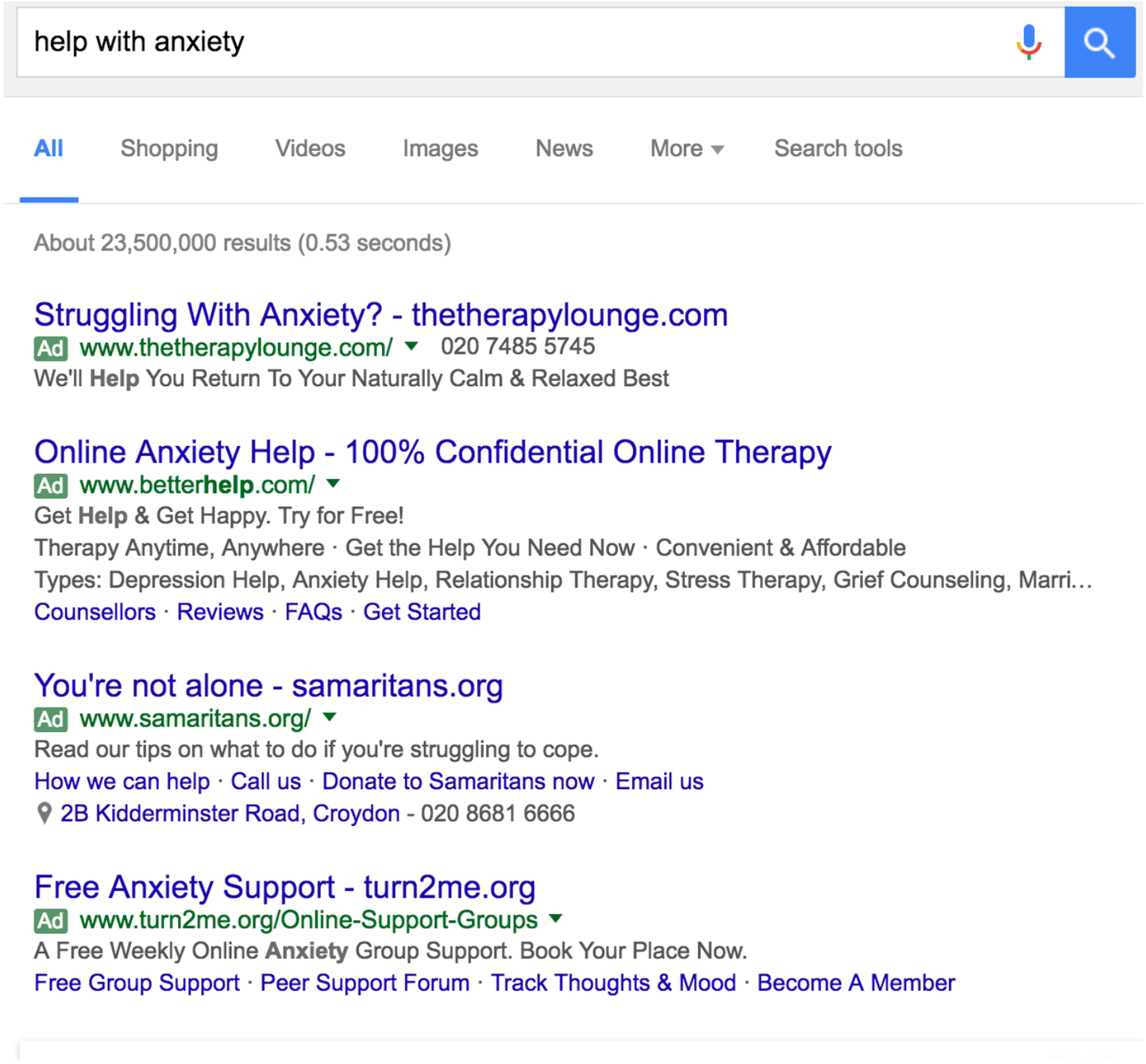
Introduction To Paid Advertising

Part 1
Google Adwords

What Are Google Adwords?

“Google Adwords is the system Google has developed to assist you in marketing your products or services in the Google Search Engine, and its affiliate sites, via the use of a placed text ad that appears when people search for phrases related to your offering.
This appears as a “sponsored link” or “Sponsored Ad”

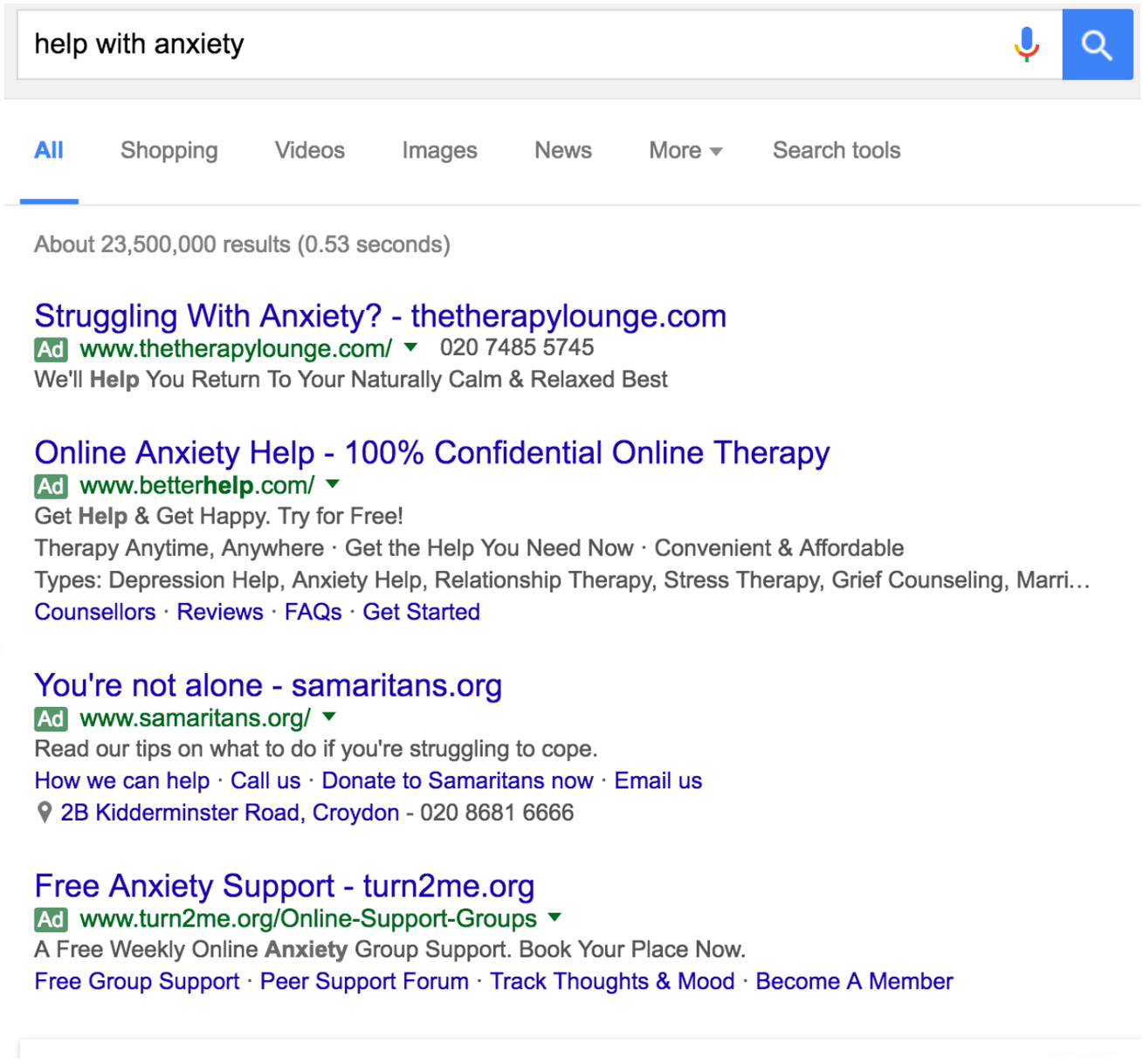
What Are Google Adwords?



What Are Google Adwords?

You “Pay Per Click”

If no-one clicks, you don’t get charged



Overview Of Searchers Intent

With **Google Adwords** and **Google Search**, people are (usually) actively **seeking a solution** to something so your ad can be more directly solution focussed.

Overview Of Searchers Intent

Compare this to **Facebook**, where people are usually **socialising** and **looking for fun stuff**. The ad has to interrupt this and alert them to a problem they may not have been focussing on … and then lead them to a solution.

When Designing A Google Ad …

1. What Problem Are You Offering A Solution For?

When Designing A Google Ad …

2. What Is Your Customer Journey To You Going To Be?

Example 1
“I want a hypnotherapist to help me with anxiety”

This potential customer is already sold on the idea of hypnotherapy - now they just have to decide why YOU in particular

Example 2
“I want help with anxiety”

This potential customer will need to be educated about the benefits of Hypnotherapy AND why YOU in particular

NOTE

If you make an AD to the wrong audience you will potentially be wasting a lot of money.

If you make an ad to the right audience you will greatly increase your chance of a positive ROI (Return On Investment)

	I want a hypnotherapist to help me with anxiety	**I want help for anxiety**
Headline	Hypnotherapy For Anxiety	Help For Anxiety
Landing Page	Why You	Educate About Hypnotherapy
Action	Book Appointment	Free Download
		Book Appointment

Simplest Way To Get Started

Design An Ad For People Actively Seeking Hypnotherapy and Hypnosis …

… and then expand after that.

Get Started

Go To …

https://www.google.com/adwords/get-started/

Get Started

Google AdWords

Overview Benefits How it works Costs Testimonials **Get started**

Ready to get started?

You can sign up online today. Or if you invest £6 a day or more, our team of experts will help get you get set up and optimize your campaign.*

Sign up yourself

Get started in minutes

Follow a few online steps to open your account. Then just write your ad, choose your keywords, set your budget and you've finished.

You're always in control

You can adjust your daily budget and maximum cost-per-click bid whenever you like. And if you need to stop or re-start your campaign at any time, you can do that too – quickly and for free.

Fine-tuning is easy

Don't worry about getting everything perfect at first. You can always play around with things like ad wording, keywords, locations and other settings later on.

Start now

Get expert support from Google

Off to a great start

When you invest £6 a day or more, we'll teach you the basics of Google AdWords, help set up your new account and create your first ads – at no extra cost.

Guidance and insights

Based on your business needs, our team will help define your advertising goals, identify opportunities and advise on budgets.

Here if you need us

To really help drive your Google AdWords success, there's also up to three months of online ad consultancy available, at no extra cost.

0800 026 1713

Google AdWords | Home | Campaigns | Opportunities | Reports | Tools

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. **Guide me** | **Learn more**

Search

All campaigns

No matching campaigns

All drafts

All experiments

Campaign groups

Shared library

Bulk operations

Labels

All campaigns

Campaigns | Ad Groups | Settings | Ads | Keywords | Audiences | Ad extensions | Auto targets | Dimensions | Display Network

All enabled campaigns | Segment | Filter | Columns | Find campaigns | View Change History

+ CAMPAIGN | Edit | Details | Bid strategy | Automate | Labels

		Campaign	Budget	Status	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions
		You don't have any enabled campaigns. Click "+ Campaign" above to create one.											
		Total - all enabled campaigns					0	0	0.00%	£0.00	£0.00	0.0	0.00
		Total - search	£0.00/day				0	0	0.00%	£0.00	£0.00	0.0	0.00

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here.
There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more
Some inventory may be provided through third party intermediaries.

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Campaign

Adgroup

Ad

Campaign	Anxiety
Adgroup	Hypnotherapy
Ad	Hypnotherapy For Anxiety

Campaign	Anxiety
Adgroup	Hypnotherapy
Ad 1	Hypnotherapy For Anxiety
Ad 2	Hypnosis For Anxiety

Campaign	Anxiety
Adgroup	Hypnotherapy
Ad 1	Hypnotherapy For Anxiety
Ad 2	Hypnosis For Anxiety
Ad 3	Struggling With Anxiety?

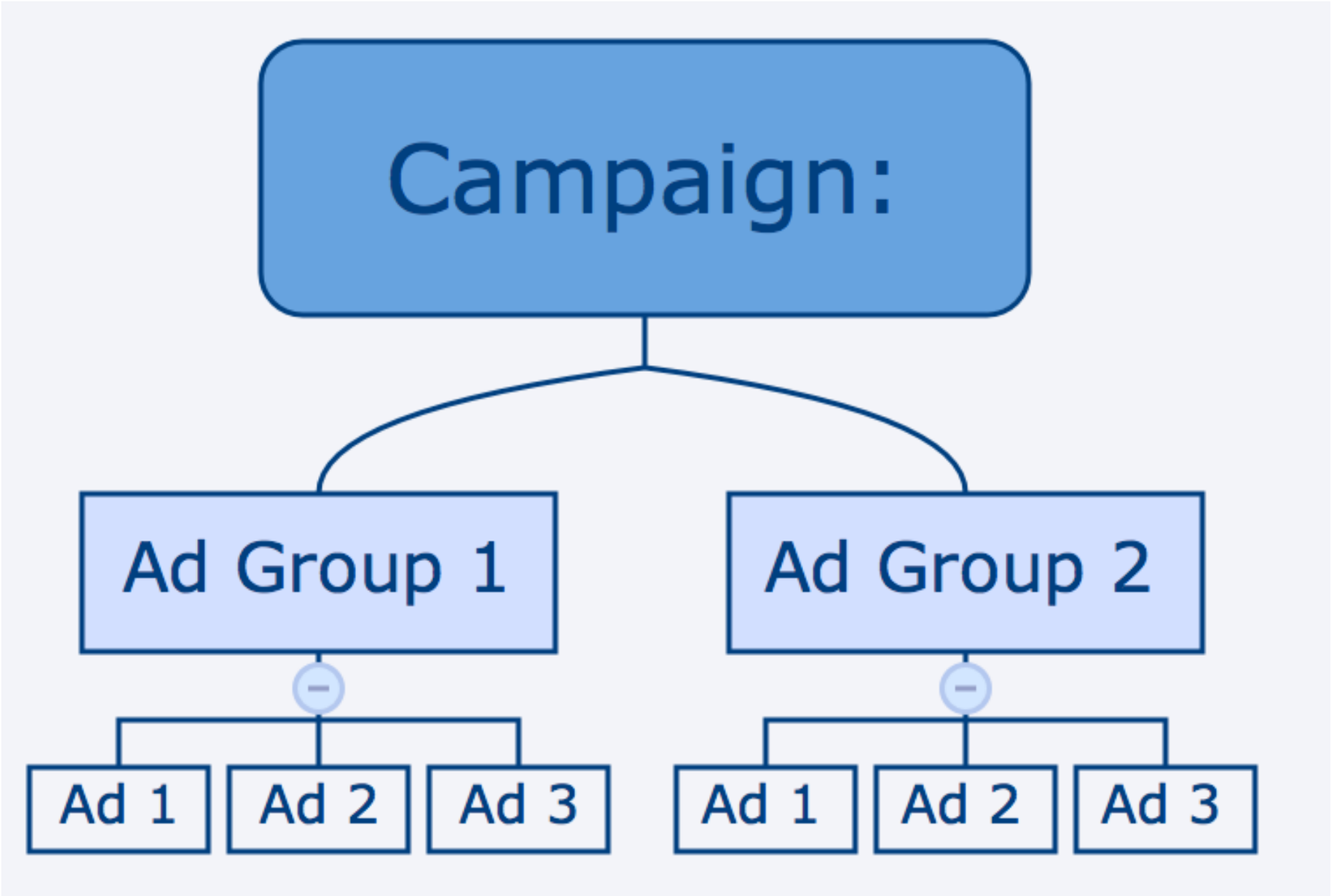
Campaign	Anxiety
Adgroup	General Anxiety
Ad 1	Struggling With Anxiety?

Campaign	Anxiety
Adgroup	General
Ad 1	Struggling With Anxiety?
Ad 2	Online Anxiety Help

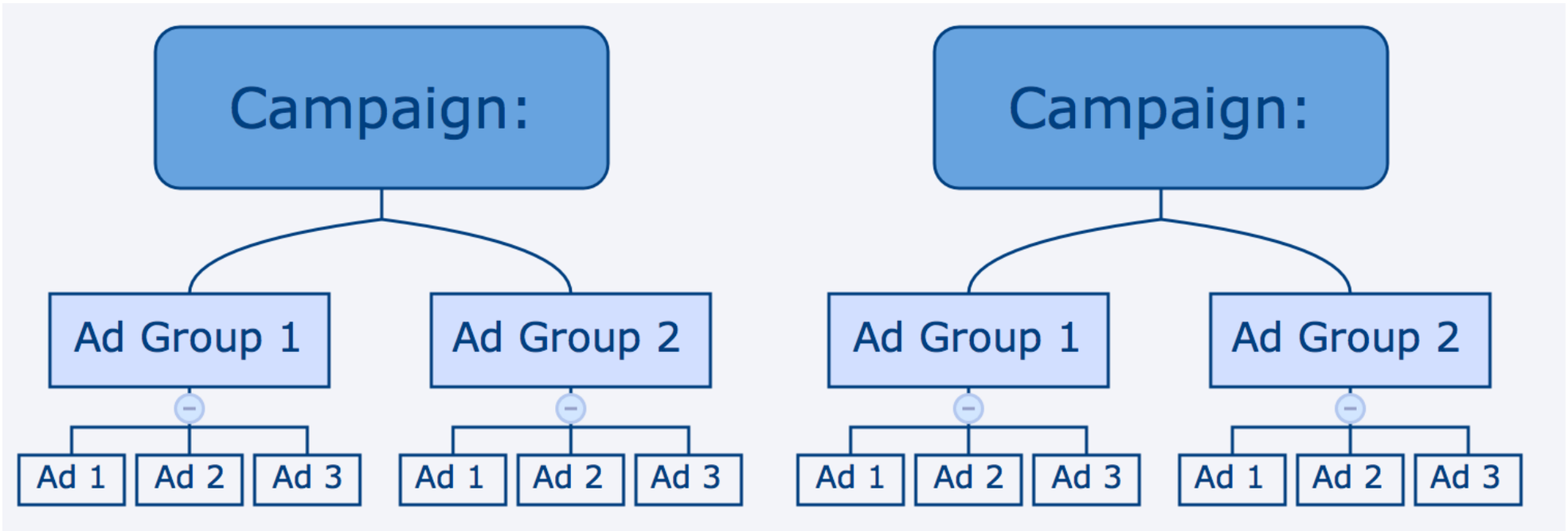
Campaign	Anxiety
Adgroup	General
Ad 1	Struggling With Anxiety?
Ad 2	Online Anxiety Help
Ad 3	Free Anxiety Mp3

Campaign	Anxiety	Anxiety
Adgroup	Hypnotherapy	General
Ad 1	Hypnotherapy For Anxiety	Struggling With Anxiety?
Ad 2	Hypnosis For Anxiety	Online Anxiety Help
Ad 3	Struggling With Anxiety	Free Anxiety Mp3

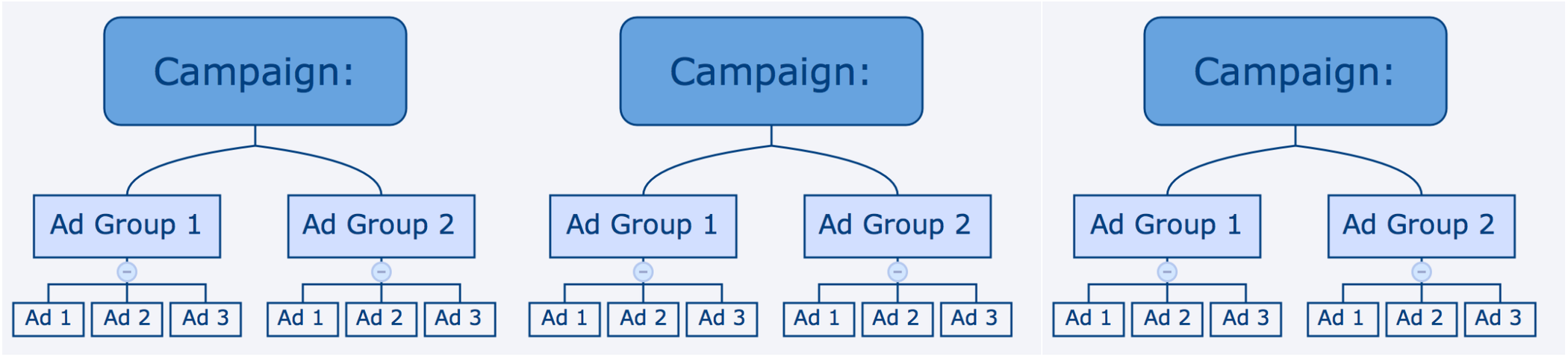
Adword Account Structure



Adword Account Structure



Adword Account Structure



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		Total - all enabled campaigns					0	0	0.00%	£0.00	£0.00	0.0	0.00
		Total - search	£0.00/day				0	0	0.00%	£0.00	£0.00	0.0	0.00

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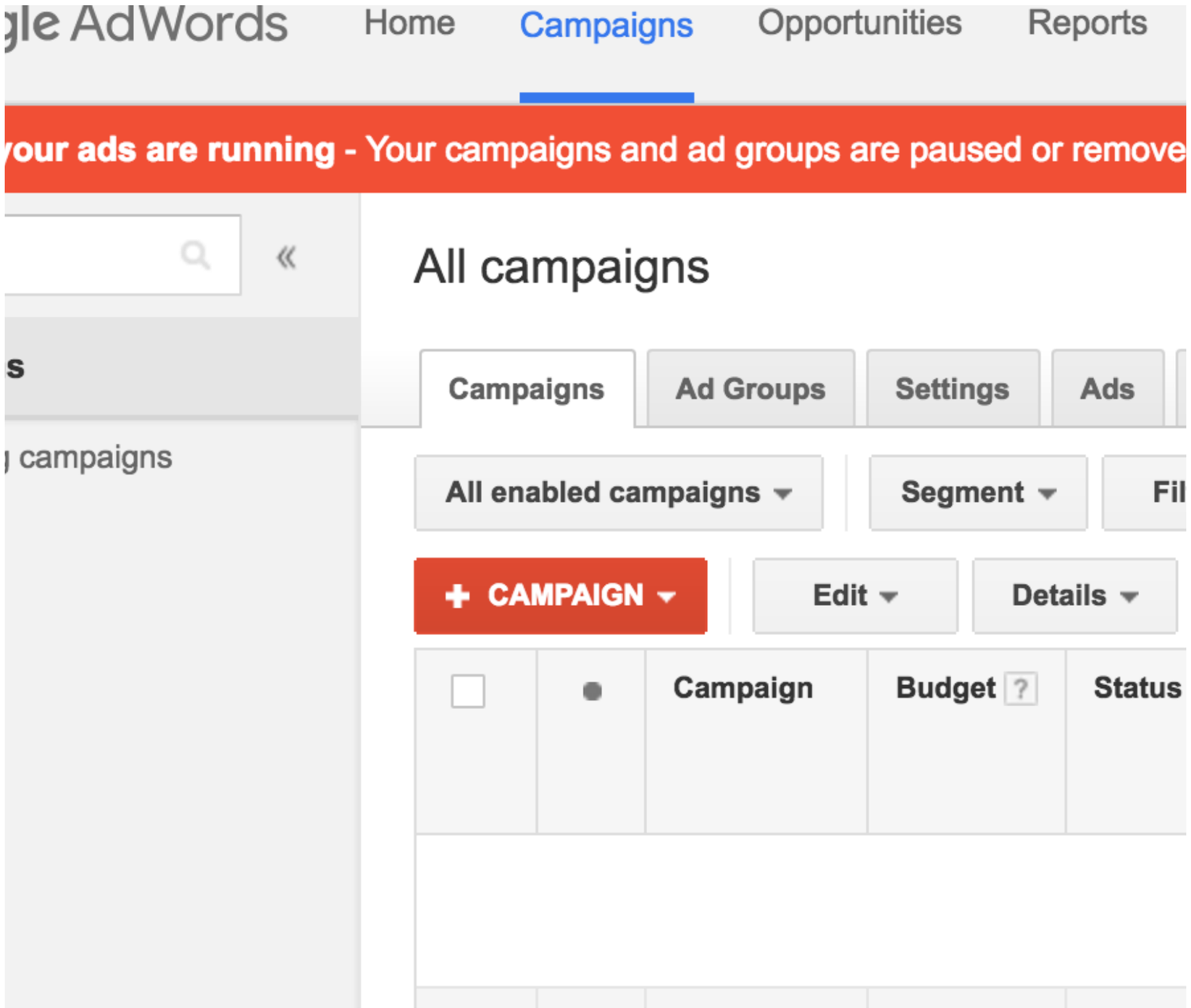
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Home
Campaigns
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Reports
your ads are running - Your campaigns and ad groups are paused or remove
s
campaigns
All campaigns
Campaigns
Ad Groups
Settings
Ads
All enabled campaigns
Segment
Fil
CAMPAIGN
Edit
Details
Campaign
Budget
Status

Keep It Simple To Begin With!

Campaign	Anxiety
Adgroup	Hypnotherapy
Ad	Struggling With Anxiety?

Basic Ad Structure

1.Headline
2.Url/Link
3.Content

[plus some optional advanced features]

Basic Ad Structure

Headline

Headline

Struggling With Anxiety? - thetherapylounge.com
Ad www.thetherapylounge.com/ ▾ 020 7485 5745
We'll **Help** You Return To Your Naturally Calm & Relaxed Best

Online Anxiety Help - 100% Confidential Online Therapy
Ad www.better**help**.com/ ▾
Get **Help** & Get Happy. Try for Free!
Therapy Anytime, Anywhere · Get the Help You Need Now · Convenient & Affordable
Types: Depression Help, Anxiety Help, Relationship Therapy, Stress Therapy, Grief Counseling, Marri…
Counsellors · Reviews · FAQs · Get Started

Basic Ad Structure

Link/Url

Struggling With Anxiety? - thetherapylounge.com

Ad www.thetherapylounge.com/ ▾ 020 7485 5745

We'll **Help** You Return To Your Naturally Calm & Relaxed Best

Link/Url

Online Anxiety Help - 100% Confidential Online Therapy

Ad www.better**help**.com/ ▾

Get **Help** & Get Happy. Try for Free!

Therapy Anytime, Anywhere · Get the Help You Need Now · Convenient & Affordable

Types: Depression Help, Anxiety Help, Relationship Therapy, Stress Therapy, Grief Counseling, Marri…

Counsellors · Reviews · FAQs · Get Started

Basic Ad Structure

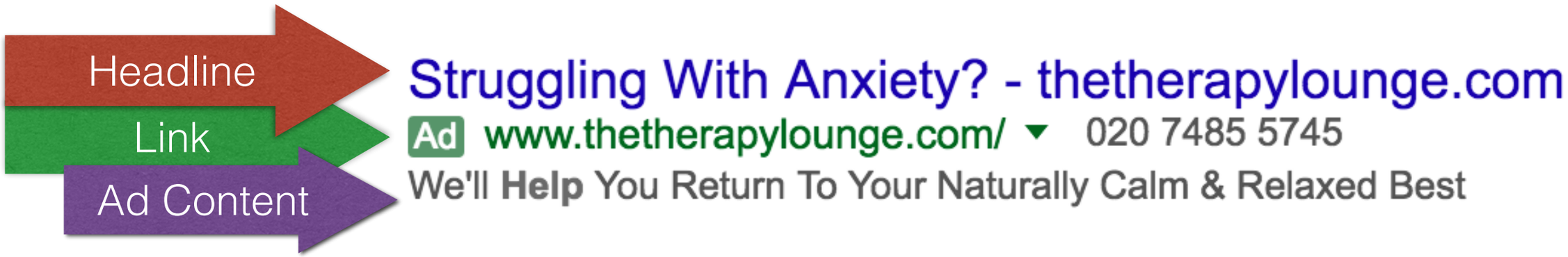
Ad Content

Struggling With Anxiety? - thetherapylounge.com
Ad www.thetherapylounge.com/ ▾ 020 7485 5745
We'll **Help** You Return To Your Naturally Calm & Relaxed Best

Online Anxiety Help - 100% Confidential Online Therapy
Ad www.better**help**.com/ ▾
Get **Help** & Get Happy. Try for Free!
Therapy Anytime, Anywhere · Get the Help You Need Now · Convenient & Affordable
Types: Depression Help, Anxiety Help, Relationship Therapy, Stress Therapy, Grief Counseling, Marri…
Counsellors · Reviews · FAQs · Get Started

Ad Content

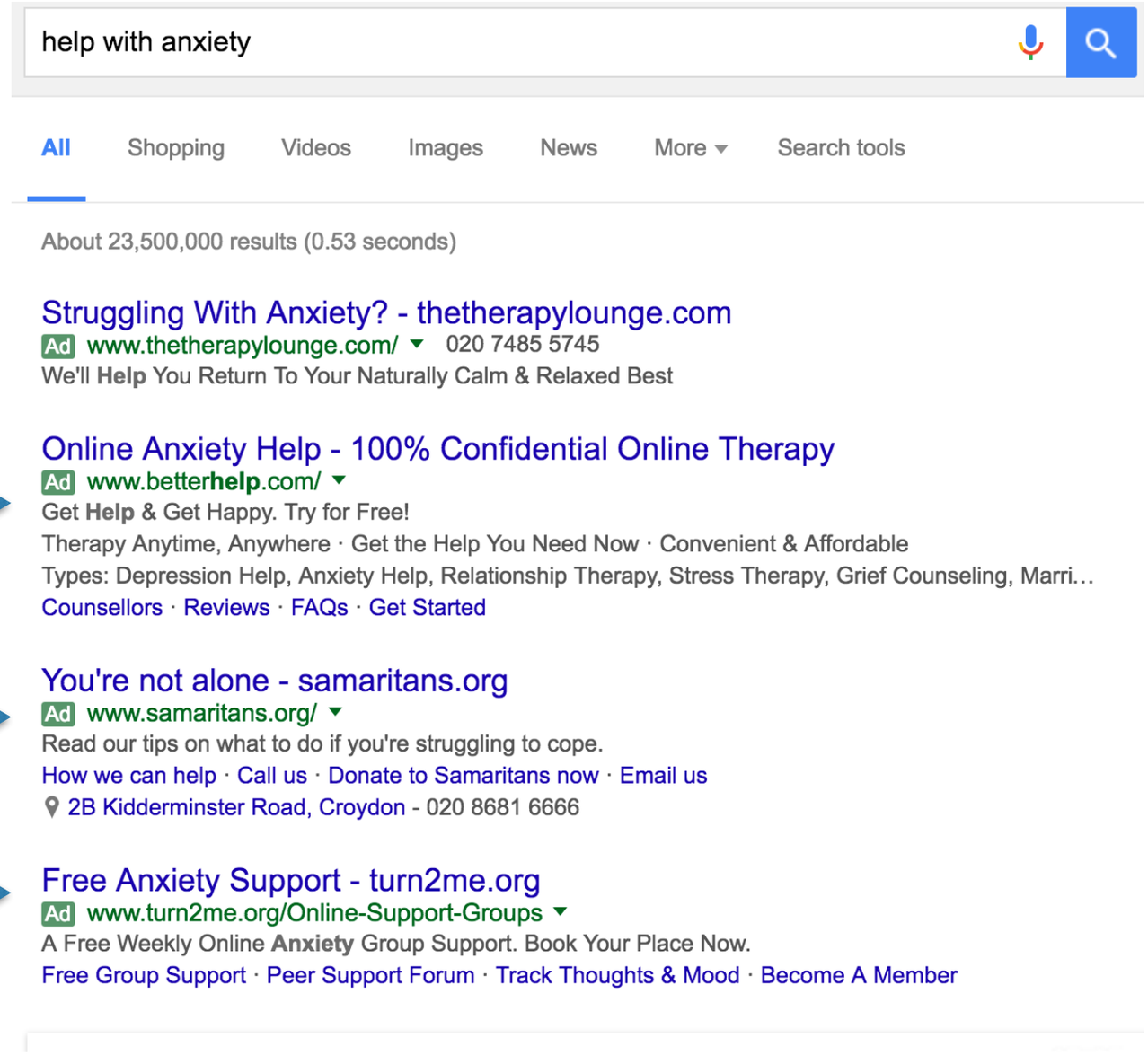
Basic Ad Structure



“Keywords”

These are the words and phrases that make it possible for Google to match a search to your ad

Keywords



Ads Matched

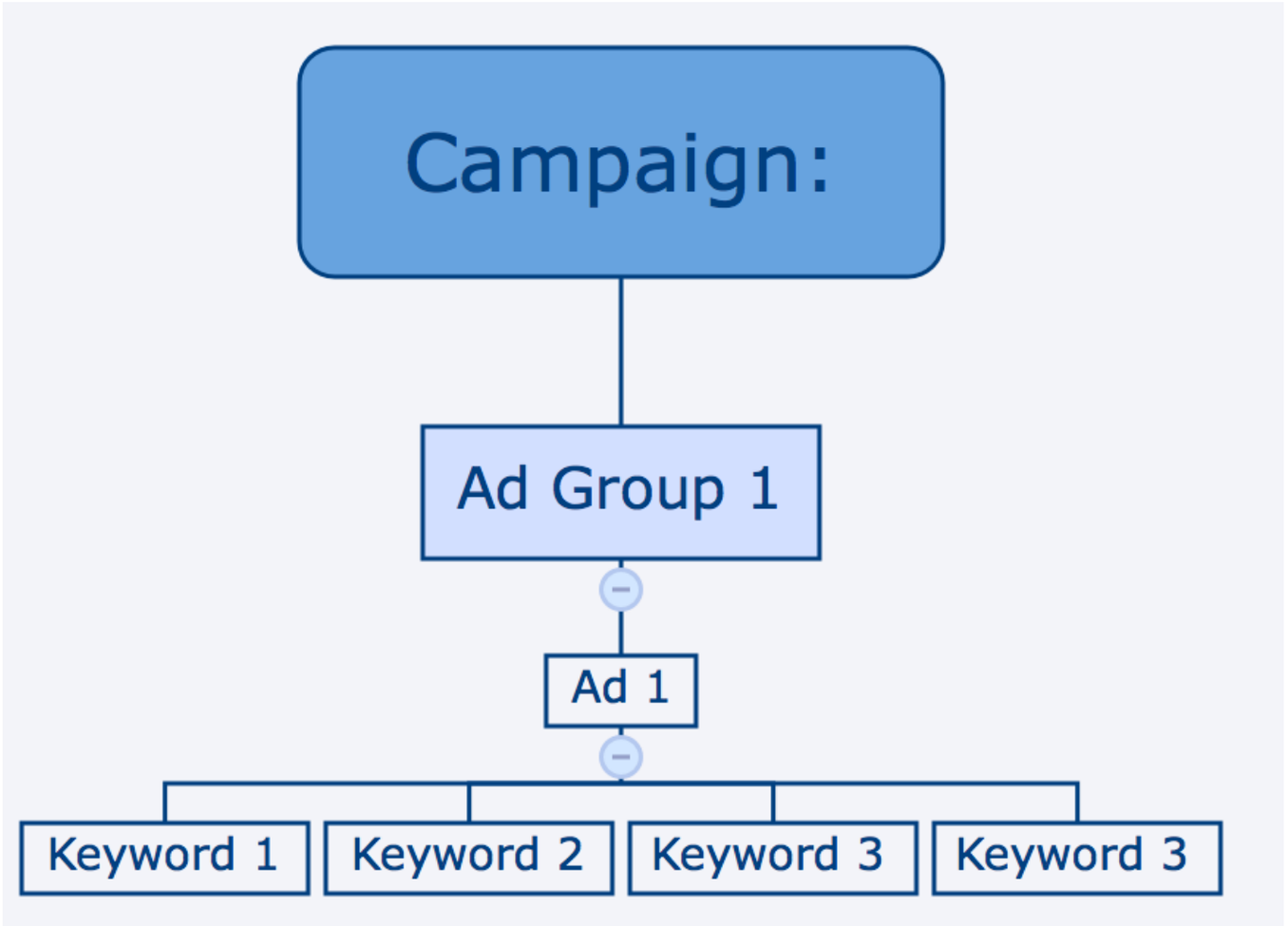
Ads Matched

Ads Matched

Ads Matched

“Keywords”

These are the words and phrases that make it possible for Google to match a search to your ad



gle AdWords Home Campaigns Opportunities Reports Tools

your ads are running - Your campaigns and ad groups are paused or removed. Enable t

s

campaigns

All campaigns

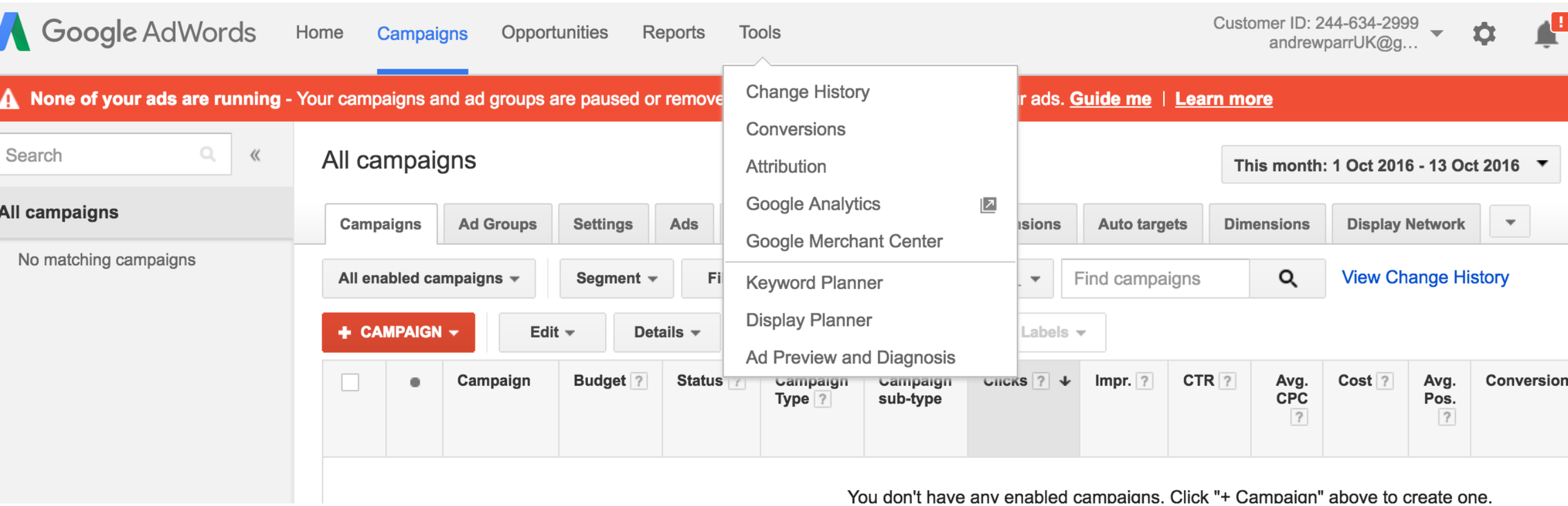
Campaigns | Ad Groups | Settings | Ads | Keywords

All enabled campaigns | Segment | Filter

+ CAMPAIGN | Edit | Details | Bid strate

		Campaign	Budget ?	Status ?	Camp Type

Tools - “Keyword Planner”



Tools - “Keyword Planner”

Google AdWords | Home | Campaigns | Opportunities | Reports | Tools | Custom

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. **Guide me** | **Learn mor**

Keyword Planner

Where would you like to start?

Find new keywords and get search volume data

- Search for new keywords using a phrase, website or category
- Get search volume data and trends
- Multiply keyword lists to get new keywords

Plan your budget and get forecasts

- Get click and cost performance forecasts

Before you begin

How to use Keyword Planner

How to see your organic data

Building a Display campaign? Try Display Planner

Important: You can use this tool to generate ad group and keyword ideas. It doesn't guarantee improved performance. You are responsible for your keyword choices and for complying

Tools - “Keyword Planner”

Keyword Planner

Find keywords | Review plan

Targeting

- London
- All languages
- Google
- **Negative keywords**

Date range

- Show avg. monthly searches for: last 12 months

Customise your search

- **Keyword filters**
- **Keyword options**
  - Show broadly related ideas
  - Hide keywords in my account
  - Hide keywords in my plan
- **Keywords to include**

Your product or service	Your landing page	Your product category
help with anxiety	http://www.professional-hypnothera	Anxiety & Stress

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. Dismiss

Average monthly searches for all ideas

100K – 1M

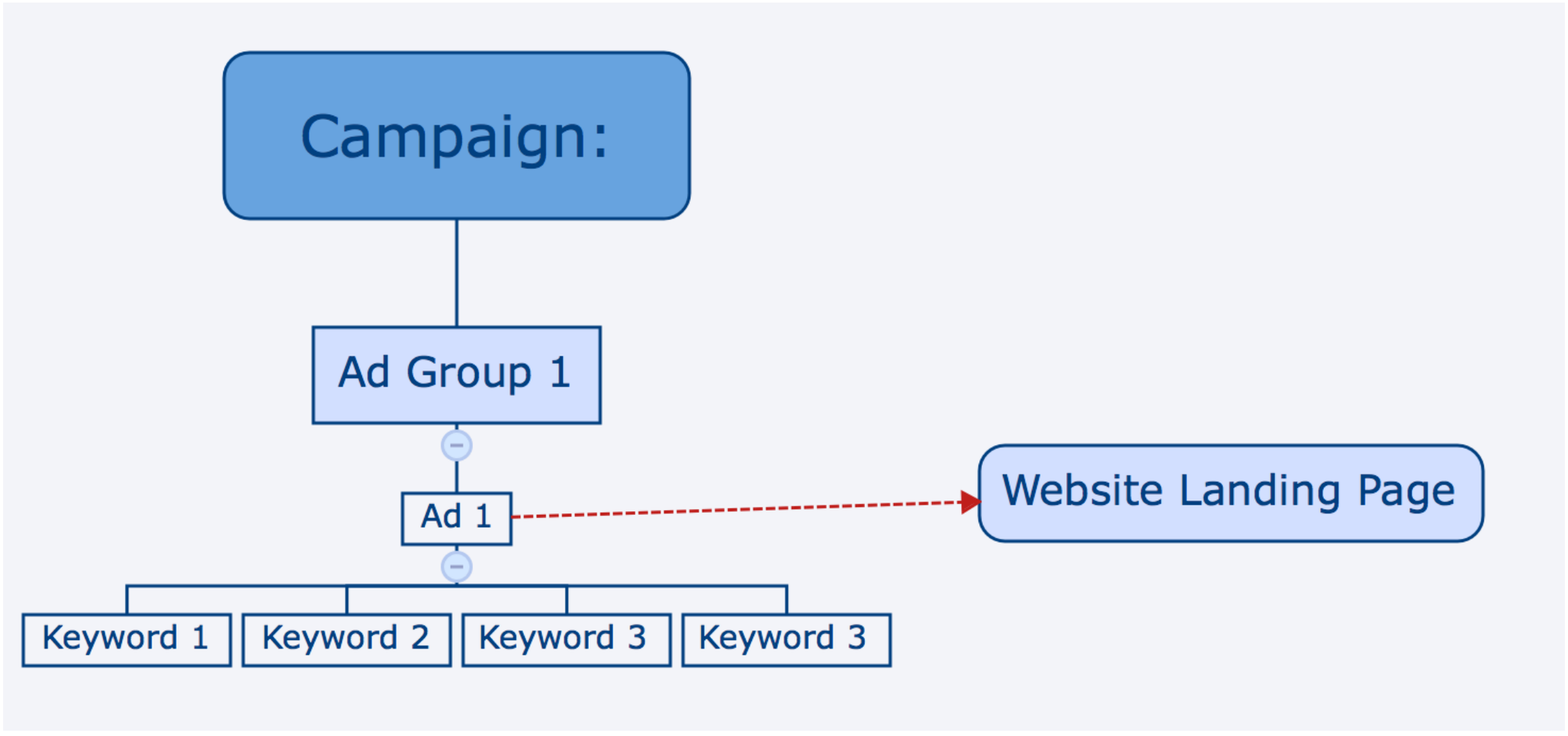
Ad group ideas | **Keyword ideas** | Columns

Search Terms	Avg. monthly searches	Competition	Suggested bid
help with anxiety	100 – 1K	High	£1.90

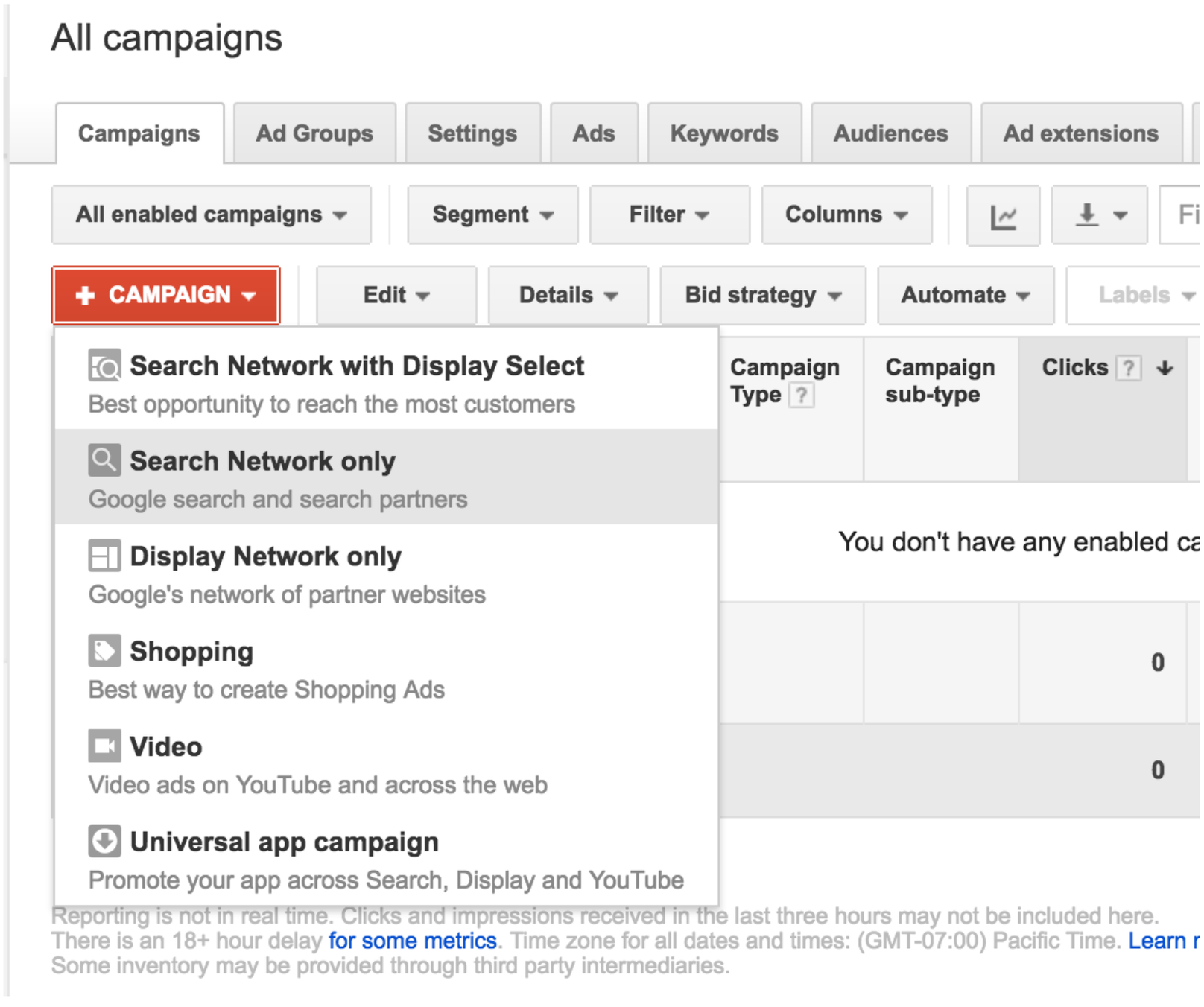
Show rows 30 1 - 1 of 1 ke

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
anxiety	10K – 100K	Low	£1.64
anxiety attack	1K – 10K	Low	£1.76
panic attack	1K – 10K	Low	£1.45

Basic Ad Structure



Creating Basic Ad
Step 1: + Campaign, Search Network Only



Creating Basic Ad
Step 2: Name the campaign, Choose Standard.

1 Select campaign settings — 2 Create ad groups — 3 Create ads — 4 Review ad groups

Type: **Search Network only - Standard**

Campaign name: Anxiety

Type: Search Network only

- (•) **Standard** - Keyword-targeted text ads showing on Google search results
- ( ) **All features** - All the features and options available for the Search Network

- ( ) **Mobile app installs** - Ads encouraging people to download your app
- ( ) **Mobile app engagement** - Ads that encourage actions within your app
- ( ) **Dynamic Search Ads** - Ads targeted based on your website content
- ( ) **Call-only** - Ads that encourage people to call your business

Learn more about campaign types

Creating Basic Ad
Step 3: Choose Location To Target.

1 Select campaign settings — 2 Create ad groups — 3 Create ads — 4 Review ad groups

Locations [?] Which locations do you want to target (or exclude) in your campaign?

- ○ All countries and territories
- ○ United Kingdom
- ◉ Let me choose...

London

Advanced search

Matches	Reach [?]	
London, England, United Kingdom - city	18,700,000	Add | Exclude | Nearby
Londonderry, Northern Ireland, United Kingdom - city	181,000	Add | Exclude | Nearby
Locations that enclose:London, England, United Kingdom		
Greater London, England, United Kingdom - county	19,600,000	Add | Exclude | Nearby
London, England, United Kingdom - TV region	21,500,000	Add | Exclude | Nearby
England, United Kingdom - province	33,700,000	Add | Exclude | Nearby
United Kingdom - country	38,800,000	Add | Exclude | Nearby
Related locations		
SE1, England, United Kingdom - postcode	1,970,000	Add | Exclude | Nearby
SW15, England, United Kingdom - postcode	366,000	Add | Exclude | Nearby
E5, England, United Kingdom - postcode	121,000	Add | Exclude | Nearby
NW3, England, United Kingdom - postcode	352,000	Add | Exclude | Nearby

Languages [?]

Bid strategy [?]

r bids

Default bid [?]

Creating Basic Ad
Step 4 :Set The Budget. e.g. £6 per day

Bid strategy ? Choose how you'd like to set bids for your ads.

Manual: Manual CPC

You set your own maximum cost per click (CPC) for your ads.

☑ Enable Enhanced CPC ?

AdWords automatically adjusts your bids to maximise conversions.

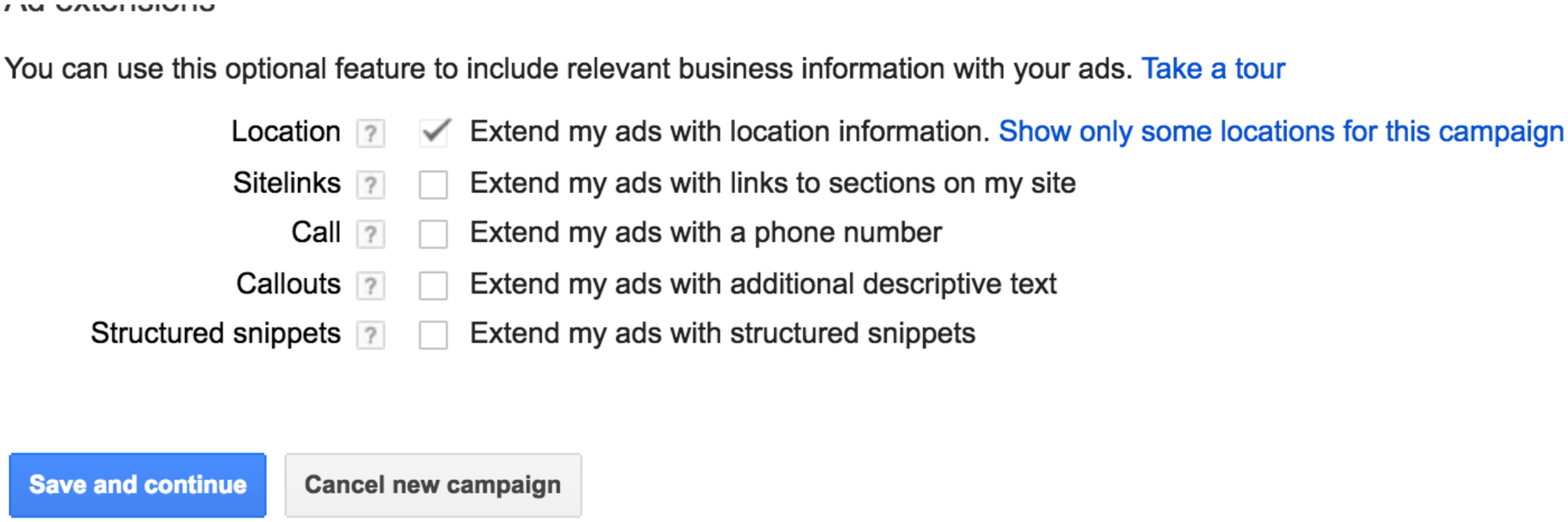
Default bid ? £ 2

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget ? £ 6 per day

Actual daily spend may vary. ?

Creating Basic Ad
Step 5: Save And Continue



Creating Basic Ad
Step 6: Create Ad Group

Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.
Learn more about how to structure your account.

Enter your landing page ? My landing page isn't ready

http://www.professional-hypnotherapy-london.co.uk/hypnosis_hypnotherapy_treatme

Name

Anxiety

Bid ?

£ 2.00

Keywords

Your ad can show on search results for terms related to your keywords.

Get ad group ideas

http://www.professional-hypnotherapy-london.co.uk/hypnosis_hypnc

Enter your product or service

« **hypnotherapy harley street**

hypnotherapy harley street
harley street hypnotherapy
+ 7 keywords

Creating Basic Ad
Step 7: Create Ad

Select campaign settings — Create ad groups — 3 Create ads — 4 Review ad groups

For each ad group, we recommend that you create at least two ads that closely relate to the theme of your keywords.
Tips for creating successful ads

Anxiety

No keywords

Create ad

Write your text ad below. Remember to be clear and specific. Learn how to write a great text ad

Final URL: http://www.professional-hypnotherapy-london.co.uk/hy

Headline 1: Struggling With Anxiety?

Headline 2: Hypnotherapy Will Help You!

Path: professional-hypnotherapy-london.co.uk / /

Description: Discover how you can feel calm, relaxed and in control again, starting today!

Preview Desktop | Mobile

Struggling With Anxiety? - Hypnotherapy Will Help You!
Ad professional-hypnotherapy-london.co.uk
Discover how you can feel calm, relaxed and in control again, starting today!

Sample ads View more

New College Programmes For You - Plan For Your Future
Ad www.example.com/Online_Courses
Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

Create ad | Cancel

Creating Basic Ad
Step 9:Summary

Enabled Type: **Search Network only - Standard** Edit Budget: **£6.00/day** Edit Targeting: **Greater London, England, United Kingdom** Edit

Ad Groups | Settings | Ads | Keywords | Ad extensions | Dimensions

All enabled ad groups | Segment | Filter | Columns | Find ad groups | View Change History

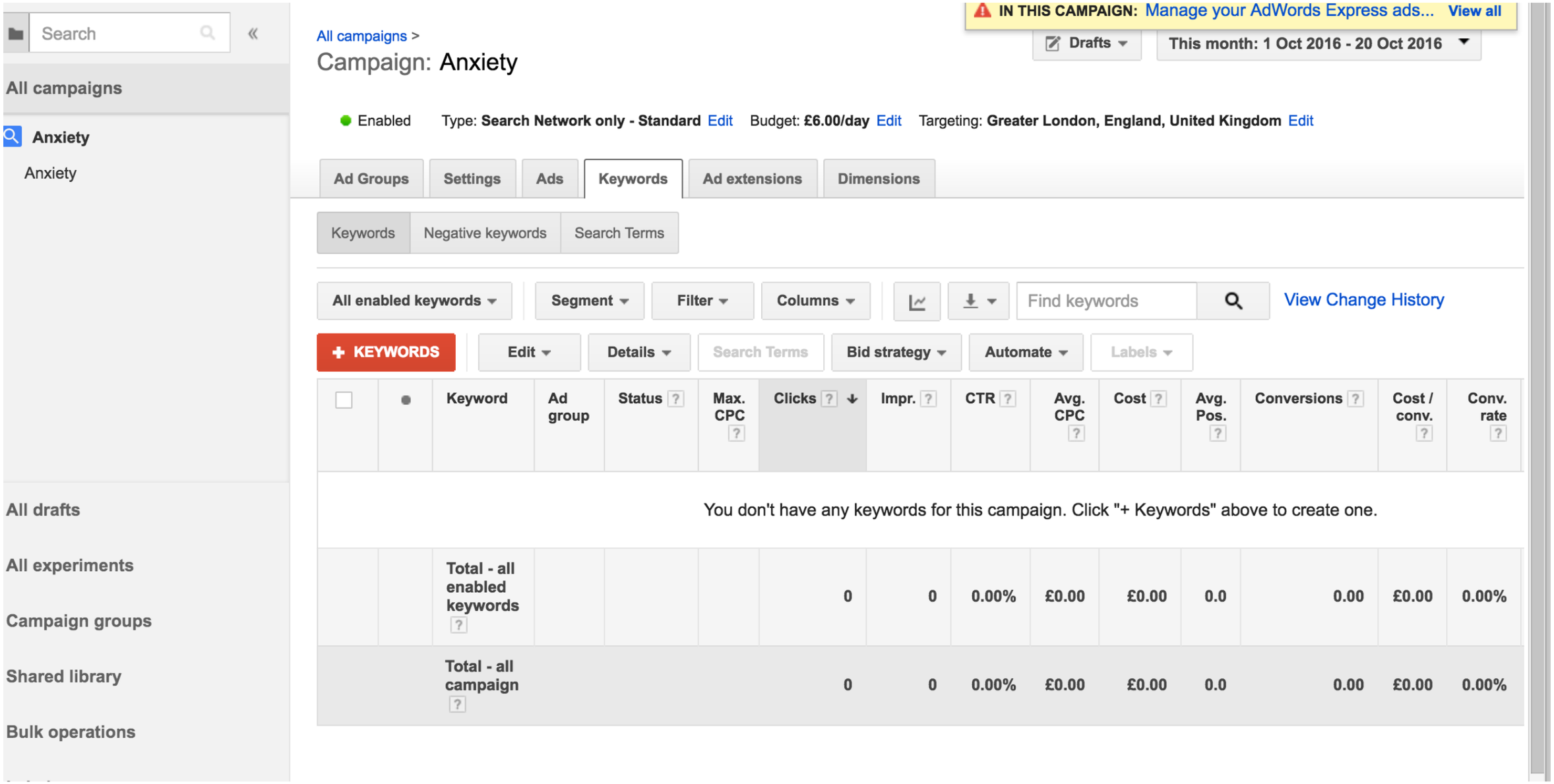
+ AD GROUP | Edit | Details | Bid strategy | Automate | Labels

		Ad group	Status	Default Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	cc
☐	●	Anxiety	Eligible	£2.00 (enhanced)	0	0	0.00%	£0.00	£0.00	0.0	0.00	£0.00	0.00%	0
		Total - all enabled ad groups			**0**	**0**	**0.00%**	**£0.00**	**£0.00**	**0.0**	**0.00**	**£0.00**	**0.00%**	**0**
		Total - search			**0**	**0**	**0.00%**	**£0.00**	**£0.00**	**0.0**	**0.00**	**£0.00**	**0.00%**	**0**

Show rows 10

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here.

Creating Basic Ad
Step 10: add Keywords



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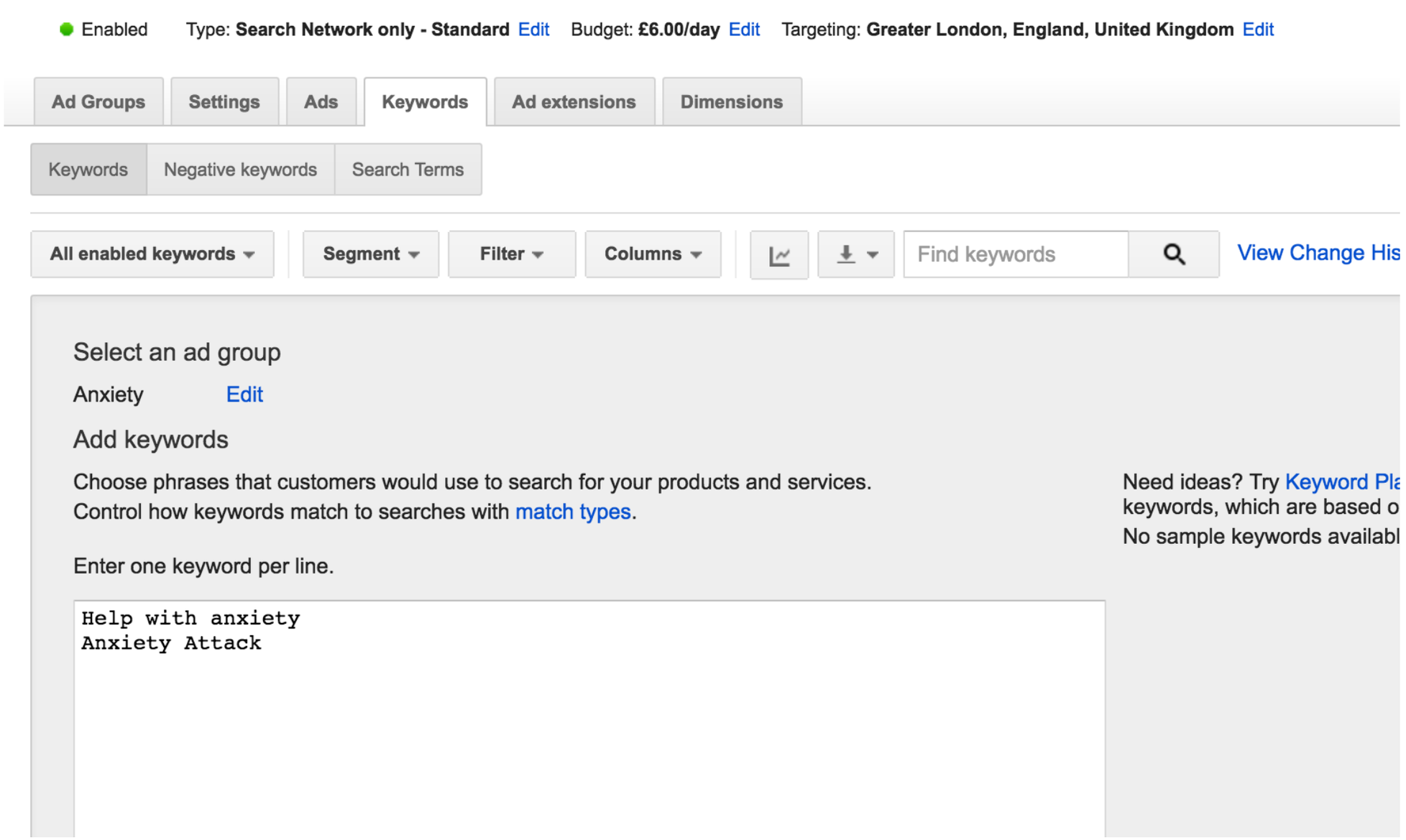
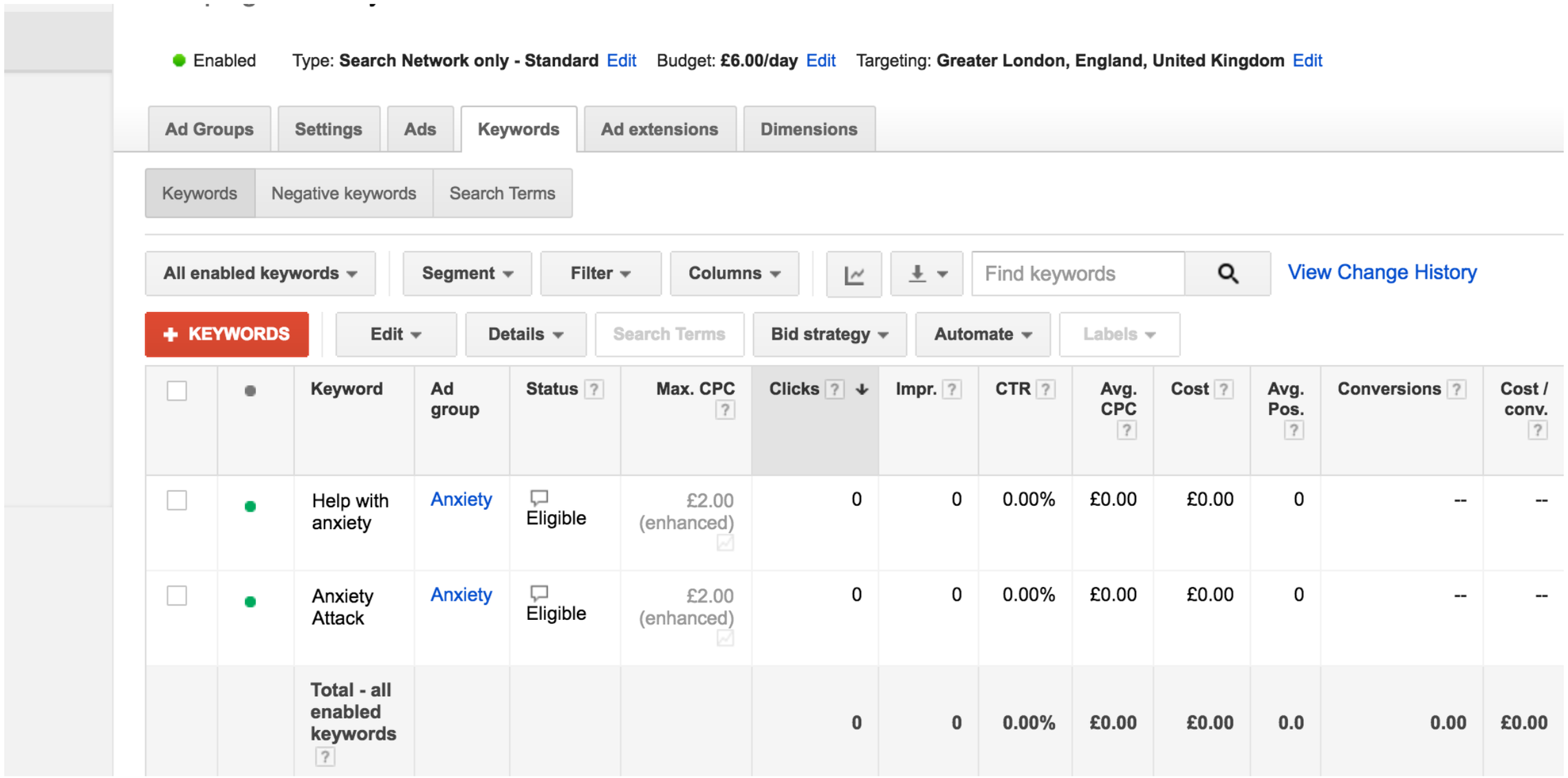


Creating Basic Ad
Step 11:Check Summary and add more if you wish



		Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.
☐	●	Help with anxiety	Anxiety	Eligible	£2.00 (enhanced)	0	0	0.00%	£0.00	£0.00	0	--	--
☐	●	Anxiety Attack	Anxiety	Eligible	£2.00 (enhanced)	0	0	0.00%	£0.00	£0.00	0	--	--
		Total - all enabled keywords				**0**	**0**	**0.00%**	**£0.00**	**£0.00**	**0.0**	**0.00**	**£0.00**