



Your Basic Guide To Google Ads

Whether you're brand new to PPC or a seasoned paid media professional, the continual adaptation to new features, policies, and platform changes is a never-ending process.

In this guide, we'll be focusing on Google Ads, the most widely-used PPC platform and covering the following fundamentals: How it works and how to manage your account.





Learn A Few Basic **Terms**

Keywords:

These are the words or phrases that people type into Google Search, which trigger your ad to appear. When setting up an ad campaign, you'll pick a list of keywords that you think people might search for when they want what you have to offer (and don't worry: we can help).

Bid:

This is the maximum amount you're willing to pay when someone clicks on your ad. Since, with Google Ads, you don't pay to show up — only when someone clicks on your ad to visit your site or call you.

Quality Score:

This metric tells you how relevant your keywords are to your ad — and to your landing page... i.e. the webpage where people will be taken when they click your ad. A good Quality Score can lower your bid costs and improve your Ad Rank in the search results.

Ad Rank:

This metric helps determine where your ad will show up, relative to other ads, when it's triggered to appear on Google. Your rank is determined using your bid, your Quality Score, and other factors.

CPC (cost-per-click):

The actual amount you pay when someone clicks on your ad. You don't necessarily pay your entire bid price for every click — that just sets up a range of possible costs-per-click you might pay.

Conversion:

A conversion takes place when someone who has clicked your ad goes on to take another action you've designated as important — like making a purchase, signing up for a newsletter, or calling you.



1. How The Auction Works

PPC stands for pay-per-click. You may also see it referred to as cost-per-click (CPC) or more broadly as search engine marketing (SEM). This advertising model charges an advertiser when their text, image, or video ad is clicked on one of Google's network of sites.

Text ads are distinguished in several ways from organic listings in the search engine results page (SERP). First, ads are identified by an "Ad" label (see the first listing in the screenshot below). They are also located at the top, side, or bottom of the SERP. Google Ads uses an auction to decide which ads show in the SERP and the order in which they're shown.

When it comes to the auction, competitors bid on their chosen keywords within Google Ads. Keywords correspond to search queries, or put simply, the phrases users are searching for in Google.

When a user searches in Google, an auction runs between all the advertisers bidding for the corresponding keyword. The winning ads are then displayed

based on their resultant Ad Rank. Ad Rank is calculated from a combination of the bid set by the advertiser (maximum cost per click) and the Quality Score of the ad. Quality Score is calculated by Google and takes into account lots of different factors.

Quality Score

It's beneficial to Google that users have the best experience possible: that means a consistent user experience from the search in Google to the landing page visited.

The greater the cohesion of these three elements the more likely you are to be rewarded by Google with a high Quality Score. Quality Score also takes into account the likes of predicated click-through rate and historical Google Ads performance.

Most importantly, the costs you end up paying for each click are directly linked to the Quality Score. A poor quality score could see you paying as much as 400% more than competitors.



2. Managing Your **Account**

One of the first tests of managing an account is getting used to the interface. Get comfortable flipping through your account and adjusting the date ranges, graphs, and metrics. This is going to be your first line of defense in monitoring account performance.

Anytime you see significant spikes or dips or even a long running trend, run a Basic Report (pre-built) and look at the change history page. This page keeps a record of all the changes in your account whether they were new ads, keywords, adjusted bids or budgets, as well as when you paused and enabled certain elements.

Although you can use the Google Ads interface for day to day management, our expert tip would be to take advantage of the ability to export and import data into Google Ads. Excel, Google Sheets, and Google Ads Editor are good for previewing and building campaigns, ads, etc. prior to implementation within the Google Ads interface.

Google Ads Editor

Google Ads Editor is a free piece of Google software. It allows you to download a copy of your account into the program interface. You can then tweak and apply changes to the account without them going live, or make changes when you are not connected to the internet. When you are ready to implement your changes, simply click a button to post the changes in your account.

You can also download just about anything from Google Ads in an Excel format like .csv or .xlsx. You can then use Excel to apply custom formulas for bid changes or to build completely new ad groups and keywords. Once you've finished your work in Excel, you can directly insert your spreadsheet into Google Ads Editor and load the changes, or upload through the shared library in Google Ads.



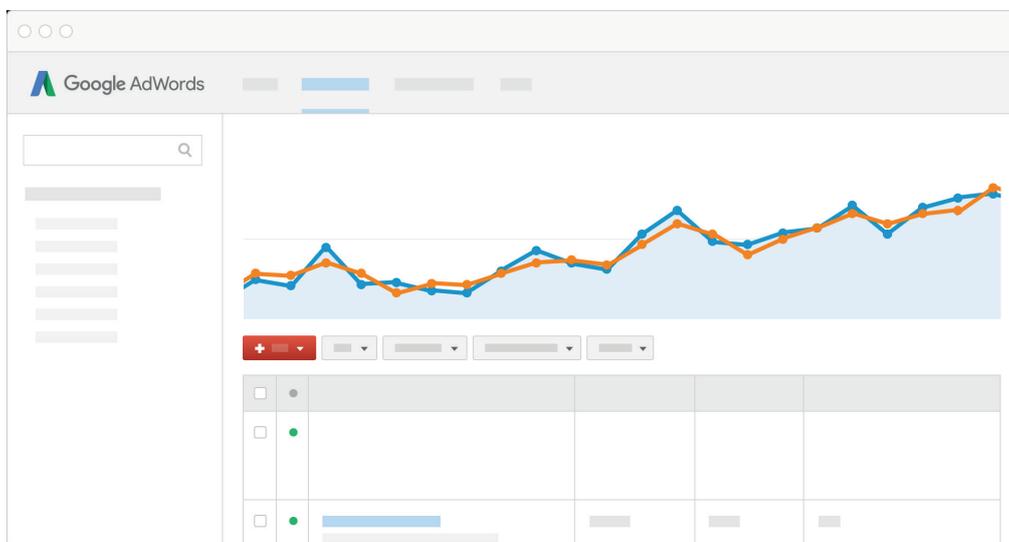
2. Managing Your **Account - Continued**

Account Analysis Tools

When it comes to analyzing your account, you have many options including:

- Google Analytics
- Google Data Studio
- Google Sheets
- Microsoft Excel
- Microsoft Power BI

Working in Excel or Google sheets offers you flexibility to manipulate the data as needed. The most common techniques you can use are functions and pivot tables. Functions allow you to use logic to manipulate and analyse data. For example, you can bid down by 10% on all keywords not hitting your CPA goal and bid up by 10% for any keyword under your CPA goal. This would be a long task through the editor, but takes just minutes in Excel.



If you need help setting up or managing your
Google Ads account, get in touch!