

Google Ads Fundamentals



Google Ads

Instructor – David Partis



Revision 1, November 2019

Contents

Contents	2
Tutor Background.....	3
About the Course.....	4
Course Module Overview.....	5
Module 1 – Adwords Overview.....	6
What is Google Adwords?.....	6
Adwords Auction.....	6
Difference Between Adwords PPC and SEO Organic	7
Adwords Account Class Example.....	9
Module 2 – Accounts, Campaigns, Ad Groups & Formats.....	10
Google Adwords Account Structure	10
Google Adwords Networks.....	11
About Google Accounts.....	13
Creating a Google Account.....	13
Creating a Google Ads Account.....	17
Adwords Account Structure.....	28
Ads Formats	29
Module 3 – Keywords, Bidding, Ad Rank, Quality Score.....	32
Keywords.....	32
Keyword Match Types.....	34
Ad Rank.....	36
Quality Score.....	39
Impressions	40
Clicks	40
CTR (click-through rate).....	40
Module 4 – Adwords Dashboard & Main Menus.....	43
Adwords Account Login.....	43
Google Ads Dashboard & Menus	45
Module 5 – Creating a Campaign, Ad Group & Ads	49
Creating a Campaign.....	49
Creating An Ad Group	54
Creating An Ad	55
Ads Preview & Diagnosis.....	58
Module 6 – Ad Extensions & Negative Keywords	60
Ad Extensions	60
Call Extensions	60
Sitelink Extensions	61
Location Extensions	64
Negative Keywords	66
Module 7 – Basic Reports & Measurement	68
Connect Adwords to Analytics	68
Basic Reports	70
Search Terms Report	70
Dimensions Report.....	74

Tutor Background

David started in web-design as a hobby in 2005. The hobby took hold and David set up a web design business in 2005 called Designhand Limited.

He left the comfort and scars of corporate life after 11 years with Hewlett Packard in Auckland to venture out on his own.



<https://www.designhand.co.nz/>

In 2008, David started writing entry level courses in web-design and delivering them through schools and community education facilities across New Zealand.

David appreciated early on that web design could be conducted any hour of the day or night and in any town in the country, thanks to broadband.

The customer base can be anywhere and communications can be over email, and after one initial customer meeting, the rest can be undertaken remotely.

Today David runs **Designhand Limited**, a web design business in New Zealand and **Website Optimisers Limited** across Australia and New Zealand. Website Optimisers focuses on website optimisation including SEO and Adwords.



WebsiteOptimisers
MAKING WEBSITES WORK

<https://www.websiteoptimisers.net>

David completed in 2014 his Google Adwords Certification and a Certificate in Digital Marketing with the Marketing Association of New Zealand which are key areas of competency that David felt he needed to be competent in website optimisation.



David now also runs an entity called Web Training Courses which is a startup focusing on web related courses.



<https://www.webtrainingcourses.net>

About the Course

The course is designed to provide an overview of Google Adwords. Google Adwords is a complex pay per click solution and this course is designed as an overview for beginners wanting to understand the basics. We cover:

- What is Google Adwords and what is it used for
- Main menu items
- How to create a Campaign, Ad Group and Ads
- Basic reporting
- Connecting Google Analytics and Google Search Console

What is Google Adwords?

Google Adwords enables advertisers to bid on a cost per click to show their Ads up the top in the Google Search results.

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.

Who should attend?

Small business owners or marketing staff who wish to gain an understanding of how Google Adwords works and be competent to create an Adwords account, Campaign and Ad Group and run their first Ad.

Students should have strong computer skills in order to learn the practical components of this course.

Course Module Overview

Module 1 – Adwords Overview

This module covers foundation material on the Adwords platform. We cover what Pay Per Click marketing is what the auction process is about. We discuss the difference between Organic SEO and Adwords and where Ads appear in Google.

Module 2 – Accounts, Campaigns, Ad Groups & Ad Formats

This module covers an overview about the structure of an Adwords Account, Campaigns and Ad Groups. We go through the basic process of creating an Account.

This module also covers the format of Search Ads and the main differences between Desktop and Mobile ads.

Module 3 –Keywords, Bidding, Ad Rank, Quality Score

We delve in to explaining keywords and match types, the differences between them and when to use specific match types more effectively.

We also cover the jargon used in Ads accounts, Impressions, Clicks, CTR etc.

We talk about the bidding process and cover how Ad Rank works and what factors affect your Quality Score you can optimise your Ads campaign for better Cost Per Click ratios.

Module 4 – Adwords Dashboard & Main Menus

We run through the main Adwords interface and how to navigate around the main menus.

Module 5 – Creating a Campaign, Ad Group & Ads

In this module we go about creating a basic Campaign, adding an Ad Group, Keywords and a couple of Ads.

Module 6 – Ad Extensions & Negative Keywords

This area covers an overview of Ad Extensions and the basic ones you should use such as Sitelink Extensions, Location Extensions and Call Extensions.

We also cover briefly negative keywords, why we use them and how to set them.

Module 7 – Basic Reports & Measurement

Adwords can be vary wasteful if not configured correctly. We show how to connect Adwords to Google Analytics and Google Search Console and how to view activity in Analytics of your Adwords account.

We cover also how to run a basic Search Terms and Dimensions report.

Module 1 – Adwords Overview

What is Google Adwords?

Adwords is a Pay Per Click (PPC) advertising model that lets marketers place ads on an Ad platform (Google Ads) and the advertiser pays Google every time their Ad is clicked.



The goal of a PPC ad is to lead the person viewing it to click through to the advertiser’s website or app, where that visitor can complete a valuable action, such as purchasing a product.

Search engines are incredibly popular advertising platforms. They allow you to display ads that are relevant to what users are searching for.

AdWords is an automated auction. You write your ads and choose relevant keywords (a keyword is the search term – word or phrase – that a person searching on Google types in which will then trigger your ad). Then, a prospective customer searches and all the ads with keywords related to their search query are put into an auction, including yours.

Adwords Auction

Adwords is an auction process that enables an advertiser to bid on keywords to trigger the display of adverts and you are in an auction against other bidders.



A number of factors come in to play as to where your Ad will display (Ad Position). The auction process is quite fair as it just doesn’t take the bid price in to account. It takes in to account your **Maximum Bid** and **Quality Score**. More about this in module 3.

WHAT GETS ENTERED INTO THESE AUCTIONS?

Advertisers **identify keywords they want to bid on**, how much they want to spend, and create groupings of these keywords that are paired with ads.

Google then enters the keyword from your account it deems **most relevant** into the auction with the maximum bid you've specified as well as the associated ad.

NOTE: You can only have one entry into any query auction from your account.

}



Difference Between Adwords PPC and SEO Organic

It is a good time to point out the main differences between SEO and Organic Google and Google Ads.

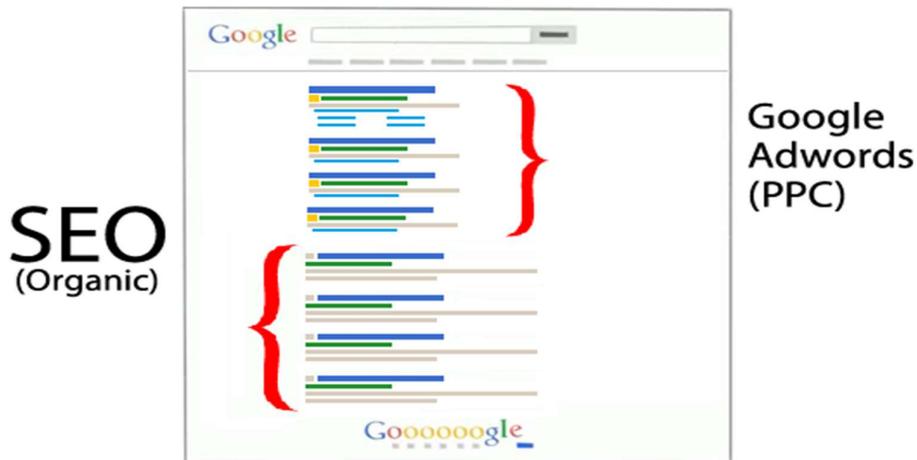
Organic SEO focuses on improving and optimising a website to better perform in the Organic area of the Google SERP (Search Engine Result Pages).

You can learn more about this in my [SEO for Small Business](#) course.

SEO for Small Business

1-day course

Our course is offered as a beginner SEO course for people. SEO training class is geared around covering the main pi



SEO
Search Engine Optimization
“Organic”

Pros:

- Best long term ROI
- More exposure & brand awareness
- More relevant results

Cons:

- Can be difficult to quantify
- Takes time
- Can mean more work on your website to set it up properly

PPC
Pay Per Click
“Paid Advertising”

Pros:

- Quick set up
- Has immediate measures (impressions, clicks, etc)

Cons:

- Can be expensive lesson
- Subject to “Ad Blindness”

Google Organic Results

Donate To Charity - 1 in 2 Australians will develop cancer
Ad cancercouncil.com.au/Donate+To+Charity ▾
Donate to support our work.
Cancer Council NSW has 328 followers on Google+
Give A One Off Donation Donate in memory
Give A Regular Donation Where the money goes?

Charity Donation Gift - Give a Gift that Can Change Lives
Ad unwrapped.oxfam.org.au/ ▾
Oxfam Charity Gifts. See Full Range

Donate to UNHCR - unrefugees.org.au
Ad www.unrefugees.org.au/ ▾
To Help provide Food, Water & Shelter for Families in Crisis.

Organic Results

Donate to charity - UNICEF Australia

www.unicef.org.au/Donate.aspx ▾
Offers you many ways to **donate to charity** and help children in need.

Charity donations and gifts for world's children's charity ...

www.unicef.org.au/ ▾
Supports children in need with **charity donations** from you to help them survive and improve their lives.

Donate Planet: Donate to Charity | Disaster Relief ...

<https://donateplanet.com/> ▾
Keep in touch to see us grow and change the way you **give**. ... **Donate Planet** is a not-for-profit foundation, bringing **charities** together in one place so it's simple ...

Supporting Charities in their fundraising activities. ... Use the search form below to search for the organisation you wish to **donate** to. Search Tips: If you unsure of ...

Google Ads

Paid Results

Donate To Charity - 1 in 2 Australians will develop cancer

Ad cancercouncil.com.au/Donate+To+Charity ▾
Donate to support our work.
Cancer Council NSW has 328 followers on Google+
Give A One Off Donation Donate in memory
Give A Regular Donation Where the money goes?

Charity Donation Gift - Give a Gift that Can Change Lives

Ad unwrapped.oxfam.org.au/ ▾
Oxfam Charity Gifts. See Full Range

Donate to UNHCR - unrefugees.org.au

Ad www.unrefugees.org.au/ ▾
To Help provide Food, Water & Shelter for Families in Crisis.

Donate to charity - UNICEF Australia

www.unicef.org.au/Donate.aspx ▾
Offers you many ways to **donate to charity** and help children in need.

Charity donations and gifts for world's children's charity ...

www.unicef.org.au/ ▾
Supports children in need with **charity donations** from you to help them survive and improve their lives.



Adwords Account Class Example

This course is going to focus on the building of an Adwords account for a business that I run called Web Training Courses.



Web Training Courses is my own training entity where I deliver my own training courses, currently in Melbourne and I plan to run these in New Zealand in the near future.

Currently I teach through Selwyn College and Rutherford College Community Education programmes but plan to extend these courses further afield and offer these in other centres across New Zealand.



<https://www.webtrainingcourses.net/>

I use Google Ads to advertise my courses when I run them in Melbourne.

I have a training location based at the Quest Hotel, 155 Bourke Street and I have a pin in the map for my Google My Business location.



In our course we are going to be working in a Google Ads account as a class that is based on running Ads for Web Training Courses.

Module 2 – Accounts, Campaigns, Ad Groups & Formats



Google Adwords Account Structure

Just like every other platform, the Google Ads account has a specific structure that every advertiser needs to be familiar with in order to run successful campaigns online.

The image below shows how an Adwords account should be structured.



The highest level is the **Account** level where the advertisers can adjust the billing information and the time zone. This is at the **Google Adwords Account** level and we will cover in class the creation of a **Google Account** and an **Adwords Account**.

Each **Adwords Account** is organised into three levels, **Account Level**, **Campaign Level**, **Ad Group Level** and each **Ad Group** consists of **Keywords**, **Ads** and **Ad Extensions**.

Your **account** is associated with a unique **Google Account**. It contains: (ie. the same email and password that you can use to access other Google services) and billing information.

Your **Campaign** contains the following:

- Settings on which parts of the Google Network it belongs to (Search or Display etc)
- One or more ad groups
- A daily budget and bidding settings
- Language, location, mobile and ad schedule targeting settings
- Other ad settings like a frequency cap, ad rotation, start/end date and keyword, matching options
- Ad extensions

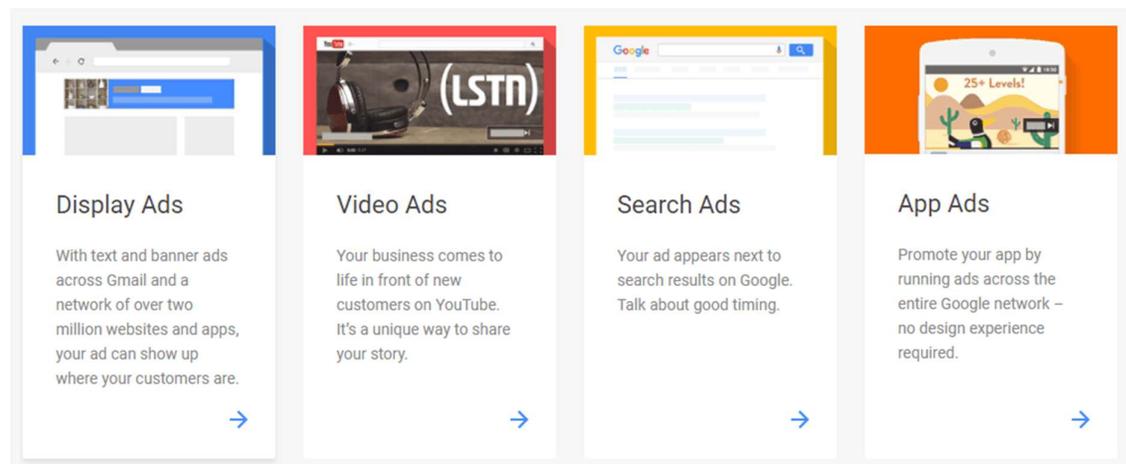
Your **Ad Group** contains the following:

- One or more ads
- One or more keywords
- An optional mobile bid adjustment
- Optional Ad Extension details which can occur at the ad group level

Google Adwords Networks

The Google Ads Network is split up in to 4 main parts:

- Google Display Ads
- Google Video Ads
- Google Search Ads
- Google App Ads



The most common Google Ads networks are the **Search** and **Display** Networks and the main difference between them are:

- **Google Search Ads** - text based, keywords driven. You can think of the **Search Network** like the old Yellow Pages. Prospects used to “search” in the Yellow Pages when they were about to make a purchase and businesses could prominently advertise their products and services.
- **Google Display Ads** - when you target using the **Display Network**, you’re not targeting prospects *searching* for your products or services. You are interrupting people as they visit one of the nearly 3 million websites in the Display Network. That is why Display Advertising is sometimes referred to as ‘interruption marketing’.

The first big difference between the two types of ads is that **display ads** use a push approach, while **search ads** use a pull approach.

If your brand or the products you sell have a good amount of **search** volume, then it's a good idea to start out with a **search advertising** campaign.



Search Ads Format

Example of a website Ad for a wedding venue in the Yarra Valley, Victoria.

Just Engaged - Need a Venue | Wedding Reception Yarra Valley
 [Ad] www.riverstoneestate.com.au/yarra-valley/wedding-venue (03) 5962 3947
 360 degree views of the Yarra Valley, wedding ceremony and reception venue. Combine our stunning location and let our staff create memories that will last forever. Tue-Sun Support Available. Download A Brochure. Highlights: Dedicated Staff Available, Providing Good Culinary Experience.
[Wedding Event Packages](#) · [Wedding Gallery](#) · [Wedding Testimonials](#) · [Winter Weddings](#)
 Warrandyte · 2 locations nearby

Display Ads Format

Example of CNN website with Rugby World Cup Ad up the top.

About Google Accounts

To create a Google Ads account you need a Google account set up first.

A **Google Account** is a user account that is required for access, authentication and authorisation to all online Google services.

The account is a central account that you can connect up the following to under the one account:

- Google Analytics
- Google Adwords
- Google Search Console
- Google Tag Manager
- Google My Business
- Google Data Studio
- Google Optimize



One password. All of Google.

Want to enjoy the best of Google? Just stay signed in. One username and password is all you need to unlock more features from services you use every day, like Gmail, Maps, Google+, and YouTube.

Creating a Google Account

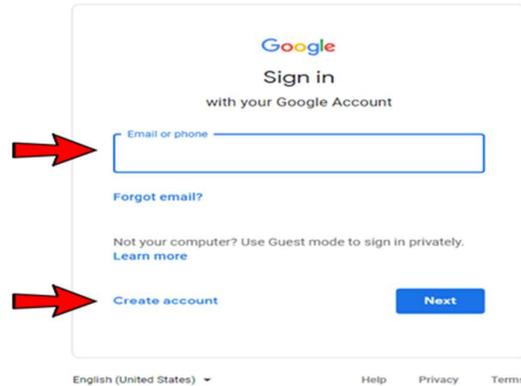
To create a Google account all you need is to either create a **GMAIL address** or a Google account using **your own email address**.

Sign in to your Google account or create a new one. Sign in up the top right.

Gmail Images   [Sign in](#)



Or, click on **Sign in** and enter your Google account email address and password or click on **Create Account**.

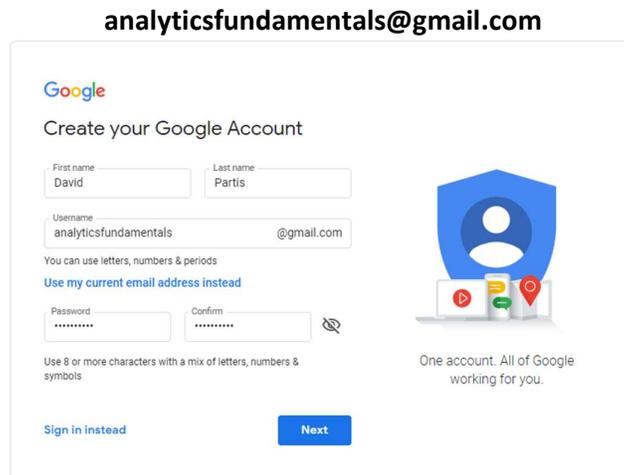


Our Google account for our course is:

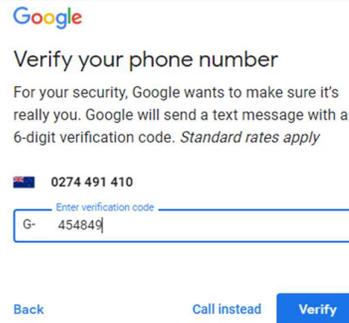
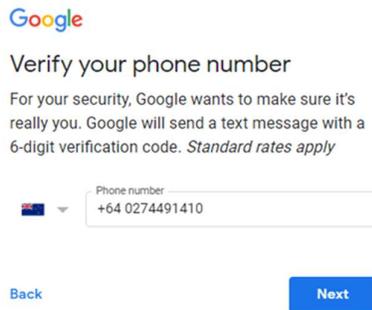
Google email address – **adwordsfundamentalscourse@gmail.com**
Google password – *********

Creating a New Account

Below is a set of screenshots on setting up a new Google account. I have made up a fictitious account as an example for the screenshots below. *(we could do this in class if someone wants a Google account, you will need your phone and be able to verify your account)*



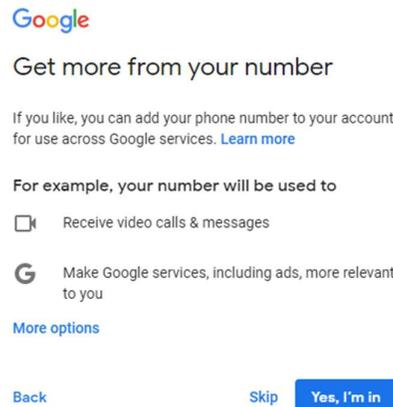
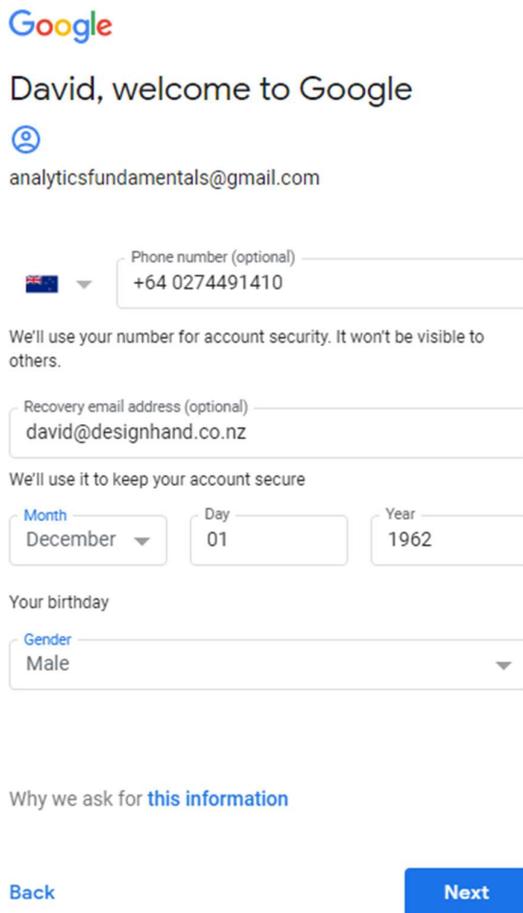
Verify your account with a phone number



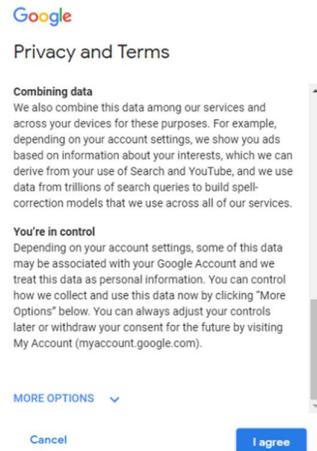
It is important at this stage to **put in a recovery phone number** and **email address** for your Google account in case it is ever compromised or if you lose your password and need to reconnect to your account.

When someone tries to login that is not a commonly used IP address of yours then you get sent an email or a text notifying you of suspicious activity on your account.

This is important, see screenshot below. It is important to fill out all of these fields.



I always click Skip



We should now have a verified Google account to start Google Adwords.

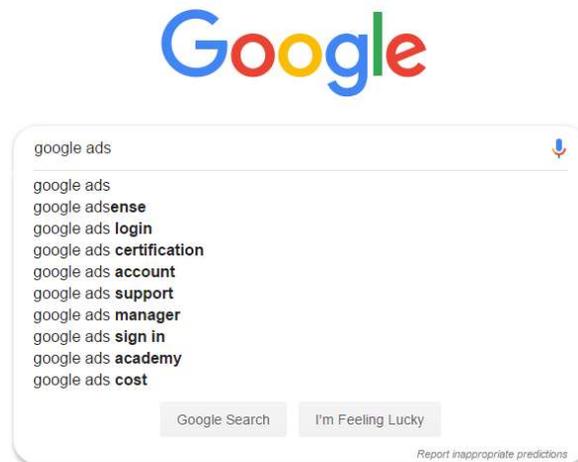
Creating a Google Ads Account

So now we have our Google account, we can create a Google Ads account.

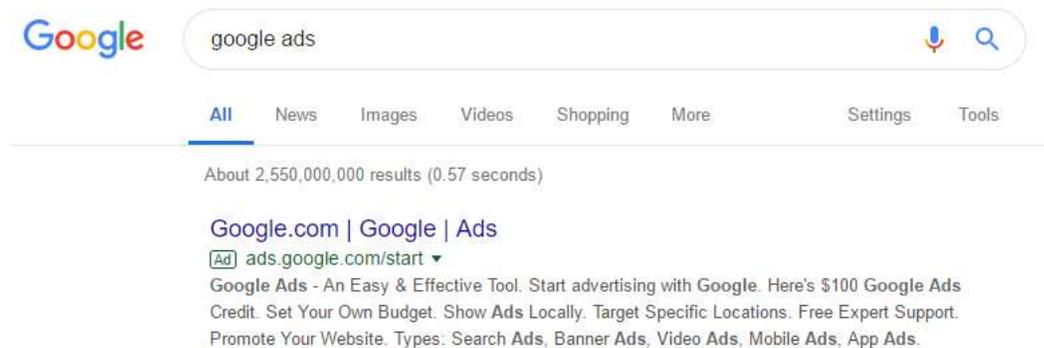
Once again we can create one of these in class if someone wants a base account created. You will need to be able to verify your Google account and also put credit card details in to complete the process.

Google the keyword 'Google Ads' while logged in to your Google account or click on this URL:

https://ads.google.com/intl/en_AU/home/



Click on the first Ad and enter the account creation process.



The first screen takes you to the setup process where you can retrieve a Google Ads credit for \$100 of free advertising. Sounds good to me.

Google AdWords is now Google Ads.

The new Google Ads, previously Google Adwords, gets you in front of customers when they're searching for businesses like yours on Google Search, Google Maps and more. Sign up now and get \$100 in free credit when you spend \$25.

Start today and get \$100 in ad credit*

 I'm not a robot



GET OFFER CODE

For free account setup, call **1800 721 768***

Mon-Fri, 9am-6pm

[Get started without the offer](#)

Now click the **Start Now** button.

Start advertising now

You will receive your coupon by email within one minute.

Create your first ad now. You can apply your coupon after you start.

START NOW

Didn't receive the email or need help? Call us: **1800 721 768***

Mon-Fri, 9am-6pm

Now enter your website address and whether you want tips sent to you or not.

Welcome to Google Ads!

We'll help you sign up and start advertising in just a few steps.
 Experienced with Google Ads? [Skip the guided setup.](#)

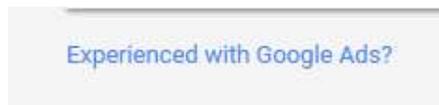
What is your email address?

What is your website?

- Yes, I want personalized tips and recommendations to improve my ad performance.
- No, I don't want personalized tips and recommendations to improve my ad performance.

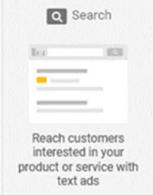
Hello, again. Next, click "Continue" to sign in to your Google Account and continue setting up your first campaign.
 Do you want to create a new Google Ads account associated with this email address? [Click here.](#)

If you have created an account before then click on the link that comes up below. For this exercise we are going to bypass the long winded process and click on the **Experienced with Google Ads link.**



Select a campaign type ⓘ

Search



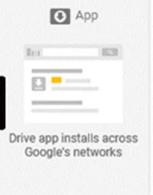
Reach customers interested in your product or service with text ads

Display



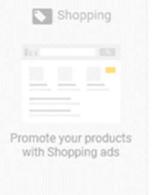
Run different kinds of ads across the web

App



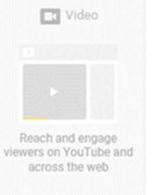
Drive app installs across Google's networks

Shopping



Promote your products with Shopping ads

Video

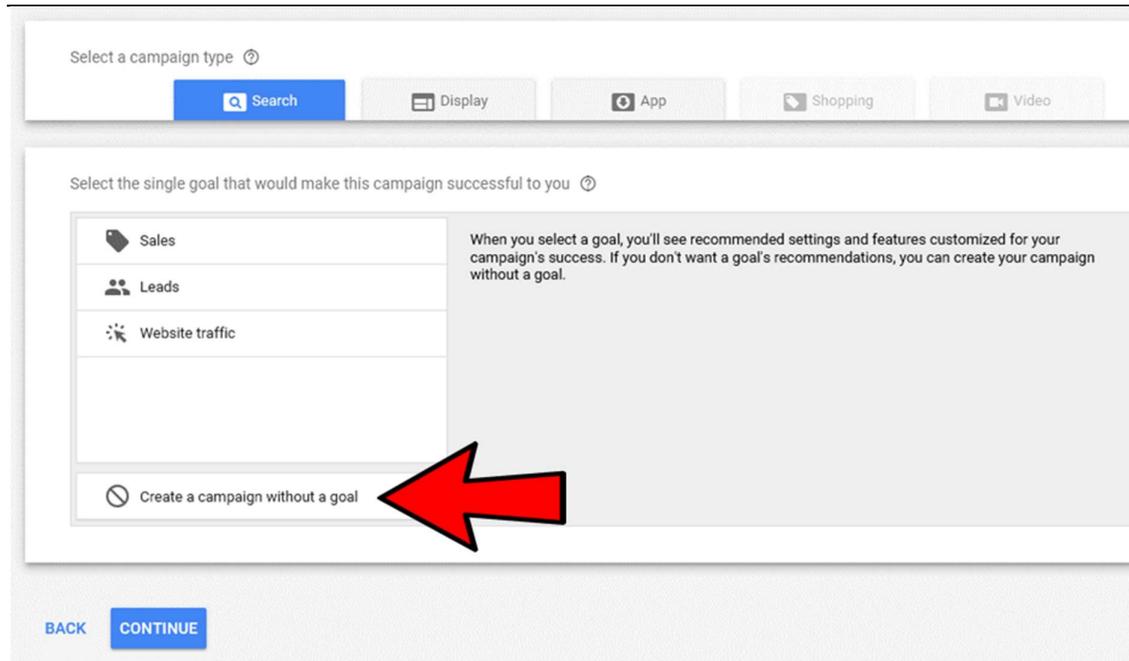


Reach and engage viewers on YouTube and across the web

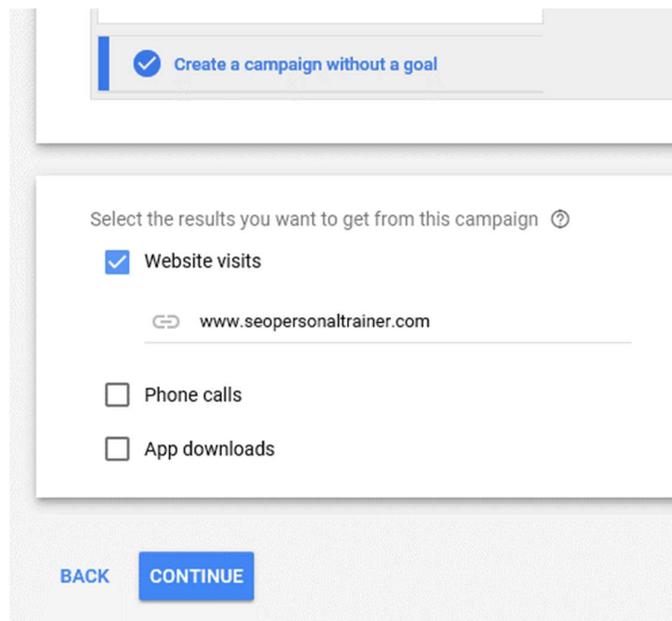
[Create an account without a campaign](#)

BACK

Now select on the left hand box **Search** and then I select **Create a campaign without a goal**



Clicking on this brings up a second screen where you put your website URL and select what you actually want to achieve from driving advertisers to your website. Then click on **Continue**



After selecting Continue this takes you a screen where you create your first **Campaign**

General settings

Type: Search

Campaign name: SEO Training

Networks

Reach people beyond Google Search
No additional setup needed. Ads only show when they're predicted to be effective.

Include your ads on Google search partner sites
Show your ads with relevant search results.

Include your ads on the Google Display Network
Show your ads when people are browsing millions of sites, news pages, blogs, and Google websites like Gmail and YouTube.

[Show more settings](#)

I also deselect **Google Search Partners** and **Display Network**. Only run **Search Network** to get started.

The second part of the screen asks you for more information.

Targeting and audiences
Choose who you want to reach

Locations

Select locations that are important for your business. [Learn more](#)

All countries and territories
 Australia
 Custom

Included locations (1)	Reach
Auckland, Auckland, New Zealand city	2,080,000

Enter a location to include or exclude
For example, a country, city, region, or zip code

[Advanced search](#)

[Location options](#)

Languages

Select the languages your customers speak
Your ads show to customers with these language preferences, or on sites with these languages.

Enter a language

English

To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.

I have selected **Auckland** and language **English**.

Now we set the budget and bidding model. I have set a sample budget of **\$5 per day** and the bidding option of **Manual CPC**. We will cover more on this later but I have chosen the manual approach which gives you full control of your bidding.

I don't let Google manage this for me as their approach is to spend your budget as fast as they can. This is only a money go round right?

Budget and bidding
Define how much you want to spend and how you want to spend it

Budget

Enter the average you want to spend each day

New Zealand Dollar (NZD NZ\$) ▾ NZ\$ 5

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

^

▾ Delivery method

Bidding

[Back to previous bidding options](#)

Select your bid strategy ⓘ

Manual CPC ▾

Help increase conversions with Enhanced CPC ⓘ

To enable enhanced CPC, set up conversion tracking
[Learn more](#)

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.
[Learn more](#)

^

We will discuss Extensions later so will bypass this section for now. Click on **Save and Continue**

Ad extensions
Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad	▾
Callout extensions	Add more business information to your ad	▾
Call extensions	Add a phone number to your ad	▾
+ Ad extension		

[SAVE AND CONTINUE](#) [CANCEL](#)

After this you get taken to the Ad Group creation screen.

Here you add your first keyword and set a bid price. There are keyword suggestions out on the right hand side to suggest keywords that you might like to add to your Ad Group.

Set up ad groups

Ad group type ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Local SEO Training

Default bid ⓘ

NZ\$ 2.50

local seo training

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Get keyword ideas

www.seopersonaltrainer.com

seo training

Keywords	Monthly searches
+ wordpress seo course	10 - 100
+ seo certification course	10 - 100
+ seo certified professional	10 - 100
+ learn ooodle seo	10 - 100

[ADD ALL IDEAS](#)

+ NEW AD GROUP
▾

SAVE AND CONTINUE

Select **Save and Continue**

Now we enter the Ad setup process. Once completed hit **Done**

New text ad ✚

Final URL

<https://www.seopersonaltrainer.com/course-outline/>

Headline 1

SEO Training Course

Headline 2 19 / 30

Learn the Basics

Headline 3 16 / 30

Personal One on One Training NEW

Display path ⓘ

www.seopersonaltrainer.com / seo-personal / training

Description 1 12 / 15 8 / 15

Beginner SEO Course delivered in a personal trainer environment

Description 2 63 / 90

Full one day course split up in to management modules NEW

Ad URL options 53 / 90

DONE
CANCEL

1 of 2 previews < >

Mobile

SEO Training Course | Learn the Basics | Personal One on One Training

[seopersonaltrainer.com/seo-personal/training](http://www.seopersonaltrainer.com/seo-personal/training)

Beginner SEO Course delivered in a personal trainer environment. Full one day course split up in to management modules

Your ad might not always include all your text. Some shortening may also occur in some formats. You can ensure certain text appears in your ad. [Learn more](#)

Lets look at each of these areas separately below. The first part is the Ad setup.

New text ad +

Final URL ?
<https://www.seopersonaltrainer.com/course-outline/>

Headline 1 ?
SEO Training Course 19 / 30

Headline 2 ?
Learn the Basics 16 / 30

Headline 3 ?
Personal One on One Training NEW

We will cover this again later in the course when we create our own Campaign. You will notice the **Final URL** above which is the actual **destination URL** on the website. This needs to be exactly correct with the landing page.

The second part is the display URL below and this can be made to look exactly how you like and doesn't need to match the website URL. We then have two description fields.

Display path ? 28 / 30
[www.seopersonaltrainer.com / seo-personal / training](http://www.seopersonaltrainer.com/seo-personal/training)

Description 1 12 / 15 8 / 15 ?
Beginner SEO Course delivered in a personal trainer environment

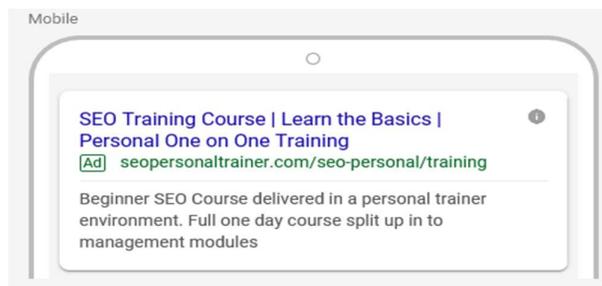
Description 2 63 / 90 NEW ?
Full one day course split up in to management modules

53 / 90

Ad URL options

DONE **CANCEL**

Below is an example of what our advert might look like based on what we have entered above. This gives you the ability to check that it will look as you require it.



We can add all sorts of additional things to the advert called **Extensions** which we will cover more of in **Module 6**.

Now we get taken to the **Billing** section.

Confirm payment info

 Billing country
New Zealand

 Time zone
(GMT+12:00) New Zealand Time
Time zone applies to your entire account and cannot be changed later.

 Introductory offer
9X3F5TDLORQDVM APPLY

Send me performance tips, promotional offers, surveys, and invitations to try new features

Customer info

 Account type ⓘ ✎
Individual

 Name and address ⓘ ✎
David Paris
PO Box 50
Waimakuku
Auckland 0842
New Zealand
+64 274491410

How you pay

 Automatic payments

You pay for this service only after you accrue costs, via an automatic charge when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first.

Payment method ⓘ

Visa ***1062 ✎

Credit or debit card address is same as above

Please review these Terms carefully. They include the use of binding arbitration to resolve disputes. [Learn more](#)

These Advertising Program Terms ("Terms") are entered into by Google New Zealand Limited ("Google NZ") as a reseller of Google advertising programs and services, and the entity executing these Terms or that accepts these Terms electronically ("Customer"). Google advertising programs and services are operated by Google LLC and/or its affiliates, including Google NZ. In these Terms, "Google" means Google LLC and/or its affiliates as the context requires. These Terms govern Customer's participation in Google advertising programs and services (i) that are accessible through the account(s) given to Customer in connection with these Terms on GIL that incorporate, by reference, these Terms, to all applicable "Advertisers".

Print

I agree to the Google Ads terms and conditions.

The personal information you provide here will be added to your payments profile. It will be stored securely and treated in accordance with the [Google Privacy Policy](#).

SUBMIT

Introductory Offer

\$150

Get \$150 in free ad credit when you spend your first \$150 with Google Ads. Use offer code 3CKMN-LM7K4-9WPH.*

When you sign up for a G Suite account often Google will email you a Promotional or Introductory Offer code that you can put in to your Google Ads account. This gives you a discount on Google Ads.

All completed.

Congrats! You're all done.

We'll review your campaign, usually within an hour. After it's approved, you can edit your campaign and check its progress.

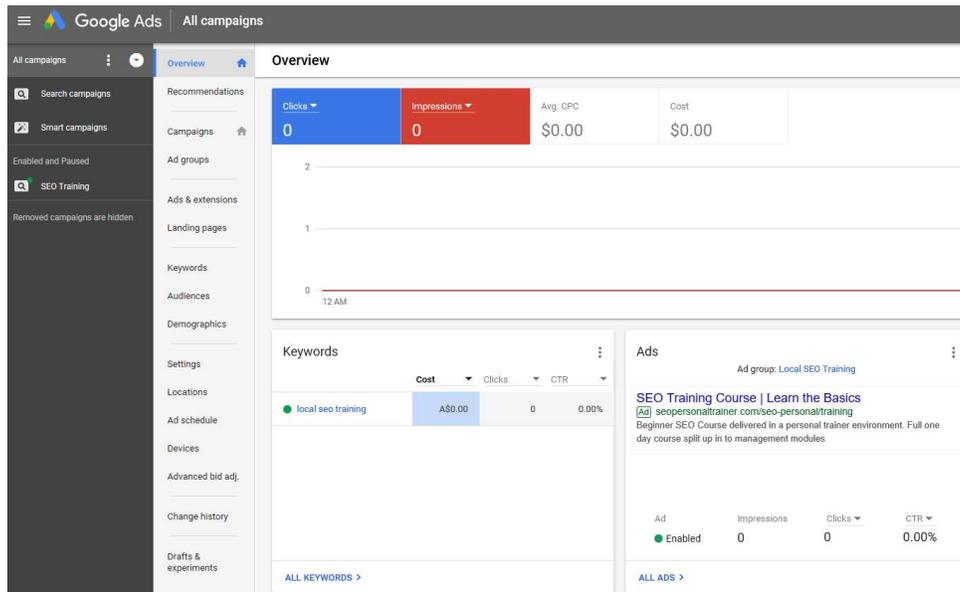
[EXPLORE YOUR CAMPAIGN](#)

Resources

- Download the mobile app**
Manage ads while you're on the go
[Android app](#) | [iOS app](#)
- Learn more**
Get answers to your questions
[Visit the Help center](#)
- Contact us**
Monday - Friday: 9 AM to 9 PM
[1-866-246-6453](tel:1-866-246-6453)



This is what the Dashboard now looks like inside a brand new Adwords account.



The screenshot shows the Google Ads interface. On the left is a navigation sidebar with categories like 'All campaigns', 'Search campaigns', 'Smart campaigns', 'Enabled and Paused', 'Removed campaigns are hidden', 'Settings', 'Locations', 'Ad schedule', 'Devices', 'Advanced bid adj.', 'Change history', and 'Drafts & experiments'. The main area is titled 'Overview' and displays a summary table with columns for Clicks (0), Impressions (0), Avg. CPC (\$0.00), and Cost (\$0.00). Below this is a line chart showing performance over time. The 'Keywords' section lists 'local seo training' with a cost of A\$0.00, 0 clicks, and 0.00% CTR. The 'Ads' section shows an active ad for 'SEO Training Course | Learn the Basics' with 0 impressions, 0 clicks, and 0.00% CTR.

Once the account is created by default the Ad Group that you created will be activated so you need to pause it unless you want these Ads to run straight away.

Settings

Locations

Ad schedule

Devices

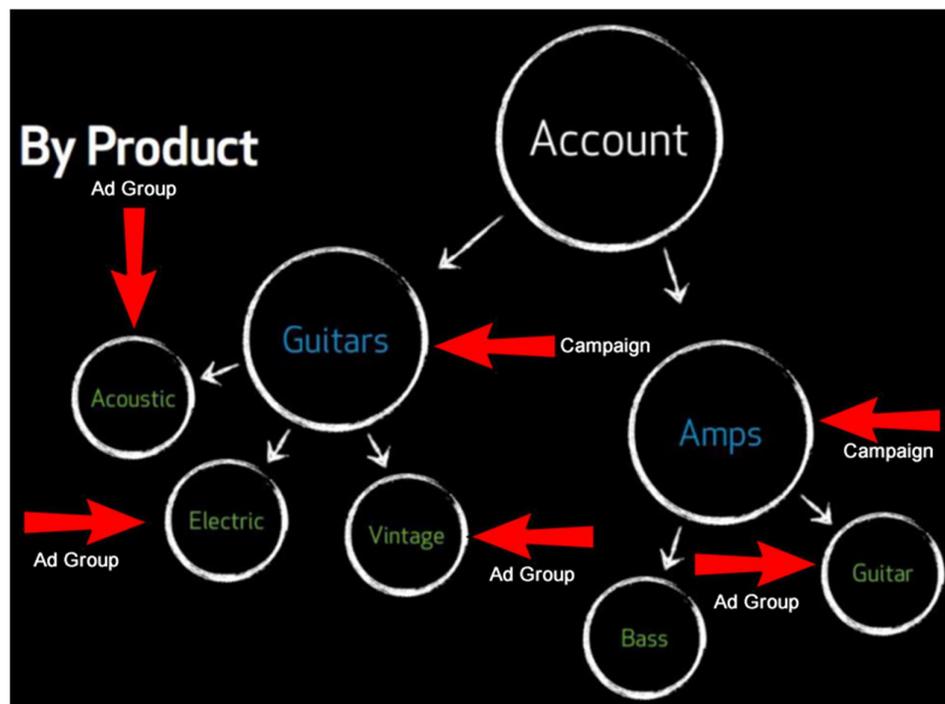
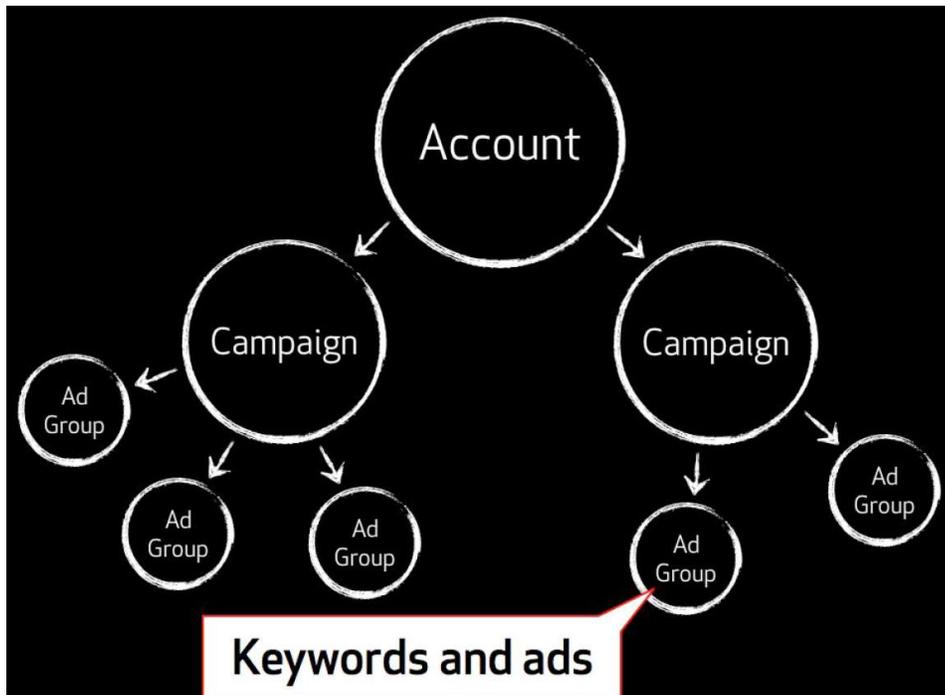
Advanced bid adj.

Ad group status: **All but removed** Add filter

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status
<input type="checkbox"/>	<input checked="" type="radio"/>	Training 	Paused
	<input type="radio"/>	but rem... 	
Total: Campaign 			

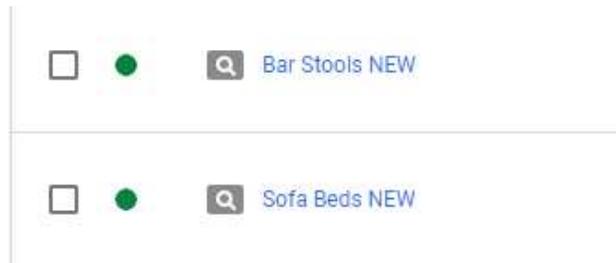
Adwords Account Structure

We covered this before briefly but I am going to revisit this structure as we drill down in to the insides of an Adwords account.



Lets look at some examples of Campaign, Ad Groups structures.

e.g for a company selling Bar Stools and Sofa Beds you might have the following structure:

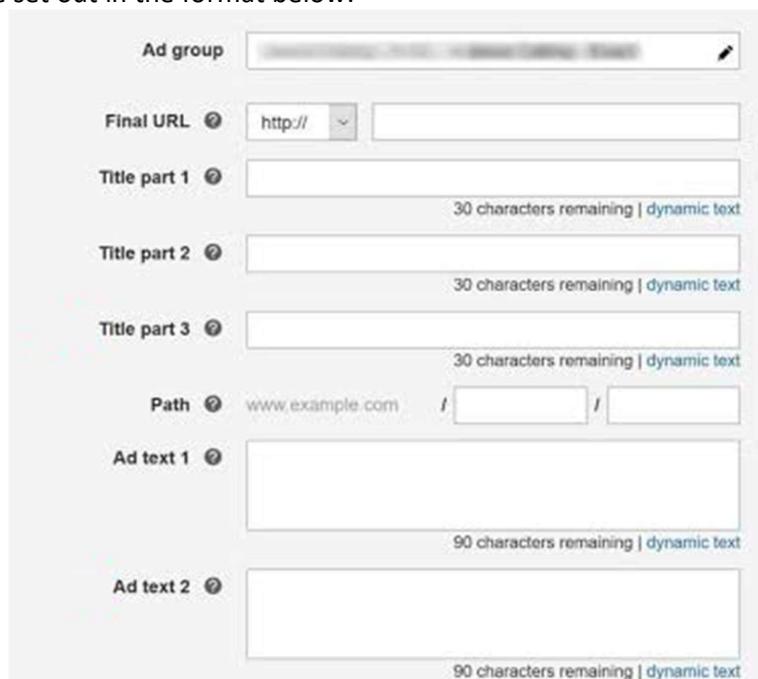


Under the **Bar Stools NEW** Campaign this would be the Ad Group structure.

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status	Default max. CPC
<input type="checkbox"/>	<input checked="" type="radio"/>	Bar Stools NZ	Eligible	NZ\$1.75 (enhanced)
<input type="checkbox"/>	<input checked="" type="radio"/>	Bar Stools	Eligible	NZ\$2.66 (enhanced)
<input type="checkbox"/>	<input checked="" type="radio"/>	Bar Stools Auckland	Eligible	NZ\$3.03 (enhanced)
<input type="checkbox"/>	<input checked="" type="radio"/>	Breakfast Bar Stools	Eligible	NZ\$2.26 (enhanced)
<input type="checkbox"/>	<input checked="" type="radio"/>	Bar Stools Christchurch	Eligible	NZ\$2.86 (enhanced)
<input type="checkbox"/>	<input checked="" type="radio"/>	Kitchen Bar Stools	Eligible	NZ\$3.49 (enhanced)
<input type="checkbox"/>	<input checked="" type="radio"/>	White Bar Stools	Eligible	NZ\$2.37 (enhanced)

Ads Formats

Search Ads are set out in the format below.



The screenshot shows the configuration interface for a Search Ad. It includes the following fields:

- Ad group:** A text input field with a dropdown arrow.
- Final URL:** A dropdown menu showing 'http://' and an empty text input field.
- Title part 1:** An empty text input field with a note '30 characters remaining | dynamic text'.
- Title part 2:** An empty text input field with a note '30 characters remaining | dynamic text'.
- Title part 3:** An empty text input field with a note '30 characters remaining | dynamic text'.
- Path:** A text input field containing 'www.example.com' followed by two empty text input fields separated by slashes.
- Ad text 1:** An empty text input field with a note '90 characters remaining | dynamic text'.
- Ad text 2:** An empty text input field with a note '90 characters remaining | dynamic text'.

In reality this is what an advert looks like:

Edit text ad ✦

Final URL ?
<https://www.theriverstoneestate.com.au/yarra-valley-weddings/>

Headline 1 ?
 Just Engaged - Need a Venue

Headline 2 27 / 30 ?
 Wedding Reception Yarra Valley

Headline 3 30 / 30 ?
 Unique & Customised Packages NEW

Display path ?
[theriverstoneestate.com.au](#) / [yarra-valley](#) / [wedding-venue](#)

Description 1 12 / 15 13 / 15 ?
 Spectacular views of the Yarra Valley, wedding ceremony and reception venue

Description 2 75 / 90 ?
 Combine our stunning location and let our staff create memories that will last forever NEW

Search Ads – Desktop

30 30

Just Engaged - Need a Venue | Wedding Reception Yarra Valley

Ad www.theriverstoneestate.com.au/yarra-valley/wedding-venue ▼ (03) 5962 3947 Call Ext

360 degree views of the Yarra Valley, wedding ceremony and reception venue. Combine our stunning location and let our staff create memories that will last forever. Download A Brochure. Tue-Sun Support Available. 90

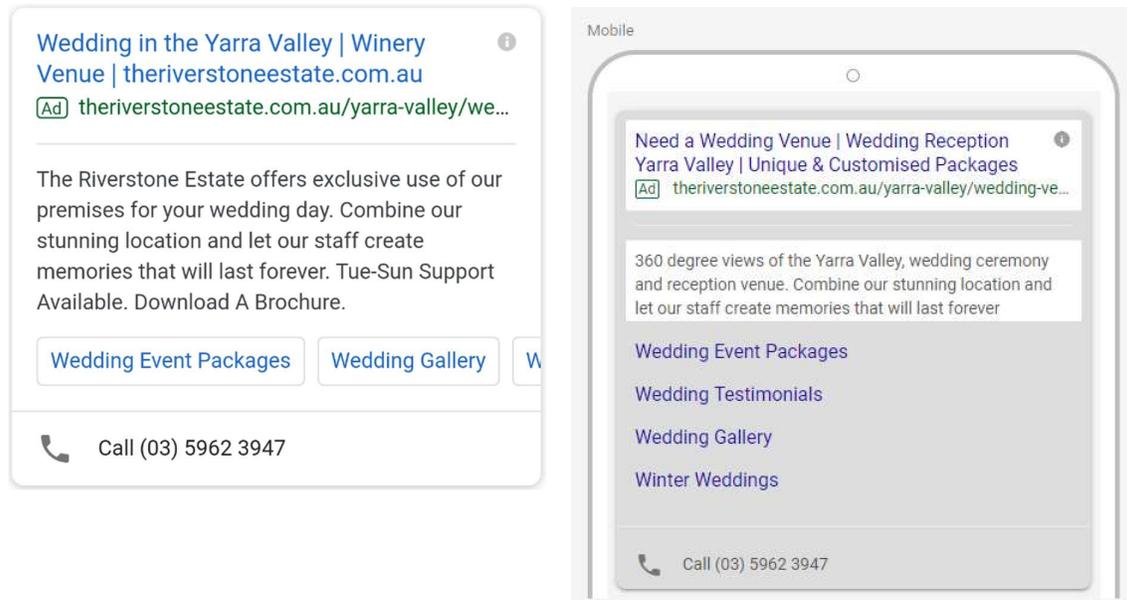
[Wedding Event Packages](#) · [Wedding Gallery](#) · [Wedding Testimonials](#) · [Winter Weddings](#) Sitelink Ext

Location Ext
90
30

90
30

90
30

Search Ads – Mobile



Differences Between Desktop & Mobile Ads

Mobile text ads look like normal text ads that you'd see on a desktop computer (lap top). The main difference is that Google show more ads per page when someone's searching on a desktop computer, and fewer ads per page when someone's searching on a mobile device.

You can make **bid adjustments** for mobile - anywhere between +300% and -100% - so the ads that might appear on desktops may appear in different positions on mobiles.

It is a good idea also to consider running a mobile specific campaign where your website has a mobile friendly version- directing mobile traffic directly to the mobile url.

Module 3 – Keywords, Bidding, Ad Rank, Quality Score

Keywords

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 important to understand some of the terminologies in this course.

- **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 AdWords campaigns.
- **Keyword Match Type:** A setting for your keywords that will determine the keywords reach.

- **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 a 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 that's 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 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 AdWords.

Reach the right customers

Keywords are the roots of your ad campaign. They set the entire advertising process in motion. If your potential customers are searching for your product or service, they'll find you more quickly if you've chosen the right keywords.

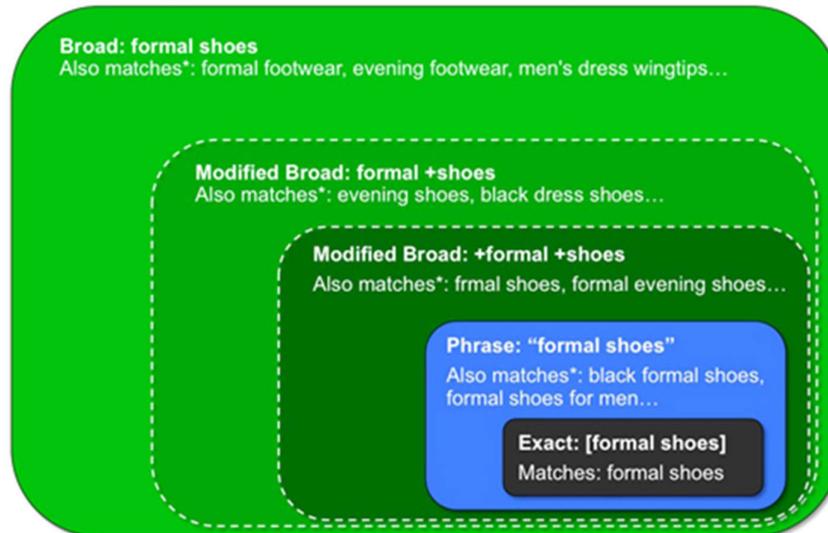
You should think about your keywords in the same way you have structured your campaigns and ad groups. Each of your ad groups should contain tightly themed keywords. A small group of carefully targeted keywords are far better than a large group of un-targeted keywords.

For example, an ad group with the theme of climbing roses should only contain keywords specifically related to climbing roses rather than a large group of keywords related to flowers or roses in general. There is no one-size fits all answer but try to aim for between 5 and 50 keywords in each ad group.

Theming your keyword groups in this way will help you when writing your ads and, most importantly of all, make your advertising high quality — allowing your customers to find you easily.

Keyword Match Types

Keyword Match Types provide a mechanism where you can specify how you want a keyword or phrase to trigger an Ad. You can be broad or specific.



Broad Match

Broad match is the default and displays ads for the actual keyword as well as, related terms and synonyms

- The keyword **formal shoes** could match **mens formal shoes**, **semi formal shoes** etc.
- Keywords on the **Display Network** are always considered as broad match, rendering phrase match, broach modifier and exact match unnecessary.

Modified Broad Match

This allows you to be more targeted than standard broad match while capturing more search queries than phrase or exact match.

- To use broad match modifier, add a + immediately before each word in the keyword that you want to match more closely (this will prevent your ad displaying for synonyms of the modified word)
- The keyword **+formal +shoes** would match **formal evening shoes** and **semi formal shoes** but not **semiformal shoes**

Phrase Match

(e.g. **"formal shoes"**) narrows matching to require the words to appear in the exact order, with optional words before or after.

- The keyword **"formal shoes"** would match **semi formal shoes** and **cheap formal shoes** but would not match **formal black shoes**
- You will still appear for close variants of your keyword (eg. plurals, misspellings and different forms of the same word). So, **"formal shoe"** can also match **frmal shoes** etc.

Exact Match

(e.g. **[formal shoes]**) only shows your ad for the exact phrase (and no extra words before or after)

- The keyword **[formal shoes]** would match **formal shoes**, but would not match **cheap formal shoes** and **small formal shoes**
- You will still appear for close variants of your keyword (eg. plurals, misspellings and different forms of the same word). So, **[formal shoes]** can also match **frmal shoes** etc.

Negative match

(e.g. **-free**) prevents your ad from showing when that term is within what somebody searched for:

- Using the broad match keyword of **formal shoes** and the negative match of **-free** would allow your ad to display for **red formal shoes**, but would not display for **free formal shoes**
- Negative keywords can be at the **ad group level** and at the **campaign level**. You can also create **shared lists** of negative keywords, to be used in multiple campaigns
- Negative keywords are only applied to the first 10 words of a search query (if a search query is longer than 10 words)
- Negative match always requires the search phrase to contain the exact word(s) from your keyword. It does not consider close variants, synonyms or related searches

Embedded Match

This match type is negative phrase and negative exact match (e.g. **-[Toy Story]** and **-"Toy Story"**)

- The embedded match **-[Toy Story]** would stop ad from appearing on the term **Toy Story**, but would allow ads to display on **Toy Story dolls**, **Toy Story products**

Broad matching tends to provide more visibility and easier campaign management (fewer keywords needed to capture relevant searches), but higher costs, lower conversion rates and a higher CPA.

Phrase and exact matches tend to give fewer clicks but lower costs, higher conversion rates and a lower CPA.

Negative keywords tend to decrease impressions and costs but improve your CTR (and campaign performance) by stopping your ads from showing for irrelevant search queries.

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>

Ad Rank

Ad position is the order in which your ad shows up on a page. Ads can appear on the top of a search results page or on the bottom of the page.

Ad position is determined by your Ad Rank in the auction. Your Ad Rank is a score that's based on your bid and the components of Quality Score.

The quality components of Ad Rank are a measurement of the quality of your ad text and landing page in the context of what a user is searching for.



Google

about 42,000,000 results (0.29 seconds)

- 1 **SEO For Small Business Course | Classroom SEO Training**
www.webtrainingcourses.net/seo-training/melbourne
 Our course is offered as a beginner SEO course for people keen on learning the basics. Our local SEO training class is geared around covering the main principles that matter.
- 2 **Start an Online Business** **WordPress Bootcamp**
 Tips and Techniques Weekend WordPress Course
 Understand the Basics Learn To Build a Website
- 3 **#1 SEO Services in New Zealand | 70 Days Guarantee 50+...**
www.givingup.co.nz/
 — \$0 Setup Fee — \$0 Cancellation — Best SEO Service Guaranteed — No Lock-In Contract
 2 WOD | 50+ keywords — \$9992.00 — 1500+ words | More...

SEO For Small Business | Small Business Guide | Xero NZ
<https://www.xero.com/resources/small-business-guides/marketing/seo>
 SEO is the process of making your website visible in search engine results pages (or SERPs) as they're often called... This way when someone searches for a term related to your site, the Google algorithm goes to work, processing all the information that has been collected from your site and similar sites.

People also ask

- Is SEO worth it for small business?
- How can I do SEO for my business?
- Why is SEO important for small businesses?
- Is SEO free?

Feedback

Explore about our small business SEO services today!

Oct 16, 2016 - You are starting a business and have a checklist of the things you need to pay for your business going. You have the idea for a product or service...

- 4 **Ultimate guide to small business SEO - Yoast**
<https://yoast.com/seo-blog/content/seo>
 May 22, 2016 - This ultimate guide covers small business SEO. Want your site to rank high in the local search results? Read about here!
- 5 **SEO tips for small businesses: 10 ways to rank higher | BDC.ca**
<https://www.bdc.ca/marketing-sales-report/marketing/pages/seo-sm>
 There's no use in investing the time and money to build a beautiful website if your customers can't find it. Here are tips to help you rank higher in online searches.
- 6 **Increase Your Online Sales | Web Optimisation Consultants**
www.conversionstudio.co.nz/
 Want more online sales? Convert more of your website visitors into paying customers. Our experienced conversion rate optimization specialists will increase your online sales. Small Conversion Experts. Increase Online Sales. 3pp Conversion Experts.
 What's CRO? Contact Us Our Services About Us
- 7 **Small business SEO | Hire Digital Marketer at \$5/Hr**
www.zebra101.com/

HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.

AD RANK =

CPC BID ×

QUALITY SCORE

The best combined **CPC Bid x Quality Score** gets the best position:

CPC BID

This is the maximum bid you specify for your keyword.

QUALITY SCORE

This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.

KEYWORD RELEVANCE (AD URL) + USER EXPERIENCE = QUALITY SCORE

Max Bid × **Quality Score** = **Ad Rank** → **Position**

Google also incorporates the expected impact from your **Ad Extensions** and other ad formats when computing your Ad Rank. When doing so, Google considers such factors as the **relevance**, **clickthrough rates**, and the **prominence of the extensions** or formats on the search results page.

So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads and extensions (higher quality score).

The ad with the highest Ad Rank appears in the first eligible position on the search results page. The ad with the second-highest Ad Rank appears beneath it, and so on down the page.

All high-ranking ads are eligible to show in the top positions, provided they exceed a certain Ad Rank threshold. These are "Top" placement ads. "Other" placement ads are located at the side or bottom of the page.



Quality Score

Quality Score is Google’s measure of how relevant a keyword is. As soon as Google has enough data, keywords in an advertiser’s account are assigned a score between 1 and 10, with 10 being the best.

Keyword	Quality Score	Exp. CTR	Landing page exp.	Ad relevance
"yarra valley wedding"	➔ 7/10	Average	Average	Above average
[yarra valley wedding venues]	➔ 6/10	Average	Average	Average
+wedding +venues +Yarra Valley	➔ 6/10	Average	Average	Average
+yarra +valley +wedding +venues	➔ 6/10	Average	Average	Average

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.



Impressions

Impressions are when your Ad is shown to a viewer on the Google Search page. Even if the Ad is not clicked on it is still counted as an impression.

Impressions

- ▶ Number of times your ad(s) were displayed
- ▶ Includes people who **clicked** and **did not click**

Clicks

Clicks are when a viewer actually clicks on your Ad.

Just Engaged - Need a Venue | Wedding Reception Yarra Valley
 (Ad) www.theriverstoneestate.com.au/yarra-valley/wedding-venue (03) 5962 3947
 360 degree views of the Yarra Valley, wedding ceremony and reception venue. Combine our stunning location and let our staff create memories that will last forever. Download A Brochure. Tue-Sun Support Available.
[Wedding Event Packages](#) · [Wedding Gallery](#) · [Wedding Testimonials](#) · [Winter Weddings](#)
 321 Jumping Creek Rd, Warrandyte VIC - Open today · 9:00 am – 12:00 pm

CTR (click-through rate)

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

CTR

- ▶ Stands for Click Through Rate
- ▶ $CTR = (Total\ Clicks \div Total\ Impressions) \times 100$

$$\left(\frac{100\ Clicks}{200\ Impressions} \right) \times 100 = 50\% CTR$$

50% of people click your ad

If your PPC ad had 1,000 impressions and 10 clicks, that's a 1 percent CTR. As a metric, CTR tells you how relevant searchers are finding your ad to be.

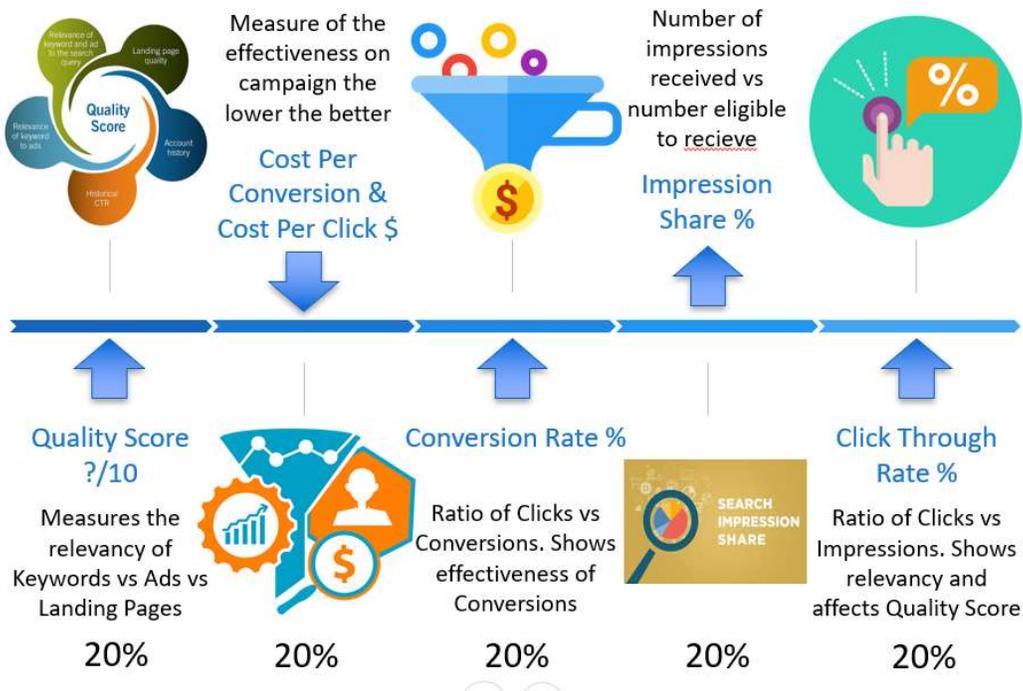
- High CTR, users are finding your ad to be highly relevant.
- Low CTR, users are finding your ad to be less relevant.

<input type="checkbox"/>	● Campaign	Budget	Status	Impr.	Clicks	Conversion	CTR	Cost
<input type="checkbox"/>	●  Bar Stools NEW	NZ\$85.0... 	Limited by budget 	1,171	243	6.25	20.75%	NZ\$576.79
<input type="checkbox"/>	●  Sofa Beds NEW	NZ\$85.0... 	Limited by budget 	1,863	411	12.50	22.06%	NZ\$578.09

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.

Main Focus Areas of Adwords - Simplified..



Module 4 – Adwords Dashboard & Main Menus

Adwords Account Login

First we need to login to our Google account.

In the Chrome Browser type www.google.co.nz and bring up a standard Google screen.

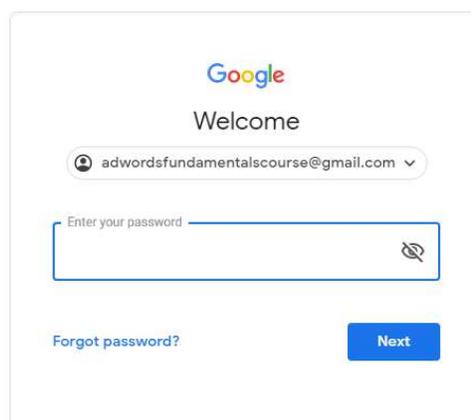
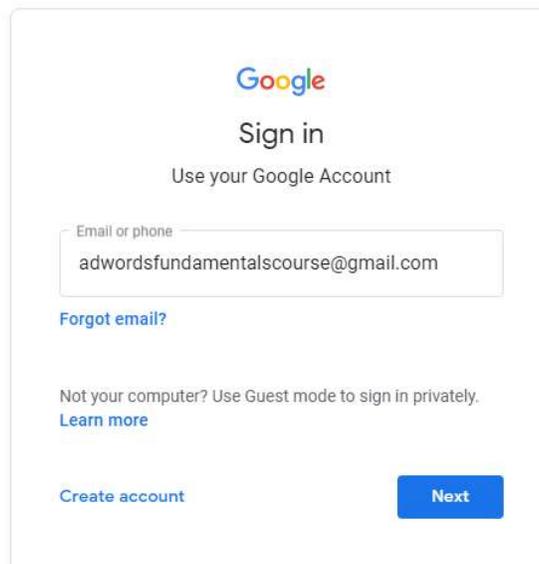


In the top right hand corner you will see a sign in box. Click on Sign In.



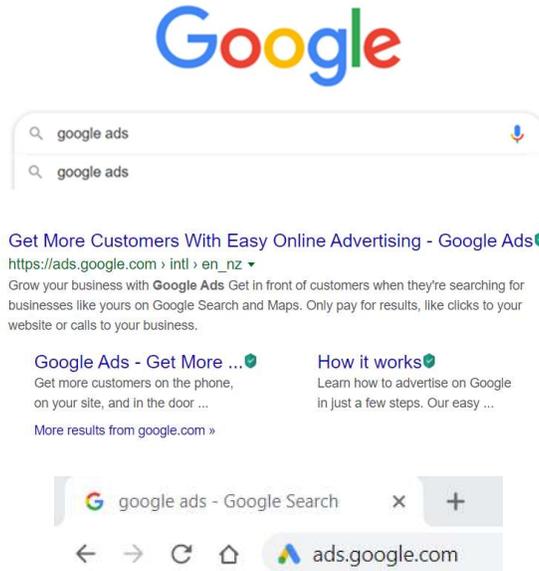
Sign in to a Google account:

adwordsfundamentalscourse@gmail.com with password *********



Now we need to login to Google Ads.

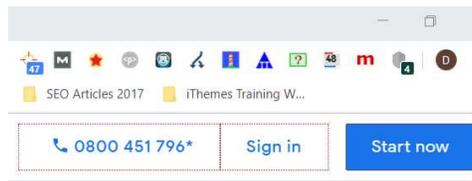
You can either Google 'Google Ads'



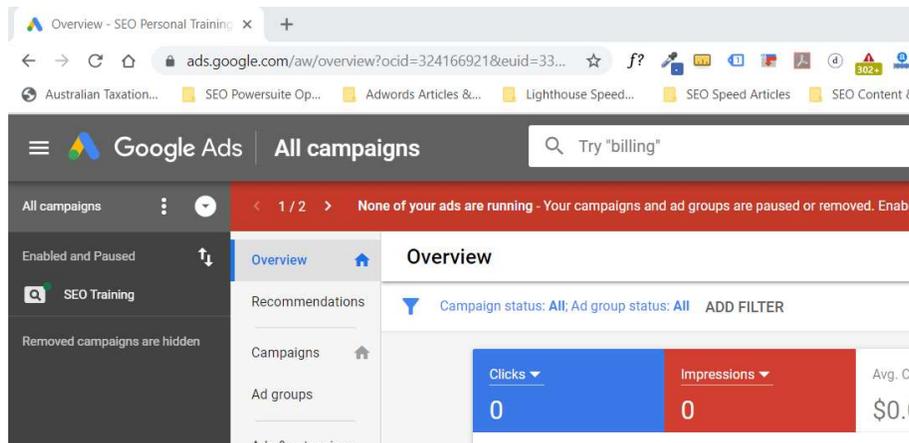
Or type the url that loads Google Ads

<https://ads.google.com>

Click Sign In on the right hand side.



This is what we see when we log in to Google Ads.



Google Ads Dashboard & Menus

We have a number of menu's in Google Ads. Lets run through what each menu is used for.



① Navigation menu ② Page menu ③ Page title ④ Top bar ⑤ Table tool bar

Basic Account Management

Go to any page		GO TO icon ④, then enter the page you want to go to. Or type G then T on your keyboard
Expand navigation menu		Arrow icon ④
Campaigns		To view all your campaigns, click <i>All campaigns</i> ①, then <i>Campaigns</i> ②. To go to one campaign, select the campaign ①.
Ads		<i>Ads & extensions</i> ②, <i>Ads</i> ③
Keywords		<i>Keywords</i> ②
Search terms		<i>Keywords</i> ②, then <i>Search terms</i> ③
Extensions		<i>Ads & extensions</i> ②, <i>Extensions</i> ③
Modify columns		Table tool bar ⑤, then <i>Modify columns</i>
Audiences or remarketing		<i>Audiences</i> ②
Conversions, Attribution, Google Analytics		Tool icon ④, then <i>Measurement</i> section
Shared library, Tools, Keyword Planner, Billing		Tool icon ④
Business data		Tool icon ④, then <i>Setup</i> section
Change history		<i>Change history</i> ②
Help		Help icon ④

Reporting

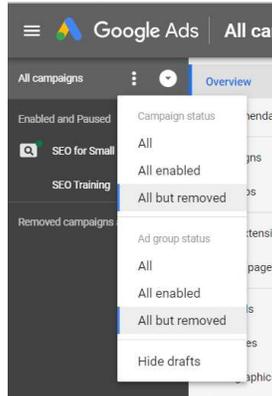
Dimensions		Chart icon 4 , then Pre-defined reports
Reports and Dashboards		Chart icon 4 , then Reports or Dashboards
Expand table		Expand table icon 5
Download		Download icon 5
Filter		Filter icon 5
Choose columns		Column icon 5
Group rows by		Segment and group icon 5
Segment rows by		Segment and group icon 5
Auction insights		Campaigns, Ad groups, or Keywords 2 , then Auction insights 3
Automatic placements		Placements 2 , then Where ads showed 3

Advanced Features

Create an automated rule		3-dot icon 5
Upload		3-dot icon 5
Bulk actions		Tools icon 4
Bulk apply negative keyword lists to campaigns		Campaigns 2 , select the desired campaigns, then Edit 5 , then Edit targeting
Bid adjustments		Audiences, Locations, Ad schedule, Devices, or Advanced bid adj. 2
Bid-only audiences		Renamed to audience observations
Target-and-bid audiences		Renamed to audience targeting
Audience manager		Tools icon 4
Audience insights and sources		Tools icon 4 , then Audience Manager, then left menu
Drafts & experiments		Drafts & experiments 2
Ad variations		Drafts & experiments 2 , then Ad variations 3
Auto-tagging		All campaigns 1 , then Settings 2 and Account settings 3
Content exclusions (account-level)		All campaigns 1 , then Settings 2 and Account settings 3
URL options / tracking template (account-level)		All campaigns 1 , then Settings 2 and Account settings 3
Import Analytics goals		Tools icon 4 , then Conversions, then  , then Import
Conversion web pages		Tools icon 4 , then Conversions, click on any existing conversion, then Web Pages 3
Campaign groups		Navigation panel 1

① **Navigation menu**

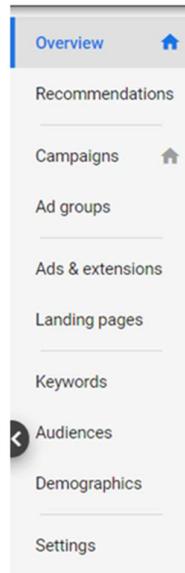
The navigation menu on the far left is used for viewing Campaigns, and Ad Groups that sit under each campaign. In the screenshot below you can see **SEO for Small Business** is the Campaign and **SEO Training** is the Ad Group.



You can select the 3 dots and a dropdown menu appears which allows you to show only the Campaign or Ad Groups that are enabled.

② **Page menu**

The second menu in is called the **Page Menu** and enables you to manage Ads & Extensions, Keywords, Audiences etc



4 Top bar

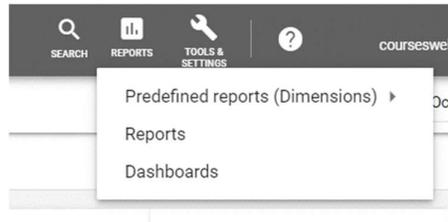
The top bar menu has 3 main functions, Search, Reports and Tools & Settings.



Search – used to look for functions in Ads where you don't know where they reside. I often type the term Change History in here to find what changes have been made in an account.



Reports – this menu provides a number of predefined reports or you can create your own reports in here.



The reports interface is quite easy to use and an example below shows a Search Terms Report with the attributes that you can drag and drop to make or change the report.

The screenshot shows the 'Search terms Report' interface. On the left, there is a 'Level of detail' sidebar with options: Campaign, Ad, Label (Campaign), Label (Ad group), Label (Ad), Label (Keyword), Final URL, and Landing page. The main area displays a table with columns for Ad group, Search term, Search keyword, Added/Excluded, Search term match type, Clicks, Impressions, Conversions, CTR, Avg. CPC, Cost, and Cost / conv. The table contains data for 'Yarra Valley Weddings' and 'Small Wedding Venue'.

Ad group	Search term	Search keyword	Added/Excluded	Search term match type	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Cost / conv.
Yarra Valley Weddings	yarra valley wedding venues	yarra valley wedding venues	Added	Exact	14	90	1.00	15.56%	AS\$3.15		
Small Wedding Venue	small wedding venues melbourne	small wedding venues melbourne	Added	Exact	12	67	0.00	17.91%	AS\$3.46		
Yarra Valley	wedding venues	+wedding +venues									

Tools and Consoles – the main configuration area of Ads.

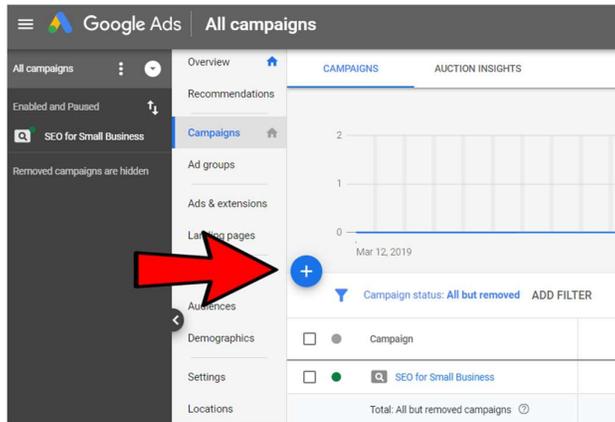
<p>PLANNING</p> <ul style="list-style-type: none"> Performance Planner Keyword Planner Reach Planner Ad Preview and Diagnosis 	<p>SHARED LIBRARY</p> <ul style="list-style-type: none"> Audience manager Bid strategies Negative keyword lists Shared budgets Placement exclusion lists 	<p>BULK ACTIONS</p> <ul style="list-style-type: none"> All bulk actions Rules Scripts Uploads 	<p>MEASUREMENT</p> <ul style="list-style-type: none"> Conversions Google Analytics Search attribution 	<p>SETUP</p> <ul style="list-style-type: none"> Business data Policy manager Account access Linked accounts Preferences Google Merchant Center 	<p>BILLING</p> <ul style="list-style-type: none"> Billing summary Billing documents Billing settings
--	--	--	---	---	--

Module 5 – Creating a Campaign, Ad Group & Ads

Creating a Campaign

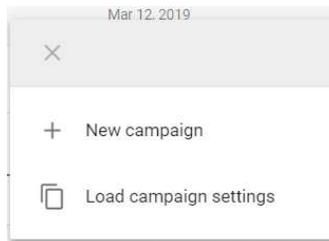
We are going to make a student training account to run some Ads for Web Training Courses.

Click on **All Campaigns** up the top left and your screen should look like this before we start.

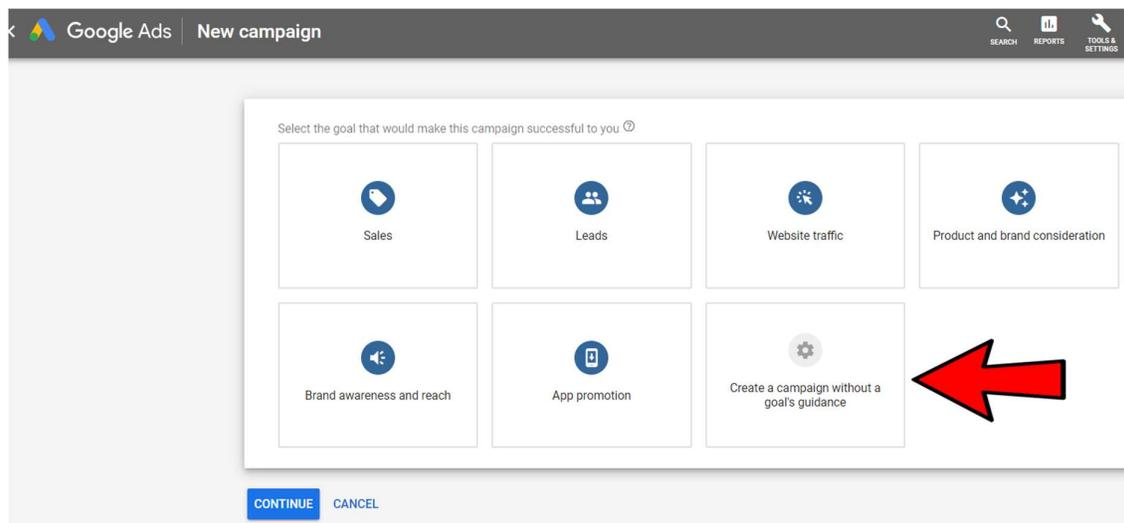


Click on the blue circle with the white plus inside.

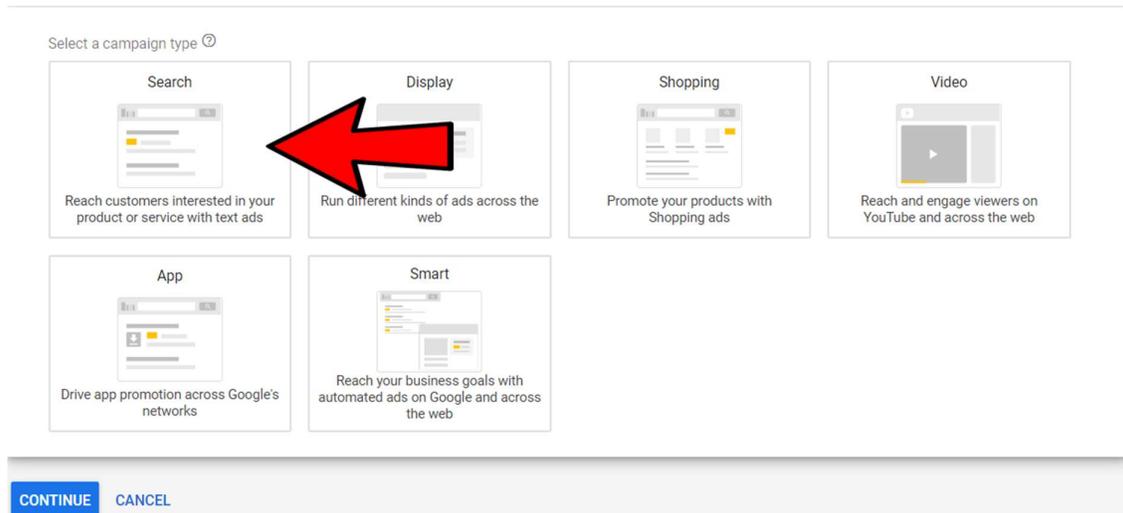
Click on **New Campaign**



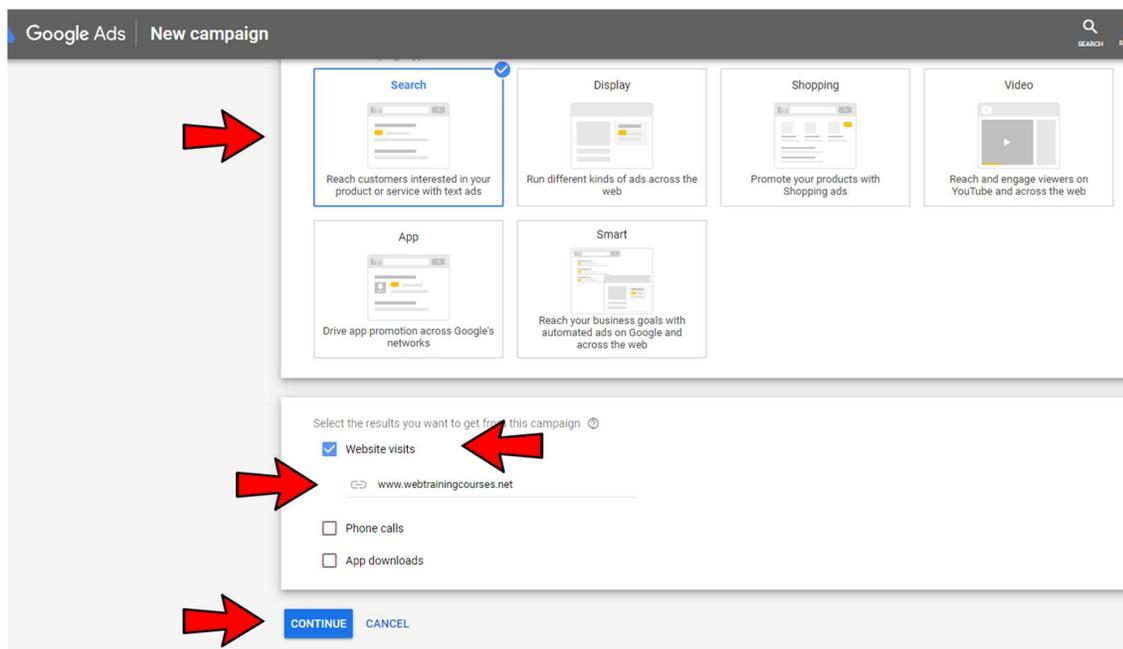
Now click on **Create a Campaign Without a Goals Guidance**.



Now click on **Search** as we want to create a Search Campaign.



Now select Website Visits, put in the URL www.webtrainingcourses.net and click **Continue**



Now we enter in the name of our campaign. In my example I am going to use **Tutor** and in your case type your student number you have been allocated, **Learn 1** etc

General settings

Type: Search

Campaign name: Tutor

Networks

Search Network
 Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords
 Include Google search partners
 Most advertisers include their ads on Google search partner sites

Display Network
 Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet
 Include Google Display Network
 Don't miss the opportunity to reach more people across 3 million sites and apps

[Show more settings](#)

Further down the page we have the location settings for our Ads. Because the master account when I set the account up has a target location of Melbourne City, each campaign we create will default to the same location settings.

Lets also add **Auckland** as a **City location** and **Auckland as a Region** so we can view our Ads.

We can change each campaign to have different settings if we want to. This is the power of Google Ads, the campaign settings enable you to target different locations with different Ads.

2 Set up ad groups

Choose who you want to reach

Locations

Matches	Reach
Auckland, New Zealand region	2,100,000 TARGET
Auckland, Auckland, New Zealand city	2,080,000
Auckland Airport, Auckland, New Zealand airport	140,000
Auckland Park, Gauteng, South Africa neighbourhood	—
⚠ Limited reach	
Bishop Auckland, England, United Kingdom city	88,000
Papakura, Auckland, New Zealand city	143,000
Pukekohe, Auckland, New Zealand city	49,000
Locations that include: Auckland, New Zealand	
New Zealand country	3,550,000
Related locations	
New Zealand country	3,550,000
L17, England, United Kingdom postal code	125,000
Melbourne, Victoria, Australia city	

Search: auckland | [Advanced search](#)

For example, a country, city, region or postcode

[Location options](#)

2 Set up ad groups — 3 Create ads — 4 Confirmation

Choose who you want to reach

Locations

Select locations to target ⓘ

- All countries and states/territories
- Australia
- Enter another location

Targeted locations: (3)	Reach ⓘ ✕
Auckland, Auckland, New Zealand city	2,080,000 ✕
Auckland, New Zealand region	2,100,000 ✕
Melbourne, Victoria, Australia city	5,970,000 ✕

🔍 Enter a location to target or exclude [Advanced search](#)

For example, a country, city, region or postcode

▼ Location options

We can also set some **Location Options**

^ Location options

Target ⓘ

- People in, or who show interest in, your targeted locations (recommended)
- People in or regularly in your targeted locations
- People searching for your targeted locations

Exclude ⓘ

- People in, or who show interest in, your excluded locations (recommended)
- People in your excluded locations

Leave the Audiences area empty for now, this is more an advanced Ads feature, outside the scope of this course.

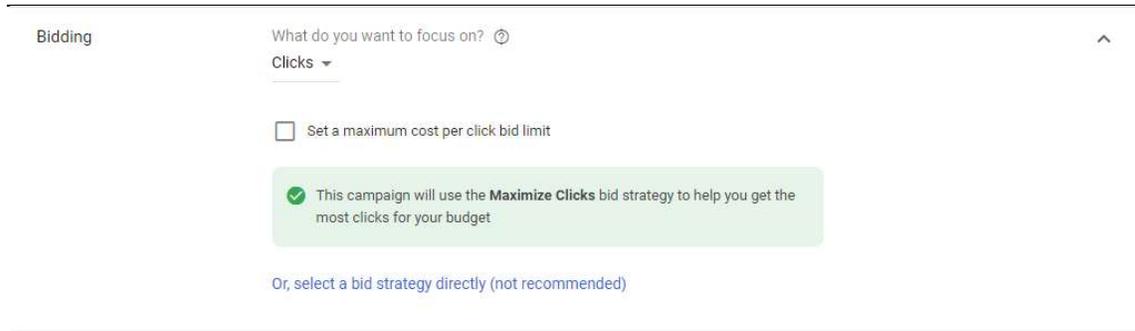
Now lets look at **Budget and Bidding**.

Our campaign budget below will be \$15 per day.

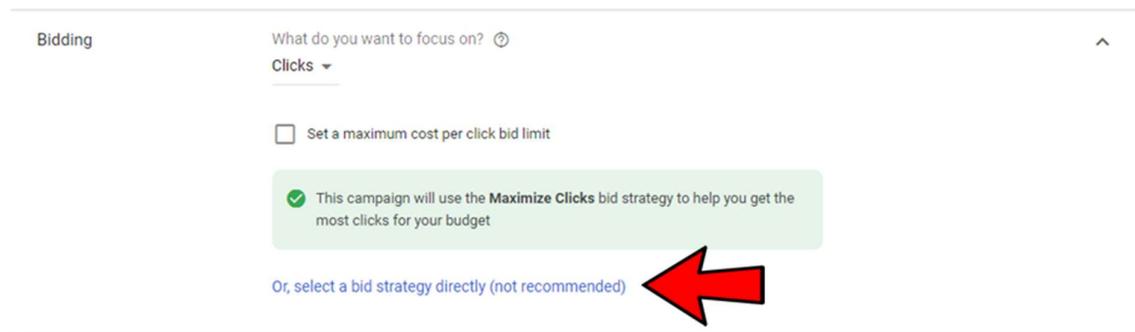
Budget and bidding
Define how much you want to spend and how you want to spend it

Budget	Enter the average you want to spend each day AS 15.00	For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. Learn more
---------------	---	--

In the next screen we have our bidding options.

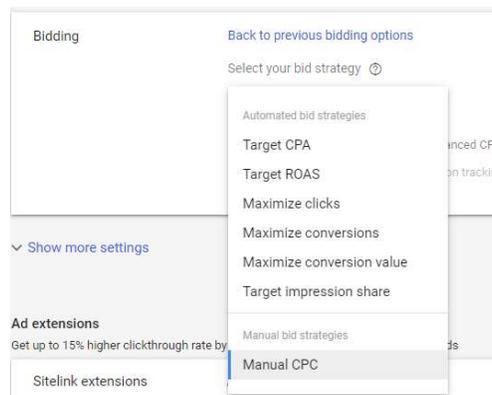


Leave **Clicks** as our bidding focus. You can change this to Conversions but the default is Clicks. Now select Or, select a bid strategy directly (not recommended)



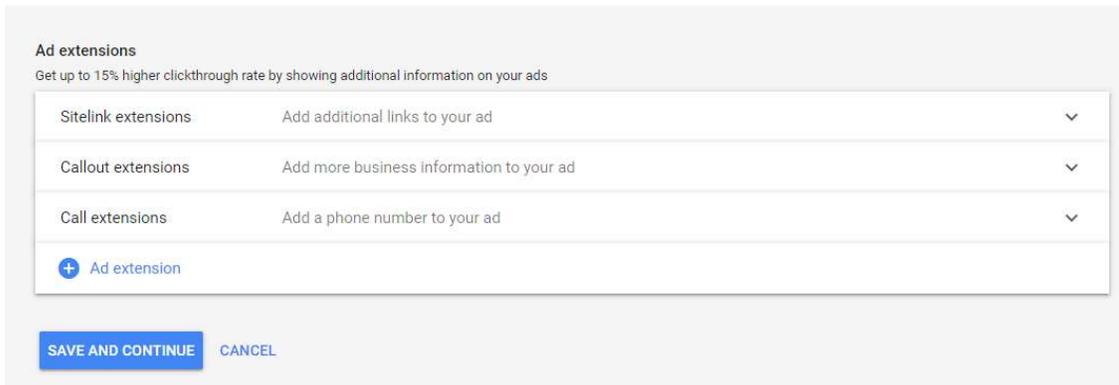
I always select **Manual CPC**.

What this means is that we are going to manually set our **Max Cost Per Click** ourselves rather than have an automated bid strategy.



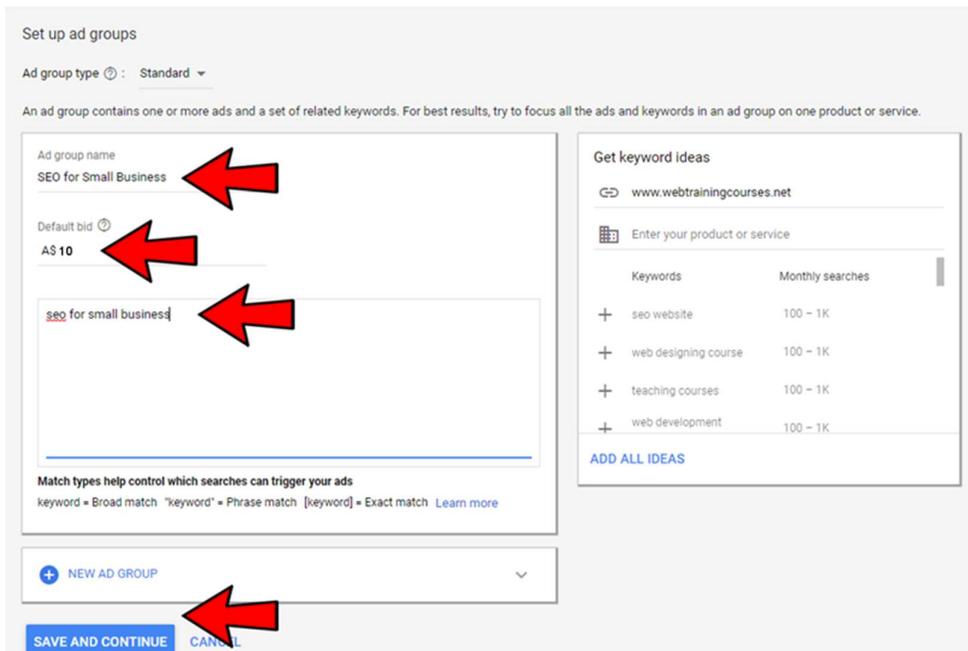
Further down we have the option to create **Ad Extensions** which we will leave for now.

We will cover **Ad Extensions** in **Module 6**.



Click **Save and Continue**.

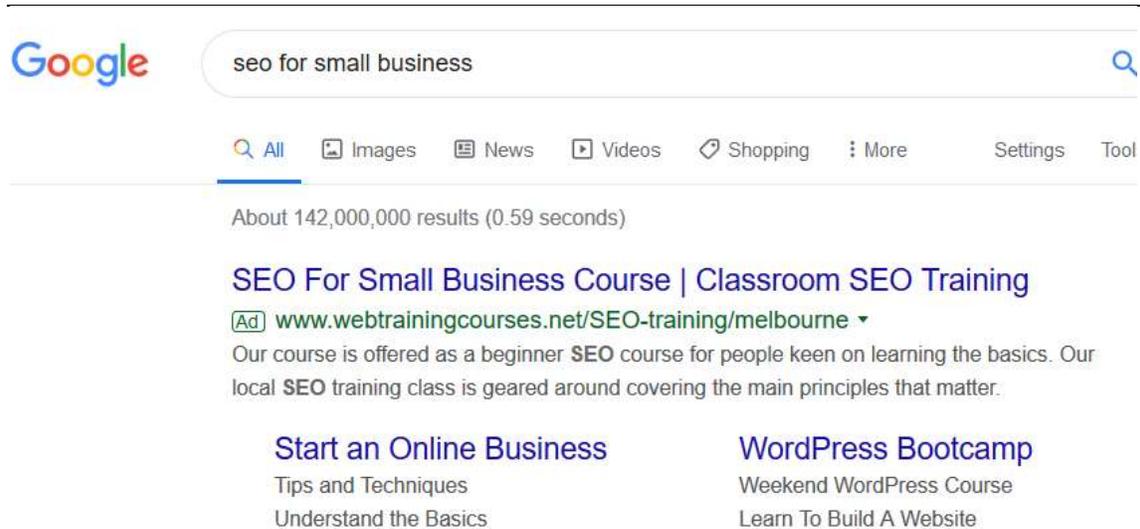
Creating An Ad Group



Here we get to create our first Ad Group, set a default bid of \$10 for the Ad Group and put in a starting target keyword (SEO for small business).

The amount is so high because we are running Ads in Auckland and the keywords would have a lot of competitors.

For our course we are going to use a long tail keyword **'SEO for Small Business'** so that we can see our Ad when it runs.



Creating An Ad

We are going to use the landing page on the website that has the **SEO For Small Business Course** content.

<https://www.webtrainingcourses.net/courses/seo-small-business-course/>



The next screenshot shows what we set for our first Ad. You can create whatever you like here and develop your own skills in writing Ads.

It is important though in the **Headline 1** to have the name of the Course which is our keyword that we have set up **'SEO for Small Business'**.

The screenshot shows the Google Ads ad creation interface. Red arrows point to various fields: 'url copied from website' points to the Final URL; 'main keyword in our first Headline' points to the first headline; other arrows point to the second and third headlines, the display path, and the description. A preview window on the right shows a sample ad with the headline 'SEO For Small Business Course | Classroom SEO Training | Covers the Fundamentals' and the URL 'webtrainingcourses.net/SEO-training/Auckland'. A red arrow points to this preview with the text 'sample of what our Ad looks like'. At the bottom, there are buttons for 'DONE', 'CANCEL', 'SAVE AND CONTINUE', and 'CANCEL'.

Click **Save and Continue**

The screenshot shows the 'Congratulations! Your campaign is ready.' summary screen. It includes a 'Review your campaign summary' section with the following details:

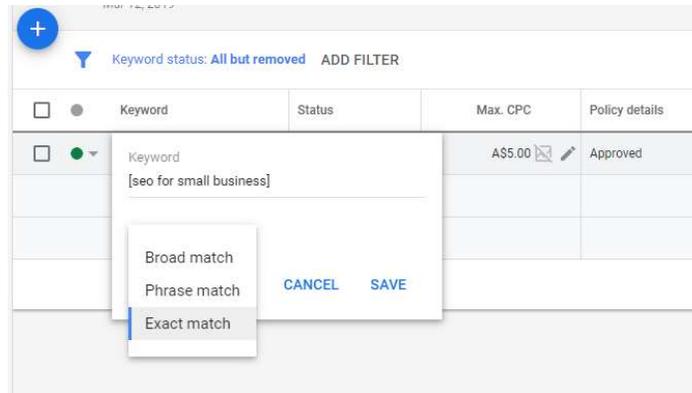
Clicks	0	Cost	A\$0.00
Daily estimate		Daily estimate	

Oct 27, 2019 – No end date	Campaign budget	A\$15.00/day	Bid strategy	Manual CPC
Auckland	Campaign goal	No goal selected		
English				

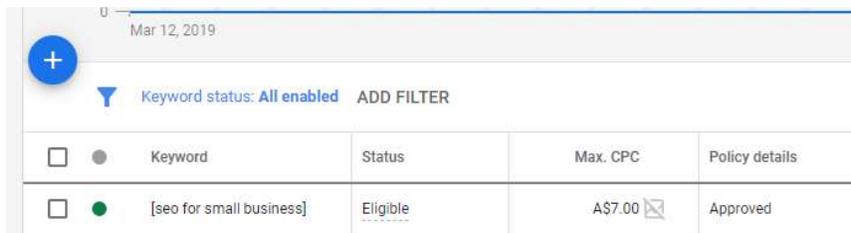
At the bottom, there are three progress indicators: 1 Ad Groups, 1 Keywords, and 1 Ads. A blue button labeled 'CONTINUE TO CAMPAIGN' is at the bottom.

Now that we have created our Campaign, Ad Group and Ad we should change the default match type on the keyword 'seo for small business' to **Exact match**.

The reason for this is so we are focusing on a very specific phrase rather than a broad or phrase match.



Now lets add another keyword 'seo for small business course'. Click on the blue plus circle.



Put a [in front of the phrase and a] at the end which sets the keyword as **Exact match**.

Add Keywords

To build a list of relevant keywords, add ideas below. Keywords can trigger your ad to show when people search for related terms. [Learn more about](#)

[seo for small business course]

Match types help control which searches can trigger your ads
 keyword = Broad match "keyword" = Phrase match [keyword] = Exact match
[Learn more](#)

Get keyword ideas

Enter a related website

Enter your product or service

Keywords	Monthly searches
+ seo	1K - 10K
+ seo definition	100 - 1K
+ seo marketing	100 - 1K
+ seo website	100 - 1K
+ seo specialist	100 - 1K
+ local seo company	100 - 1K
+ website ranking	100 - 1K

[ADD ALL IDEAS](#)

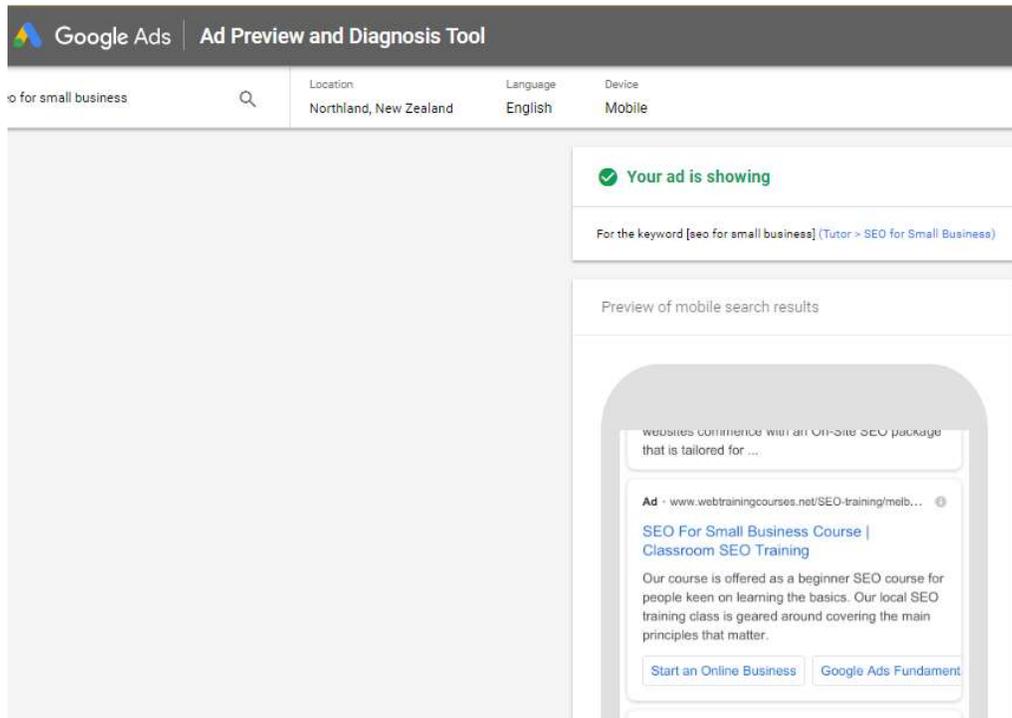
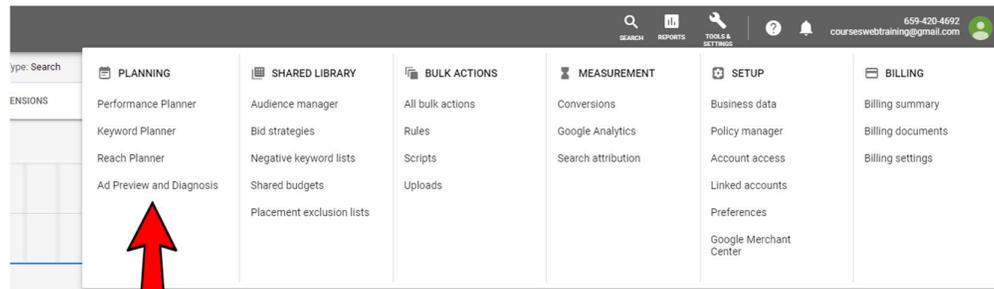
SAVE **CANCEL**

Click on **Save**

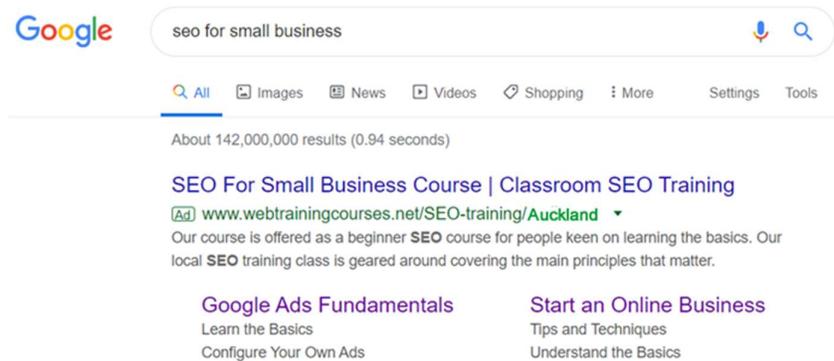
Ads Preview & Diagnosis

Now we need to check that our Ad is running. There is a tester under the Top Menu under Planning called **Ad Preview and Diagnosis**.

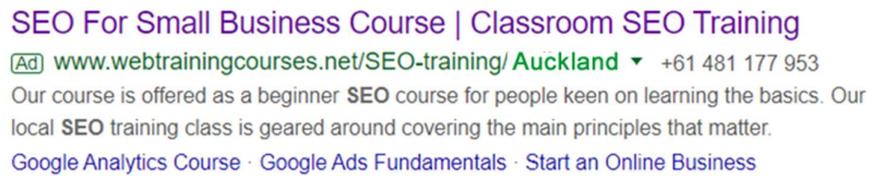
It will take a while for our Ad to be approved and our keyword that is set to generate impressions on our Ad. So be patient.



Our Ad on a Desktop Screen



The screenshot shows a Google search for "seo for small business". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for All, Images, News, Videos, Shopping, More, Settings, and Tools. The search results show "About 142,000,000 results (0.94 seconds)". The top result is an advertisement for "SEO For Small Business Course | Classroom SEO Training" with a URL "www.webtrainingcourses.net/SEO-training/Auckland". Below the main result are two extension links: "Google Ads Fundamentals" and "Start an Online Business".



This block shows a detailed view of the advertisement. It includes the title "SEO For Small Business Course | Classroom SEO Training", the URL "www.webtrainingcourses.net/SEO-training/Auckland", and a phone number "+61 481 177 953". The description states: "Our course is offered as a beginner SEO course for people keen on learning the basics. Our local SEO training class is geared around covering the main principles that matter." At the bottom, there are two extension links: "Google Analytics Course" and "Start an Online Business".

Our Ad on a Mobile Screen



The screenshot shows the advertisement on a mobile screen. It features the same title and URL as the desktop version. The description is truncated to fit the mobile layout. At the bottom, there are two extension links: "Google Analytics Course" and "Google Ads Fundamen".

Looking at Google – Once Ads are Approved

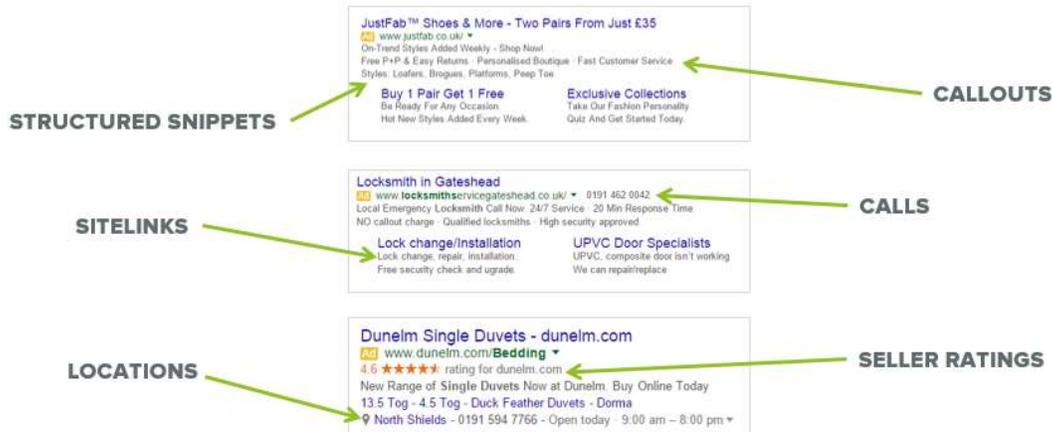
Please do not click on any of our Ads or Extensions (It COSTS ME...)

Module 6 – Ad Extensions & Negative Keywords

Ad Extensions

Ad Extensions are extra components of an Ad that make the Ad more attractive to viewers. A graphic below shows the most common Extensions and I am going to go through the setup of 3 of the main extensions:

- Call Extensions
- Sitelink Extensions
- Location Extensions



Call Extensions

This Extension enables a phone number to be added at the Account, Campaign or Ad Group level. This number appears on an Ad. Add yours to your Campaign, not the Account.

Add call extension

Add to

Campaign ▾

Extension

Create new Use existing

New Zealand ▾ Phone number ⓘ

Example: (02) 1234 5678

Call reporting is turned on ⓘ

Conversion action ⓘ

Use account settings (Calls from ads) ▾

Advanced options

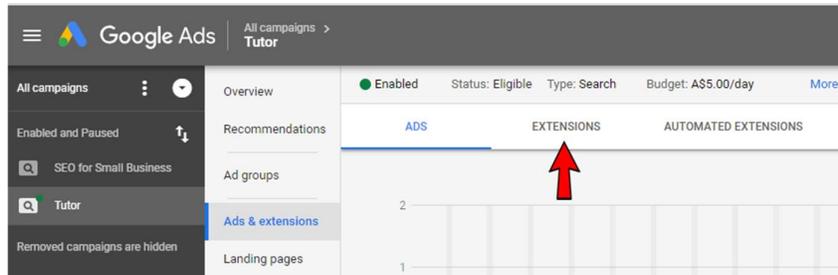
Click on **Save**

Sitelink Extensions

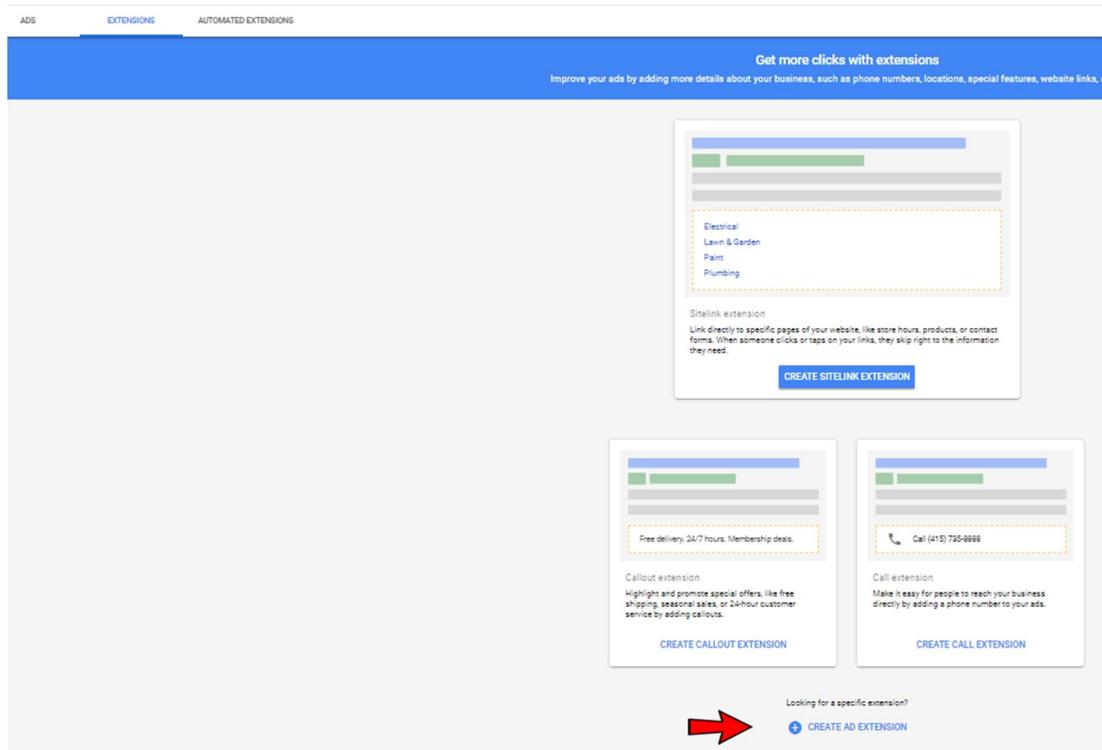
The sitelink extension is a clickable Google ad extension that allows you to send your customers to different pages on your site in addition to your main landing page, and which makes your ad larger and more visible in the search results.



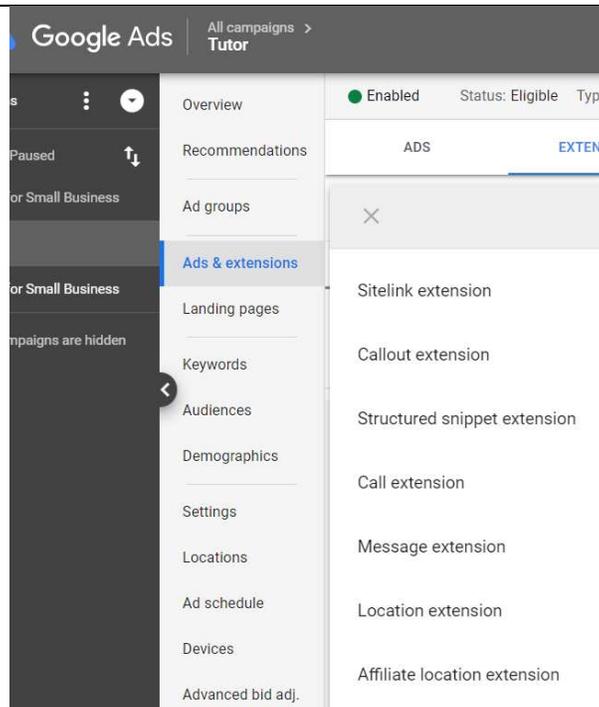
Select under Ads & Extensions the Extensions tab.



You will see the screenshot below and go down to the bottom and click on **Create An Extension**.



Select **Sitelink Extension**



Add sitelink extension

Add to

Campaign ▼

Extension

Create new Use existing

Sitelink 1

Sitelink text

Google Analytics Course

Description line 1 (recommended) 23 / 25

Basic Principles of Analytics ?

Description line 2 (recommended) 29 / 35

Basic Account Setup

Final URL 19 / 35

<https://www.webtrainingcourses.net/courses/google-analyt> ?

Sitelink 2
Sitelink text
Start an Online Business

Description line 1 (recommended) 24 / 25
Tips and Techniques ⓘ

Description line 2 (recommended) 19 / 35
Understand the Basics

Final URL 21 / 35
https://www.webtrainingcourses.net/courses/how-to-start-a ⓘ

Sitelink 3
Sitelink text
Google Ads Fundamentals

Description line 1 (recommended) 23 / 25
Learn the Basics ⓘ

Description line 2 (recommended) 16 / 35
Configure Your Own Ads

Final URL 22 / 35
https://www.webtrainingcourses.net/courses/google-adwor ⓘ

Sitelink 4
Sitelink text
WordPress Bootcamp

Description line 1 (recommended) 18 / 25
Weekend WordPress Course ⓘ

Description line 2 (recommended) 24 / 35
Learn To Build A Website

Final URL 24 / 35
https://www.webtrainingcourses.net/courses/wordpress-bo ⓘ

Click on **Save**

[ADD SITELINK](#)

∨ [Sitelink URL options](#)

∨ [Advanced options](#)

[SAVE](#) [CANCEL](#)

Location Extensions

This is where you link your Google My Business listing to your Ads account so you can show your location under the Ad.

Create location extensions
 To get started, link your Google Ads account to a Google My Business account. [Learn more](#)

Find an account Link to an account I know

webtrainingcourses.net Countries: [Australia](#), [New Zealand](#) 

GMB account	Verified/total	Example listings	Countries	
le...@...	1/1 (100%)	Web Training Courses, 155 Bourke Street, Melbourne VIC 3000	Australia	 SELECT

[PREVIEW](#)

Click on **Select** and then **Continue**.

Find an account Link to an account I know

Selected GMB account 

GMB account	Verified/total	Example listings	Countries
le...@...	1/1 (100%)	Web Training Courses, 155 Bourke Street, Melbourne VIC 3000	Australia

[PREVIEW](#)

[CANCEL](#) [CONTINUE](#)

Create location extensions
 To get started, link your Google Ads account to a Google My Business account

Your request to use locations was sent to le...@...

When your request is approved, locations in the Google My Business account le...@... will appear on your ads. [Learn more](#)

A Google Ads account would like to link to your Google My Business locations

GA Google Ads <noreply@google.com>
To learn@webtrainingcourses.net

Google Ads

Hello,

courseswebtraining@gmail.com has requested permission to link your Google My Business account le...@... to their Google Ads account Adwords Fundamentals Course.

Click [here](#) to approve or reject the request.

Google My Business

AdWords link requested

courseswebtraining@gmail.com has requested to link Google My Business accounts managed by learn@webtrainingcourses.net to AdWords.

Linking your account to AdWords will allow Adwords Fundamentals Course (6594204692) to see your locations, but not edit your business information or add labels. You can contact the requester at courseswebtraining@gmail.com.

[LEARN MORE](#)
[DECLINE](#)
[APPROVE](#)

Click on **Approve** and this should all be linked through.

	ADS	EXTENSIONS	AUTOMATED EXTENSIONS		
Overview	+ Extension type: All ADD FILTER				
Recommendations					
Campaigns					
Ad groups					
Ads & extensions	Account				
Landing pages	<input type="checkbox"/>	Google Analytics Course Basic Principles of Analytics Basic Account Setup	Sitelink extension	Account	Under review
Keywords	<input type="checkbox"/>	Start an Online Business Tips and Techniques Understand the Basics	Sitelink extension	Account	Under review
Audiences	<input type="checkbox"/>	Google Ads Fundamentals Learn the Basics Configure Your Own Ads	Sitelink extension	Account	Under review
Demographics	<input type="checkbox"/>	WordPress Bootcamp Weekend WordPress Course Learn To Build A Website	Sitelink extension	Account	Under review
Settings	<input type="checkbox"/>	learn@webtrainingcourses.net (V... All locations selected	Location extension	Account	---
Locations					
Art schedule					

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 AdWords campaigns.

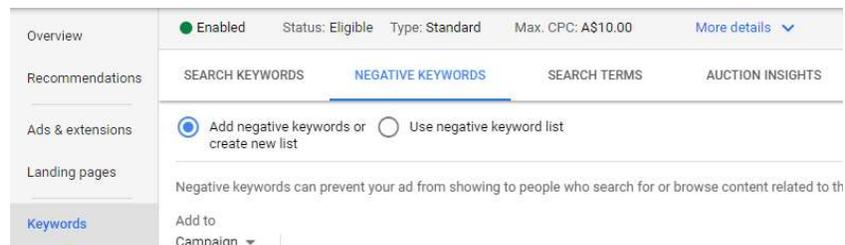
In the ecommerce space, let's say you sell marathon running shoes, but not trail running shoes, you can exclude "trail" from triggering your ads.

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

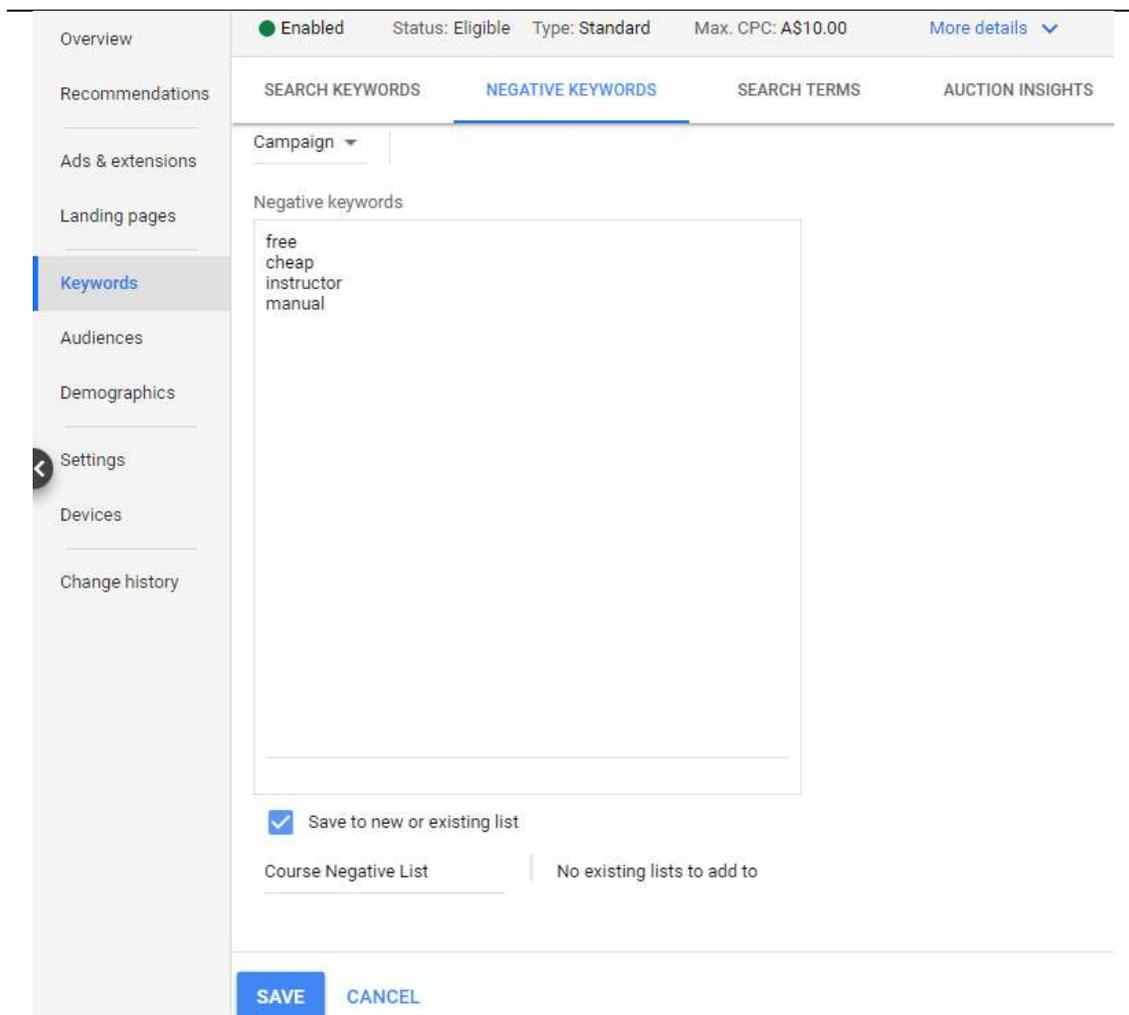
This means you can end up paying for clicks that aren't as relevant for your business as you might have thought.

Create a Negative Keyword List

On the Page Menu click on Keywords, then up the top click on **Negative Keywords**



The screenshot shows the Google Ads interface for a campaign. On the left is a navigation menu with options: Overview, Recommendations, Ads & extensions, Landing pages, and Keywords (which is highlighted). The main content area shows the campaign status: Enabled, Status: Eligible, Type: Standard, Max. CPC: A\$10.00, and a More details dropdown. Below this are four tabs: SEARCH KEYWORDS, NEGATIVE KEYWORDS (which is selected), SEARCH TERMS, and AUCTION INSIGHTS. Under the NEGATIVE KEYWORDS tab, there are two radio buttons: "Add negative keywords or create new list" (which is selected) and "Use negative keyword list". Below the radio buttons, there is a text box with the placeholder text "Negative keywords can prevent your ad from showing to people who search for or browse content related to th". At the bottom, there is an "Add to" section with a dropdown menu set to "Campaign".



Overview ● Enabled Status: Eligible Type: Standard Max. CPC: A\$10.00 [More details](#) ▼

Recommendations SEARCH KEYWORDS **NEGATIVE KEYWORDS** SEARCH TERMS AUCTION INSIGHTS

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Devices

Change history

Campaign ▼

Negative keywords

free
cheap
instructor
manual

Save to new or existing list

Course Negative List | No existing lists to add to

SAVE CANCEL

I have added words such as:

- Free
- Cheap
- Manual
- Instructor

As I don't want these keywords to generate clicks on my Ads.

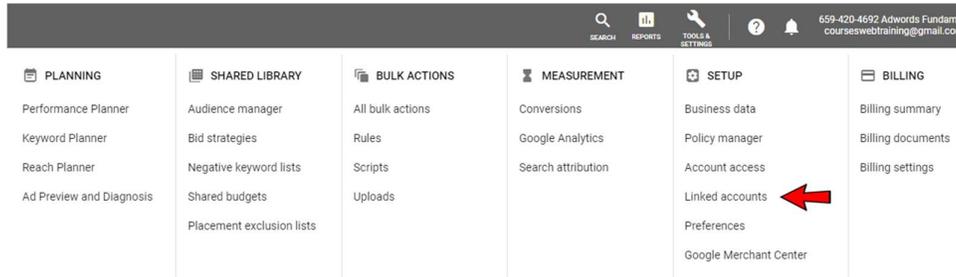
For example the phrase **'free** seo for small business course' won't trigger my Ads.

Module 7 – Basic Reports & Measurement

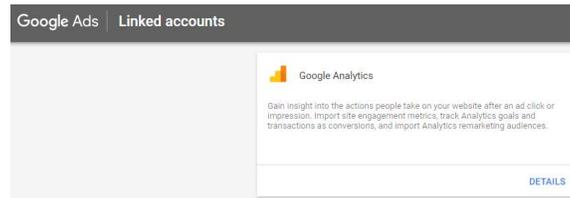
Connect Adwords to Analytics

It is important to have Google Analytics running and connected to your website and if you are running Google Ads it is important to link these two.

Under Tools & Settings on the Top Menu click on Linked Accounts.



At this point you should be logged in to the same Google account that Google Analytics is connected to. Click on Google Analytics and **Details**.



Click on the **Link** and link the account.

Analytics property	Status	Views	Goals	Audiences	Actions
Web Training Courses UA-75503249-1	Not linked				LINK

In my account I have a couple of different views in Analytics as I use this account for the Google Analytics Fundamentals course. Click on **Link** and **Import Site Metrics** and **Save**.

Web Training Courses

To link this property, select which views to link to Google Ads. You can also choose to import site metrics from 1 view.

Views	Link	Import site metrics
All Web Site Data (DO Not Touch)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Student One View	<input type="checkbox"/>	<input type="checkbox"/>
Tutor View	<input type="checkbox"/>	<input type="checkbox"/>

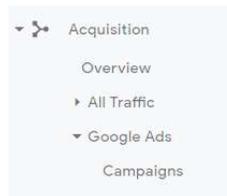
[CANCEL](#) [SAVE](#)

Once this is completed your linked account should look like this below.

Analytics property	Status	Views	Goals	Audiences	Actions
Web Training Courses UA-75503249-1	Linked	1 view	0	0 lists	UNLINK

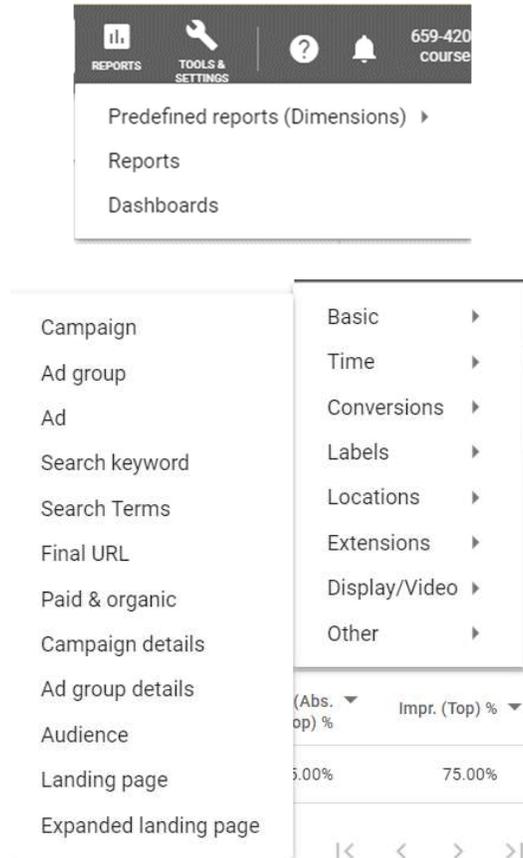
The reasons for linking these two together are twofold.

For Adwords it enables you to import Goals from Analytics and set these up as Conversion actions. In Analytics it enables you to see your Adwords data as an input feed.



Basic Reports

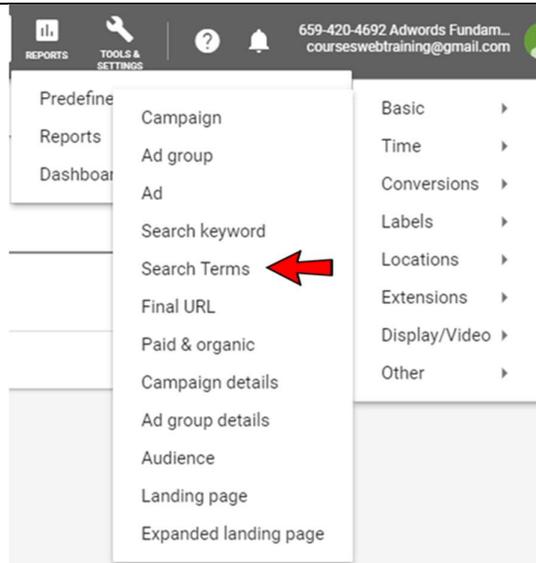
There are a number of basic reports set up in Adwords which are easy to use or you can write your own.



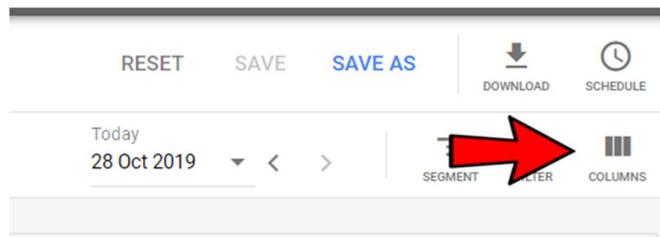
Search Terms Report

The Search Terms report is a popular report and shows us what actual keywords have been searched for and generated clicks to our Ads.

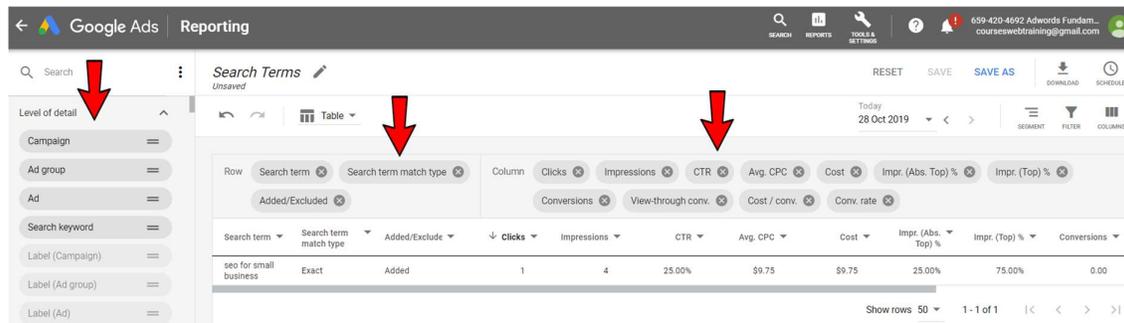
Under Predefined **Reports**> **Basic**> **Search Terms Report** we will take a look at this report structure.



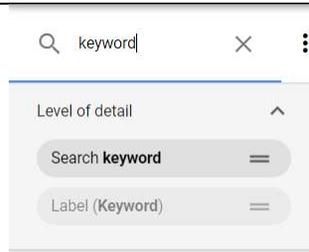
Once the report writer interface comes up click on the Columns icon to see all the report fields.



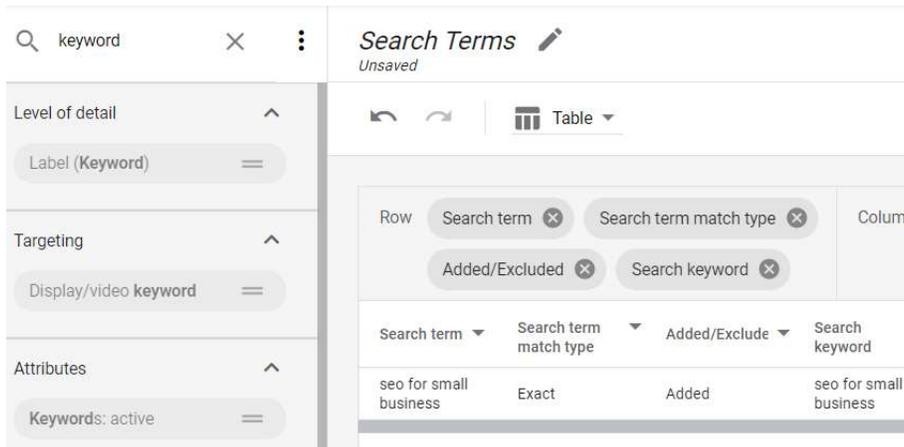
Now we can see all the report fields. The column on the left has all the fields that we can drag over to the right. We can also hit the key on a field and it will remove itself.



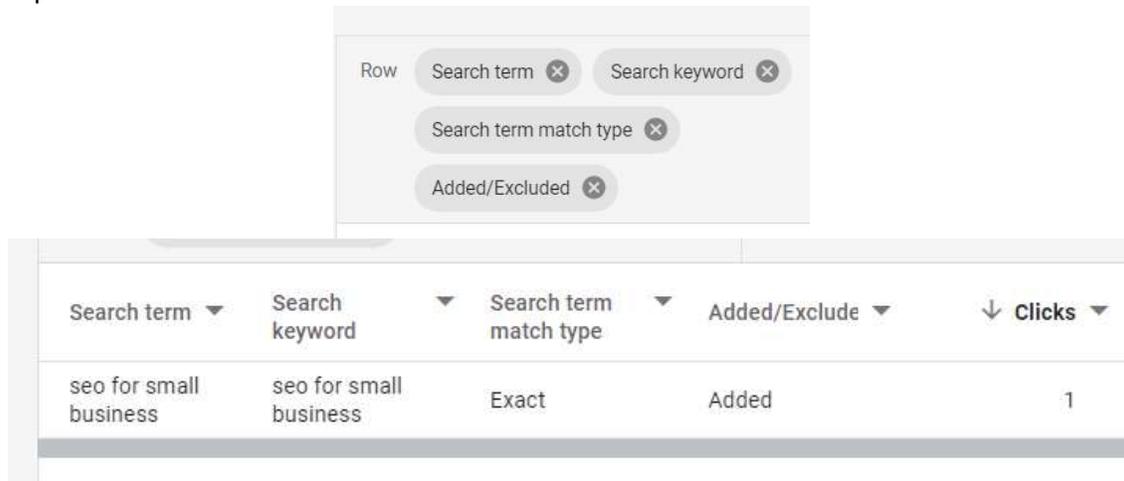
In the Search Terms report there is a field missing that we are going to add, **Search Keyword**.



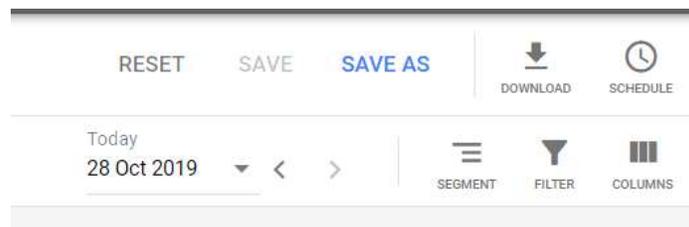
Drag this from the left and drop it over on to the **Row** fields area.



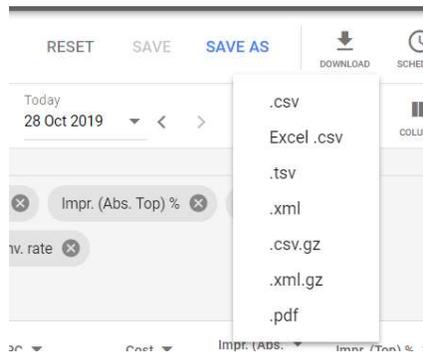
You can also drag these around within the Rows and Columns which in turn re-orders the report.



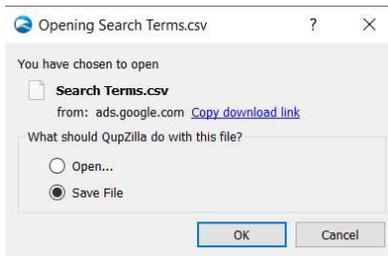
To export this report to a .csv file or excel format click on the Download arrow up the top right.



Now click on Excel .csv



Now click on Open or Save File and save to your computer.



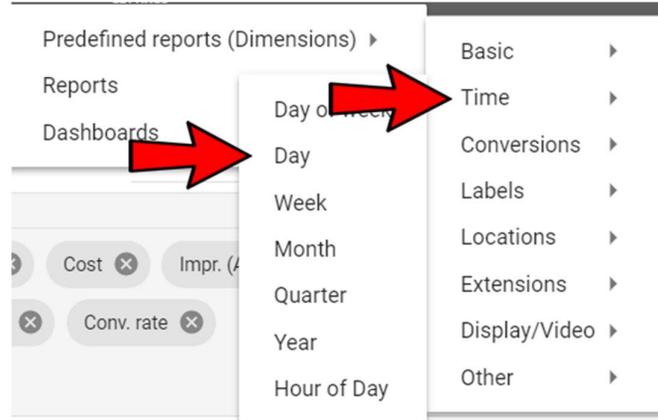
Below is an example of a Search Terms Report for one of my customers.

Search term report (Sep 1, 2010-Nov 25, 2016)													
Match type	Search term	Keyword	Added/Excluded	Ad group	Conversions	Cost / conv.	Clicks	Impressions	Conv. rate	Cost	CTR	Avg. CPC	Avg. position
exact	roller blinds	[roller blinds]	Added	Roller Blinds	395	18.46	4090	25378	9.66%	7,294.88	16.12%	1.78	1.9
exact	easy blinds	+easy +blinds	Added	Easy Blinds	73	3.85	495	1390	14.84%	282.65	35.61%	0.57	1
exact	blinds	[blinds]	Added	Blinds	68	46.72	1059	14024	6.42%	3,177.02	7.55%	3	2.2
exact	easyblinds	"easyblinds"	Added	Easy Blinds	66	3.44	356	755	18.75%	233.09	47.15%	0.65	1
exact	roller blinds	+roller +blinds	Added	Roller Blinds	64	37.71	1005	9765	6.48%	2,462.23	10.29%	2.45	2.6
phrase	easy blinds nz	+easy +blinds	Added	Easy Blinds	62	6.2	374	1111	17.13%	397.62	33.66%	1.06	1
exact	easy blinds	[easy blinds]	Added	Easy Blinds	57	6.34	315	533	19.06%	383.71	59.10%	1.22	1
phrase	roller blinds auckland	"roller blinds"	Added	Roller Blinds	56	15.8	468	2291	11.97%	884.6	20.43%	1.89	2.2
broad	easy blinds nz	roller blinds	None	Roller Blinds	41	4.51	259	504	15.83%	185.04	51.39%	0.71	1
exact	blinds nz	[blinds nz]	Added	Roller Blinds	39	42.14	415	1766	9.40%	1,643.36	23.50%	3.96	1.5
exact	roller blinds online	[roller blinds online]	Added	Roller Blinds	34	13.62	254	715	13.39%	463.16	35.52%	1.82	1.6
exact	roller blinds nz	[roller blinds nz]	Added	Roller Blinds	33	50.92	379	1966	8.73%	1,684.04	19.28%	4.44	2.6
exact	roman blinds	[roman blinds]	Added	Roman Blinds	31	33.16	650	9577	4.77%	1,027.95	6.79%	1.58	2.1
broad	ready made blinds	roller blinds	None	Roller Blinds	30	37.08	640	6078	4.69%	1,112.28	10.53%	1.74	2.3
exact	venetian blinds	[venetian blinds]	Added	Venetian Blinds	24	51.68	376	6321	6.38%	1,240.44	5.95%	3.3	1.7
broad	blinds online	roller blinds online	None	Roller Blinds	24	31.8	428	2180	5.61%	763.11	19.63%	1.78	1.8
exact	roman blinds nz	[roman blinds nz]	Added	Roman Blinds	23	64.98	999	4867	2.31%	1,497.78	20.53%	1.5	2.2
exact	blinds auckland	+Blinds +Auckland	Added	Blinds Auckland	21	33.56	229	2638	9.17%	704.81	8.68%	3.08	2.4

Dimensions Report

The Dimensions Report is useful to see on a daily basis what the clicks, impressions, conversions etc are for an active Campaign or Ad Group.

Select **Time > Day**

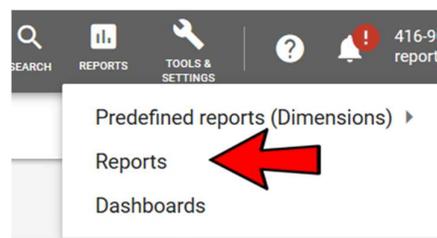
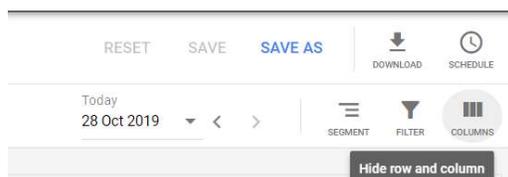


Because our account is a training account we don't have a lot of daily data in there yet, I have copied a screenshot from Smooch Collection who sell Bar Stools and Sofa Beds.

Day	Clicks	Impressions	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions
Oct 27, 2019	122	3,316	3.68%	NZ\$1.76	NZ\$214.70	69.95%	84.74%	3.00
Oct 26, 2019	113	3,079	3.67%	NZ\$1.66	NZ\$187.60	69.93%	83.37%	3.25
Oct 25, 2019	102	2,749	3.71%	NZ\$1.82	NZ\$185.98	72.75%	86.24%	3.00
Oct 24, 2019	101	2,965	3.41%	NZ\$1.82	NZ\$183.60	67.57%	84.82%	3.50
Oct 23, 2019	110	2,996	3.67%	NZ\$1.69	NZ\$185.99	67.53%	82.47%	3.00
Oct 22, 2019	107	2,697	3.97%	NZ\$1.77	NZ\$189.48	65.29%	80.83%	2.00
Oct 21, 2019	133	2,879	4.62%	NZ\$1.63	NZ\$216.90	68.58%	79.82%	3.33

Same thing here if you want this in to a report click on Download and then you can manipulate this data in Excel.

To save a report once you have changed any of the fields or layout click on Save As up the top right and give the report a name then this will appear in your own Reports menu area.



Predefined reports (*Dimensions*)

 Custom

Basic
Landing page
[OPEN](#)

Basic
Campaign details
[OPEN](#)

Labels
Labels
[OPEN](#)

ADD FILTER

<input type="checkbox"/>	Your saved reports	Creation date ↓	Last accessed	Date range
<input type="checkbox"/>	Conversions by Landing Page	May 7, 2019	Aug 13, 2019	Last month
<input type="checkbox"/>	Impression Share	Sep 5, 2018	Apr 11, 2019	Last month
<input type="checkbox"/>	Search Terms Report	Sep 5, 2018	May 7, 2019	Last month
<input type="checkbox"/>	Dimensions Report	Sep 5, 2018	Aug 13, 2019	Last month
<input type="checkbox"/>	Conversions Report	Sep 5, 2018	Aug 13, 2019	Last month
<input type="checkbox"/>	Auction insights report	Jul 24, 2018	Apr 11, 2019	Last month

An example below of a Dimensions report for one of my customers.

Dimensions Report

October 1, 2019 - October 30, 2019

Day	Currency	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Cost / conv.	Conv. rate
30/10/2019	NZD	104	2,438	2	4.27%	1.77	184.04	92.02	1.92%
29/10/2019	NZD	103	2,550	5	4.04%	1.69	173.82	34.76	4.85%
28/10/2019	NZD	102	4,058	2.5	2.51%	1.86	189.44	75.78	2.45%
27/10/2019	NZD	122	3,316	3	3.68%	1.76	214.7	71.57	2.46%
26/10/2019	NZD	113	3,079	3.25	3.67%	1.66	187.6	57.47	2.90%
25/10/2019	NZD	102	2,749	3	3.71%	1.82	185.98	61.99	2.94%
24/10/2019	NZD	101	2,965	4	3.41%	1.82	183.6	45.9	3.96%
23/10/2019	NZD	110	2,996	3	3.67%	1.69	185.99	62	2.73%
22/10/2019	NZD	107	2,697	2	3.97%	1.77	189.48	94.74	1.87%
21/10/2019	NZD	133	2,879	3.33	4.62%	1.63	216.9	65.07	2.51%
20/10/2019	NZD	114	3,661	3	3.11%	1.7	193.94	64.65	2.63%
19/10/2019	NZD	139	3,857	4.75	3.60%	1.5	208.58	43.91	3.42%
18/10/2019	NZD	96	2,685	5.33	3.58%	1.93	185.43	34.77	5.56%
17/10/2019	NZD	114	2,771	1.25	4.11%	1.87	213.37	170.7	1.10%
16/10/2019	NZD	100	1,528	3.75	6.54%	1.78	177.51	47.34	3.75%
15/10/2019	NZD	103	2,172	5	4.74%	1.86	191.95	38.39	4.85%
14/10/2019	NZD	111	3,138	5.5	3.54%	1.82	202.54	36.83	4.95%
13/10/2019	NZD	115	3,200	5.33	3.59%	1.66	190.84	35.78	4.64%
12/10/2019	NZD	123	3,566	2.67	3.45%	1.73	212.58	79.72	2.17%
11/10/2019	NZD	109	2,926	4.17	3.73%	1.75	191.29	45.91	3.82%
10/10/2019	NZD	109	2,905	2	3.75%	1.76	191.77	95.88	1.83%
9/10/2019	NZD	119	2,903	4	4.10%	1.65	196.31	49.08	3.36%
8/10/2019	NZD	139	2,845	6	4.89%	1.62	225.01	37.5	4.32%
7/10/2019	NZD	106	2,475	4	4.28%	1.84	195.18	48.8	3.77%

The End