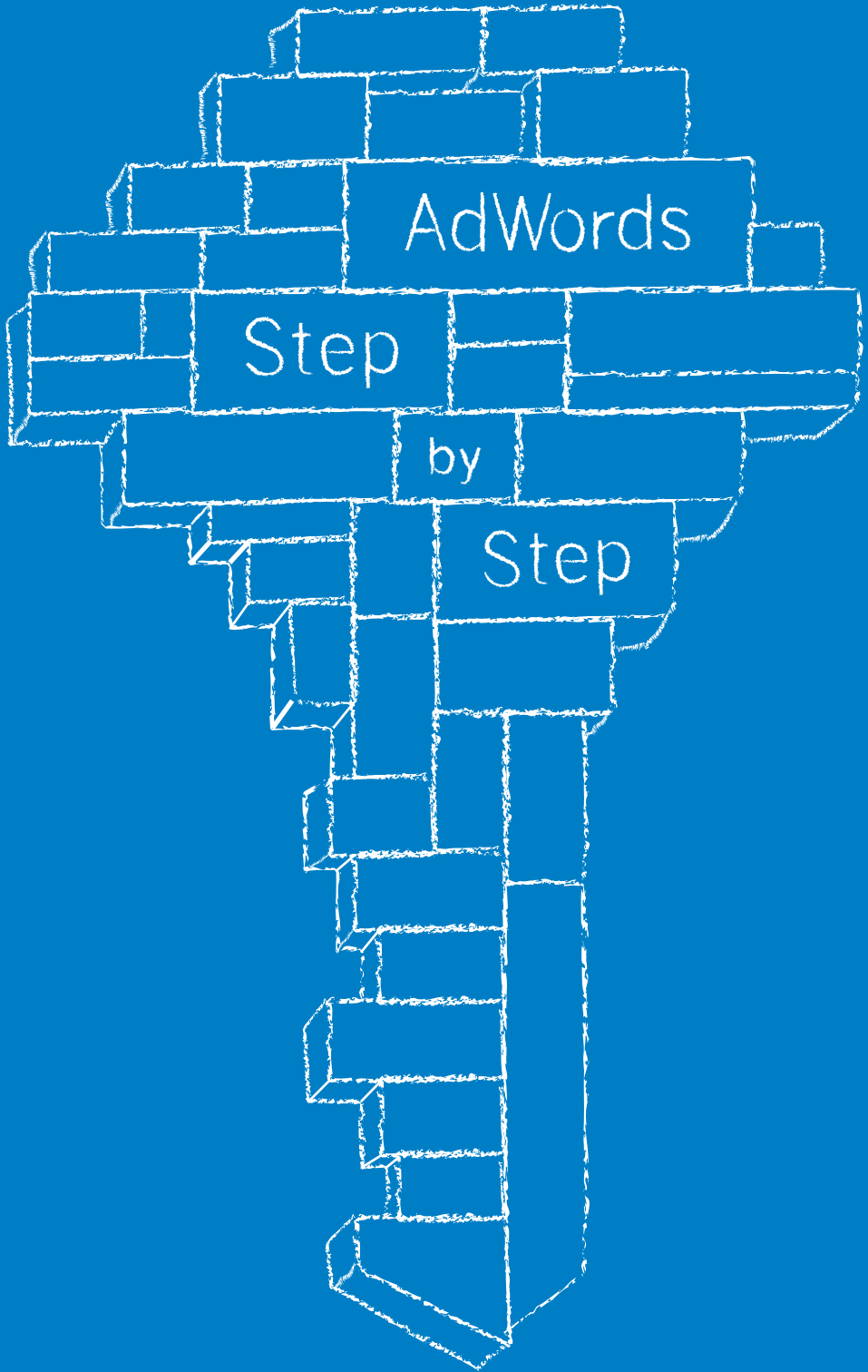


A guide to building successful AdWords campaigns



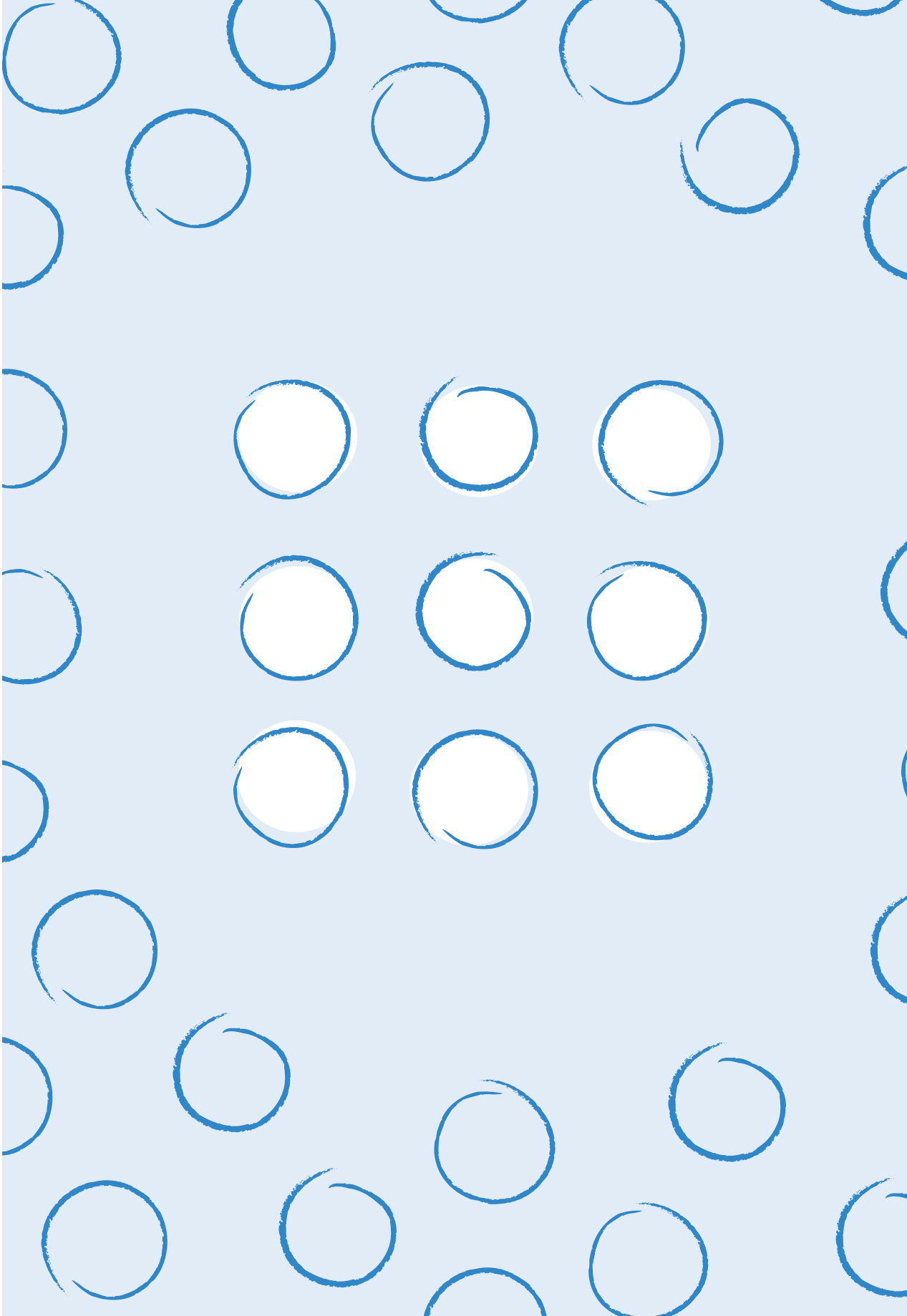
ycle repairs, football jerseys, beard trimmer, leather jacket, baby stroller, express shipping, car wash, real estate appraisals, fresh tamales, ater, leather briefcase, learn spanish, professional editor, cloth diapers, general contractor, golf swing, stock options, [italian roast coffee](#), doars, olympics videos, bollywood soundtracks, medical supplies, chandelier, microwave safe bowls, four star hotel, basketball net, fax machine, laser printer, airport taxi service, fortune teller, imported cheese, flea market, fire alarms, newport folk festival, tickle me elmo, ice fishing, mth haring prints, wisconsin cheddar, hand lotion, duct tape, train schedule, nikon autofocus, affordable health insurance, [drip coffee maker](#), mp, lakefront property, tax attorney, drill bits, tibet trek, frank lloyd wright fallingwater, ball lightning, wireless internet connection, e restaurant, bikini, video game reviews, fresh bagels, handmade toys, jigsaw puzzles, discount dog food, home entertainment systems, plvn darts, kitchen knives, singing lessons, hair coloring, parasols, carpet cleaning, website design, mutual fund performance, yoga mat, wh[late grown coffee](#), ketchup stain removal, florence museums, mba programs, blue blazer, internet service providers, surfboard wax, water itch, mp3 player, thai food free delivery, electrician, cardiologist, event planning, vintage jeans, outboard motor, green lantern comics, aian art museum, hip-hop music, [espresso maker](#), hiccup relief, microbreweries, pig latin, gold standard, star wars action figures, cape car onhand lessons, roller derby, sydney opera house, texas hold 'em, slapshot technique, flea powder, cheesesteak, acoustic guitar strings, rburetor, digital storage, rugby world cup, tofu, african safari, graphics cards, [jamaican blue mountain coffee](#), theater tickets, postage oleum flooring, stuffed koala bear, birthday cake, fleece sweatshirt, car stereo, j-pop, double breasted suit, emo music, ski bindings, sill issic board games, glass blowing, heirloom tomato seeds, angiogram, gone with the wind, henna tattoo, dude ranch weekend, literacy n eetrock, platform heels, [hawaiian kona coffee](#), pedicures, antique shop, fresh pasta, organic produce, down parka, skateboard parts, chirorior design, knitting supplies, trampoline, first aid kit, wicker furniture, boston college, automobile radiator, used textbooks, theme park rlor, denali wilderness, big bend national park, wedding band, herbs de provence, gypsy music, [fair trade coffee beans](#), song lyrics, cubic zirl phone coverage, house painting, newspaper stand, baking supplies, drill bits, picnic basket, wetsuit booties, acrylic paints, garden trowe k, rice cakes, jet ski trailer, outdoor advertising, bestseller books, tanning booth, wrestling holds, designer dress, shrimp scampi recipe, impro, flu shot, wine cellar, [flavored coffee](#), optometrist, sporting goods, pilates classes, yoga equipment, hemp clothing, tree surgeon, kung fu rty favors, women's running shoes, imported jewelry, ansel adams prints, midwife, european vacation packages, custom business software kets, fragrance free cosmetics, ixtapa, pickup trucks, poetry reading, knitting patterns, angkor wat, sushi restaurant, cornbread recipe, sa h, [italian roast coffee](#), tap dancing, aukland hotels, chesapeake bay crabs, canadian rockies, soccer ball, belt sanders, valentine's day gi uarium, ring tones, fuzzy dice, tackle box, drafting table, pancetta, yosemite, post-punk, deep dish pizza, quit smoking, foxtrot, redw niture, [java coffee](#), lamisil, stand-up comedy, benjamin franklin biography, backpacking wyoming, knife sharpening, art supplies, console an legends, restaurants new orleans, down comforter, used bookstore, snowshoes, breakfast sausage, track lighting, party favors, drinkin ket fence, renter's insurance, auto tires, 35 millimeter camera, rock climbing, screen doors, [aged sumatran coffee](#), fly fishing montan ulation, color photocopy, silver necklace, musical instrument rental, bed linens, volleyball knee pads, picture frames, electric guitar case. rowing niture refinishing, catering service, tool box, vacuum cleaners, windsurfing shop, houseplants, window cleaning, moving van, hardware store nk, baseball camp, princess outfit, used dvds, sheet music, file cabinet, persian rugs, mandolin lessons, dandruff shampoo, taxidermist, slalom hua tree camping, waterfront property, auto insurance, [dry-processed coffee](#), kansas city barbecue, basketball instructional video, travel agen rd, vacation rental, pony rides, civil war reenactment, stress reduction, dietician, volunteer opportunity, graphic design, throw pillows, traffi getable garden, test drive, sci-fi convention, costume shop, makeup artist, [mocha java](#), anger management class, driving lessons, water filter, rd drive, political bumper stickers, concert t-shirt, air freshener, new york hotel, river rafting, movie theater times, plastic surgery, radio station nd, ballroom dancing lessons, reading glasses, bicycle patch kit, delta blues, pharmacist, vacation share, high definition TV, dessert recipes, back ing, fruit juice, bocce balls, cool ranch dressing, investment management, floor hockey net, tropical resort, [coffee shop](#), cheese ball, left ba ervation, raw shellfish, go-kart racing, life coach, scented candles, international stock mutual fund, life insurance agent, falafel mix, swimm iaintenance, gastroenterologist, take-out chinese food, mailbox rental, imported crafts south america, magazine subscriptions, career advice, pe iting, skateboard street competition, lasik surgery, event photography, country music venue, maid service, sporting goods store, firewood, a nicle, [american boutique espresso](#), carry-on luggage, softball bat, fresh lobster, stadium bunting, custom baseball caps, food co-op, cement mixt ise, website templates, business books, vermont bed and breakfast, potato salad, community supported agriculture, hair restoration products, s [nch roast papua new guinea](#), dishwashing liquid, guided neighborhood tour, core conditioning class, indoor putting green, mountain bike derailleu amaments, laptop computer, legal forms, ophthalmology clinic, securities broker, dental insurance, fantasy football advice, instant messenger d [ffee filters](#), condo sales, financial planner, book reviews, auto dealership, diamond engagement rings, global positioning system, camcorder, j smium ice cream, digital camera reviews, four person tent, fishnet stockings, art gallery opening, fuel efficient car, beginner drum set, bungee jump and, commuter rail monthly pass, new home construction, swedish massage, vietnamese restaurant, silk ties, gas cap, premium gelato, trom rcini mushroom ravioli, british invasion albums, translation service, [unroasted green coffee](#), estate planning, new tuba, cotton blanket, ten useboat sales, belize scuba vacation, aboriginal art, inflatable pool toys, canned ham, chess teacher, cap and gown rental, attractive bridesma sktop publishing software, film industry job board, exchange traded funds, astrologer, heavy duty flashlight, celebrity news, daily crossword pu ck dress, iyengar yoga, artisanal bread, [decaffeinated espresso beans](#), opera tickets, individual retirement account, student loans, associat' grams, road atlas, personal shopper, aspirin substitute, freeze dried meals, spring training weekend phoenix, no-carb diet, orthopedic inser ovement how-to guide, [exotic coffee gift basket](#), veterinary hospital, energy drink, stock recommendations, football tee, friendship bracelet is, home newspaper delivery, reno lodgings, georgetown restaurant, couples counseling, birthday party clown, hot tub, aluminum siding ins terbed sales, band camp, catcher's mitt, nose ring, catamaran, faux fur coat, writing workshop, puppet show, sketch pad, white boards, key lime p ters, deep sea fishing, diesel fuel, patio furniture, tex-mex restaurant, [hazelnut coffee](#), cd carrying case, pro basketball tickets, free scree ltiplayer online games, radio station contest, fashion show, fortune cookies, tattoo removal, procrastination book, everglades tours, monogramm irts, crunk, [peruvian high grown coffee beans](#), energy efficient refrigerator, drama school, dog breeding, winter olympics, soul food restaurant, au oiler, bicycle seat shock absorber, new toboggan, water park, aruba cruise, vidalia onions, string quartet, western horseback riding, fire extinguish aner, touchless car wash, online dating service, back facial, back to school sale, [automatic drip coffee](#), megaphone, techno, pearl earrings, fumig or real estate, design schools, quilting class, photography exhibit, lake tahoe house rental, plus size collection, recycled cotton handbag, m gree program, kentucky derby weekend package, kobe beef, clam chowder, guided meditation, electric piano, garden tools, japan vacations, sus sign, california chardonnay, auto body repair, [organic coffee](#), baseball trading cards, bbq chicken recipe, wallpaper paste, mechanical pen otland, anchovy paste, orthopedic surgeon, hybrid car, shoe polish, bookkeeping, check cashing, check cashing, dsl modems, rebar, dark chocola ognition software, cognitive behavioral therapy, admissions essay, dream catcher, wood lathe, bubble bath, [brazilian coffee](#), peasant skirt nwmower repair, designer sunglasses, business forms, alpaca sweater, landscaping, sandwich shop, bicycle repairs, football jerseys, beard rther jacket, baby stroller, express shipping, car wash, real estate appraisals, fresh tamales, portable heater, leather briefcase, learn fessional editor, cloth diapers, general contractor, golf swing, stock options, [italian roast coffee](#), dominican cigars, olympics videos, b undtracks, medical supplies, chandelier, microwave safe bowls, four star hotel, basketball net, fax machine, laser printer, airport taxi service

Welcome to the AdWords Step by Step guide to building successful search advertising campaigns.

The following pages contain important information to help you make your ad campaigns as successful as possible. How to structure your account, how to pick the right keywords, how to write your ads – what you'll learn here will give you the tools you need to build effective and successful campaigns.

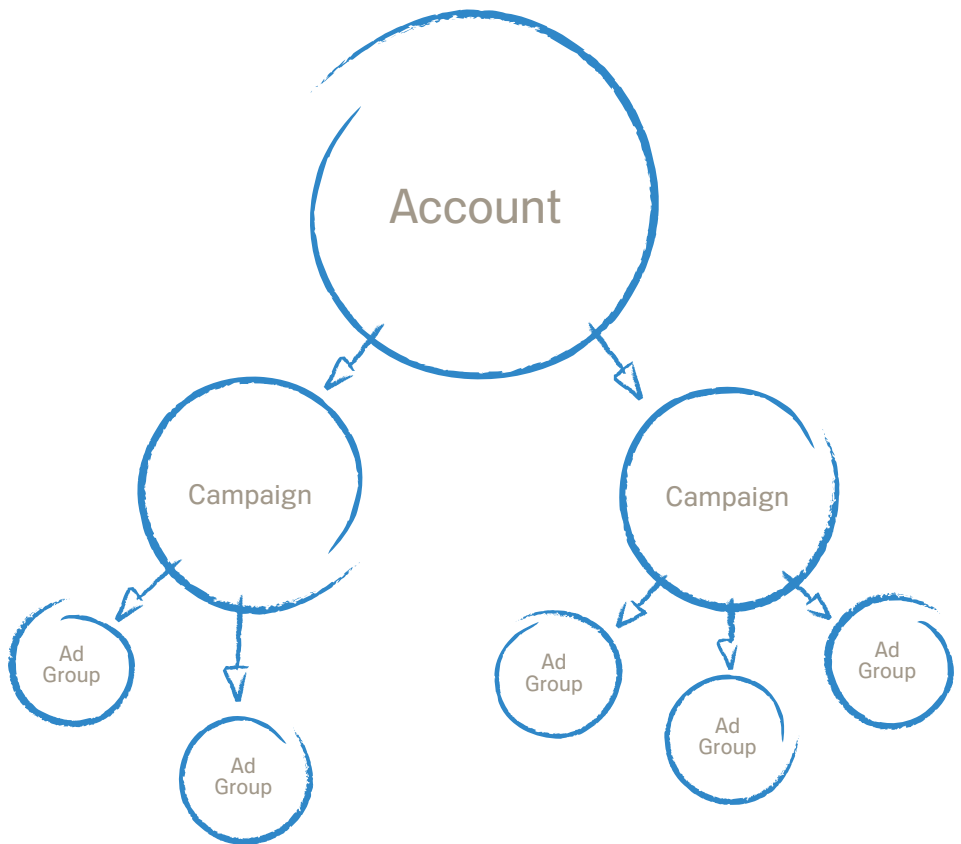
In addition, in the workbook sections at the end of each chapter, you'll get the opportunity to translate these lessons into real-world success by creating your own high-quality ad campaigns. If you complete each chapter's workbook section, by the end of the book you'll have a ready-to-launch campaign putting these guidelines into practice.

An important note: Getting the most out of AdWords requires ongoing experimentation. Whether you're brand new to AdWords or are an AdWords veteran, following the guidelines in these pages will help you create and hone your campaigns to give you the maximum possible return on your advertising investment.



Organizing Your Account

Organization gives your account a solid framework, making it easier to determine which of your ads, campaigns, and keywords are working, and which aren't, so you can alter or add campaigns as necessary.



There are two main components to your AdWords account: campaigns and ad groups. An AdWords account can contain up to 25 campaigns; a campaign can have up to 100 ad groups; and ad groups can include hundreds of keywords. You can find all your campaigns, and their component ad groups, in the Campaign Management tab of your AdWords account.

When it comes to giving your AdWords account a strong foundation – and making it easier to get the most out of AdWords – taking the following steps is key.

Plan your campaigns around your business needs.

Before you start building your campaigns, it's important to develop a plan for your AdWords advertising. Think hard about your business and what you want to accomplish with your ads.

For every campaign you create, you get to choose a budget, pick where your ads appear geographically (within a specific country, city, or within a custom-created area that you specify), and select where your ads appear online (on search pages, content pages, or both). When you're creating your campaigns, ask yourself the following questions to get a better picture of how you should set them up to maximize your AdWords success:

- What does your business offer?
- How is your business different from its competitors?
- What do you want to achieve with your advertising?
- How much do you want to spend per month?
- Who's your core audience?
- Where do you provide services?

Step 2:

Stick to one goal per campaign.

Once you know what you want to do with your AdWords campaigns, it's time to put your plan into action. Structure each campaign around just one goal – like increasing signups or selling more coffee beans. We suggest you separate campaigns by theme or product line (such as coffee beans, coffee gifts, teas). Or use the same structure for your campaigns as you do for your website.

Remember to keep your audience in mind. Target only the locations where you offer services, and target the language in which your ads are written. If you have an international audience, split your campaigns by country.

Finally, give each campaign an appropriate name – such as its goal. This makes tracking and editing your campaigns much easier later on.

The experts say: Think quality! Quality defines everything at AdWords, from how much you pay to how your ads perform. AdWords uses a formula called Quality Score to measure your ads' quality and rank your ads among other ads on a page. Ads that relate to what your customers are looking for and that link to relevant content get higher Quality Scores – and the higher the Quality Score, the less you pay to show on the first page of search results. Develop a well-organized account with relevant keywords and ads, and you'll have higher Quality Scores. That means more business – and more bucks – for you in the long run.

Example:
Campaign Goals

CAMPAIGN 1 GOAL:
Sell more coffee beans

CAMPAIGN 2 GOAL:
Sell more teas

CAMPAIGN 3 GOAL:
Increase "Coffee Buzz"
newsletter signups

The screenshot shows the AdWords Campaign Summary for 'Island Travelogue'. It includes a table with columns for Ad Name, Status, Current Bid, Clicks, Imps, CTR, Avg. CPC, Cost, and Avg. Pos. The table lists five ads: 'Island', 'Island travel', 'Island culture', 'Island holidays', and 'Island travel'.

Ad Name	Status	Current Bid	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.
Island	Active	\$1.00	2	1,367	0.14%	\$0.80	\$0.80	1.8
Island travel	Active	\$1.00	1	100	0.80%	\$0.75	\$0.75	4.0
Island culture	Active	\$1.00	1	66	1.80%	\$1.00	\$1.00	1.2
Island holidays	Active	\$1.00	0	294	0.00%	-	-	5.5
Island travel	Active	\$1.00	0	181	0.00%	-	-	8.1

FIGURE 1:
Your Campaign Summary gives you an at-a-glance view into the performance of your various AdWords campaigns.

Quick tip: Concerned about cost? Control your costs with your daily budget and maximum cost-per-click (CPC) bids. Your daily budget is set at the campaign level and is the maximum amount you want to spend each day per campaign. Your maximum CPC bid is set at the ad group or keyword level and determines the price you pay when someone clicks your ad. Remember: Your maximum CPC bid needs to be less than your daily budget in order for your ads to run.

Step 3: Split each campaign into ad groups.

Ad groups let you segment your campaigns into multiple parts to achieve even greater focus and simplicity. Just like campaigns, each ad group should have one common theme – for instance, focusing on a single product or service that you offer. This makes it simpler to create focused, effective keywords and ads.

You should be able to come up with at least three ad groups per campaign.

Example:

Campaign Goal: Sell More Coffee Beans

Relevant Ad Groups

AD GROUP 1

Gourmet Coffee Beans

AD GROUP 2

Shade-grown and Organic coffee beans

AD GROUP 3

Flavored Coffee Beans

(Often, the process of picking keywords can make it clear what your ad groups should be, so you might want to wait until after you create your keyword list in the next chapter to create your ad groups.)

Worksheet 11: Organize your account

Start creating an AdWords campaign in the space below.

Step 1: Design your advertising plan by answering some questions about your business needs.

What do you offer?

Who do you want to target?

What's your budget?

Step 2: List your campaign goal, which you can use as your campaign name.

Campaign goal:

Step 3: Create at least three ad groups for your campaign. (Or, skip this step if you'd prefer making ad groups out of keywords in the next section.)

Ad group 1:

Ad group 2:

Ad group 3:

Key Terms:

Campaign: A component of your account that allows you to focus your advertising on specific products or services. Each campaign can contain multiple ad groups.

Ad Group: A collection of ads within a campaign that corresponds to a group of related keywords.

Keyword: A specific word, or combination of words, used to target your ads to potential customers. When a user searches on your keyword, your ad might be shown.

Maximum Cost-per-click (CPC) Bid: The maximum amount you're willing to pay each time a user clicks on your ad for a particular keyword. You can set the maximum CPC bid at the ad group or keyword level.

Quality Score: The measurement used to determine your ad's relevance to user searches. Your Quality Score is determined by your keyword's click-through rate (CTR) on Google and by the relevance of your ad text, keyword, and landing page.

More Help:

Account Navigation

<http://www.google.com/aw/navigation>

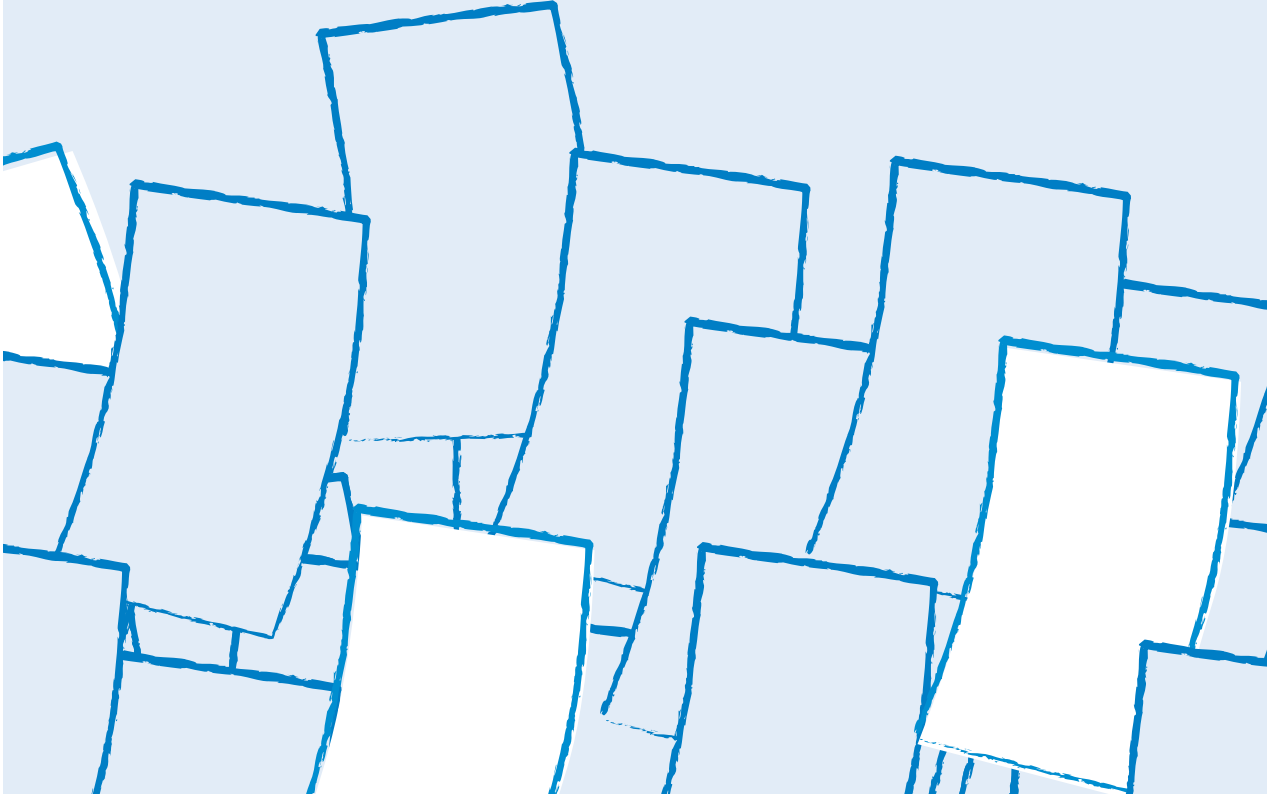
Google Network

<http://www.google.com/aw/network>

Location Targeting

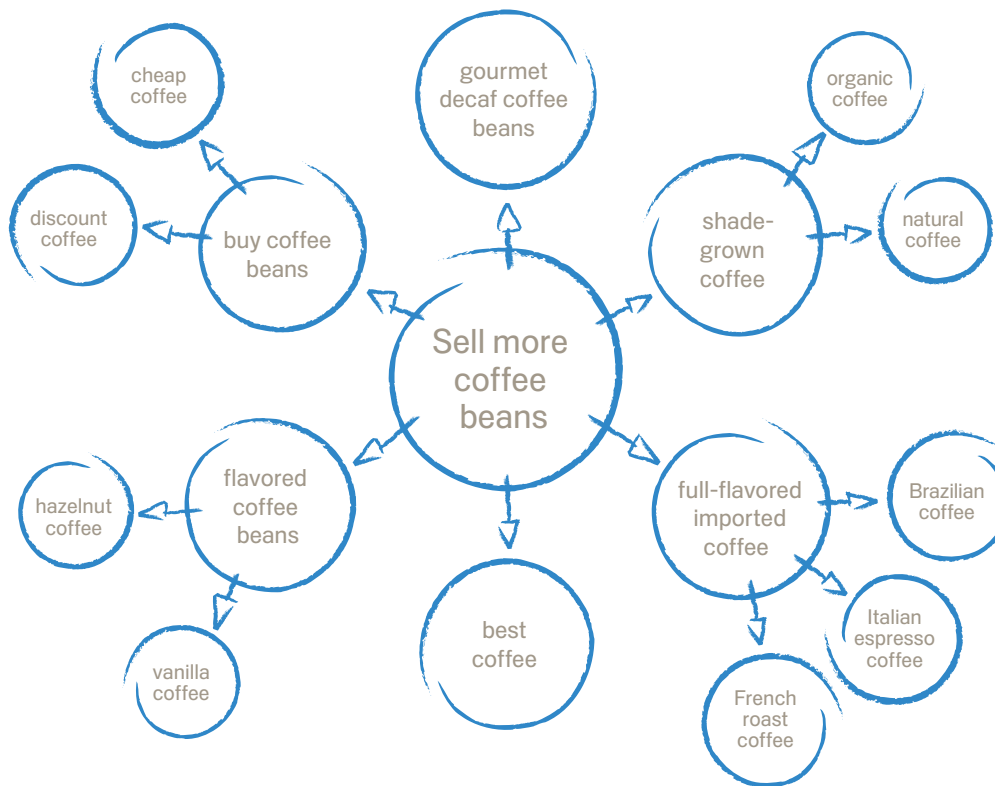
<http://www.google.com/aw/targeting>

KEYWORD



Picking the Right Keywords

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



There are three basic steps to building the right keyword list: expand, group, and refine. Start small; you can always add keywords later.

Above is an example of brainstorming different keywords that relate to what you offer.

Quick tip: Keep track of how your keywords perform by monitoring their status; you'll find each keyword's status right alongside it in your account. Three messages can appear in this status column. 'Active' means your keyword is eligible to trigger your ads to appear on search pages. 'Active - ads show rarely due to Quality Score' means you should modify your keyword list and ad text to be more relevant and raise your Quality Score. Finally, 'Active - bid is below 1st page bid estimate' means you may need to bid more to put your ad on the first page of search results (though raising a bid is never a guarantee of placement). Click on any of your keywords to get a full analysis of it and to find out what you can do to improve its performance.

Step 1: Expand

Your first step is to come up with as many keywords relating to your campaign as possible. What words would someone search for on Google to find your product or service? Try writing down every keyword that comes to mind. You can refine your list later.

Get help building your keyword list from the Keyword Tool (<http://www.google.com/adwords/keywordtool>). Use it to generate additional keyword ideas by entering a keyword or the URL of any web page that's relevant to your business. Don't worry about capitalization - AdWords is not case sensitive.

Example:
Campaign Goal: Sell More Coffee Beans
Keyword brainstorm

gourmet coffee beans
gourmet coffee
organic coffee beans
organic coffee
coffee
shade grown coffee
shade grown coffee beans
French roast coffee

gourmet decaf coffee
rich whole coffee beans
coffee beans
buy coffee beans
high quality dark coffee beans
natural coffee
chocolate coffee beans

flavored coffee
vanilla coffee cheap coffee
best coffee
full-flavored imported coffee
flavored coffee beans
flavored coffee
hazelnut coffee beans

Next, move your keywords into the ad groups where they're most relevant. Remember to structure your ad groups in a way that makes sense and is easy to track. For example, place keywords relating to gourmet coffee in one ad group, and keywords relating to flavored coffee in another ad group. The end result should make it easy for you to write ads that correspond to the keywords being searched on.

Example:

Campaign goal: Sell more coffee beans

Possible keyword groupings:

GOURMET COFFEE BEANS	SHADE-GROWN AND ORGANIC COFFEE BEANS	FLAVORED COFFEE BEANS
KEYWORDS:	KEYWORDS:	KEYWORDS:
gourmet coffee beans gourmet coffee coffee beans best coffee French roast coffee gourmet decaf coffee rich whole coffee beans high quality dark coffee beans cheap coffee buy coffee beans	organic coffee beans shade grown coffee shade grown coffee beans organic coffee natural coffee buy coffee beans	coffee chocolate coffee beans flavored coffee vanilla coffee full-flavored imported coffee flavored coffee beans hazelnut coffee beans

(If you waited until this chapter to create your ad groups, make ad groups out of your keywords by organizing the keywords by common themes – for instance, by grouping keywords that are relevant to each specific product or service you want to advertise, then turning each grouping into a discrete ad group.)

Get your erasers or red pens out; it's time to refine your keyword list. Cut from your list keywords that are too generic, irrelevant, or obscure. Also look to remove keywords that are too specific. Two- and three-word keyword phrases usually work best.

You might also try keyword matching to control how precise a user's search phrase must be to trigger your ad on Google search pages. You have four matching options: broad match (the default type), phrase match, exact match, and negative match.

Broad Match reaches the most users by showing your ad whenever any variation of your keyword (such as *beans for coffee* or *coffee roast beans*, when your keyword is *coffee beans*) is used in a search.

Phrase Match narrows your reach by showing your ad only when the search term contains your keyword. If your keyword is *chocolate coffee beans*, for instance, your ad will show only on searches that contain that exact phrase, such as *swiss chocolate coffee beans* and *chocolate coffee beans dessert*, but not on searches that alter the order of the words in your keyword, like *coffee chocolate beans*. You choose this option by putting your keyword in quotation marks; for example, "*chocolate coffee beans*".

Exact Match narrows your reach even more by only showing your ad when the search term is exactly the same as your keyword. If your keyword is *coffee beans*, for instance, your ad will show only on searches for coffee beans. You choose this option by putting brackets around your keyword; for example, [*coffee beans*].

Negative Match prevents your ad from showing when a word or phrase you specify is part of a search term. If you specify *cheap* as a negative match, for instance, your ad won't show for search terms such as *cheap coffee beans*. You choose this option by putting a minus sign before your keyword; for instance, *-cheap*.

Example:

GOURMET COFFEE BEANS	SHADE-GROWN AND ORGANIC COFFEE BEANS	FLAVORED COFFEE BEANS
KEYWORDS:	KEYWORDS:	KEYWORDS:
<p>gourmet coffee beans</p> <p>gourmet coffee</p> <p>coffee beans</p> <p>1 best coffee</p> <p>French roast coffee</p> <p>gourmet decaf coffee</p> <p>2 rich whole coffee beans</p> <p>high quality dark coffee beans</p> <p>cheap coffee</p> <p>buy coffee beans</p>	<p>organic</p> <p>3 "coffee beans"</p> <p>shade grown coffee</p> <p>shade grown coffee beans</p> <p>4 [organic coffee]</p> <p>natural coffee</p> <p>5 buy coffee beans</p> <p>-free</p> <p>6 -cheap</p>	<p>7 coffee</p> <p>chocolate coffee beans</p> <p>flavored coffee</p> <p>vanilla coffee</p> <p>full-flavored imported coffee</p> <p>flavored coffee beans</p> <p>hazelnut coffee beans</p>

1. Keywords like *best coffee* and *cheap coffee* don't give enough detail about the product or products being offered.

2. Keywords like *rich whole coffee beans*, *high quality dark coffee beans*, and *full-flavored imported coffee* may be too specific to be effective.

3. Phrase match keywords like *"coffee beans"* let you target only people whose searches contain the exact phrase you specify.

4. With exact match keywords like *[organic coffee]*, you can show your ad only when someone enters a search query that is identical to your keyword.

5. Listing the same keyword more than once in a single campaign works against you (our system interprets this as increased competition for this keyword, resulting in a higher CPC for it).

6. Negative match keywords like *-free* and *-cheap* let you prevent your ad from showing for searches that contain those keywords.

7. *Coffee* may be too generic to be a good keyword.

The expert's eye Want to promote awareness of your brand? Try picking the specific sites where you want your ads to show. This is called placement targeting. It lets you reach your audience by picking the websites (content sites) or the audience demographic you want for your ads, instead of searches. When creating a new online campaign, choose “Start with placements” to create a placement-targeted campaign. Or you can add placements to an existing keyword-targeted campaign.

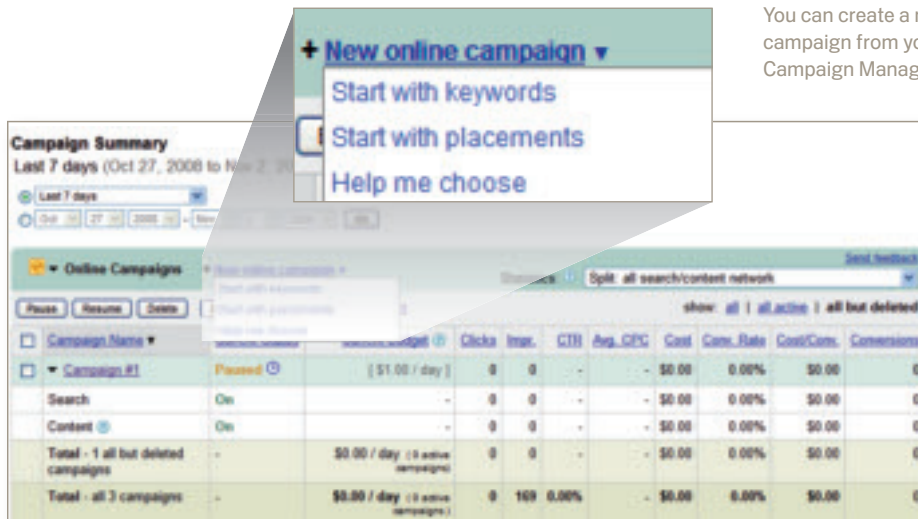


FIGURE 2: You can create a new campaign from your Campaign Management page.

On this page, you can also monitor your campaigns performance. Click the arrow next to your campaign name to see how your ads perform on search sites and on Google's content network.

Worksheet 2.1 Pick the Right Keyword

Build an effective keyword list for the campaign you worked on in Chapter 1.

Step 1: Expand

List any keywords that relate to both your business and campaign goal.
Use the Keyword Tool for ideas.

Step 2: Group

Separate your keywords into ad groups by common theme.

Theme:

Theme:

Theme:

Step 3: Refine

Cut any irrelevant, unclear, generic, or too-specific keywords from the list above. Then, use keyword matching to achieve more precise targeting and improve ad performance.

Key Terms:

Impression: The number of times an ad is displayed on Google or on sites in the Google Network.

Click-through Rate (CTR): The number of clicks your ad receives divided by the number of impressions. CTR helps measure the performance of your ads and keywords.

Placement targeting: Choosing specific websites (or types of websites) as 'placements' where your ad will appear. Placement-targeted ads appear only on pages in Google's content network.

Keyword targeting: Choosing keywords to trigger ads from your ad campaign. Keyword-targeted ads can appear on search results pages, on content pages, and on other properties in the Google Network.

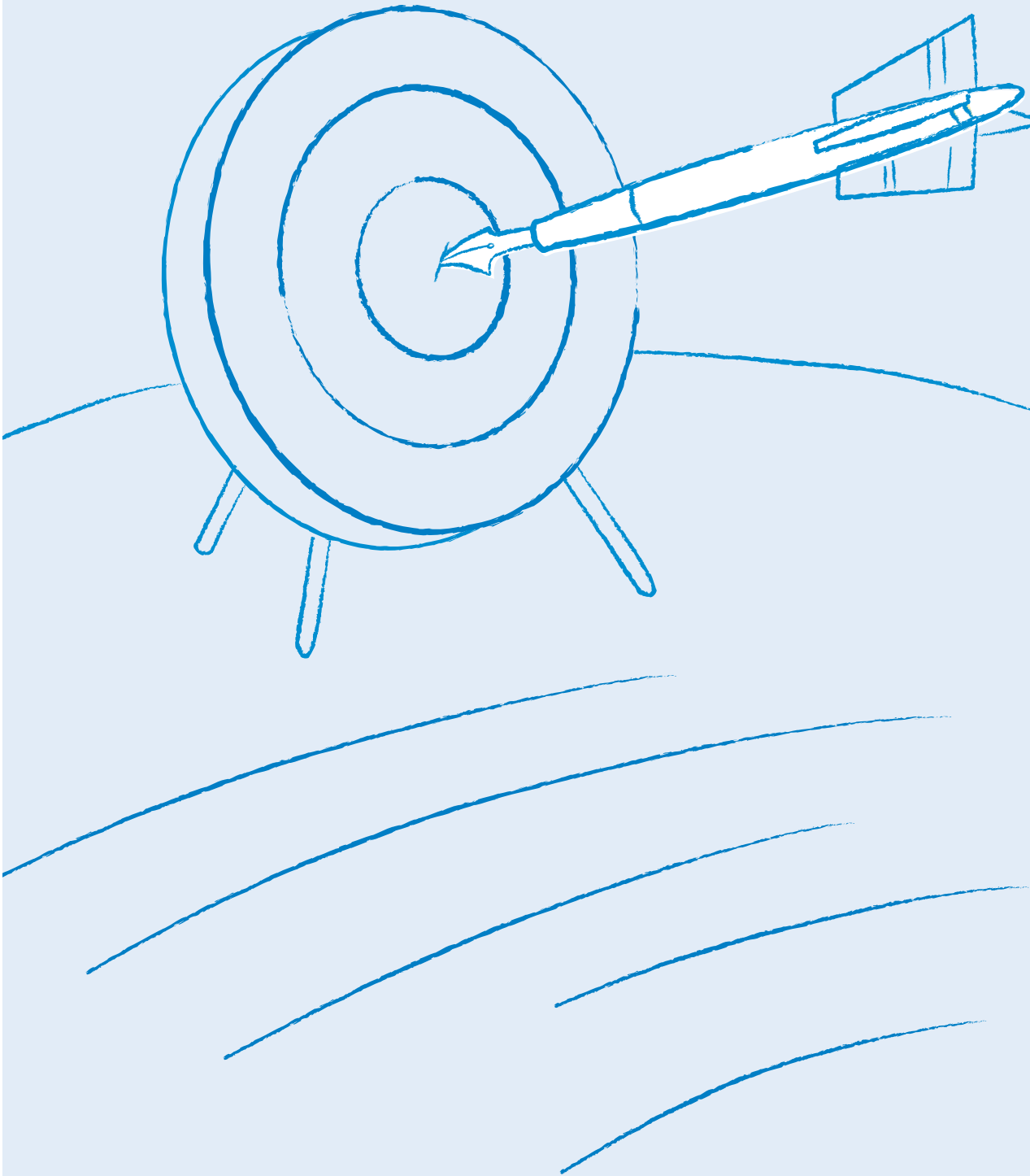
Note that as of 2008, a campaign can use both keywords and placements in the same campaign or ad group. This optional feature improves relevancy by allowing keywords to help guide the placement of your ads on the content network. For more information on this feature see the link to campaign enhancements below.

More Help:

Recent Campaign Enhancements
www.google.com/aw/enhanced

Keyword Tool
<http://www.google.com/aw/kwtool>

Keyword Matching Options
<http://www.google.com/aw/kwmatching>



Writing Targeted Ads

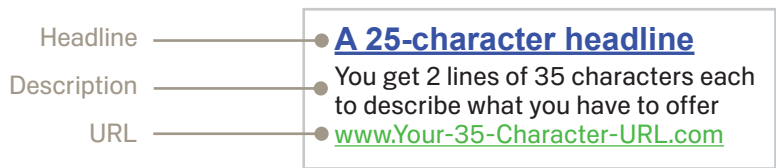
The text of your ad is what attracts potential customers to check out your business and the products and services you offer. Ads that convince people to click on them are clear, specific, and compelling. The idea is to “target” your audience by convincing your customers that your products or services are what they’re looking for.



To see which of your messages resonate with customers, write three or four ads at one time. Then check your clicks. The ads with the highest click-through rates (CTR)

are your top performers. Once you know which of your ads work, you can rewrite poorly performing ads so they're more in line with the good ones.

Your ad consists of three parts.



Step 1:

Create your headline.

The best headlines relate directly to the keywords being searched; this makes an ad seem especially relevant to the searcher's interests. So it's best to include one of your keywords in your headline. Plus, if any of the words in the keyword that triggers your ad are present in your headline or ad copy, they will appear in bold font in your ad.

Step 2:

Develop your description text.

The description should convey both key details and benefits of your product or service. It should also include a call to action. Keep everything as short and simple as you can. To start, list the products or services in a particular ad group that you're advertising (for example, gourmet coffee beans, specialty coffee). Then add the benefits (for example, bulk discounts, free shipping). Finally, put it all together with a call to action, such as order now or join today.

Designate display and destination URLs.

The display URL (the web address users see when they view your ad) doesn't have to be the same as your destination URL (where users land when they click your ad). But it must be an actual URL for your site. Choose a destination URL that promotes the exact product or service your audience is searching for, rather than your usual home page.

Example 1:

Here are two sample ads for the fictitious company Frothing Latté Bean. Each ad is meant to sell more gourmet coffee beans. The first ad is poorly written. The second ad contains all the components of a well-written ad.

1A

- 1 **Frothing Latté Bean**
- 2 We have many different types of coffee beans that you'll luv. www.frothing-latte-bean.com

- 3 Destination URL: www.frothing-latte-bean.com

1. **What's Wrong:** This headline focuses on the company's name instead of on core selling points and the keywords that trigger it.
2. **What's Wrong:** This description is too general – it would be much better if it focused on specific products or services offered by the company – and doesn't contain a call to action. In addition, luv isn't a real word, and so wouldn't meet the AdWords editorial guidelines.
3. **What's Wrong:** This destination URL leads to the company's home page, rather than to a page promoting a specific product or service.

1B

- 4 **Gourmet Coffee Beans**
- 5 Premium coffee beans, French roast, specialty blends. Buy now. www.frothing-latte-bean.com

- 6 Destination URL: www.frothing-latte-bean.com/gourmet_coffee.ht

4. **What's Right:** This headline focuses on the specific offering, and contains relevant keywords.
5. **What's Right:** This description details specific product offerings and benefits.
6. **What's Right:** This destination URL leads to a landing page related specifically to gourmet coffee beans.

The experts say: The text ad is the most common type of ad you can run using AdWords. But you can also create ads in other formats, including image ads, video ads, mobile ads (for mobile devices), and local business ads (for Google Maps). Try different formats in one or more ad groups to see what works for you. Click on any of the formats listed under your 'Ad Variations' tab to start the creation process.

Example 2:

Here are two more sample ads. See if you can tell what's right and wrong with each.

2A

- 1 **Coffee For Sale**
- 2 Buy freshly roasted coffee beans. Free Shipping. Bulk Discounts. www.frothing-latte-bean.com

- 3 Destination URL: www.frothing-latte-bean.com/gourmet_coffee.html

2B

- 4 **Gourmet Coffee Beans**
- 5 Get beans, beans, and more beans. Best prices in town. Wide selection. www.frothing-latte-bean.com

- 6 Destination URL: www.frothing-latte-bean.com

Answers

- 1 **What's Wrong:** This headline is too generic.
2. **What's Right:** This description details specific product offerings and benefits.
3. **What's Right:** The destination URL leads to a landing page related specifically to gourmet coffee.
4. **What's Right:** Headline focuses on the specific offering, and contains relevant keywords.
5. **What's Wrong:** Description is too general – it would be much better if it focused on specific products or services offered by the company – and doesn't contain a call to action.
6. **What's Wrong:** The destination URL leads to the company's home page, rather than to a page promoting a specific product or service.

Quick tip: Is your ad's position on Google search results pages too low? Or is your ad not appearing at all? Use the Ads Diagnostic Tool to troubleshoot whether your ads appear for a specific search and learn ways to improve their display placement. Simply move your cursor over the magnifying-glass icon beside any keyword in your account for details.

Key Terms:

Display URL: The URL displayed in your ad to identify your site to users. It doesn't have to be the same as your destination URL, but it should match the domain of your landing page.

Destination URL: The web page on which a user will land after clicking on your ad. It doesn't have to be your site's main page. Also called a landing page.

Ad Variations: Multiple versions of an ad for a single product or service, all based on the same set of keywords. Variations are a good way to test different versions of the same message to see which work best with potential customers.

Ad Rank: Your ad's position on a results page. Your ad rank is determined by your maximum CPC bid and your keywords' Quality Score.

More Help:

Ad Formats

<http://www.google.com/aw/formats>

Editorial Guidelines

<http://www.google.com/aw/guidelines>

Billing Overview

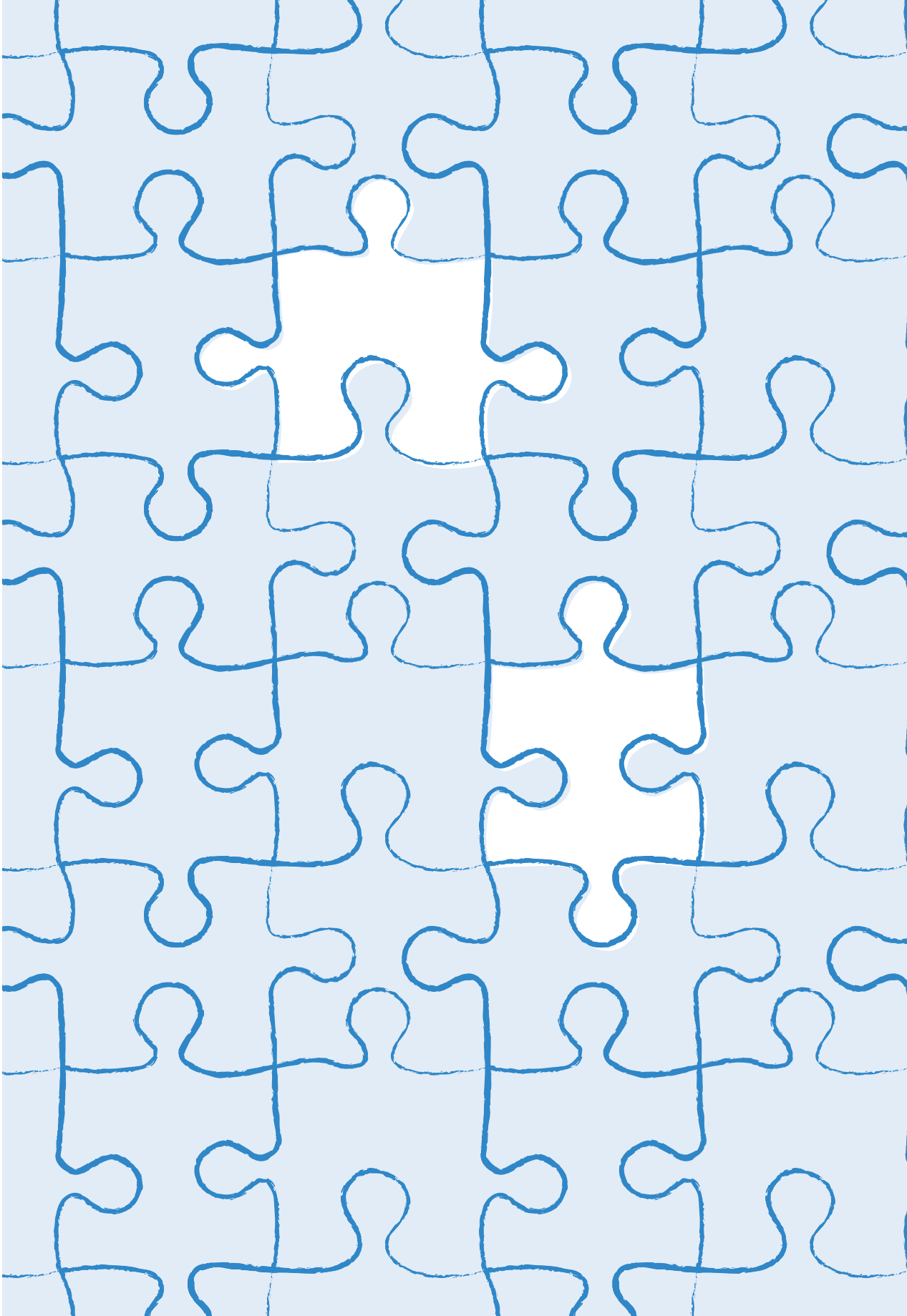
<http://www.google.com/aw/billing>

Step 1: Write at least three sample ads for each of the ad groups you created in Chapter 1 (or Chapter 2, if you waited until after creating your keywords to create your ad groups). Put keywords in your headlines, make your descriptions clear and compelling, and choose specific destination URLs.

Ad Group 1	Sample Ad 1	Sample Ad 1	Sample Ad 1
Headline:			
Description Line 1:			
Description Line 2:			
Display URL:			
Destination URL:			

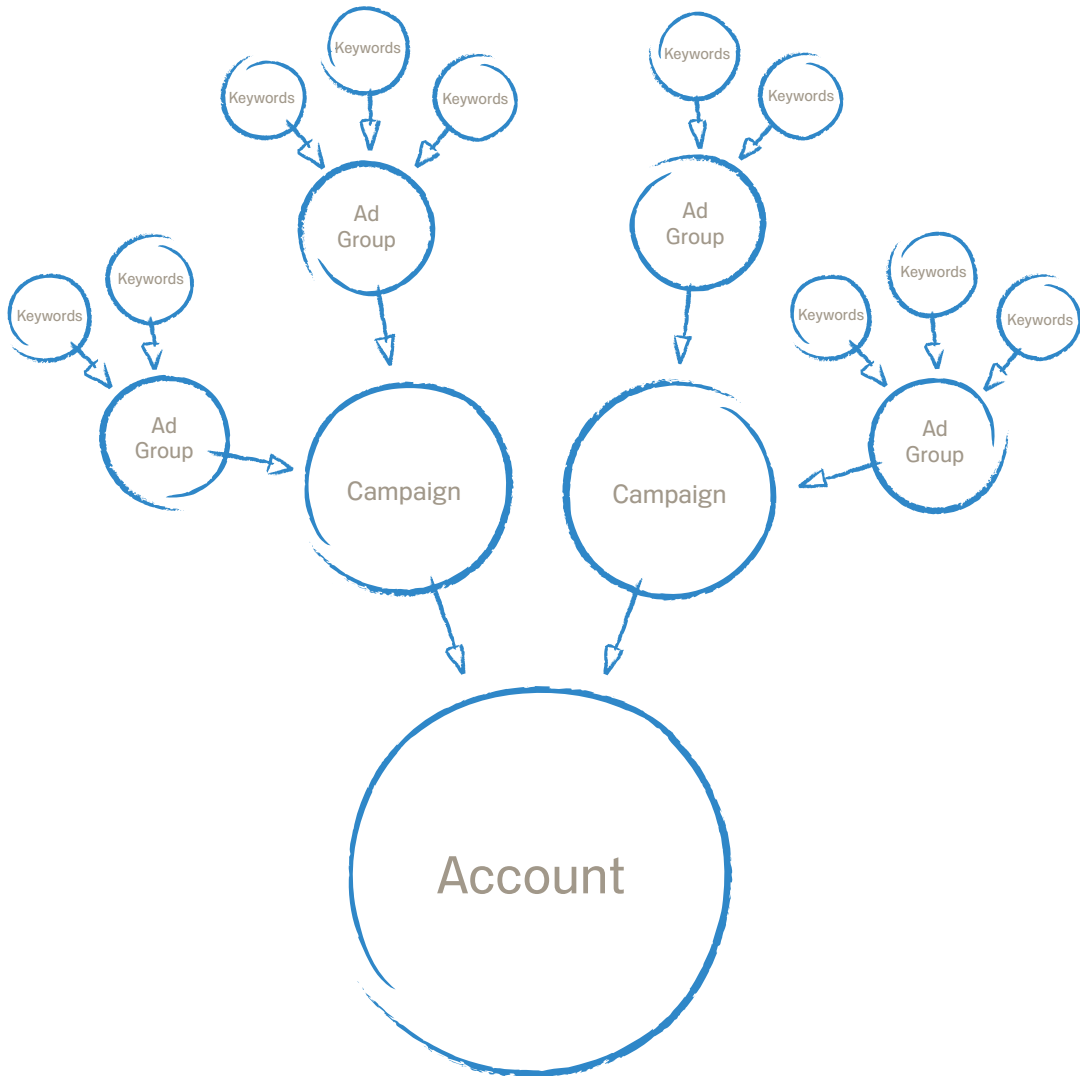
Ad Group 2	Sample Ad 1	Sample Ad 1	Sample Ad 1
Headline:			
Description Line 1:			
Description Line 2:			
Display URL:			
Destination URL:			

Ad Group 3	Sample Ad 1	Sample Ad 1	Sample Ad 1
Headline:			
Description Line 1:			
Description Line 2:			
Display URL:			
Destination URL:			

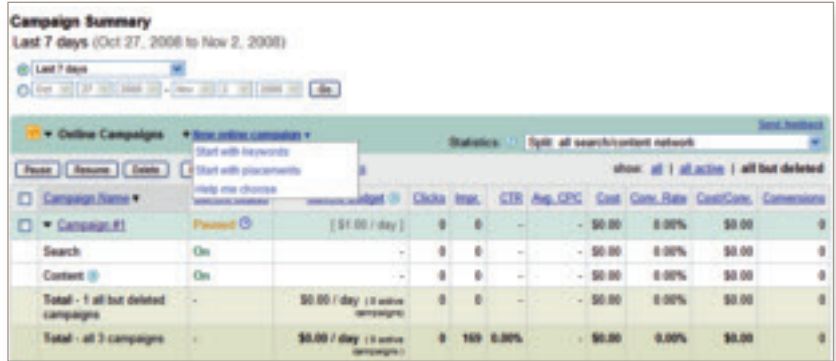


Putting it All Together

You've created the essential parts of an AdWords campaign. Now it's time to put them all together in your AdWords account. Just follow the steps on the following pages. (If you're editing an existing campaign, skip to step 2.)



Sign in to your AdWords account at <http://adwords.google.com> and click the 'Campaign Summary' tab. Click the 'New online campaign' link at the top of your campaign summary table and choose to start with keywords or placements. Follow the campaign wizard steps to create a single campaign, ad group, and ad. Choose one of the ad groups you created in the previous chapters to use with the wizard. You'll add your other ad groups in the next step.

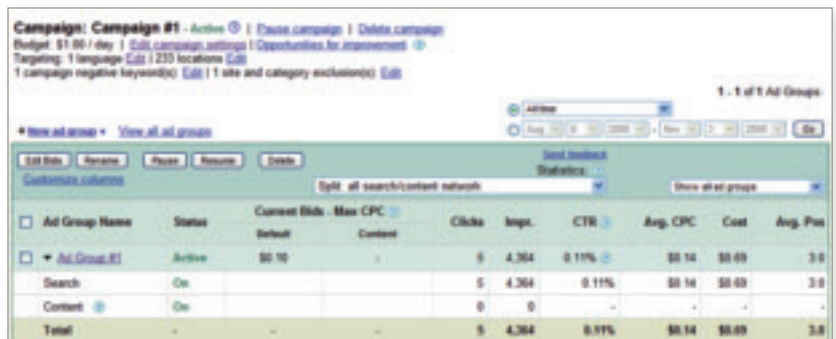


Step 2:

Add more ad groups to your campaign.

Go to the campaign details page (if you're not already there) by clicking the name of the campaign that you just created in step 1 or that you want to edit.

Click the 'New ad group' link above the campaign details table and start with either keywords or placements. Use the wizard to create an ad and a keyword list relating to the ad group.



Click the 'Ad Variations' tab above your 'Ad Group' details table (click the appropriate campaign name, then click the appropriate ad group name). Click 'Text ad' beside 'Create New Ad' above the table. Complete the fields and save your ad.

Ad Group: Ad Group #1
 Gourmet Coffee Beans
 Premium coffee beans, French roast, specialty blends. Buy now. gourmetcoffeebeans.com
 Fall 1 - 2014

Summary Keywords Placements Ad Variations

Oct 27, 2014 to Nov 2, 2014

Ad Name	Status	% Served	Clicks	Imps	CTR
Gourmet Coffee Beans Premium coffee beans, French roast, specialty blends. Buy now. gourmetcoffeebeans.com	Active	0.0%	0	0	0.00%
0 added or deleted ads					
Total Test ads on content network			0.0%	0	0
Total Test ads on search			0.0%	0	0

Create an ad variation for test different messages. All are active until they're paused and automatically push the test row to be shown most often.

That's it. Your ads should begin showing on Google shortly. To view your ads as they would appear on a regular Google search results page without accruing extra impressions in your account, you can use the 'Ad Preview Tool' at www.google.com/adpreview.

Keep on top of it, and keep at it.

Search advertising is dynamic – users are forever searching for different products and services, and smart advertisers revise their ad campaigns constantly to keep them performing well. In this ever-changing environment, you should regularly test and refine your account structure, keywords, and ads.

With AdWords, you have the unique advantage of being able to experiment with your advertising as often as you like. Use your account performance stats (such as click-through rates and conversion rates) to get immediate feedback about how your advertising is doing. Then make changes to your campaigns as necessary – which is easy with AdWords.

Thanks for advertising using AdWords. We're confident that the lessons in this guide will serve you well.

Tracking Tools:

Conversion Tracking: An Adwords feature that lets you track whether someone who clicks on your ad and visits your website will perform an action that you consider valuable, such as a purchase or sign-up. Conversion information can help you determine the effectiveness of your ads and keywords.

Reports: AdWords offers a variety of reports you can use to measure and monitor your account's performance. You can monitor which search queries are triggering your ads, which websites drive the most traffic to your business, and which keywords yield the highest click-through rates. You can access the Report Center by clicking on 'Reports' tab in your AdWords account.

Google Analytics: A free, hosted web analytics tool that provides useful data for website and marketing optimization. Site owners and marketers can use Analytics to learn how people found their site, how they explored it, and how to can enhance their visitor experience. You can access Analytics from your AdWords account by clicking on the 'Analytics' tab.

More Help:

Help Center: Frequently asked questions and help documents

<https://adwords.google.com/support>

Learning Center: Text and multimedia lessons and quizzes on everything AdWords

<http://www.google.com/adwords/learningcenter>

Inside AdWords Blog: Frequent updates about AdWords, straight from our product team

<http://adwords.blogspot.com>

Google Business Channel: Help videos and webinars on various Google business products.

<http://www.youtube.com/googlebusiness>

bicycle repairs, football jerseys, beard trimmer, leather jacket, baby stroller, express shipping, car wash, real estate appraisals, fresh tamales, heater, leather briefcase, learn spanish, professional editor, cloth diapers, general contractor, golf swing, stock options, [italian roast coffee](#), cigars, olympics videos, bollywood soundtracks, medical supplies, chandelier, microwave safe bowls, four star hotel, basketball net, fax machine, laser printer, airport taxi service, fortune teller, imported cheese, flea market, fire alarms, newport folk festival, tickle me elmo, ice fishing, keith haring prints, wisconsin cheddar, hand lotion, duct tape, train schedule, nikon autofocus, affordable health insurance, [drip coffee maker](#), pump, lakefront property, tax attorney, drill bits, tibet trek, frank lloyd wright fallingwater, ball lightning, wireless internet connection, restaurant, bikini, video game reviews, fresh bagels, handmade toys, jigsaw puzzles, discount dog food, home entertainment systems, lawn darts, kitchen knives, singing lessons, hair coloring, parasols, carpet cleaning, website design, mutual fund performance, yoga mat, [estate grown coffee](#), ketchup stain removal, florence museums, mba programs, blue blazer, internet service providers, surfboard wax, watch, mp3 player, thai food free delivery, electrician, cardiologist, event planning, vintage jeans, outboard motor, green lantern comics, asian art museum, hip-hop music, [espresso maker](#), hiccup relief, microbreweries, pig latin, gold standard, star wars action figures, cape, shorthand lessons, roller derby, sydney opera house, texas hold 'em, slapshot technique, flea powder, cheesesteak, acoustic guitar stand, carburetor, digital storage, rugby world cup, tofu, african safari, graphics cards, [jamaican blue mountain coffee](#), theater tickets, postcard, linoleum flooring, stuffed koala bear, birthday cake, fleece sweatshirt, car stereo, j-pop, double breasted suit, emo music, ski bindings, classic board games, glass blowing, heirloom tomato seeds, angiogram, gone with the wind, henna tattoo, dude ranch weekend, literacy, sheetrock, platform heels, [hawaiian kona coffee](#), pedicures, antique shop, fresh pasta, organic produce, down parka, skateboard parts, clothing interior design, knitting supplies, trampoline, first aid kit, wicker furniture, boston college, automobile radiator, used textbooks, theme park, parlor, denali wilderness, big bend national park, wedding band, herbs de provence, gypsy music, [fair trade coffee beans](#), song lyrics, cubic cell phone coverage, house painting, newspaper stand, baking supplies, drill bits, picnic basket, wetsuit booties, acrylic paints, garden trowel, rink, rice cakes, jet ski trailer, outdoor advertising, bestseller books, tanning booth, wrestling holds, designer dress, shrimp scampi recipe, imposter art, flu shot, wine cellar, [flavored coffee](#), optometrist, sporting goods, pilates classes, yoga equipment, hemp clothing, tree surgeon, kung fu party favors, women's running shoes, imported jewelry, ansel adams prints, midwife, european vacation packages, custom business software, tickets, fragrance free cosmetics, ixtapa, pickup trucks, poetry reading, knitting patterns, angkor wat, sushi restaurant, cornbread recipe, arch, [italian roast coffee](#), tap dancing, aukland hotels, chesapeake bay crabs, canadian rockies, soccer ball, belt sanders, valentine's day, aquarium, ring tones, fuzzy dice, tackle box, drafting table, pancetta, yosemite, post-punk, deep dish pizza, quit smoking, foxtrot, reupholstery furniture, [java coffee](#), lamisil, stand-up comedy, benjamin franklin biography, backpacking wyoming, knife sharpening, art supplies, consignment, urban legends, restaurants new orleans, down comforter, used bookstore, snowshoes, breakfast sausage, track lighting, party favors, drink, picket fence, renter's insurance, auto tires, 35 millimeter camera, rock climbing, screen doors, [aged sumatran coffee](#), fly fishing monofilament, insulation, color photocopy, silver necklace, musical instrument rental, bed linens, volleyball knee pads, picture frames, electric guitar case. rowing, furniture refinishing, catering service, tool box, vacuum cleaners, windsurfing shop, houseplants, window cleaning, moving van, hardware store, tank, baseball camp, princess outfit, used dvds, sheet music, file cabinet, persian rugs, mandolin lessons, dandruff shampoo, taxidermist, slalom, joshua tree camping, waterfront property, auto insurance, [dry-processed coffee](#), kansas city barbecue, basketball instructional video, travel agency, yard, vacation rental, pony rides, civil war reenactment, stress reduction, dietician, volunteer opportunity, graphic design, throw pillows, travel, vegetable garden, test drive, sci-fi convention, costume shop, makeup artist, [mocha java](#), anger management class, driving lessons, water filter, hard drive, political bumper stickers, concert t-shirt, air freshener, new york hotel, river rafting, movie theater times, plastic surgery, radio station, band, ballroom dancing lessons, reading glasses, bicycle patch kit, delta blues, pharmacist, vacation share, high definition TV, dessert recipes, backpacking, skiing, fruit juice, bocce balls, cool ranch dressing, investment management, floor hockey net, tropical resort, [coffee shop](#), cheese ball, left hand reservation, raw shellfish, go-kart racing, life coach, scented candles, international stock mutual fund, life insurance agent, falafel mix, swimming maintenance, gastroenterologist, take-out chinese food, mailbox rental, imported crafts south america, magazine subscriptions, career advice, testing, skateboard street competition, lasik surgery, event photography, country music venue, maid service, sporting goods store, firewood, vehicle, [american boutique espresso](#), carry-on luggage, softball bat, fresh lobster, stadium bunting, custom baseball caps, food co-op, cement mixer, cruise, website templates, business books, vermont bed and breakfast, potato salad, community supported agriculture, hair restoration products, [french roast papua new guinea](#), dishwashing liquid, guided neighborhood tour, core conditioning class, indoor putting green, mountain bike derailleur, ornaments, laptop computer, legal forms, ophthalmology clinic, securities broker, dental insurance, fantasy football advice, instant messenger, [coffee filters](#), condo sales, financial planner, book reviews, auto dealership, diamond engagement rings, global positioning system, camcorde, premium ice cream, digital camera reviews, four person tent, fishnet stockings, art gallery opening, fuel efficient car, beginner drum set, bungie jumping, zealand, commuter rail monthly pass, new home construction, swedish massage, vietnamese restaurant, silk ties, gas cap, premium gelato, t-shirts, porcini mushroom ravioli, british invasion albums, translation service, [unroasted green coffee](#), estate planning, new tuba, cotton blanket, travel, houseboat sales, belize scuba vacation, aboriginal art, inflatable pool toys, canned ham, chess teacher, cap and gown rental, attractive bridesmaid, desktop publishing software, film industry job board, exchange traded funds, astrologer, heavy duty flashlight, celebrity news, daily crossword, black dress, iyengar yoga, artisanal bread, [decaffeinated espresso beans](#), opera tickets, individual retirement account, student loans, associations, programs, road atlas, personal shopper, aspirin substitute, freeze dried meals, spring training weekend phoenix, no-carb diet, orthopedic insoles, improvement how-to guide, [exotic coffee gift basket](#), veterinary hospital, energy drink, stock recommendations, football tee, friendship bracelets, rims, home newspaper delivery, reno lodgings, georgetown restaurant, couples counseling, birthday party clown, hot tub, aluminum siding, waterbed sales, band camp, catcher's mitt, nose ring, catamaran, faux fur coat, writing workshop, puppet show, sketch pad, white boards, key lime, fritters, deep sea fishing, diesel fuel, patio furniture, tex-mex restaurant, [hazelnut coffee](#), cd carrying case, pro basketball tickets, free screen, multiplayer online games, radio station contest, fashion show, fortune cookies, tattoo removal, procrastination book, everglades tours, monogram, shirts, crunk, [peruvian high grown coffee beans](#), energy efficient refrigerator, drama school, dog breeding, winter olympics, soul food restaurant, spoiler, bicycle seat shock absorber, new toboggan, water park, aruba cruise, vidalia onions, string quartet, western horseback riding, fire extinguisher, cleaner, touchless car wash, online dating service, back facial, back to school sale, [automatic drip coffee](#), megaphone, techno, pearl earrings, furniture, arbor real estate, design schools, quilting class, photography exhibit, lake tahoe house rental, plus size collection, recycled cotton handbags, degree program, kentucky derby weekend package, kobe beef, clam chowder, guided meditation, electric piano, garden tools, japan vacations, sports, design, california chardonnay, auto body repair, [organic coffee](#), baseball trading cards, bbq chicken recipe, wallpaper paste, mechanical parts, scotland, anchovy paste, orthopedic surgeon, hybrid car, shoe polish, bookkeeping, check cashing, dsl modems, rebar, dark chocolate, recognition software, cognitive behavioral therapy, admissions essay, dream catcher, wood lathe, bubble bath, [brazilian coffee](#), peasant slacks, lawn mower repair, designer sunglasses, business forms, alpaca sweater, landscaping, sandwich shop, bicycle repairs, football jerseys, beard trimmer, leather jacket, baby stroller, express shipping, car wash, real estate appraisals, fresh tamales, portable heater, leather briefcase, leather, professional editor, cloth diapers, general contractor, golf swing, stock options, [italian roast coffee](#), dominican cigars, olympics videos, soundtracks, medical supplies, chandelier, microwave safe bowls, four star hotel, basketball net, fax machine, laser printer, airport taxi service



Learn more about Google Adwords online at:
<http://adwords.google.com>