

Topic | E-Marketing

Tutorial 27

Setting Up A PPC Campaign With Google AdWords

This tutorial will give you the knowledge required to set up a pay per click campaign with Google AdWords.

Reading time: 25 minutes

Prerequisite: Pay Per Click (PPC) 101



This tutorial is part of the complete online education program, the Tourism e-kit.



The Tourism e-kit has been produced by the Australian Tourism Data Warehouse, is an initiative of the National Online Strategy Committee, and is funded by all the Australian States & Territory Tourism Offices.

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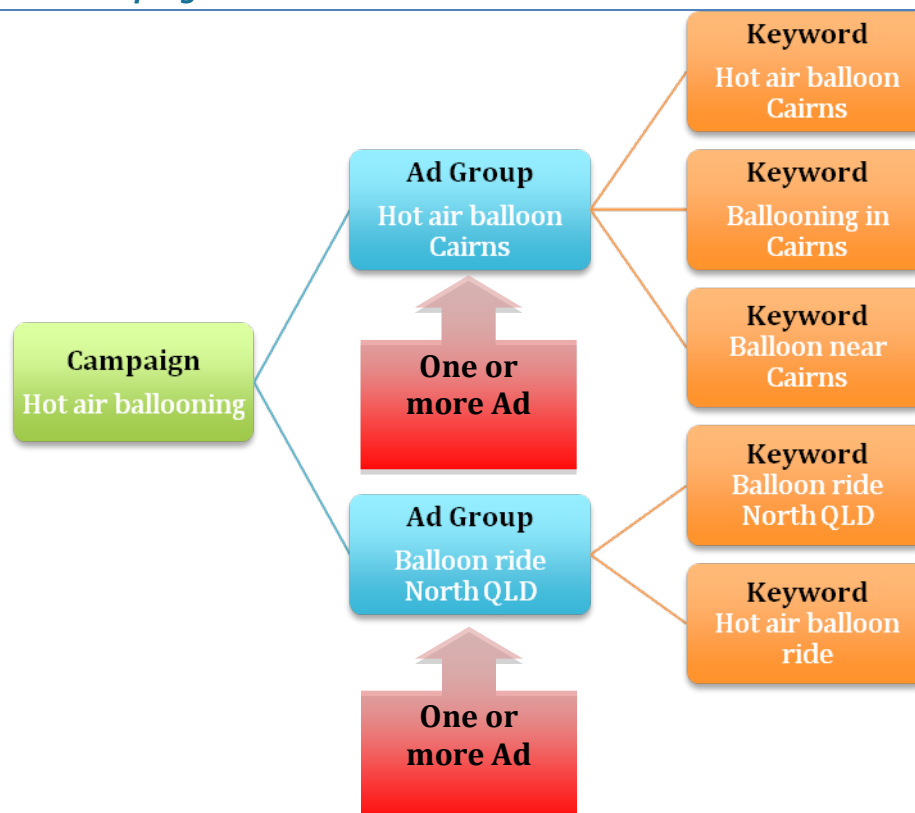
1. Key concepts

Google is the most widely used search engine in Australia. It is therefore recommended that you use Google's pay per click program (AdWords) if you are a beginner in the PPC field. We will use Google AdWords as an example. However, the same principles apply to other search engines offering Pay Per Click.



Screen capture copyright: Google

a) Good campaign structure



A PPC campaign is made of many AdGroups, which are in turn made of many keywords. These keywords, when entered by a searcher on Google, trigger the ads that are associated with each AdGroup. Your ads are then displayed on the search engine results page.

Setting Up A PPC Campaign With Google AdWords

John from Sydney is planning a holiday in Cairns. He researches “Hot air balloon Cairns” in Google and he sees the following ad on the search engine results page:

Hot Air Balloon Cairns

View the World from Above

Half-day adventure at AUD310

www.HotAirBalloonCairns.com.au

Since the ad uses John’s keywords (which become bolded), his attention is immediately drawn to the ad. He is therefore more likely to click on this ad than on another one, which might have different headline where his keywords are not present (e.g. “Balloon Ride North Queensland”).

When web searchers enter their keywords in the search engine, they expect to see them displayed in the search results. To achieve this, you will need to group your ads based on the keywords that trigger them.

MANY UNEXPERIENCED GOOGLE ADWORDS USERS GROUP ALL THEIR KEYWORDS IN ONE SINGLE ADGROUP. THIS IS NOT OPTIMAL AS THE CHANCES THAT THE AD MATCHES THE KEYWORDS THAT TRIGGERED IT ARE VERY SMALL.

b) *Setting up my AdWords account and campaign*

The steps below will guide you to successfully setup your AdWords account. The AdWords Online Classroom

(<http://adwords.google.com/support/aw/bin/static.py?hl=en&page=webinars.cs>) offers many videos we recommend you watch to improve your AdWords campaigns. The AdWords beginner guide is also very helpful:

<http://adwords.google.com/support/aw/bin/static.py?hl=en&guide=21899&page=guide.cs>

Finally, in August 2010 Google launched the AdWords small business centre:

www.google.com/adwords/smallbusinesscenter

1. Once you feel ready go to <http://adwords.google.com>
2. Click “Start Now” (top right corner)
3. Create your account by following the prompts to setup you campaign.

2. Researching keywords

It is a good idea to research your keywords before creating your campaign. You will need as many keywords as possible for your ads to be triggered as often as possible.

1. Start by brainstorming and writing down all the keywords you have on your mind:

Hot air balloon, Ballooning Cairns, Balloon ride near Cairns, Hot air balloon ride, Ballooning gift certificates,

Setting Up A PPC Campaign With Google AdWords

hot air balloon adventure ...

- Then cluster your keywords in very tight-matching categories (AdGroups). Give the category a name that summarises the keywords.

AdGroups	Hot air balloon	Balloon ride	Gift certificate	Balloon adventure
Keywords	<ul style="list-style-type: none"> hot air balloon hot air balloon cairns air balloon ... 	<ul style="list-style-type: none"> balloon ride hot air balloon ride balloon ride near Cairns cheap balloon ride ... 	<ul style="list-style-type: none"> ballooning gift certificate buy balloon gift certificate ... 	<ul style="list-style-type: none"> balloon adventure adventure in a balloon hot air balloon adventure ...

- Use the AdWords keyword tool (<https://adwords.google.com/select/KeywordToolExternal>). Also ensure the country you select is the one of your key target market (e.g Australia).
- You can also use the Quintura tool www.quintura.com. It will help you find more keywords.
- Add your keywords to your AdGroups. You will probably have discovered many other keywords that you could group into new AdGroups. You should aim at between 6-12 AdGroups to start with.
- Watch the Google Keyword video: <http://services.google.com/fh/files/misc/breeze/378766/index.HTML>
- Refine the matching type of your keywords. Visit: <http://adwords.google.com/support/bin/answer.py?hl=en&answer=6100>
- Source your negative keywords and add them to your AdGroups and campaign:

For instance, Gold Coast would be a negative keyword for the above Hot air balloon campaign. This will prevent the ads from appearing when someone searches for "hot air balloon Gold Coast". Other negative keywords would be Melbourne, Perth etc.

3. Tips for AdWords success

a) Account settings



Setting Up A PPC Campaign With Google AdWords

The screenshot shows the Google AdWords campaign settings interface. Red arrows point to the following settings:

- Search:** Google Search
- Options:** Position preference
- Ad scheduling:** Run at select times only. Running time: 80% of week
- Ad serving:** Rotate. Show ads more evenly
- Locations:** Australia (Country)

1. Ensure your ads are only displayed on Google Search network (otherwise you will be paying too much for very low visibility). If you want your ads to be displayed elsewhere (not only on search engine results page) set up a second campaign with a much lower bidding price.
2. Enable position preference. There is no guarantee but it is worth trying.
3. Set up your ad scheduling. There is no need for your ads to be displayed at midnight unless your target market is awake and searching at that time.
4. Show your ads more evenly because you are going to split test your ads (read under c) Ads below).
5. Target your customers by location. Where is your target market located?

Screen capture copyright: Google

b) Keywords

Below are some tips to help you with your keywords:

- ✓ A minimum of 150-200 keywords.
- ✓ Use negative keywords and appropriate phrase matching:
 - Gold Coast (negative keyword)
 - hot air balloon, “hot air balloon” and [hot air balloon]
- ✓ Ensure you use qualifying words with
- ✗ Don’t put a long list of keywords in one single AdGroup.
- ✗ Don’t use broad match only.
- ✗ Don’t use few negative keywords otherwise your add might appear in an untargeted search.

Setting Up A PPC Campaign With Google AdWords

your keywords (e.g. **cheap** hot air balloon flights, **champagne** hot air balloon adventure).

- ✓ Use permutations (e.g. hot air balloon Darwin, Darwin hot air balloon).

c) Ads

Below are some tips to help you with your ads:

- | | |
|---|--|
| <ul style="list-style-type: none"> ✓ Ensure your ads headlines match the keywords in the AdGroup. ✓ Ensure your ad directs visitors to a corresponding page (called landing page) on your site. The content of the landing page must be similar to the content of your ad. ✓ Have (at least) 2 ads for each AdGroup. Check which one has the highest click through rate and improve the other one to beat it (this is called split testing). | <ul style="list-style-type: none"> ✗ If your ad text doesn't match the keywords in the group it is because there are too many different keywords in the AdGroup. ✗ Don't target the first position: lower positions are often better as people shop around! ✗ Don't direct users solely to the homepage. ✗ Don't use the name of the business in the headline! Use the keywords instead. |
|---|--|
- Use this tool: www.splittestester.com.
- ✓ Always rotate and split test your ads.
 - ✓ Capitalise the first letter of important words.
 - ✓ Put the benefit of your product on the 2nd line and the description on the 3rd line.
 - ✓ Create friendly URLs in your ad (www.HotAirBalloonCairns.com instead of www.hotairballooncairns.com).

d) Key metrics

There are two key metrics in PPC: Click through rate (CTR) and conversion rate.

Setting Up A PPC Campaign With Google AdWords



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The click through rate relates to the ad. It is a percentage calculated by dividing the number of clicks by the numbers of impressions (in yellow above). A click through rate of 1% to 5% is generally considered very good. The more targeted your keywords are, the higher click through rate you will achieve.

The conversion rate is a percentage calculated by dividing the number of conversions (people who purchased or contacted you after clicking on your ad) by the number of clicks. To maximise your conversion rate you need to ensure that:

- The landing page's content meets the requirements of the people who visited after clicking on your ad.
- There is a call-to-action (a motivation for people to buy). An example of a call-to-action would be: Click here to book now!

4. Key learning outcomes

- Google AdWords is a fantastic online marketing tool that allows you to target your advertising. It works extremely well for the travel and tourism industry provided your campaigns are setup up properly and follow basic rules outlined in this tutorial
- It is important to track the conversions using conversion tracking or at least goals in Google Analytics

5. Related material

a) Related tutorials

- Bringing people to my site with e-marketing
- Pay per click (PPC) 101

b) Related websites

- Google AdWords Online Classroom: <http://adwords.google.com/support/aw/bin/static.py?hl=en&page=webinars.cs>
- Google AdWords beginner guide: <http://adwords.google.com/support/aw/bin/static.py?hl=en&guide=21899&page=guide.cs>
- AdWords small business center: www.google.com/adwords/smallbusinesscenter

Setting Up A PPC Campaign With Google AdWords

- Google AdWords help: <https://adwords.google.com/support/>
- Google AdWords blog: <http://adwords.blogspot.com/>
- Paid search advertising resources: www.searchengineguide.com/paid-search-advertising-ppc
- www.perrymarshall.com: subscribe to the free newsletter. His AdWords guide is also excellent and worth buying if you are going to do your own AdWords campaign
- Subscribe to Perry Marshall 5-day free AdWords course here: www.perrymarshall.com/google/index.htm

