



UNDERSTANDING GOOGLE ADS

WITH KAREN YOUNG

www.signalbizhub.org

Google Ads

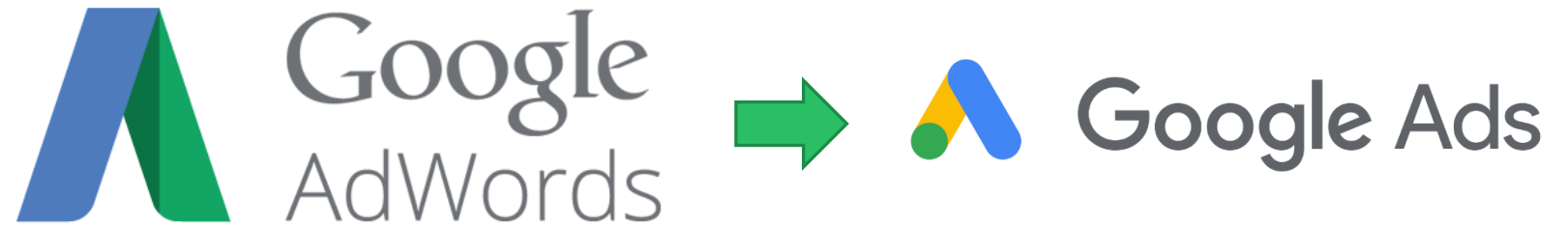
Karen Young
ethosmetrics.com



Today's workshop

- Quick overview of Google Ads. The different types. How they work.
- Questions to ask before considering Google Ads
- 5 ways to check if a Google Ads account has issues
- Google Ads during Coronavirus

PPC
Pay Per Click

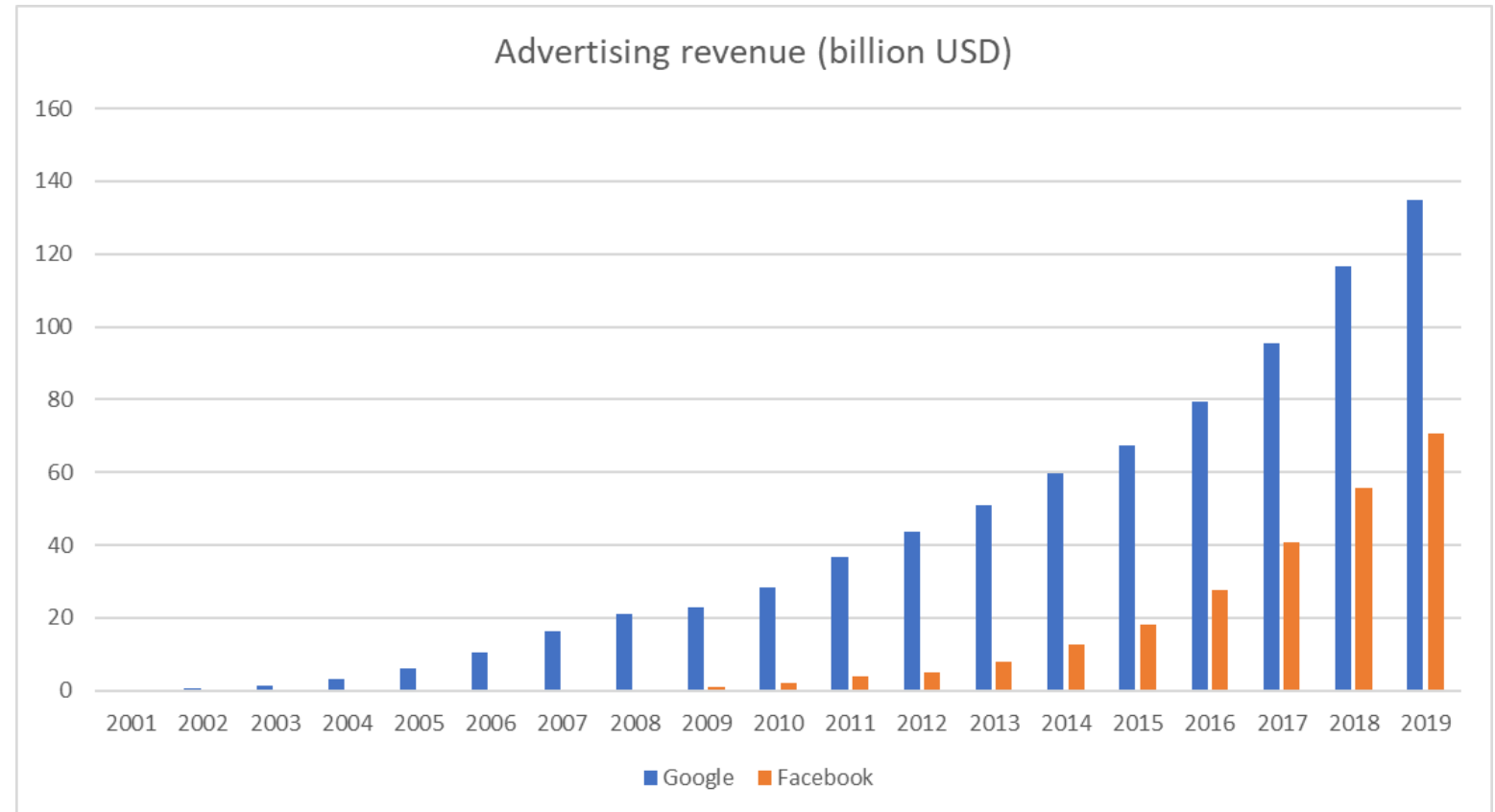


facebook Ads

LinkedIn ads

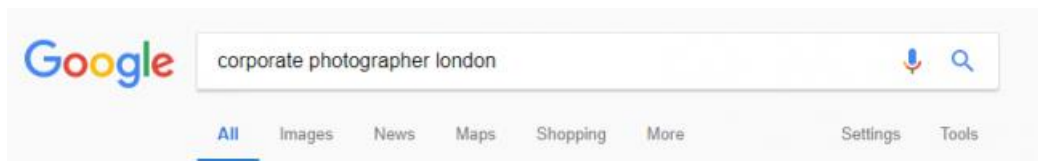
amazon advertising

PPC revenue



The different types of Google Ads

1. Search Ads



About 33,800,000 results (0.62 seconds)

Ad position 1

London Business Photography | 16 Years Experience. From £27.
[Ad www.soora.co.uk/London/photographer](http://www.soora.co.uk/London/photographer)
 Professional Corporate Photography. Great Results. Our Studio Or Your Location. Look Your Best.
 Wimbletech 2.0, 35 Wimbledon Hill Road, Wimbledon

Ad position 2

[corporate Photographer London] | Corporate photographer london.
[Ad www.londoncorporateheadshot.com/](http://www.londoncorporateheadshot.com/)
 Standout from the Crowd with Award Winning Photographer David Woolfall. Quick Turn Around. Types: Modern and Traditional, Location and Studio, CEO Portraits, London based.
 Brochure Photography · Beautiful Headshots · Headshot Gallery · Office and Location · CEO Portraits

Ad position 3

Corporate Photographer, London | Stand Out From The Competition
[Ad www.davidchatfieldphotography.com/](http://www.davidchatfieldphotography.com/)
 Contemporary, professional corporate headshots & portraiture. Get in touch today. Over 2 decades experience. Processing included. Under 48 hours turnaround. Top-end software & gear. Service Areas: London, UK.

Ad position 4

Great Corporate Photography | Enhance Your Profile Portraits
[Ad www.corporateportraits.london/portraits](http://www.corporateportraits.london/portraits)
 Quality Corporate Photography for Staff and Company Headshots in London. Large Range Of Clie...
 Portrait Services · Portraits · Contact CPL



The "Local Pack" SEO, not Ads

The "Local Pack" SEO, not Ads



Rating ▾ Hours ▾

Corporate Photographer 4.9 ★★★★★ (44) · Commercial Photographer 22 Wenlock Rd · 020 7737 5509 Open · 24 hours	WEBSITE DIRECTIONS
Corporate Photography Agency 4.9 ★★★★★ (10) · Photographer 99 Bishopsgate · 07850 885786 Open · Closes 5PM	WEBSITE DIRECTIONS
London Corporate Photographer No reviews · Photographer 4-, 17 Frederick Terrace · 07941 871271	WEBSITE DIRECTIONS

[More places](#)

First SEO result

Chris Renton Photography: Corporate Photographer London
<https://www.chrisrentonphotography.co.uk/>
 Corporate photographer in London, specialising in corporate portraits & professional headshots, event & interior photography. Contemporary corporate and ...

2. Shopping Ads



All Shopping Images Maps News More Settings Tools

About 291,000,000 results (0.48 seconds)

Clubhouse Golf | Golf Shoes | Top Brand Golf Shoes

www.clubhousegolf.co.uk/Shoes

★★★★★ Rating for clubhousegolf.co.uk: 4.8 - 6,741 reviews

New Ranges Now Available. All Styles & Free UK Delivery Over £30. 5 Star Service Delivered Straight To Your Door. Shop Online At Clubhouse Golf Today. 5 Star Customer Service. Fast and Secure Shipping. Largest Selection In Golf. Interest Free Finance.

Go Golf Pro V4 Honors

Maximum Grip With Waterproof Textile Upper. Shop Today.

FJ Fury

Maximum Comfort With Surround Stability. Shop Online Today.

Golf Shoes | American Golf | AmericanGolf.co.uk

www.americangolf.co.uk/

★★★★★ Rating for americangolf.co.uk: 4.6 - 15,667 reviews - Order accuracy: 95-100%

Shop The Best Golf Shoes From The Likes Of Nike, adidas, PUMA & FootJoy At American Golf. Stocking Fillers - Christmas Gift Ideas - Christmas Gift Card

A3 By-Pass, Portsmouth Road, Guildford - Open today - 9:00 am - 6:30 pm

Sale On Range Of Golf Shoes | Upto 50% Savings Across Range

www.golfonline.co.uk/

Fantastic Sales Across Our Range, 40,000 Products In Stock With Custom Fitting Available.

Mens Golf Shoes | Ladies Golf Shoes | Best Prices at OnlineGolf

www.onlinegolf.co.uk/

Shop The Biggest Brands In Golf At The Best Prices With OnlineGolf. Free UK Delivery On...

See golf shoes

Sponsored

Products Comparison Sites

<p>Under Armour Mens Remix... £34.99 MandMDirect.co ★★★★★ (213) By Shoptail</p>	<p>Men's Under Armour Mojo... £45.00 Under Armour U ★★★★★ (69) By Google</p>	<p>adidas Tour 360 Boost 2.0 Gol... £89.99 Clubhouse Golf By Google</p>
<p>PUMA Golf Mens Black a... £49.99 OnlineGolf UK By Google</p>	<p>FootJoy FJ Originals Spik... £54.00 Affordable Golf Special offer By Productca...</p>	<p>Callaway Mens Apex Pro Golf... £59.95 Golfonline.co.uk ★★★★★ (3) By smec</p>



All Shopping Images Videos News More Settings Tools

About 73,400 results (0.44 seconds)

See motocaddy m1

Sponsored

<p>Motocaddy M1 Electric Trolle... £499.00 GolfOnline.co.uk ★★★★★ (16) By Google</p>	<p>Motocaddy M1 Golf Trolley,... £499.99 American Golf... By Google</p>	<p>Motocaddy M1 Lithium Electri... £499.00 Affordable Golf Special offer By Productca...</p>	<p>2018 Motocaddy M... £499.00 Clarks' Golf Special offer By Google</p>	<p>Motocaddy M1 Electric Golf... £549.00 Clubhouse Golf Special offer By Google</p>
--	---	--	---	---


Motocaddy M1 | at Amazon.co.uk

www.amazon.co.uk/

★★★★★ Rating for amazon.co.uk: 4.6 - On-time delivery: 99%+

Discover best-sellers & new arrivals from top brands. Free delivery with Prime!


3. Display / Video Ads



Help, My Laundry Smells Musty

Why does laundry come out smelling musty like a wet towel? Here's a simple 10-second fix.

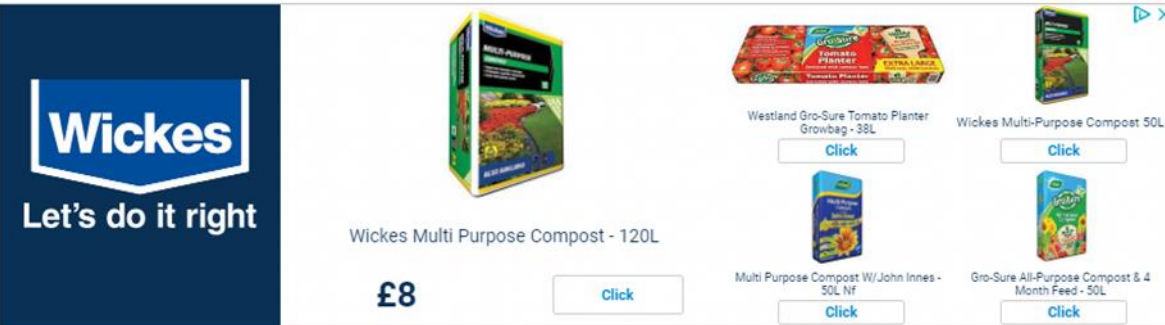
[BuyFinallyFresh.com](#)



Old Trafford Manchester United

The Old Trafford LEGO Football Stadium Is Perfect For Fans Looking For A Challenge

[LEGO.com](#)



Wickes
Let's do it right

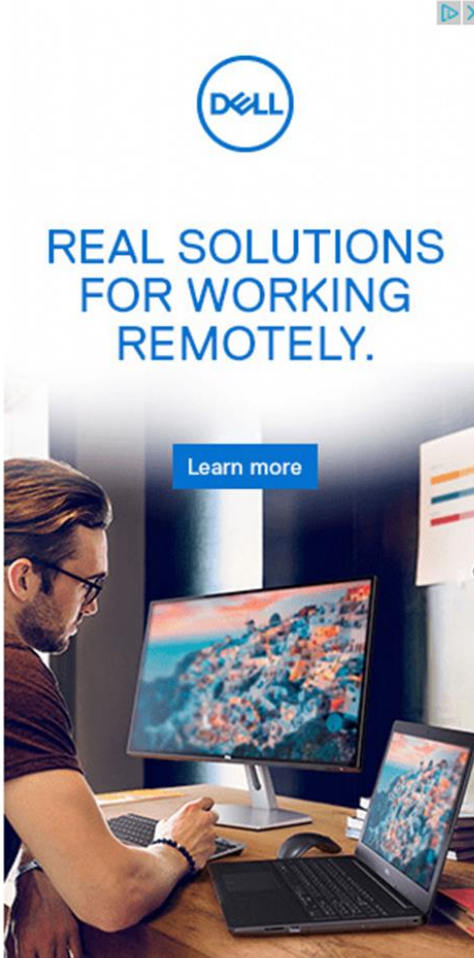
Wickes Multi Purpose Compost - 120L **£8**

Westland Gro-Sure Tomato Planter Growbag - 38L

Wickes Multi-Purpose Compost 50L

Multi Purpose Compost W/John Innes - 50L NF

Gro-Sure All-Purpose Compost & 4 Month Feed - 50L



DELL

REAL SOLUTIONS FOR WORKING REMOTELY.

[Learn more](#)



Lenor

Remove Ads >>

Wordscapes

4.8 ★ | 30 million

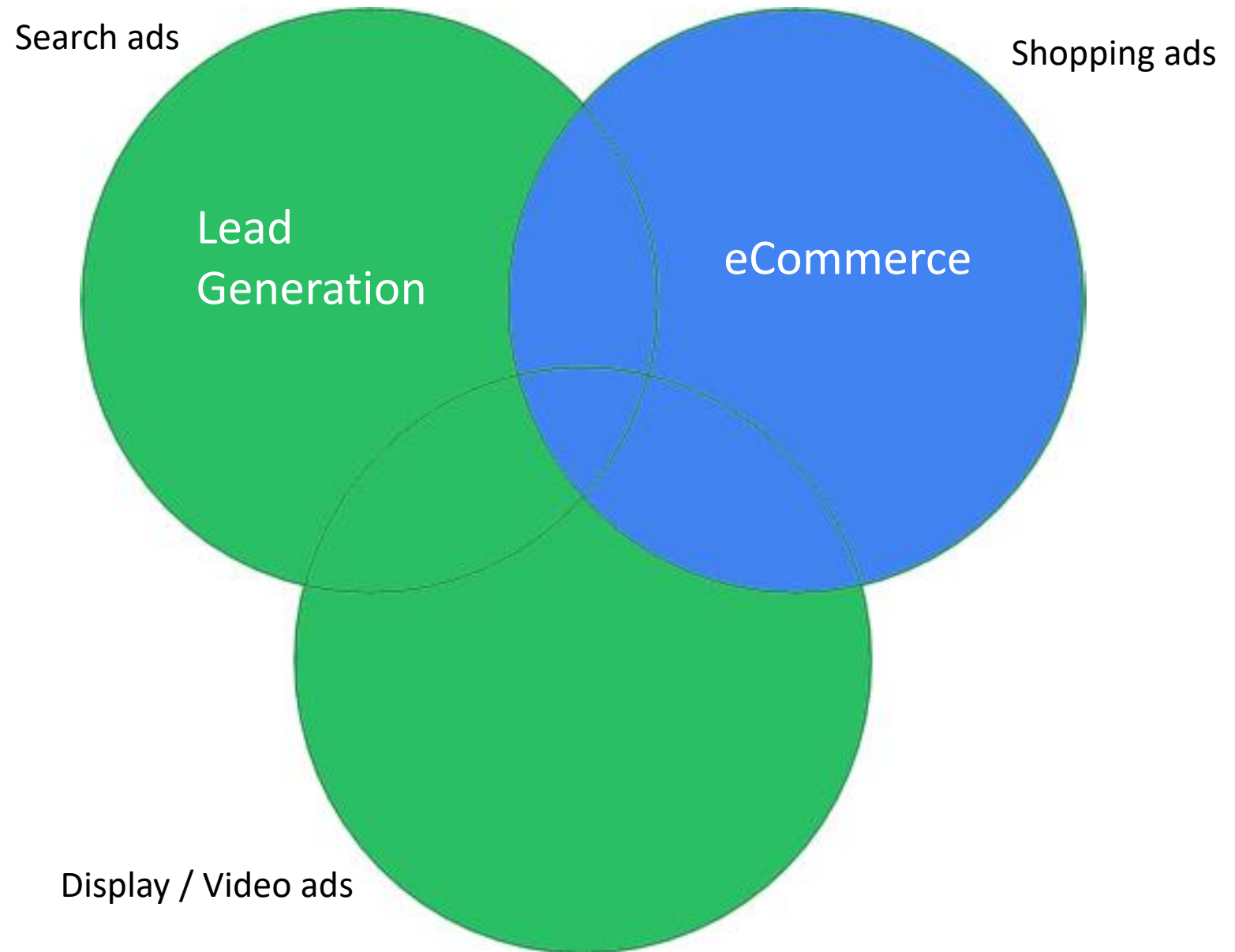
Test your mind and memory

Download Wordscapes today and start training your brain The #1 Word Game

[Google Play](#) [INSTALL](#)

3 types of ads

2 types of advertiser

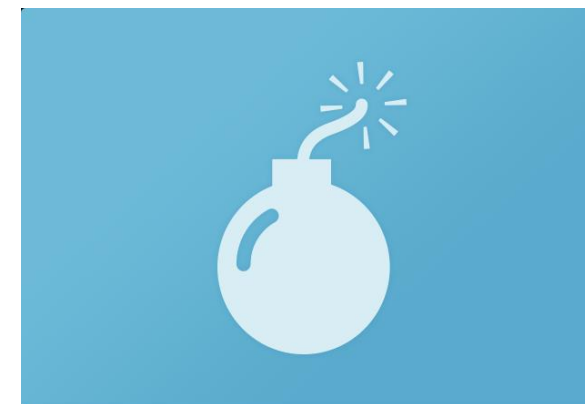


5 questions to ask before considering Google Ads

Question 1

Are you allowed to advertise?

Are you selling a prohibited product or service?



- Adult content
- Alcohol
- Copyrights
- Counterfeit goods
- Dangerous products or services
- Data collection and use
- Destination requirements
- Editorial
- Enabling dishonest behaviour
- Financial products and services
- Gambling and games
- Healthcare and medicines
- Inappropriate content
- Lead form requirements
- legal requirements
- Misrepresentation
- Other restricted businesses
- Personalised advertising
- Political content
- Restricted ad formats and features
- Technical requirements
- Trademarks

Question 2

Are enough people looking for your products or services?

Does anyone know if your product or service exists?



Are you hyper-local?



Question 3

How much does your product or service cost?

Buy 100 clicks at £1 each

Cost = £100 plus the cost of managing your campaign

1 in 10 people buy after visiting your website = 10 sales

You sell products for £5

Revenue = $10 \times £5 = £50$

Buy 100 clicks at £1 each

Cost = £100 plus the cost of managing your campaign


1 in 10 people buy after visiting your website = 10 sales

You sell products for £100

Revenue = $10 \times £100 = £1,000$

Question 4

Does your
website convert
visitors into
customers?



Welcome to Amazon.com Books!

*One million titles,
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list..

EYES & EDITORS, A PERSONAL NOTIFICATION SERVICE

Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

Question 5

Is Google Ads
your only
marketing
channel?

Never put all your eggs
in one basket.
Unless they're chocolate
eggs, and it's my basket.

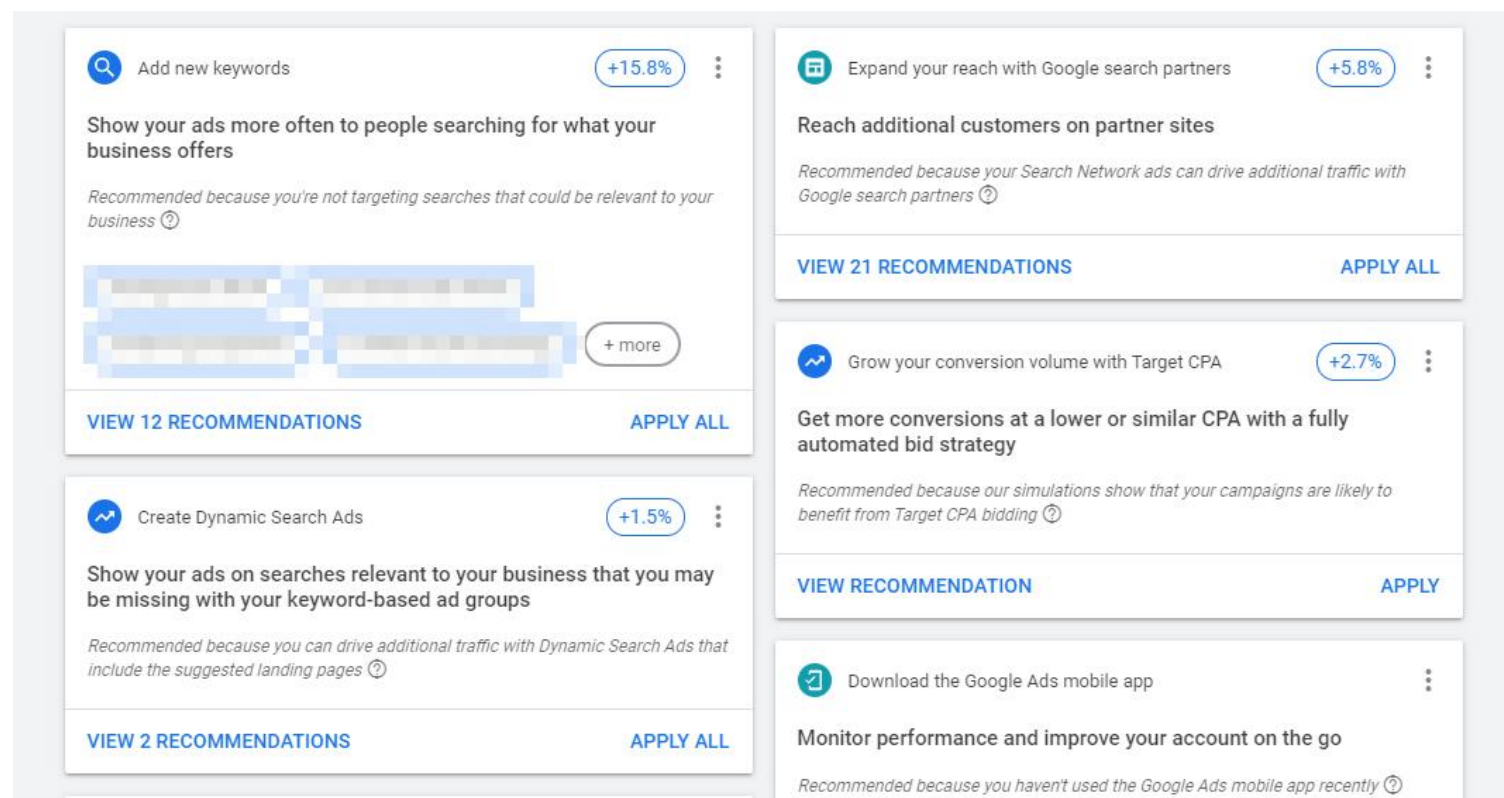


5 checks for your Google Ads account

Google makes money from clicks.
You do not make money from clicks!

Google's recommendations may not be in your best interest

The one thing
to remember



The screenshot displays a grid of five recommendation cards from the Google Ads interface. Each card includes an icon, a title, a percentage increase, a brief description, a rationale, and action buttons. The cards are:

- Add new keywords:** +15.8%. Shows ads more often to people searching for business offers. Recommended because you're not targeting relevant searches. Includes a '+ more' button and 'VIEW 12 RECOMMENDATIONS' / 'APPLY ALL' buttons.
- Expand your reach with Google search partners:** +5.8%. Reach additional customers on partner sites. Recommended because Search Network ads can drive additional traffic. Includes 'VIEW 21 RECOMMENDATIONS' and 'APPLY ALL' buttons.
- Grow your conversion volume with Target CPA:** +2.7%. Get more conversions at a lower or similar CPA with a fully automated bid strategy. Recommended because simulations show campaigns are likely to benefit from Target CPA bidding. Includes 'VIEW RECOMMENDATION' and 'APPLY' buttons.
- Create Dynamic Search Ads:** +1.5%. Show ads on searches relevant to your business that you may be missing with keyword-based ad groups. Recommended because you can drive additional traffic with Dynamic Search Ads that include suggested landing pages. Includes 'VIEW 2 RECOMMENDATIONS' and 'APPLY ALL' buttons.
- Download the Google Ads mobile app:** Monitor performance and improve your account on the go. Recommended because you haven't used the app recently.

Check 1

Search terms vs. keywords

Check if you're using Broad Match keywords

- 'Keywords' tell Google when you'd like your ads to show.
- The things people type into Google are called 'Search Queries'.
- Does Keyword = Search Query? This is the keyword match type.
- The loosest form of keyword matching is called 'Broad match'
- Google recommends you use Broad match
- If you do this, it's common to waste a high percentage of ad budget.

Some genuine Search Queries from a London estate agency account:

Keyword	Search Queries
'Rent in Chelsea' (Broad Match)	Car rental in Chelsea Rent an Airbnb for a night near Chelsea FC Chelsea rent boys for hire Can I rent a parrot for a photoshoot in Chelsea

Check 2

Check your keyword Quality Scores

Are they below
6?

- Google wants your ads to be relevant.
- Google wants people to click your ad.
- If people don't click, Google doesn't make any money.
- Quality Score is a tool to incentivise advertisers to do a better job.
- It's an estimate of the effectiveness of your ads, keywords, and landing pages.
- Quality Scores range from 1 (bad) to 10 (great).
- Quality Scores are given at the keyword level.
- Higher Quality Scores can lead to significantly lower cost per click and better ad positions.

Check 3

How are your campaigns structured?

A small number of campaigns is potentially an issue

- Keywords vary hugely in value



- If all your keywords are in a single campaign, it's impossible to differentiate
- All keywords in a campaign compete for the same budget
- Many settings are determined at the campaign level
- Your Google account needs to be structured to reflect conversion value

Check 4

What is being counted as a conversion?

- Conversion – any action that you've decided is valuable for your business.
- A £500 sale is more valuable than a newsletter sign up.
- Many Google Ads reports are unhelpful in explaining which conversions you've paid for.

OVERALL PERFORMANCE

	Jan 1, 2017 - Dec 21, 2017	Jan 12, 2016 - Dec 31, 2016	
Impressions	2,340,332	459,023	+409.9%
CTR	2.91%	6.58%	-55.8%
Clicks	68,064	30,200	+125.4%
Cost	€ 17,546.45	€ 9,685.23	+81.2%
Avg. CPC	€ 0.26	€ 0.32	-19.6%
Conv. rate	0.45%	0.44%	+2.8%
Conv.	308	133	+131.6%

Check 5

What's your Return on Ad Spend (ROAS)?

Don't optimise for cost per click, or click through rate. Optimise for ROAS.

Return on Ad Spend (ROAS) = Revenue / Ad Spend = Conv. Value / cost

- Google Ads work on an auction model.
- A keyword that is valuable to you will be valuable to your competitors.
- High value keyword = Higher Cost Per Click
- But it doesn't matter what the Cost Per Click is.
- It matters if you're making money.

	Cost	Avg. CPC	CTR	Conv. value	Conv. value / cost
Keyword 1	£43.45	£0.06	56.73%	3,593.95	82.71
Keyword 2	£21.80	£0.04	66.59%	3,092.10	141.84
Keyword 3	£51.05	£0.35	9.07%	3,950.00	77.38
Keyword 4	£36.77	£0.36	11.44%	1,114.00	30.30
Keyword 5	£32.74	£0.36	6.68%	969.00	29.60
Keyword 6	£21.31	£0.55	7.98%	739.00	34.68

Google Ads during Coronavirus



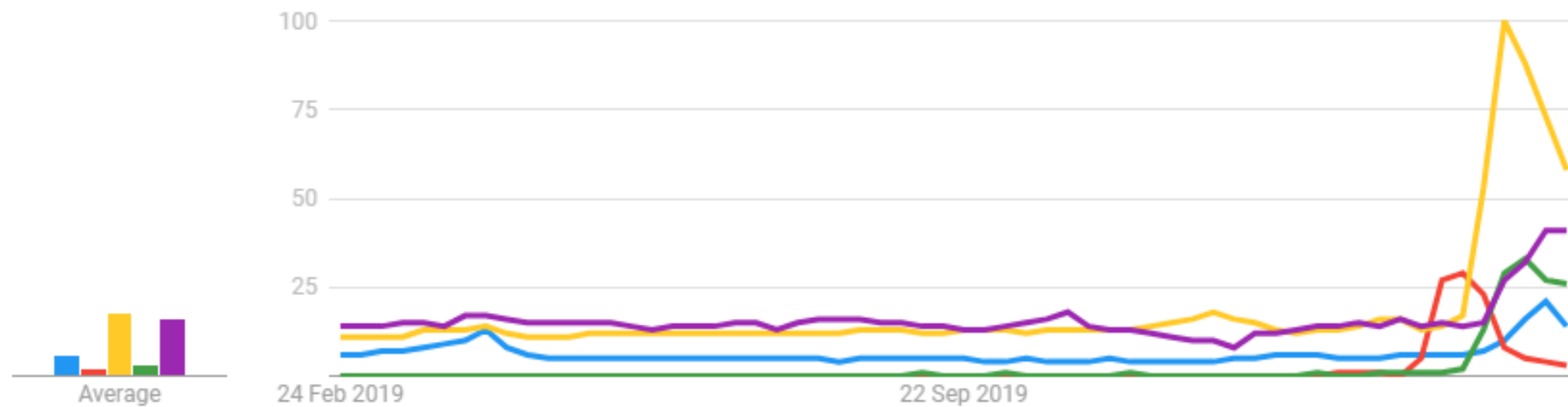
Google Trends

Compare



● eggs ● Hand sanitizer ● Delivery ● Zoom Video Communications ● Paint

United Kingdom, 20/02/2019 - 20/04/2020



Google Ads during Coronavirus

- Unprecedented changes to supply and demand
- Big opportunities – new markets, potential to pivot businesses
 - Amazon and eBay dropping out of auctions
 - Lower levels of competition, cheaper clicks
- Remember Google's interests are not the same as yours
- Google needs to minimise loss of revenue
- Campaigns need active management

Thank you

- Already running Google Ads?
 - Get in touch for a free account audit
- Thinking of running Google Ads?
 - Book a free 15 minute Zoom call

Karen Young

karen@ethosmetrics.com

07593 651318

Why do you want to use Google Ads?

- To sell products in your Online store? You need Shopping Ads.
- To generate leads for your business? You need Search Ads.

What might someone type into Google to find you?

1.
2.
3.

Type your first keyword into Google (you might want to use another device—e.g. your phone)

- How many ads are showing at the top of the page?
- How many ads are showing at the bottom of the page?
- How are the ads written? Are they relevant to your business?
- Are your competitors advertising?

Which organic results are showing?

- Is a Local Pack showing?
- Who is appearing in the top organic result?
- Are you listed in the local pack or organic results?
- Do the ads match the organic results?

Evaluate a landing page by clicking on an ad

- Can you see the keyword you typed into Google 'above the fold'?
- Does the page give you the information you need? Does it answer any concerns or objections?
- Are the next steps clear? Is it easy to 'convert'?

When should I use Google Ads?

Google Ads are a great way to get **your best offer** in front of **your ideal audience** at the exact time when they're **actively looking for your products or services**.

How much do Google Ads cost?

You need to pay: **1) The cost of clicks** (to Google) and **2) The cost of managing your account**.

The cost per click depends on many factors, including the type of ads you are running, the number of advertisers who also want to reach the same audience as you and the likely return from running ads. Clicks can be as cheap as 2p and as expensive as £50 or more.

If you want a third party to manage your account, fees range from as little as £100 per month to thousands, depending on the agency you choose and the size of your account. We offer hands-on management to ensure you get the results you need, with fees starting from £350+VAT per month.

Can I manage my own Google Ads account?

Absolutely, it is possible to set up a simple account if you are prepared to spend time learning. You can find 35 hours of free basic Google Ads training at <https://skillshop.withgoogle.com/>.

The Google platform changes several times monthly, so it's also worth signing up to updates from Google. Bear in mind that not all of Google's innovations are in the interests of advertisers.

You may save money in the long term by paying an agency, as your account is likely to be set up more effectively, ensuring you get cheaper clicks. This is important if the cost-per-click in your industry is high.

Should I get Google to set up my ad campaign?

You can set up a very basic campaign for free, by calling Google and speaking to one of their overseas members of staff. We audit a lot of accounts and unfortunately, those set up by Google are some of the least efficient we see. Your campaigns need to support your marketing strategy, and it's difficult for a call centre agent to understand the needs of your business. Your campaign will also be set up with Google's default settings, which tend to favour Google, not you.

I'm already running Google Ads—how do I know if my campaign is set up effectively?

As you've been to one of our webinars, ask us for a free Account Audit. We'll talk you through how your account is performing on a Zoom screenshare, so you can see exactly what is going on.

If you'd like to check your own ads, make sure you look at your Search terms (see <https://ethosmetrics.com/articles/should-you-use-broad-match-keywords/>), your keyword Quality Scores (see <https://support.google.com/google-ads/answer/2454010?hl=en-GB>) and the cost of each 'Conversion' you receive (Examples of Conversions are online sales, phone calls, form completions, emails).

Where can I learn more about how Google Ads work?

We've made some videos on the Women On The Web platform, which is currently free for new members. These cover the different types of Google Ads; how to decide if Google Ads are right for your business; understanding your Google Ads report and how to navigate your Google Ads account. You can find these at https://womenontheweb.co.uk/video_category/google-ads/.

Or feel free to get in touch and we'll be happy to answer any questions that you have.