

# Gliffen Google Ads Workshop

## What is Google Adwords?

- Google Adwords is a PPC advertising platform that shows ads on search results, youtube, partner websites and mobile apps
- PPC means pay per click, which means that you do not pay unless your ad is clicked on.
  - With the only exception being for video ads which are charged by views or if you choose to bid display ads based on views for maximum exposure

## Why use Google Adwords?

- The main reasons that Adwords is better than many other forms of advertising is you can see a very accurate picture of your ROI, especially if your business revolves around online orders or booking that have a distinct dollar amount. But also if your business relies on calls or contact forms you can track that as well and attribute a value to these actions.
- You Know how much your spending and can see the actions taken from your ads
- Reach the top of a search result that you typically would not reach otherwise
- Transparent, if your ads are not performing it is fairly easy to tell
- TARGETING - Exclude and include your ideal demographics, locations, keywords, youtube channels, interests, when ads are shown, and more (parents, income, gender, etc.)

## Breakdown:

### Search:

- Sponsored search results that appear at the top of the page before organic results
- Can be customized to say whatever you would like, but relevancy plays a role in how your ad is ranked
- Your ad and keyword relevancy, combined with bid and landing page relevancy determine what position your ad will show
- Cost per click for search ads all depends on the market for your business
  - Niche markets tend to pay less per click where something common such as a plumber or lawyer will tend to pay more.
- There are extensions that if applied can appear under your ad depending on the relevancy of the search. These can be:
  - Sitelink extensions
  - Call extensions
  - Location extensions
  - Callout extensions

- And more but these are the basics

#### Display:

- Graphic image or animated ads that display on websites and mobile apps
- These ads come in a variety of different shapes and sizes but there are a few more common sizes that should typically be focused on
- It is best to use very specific targeting when it comes to display
  - You can choose select website and app placements (as long as they support google ads)
  - You can narrow your audience based on interest groups and audiences that google has pre determined based on things such as healthcare, outdoors activities, sports, various business sectors and more
  - You may also narrow by all of the demographic targeting mentioned previously

#### Video:

- Video ads can be shown either only on youtube or on both youtube and google partner sites and apps with video
- Ads can only show on videos that have been set to display ads (some videos opt out of showing ads)
- Targeting for video works the same as display with the exception of some Youtube capabilities:
  - You are able add or exclude specific video and channel placements
- Video ads through the adwords 'auction' can either be:
  - Skippable ads which can be as long as you'd like but the viewer can choose to skip after 5 seconds
  - Bumper ads that are a maximum of 6 seconds - short but sweet
  - There are also un-skippable ads but these are not available via adwords

#### Remarketing:

- Designating an audience based upon various triggers. You can create an audience based on:
  - Anyone who has ever visited your site
  - duration of site visit (ex. 1min+ users)
  - Navigating to a specific page
  - Adding a product to cart/abandoned carts
  - Viewing your youtube video (or video ad)
  - And more
- Remarketing can be used for all of the different types of ads including search