Scopic

Google Ads
Guide

Did you know that Google accounts for two-thirds of all US searches[1]?

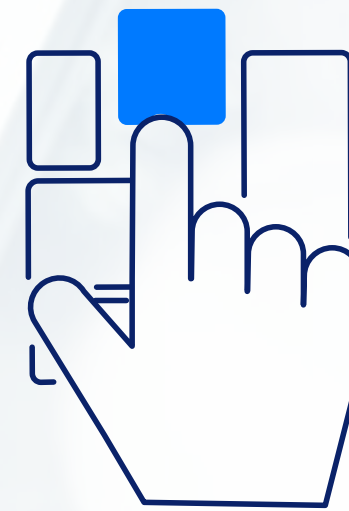## That makes Google Ads the most effective PPC advertising vehicle.

Google Ads is one of the fastest, most targeted, and least risky options to advertise your business – but only if you set up and manage your campaigns correctly. Many of Google Ads' default settings can cost you hundreds to thousands of wasted ad dollars.

THAT'S WHERE WE COME IN.

Our Google Ads services will help you avoid common costly mistakes and ensure your campaign is set up for success.
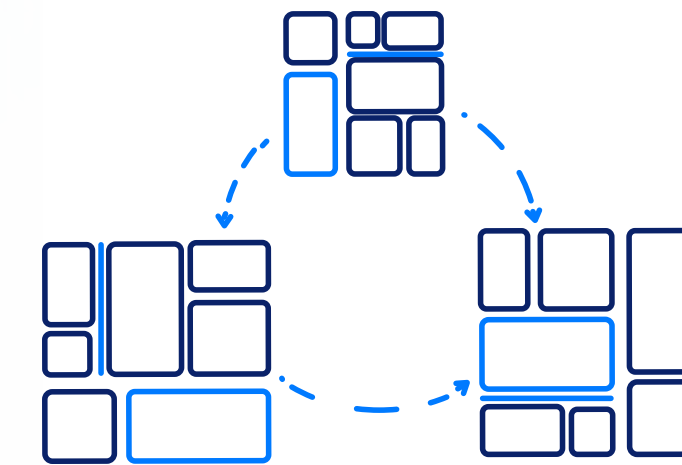
1 | https://www.statista.com/statistics/267161/market-share-of-search-engines-in-the-united-states/

Depending on **your needs**, we can...

Build new campaign(s) from scratch

Restructure existing campaign(s)

Manage campaign(s) for maximum returns

Businesses make an average of $2 in revenue for every $1 they spend on Google Ads[2]. Doesn't that sound appealing?

Furniture Design Software | Buy online today

www.furnituredesignsoftware.com ▾
Order your own furniture software today. FREE trial!
Free trial · 24/7 support · No credit card required · Show Additional Benefits

Reviews
See what others say about us

Special offer
Special offer designed invidually

FAQ
Check asked questions

Furniture Design Software
Ad www.furnituredesignsoftware.com
4.5 ★★★★☆ rating for furnituredesignsoftware.com
Order your furniture software today!
Review - FAQ - Special Offer

Your ad will compete with other ads each time there's an opportunity to be seen by a good prospect – **and the winner isn't simply the highest bidder.**

Google's ad auction places the most useful ads in the most visible spots on the page. In order to help you win better placement, all ad elements should be fully developed.

This means that by setting the ads properly, **you can compete with big players even if your budgets are very different.**

What makes **Google Ads** different from other advertising options?

Google Ads is a popular advertising method **for millions of businesses worldwide.**
Here is why:

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They allow you to connect with customers when it matters

You can easily control your costs

**They help you improve your sales and performance quickly**

Google Ads has a sophisticated targeting system that **shows your ads to the right people in the right place at the right time.**

To properly target your campaigns, **you need to find the best keywords, demographics, and locations** in order to optimize your campaign and meet your business objectives.

The variety of ad formats on disposal allows you to choose **how to communicate** your business to your audience.

The Google Network connects you with customers at the exact moment they're engaged in an online activity related to what you offer – like searching for your product, reading a blog about your industry, or watching a related video on YouTube. Choosing the correct ad format for your campaign can ensure your ad is relevant and enticing for a particular customer at that moment.
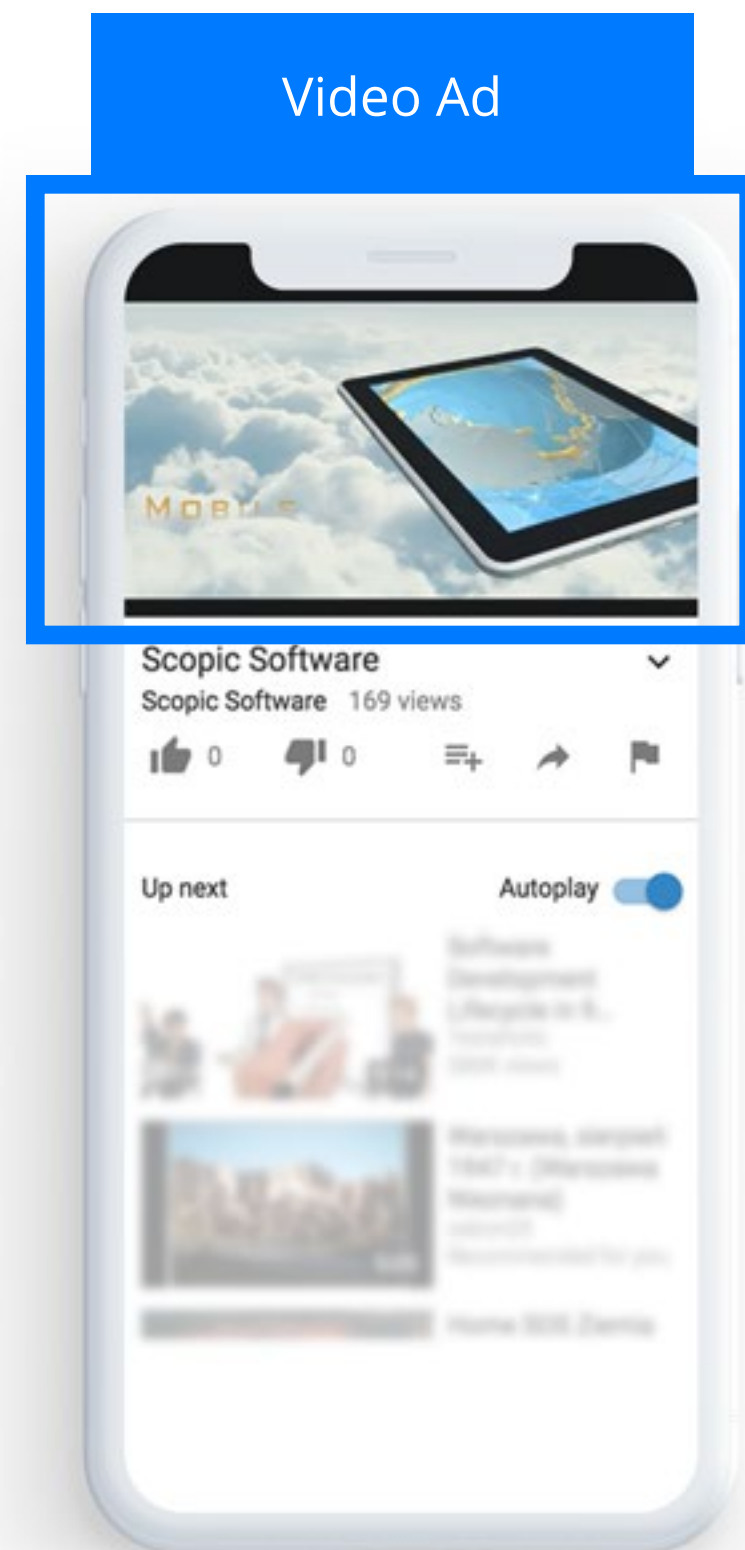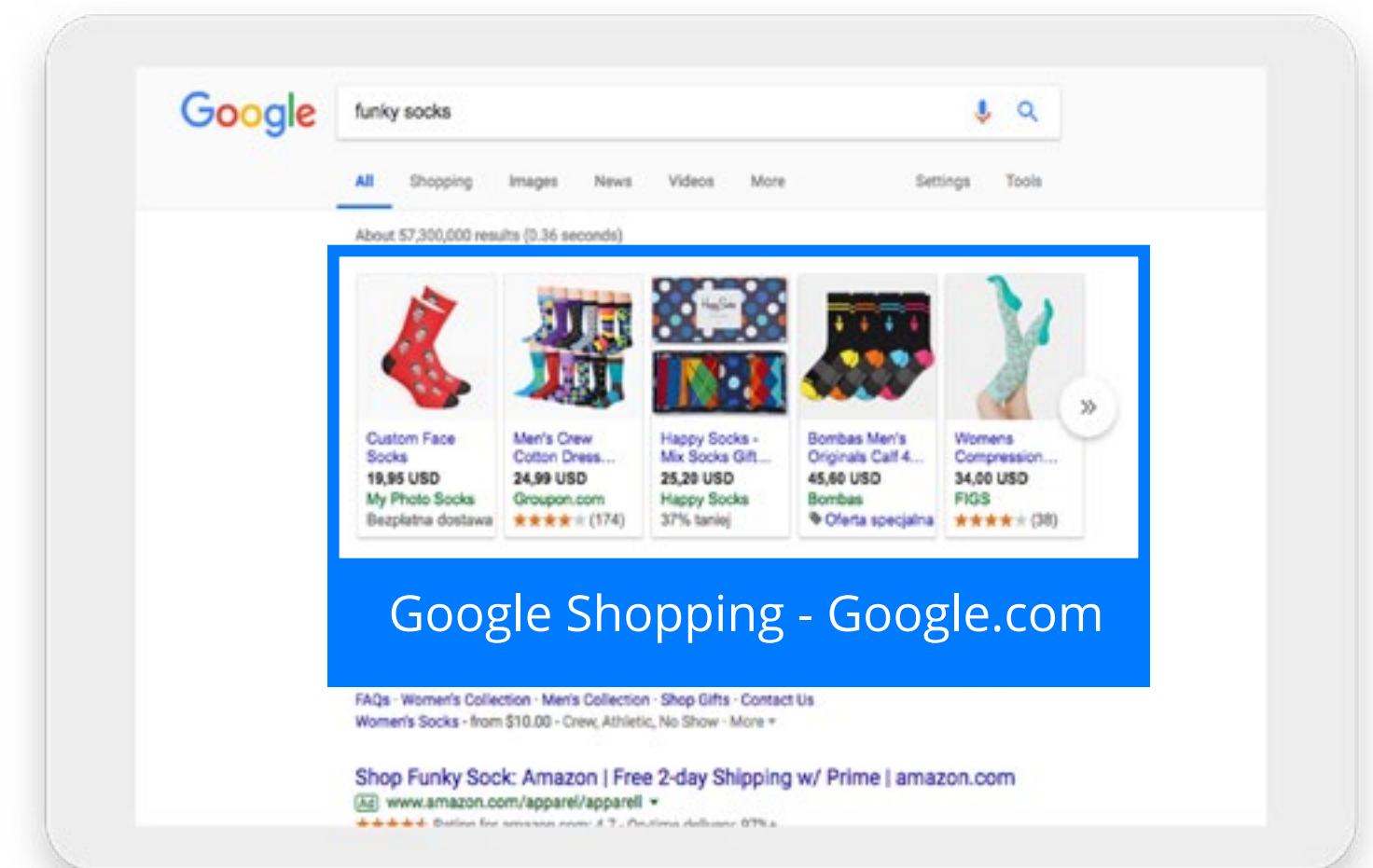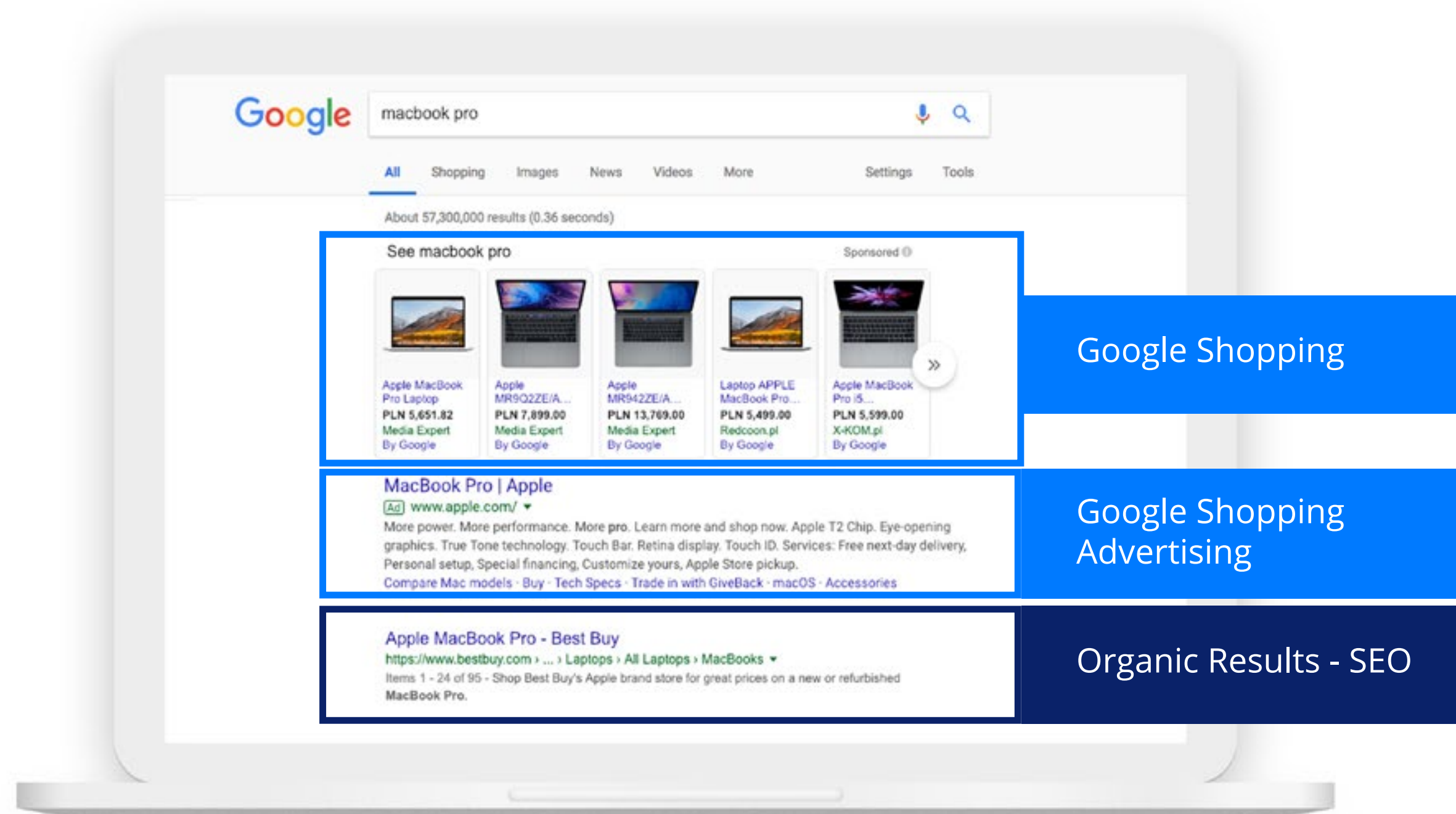
Video Ad
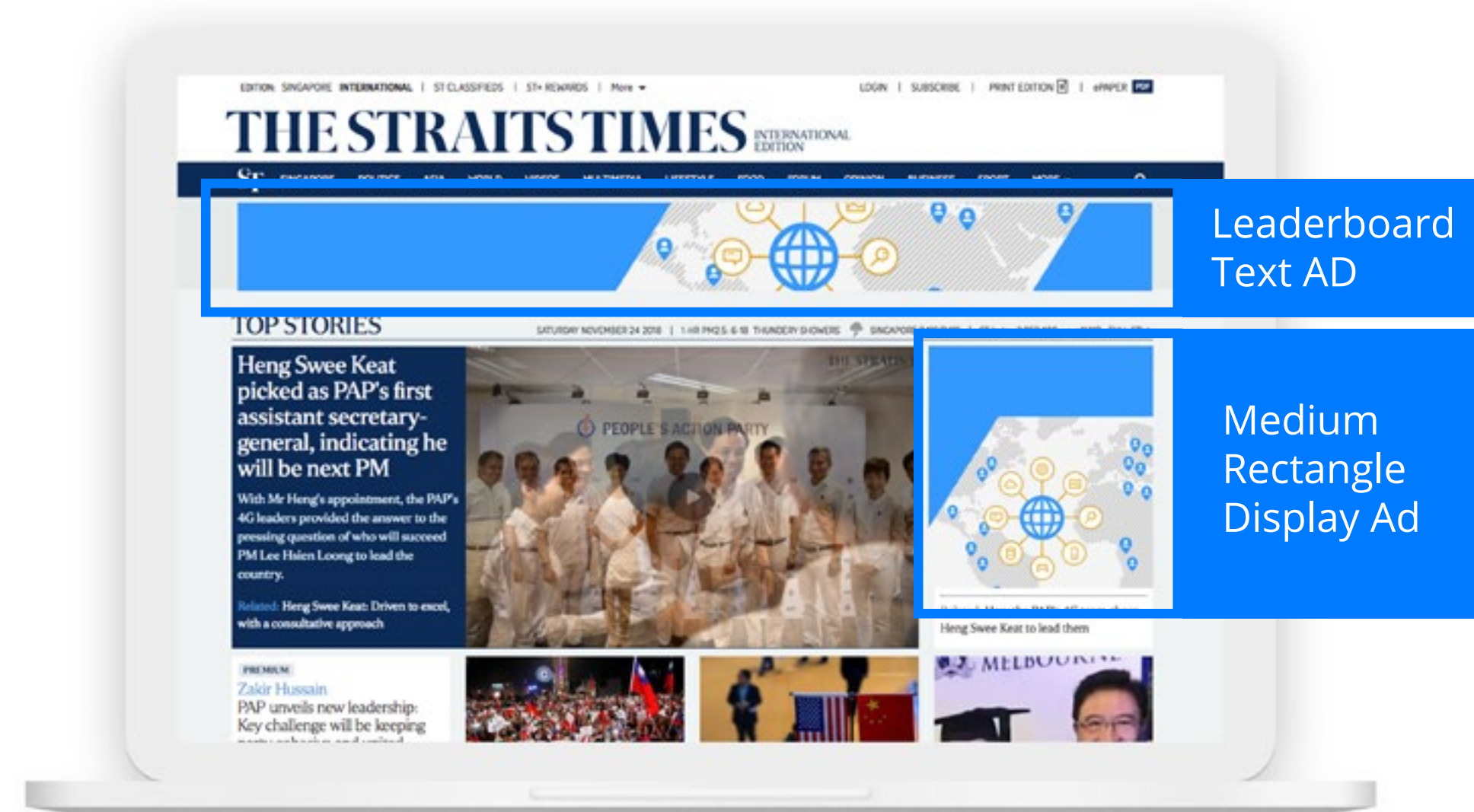
Leaderboard Text AD

Medium Rectangle Display Ad

Google Shopping - Google.com

Search **Ad**

Google Shopping

Google Shopping Advertising

Organic Results - SEO

72% of Google Ads marketers plan to increase their PPC budgets[3]. This is a strong indication that those businesses were generating positive ROI, because if they weren't, they wouldn't increase their budgets.

The most common kind of **Search ad includes a descriptive headline, website URL, and descriptive text, such as a call to action.** Make sure that you use the maximum number of characters at your disposal and include a clear call to action. Customers need to be told exactly what to do **("Buy Now," "Sign up for a free trial," "Call us," "Reserve your spot," etc).** It's also important **to include your most relevant keywords in the headline** and create appealing ad copy that separates you from your competitors.

3 | https://www.hubspot.com/marketing-statistics

You will be charged when someone clicks on the ad, so **you should preferably have a Landing Page dedicated to the product/ service that you are promoting.** This will ensure that the visitor sees a coherent page that serves as an actual extension of the ad.

For instance, if your ad is selling a certain model of sneakers with a 50% discount, the person who clicks on the ad needs to see that model and offer right away on the Landing Page; otherwise, they may leave disappointed, unwilling to search for the promised deal. Leaving the page just after landing is called "bounce rate;" connecting the copy in your add and on your Landing Page helps reduce this bounce and leads people to "convert", or to complete an action that is your goal.

PRO TIP

For better ad results, we recommend using ad extensions and sitelinks.

For example, if you are a travel agency advertising on Google, your extensions could be "Paris," "New York," "Exotic Trips," and/or "Weekend Trips." These would show the highlights and diversity of your offer, thus increasing your chances and the ad click through rate.

Sitelinks mean that you can add links to different pages of your website like "FAQ," "Tutorials," "Reviews." By clicking on them, the prospect goes directly to that page of your website to find out more. These also increase the number of clicks you receive daily.
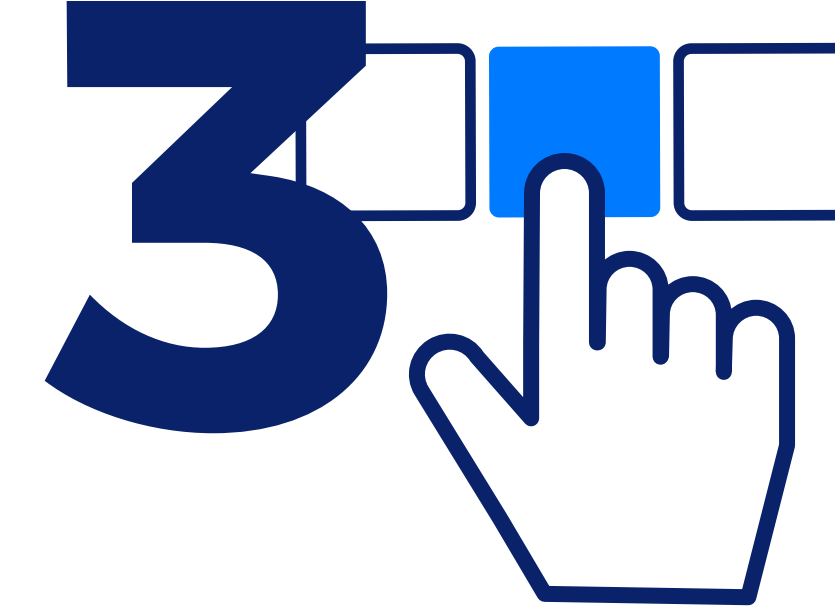
Campaigns that match your **business goals**

1
Create campaign

2
Define your goals
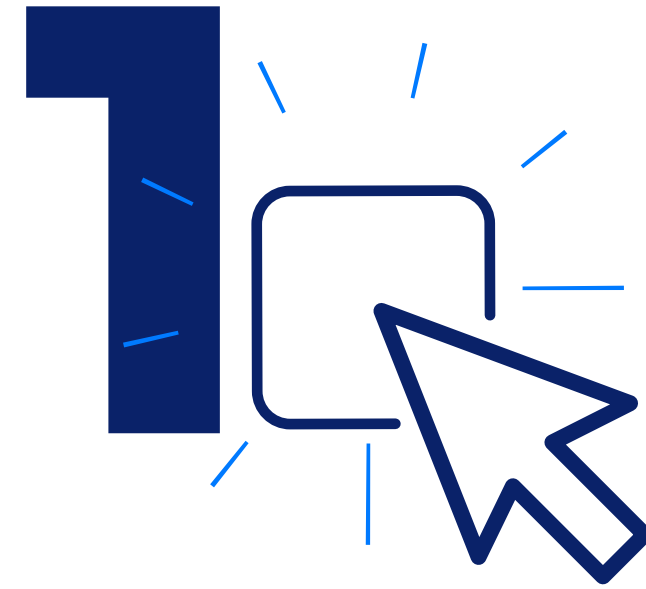
3
Select the goals for your campaign

Advertising with Google Ads **starts with creating a campaign**. The campaign type determines where customers will be able to see your ads, and the type you choose to create should be based on your advertising goals.

After selecting a campaign type (remember the ad formats we mentioned before), **select the goals for your campaign based on the actions that you'd like your customers to take** – like making a purchase, contacting your business or signing up for a free trial.

Defining your goals is crucial to the ad's success. To achieve that, analyze what you want the user to do after they've seen your ad. For example:

» Do you want them to spend a couple of minutes on your website/landing page to learn the information about your product and remember it when the time comes?

» Do you want them to purchase something?

» Do you want them to click through to check out your website?

» Do you want them to join your loyalty program and create an account?

» Do you want them to call you?

» Do you want them to leave their contact information so you can reach out to them later with your proposal in a personalized way?

Ever wonder what CPM, CPC, CPV, and CPA stand for?
These are all acronyms for different media cost models.

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The CPM model refers to advertising bought on the basis of impression. This is in contrast to the various types of pay-for-performance advertising, whereby payment is only triggered by a mutually agreed upon activity (i.e. click-through, lead, sale).

The total price paid in a CPM deal is calculated by multiplying the CPM rate by the number of CPM units. For example, one million impressions at $10 CPM equals a $10,000 total price.

1,000,000 / 1,000 impressions = 1,000 units

1,000 units X $10 CPM = $10,000 total price

I WANT TO RAISE BRAND AWARNESS

BRAND
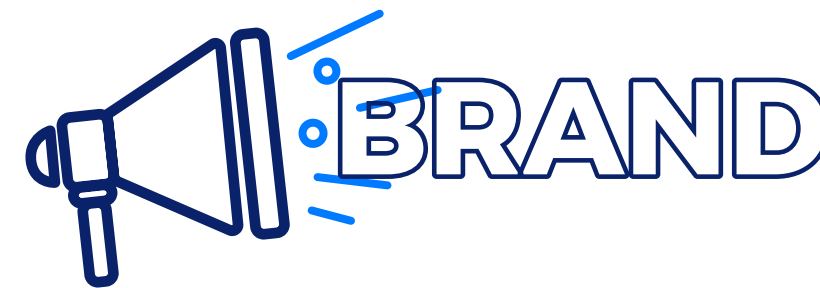
CPM
Cost per Mille

I WANT TO INCREASE VIDEO VIEWS
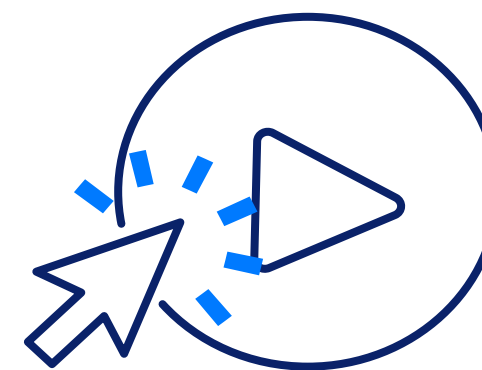
CPV
Cost per View

Cost-per-view (CPV) bidding is the default way to set the amount you'll pay for TrueView video ads in Google Ads. With CPV bidding, you'll pay for video views or interactions (such as clicks on call-to-action overlays, cards, and companion banners). A view is counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

With traditional online text or image ads, customers on the web may see your ad, read its text, and click your URL to go directly to your site. This type of interaction doesn't take interactive content like video ads into account. With CPV and video ads reporting, you can evaluate how engaged viewers are with your content, where they choose to watch your videos, and when they drop off from watching your content.

The terms pay-per-click (PPC) and cost-per-click (CPC) are sometimes used interchangeably, sometimes as distinct terms. When used as distinct terms, PPC indicates payment based on click-throughs, while CPC indicates measurement of cost on a per-click basis for contracts, not based on click-throughs.

For example, consider a campaign where payment is based on impressions, not clicks. Impressions are sold for $10 CPM with a click-through rate (CTR) of 2%.

1000 impressions x 2% CTR = 20 click-throughs

$10 CPM / 20 click-throughs = $.50 per click

I WANT TO DRIVE TRAFFIC TO MY WEBSITE
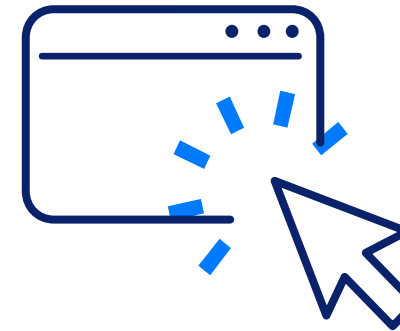
CPC
Cost per Click

I WANT TO INCREASE SALES

CPA
Cost per Acquisition

I WANT TO RAISE BUT ONLY PAY FOR IMPRESSIONS MEASURED AS VIEWABLE

BRAND

vCPM
Cost per Mille

This is an online advertising payment model in which payment is based solely on qualifying actions, such as sales or registrations.

The actions defined in a cost-per-action agreement relate directly to some type of conversion, sales and registrations being among the most common. This does not include deals based solely on clicks, which are referred to specifically as cost-per-click or CPC. In a CPA model, the publisher is taking most of the advertising risk, as their commissions are dependant on good conversion rates from the advertiser's creative units and website.

What to Do to Stand Out?

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Your ads should be specific, actionable, and relevant.
Here are some of the main points you should cover to stand out of the crowd:

HIGHLIGHT WHAT MAKES YOU UNIQUE

Determine your "selling points," things that differentiate your business from the competition, like "only free recipe analyzer", "risk free subscritpion", etc.
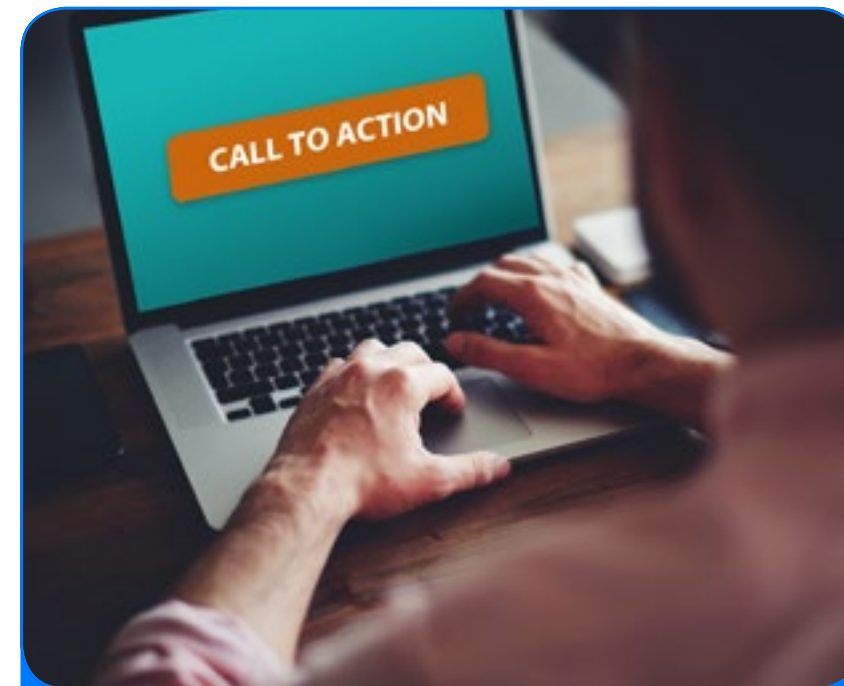
USE CALL-TO-ACTION

These calls depend on your goals. For example: "'Claim Your Free Trial," "Try it Free," "Get a 10% Off Coupon," etc. They are placed strategically with a goal to drive more action.'

INCLUDE SALE TERMS

Your ads should contain information about special offers, deals, discounts, sales that you would like to promote. Offers like this catch the eyes of the viewers.

MATCH YOUR AD TO YOUR KEYWORDS

Make sure that the keywords you are bidding for are mentioned in the title, subtitle and description of the ad so there is consistency.

MATCH YOUR AD TO YOUR LANDING PAGE/WEBSITE

Your ad copy needs to be consistent with the landing page/website so the visitors see exactly what they expect

OPTIMIZE
YOUR HEADLINE

First impressions count! Your headline is the first thing potentials will see so make it great. Make sure to use the maximum amount of characters available and include important keywords.

CONSIDER YOUR
MOBILE AUDIENCE

Make your ads and landing page/ website mobile friendly as many of your potential customer will be seeing it on their mobile devices. Make sure your landing page/ website loads fast so you don't lose customers

USE AD
EXTENSIONS

Give your customers more reasons to click your ad by including extra information about your business using an ad extension. They make your ad more eye catching and encourage higher clickthrough rates. Extension formats include call buttons, location information, additional links, additional text, and more.)

MATCH
TYPES

Use the right match types to control which variations of your keywords cause your ad to show to potential customers. They are very important as this setup prevents the ads from showing to people who aren't likely to become your customers

Steps to
a successful campaign

1 KEYWORD

Keyword Research

2 Competition research

The first step of any successful campaign is to identify which keyword phrases your prospects are searching for in Google to research and shop for your products and services. To identify the best possible keyword opportunities and build a keyword list, conduct in-depth keyword research. Selecting the right keyword list for your campaign can result in your ads appearing to the right customers. Your keywords should match the terms your potential customers would use to find your products or services. The best keywords are the ones that have high search volumes and medium competition.

It's also important to include negative keywords. A negative keyword is a type of keyword that prevents your ad from being triggered by a certain word or phrase. Your ads aren't shown to anyone who is searching for that phrase. This is also known as a negative match. This means that Google prevents your ad from showing in searches that use terms that aren't relevant to your product or service.

Adding negative keywords can help you reduce costs and make your ad appear only for the search terms you want. For example, if you sell men's athletic footwear but you don't sell soccer cleats, you could add "cleats" as a negative keyword.

The second step is to review your competitors. Try to discover which keywords they use, their ad copies, and check their calls to action, special offer and landing pages. Knowing your competition will help you get more familiar with the market, best practices, shortcuts, trends and determine what sets you apart. Knowing your competition will help you get more familiar with the market, best practices and determine what sets you apart.

Phase 1
Preparing the campaign

Phase 1
Preparing
the campaign

Ad copywriting

The third step is to draft your ad copy to ensure your ads, offer, and landing page are all congruent with the intent of the keywords found in steps 1 and 2. Always use the maximum characters limits available and include Calls to actions that will help guide the visitors toward your goal.

Online & phone call conversion tracking

The fifth step is to install online and phone call conversion tracking so you can measure the number of leads and sales generated directly from your Ads campaign. Conversion tracking needs to be installed so you can calculate your return on investment (ROI) and see exactly which ads are profitable.
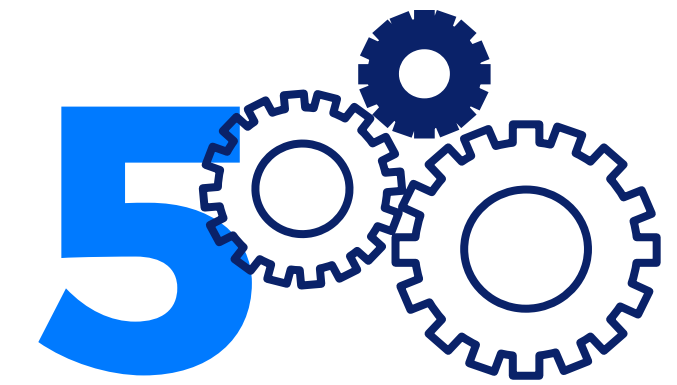
Campaign setup and settings

The final step is to set up your campaign in Google Ads and ensure the correct settings are in place. For example, ensure your network targeting, geo-targeting, device targeting, ad extensions, and conversion tracking are all correct.

Phase 2
Ongoing Optimization

Bid optimization and budget management

Editing your bids and budget frequently is necessary to maximize your return on investment. Raise bids to drive more traffic to profitable keywords, and lower bids to reduce traffic from unprofitable keywords. Cost per click varies daily and it's important to monitor and adjust regularly so you are not paying more than you should be, or missing out to be on the first page for just few cents more.
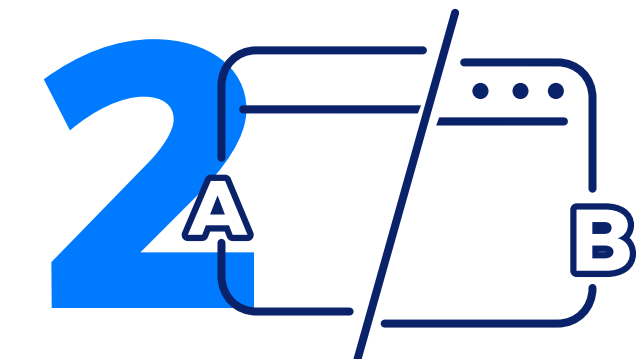
A/B split-testing of ads and landing pages

Test different ad and landing page copy to improve the ad click through rates and sales conversion rates as part of the management service. A/B split testing is the process of testing 2 different versions of ads or landing pages (i.e. version A vs. version B) to see which one performs better over time.
Experiment in order to find what works best for your business.
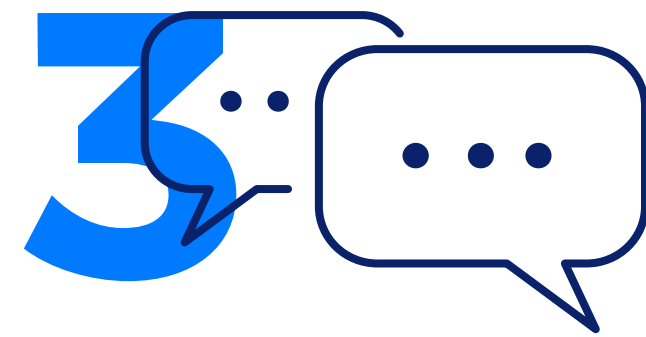
Consulting to improve campaign performance

Look at your lead generation, sales, and follow-up processes to improve your campaign performance. The ideal is to continually improve your advertising ROI so you can profitably expand the campaign.
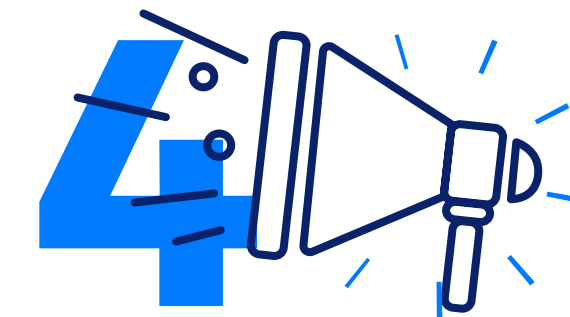
Campaign expansion

Once the campaign is profitable, work to expand and drive even more leads and sales. Within Ads, you can expand to more keywords on the Search Network and add more website placements on the Display Network.

Reporting

Check your campaign performance weekly.
Details such as click through rate, number of conversions, cost per click, cost per conversion, conversion rate, and number of impressions are all things that should be stated in the report.

Phase 2
Ongoing Optimization

What an Ad Should Achieve?
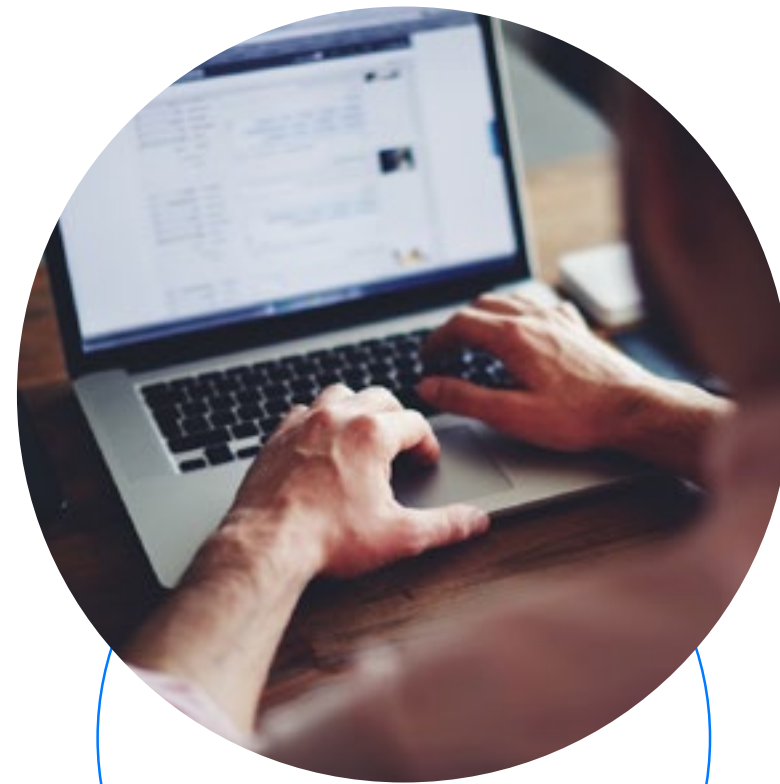
MORE CLICKS

If you make 1 dollar every time you spend 50 cents per click, you'll want to generate as many targeted clicks as possible.

LOWER COST PER CLICK (CPC)

By optimizing ads, keywords, and Landing Pages, you can get more clicks for less cost, increasing your ROI.

LESS WASTE

By identifying and cutting unproductive clicks, you'll save money without decreasing results.

LEADS, AND SALES

Get people to contact you, visit you page, purchase the product, get the free trial or whatever your selected goal is.

What an Ad Should Achieve?

IMPROVE YOUR ADS RESULTS OVER TIME

And lower the costs per click/conversion.

BETTER PERFORMANCE

Your ad's ranking should be improving over time as your scores go up.

INCREASED ROI

More enquiries and sales for less advertising cost.

What is the return on investment for my ads?

Return on investment (ROI) tells you how effective your ad spend is by showing you how much return it's bringing you. ROI is calculated with this formula:
(Profit - Cost) / Cost.

You should also look into the effectiveness of your ads and analyze the return on ad spend (ROAS), which is a measure of an ad's effectiveness not containing aspects such as cost of goods or other costs of the business.

The myth that Google Ads is limited to those with big budgets could not be less true. Many businesses work with budgets of about $10 a day and still manage to bring in new customers and sales.

Since Google's algorithm is very complex, the good news for small business is that your ad rank is not determined by the bid alone, so there are more factors that can be perfected in order to improve your overall ad rank.

How much do I need to spend?

The estimated measure of how well your website gives users who click your ads a valuable experience

The impact of ad formats enabled

Your bid

What factors contribute to Ad rank?

The likelihood that your ad will get clicked

How much do I need to spend?
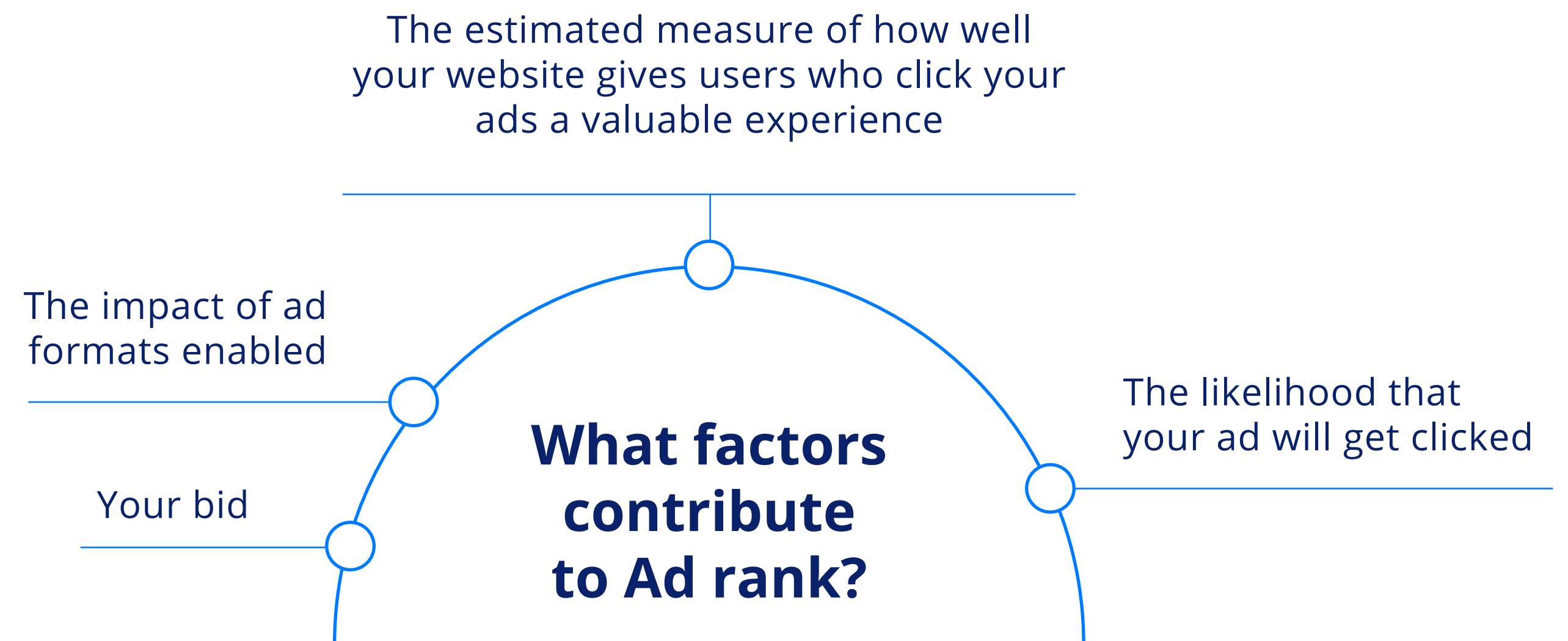
When you set your budget in Google Ads, you decide how much you are willing to spend each day on the ad results you want. Is your top goal building brand awareness? Getting customers to click your ad? Driving sales? You must define your Ads budget so that it supports your campaign's objectives.

Bid adjustment allows you to raise or lower your bids in certain scenarios. With bid adjustments, you can bid higher to increase the visibility of your ads. You can even adjust bids for devices your users are on, meaning you can bid different amounts for desktop, tablet, or mobile.

For instance, if you own a 5* restaurant and want to promote it through Google Ads, you can increase bids for those who are searching from mobile devices for restaurants and are located within 2-3 miles from your restaurant. People who are located close to your restaurant and searching for a place to eat are more likely to become customers than those in another city.

When setting bids, there are a few factors to take into consideration:

| Your overall budget | Your campaign goals | The value of a sale or conversion |

*When it comes to making an ad super effective, it's not all about what's in the ad itself... The keywords, copy, ad format, design, and website/landing page/app store page all have to work together to create a great user experience and make it easy and intuitive for the visitor to "convert" (buy the product, sign up, book a seat, or any other goal set).

A landing page is the page the prospect "lands" on after clicking your ads. A good landing page will convert more visitors into leads and sales.

An ad is only useful if its landing page helps a user find what they're looking for! A positive landing page experience:

Includes relevant and original content that helps the user complete their task

Is easily navigable

Articulates your business clearly

CALL TO ACTION

Has clear CTAs (Calls to Action) that motivate and direct visitors to take action (click the link, sign up, leave contact information, make an order, etc.)

High-converting landing page

Using the Instapage platform, brand new landing pages can be delivered in less than 40 hours, depending on your preferences. These landing pages should be in accordance with your brand, strategy, style, and business goals.

Here are some of the landing pages developed by Scopic:

VIEW PAGE

VIEW PAGE

VIEW PAGE

VIEW PAGE

VIEW PAGE

VIEW PAGE

VIEW PAGE

Conclusion

Google Ads offers a variety of options and helps you grow your sales fast. Whether you're targeting new customers or re-marketing those who are already familiar with your brand, Ads can help you target them properly, find them while they are searching for products or services similar to yours, and/or reading or watching industry related content.

The increasing number of advertisers shows that this type of advertising truly works. Our team has experience advertising apps, software, and B2B business from all kinds of industries, and we would be glad to help you grow your business.

THANK YOU

Scopic

Custom Solutions for virtually everything.

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Email: sales@scopicsoftware.com

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