Google ads: principles, functions of its information system, getting skills and learning, examples

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The purpose and tasks of Google Ads

Types of ads: text, banner, video, mobile. Search opportunities

Search Ads »
Reach people who are looking for you

Display Ads »
Reach customers across the web

Video & YouTube Ads »
Tell your video story

Computer

Tablet

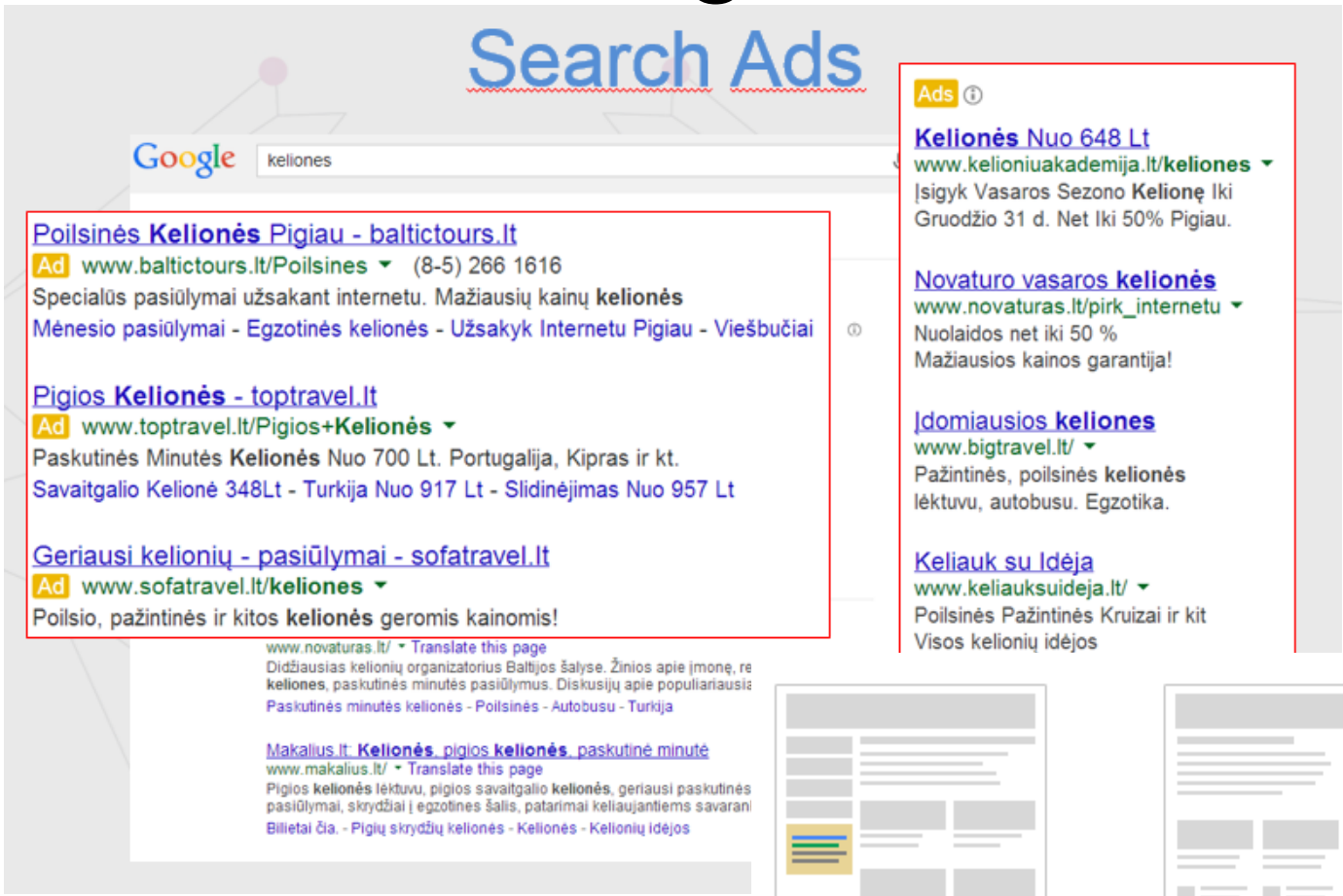
Mobile phone

Google keliones

Web Images More Search tools

About 3,560,000 results (0.32 seconds)

Placement of ads for the browsing user: search vs Image, Video ads



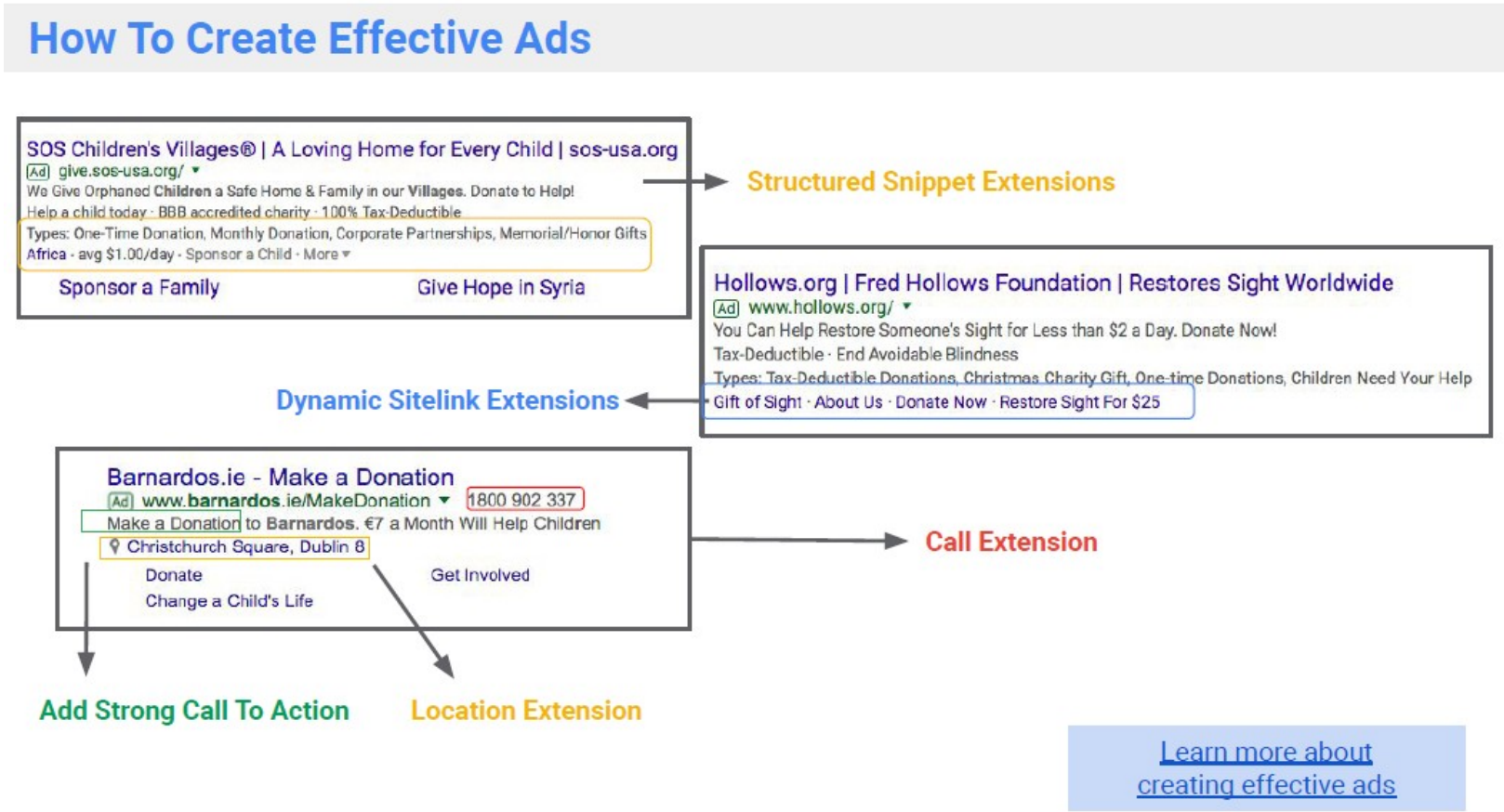
Text Ads on websites

Image Ads on websites

Video Ads on websites

Ads on Mobile Websites

Structure


How To Create Effective Ads
SOS Children's Villages® | A Loving Home for Every Child | sos-usa.org
Ad give.sos-usa.org/
We Give Orphaned Children a Safe Home & Family in our Villages. Donate to Help!
Help a child today · BBB accredited charity · 100% Tax-Deductible
Types: One-Time Donation, Monthly Donation, Corporate Partnerships, Memorial/Honor Gifts
Africa · avg $1.00/day · Sponsor a Child · More
Sponsor a Family
Give Hope in Syria
Structured Snippet Extensions
Hollows.org | Fred Hollows Foundation | Restores Sight Worldwide
Ad www.hollows.org/
You Can Help Restore Someone's Sight for Less than $2 a Day. Donate Now!
Tax-Deductible · End Avoidable Blindness
Types: Tax-Deductible Donations, Christmas Charity Gift, One-time Donations, Children Need Your Help
Gift of Sight · About Us · Donate Now · Restore Sight For $25
Dynamic Sitelink Extensions
Barnardos.ie - Make a Donation
Ad www.barnardos.ie/MakeDonation
1800 902 337
Make a Donation to Barnardos. €7 a Month Will Help Children
Christchurch Square, Dublin 8
Donate
Change a Child's Life
Get Involved
Call Extension
Add Strong Call To Action
Location Extension
Learn more about creating effective ads

Advertising in search network

Type: **Search Network only - All features**

Name this ad group

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 ir
about how to structure your account.

Ad Group name: Pirmoji raktažodžių grupė

Create an ad

(•) Text ad ( ) Specialised - search ( ) WAP mobile ad ( ) Product listing ad ( ) Dynamic search ad

To get started, just write your first ad below. Remember, you can always create more ads later. Help me write a great text ad.

Headline	Kalėdinis Išpardavimas
Description line 1	Tik Šią Savaitę Rožiniai Drambliai
Description line 2	90% Pigiau! Pristatome Nemokamai.
Display URL	www.manopuslapis.lt/drambliai
Destination URL	http:// www.manopuslapis.lt

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. Learn more

Side ad

Kalėdinis Išpardavimas
www.manopuslapis.lt/drambliai
Tik Šią Savaitę Rožiniai Drambliai
90% Pigiau! Pristatome Nemokamai.

Top ad

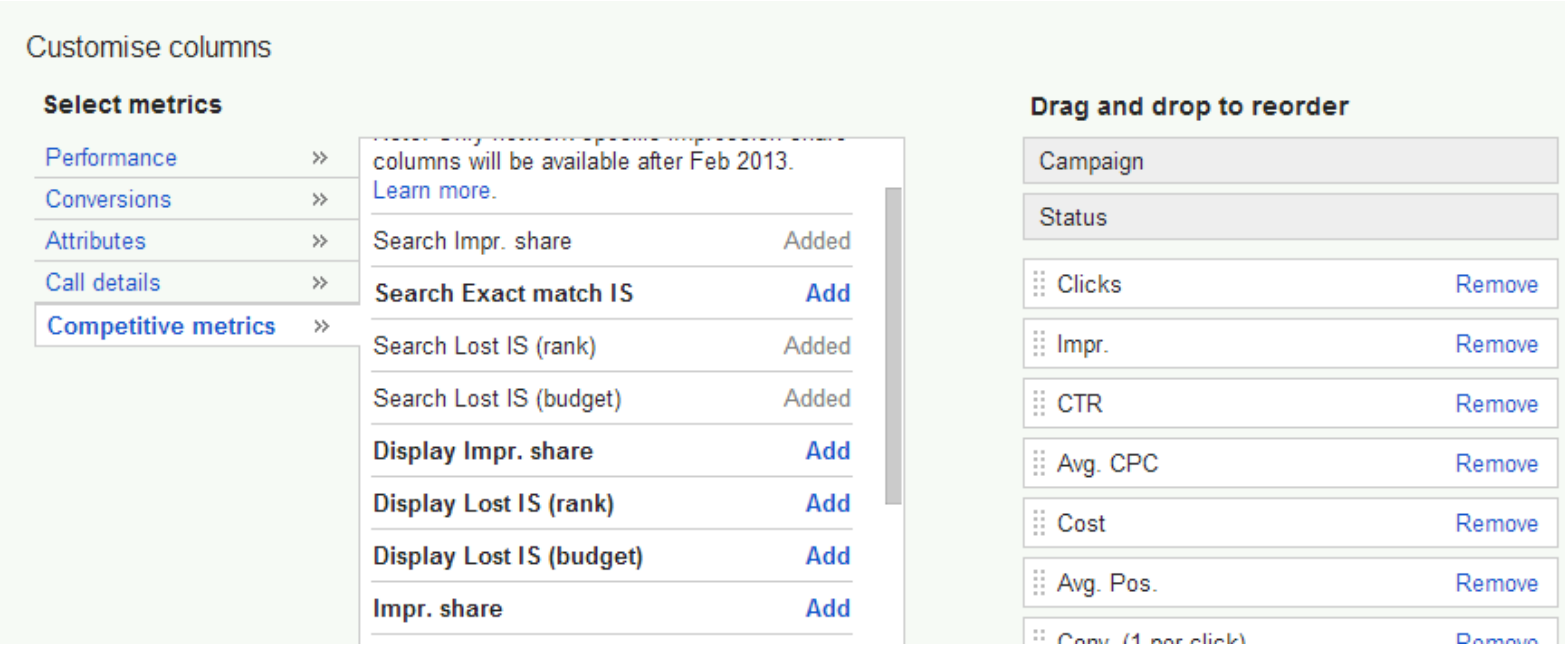
Kalėdinis Išpardavimas
www.manopuslapis.lt/drambliai
Tik Šią Savaitę Rožiniai Drambliai 90% Pigiau! Pristatome Nemokamai.

Main rules for writing an Ad:

- structure,
- content,
- syntax,
- keywords,
- landing page,
- extension

Information adjustment

In „campaigns“ add columns with „impression share“



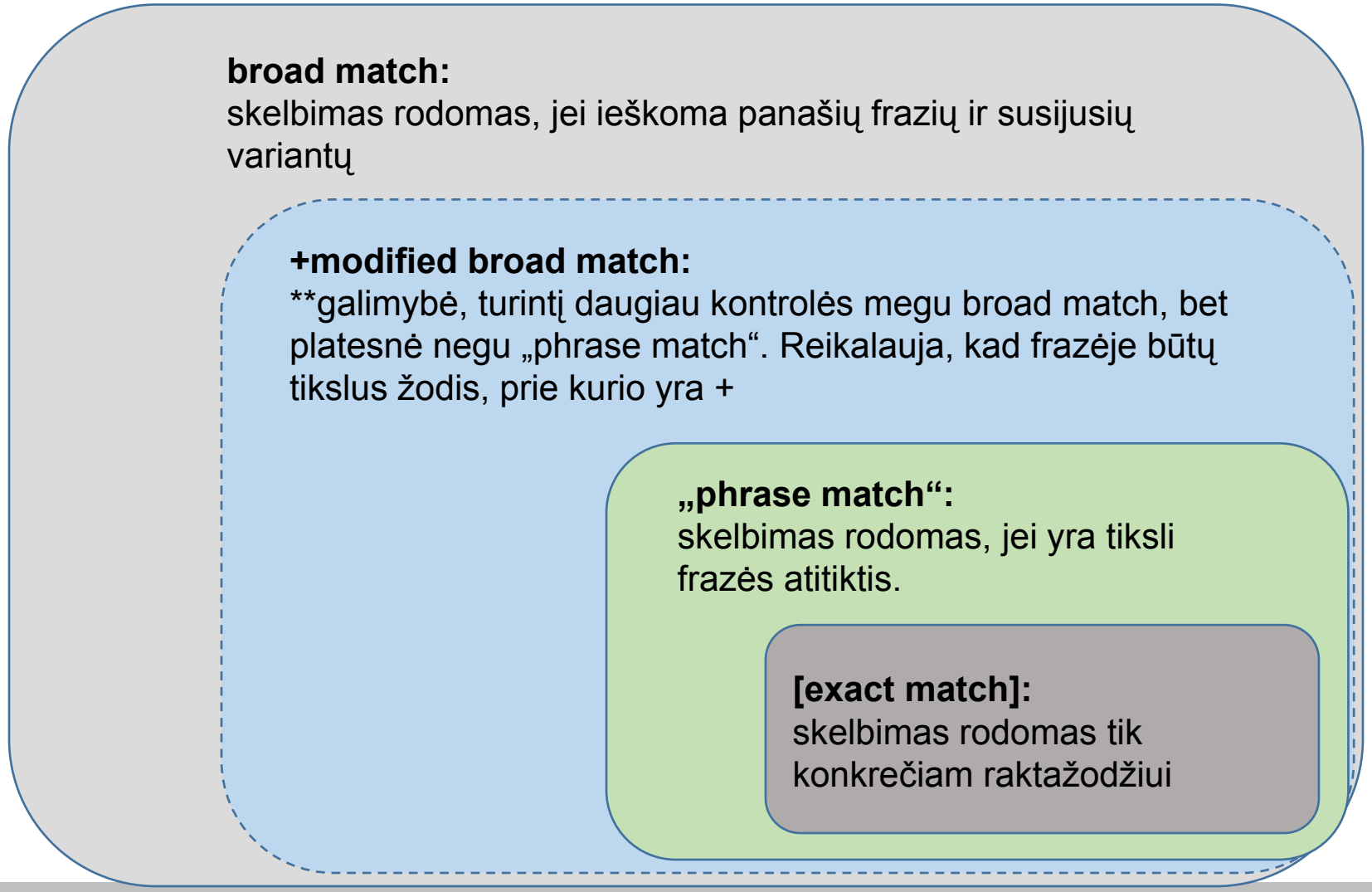
Impression share: parodymų dalis - procentais išreikštas jūsų reklamos parodymų ir paieškų srauto santykis. Šį kriterijų įtakoja reklaminės kampanijos nustatymai, ar skelbimai yra patvirtinti Google, nustatyta raktažodžių kaina ir skelbimų „kokybės balas“.
Lost IS(budget): parodymų dalis kurią praradote dėl biudžeto ribojimų. Šituos parodymus būtų galima gauti nuėmus biudžeto ribojimus.
Lost IS(rank): parodymų dalis kurią praradote dėl skelbimo reitingo. Šituos parodymus būtų galima gauti pagerinus reklamines pozicijas ir reklaminės kampanijos kokybę.

Keyword optimization

Kelios pastabos apie raktažodžius:

- Adwords sistemoje nėra skirtumo tarp mažųjų ir didžiųjų raidžių – pavyzdžiui „Vilnius“ ir „vilnius“ yra atpažįstami kaip vienas ir tas pats žodis.
- Nėra reikalo raktažodžiuose naudoti skyrybos ženklų, Vilnius-Londonas ir Vilnius Londonas tai sistemoje yra viena ir ta pati frazė.

„Keyword matching“ –



„Keyword matching“ pasirinkimai

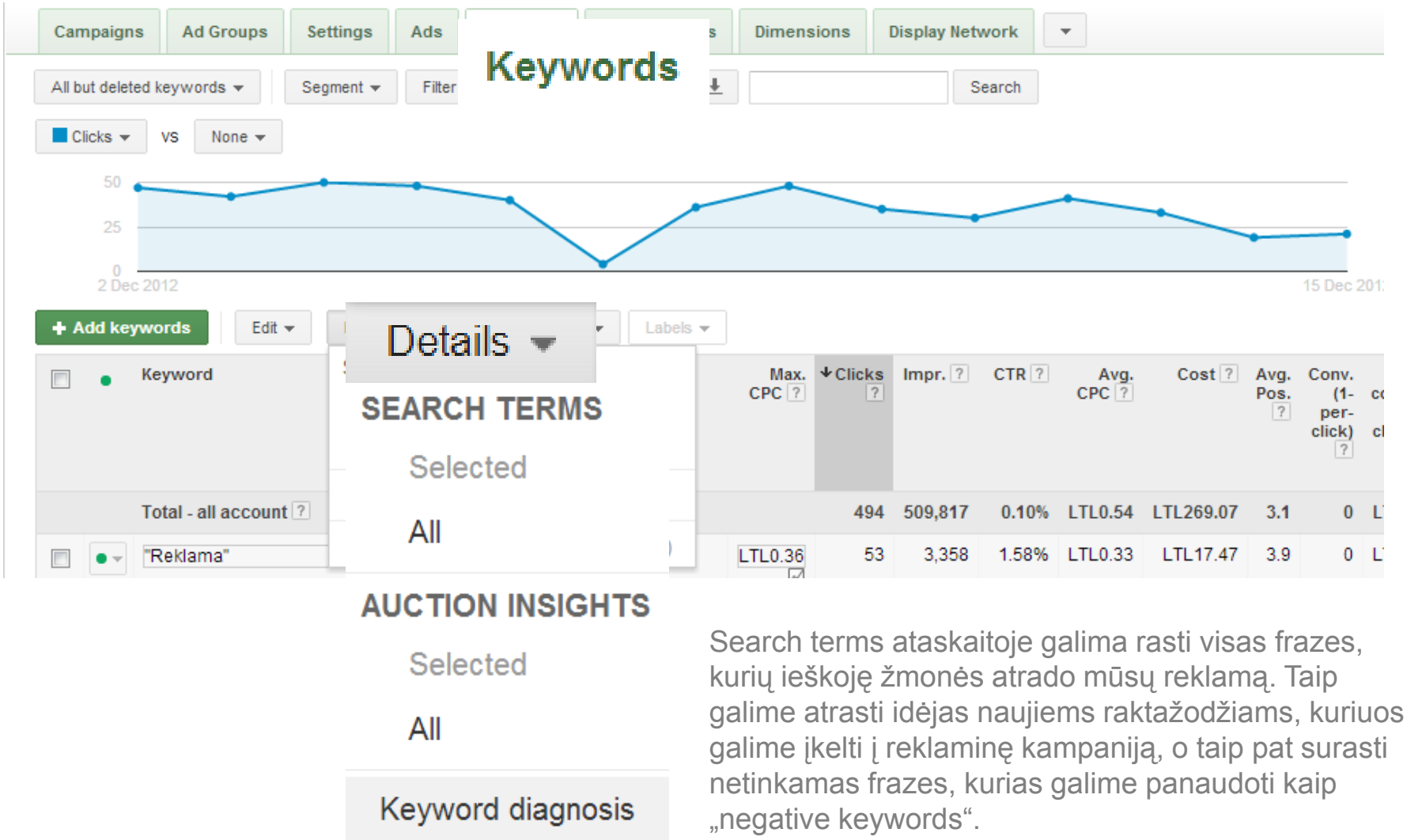
Exact match: [plastikiniai langai] – tik, jei kažkas įveda į paiešką būtent plastikiniai langai;

Phrase match: „plastikiniai langai“ – plastikiniai langai, pigūs plastikiniai langai, plastikiniai langai vilniuje ir t.t.

Extended broad match: +plastikiniai +langai – plastikiniai langai, gamina plastikinius langus, plastikinių langų montavimas, plastikiniai apvalūs langai ir t.t.

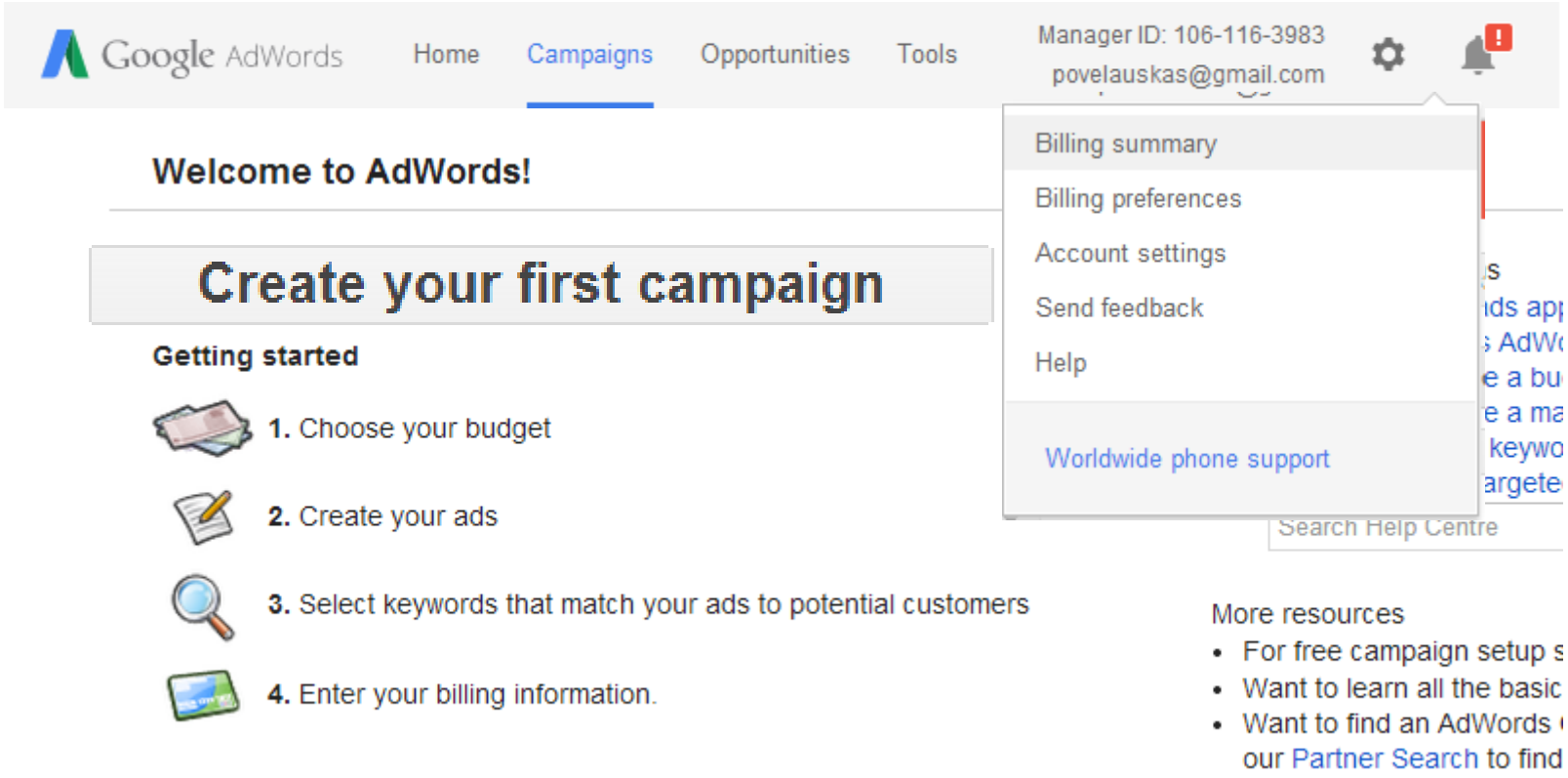
Broad match: plastikiniai langai – plastiko langai, mediniai langai, langų skaičiuoklė, geri langai, langų gamyba šiauliuose ir t.t.

Search terms



Search terms ataskaitoje galima rasti visas frazes, kurių ieškoję žmonės atrado mūsų reklamą. Taip galime atrasti idėjas naujiems raktažodžiams, kuriuos galime įkelti į reklaminę kampaniją, o taip pat surasti netinkamas frazes, kurias galime panaudoti kaip „negative keywords“.

New account


Google AdWords
Home
Campaigns
Opportunities
Tools
Manager ID: 106-116-3983
povelauskas@gmail.com
Billing summary
Billing preferences
Account settings
Send feedback
Help
Worldwide phone support
Welcome to AdWords!
Create your first campaign
Getting started
1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.
Search Help Centre
More resources
For free campaign setup s
Want to learn all the basic
Want to find an AdWords
our Partner Search to find

Payment

Tax information

Tax status

Business

This service can only be used for business or commercial reasons. You are responsible for assessing and reporting VAT.

VAT ID

LT - Enter VAT ID (Optional)

Name and address

Business name

Contact name

Street address

Postal code

City

Primary contact

Name

Phone number

mokymai1@intentagency.lt

How you pay

Automatic payments (recommended)

Manual payments

What you pay with

Credit or debit card

Card number

MM / YY

CVC

Cardholder name

Credit or debit card address is same as above

Billing communication language

English (United States)

Terms and conditions

Carefully read the following terms and conditions and click the checkbox below to agree.

(Printable version)

Google Ireland Limited Advertising Programme Terms

These Google Ireland Limited Advertising Programme Terms ("**Terms**") are entered into by Google Ireland Limited (registered number: 368047) with its registered office located at Gordon House, Barrow Street, Dublin 4, Ireland ("**Google**") and the entity executing these Terms or that accepts these Terms electronically ("**Customer**"). These Terms govern Customer's participation in

Yes, I agree to the above terms and conditions.

Complete sign up

„Ads account structure

El. pašto adresas ir slaptažodis

Mokėjimų nustatymai

KAMPANIJA

Dienos biudžetas

Taikymas pagal vietovę, kalbą

KAMPANIJA

Dienos biudžetas

Taikymas pagal vietovę, kalbą

SKELBIMŲ GRUPĖ

Raktiniai žodžiai

Skelbimai

SKELBIMŲ GRUPĖ

Raktiniai žodžiai

Skelbimai

SKELBIMŲ GRUPĖ

Raktiniai žodžiai

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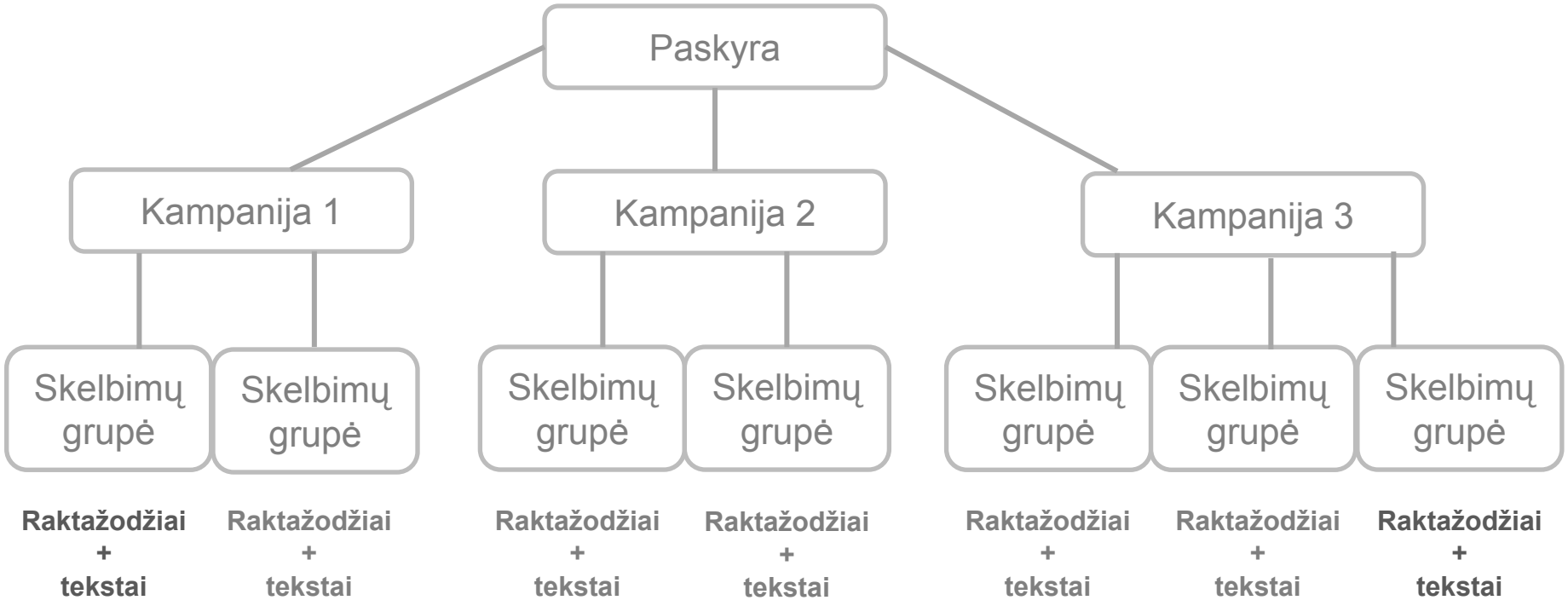
SKELBIMŲ GRUPĖ

Raktiniai žodžiai

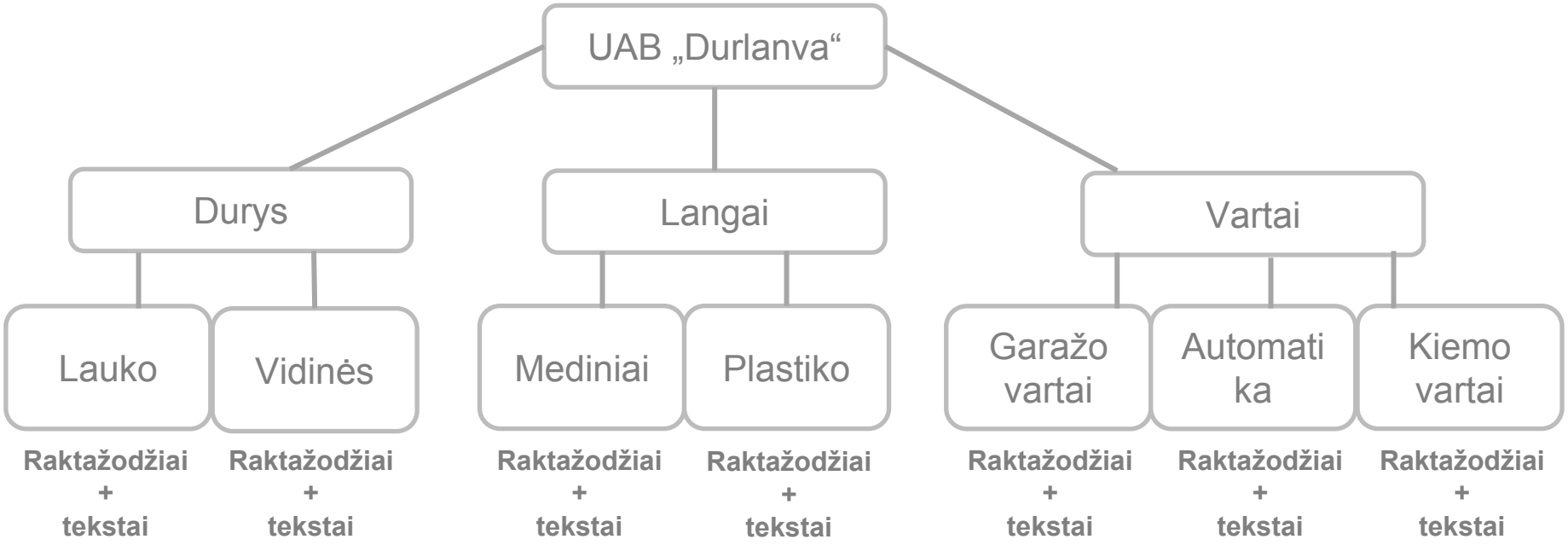
Skelbimai

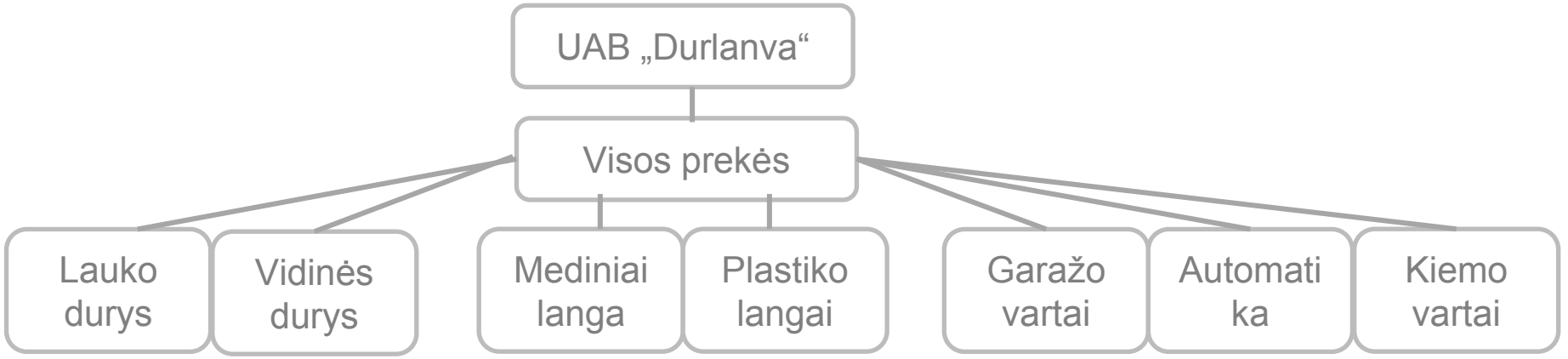
Ads account structure



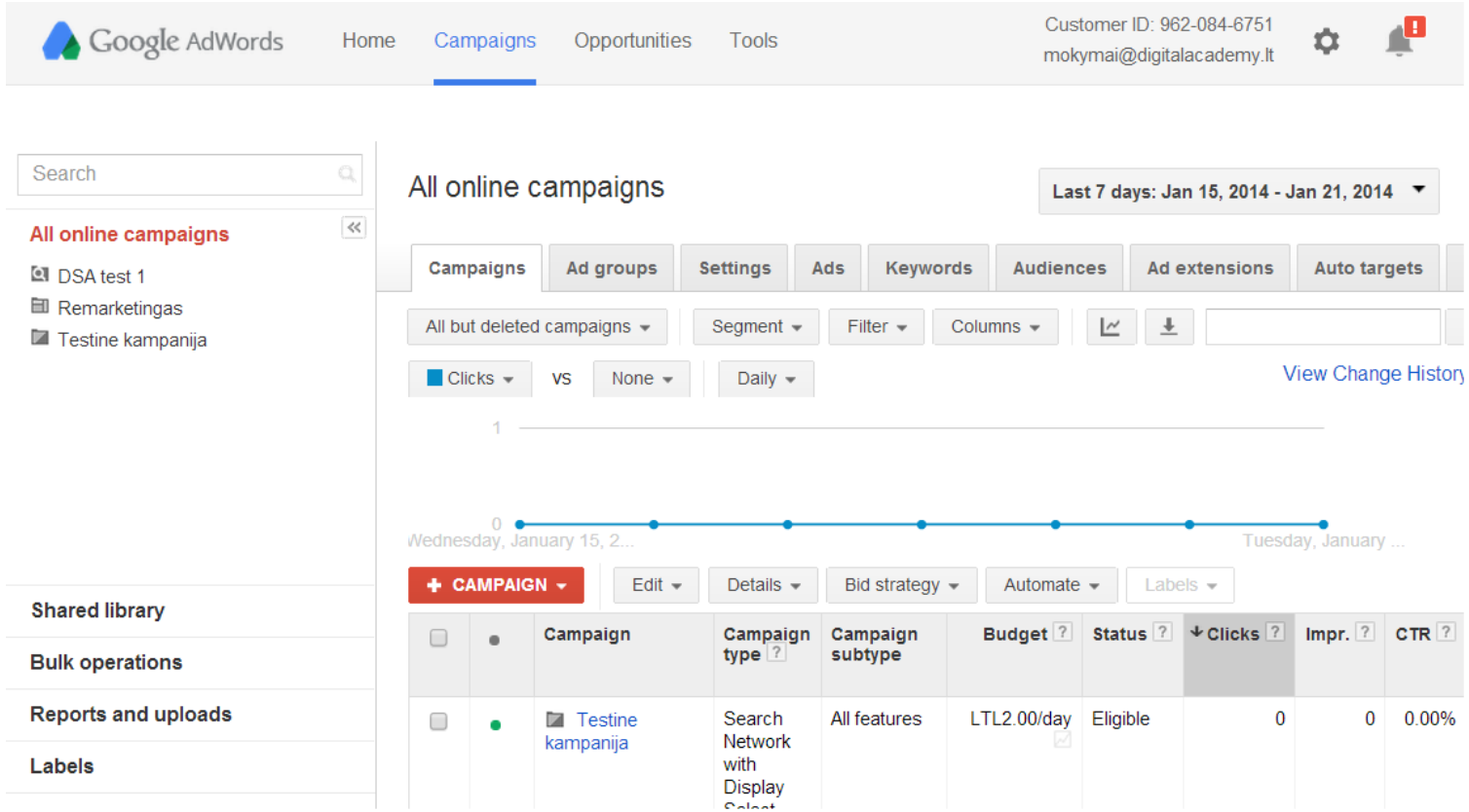
Kampanijos – atskiras kampanijas verta kurti tada, kai norime reklamuotis keliose šalyse, kai planuojame reklamuotis paieškoje ir vaizdiniame reklamos tinkle, kai turime skirtingas veiklos rūšis, kai norime skirtingoms veikloms priskirti skirtingus biudžetus;
Skelbimų grupės – jas kuriame taip, kad kiekvienoje jų galima būtų sugrupuoti panašius raktažodžius. Galima kurti atskiras grupes skirtingiems produktų ar paslaugų rūšims, skirtingas grupes bendrinėms ir tikslinėms frazėms ir t.t.
Pastaba – vienas iš paprastų ir veiksmingų būdų sukurti reklaminės kampanijos struktūrą – remtis reklamuojamo tinklapio struktūra.

Pavyzdys – paskyros struktūra



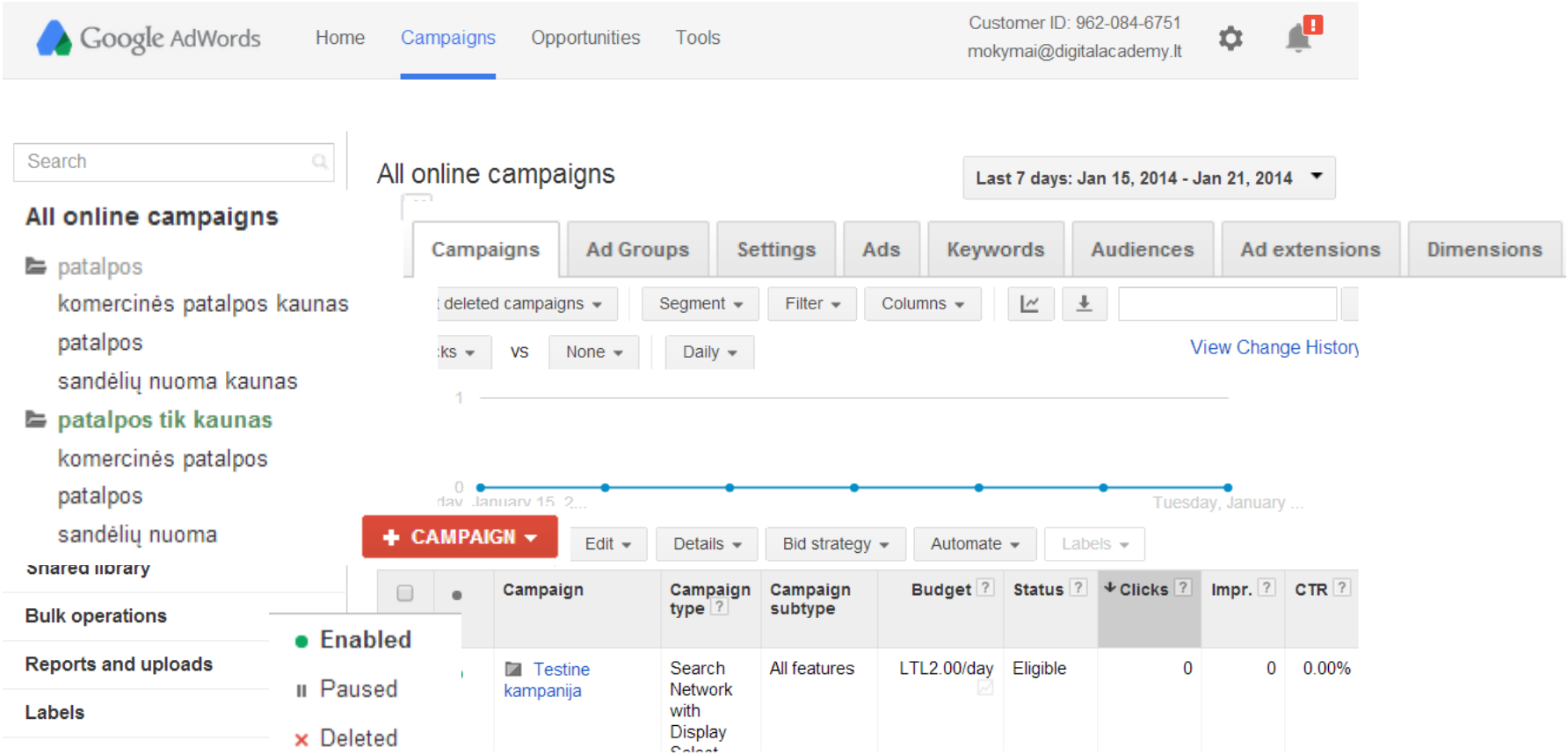


Navigacija paskyroje



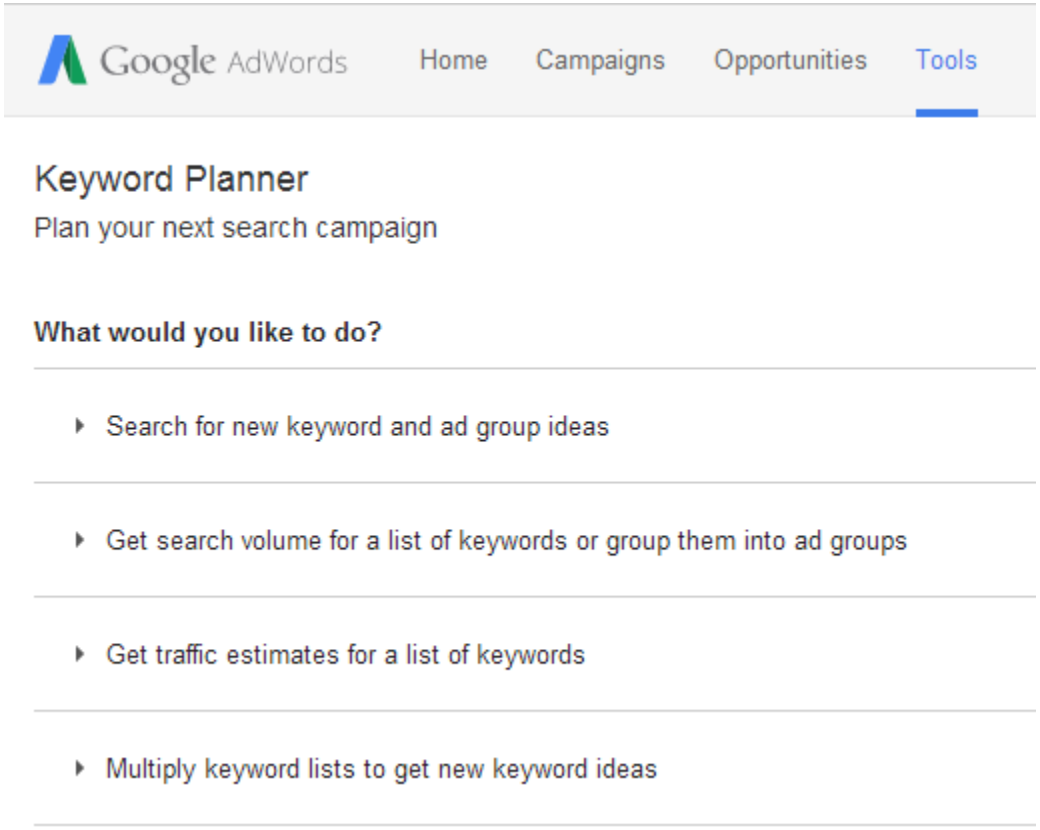
- **Home** – bendros paskyros statistikos;
- **Campaigns** – kampanijų statistikos ir administravimas;
- **Opportunities** – automatiniai pasiūlymai, susiję su kampanijomis;
- **Tools and analysis** – šioje rubrikoje rasime pakeitimų istoriją, sąsają su Google Analytics, raktinių žodžių įrankį;
- **Billing** – viskas, kas susiję su mokėjimais;
- **My account** – paskyros nustatymai, tarp jų vartotojų administravimas.

Navigacija paskyroje

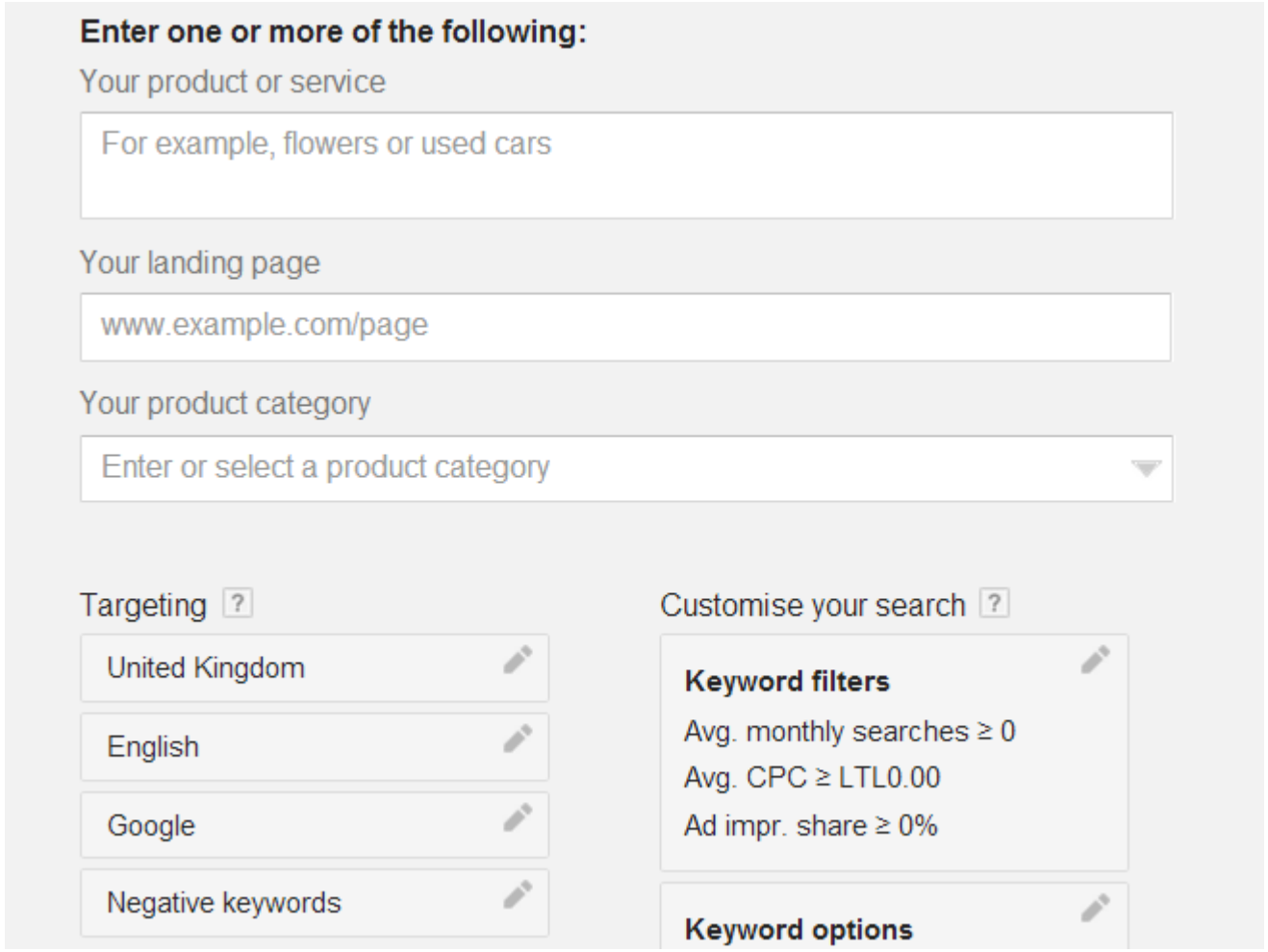


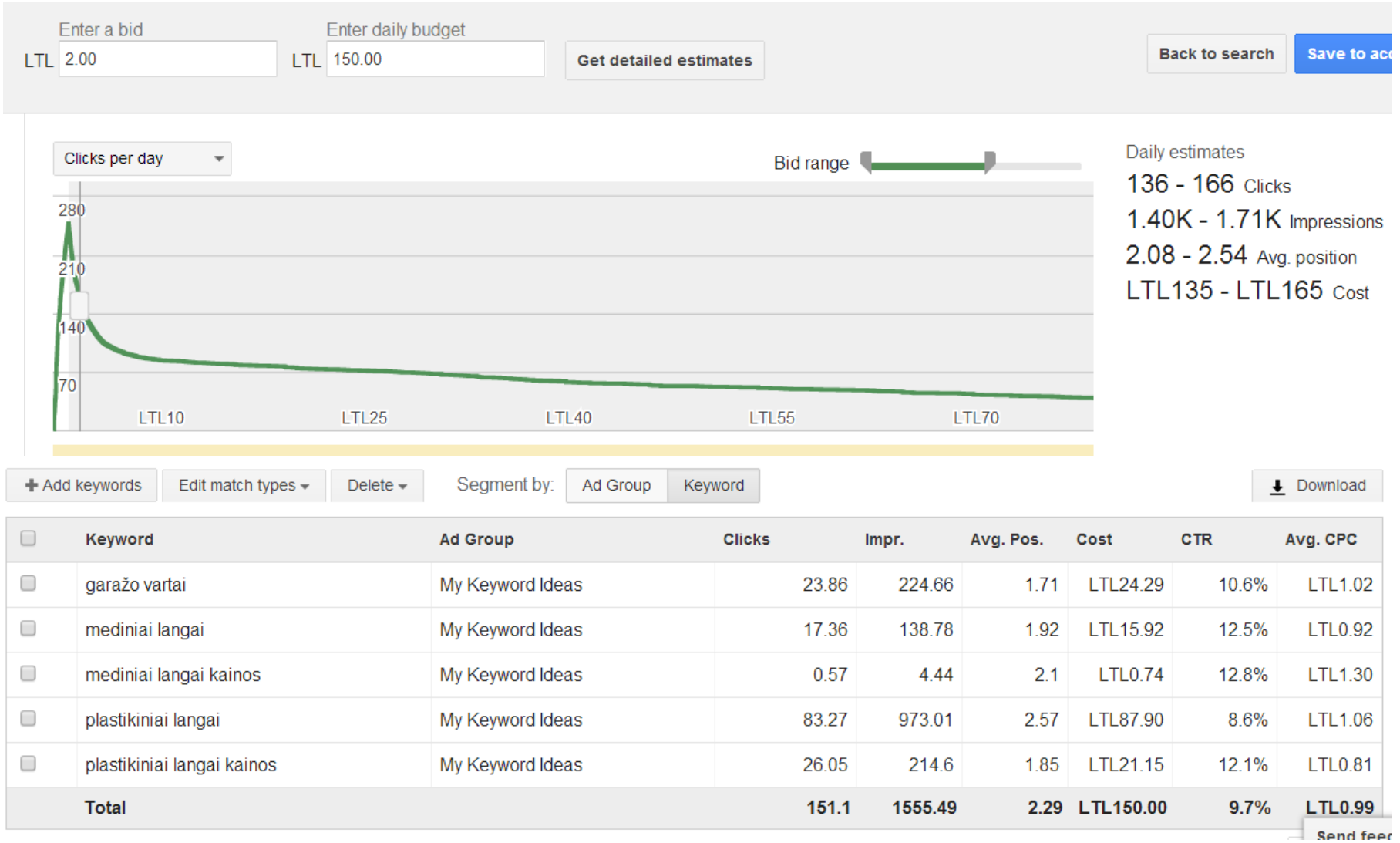
Būdami „Campaigns“ skiltyje galime peržiūrėti statistiką, sustabdyti arba atnaujinti kampaniją, susikurti naują kampaniją. Analogiškus pasirinkimus turime ir „Ad groups“ (skelbimų grupių), „Ads“ (skelbimų), „Keywords“ (raktažodžių) skiltyse. „Settings“ skiltyje galime pakeisti kampanijų rodymo šalis ir kalbas, dienos biudžetus ir pan. „Dimensions“ skiltis leidžia pasižiūrėti statistiką pagal dienas, savaites, mėnesius, taip pat pagal vietoves.

Keyword planner: selecting keywords, making their list, adjusting by reach and cost



Keyword Planner

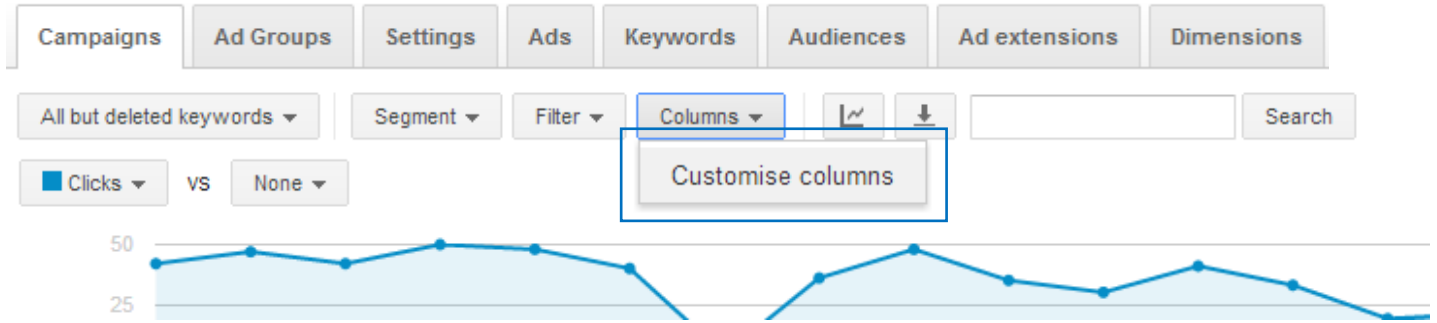




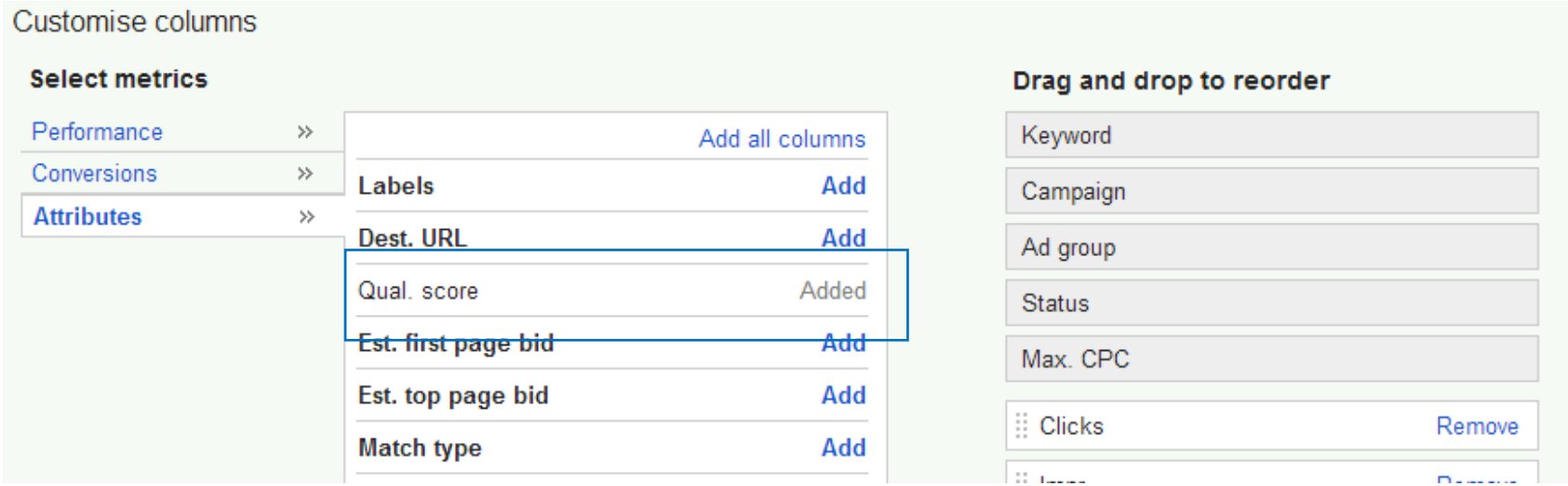
Keyword	Ad Group	Clicks	Impr.	Avg. Pos.	Cost	CTR	Avg. CPC
garažo vartai	My Keyword Ideas	23.86	224.66	1.71	LTL24.29	10.6%	LTL1.02
mediniai langai	My Keyword Ideas	17.36	138.78	1.92	LTL15.92	12.5%	LTL0.92
mediniai langai kainos	My Keyword Ideas	0.57	4.44	2.1	LTL0.74	12.8%	LTL1.30
plastikiniai langai	My Keyword Ideas	83.27	973.01	2.57	LTL87.90	8.6%	LTL1.06
plastikiniai langai kainos	My Keyword Ideas	26.05	214.6	1.85	LTL21.15	12.1%	LTL0.81
Total		**151.1**	**1555.49**	**2.29**	**LTL150.00**	**9.7%**	**LTL0.99**

Informacijos atvaizdavimas

Galime keisti duomenis, kurie yra atvaizduojami paskyroje, pridėti ir išimti tam tikrus stulpelius:

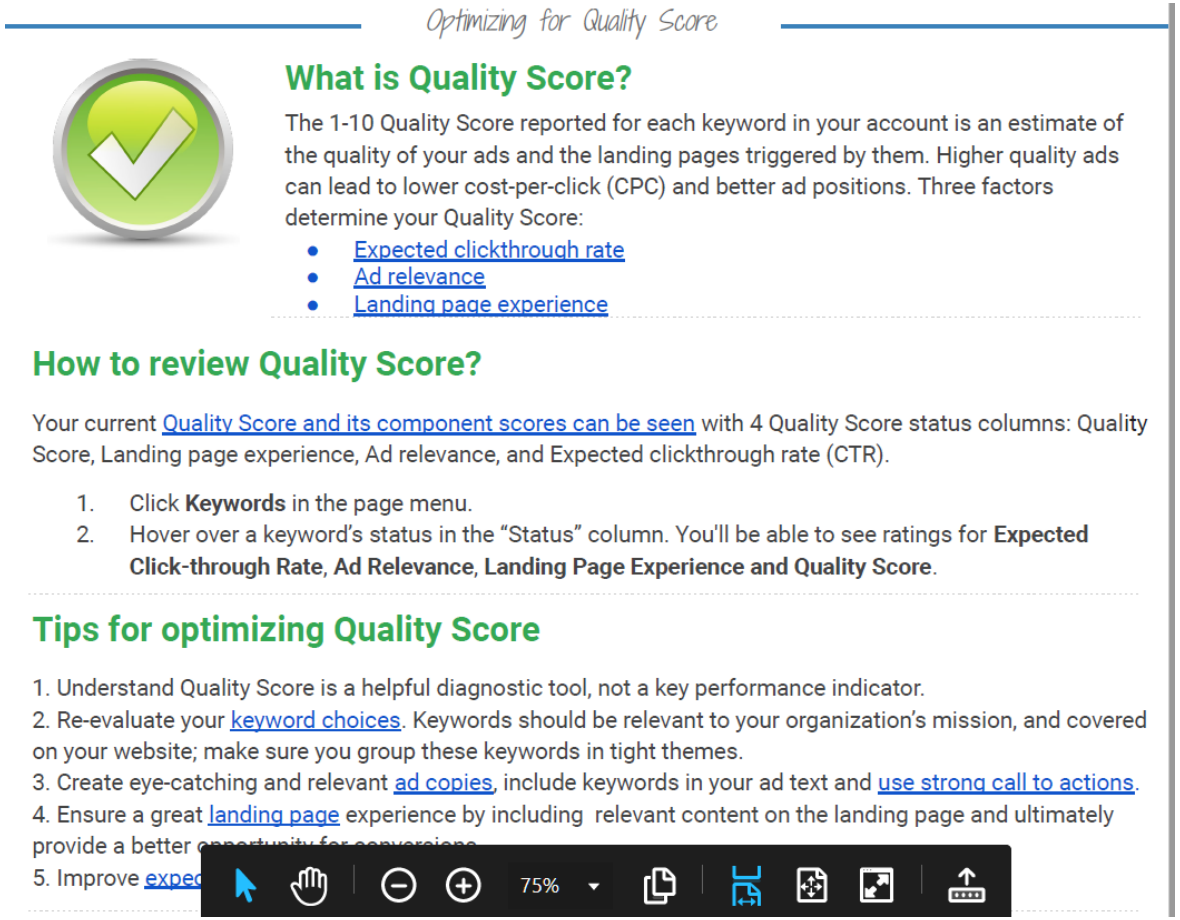


Pavyzdžiui, „keywords“ dalyje galime pridėti stulpelį su Quality score“ informacija



Auction principle, Quality of the webpage (CRT(click through rate+Relevance+Landing page = psge rank and adjusted price

Optimize quality score



Optimizing for Quality Score

What is Quality Score?

The 1-10 Quality Score reported for each keyword in your account is an estimate of the quality of your ads and the landing pages triggered by them. Higher quality ads can lead to lower cost-per-click (CPC) and better ad positions. Three factors determine your Quality Score:

- Expected clickthrough rate
- Ad relevance
- Landing page experience

How to review Quality Score?

Your current Quality Score and its component scores can be seen with 4 Quality Score status columns: Quality Score, Landing page experience, Ad relevance, and Expected clickthrough rate (CTR).

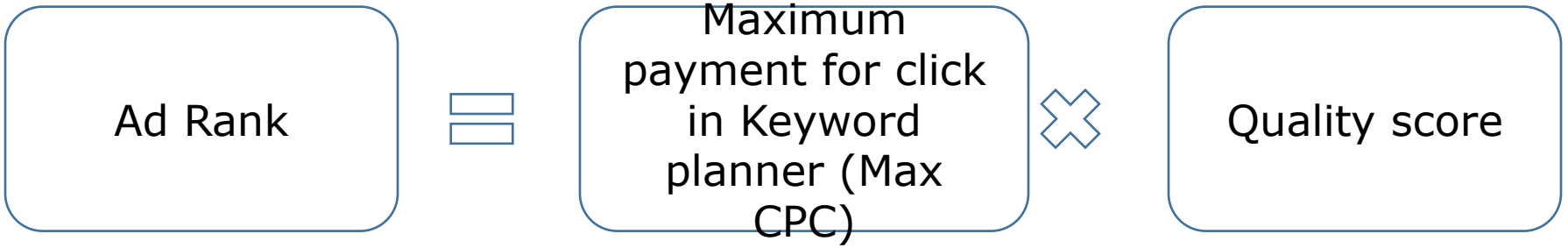
1. Click **Keywords** in the page menu.
2. Hover over a keyword's status in the "Status" column. You'll be able to see ratings for **Expected Click-through Rate**, **Ad Relevance**, **Landing Page Experience and Quality Score**.

Tips for optimizing Quality Score

1. Understand Quality Score is a helpful diagnostic tool, not a key performance indicator.
2. Re-evaluate your keyword choices. Keywords should be relevant to your organization's mission, and covered on your website; make sure you group these keywords in tight themes.
3. Create eye-catching and relevant ad copies, include keywords in your ad text and use strong call to actions.
4. Ensure a great landing page experience by including relevant content on the landing page and ultimately provide a better
5. Improve

75%

Rating of our ad



Ad rank	Max CPC	Quality score
	1,00 EUR	8
	1,00 EUR	10
	2,35 EUR	3

Actual CPC what exactly is paid per click

Ad rank		Max CPC		Quality score		Actual CPC	
10	=	1,00 EUR	×	10	=	8/10	0.80 EUR
8	=	1,00 EUR	×	8	=	7/8	0.88 EUR
7	=	2,35 EUR	×	3	=	minimum	Min. EUR

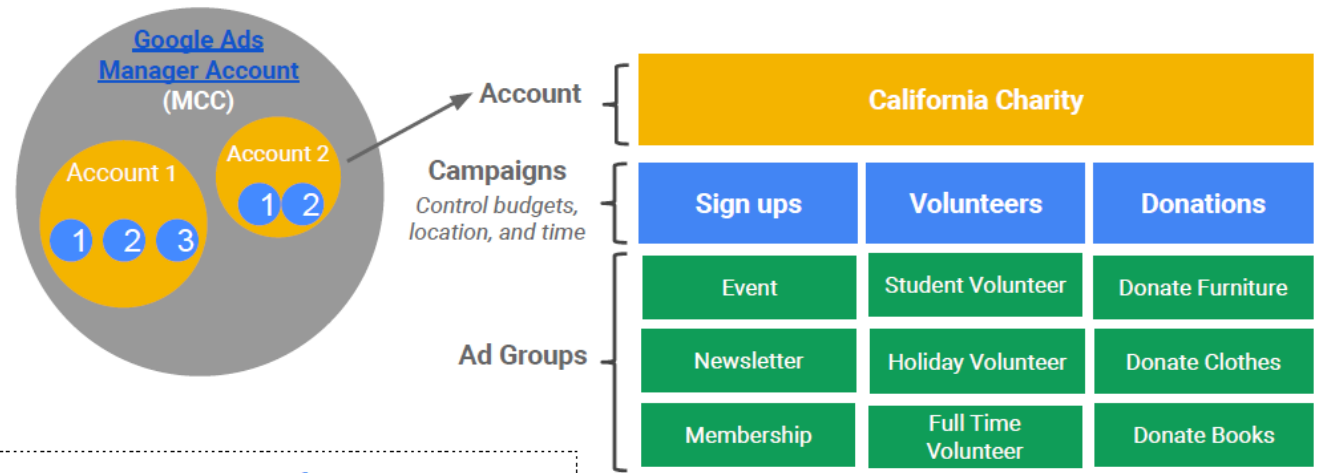
Paskutinėje vietoje esantis moka tam tikrą minimalią vertę, reikalingą pasirodymui paieškos rezultatuose (Google neatskleidžia, kiek konkrečiai). Kuo quality score yra mažesnis, tuo tokia reklama gali turėti aukštesnę kainą (matuojama taip vadinamu „estimated first page bid“).

Google Ad Grants is a social impact program that connects people to causes through free Google Ads.

Since 2003, the Ad Grants Program has awarded over 115,000 Ad Grants and $8B dollars in free advertising to organizations in 50+ countries.

Set Up An Account That Meets Your Goals

Sample Of Account Structure



Minimum Requirements for Account Structure:

- 1 active campaign
- With 2 active ad groups
- With 2 text ads in each ad group

Learn more about account structure

Budget allocation: per click, daily, monthly

- Daily may vary + / - 20 %
- Monthly will not exceed the set value

Google Ads pricing application: how much does it cost to advertise, risk due to auction principle

- Start payment from above 50 USD
- Mantly payment with periodic adjustment
- Minimum value (not announced) for expense <50

Connection of Google Ads and Google Analytics

- As menu items in GA

Google Ads monitoring of the Google Merchandise Store (In Google Analytics Demo account

- Demo

Google Ads skills, certification

- https://analytics.google.com/analytics/academy/

Ads sample

Headline	[child pratices] in Child Care Service Association			
Description line 1	Additional activities for children near home			
Description line 2	The best place for children summer camp!			
Display URL	www.childcareservices.org			
Destination URL	https://www.childcareservices.org/families/additional-resources/			
Keywords	additional child activities	activities	children activities in North Carolina	
Additional keywords	more activities for children	perfect summer camp		practices for children near home

Gustė - Find child care			
Headline	Child care + near home		
Description line 1	find the best child care in CCSA		
Description line 2	best quality child care in North Carolina		
Display URL	www.childcareservices.org/paying-for-child-care		
Destination URL	https://www.childcareservices.org/families/find-child-care/		
Keywords	child care near home	education for children near home	
Additional keywords	best quality care for children	children education in North Carolina	

Ads strategy sample

Strategy	Increase website traffic and donations					
Goals	providers in North Carolina		looking for child care in North		Increase donations	
Main landing pag	providers/		amilies/		donate/	
Ad group	Providers Group		Families Group		Donators Group	
Ad Company	Educators	Directors	Find Child Care	Resources	CCSA	19 Relief Fund
Ads Heading	of the future for	professional	for Your Child	additional	community for	in a difficult
Landing Pages	careservices.org/	careservices.org/	careservices.org/	careservices.org/	careservices.org/	careservices.org/
Keywords	teacher extra job	extra job	near home	activities	children	during a
	educator	can help	in north carolina	near home	care	pandemic
	daycare job	directors	care	north carolina	north carolina	fund during
	childhood	child care wages	quality child care	camp	providers	CCSA
	scholarship	toddler educator	programs	kindergarden	education	fund
	community	professional	children care	kindergarten	care services	fund
	learn	childhood	care	with my child	child care fund	CCSA
	teachers training		subsidy	camp		

Google Ad grants experience for students: GOMC (Google online marketing challenge) by Google

- https://www.google.com/grants/get-help/nonprofit-marketing-immersion/

Ad Grants OMC
Post-campaign Report

CCSA
Child Care Services Association

Google

Proprietary + Confidential

Executive Summary

1	Identify problem and set a goal to increase website traffic and donations.
2	Working with strategy development.
3	Analyzed Child Care Services Association website and systematized the information.
4	Identify ad group of CCSA: Providers group, Families group, Donators group.
5	Identify and create ad company: Educators, Directors, Find Child Care, Additional Resources, Donate for CCSA, Donate to Covid-19 Relief Fund.
6	Upload created ad campaigns to Google Adwords system.

Campaign Overview

Proprietary + Confidential

Campaign 1: Providers

We aimed to attract as many service providers to the CCSA website.

What can be improved:
More interesting ad content;
Keyword optimization.

Campaign 2: Family

We tried to direct families with children in need of financial and informational assistance as possible to the CCSA website.

What can be improved:
More interesting ad content;
Keyword optimization.

Campaign 3: Donations

We strive to attract as many donations as possible to the CCSA

What can be improved: Due to the Covid-19 situation, Google is sensitive to related ads and they has been blocked.

Core Performance Metrics

The campaign had solid number of impressions, although total number of impressions decreased, the same was with clicks and CTR. On the other hand, it is hard to say if the campaign was weak or it had to be active for more time to increase some metrics.

	Campaign	Ad group 1	Ad group 2	Ad group 3
Impressions	223	131	92	0
Clicks	12	6	6	0
CLICK THROUGH Rate %	5,38%	4,58%	6,52%	0%

Google

Online Marketing Strategy Analysis

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Strategy: **Increase website traffic and donations**	Achieved overall quite good impressions total rate (223). Total clicks rate is very low (12)
Goal 1: **Drive more web traffic of child care providers in North Carolina**	overall this goal is not achieved, because clicks rate is very low (6), but impressions rate is quite good (131).
Goal 2: **Drive more web traffic of families looking for child care in North Carolina**	Overall this goal is not achieved, because clicks rate is very low (6), but impressions rate is quite good (91).
Goal 3: **Increase donations**	This goal is not achieved. Campaign and ad groups have no impressions and clicks.

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Marketing Goal Achievement and Social Impact

- The organization is doing a great job in a child care area. They are helping the children in need to get a proper child care and education and moreover they are helping the educators and child care providers to get some additional money for their work.
- Our campaign was focused on the goal the non-profit organization had to us, to increase the web traffic of their target audience, so we did our best to show the ads to the target audience and not to the people who are not interested in the activity of this organization.

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Recommended Next Steps

A

The company could optimise their website to include more text and searched keywords and negative keywords.

B

Create at least 100 different ads for each group.

C

Invest in more expensive keywords in the first week of your ads for better ads competition.

D

To make an online donation's form for better website quality and google search optimisation.

Google

Source: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis non erat sem

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Learning Component

Learning Objectives

- Create a campaign
- Team work
- Increase site traffic

Outcome

- 3 Ads Campaign
- 13 running ads
- 223 Impressions

Group Dynamics

- Time management
- Division of activities
- Repairing each other
- Compromises

Client Dynamics

- Knowledge
- Quick responses

Source: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis non erat sem

Teams experience of participation in GOMC

Google Ads experience for students: GOMAC competition by university alliance initiative

Example of student participation in GOMAC

https://www.gomachallenge.com/

- Winners by Regions and Years : https://www.gomachallenge.com/2022-gomac-winners/

2023 GOMAC

2023 GOMAC Timeline

Registrations: September 1, 2022 – June 29, 2023
Deadline for submitting Pre-Campaign report: June 29, 2023
Deadline for submitting Post-Campaign report and Looker Studio reports: July 1, 2023
Professors nominate their best Teams: June 1, 2023 – July 5, 2023
Finalists announcement: September 15, 2023
Winner announcement: October 15, 2023

All deadlines are 23:59 (11:59 pm) GMT

Price levels for advertising in the internet

- The most common price range is 0.02 – 4 EUR per click
- Depending on the type of ad, and the competition the prices differ
- In Lithuania the horoscope webpage is cheap to advertise – 0.01- 0.02 EUR per click
- However if there are 50 enterprises willing to advertise in this webpage and only 11 places for putting advertisement, the price goes up and can reach 0.5-0.6 EUR

How to decide worth of advertising?

- Main thing is conversion:
- If we have only 5% response form the customers viewing the ad, it means that after 20 shows, one customer asks for the purchase (e.g. yielding 10EUR profit). This profit has to be similar to the sum of advertising expenses for 20 customers (20*CPC)

Examples of conversions

- The advertising by Adwords of legal (law) or insurance services in United States can cost 50-60 USD
- However conversion yields about 4000 USD
- In Lithuania the fast credits are rather expensive 1-2 EUR per click. But the conversions do not sufficiently cover expense. However the second credit has much larger level of conversion, than the first - about 20% . Thus it is reasonable to advertise 0% for the first credit as it attracts 2-time customers.

Possible abuse

- Automatically generated clicks can click on your ads. It means, that you will pay the cost per click sum as much as you have set in your budget, but no real customers will see your ad.
- The competitors using same keywords for their product search can manually click your ads till they reach sum of your budget (usually similar firms use similar advertising budgets, therefore it is easy to guess). Then your ads will never be shown to customers using the competitive keyword set

Possible solution

- You can apply to Google for detecting automated click or manual clicking (defined by IP, location and reasonable interval of clicks or usual patterns of customer behaviour
- If the abuse is confirmed, Google returns advertising expenses

You can even make market forecast and define budget by Ads keyword prices

- The real estate ad prices grew for 3 times till 2008, then fell down for 2 times, now recovering up
- The most common advertising budget is 200-300 EUR per month
- Largest enterprises have it 10,000/month
- The top high- hosting centres (Mediashop)
- Large enterprises are now moving to Youtube (acquired by Google due to its potential)