



 Castleford

GOOGLE ADS

WHITEPAPER

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GOOGLE ADS 101



- Ads is Google's pay-per-click (PPC) advertising platform;
- Your ads can appear prominently in the search results for relevant keywords;
- You only pay when the links in your ads get clicked
- The cost-per-click (CPC) you pay is based on your Ad Rank, which is a formula based on your quality score and the amount you bid;
- You only ever pay \$0.01 more than the advertiser with the next highest Ad Rank;
- Ads can be targeted globally or restricted to particular countries, cities or regions;
- Google provides free analytics and free support to help you manage your campaigns.



KEY BENEFITS

Building a presence in organic search results takes time. Google Ads is usually much quicker because it allows you to buy your visitors;

Google's organic search algorithm uses more than 200 signals so can be difficult to predict. With Ads, you pick the keywords and you decide which of your pages you want to appear in your ads;

Organic search requires time, money and effort without any guarantees of traffic. With Ads, you only pay when someone clicks on one of your ads.





25 TIPS FOR YOUR GOOGLE ADS CAMPAIGN

- 1 Use Ad Groups to create different ads and keyword groups for different products, services, landing pages or locations.** Ads that closely match what people have searched for are more likely to be displayed and are more likely to get clicked;
- 2 Make sure your landing page is designed specifically for the ad or ads linking to it.** A more consistent user experience from ad to landing page will improve conversion and can reduce your cost-per-click by boosting your quality score;
- 3 Landing pages that work for search might not be the most effective landing pages for your Ads campaigns.** You should create dedicated Ads landing pages to maximise conversion;
- 4 Monitor your campaigns regularly** to avoid getting outbid on your priority keywords or continuing to pay for under-performing ad groups;
- 5 Check out the competition.** Looking at what's currently winning can help guide your strategy. That means the ad copy, landing page experience, call-to-action, conversion process etc);





6 Use AB testing to split the clicks from an ad evenly between two different landing pages. This will help you optimise your landing pages for conversion;

7 Just like organic search, some keywords are more competitive than others. You might not have the budget to get your ads placed regularly on your first choice keywords, so pick your battles;

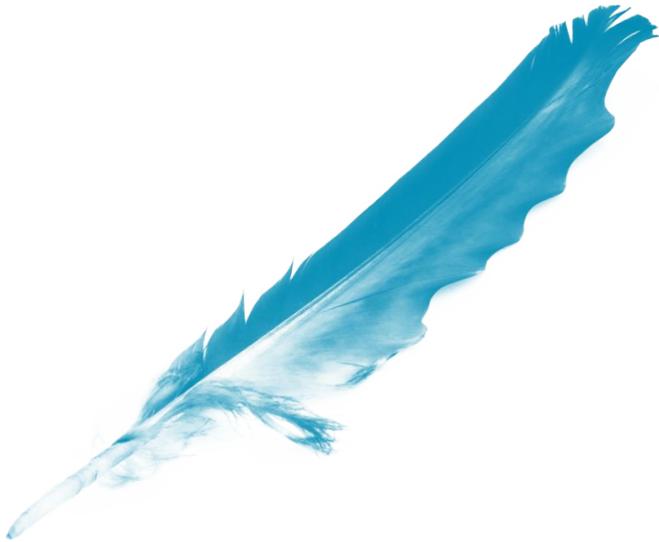
8 Use Broad Match (any search containing these words), **Phrase Match** (any search containing this phrase), **Exact Match** (just this specific phrase) and **Negative Keywords** (don't show my ad with these keywords) to control the scope of your ads;

9 Keywords need to match what users are likely searching for, but should also be closely related to what you're offering. This reduces the chances of you paying for clicks from visitors never likely to convert;

10 Your Ads campaign should run alongside an organic search strategy. If you can improve how you rank in organic search you can improve your quality score, which will in turn reduce the cost-per-click you pay on those keywords in Ads;

11 Your quality score is cumulative, which means if you pause or stop your Ads campaign you might lose any progress you've made reducing your cost-per-click;

12 If you use the actual keywords you're targeting in your ad copy they get bolded up, which can help to improve clickthrough, especially if rival ads don't use those keywords;



13 Bid on your brand name. In some circumstances your competitors will be barred legally from bidding, but either way this can be a relatively cheap way of picking up potentially valuable visitors (and keeping them away from the competition);

14 Link your Ads and your Google Analytics accounts to follow your ad performance through to actual conversions on your website;

15 Work out the dollar value of each conversion as the first step to setting your overall budget and measuring ROI on individual ad groups;

16 Interrogate every step of your conversion process to identify and fix poor user experience (page loads too slowly, call-to-action is difficult to find, form asks for too much info, too many steps etc);

17 Make sure every page in every campaign has a measurable conversion (purchase, download, form fill, newsletter sign-up etc). Clicks on your ads are not conversions;

18 Use Google Tag Manager to get more detailed insights on what actions users take after clicking on one of your ads. The more you can learn about users who don't convert the more you can improve your campaigns;

19 Your content calendar can help you keep your ads current and relevant. Even if you don't do an EOFY sale your ads can still reflect current search trends by promoting your new Christmas-themed whitepaper in December or your Game of Thrones inspired landing page ahead of the new season;



20 **Target users based on where they are in the sales funnel.**

Some users might be ready to buy and will respond to a discount or special offer. Others will need more nurturing first and so might be more likely to download a whitepaper or subscribe to your newsletter;

21 **If you want potential customers to call you,**

including click-to-call extensions in your mobile ads will make conversions-on-the-go much easier and therefore more likely to happen;

22 **Use Ad Scheduling to optimise your ads for the periods of time when they will most likely get clicked**

(when your sales team or helpdesk staff are online, for example);

23 **Consider lowering your bid to improve your conversion rates**

as ad positions below #1 can sometimes convert better than the top spot;

24 **Not-for-profit organisations may qualify for Google Ad Grants,**

which provides USD \$10,000 in in-kind advertising dollars per month to help boost awareness and fundraising campaign;

25 **Ads gets people to your website**

but keeping them there, converting them and giving them a reason to come back will be down to your content. An Ads budget is not a substitute for valuable, useful and relevant content.



USEFUL LINKS

Google AdWords Intro

<https://www.google.com/intl/en/adwords/>

Inside Google AdWords Blog

<https://adwords.googleblog.com/>

Google AdWords Help Centre

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

Google Tag Manager

<https://tagmanager.google.com/#/>

Google Ad Grants

<https://www.google.com/grants/>





ABOUT US

We are Castleford. An experienced, creative, full-service content marketing agency working with a broad range of clients in Australia and New Zealand. If you're thinking about working with us or you want to join the team, visit our website to learn more about who we are, how we operate and where we came from.

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