

Welcome to Successful Google Ads

York & North Yorkshire
**GROWTH
HUB**

Funded by
UK Government

Lunch & Learn Webinar Series

Setting up profitable
Google Ads

📍 Online

📅 Monday 23 February

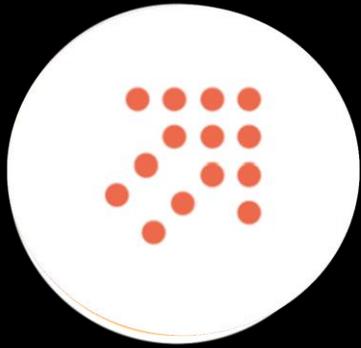
🕒 12pm - 1.30pm

🟢 First Step into Digital



Introduce yourself in the chat

- Share one win/thing you're proud of this month



Get Set Up for Successful Google Ads



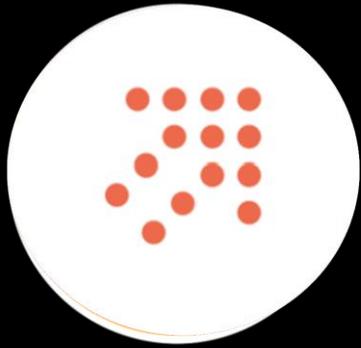
Lunch & Learn Webinar Series

Setting up for success with Google Tools

- 📍 Online
- 📅 Every Monday in February
- 🕒 12pm - 1.30pm
- 🟢 First Step into Digital



—Your—
Marketing
—Specialist—



Google Success Series

Setting up your Google Business Profile for Success



What you'll learn

- Improve your visibility and credibility.
- Put your business on the map.
- Optimise your Profile to appear in Search results.
- Confidently collect reviews to build trust.
- Insights to understand how customers are finding you.

Replay Available

Setting up Google Search Console for Success



What you'll learn

- Understand your search visibility and SEO performance
- How many people find you from a Google search
- Which search terms are they using to find you
- Where does your website rank for your keywords
- Spot trends and changes in performance over time
- Identify new content opportunities

Replay Available

Setting up Google Analytics for Success

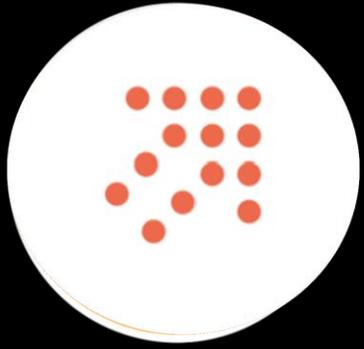


What you'll learn

- Set up Google Analytics to track user activity
- How to use Google Tag Manager
- Understand your website performance over time
- Which marketing channels drive traffic and results
- Use data to drive decision making

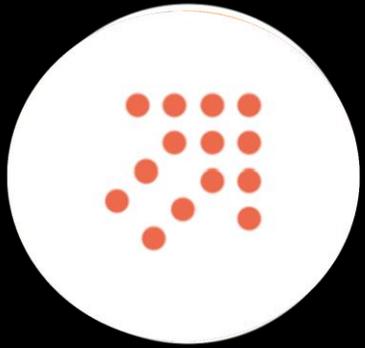
Replay Available

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What to Expect Today

- Check-in
- What are Google Ads and why do we need them?
- How Google Ads Work
- Keywords and match types
- Creating a Search Campaign
- Keyword Optimisation
- Mistakes to avoid
- How to know if your ads are working
- Check-out and commit to taking one action

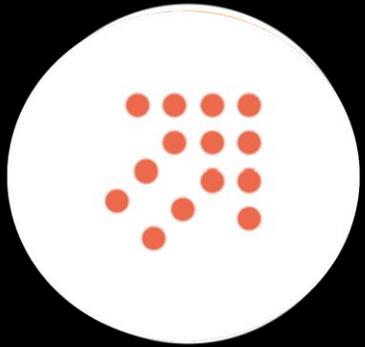


CHECK IN

Do you have
Google Ads?

YES

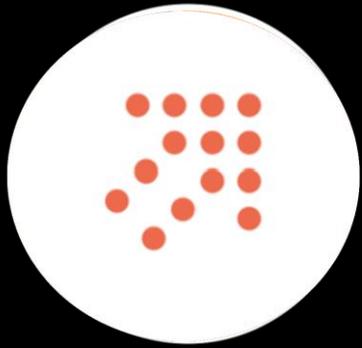
NO



CHECK IN

How do You Feel
Google Ads?





Resources

Google Ad Planner

<https://www.yourmarketingspecialist.co.uk/google-ads-planner/>

Progress Tracker

<https://forms.gle/qDWiLCCPXNpue4fG6>

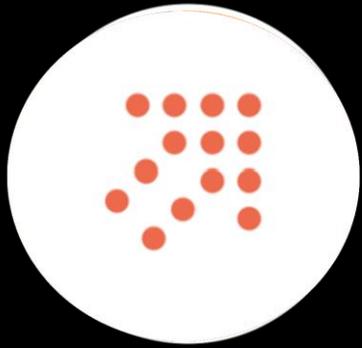
How to create a Google Ads Account

<https://drive.google.com/file/d/1PG2L2uR8max3Fi6iM7pvQ2DtbPKY36ok/>

Create Your First Google Ad

<https://drive.google.com/file/d/1O0mSVNxYp65DA7S9NatAtOAZ6ywNTgSG/>





What are Google Ads

Search Ads



marketing specialist

All Images News Videos Maps More Tools

About 2,860,000,000 results (0.57 seconds)

Ad · <https://www.pauljohnclarke.com/marketing/consultant>

Paul Clarke - Digital Marketing Specialist

Get in Touch For Free **Marketing** Consultation and See How Paul Can Help Your Business Grow. Let's Beat Your Current **Marketing** Performance by over 150%. **Marketing** With a Guarantee.

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Marketing Specialist Job Description: Top Duties and Qualifications

Writing a Job Description for Your Job Listing? View Job Description Samples Now. Check Out Our Job Description Guide and Create Your Next Great Job Posting Today! Schedule Interviews. Reach 180M Jobseekers. Place Job Advert for Free. Advertise Jobs in Minutes. [Find CVs](#) · [Success Stories](#) · [Advertise a Job](#)

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Digital Marketing Agency - 10+ Years Experience

Leading **Marketing** Agency Delivering Guaranteed **Marketing** Services. Strategy, SEO, PPC, Email **Marketing**, Social Media and More.



handmade candle

All Images Shopping Videos News Web Maps More Tools

Sponsored

 <p>Wild Ethos Rosemary & B... £15.99 Wild Ethos +£5.99 delivery</p> <p>Rosemary & Bay Leaf - Green By Google</p>	 <p>20cl Brown Tortoise Curve... £25.20 Supplies For C... +£7.19 delivery 30-day returns</p> <p>By High Street ...</p>	 <p>CANDLE TWO Orange and... £55.00 illuminatecandl... Free by 10/02</p> <p>Autumn By Inydy</p>	 <p>PUMPKIN SPICE ROSE GOLD... £23.00 nikkiandpeach... +£3.50 delivery</p> <p>Autumn By Google</p>	 <p>CANDLE FIVE Rose, Magnolia... £55.00 illuminatecandl... Free by 10/02</p> <p>By Inydy</p>	 <p>Customised Candle Labels ... £12.24 Avery +£4.99 delivery</p> <p>By Google</p>
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Shopping Ads

Display Ads



Search

All Music Google Ads Mixes Reggae Law of attraction Eurodance Live Electro-Pop Bossa Nova Meditation music Indi

 <p>vevo 3:37</p> <p>Damian Marley - All Night ft. Stephen Marley Damian Marley 24M views · 15 years ago</p>	 <p>3:17:42</p> <p>Sleep Music Delta Waves: Relaxing Music to Help you Sleep, Deep Sleep, Inner... Musicoterapia 29M views · 8 years ago</p>	 <p>3:17:42</p> <p>Become A Hypnotherapist Click to download a brochure to see what awaits you.</p> <p>RTT® Training by Marisa Peer Apply Today & Become a Hypnotherapist in a Few Months! Sponsored · RTT</p>
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Types of Google Ad Campaigns

SEARCH
CAMPAIGNS

DISPLAY
CAMPAIGNS

CALL
CAMPAIGNS

LOCAL
CAMPAIGNS

VIDEO
CAMPAIGNS

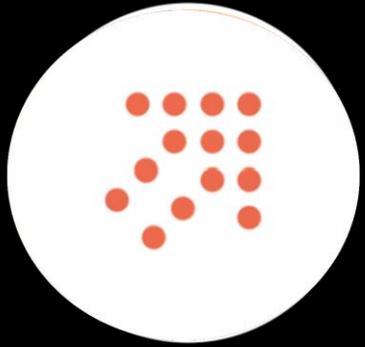
SHOPPING
CAMPAIGNS

Performance
Max

HOTEL BOOKING
CAMPAIGNS

APP
CAMPAIGNS

SMART
CAMPAIGNS



Why Do We Need Google Search Ads?

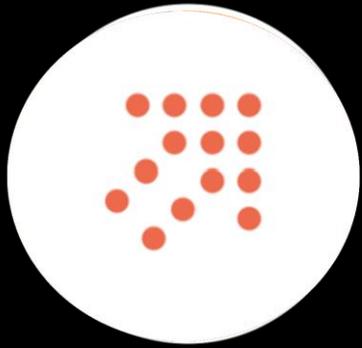
TO GET FOUND ONLINE!

Google has nearly a **90% share** of the search engine market
8.5 billion Google searches every single day

- Unlike social ads or display ads, Google Search Ads are **not disruptive**
- They appear when people are **actively searching for what you offer**
- targeting potential customers at the **exact moment they need** your product or service.
- It can take months to get page 1 rankings on Google, but with ads you can **pay to be no 1 position**
- Only **pay when someone clicks** on your ad (don't pay to be seen)

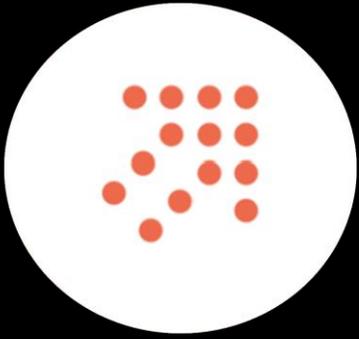
NB: Display and Performance Max also have pay per impression and pay per conversion models

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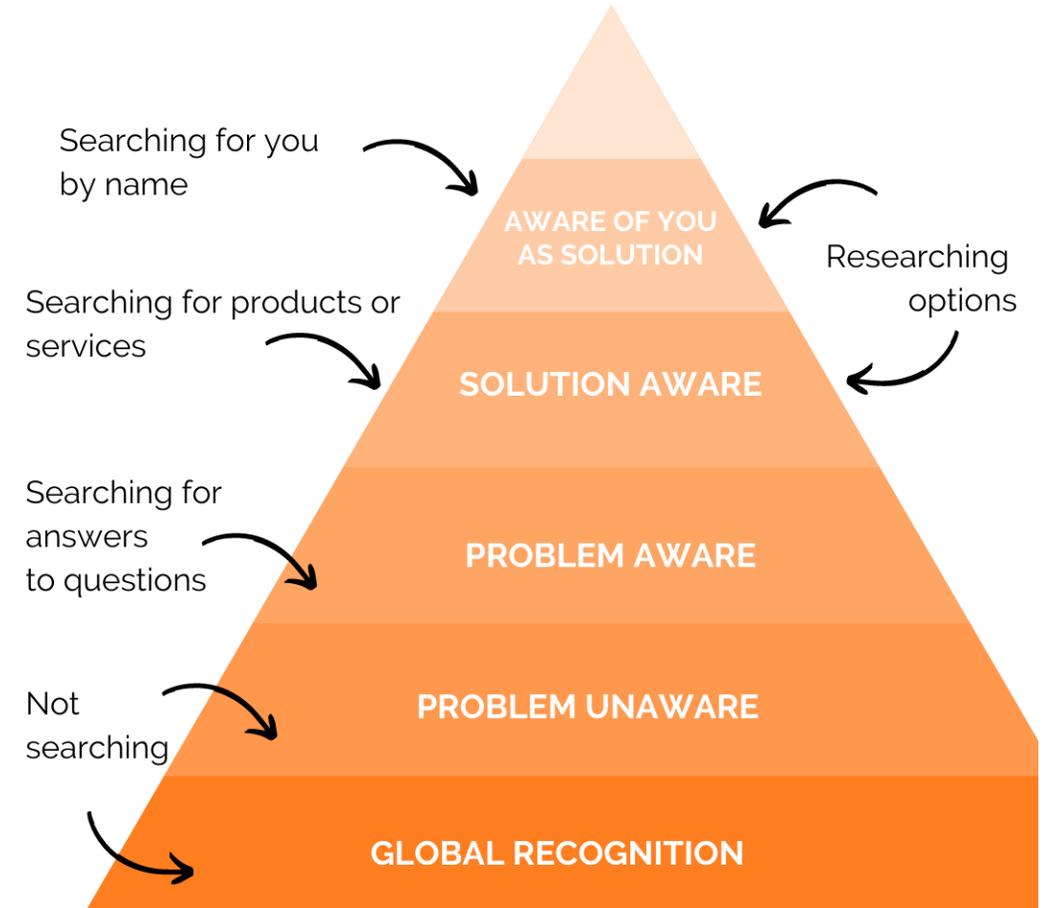
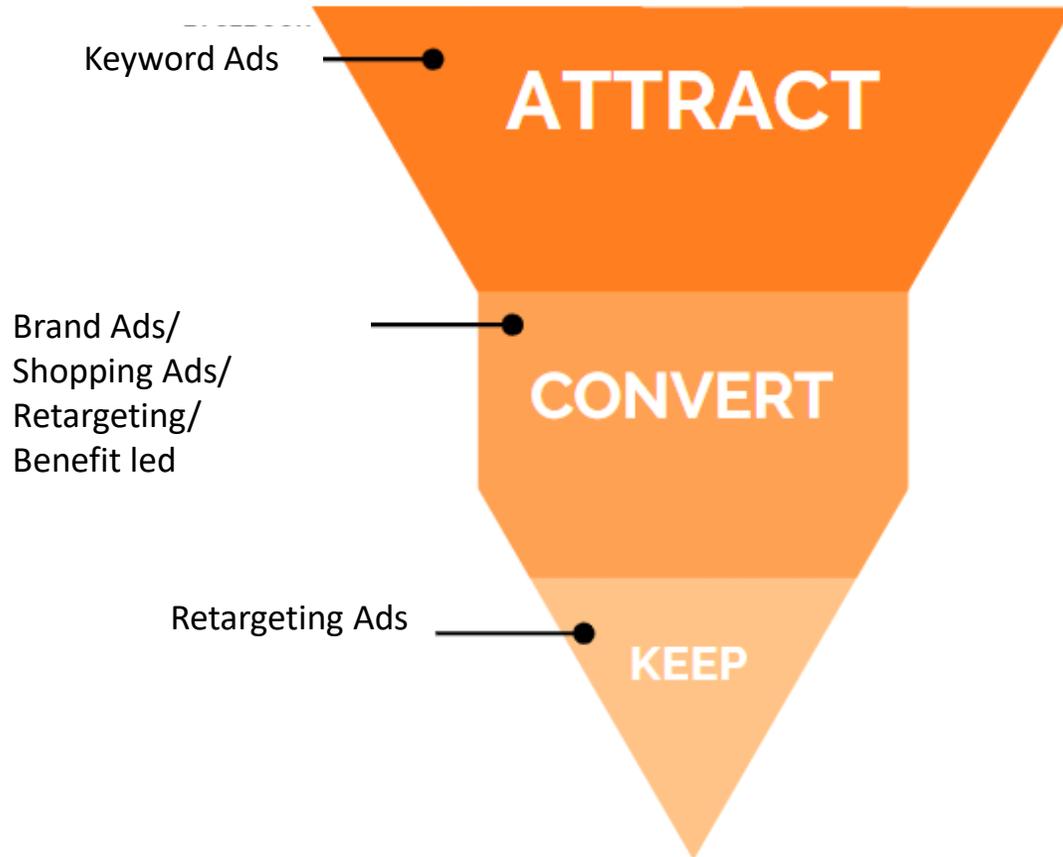


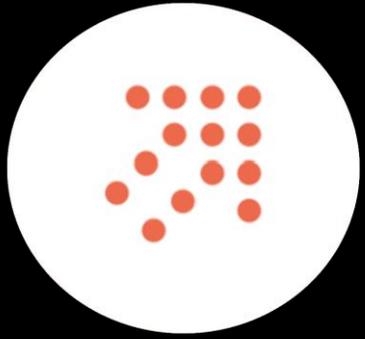
Who Needs Google Search Ads?

- If your brand or business name doesn't rank organically (generic term, competitors bidding on your name)
- If the generic names for your product/services are also a competitors name
- If people are searching for the products/services you sell
- If there is high competition in your industry/local area
- If you are already selling successfully and want to scale (online purchases/enquiries that lead to a sale offline)
- If you have a special offer, seasonal promotion or event
- If Google doesn't always show the right content in your search listing
- If your sales pages aren't ranking in Google for the right keywords organically



Ads For Every Stage of the Funnel



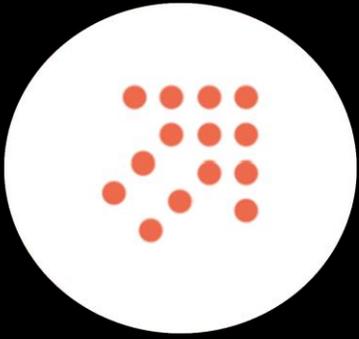


How Do Google Ads Work?

Ads are the way to tell Google you want to target a specific set of keywords for a specific page or product on your website .

Google Ads are an auction, you are bidding against your competitors based on the price you are willing to pay per click.

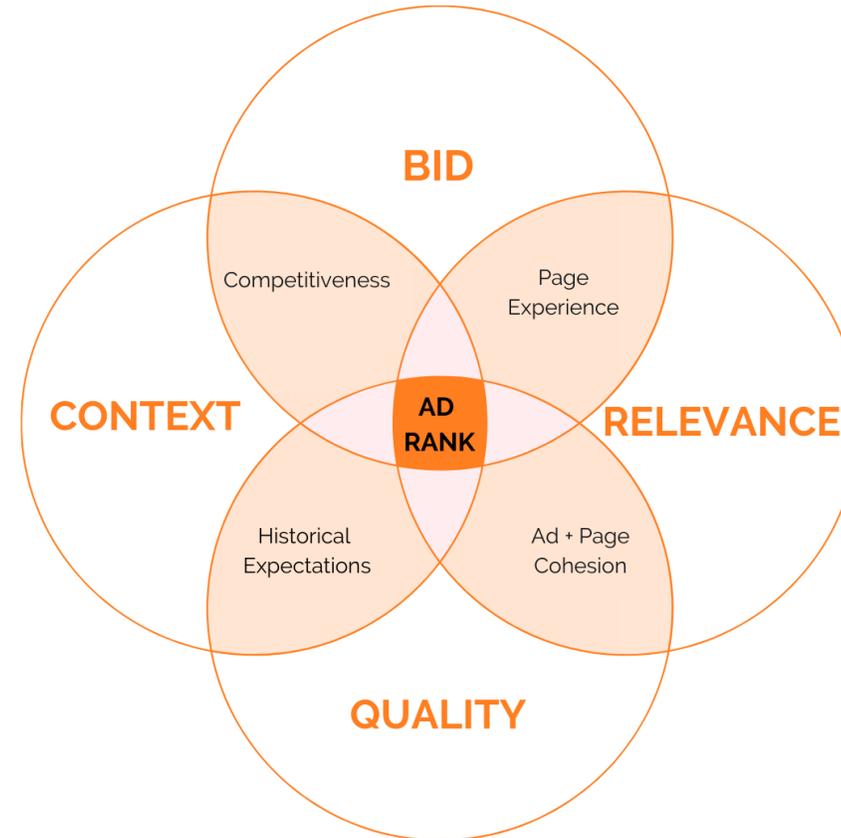


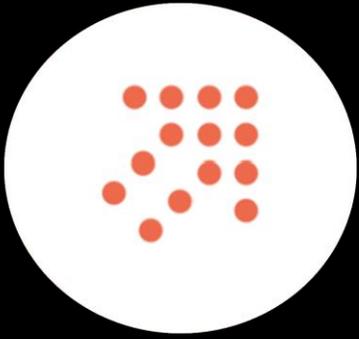


Google Ad Rank

But the highest bid doesn't necessarily win top spot

Like SEO there are multiple factors at work to gauge whether the ad and the landing page are relevant, high quality and effective.





Don't Fall for the Smart Mode Trap

About Smart Mode and Expert Mode

Before you start

- Identify whether you're in Smart Mode or Expert Mode. If this icon  in the top right corner of your Google Ads account is called 'Settings', then you're in Smart Mode. If the icon  is called 'Tools & settings' or 'Tools', then you're in Expert Mode.
- If you're in Expert Mode already, identify whether you're in summary or detailed view. If only the 'Tools & settings' icon  appears, you're in summary view. If separate icons for 'Tools' and 'Settings & Billing' are present, you're in detailed view. Click the  icon next to the date range picker to toggle between views.

Your Google Ads experience will differ slightly depending on whether you're in Smart Mode or Expert Mode.

Smart Mode is the simplified version of Google Ads. It was designed to simplify the advertising experience, so businesses can drive real results and save time setting up and managing campaigns.

Every campaign in Smart Mode is a Smart campaign. Smart campaigns let advertisers choose their business goals and where they want to advertise, then Google uses machine learning to deliver real results tailored to those goals, like phone calls, actions on their website and shop visits, making it easy to reach more customers.

Most new Google Ads users will join Google Ads in Smart Mode.

Expert Mode offers the full range of Google Ads features and campaign types. While it gives advertisers more complete control over their bidding strategies, it also requires more complex management. This is why we recommend it for advanced marketers and advertisers.

Smart Mode	Expert Mode
Set your budget and goals, and we'll take care of the rest	Control your settings and campaign type (App, video and more)
Lightweight maintenance (~15 minutes per week)	Ongoing management required (1+ hour per week)
Assisted ad setup, optimised keywords and more	Powerful controls for keywords, bidding and more
Simple, easy-to-read performance reports	Detailed, custom performance reports

Google will create your account in Smart Mode and you will need to switch it to Expert Mode. Smart Mode is quick and easy to set up but will target broad match keywords that quickly use up your budget.

Small budgets can be better managed in Expert Mode

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Switch to Expert Mode

Smart Mode is the default mode on new accounts.

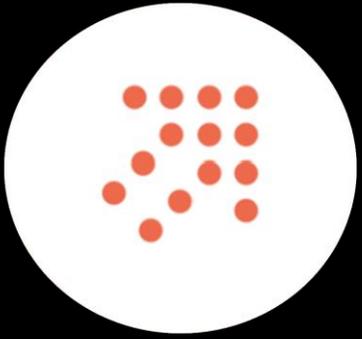
Switching from Smart Mode to Expert Mode

Businesses of all sizes can benefit from the automation technology and time-saving benefits of Smart campaigns. However, if you desire more advanced features or other campaign types in Google Ads, here's how you can switch to Expert Mode from Smart Mode.

1. Once you're signed in to your Google Ads account, click the Tools icon  in the top right corner.
2. Select **Switch to Expert Mode**.

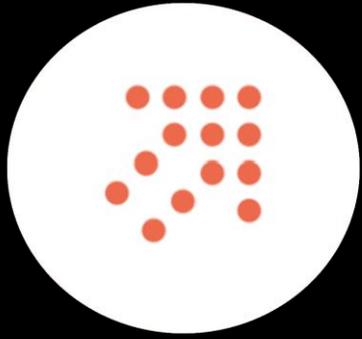
Once you've switched to Expert Mode, you'll be able to access the full Google Ads experience and create all Google Ads campaign types, e.g. Search, Display, Video, App, Shopping.

Note: Once your account is switched to Expert Mode, you can't revert your account to Smart Mode. However, you can always edit your Smart campaigns from Expert Mode, just like you'd edit any other campaign.



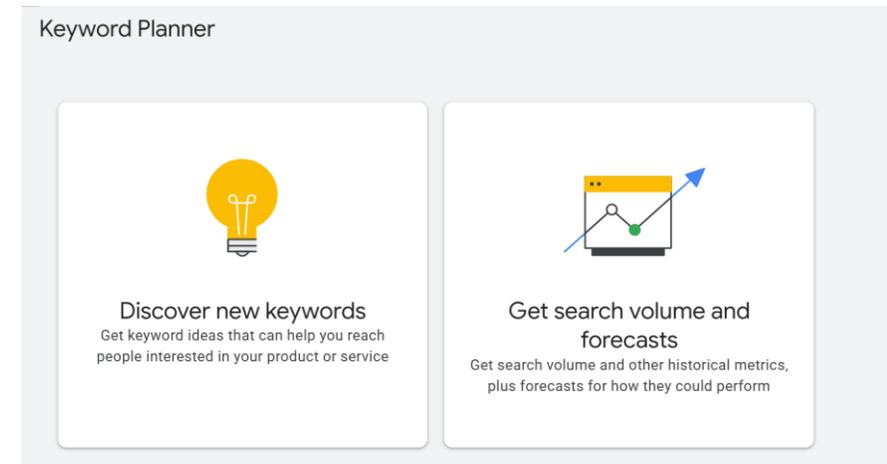
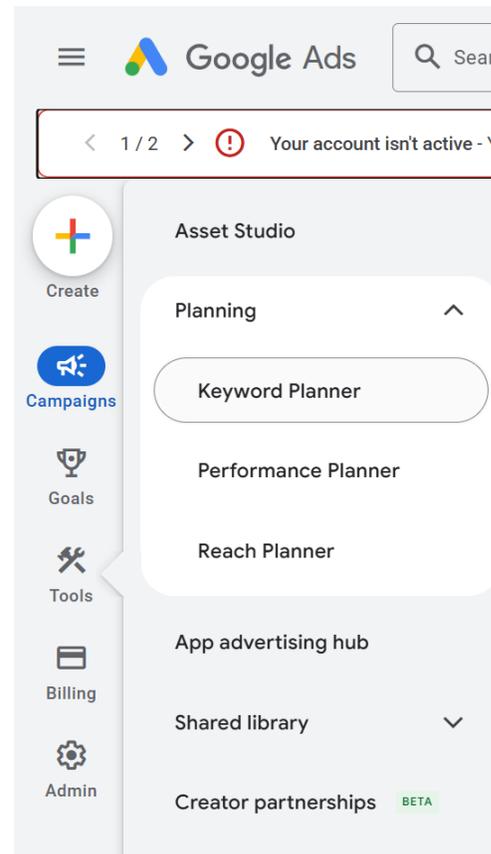
What Makes Ads Successful?

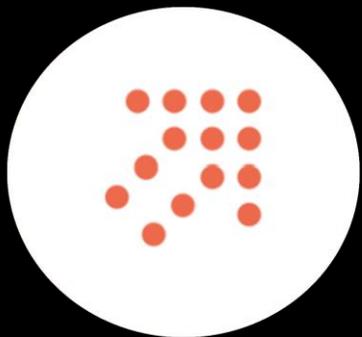




Keywords: Find Out What People Are Searching For

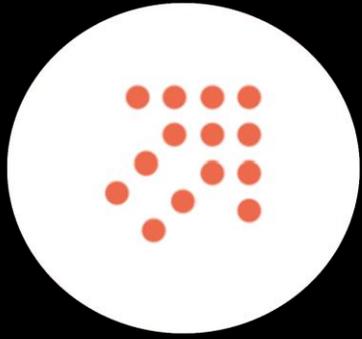
- **Google Ads Keyword Planner**
 - Historical search volumes
 - Forecasts
 - Competitiveness
 - Bid cost for first page



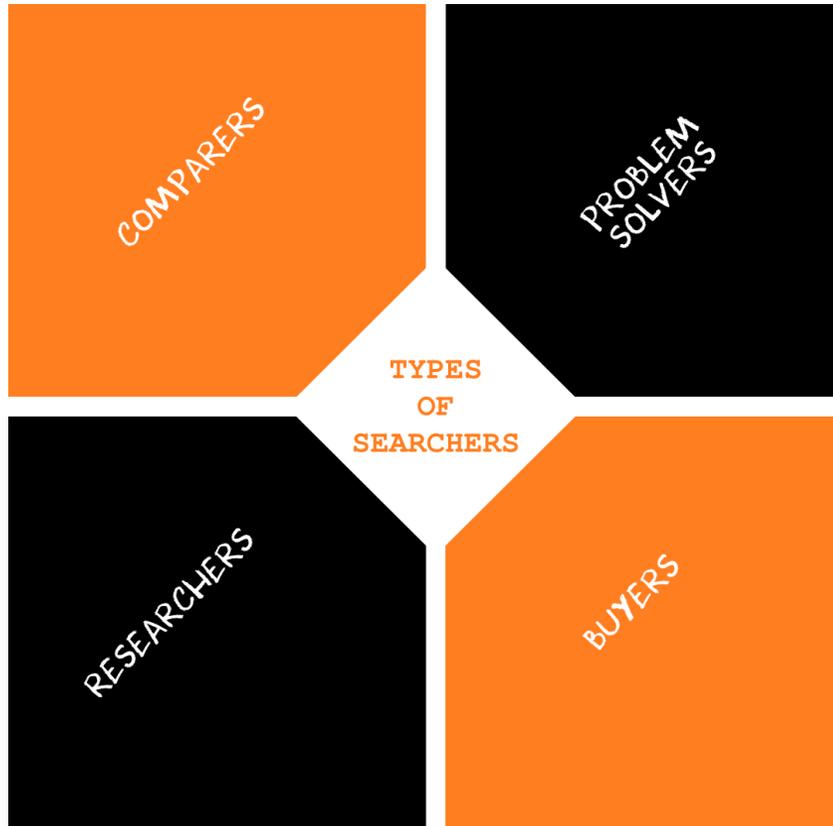


Keyword Search Volume

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
acrylic nails	10k – 100k	0%	0%	High	–	£0.11	£0.78
diy nails	100 – 1k	0%	0%	High	–	£0.40	£1.05
gel nail art	100 – 1k	0%	0%	High	–	£0.17	£0.94
gel nail wraps	1k – 10k	0%	+900%	High	–	£0.40	£1.34
gel wraps	100 – 1k	0%	0%	High	–	£0.40	£1.60
home nail produ...	–	–	–	–	–	–	–
nail art	10k – 100k	0%	0%	High	–	£0.14	£0.78

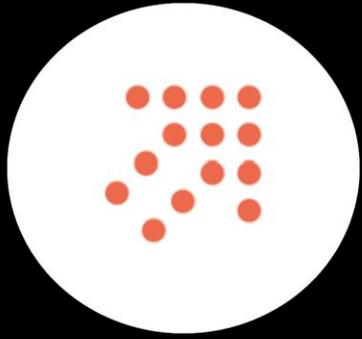


Keyword Searches



Include Keywords with Buyer Intent

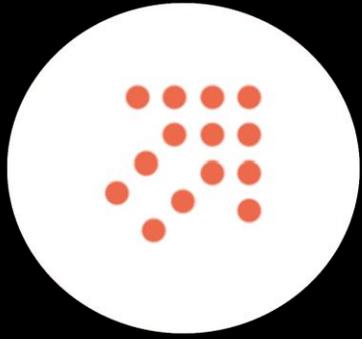
- For sale
- On sale
- To buy/hire
- Near me
- Cost/price
- Where can I buy
- Deliver
- Discount
- Promo code



Keyword Match Types

Input	Type	Description	Example
Keyword	Broad Match	<p>Reach the widest audience by showing your ad for similar phrases and keyword variations as well as other related topics.</p> <p>Can include searches that don't contain the keyword terms.</p>	<p>A broad match for 'bicycle bell' could show your ad for related searches, such as 'cycling accessories', 'blue bicycle helmets' and 'bell reviews for bikes'.</p> <p>A broad match for 'hats' might show your ad for 'sun hats', 'winter accessories' and 'sombreros' searches.</p>
"Keyword"	Phrase Match	<p>A flexible way to reach people who are most likely searching for your products or services by showing your ad on searches that include the meaning of your keyword.</p>	<p>A phrase match for 'men's hats' could show your ad on searches for 'men's hats on sale' 'men's hats near me' 'woolly hats for men' but wouldn't show in related searches for 'men's winter accessories' or 'do sombreros keep your head warm'.</p>
[Keyword]	Exact Match	<p>Controls who sees your ad based on searches that have the same meaning or intent as the keyword.</p>	<p>Exact match for 'men's hats' would only show your ad for close searches like 'hats for men', 'hats for a man' and wouldn't show in related searches for 'boys hats' or 'woolly hats'.</p>

Google will always recommend broad match as this gets more traffic (and more money for them) but not necessarily the right traffic and buyers (more money for you).

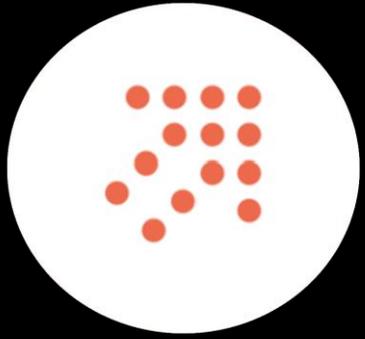


Save Money with Negative Keywords

Prevent your ad from showing up in searches for specific words or phrases that you don't want to pay for

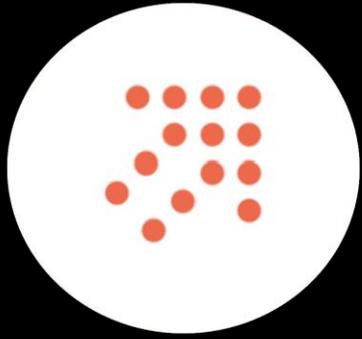
- Free
- Locations you don't serve
- Contextual words if there's a double meaning
- Products/services that you don't sell
- Variations that you don't sell – colours, materials, bulk, wholesale single
- Cheap, clearance, second hand,
- Research questions - DIY, how to

Monitor the search terms your ad is receiving impressions for and keep your negative keyword list up to date.

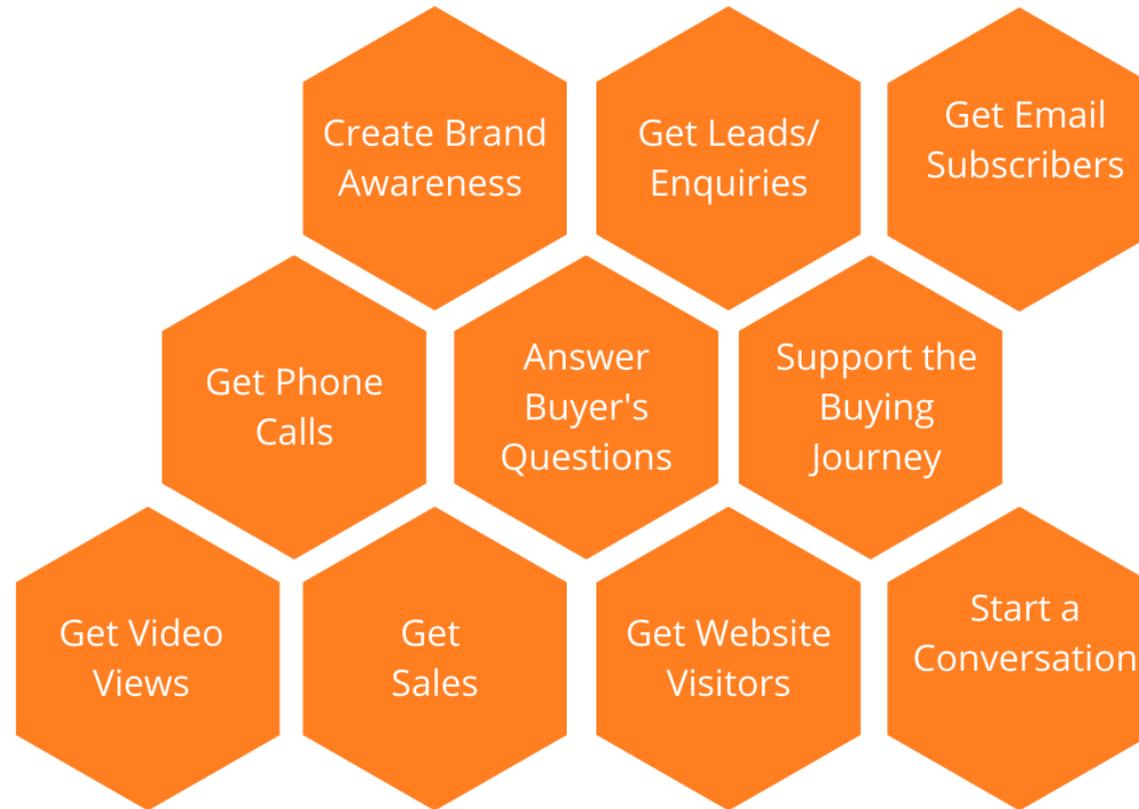


Let's Create An Ad

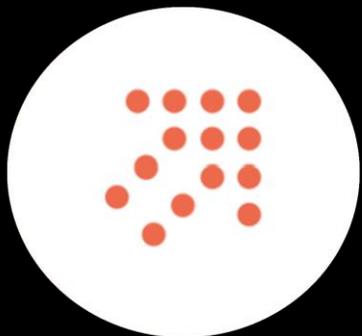
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What's Your Ad Objective?



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Campaign Objective



Sales

Drive sales online, in app, by phone or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



Product and brand consideration

Encourage people to explore your products or services



Brand awareness and reach

Reach a broad audience and build awareness



App promotion

Get more installs, interactions and pre-registrations for your app



Local store visits and promotions

Drive visits to local shops, including restaurants and dealerships.

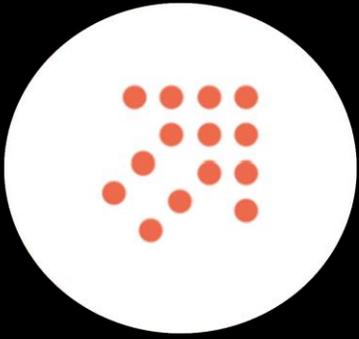


Create a campaign without a goal's guidance

Use any available campaign type and construct a campaign step by step without a goal's recommendations

Need Google Analytics installed to track conversions for Sales objectives.

Alternatively use Traffic objective.



Campaign Settings

- Search
- Bidding
- Campaign settings**
 - Network**
 - Locations
 - Languages
 - EU political ads
 - Audiences
- AI Max
- Keyword and asset generation
- Ad Groups
- Budget
- Review

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

- Google search partners network (recommended)
Ads can appear near Google search results and on other [Google search partners](#) websites when people search for terms that are relevant to your keywords. Search partners can include hundreds of non-Google websites, parked domains, as well as YouTube and other Google Sites.
- Google Display Network (recommended)
Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Locations

Select locations for this campaign ?

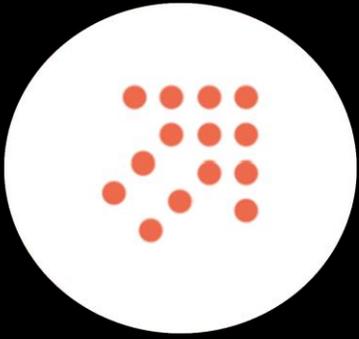
- All countries and territories
- United Kingdom
- Enter another location

Location options

Deselect partner network and display network if you only want your ads to appear on a Google Search

Networks can be cheaper but might also be less relevant as the ad isn't being shown as a result to search query

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AI Max

Search

- Bidding
- Campaign settings
- AI Max**
- Keyword and asset generation
- Ad Groups
- Budget
- Review

AI Max for search campaigns

 Get the best AI powered performance on Google Search
Advertisers that activate AI Max in search campaigns will typically see 14% more conversions or conversion value at a similar CPA/ROAS

-  Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your landing pages and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.
-  Tailor your ads and keep them fresh. Use Google AI to serve the most relevant ad copy and landing pages to each customer based on their unique interest and intent.
-  Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

[Learn more](#)

Optimise your campaign with AI Max BETA

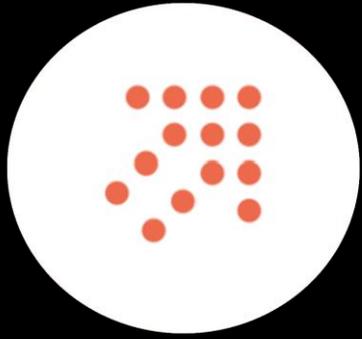
Asset optimisation	Text customisation and Final URL expansion turned off	▼
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists	▼

Turn off until you have run some ads and have data to learn from and compare results to.

Pushing broad match keywords for larger volumes and budgets.

Tailoring ad copy for multiple variants is also aimed at larger budgets.

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AI Max Auto Generated Ad Assets

Search

- Bidding
- Campaign settings
- AI Max
- Keyword and asset generation
- Ad Groups**
 - Your Marketing Specialist
 - Your Marketing Specialist
- Budget
- Review

All Ad Groups

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Your Marketing Specialist - Your Marketing Specialist Ad strength: Average

Keywords (13)
business marketing program
business marketing strategy
marketing strategy and implementation
[See 10 more](#)

Headlines 15/15

Create Your Marketing Strategy Business Marketing Services Help With Marketing

Unlock Your Business Potential Need a Marketing Makeover Marketing Power Hour

Ditch the Marketing Maze Unlock Business Growth Now Grow Your Business With Us

Company Marketing Scale Your Business Today Craft a Winning Strategy

Engage Your Social Media Ignite Your Brand's Success Social Media Content Strategy

[Show less](#)

Descriptions 4/4
Unleash Your Business Potential with a Winning Marketing Strategy [See 3 more](#)

[Other assets](#)

Images (10)
We found 10 images for you to add. Images are campaign-level assets.

 +5 [Review 10 images](#)

Takes information from your website
But also makes up phrases and uses
language that isn't on brand, might be
factually incorrect or not really a selling
point.

Descriptions 4/4

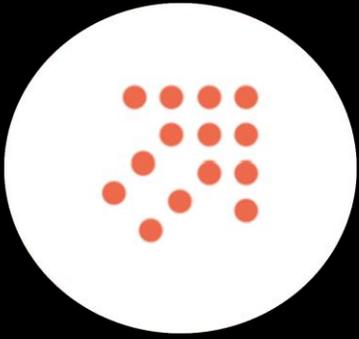
Unleash Your Business Potential with a Winning Marketing Strategy

Get impactful marketing strategies to boost your online presence.

Marketing Your Business? We Make it Easy, Effective, & Efficient

Your Marketing Specialist: Helping Businesses Thrive Since 2007 [Show less](#)

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Elements of a Text Ad

Final URL ⓘ

Final URL

<https://www.yourmarketingspecialist.co.uk/product/con>

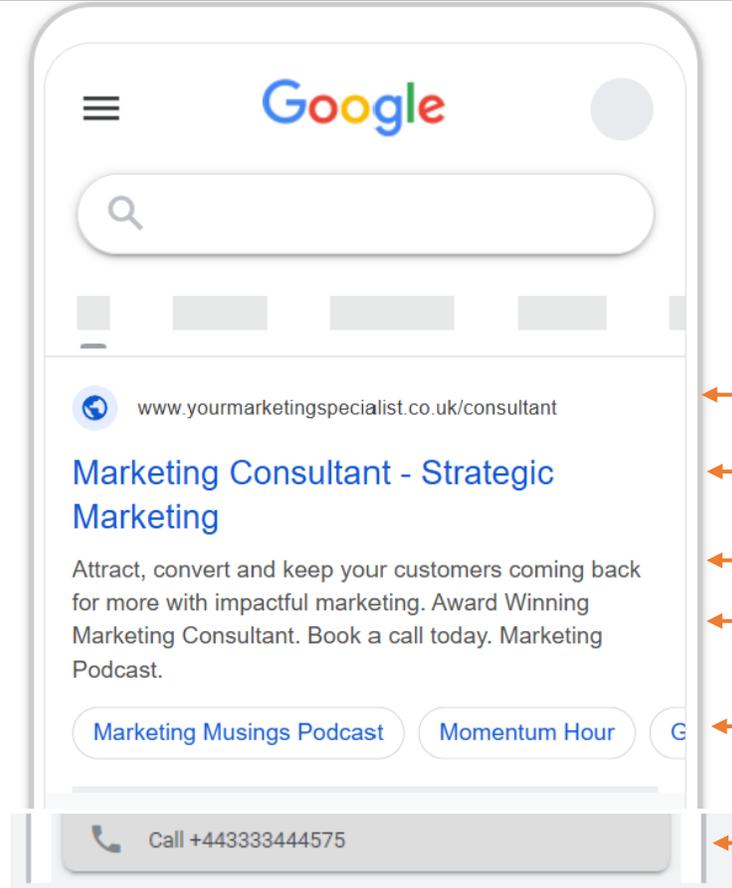
This will be used to suggest assets for your ad

Display path ⓘ

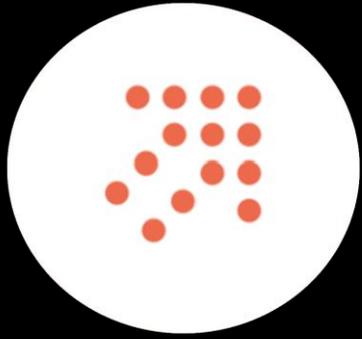
yourmarketingspecialist.co.uk

/ consultant /

10 / 15 0 / 15



- ← Display URL
- ← Headlines
- ← Descriptions
- ← Call outs
- ← Site links
- ← Extensions



What a Text Ad Looks Like

First Position

Ad · <https://www.revolutionlearning.co.uk/> ▾ 0333 344 4575

Assertiveness Skills Course - Online and In-Person Training

Communicate confidently, effectively and achieve better outcomes with **assertiveness skills**.
Want to be able to communicate confidently and effectively? Book Online Now. No PowerPoint.
Practical Tools. Clear Pricing. Book Online. Courses: In-House, Open Courses.

Open Course Schedule

Chose from over 50 courses,
delivered online or in person

Meet the Trainers

Our UK based trainers deliver fun
and interactive courses.

eLearning

Self-paced learning you can access
anywhere, anytime and never expire.

In-House Training

Bespoke training for your team
delivered at your business premises

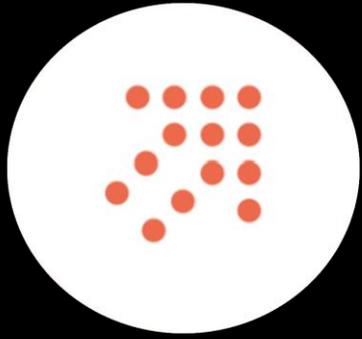
Other Position

Ad · <https://www.revolutionlearning.co.uk/> ▾ 0333 344 4575

1 Day Assertiveness Training - Online and In-Person Training

Communicate confidently, effectively and achieve better outcomes with **assertiveness** skills.
Want to be able to communicate confidently and effectively? Book Online Now. No PowerPoint.
Practical Tools. Clear Pricing. Book Online. Courses: In-House, Open Courses.
[Open Course Schedule](#) · [Meet the Trainers](#) · [eLearning](#) · [In-House Training](#)

—Your—
Marketing
—Specialist—



Headline and Descriptions

Headlines 3/15

For optimal ad performance, include these keywords in your headlines

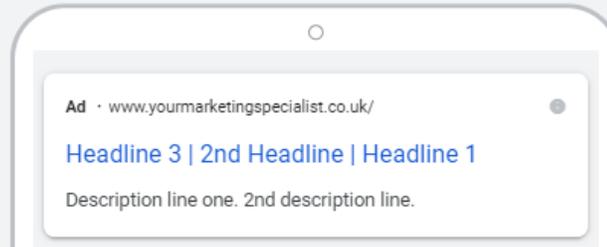
Headline 1	
2nd Headline	10 / 30
Headline 3	12 / 30
New headline	10 / 30
New headline	0 / 30
New headline	0 / 30
New headline	0 / 30
New headline	0 / 30
New headline	0 / 30

[ADD HEADLINE](#)

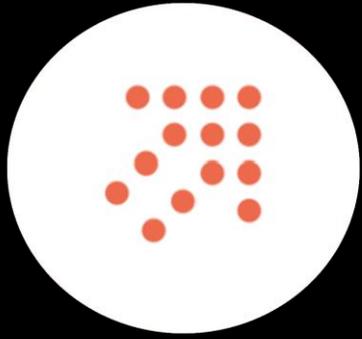
Descriptions 2/4 [View ideas](#)

Description line one.	
2nd description line.	21 / 90
New description	21 / 90
New description	0 / 90
	0 / 90

Preview



This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

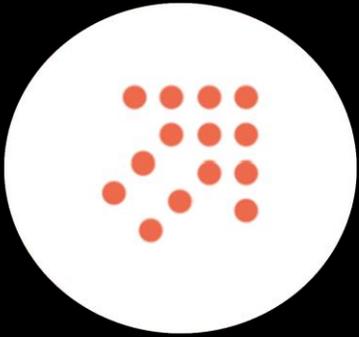


Extensions

Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad	▼
Callout extensions	Add more business information to your ad	▼
Call extensions	Add a phone number to your ad	▼
+ Ad extension		



Site Link Extensions

Sitelink text
Power Hour
10 / 25

Description line 1 (recommended)
Personalised 1:1
16 / 35

Description line 2 (recommended)
Consultation
12 / 35

Final URL
<https://www.yourmarketingspecialist.co.uk/marketing->

▼ [Sitelink URL options](#)

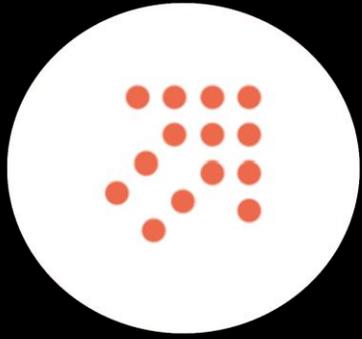
Preview

https://www.yourmarketingspecialist.co.uk/product/coi

Marketing Specialist - Freelance Marketer

Attract, convert and keep your customers coming back for more with impactful marketing. Award Winning Marketing Consultant. Book a call today.

Power Hour Sitelink text



Set a Budget

Select budget type

Average daily budget
Set your average daily budget for this campaign

£21.88

£18.23 **Recommended**

£14.58

Set custom budget

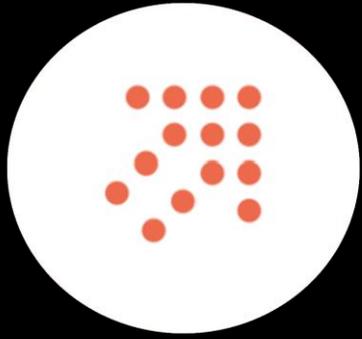
Set your average daily budget for this campaign

£ 1.00

 **Optimise your budgets:** Your ads may stop running on your busiest days. Fixing your limited budget can help. [?](#) [Apply](#)

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)





How Much Can You Afford to Spend?

1 HOW MUCH DO YOU WANT TO SPEND PER DAY?

How much can you afford to spend?

2 HOW MANY CLICKS/ACTIONS DO YOU WANT TO GET?

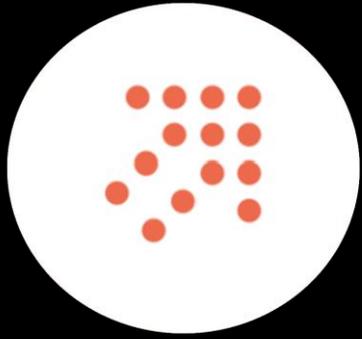
Remember clicks aren't sales

3 HOW COMPETITIVE/EXPENSIVE ARE YOUR KEYWORDS?

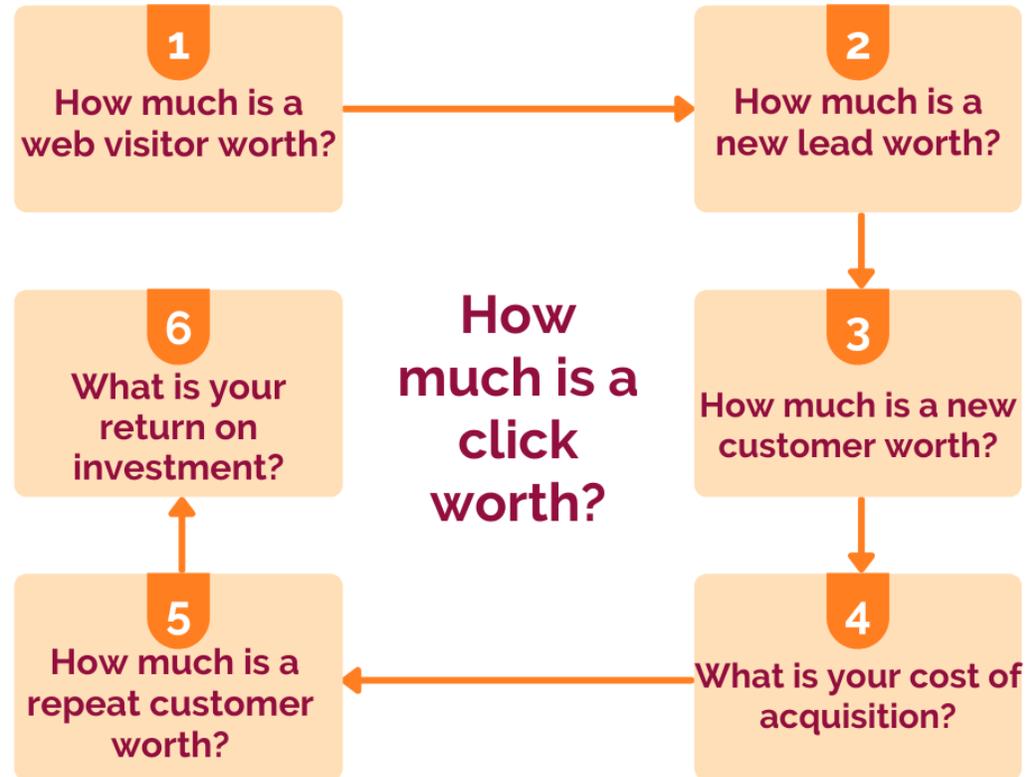
How much does it cost to bid for top of page?

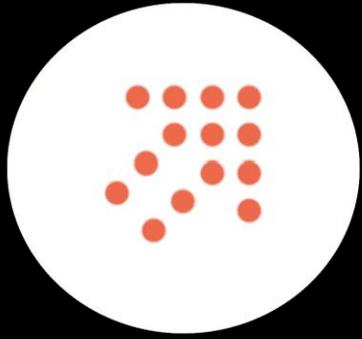
4 WHAT IS AN OUTCOME WORTH TO YOU?

Do you have enough profit margin?
Do you have high customer retention?



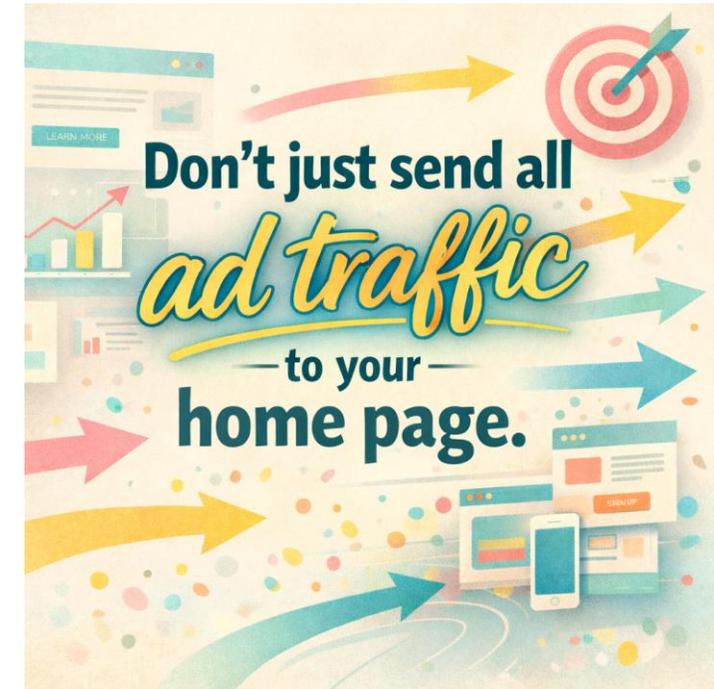
Is It Worth It?



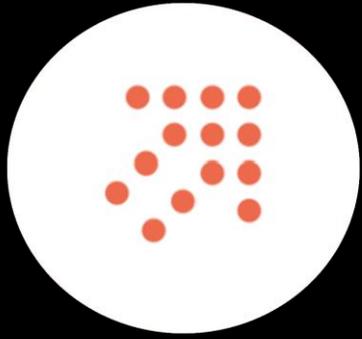


Money Sucking Mistakes To Avoid

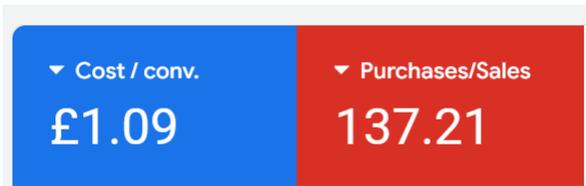
- Broad keyword match
- No negative keywords
- Bidding on expensive popular terms
- Not having enough budget per day
- Not matching keywords to best page
- Not optimising page for sales/cta
- Not tracking conversions
- Too many different keywords for a page
- Using same keywords for multiple pages
- Ad/page not relevant to search term
- Bidding on your brand/not bidding on your brand
- Not having a robust follow up process for leads
- Not having a retention strategy for first time buyers



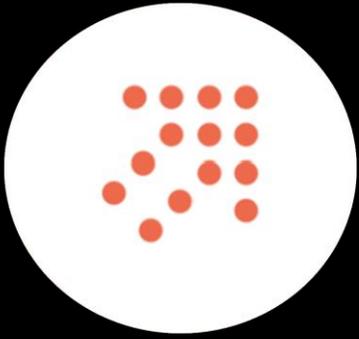
—Your—
Marketing
—Specialist—



Are Your Ads Working



— Your —
Marketing
— Specialist —

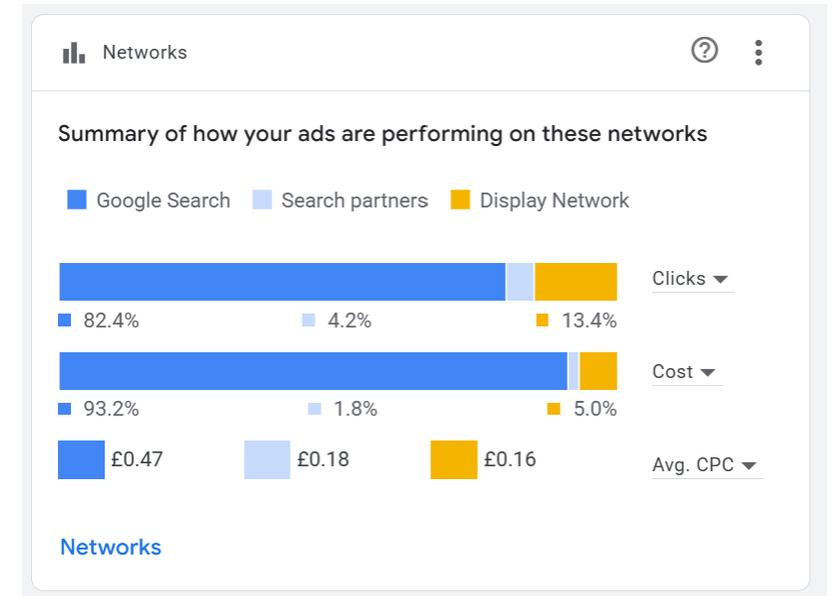
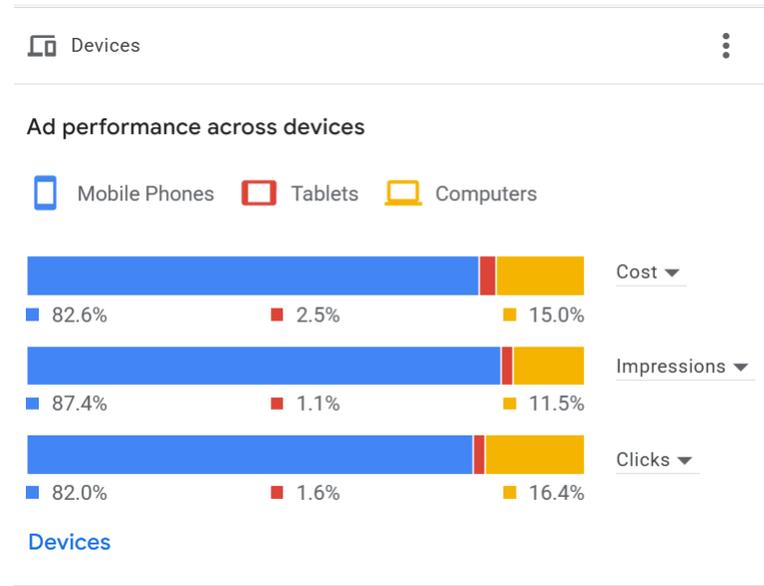


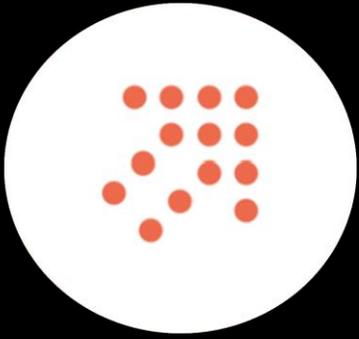
Campaign Overview

Campaigns

Summary of how your campaigns are performing

	Cost	Clicks	CTR
● PMax: Shopping ads (United Kingdom)	£1,199.40	3,986	0.99%
● Search Leads Campaign	£64.90	36	3.62%
● Display campaign	£61.38	359	2.55%





Are Your Ads Working

Campaigns

Summary of how your campaigns are performing

	Cost	Clicks	CTR
Mella Mead	£77.27	210	2.22%
Social media training	£31.06	51	1.69%
Facebook Workshop	£0.00	0	0.00%
Marketing Specialist	£0.00	0	0.00%

All campaigns < 1 / 1 >

Keywords

+ Add keyword

Summary of how your keywords are performing

	Cost	Clicks	CTR
honey mead	£18.42	48	2.64%
british mead	£16.33	38	3.29%
[mead]	£12.48	38	1.59%
[facebook for business]	£11.39	6	1.31%
mead shop	£5.89	16	5.39%

Keywords Negative keywords < 1 / 10 >

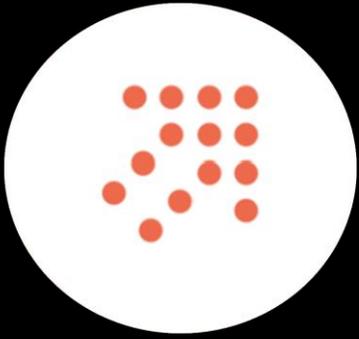
Searches

Sort by: Impressions

Top searches and words within searches where people saw your ads

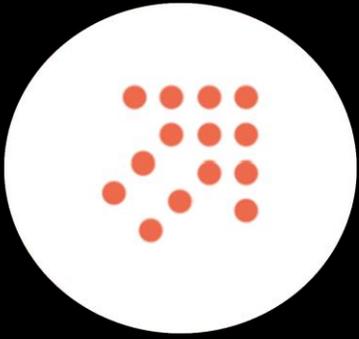
Searches	Words
mead	facebook page
facebook business page	facebook for business
facebook business	honey mead
buy mead online	mead tesco
mead wine	
blackberry mead	mead for sale uk
mead ingredients	
viking blod mead uk	buy mead
facebook ads training	
honey for mead	mead honey wine
what is mead drink	

All searches < 1 / 5 >



Campaign Results

<input type="checkbox"/>	●	Campaign	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conv. rate	Conv. value	Conv. value / cost	Conversions	Cost / conv.
	∨	📁 Drafts in progress: 8										
<input type="checkbox"/>	⏸	🔍 Mella Mead	6,337	629 Clicks	9.93%	€0.39	€243.62	22.34%	7,281.38	29.89	140.54	€1.73
<input type="checkbox"/>	⏸	🔍 Social media training	3,035	263 Clicks	8.67%	€0.35	€91.21	6.47%	443.41	4.86	17.01	€5.36
<input type="checkbox"/>	⏸	🔍 Blog Course	1,261	199 Clicks	15.78%	€0.44	€87.88	19.13%	1,003.76	11.42	38.07	€2.31



Don't Auto Apply Recommendations

Optimisation score

76.4% **Your optimisation score** ⓘ
Increase your score by applying the recommendations in these accounts

Recommendation

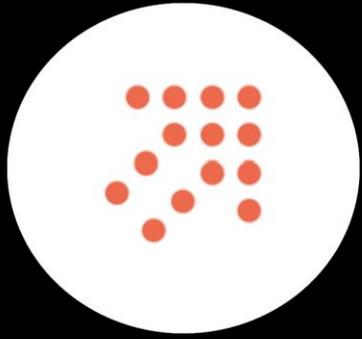
+ Add broad match keywords **+4.5%**

Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords

Recommended because using broad match type keywords in these Smart bidding campaigns can help you effectively grow conversions within your performance targets ⓘ

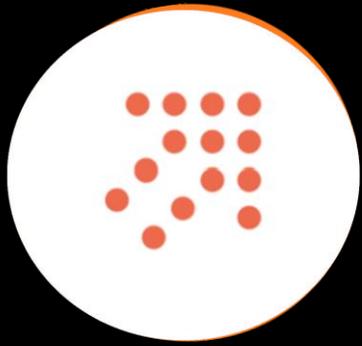
Apply all [View](#)

- You don't need a perfect 100% score
In fact if you have a 100% score you're probably wasting money
- Always review any suggestions before applying
- Are the keywords relevant?
 - Are you comfortable with broad match?
 - Do auto generated snippets make sense?
 - Are auto generated extensions customer friendly?



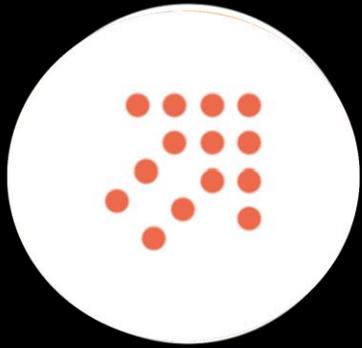
Steps to Create a Google Ads Account

1. Go to <https://ads.google.com>
2. Click Start Now button
3. You will need to sign into your Google account (usually a gmail account)
4. Select/enter your business name and website (if you have Google Business Profile)
5. Set your ad objective to traffic
6. Skip connecting your Google Analytics – you can set this up later
7. Keep clicking next
 - Don't worry about editing ad headlines and description
 - Don't worry about choosing keywords
 - Don't worry about setting your location
8. Change the budget to 1p or the minimum amount it will accept
9. Add your payment card details (you won't be charged yet)
10. Click Explore Campaign button
11. Change the campaign status from Pending to Paused on the drop down



Steps to Create a Google Ad

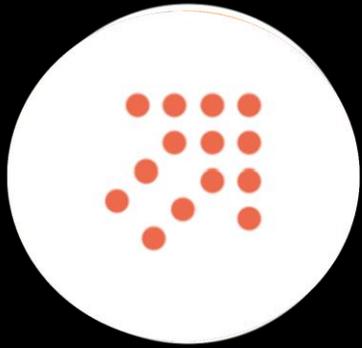
1. Set your Objective (Sales or Traffic)
2. Select campaign type (search)
3. Enter your website url
4. Give your campaign a meaningful name
5. Deselect search partners and display networks
6. Choose your target location
(Presence or interest in)
 - Exclude locations if desired
7. Set your language if not advertising in English
(default is English)
8. Skip audience segments
9. Set daily budget (you can also change this later)
10. Choose your bidding focus (usually conversion or clicks)
11. Set a target cost per action/click
12. Turn off AI Max, turn off AI search match
13. Add your ad extensions (can be changed/added later)
 - Site links
 - Callouts
 - Call extensions
 - Snippets
14. Name your Ad Group – something meaningful to you
15. Enter your keywords (you can change/add later and change match types later)
16. Enter the web url of your landing page
17. Enter how you want the url to display
18. Create your headlines and description options
19. Publish ad for review
20. Enter negative keywords



CHECK OUT

How do You Feel
About Google Ads
now?



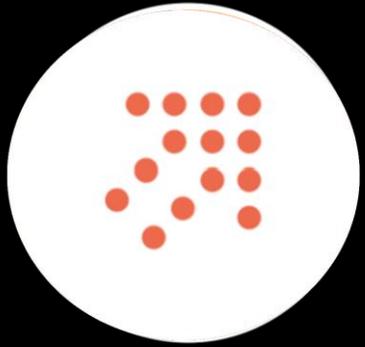


Check-out

**WHAT ONE
ACTION ARE YOU
GOING TO COMMIT
TO TAKING AFTER
TODAY'S
TRAINING?**

Submit your progress tracker

<https://forms.gle/qDWiLCCPXNpue4fG6>



Resources

Google Ad Planner

<https://docs.google.com/document/d/1qf5NuPFDuAe7c7EYehUltGRaZbrluM2E>

How to create a Google Ads Account

<https://drive.google.com/file/d/1PG2L2uR8max3Fi6iM7pvQ2DtbPKY36ok/view?usp=sharing>

Create Your First Google Ad

<https://drive.google.com/file/d/1O0mSVNxYp65DA7S9NatAtOAZ6ywNTgSG/view?usp=sharing>

