.

Another aspect of Shopping Ads you can optimize on an ongoing basis is the product feed.

There are many fields in the Feed, so I think it's easiest to start with these:

- Titles and Descriptions
- Prices
- Images
- Product Group Bidding

Titles & Descriptions

Make sure to identify the terms your searchers use to purchase your products and add those terms into your titles and descriptions.

If you don't know where to find keywords to use as tests, you can identify keywords with volume in the Keyword Planner and test some ideas from there out to see if your products can get more exposure.

However, in an existing account, I also like to mine through the search terms report to look for ideas of how people are already searching for and converting on your products.

You will then want to experiment with different words in your titles and descriptions, making sure to get all variant details into your titles.

If you are selling a small black jacket, a great title would be something like: North Face black lightweight rain jacket, small.

Product Types

This can be confusing, as there are two primary fields in the feed for classifying your product. There is the Google Product Category and the Product Type.

A common mistake is to think these are the same thing and to treat them as such, but they are not. The Google Product Category is Google's way of classifying products within their system, and there is a specific list of options to select.

The Product Type, on the other hand, is your way of classifying your products within their category tiers on your website. While Google used to require the Google Product Category, they do not anymore as they have begun to see the value of user-submitted classification data.

We see a lot of products not filled out correctly, or at all, in the Product Type field, so it's advisable to fill this attribute out well. Try to have at least three levels to the hierarchy, and don't be afraid to get descriptive.

Modern Furniture > Sofas > Leather Recliner Couches

Images

Your image is the crucial visual part of a Shopping Ad. Getting this right could have a decent impact on your traffic and sales.

The key tip to bring out for images in Shopping Ads, is to make them stand out from the crowd, and clickable.

One way to do this is by testing lifestyle or product images. Just make sure they are in line with Shopping Ad image policies.

Marketing is often about distraction and catching attention. There is a strong case to be made for testing images that disrupt your current SERPs, especially if all of your competitor images look the same.

Product Group Bidding

The final ongoing optimization in Shopping Ads to note is the topic of bidding.

In thinking through micro-bid adjustments, it's important to note that bid automation is increasingly valuable. Yet, there are still not a ton of affordable options that work for small to mid-tier Shopping clients.

You may want to investigate some of the automated bidding options in Google, as their algorithms have improved over the years.

I recently wrote an article here about the [current bidding models in Google Shopping](#) with pros and cons to each.

There are certain models you will want to consider in different use cases, however, as with everything else, make sure you are testing your bidding model tests and monitoring carefully.

Make sure you also have enough conversion data to give the algorithms enough to work off of.

If you are like me and you want to build your own bidding rules, you can do so easily with Saved Filters in the Google Ads UI.

What you want to do is to think through the ways you normally make decisions on how to determine whether a product group is or is not profitable.

Save that filter and voila! You have an easy bidding rule. You can check once a week or whatever preset to your rules.

One rule example to demonstrate this, create a filter for Product Groups in the Google Ads UI with the following parameters:

Profitable products with more market share to be gained.

- Past 7 Days (give enough time to make a good decision)
- All product groups spending over \$100 (ignore product groups without enough data to make good decisions)
- Search Impression Share lower than 50 percent (there is more market share for them to be gained)
- Tracked ROAS above your target (let's say 300 percent)
- Over 1 Sale (you want to make sure this is more than just catching products with accidental, big one-time sale anomalies)

The key here is to make sure that you are identifying what product groups:

- Have enough data to make a wise decision.
- Have room to grow or shrink in market share.
- Are or are not meeting your goals.

Once you focus on these aspects, you'll be able to create smart bidding rules in bulk for your product groups in your Shopping Campaigns.

One final note of caution: don't forget that Shopping Ads target all stages of the funnel.

This means you need to think wisely about how the bidding decisions you are making are impacting total online revenue and you will want to pull campaigns to target queries based on where they are in the funnel, and then use a different attribution model to identify success.

Whatever you do, make sure you aren't under-valuing sales by making decisions based only on last-click attribution ROAS.

SMART SHOPPING CAMPAIGNS



Perhaps you have begun to hear suggestions from Google representatives to give their new Smart Shopping Campaigns a try, and you are hoping to better understand what this campaign type is all about.

While we won't go very deep right now, I wanted to give a brief overview of what Smart Shopping Campaigns are and what you can expect from them.

Watch this [introduction](#) to Smart Shopping campaigns on YouTube.

What Is Smart Shopping?

Smart Shopping is Google's newest black box solution utilizing almost complete machine automation to sell products through the Google Merchant Center feeds.

These campaigns serve across (nearly) all Google properties and are a good way of easily expanding into Display and YouTube with no additional work on your end.

I used the term “black box” above simply because Google keeps all data points close to its chest in this campaign type.

If you run a Smart Shopping campaign, you can expect to get no insights into what search terms fed your campaigns, which audiences are being utilized and targeted by Google, or which of the Google networks your campaigns are serving at and what the success ratio is.

This, of course, is a trade-off worth considering.

While Smart Shopping campaigns can be very successful in driving sales and profit with minimal work, this also means you are unable to take advantage of any data insights from Shopping campaigns to implement in Search campaigns (for instance, identifying successful search terms in Shopping campaigns and targeting them in Search as specific keywords).

Should You Use Smart Shopping?

While the lack of data noted above can have consequences, it is also not advisable to completely ignore an entire campaign type in Google and in my agency, we have strived to strike a balance between experimenting with Google's latest and greatest in automation... as well as not sacrificing months or years of valuable data in my client accounts.

We have seen Smart Shopping perform better than our advanced query filtering structures (noted previously). We have seen our structures trounce Smart Shopping in tracked, and high intent terms and profitability.

That being said, I like to experiment with utilizing Smart Shopping with a portion of our products and to keep the majority of our products in a more advanced Shopping campaign strategy.

This allows us to take advantage of Google's machine learning algorithms, which often return lower CPCs and broader placement opportunities (especially in the GDN and YouTube) to showcase our products that may be more likely to be purchased by a wide user base.

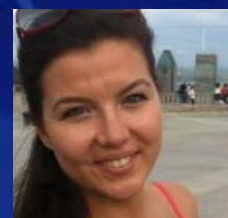
For instance, we may create a Custom Label in our Shopping Feed assigned to the Top 25 products with over 500 reviews that are at least 4.5 stars or greater.

Then we will take these highly rated, popular products and showcase them in a Smart Shopping campaign. At the same time, we keep the rest of our products segmented out in a more manual Standard campaign to continue to receive our data and ensure we are purposefully owning specifically valuable mid to lower funnel search terms.

It is still something to investigate and explore. Still, I definitely have hesitations at running only Smart Shopping in an entire account and risk losing out on such crucial data over time.

THE 10 MOST IMPORTANT PPC KPIs YOU SHOULD BE TRACKING

AUTHOR
CHANDAL NOLASCO
DASILVA



Key performance indicators, or KPIs, are used across almost every industry as a metric of how well something is or isn't working.

In PPC, you can use KPIs to determine how successful your campaigns were.

Understanding the key indicators of campaign performance is essential for anyone working in PPC right from the get-go. The goal of every single **PPC campaign** should be matched to different KPIs first during the campaign planning phase.

Knowing what your campaign is trying to achieve and how you will measure it will allow you to set up Google Analytics and Google Ads ahead of time, ensuring you are measuring performance properly from day one and securing the integrity of your campaign results.

Proper measurement of your campaign performance is the only way to demonstrate ROI both to your clients and to your employer.

Here are the ten most important PPC KPIs to use.

1. CLICKS



Every conversion starts with a click. That's why clicks are an early indicator of PPC campaign success.

This KPI measures how many people clicked on your ad.

Campaign managers often check in on accounts throughout the month to pause ads that are not performing and even increase the bids on ads that are.

Clicks are a great KPI for that mid-month account performance checkup; however, the success of a campaign shouldn't be determined solely by clicks.

2. CLICK-THROUGH RATE (CTR)



Similar to measuring how many clicks your campaign generated, CTR is a key metric for campaign performance.

CTR is measured by dividing the total number of clicks your campaign got in the month (or period being reported) by its total impressions. This equation tells you that out of say 1,000 impressions, your ad was clicked 100 times, and your CTR is 10%, for example.

Knowing what CTR is and how to measure it is key to being able to indicate your performance, but keep in mind that there is no perfect CTR campaign managers should be striving for.

PPC performance varies by industry and a number of other campaign variables.

For example, WordStream [found](#) that the average CTR in search was 4% in the auto industry versus 6.05% in the dating and personals industry.

Campaign managers running campaigns in the U.S. could use the numbers reported by WordStream to benchmark their own CTR success, but should be wary of other variables not accounted for in the analysis like budget spend – but it's a place to start.

Benchmarking and improving the CTR of different campaigns is important not just as a measure of success, but also because it can affect other KPIs like Quality Score.



3. QUALITY SCORE



Quality Score is the most elusive KPI amongst PPC advertisers.

It is a metric created by Google that tells them how relevant your ad content is, using metrics like CTR and other performance variables like landing page experience.

Advertisers find it difficult to understand Quality Score because it's less straightforward than other easily measured KPIs, like clicks.

Using the [expected CTR](#), landing page experience, ad relevance, and ad format, Google is able to determine a campaign's Quality Score.

Google is transparent about how Quality Score is measured by their team and why it's necessary. Hal Varian, Google's Chief Economist, explains how Quality Score works in the Google Ads auction in [this popular video](#).

Google improved how Quality Score was reported in Google Ads in 2017, but it still comes down to this simple fact:

- A good Quality Score (between 7 and 10) means you pay less money to advertise with Google Ads.
- A bad Quality Score (6 or lower) means you pay more money.

Google's changes to Quality Score reporting made Quality Score easier for advertisers to use in Google Ads and began providing historical data about the KPI as well. These insights give advertisers the necessary information to make smarter campaign decisions.

Despite the confusion, advertisers remain extremely interested in improving Quality Score because it determines how much they pay for each click. In turn, Quality Score can affect other KPIs such as CPC and CPA.

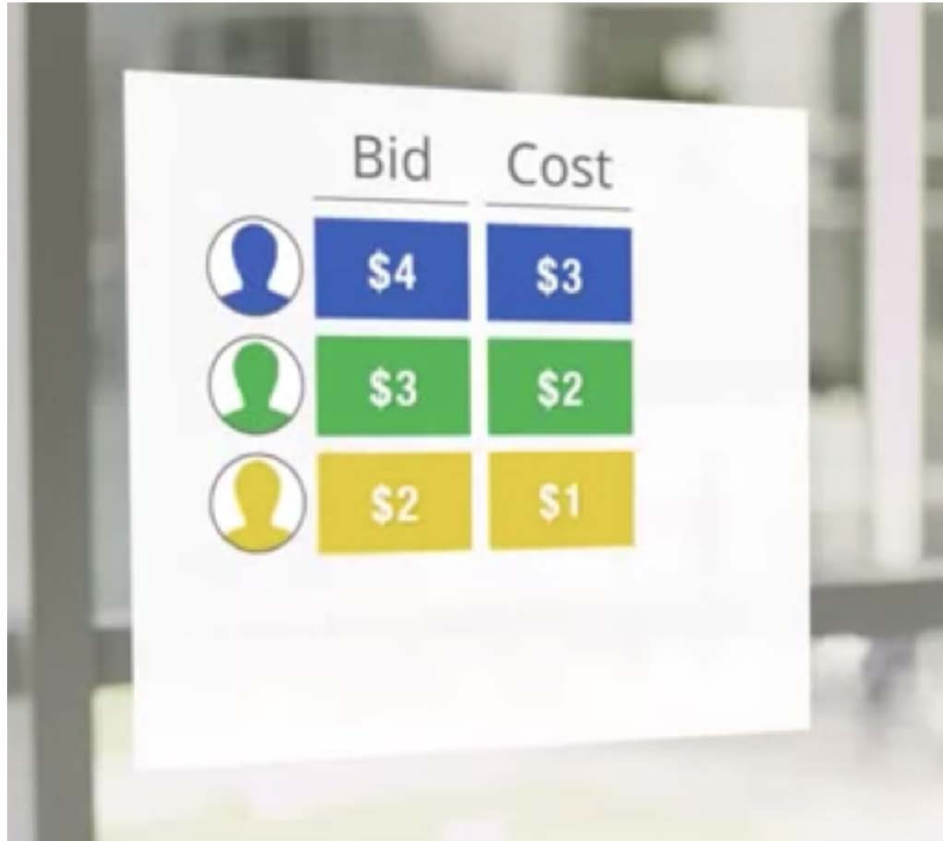
4. COST PER CLICK (CPC)






PPC advertisers know how much they can pay for an ad campaign because they typically have a predetermined budget.

However, while they specify a budget and a bid when doing the setup of a PPC campaign, it doesn't mean that this is what they will pay.

Advertisers outcompete competitors for ad positions with their bid but pay the next highest bid price. The image below demonstrates this concept:



A hand holds a white card with a table showing Bid and Cost for three advertisers. The table has two columns: 'Bid' and 'Cost'. The first row has a blue icon, a blue box with '\$4', and a blue box with '\$3'. The second row has a green icon, a green box with '\$3', and a green box with '\$2'. The third row has a yellow icon, a yellow box with '\$2', and a yellow box with '\$1'.

| | Bid | Cost |
|---|-----|------|
|  | \$4 | \$3 |
|  | \$3 | \$2 |
|  | \$2 | \$1 |

Therefore the cost of putting up an ad and for the clicks it generates is largely determined by other competitors in the PPC auction.

CPC measures exactly how much an advertiser has paid. You can measure CPC by dividing the total cost of a campaign by the number of times the ad was clicked in that campaign.

If you want to manually check the cost of your campaign, you could multiply CPC by the number of clicks a campaign received.

5. COST PER CONVERSION/ACQUISITION (CPA)



Similar to CPC, you can set a cost per acquisition (CPA) when you set up your advertising campaigns.

Google defines the average CPA as the price advertisers pay for every new customer they acquire, which is calculated by dividing the total cost of conversions by the number of conversions. Google determines the CPA based on your Quality Score.

However, there is a bit more to the CPA story.

While average CPA is pretty easy to digest, advertisers can also make use of Targeted CPA, a bidding technique applied during campaign set up.

Targeted CPA helps advertisers set bids automatically to get as many conversions as possible, based on a set CPA determined by the advertisers' budget.

However, to make use of targeted CPA, you have to understand different bidding strategies, set up conversion tracking, and have at least [30-50 conversions](#) in the last 30 days.

6. CONVERSION RATE (CVR)



Conversion rate is not only an indicator of campaign success, but it is also the reason PPC marketers are hired in the first place.

You can measure conversion rate in Google Ads by dividing the number of conversions the campaign received by the total clicks.

Since conversion rate is expressed as a percentage, if the campaign had 100 clicks and 10 conversions, $10/100$ means that the conversion rate would be 10 percent.

While campaign managers always have an eye on conversions, they will often set up campaigns to optimize for clicks rather than conversions.

You can now aim for conversions based on CPA goals rather than focusing on clicks or impressions. However, to be eligible to optimize for conversions, your account must have had at least 15 conversions in the last 30 days.

Conversion rate



7. IMPRESSION SHARE (CPM)



An impression occurs when a person sees your ad. It doesn't matter whether they click on it.

Looking at how many impressions a campaign generated isn't an indicator of success because it doesn't express how many people found your ad effective.

However, impression share does add context to the reporting story by stating how much of the total impressions your ad campaigns are getting.

Determined by dividing the total impressions your campaign received by the total number of impressions your campaign was eligible for, Google says:

“Eligible impressions are estimated using many factors, including targeting settings, approval statuses, and quality. Impression share data is available for campaigns, ad groups, product groups (for Shopping campaigns), and keywords.”

Impression share gives marketers indirect competitive insight. Knowing that you have a 50% impression share for a keyword, tells you that your competitors own the other 50 percent.

If you increase your impression share, you are decreasing the amount of times your competitors' ads are shown. If you're looking to increase their impression share, you'll have to increase your bids and/or budgets.

8. AVERAGE POSITION



Google balances both paid, and organic search results for almost every search query entered.

Ads on Google or Bing can show at the very top of the search engine results page (SERP) in position 1, right underneath the next ad shown is in position 2, and so on.

Average position tells advertisers which position their ad is shown in most of the time. Google can't simply give the highest bidder the first position all the time, so they determine average position based on ad rank.

Ad rank is calculated by multiplying Quality Score by an advertiser's max cost per impression (CPM).

However, since average position is indeed an average, even knowing how to calculate it isn't the full story since if your average position was 3, you may have been in position 1, 4, and 6 earlier that day.

Since the first 1-3 ads are shown before even the organic search results, everyone worked so hard on, many businesses advertising on Google would like to be visible right out of the gate in position 1.

It makes sense to want to be in the first position, but the aim to do so is mostly one of vanity because being in first position doesn't necessarily mean results.

Some advertisers may have more conversions in position 4 than position 1 for whatever reason. You should use the average position to provide context around campaigns and campaign reporting, but it shouldn't be used as a target indicator.

9. BUDGET ATTAINMENT



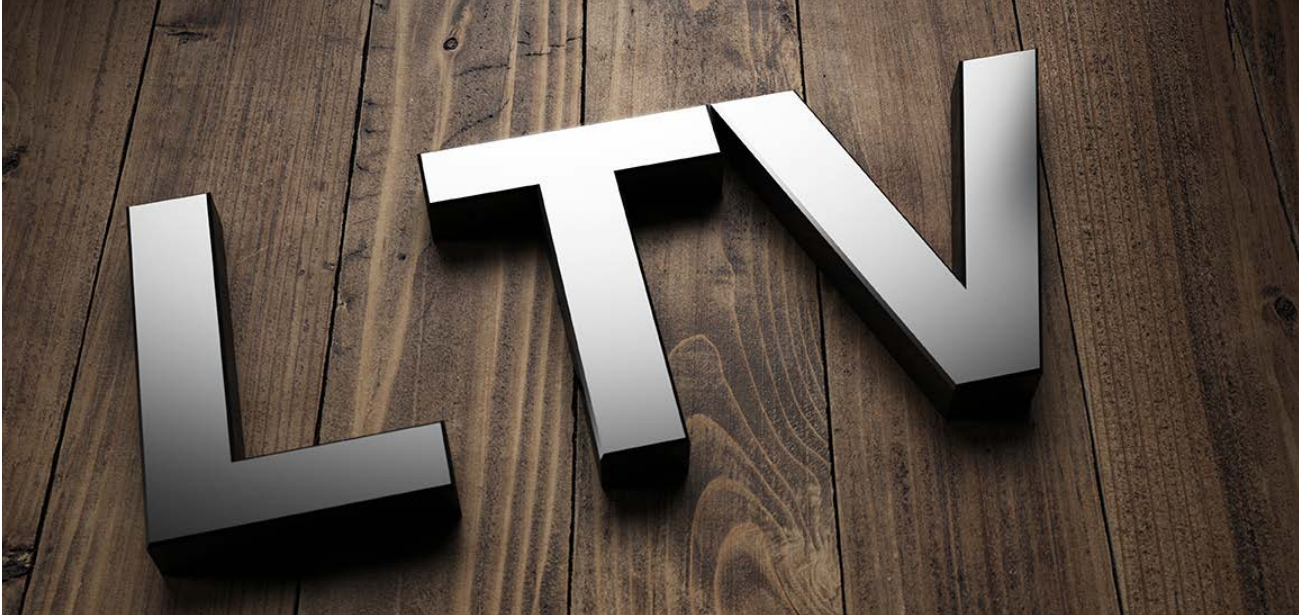
Paid search marketers are almost always given a monthly budget to run ad campaigns with. Budget attainment measures how closely that agency or individual came to achieving the budget they set out to.

Most PPC marketers don't consider budget attainment when it comes to measuring their PPC performance, despite how much information it provides on how campaigns are being managed.

The reason why marketers tend to overspend or underspend the budget every month is that it's difficult to bid consistently and maximize results with ongoing fluctuations in the PPC auction – a task that requires ongoing oversight and optimization (without the use of machine learning).

Regardless, I'm making the case that budget attainment is a KPI that PPC marketers need to think about.

10. LIFETIME VALUE



LTV is a broad indicator of account health and a PPC marketer's abilities.

But calculating customer lifetime value for paid search is complex. Companies that retain customers acquired via paid search longer will make significantly more revenue.

While LTV is a measure of a business's customer's lifetime with their product and/or services, it can be measured in different ways.

For example, in the case of a MarTech provider, LTV could be measured simply by looking at the number of days, months, or years a client stayed with the platform.

In the case of a large company like Starbucks, measuring LTV can actually be quite complex. There are numerous considerations (e.g., average customer lifespan, customer retention rate, profit margin per customer, and applied discounts).

While PPC marketers typically wouldn't take on complex calculations of LTV like Starbucks, knowing how this KPI is measured in other departments could certainly come in handy.

Just be aware that LTV means slightly different things to different marketers, but is fundamentally the same across all of them.



REPORTING ON PPC KPIS



KPIs are not mutually exclusive.

It's unlikely that the performance on one indicator is the best it has ever been, while others are the worst.

For instance, you wouldn't expect to have a super high CTR and a low Quality Score because the two are related. They tell different parts of the same story.

Improving CTR can positively impact Quality Score, and improving Quality Score can positively impact cost per click and cost per acquisition, in turn creating more profitable PPC campaigns for customers who stay longer.

With all of this in mind, it's important that advertisers begin improving their performance at the level of clicks, while also making sure to not get caught up in one single number and remembering to take a step back and look at the KPIs that paint a more complete picture, like LTV.

While it's nice to report on every metric included above, KPIs should be assigned to a campaign based on what makes the most sense for the client and their goals.

Stick to what clearly indicates progress according to your clients' standards and don't overload them with extra KPIs just to look good – less is more when it comes to client reporting.

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25 TOP PAID MEDIA EXPERTS YOU SHOULD FOLLOW

AUTHOR
SUSAN WENOGRAD



The background of the entire page is a dark blue image. It features the silhouettes of several people, likely in a meeting or conference, looking towards the left. Overlaid on this is a complex network of thin, light blue lines and dots, resembling a digital or social network. The text is white and stands out against this dark background.

Anyone who manages paid media is all-too-familiar with how fast things change.

Ad formats, what's working, what's not, new features, and the emerging players keep life as a **paid media practitioner** interesting!

One of the things to cut down the learning curve is listening experts who aren't shy about sharing their experience.

Whether it's a case study, a how-to of a new feature, or sharing platform bugs they're running into, following them levels up your knowledge a lot faster.

They are also interested in engaging with the community at large to learn in return.

Things like where people are getting stuck and where they're struggling to see results help them sharpen their own critical thinking skills in return.

Some of these experts have conversations on Twitter, some speak and teach at conferences, and many can be found blogging or creating video tutorials.

One thing is for sure; they're valuable fountains of knowledge that you should get to know.

These valuable industry people are listed in no particular order, and a randomizer was used to create the order in which you see them.



Frederick Vallaeys

As the former product specialist and evangelist for Google PPC, Frederick is a fountain of knowledge on managing, scaling, and all-technical-things.

He went on to create Optymyze, a software platform to help PPC managers save time on management and implementation.

He speaks and writes consistently on paid search, and recently launched the PPC Town Hall show, a weekly panel of experts who discuss varying topics.

[Follow @siliconvallaeys on Twitter](#)

[Read Frederick on Search Engine Journal](#)



Robert Brady

A fixture on the PPC circuit for years, Robert generously shares his knowledge in Google Ads and LinkedIn Ads.

You can catch him writing for multiple blogs, and he's a fixture at many conferences on the subject of paid search.

[Follow @robert_brady on Twitter](#)

[Read Robert on Search Engine Journal](#)



Melissa Mackey

Jokingly referring to herself as “PPC Moses,” Melissa has been around PPC since its inception.

She is generous with her knowledge on Twitter and has an amazing repository of context for how PPC has evolved over the years.

[Follow @Mel66 on Twitter](#)

[Read Melissa on Search Engine Journal](#)



Andrew Foxwell

Formerly of 3Q Digital, Andrew is a powerhouse of Facebook Ads knowledge.

He partners regularly with Jon Loomer, runs closed Facebook Groups for ad buyers, champions buyer needs directly to Facebook, and also produces a weekly newsletter.

[Follow @andrewfoxwell on Twitter](#)



Aaron Levy

From practitioner to strategist, Aaron has been around for years, writing and speaking on the topic of paid search.

Currently a Group Director at Tinuiti, he regularly posts thoughtful pieces on where the industry is headed, and how media buyers should adapt or think about evolving.

[Follow @bigalittlea on Twitter](#)

[Read Aaron on Search Engine Journal](#)



Purna Virji

Purna is a sought-after keynote speaker and works daily as the Senior Manager for Global Engagement at Microsoft.

She was named Search Personality of the Year for 2019-2020, and the #1 Most Influential PPCer by PPCHero in 2016.

[Follow @purnavirji on Twitter](#)

[Read Purna on Search Engine Journal](#)



James Svoboda

As a regular contributor to multiple online outlets and conferences, James is a trusted voice in the PPC industry.

He is the co-founder of MNSearch, and the co-owner of WebRanking, a search firm in Minnesota. His perspective from 16 years in the industry, combined with his knowledge of organic search, created well-rounded advice.

[Follow @Reality on Twitter](#)



Isaac Rudansky

Best known for his massive training following, Isaac is also the CEO of AdVenture.

He works with clients like Forbes, Hanes, AMC, and many others, and packages his years of experience into sought-after trainings taken by over 132,000 students in 185 countries.

[Follow @isaacrudansky on Twitter](https://twitter.com/isaacrudansky)



AJ Wilcox

AJ is the founder of B2Linked, a LinkedIn-exclusive consultancy.

AJ is frequently known as “the” guy to go to for anything related to LinkedIn Ads, and for good reason: he has been speaking for years, writes frequently, creates training, and is trusted by LinkedIn themselves.

He recently launched a podcast, specifically on LinkedIn ads.

[Follow @wilcoxaj on Twitter](#)



Christi Olson

Christi Olson: Operating as the Head of Evangelism for Microsoft, Christi is frequently on stages as a keynote speaker and panelist, and a frequent writer for industry publications.

She is also a frequent awards judge at industry events across the globe, such as AdWeek, CES, and the American Marketing Association.

[Follow @ChristiJOlson on Twitter](#)

[Read Christi on Search Engine Journal](#)



Joe Martinez

As Director of Client Strategy for Clix Marketing, Joe's knowledge of YouTube ads, and alternative platforms such as Quora ads are a mainstay at conferences.

He writes frequently on smart targeting and marketing tactics for lesser-covered platforms, exposing powerful tactics. He co-creates the Paid Media Pros channel on YouTube with Michelle Morgan.

[Follow @MilwaukeePPC on Twitter](#)



Amy Bishop

A PPC dynamo, Amy is highly knowledgeable in PPC for companies of all sizes. Her experience covers both start-ups and to Fortune 500 companies across many verticals.

She is a frequent speaker on the conference circuit, a consistent writer, and publishes a weekly news roundup via her company, Cultivative.

[Follow @Hoffman8 on Twitter](#)

[Read Amy on Search Engine Journal](#)



Brad Geddes

Brad is a mainstay in paid search knowledge and was one of the earliest teachers of it at conferences.

He is a co-orchestrator for the SMX conference series, and one of the few Google-approved paid search teachers out there.

He runs his own training, management, and consultancy, and created the Adalysis platform to help streamline PPC management.

[Follow @bgtheory on Twitter](https://twitter.com/bgtheory)



Kirk Williams

As the founder of ZATO Marketing, Kirk has established himself as a highly respected Google Shopping expert.

He writes all over the web for various publications, dispensing tips, knowledge, and marketing advice for ecommerce retailers looking to up their Shopping game.

[Follow @PPCKirk on Twitter](#)

[Read Kirk on Search Engine Journal](#)



Steve Hammer

Steve leads his own consultancy, RankHammer, operating at the intersection of marketing, programming, SEO, and PPC.

He is a recurring writer for industry sites and a speaker and trainer for many conferences, infusing his advice with practical marketing advice on winning in search.

[Follow @armondhammer on Twitter](#)



David Herrmann

A fixture in the direct-to-consumer Facebook Ads and Snapchat Ads space, David brings a lot of knowledge backed by studying platform performance across large spends.

As president of his own consultancy, he has deep, hands-on experience in what's working at any given time in strategy and creative, but also takes the time to share his findings on Twitter and train up-and-coming buyers.

[Follow @herrmanndigital on Twitter](#)



Simon Poulton

Simon brings high-level instruction and analysis in his role as VP of Digital Intelligence at WPromote.

He explains sometimes-confusing topics with clarity and humor, including explanations around the implications for things like CCPA and Chrome ending third-party cookies.

[Follow @SPoulton on Twitter](#)



Molly Pittman

Molly has ascended to CEO of SmartMarketer after becoming lauded for her knowledge and teaching skills at DigitalMarketer.

She rose to VP level within four years, and eventually struck out on her own, creating highly-regarded courses on Facebook Advertising.

She recently published a book and co-hosts the Perpetual Traffic podcast.

[Follow Molly Pittman on Facebook](#)



Adam Proehl

Adam's tenure in the search industry began in 2001, but his experience in several other marketing methods (including email and affiliate marketing) makes him a well-rounded and highly respected addition to SEO and PPC.

He founded NordicClick Interactive in 2007 and speaks several times a year at conferences.

[Follow @adamproehl on Twitter](#)

[Read Adam on Search Engine Journal](#)



Jonathan Kagan

Jonathan is currently the VP of Search for 9RoofTops | Cogniscent Media, with a background in large-scale search accounts for clients at firms like Digitas and Mediacom.

In 2013, he received the Google Search Excellence Award and frequently shared knowledge on Twitter, Search Engine Journal, MediaPost, and many others.

[Follow @jonkagan on Twitter](#)

[Read Jonathan on Search Engine Journal](#)



Julie Bacchini

The current runner of PPCChat, Julie, is well-known as a community voice for paid search practitioners and one who unites them to help one another.

She blogs regularly on thoughts and tips for PPC practitioners at her company website, Neptune Moon.

[Follow @NeptuneMoon on Twitter](#)



Michelle Morgan

Recently chosen as PPCHero's #1 Most Influential, Michelle has been a consistent fixture in dispensing knowledge on paid search and paid social.

She serves as the Director of Client Services at Clix Marketing and also produces training with Joe Martinez on the Paid Media Pros channel via YouTube.

[Follow @michellemsem on Twitter](#)

[Read Michelle on Search Engine Journal](#)



Akvile DeFazio

Recently snagging Best Small Agency for her firm AKvertise, Akvile has used her years of paid social experience to build a stellar reputation for her knowledge and client care.

She has consulted for brands such as Postmates and FTD and freely shares strategies and tips for platforms such as Facebook, Instagram, Pinterest, and others.

[Follow @AkvileDeFazio on Twitter](#)



Duane Brown

Founder of the Canadian-based agency Take Some Risk, Duane can be found on conference stages the world over, instructing people on effective advertising in the digital realm.

His knowledge from years of working with brands such as Unbounce, ASOS, and Grant Thornton is enthusiastically packaged into helpful how-to's that can level up any advertiser's strategy.

[Follow @duanebrown on Twitter](#)

[Read Duane on Search Engine Journal](#)



Arianne Donoghue

Years of experience in paid strategy has culminated in Donoghue's founding of tempest, her UK-based consultancy.

For years, she has written prolifically, spoken on stages worldwide, and snagged the UK Search Personality of the Year award last year – for good reason!

[Follow @ArianneDonoghue on Twitter](#)

[Read Arianne on Search Engine Journal](#)