



**Fáilte Ireland**

National Tourism Development Authority

## **GUIDE TO GOOGLE ADWORDS**

How to use Google Adwords to drive relevant traffic to your website

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# Introduction

This guide is an overview of Google Adwords which is a paid advertisement option for driving relevant traffic to your website.

## Skill Level

**Inter** The majority of the topics in this guide are only suitable for people who have some knowledge of PCs and website technologies. Towards the end of the guide there are also a few more advanced topics that are more suitable for advanced users.

## Terminology

You will come across the following terminology in this guide which you need to be familiar with:

Term	Explanation
CPC/PPC	This is cost per click (sometimes also referenced as pay per click). When an advertiser places an advertisement they pay a fee every time the advertisement is clicked.
CPM	This stands for cost per impression. The advertiser pays for every 1,000 times the advertisement is displayed. It does not have to be clicked.
Bounce Rate	When somebody comes to a web page on your site and leaves without going to any other page this is considered a bounce. A bounce rate indicates the percentage of people that do this. You track this because you want to figure out if your website wasn't interesting enough for people to have a good look around.
Google Display network	When you are placing advertisements you can decide if you want to display the advertisements within websites that have partnered up with Google. For example, if you are advertising a Hotel and you enable advertisements on the content network then hotel related sites may also display your advertisement.
Google Search Network	When you advertise with Google Adwords and these advertisements appear when someone does a search this is known as the Google display network (formerly known as the Google content network).
Google Instant Search	Instant search is where results start to display as you type. You no longer click on the go button to display the search results.
Sponsored Advertisements	When you see advertisements displayed directly above the search these are referenced as 'sponsored advertisements'. It's really only identified so that users know they are different than a traditional search.

## Video Tutorials



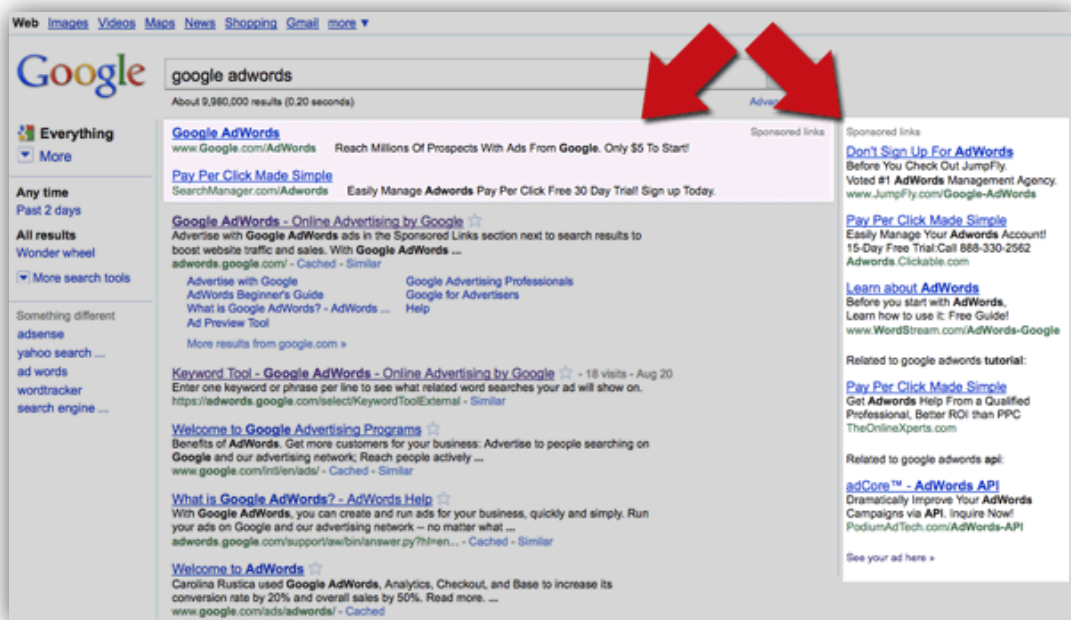
Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

**Note:** *When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.*

# What is Google Adwords?

Google Adwords is Google's paid online advertising model that uses a bidding system for your advertisement to appear to the top or to the right of search results.

When you advertise you tell Google what keywords or phrases you are interested in. When somebody searches on these keywords Google displays relevant advertisements. If your advertisement is displayed you only pay if somebody clicks on this advertisement to bring them to your website.



## Your Questions Answered

### How does Google make money from Google Adwords?

When you set up an advertisement you agree to pay money when somebody clicks on your advertisement up to your budget (if you have set one). Google then makes money every time that someone clicks on these advertisements.

### How much do I pay for displaying these advertisements?

This really varies depending on how competitive the keywords are. You can set it up such that Google will automatically set the amount or you can pick an amount to start with and then adjust. For example, if you pick €1 per click then you should monitor your ads to see if you have bid enough to appear on the first page of results.

### **What happens if nobody clicks on your advertisement?**

You don't pay any money. However, if nobody is clicking on your advertisement you have probably selected the wrong keywords because when people are searching based on the keywords you selected, your advertisement should be relevant.

### **Should I use Google Adwords or get my site optimised so it starts appearing in searches for the results?**

We would recommend that you use Google Adwords first to see which keywords are effective. No point in optimising your site for keywords when no-one clicks on the advertisement. So make sure you have relevant keywords first and then optimise your site based on this.

### **Can I only set up text advertisements or can I set up banner ads/video ads etc?**

On the display network (when you do a search) you can only use text advertisements but on the content network you can use banner and/or video advertisements.

### **Will the same advertisement work well on the display and content network?**

This is unlikely. If you advertise based on somebody searching for 'Book Hotel Dublin' on the display network then you know if your ad is displayed they are likely to be interested in booking a hotel. On the content network you don't know the reason they are browsing the website your ad is on and therefore a lot of people may not be interested in booking so you would need to consider having alternative advertisements that will entice them to your page.

### **How difficult is it to setup?**

The basics of Adwords are straight forward but optimising your advertisements to ensure you are getting value for money and getting relevant traffic to your site is a little more complex.

### **Are there alternatives to Google Adwords?**

On search results on Google the only advertising allowed is Google Adwords. You can do different forms of advertising online, for example, banner and Facebook advertisements.

### **What is Google Quality Score?**

Google calculates a quality score from 1 to 10 for each of the keywords you have set up. It then uses this quality score in combination with your bid to work out what position your advertisement should appear. Quality Score is very important because when you are competing against other companies and you have a higher quality score then your advertisement can appear above theirs even with a lower bid. For more information, see "Quality Score" on page 28.

### **So what next?**

Google Adwords can be very beneficial to your business. Install it and test it out with a small budget and then view the reports to see what traffic you are getting then decide if it's worth it.

# Defining Your Advertising Campaign

You can set up an advertisement on Google very easily but to be really successful and get lots of business you need to put a significant effort into planning and execution. In this document we provide a basic example of how to set up a very simple campaign, a more advanced example and then we also provide a very advanced section. You can start off with the basics and build on this, however, if you were running a large campaign you would go through the following:

## Define your Objectives

Before you start advertising you need to really consider what you want to get out of the advertising. Do you want to increase awareness of your products or services or just drive sales? If you want to drive sales, what sales are going to be suitable for online and how are you going to drive an advertisement to your website to a sale.

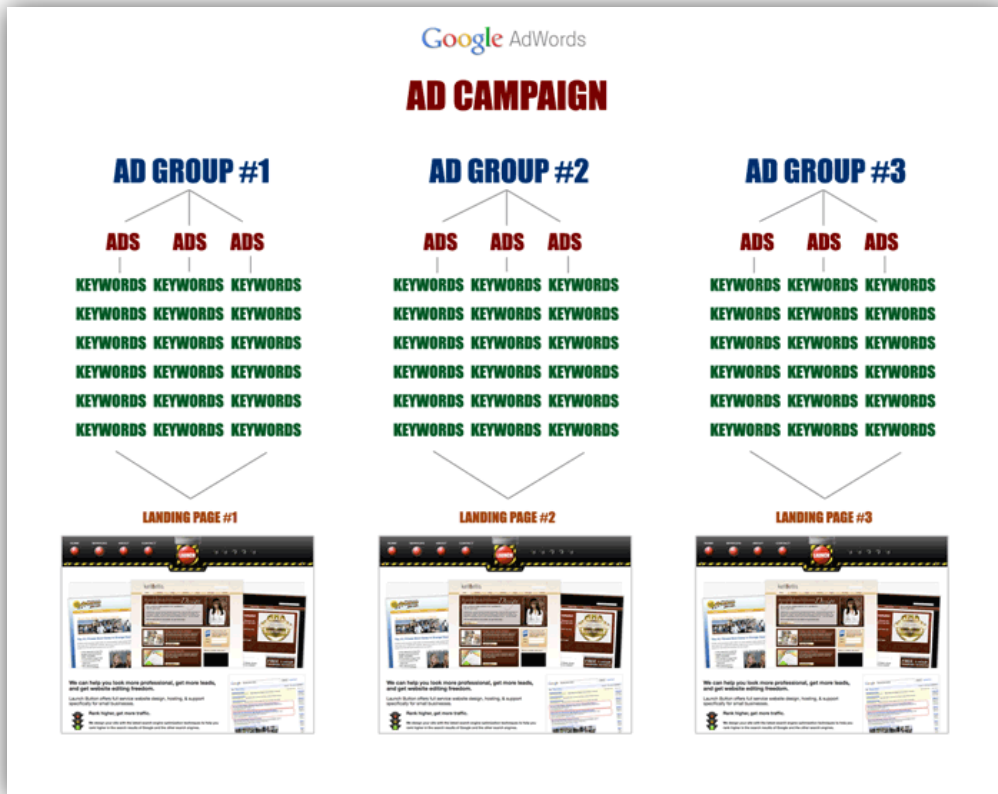
## Set Up your Campaign

It is very likely that you will have to create multiple advertisements that either advertise different products/services or advertises one product/service in a different way. When you advertise online you do need to try out various advertisements to see which works best. Within Google the structure you use for your advertisements is as follows:

- Campaign — a Google Adwords campaign is a name that you assign to all your advertisements for a part of your business or for a particular promotion you are running. For example, you might have a campaign for selling services in your hotel.
- Adgroups — within a campaign you break your advertisements into adgroups. Using the hotel example, you might have an adgroup which has advertisements for promoting accommodation and another adgroup for promoting your restaurant.
- Advertisements – within your adgroups you have advertisements. Using the Hotel example, if you had an adgroup for hotel accommodation you might have one set of advertisements for last minutes deals, one for business deals and one for general accommodation. You need to write your 'Ad copy' (which is the text you will use ) to encourage relevant users to click on it, so it's very important.
- Keywords — you need to decide when you want your advertisements displayed. This is based on keywords that you specify and if these keywords are used when searching then your advertisement may appear depending on what you have bid, your budget, competition, and so on.
- Budget – now you can set up your budget, how much you are going to spend each day on advertisements and how you are going to split up this money through the adgroups. In Google when you want to display advertisements you are bidding for keywords against



other competitors so the more competitive the keywords the more expensive this will be per click.



## Run your campaign

Once you kick off your campaign you need to monitor it regularly to see what ads are performing and not performing. You will look to see how often the advertisement was displayed, how often it was clicked and then what happened when they got to the web page where you want to convert people to customers.

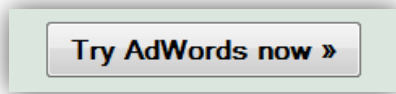
The page you go to is referenced as a 'landing page' as this is where the user ends up after clicking the advertisement. There are many things to consider for a landing page and it's crucial you get this right. For more information, see "Create an Effective Landing Page" on page 29.

# Setting up Google Adwords

Setting up Google Adwords involves you doing the following:

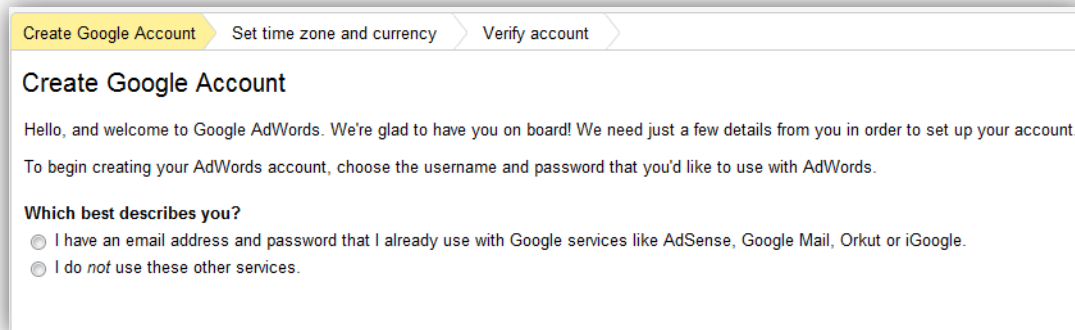
## Step 1 – Setup a Google Account

Go to <http://adwords.google.com> and click on the button 'Try Adwords now'.



After this screen you will be asked if you have a Google account already. If you have you can enter details and link your Adwords account with this account. If you don't then select then option 'I do not use these other services'.

You will be asked if you already have an e-mail and password for other Google applications, if you do, enter this and then after this you will be able to access Google Adwords. If not then select the option 'I do not use these other services'



So assuming you don't have a Google account enter in your e-mail address and decide on a password for accessing your account.

**Create a new Google Account for use with AdWords.**  
 Make sure your email address is correct. You must receive email there in order to verify this account.


Email:   
 e.g. myname@example.com. This will be used to sign-in to your account.


Password:   
 Minimum of 8 characters in length. [?]

Re-enter password:

---

Type the characters you see in the picture below.





Letters are not case-sensitive

By submitting this form, you agree to the [Terms of Service](#) & [Privacy Policy](#)

After you click 'Create Account' the following screen is displayed where you have to enter in your time zone and currency. This should be your local time zone and currency that you want any of your advertisement costs displayed in.

✓ Create Google Account    **Set time zone and currency**    Verify account

### Set your time zone and currency preferences

We need two more details to set up your AdWords account: the currency that you'll use to pay Google for your advertisements like your reports to be in.  
 You won't be able to change these details later, so please be careful when making your selections.

**Select a permanent time zone for your account.**  
 This will be the time zone for all your account reporting and billing.

Time zone country or territory:

Time zone:

**Select a permanent currency for your account.**  
 Review the available [payment options](#) for local currencies before you decide. Not all currencies are available in all areas.

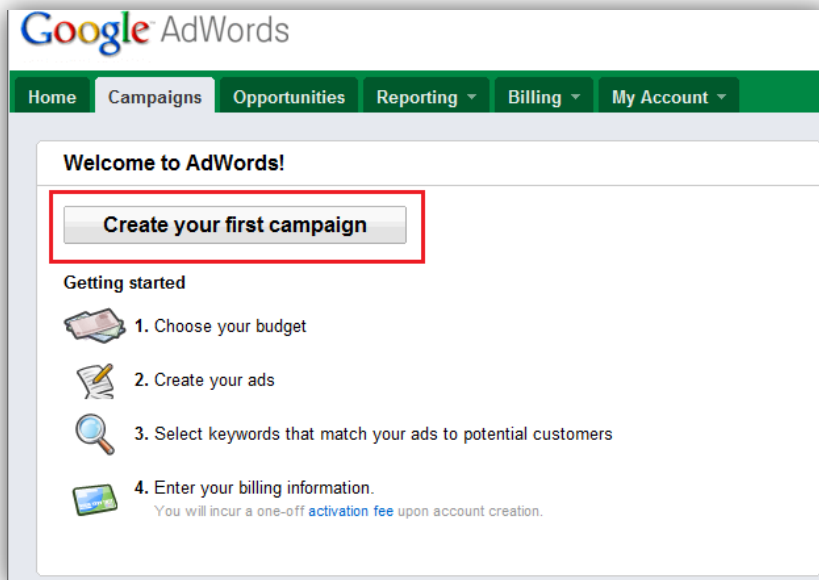
**Your time zone and currency settings can't be changed after you set up your account.**  
 Please review your choices carefully and then click 'Continue'.

You can then sign in to your account and start creating your first campaign.

## Creating Your First Campaign

After you sign into your account the following screen is displayed (unless you have set up campaigns previously).

On this screen select the option to 'Create your first campaign'. You may only have one campaign that you use for all your online advertising or you may create different campaigns for different businesses you run or different types of advertising (e.g. one campaign for search and one campaign for the content network).



### **VIDEO: Setting Up an Ad in Google Adwords**

*This video takes you through the process of creating and configuring a campaign in Google Adwords and then creating the associated advertisement that will be displayed for certain keywords in Google searches.*

*When you are ready, click the PLAY icon to start the video.*

You will now be displayed a screen that allows you to set up your campaign settings.

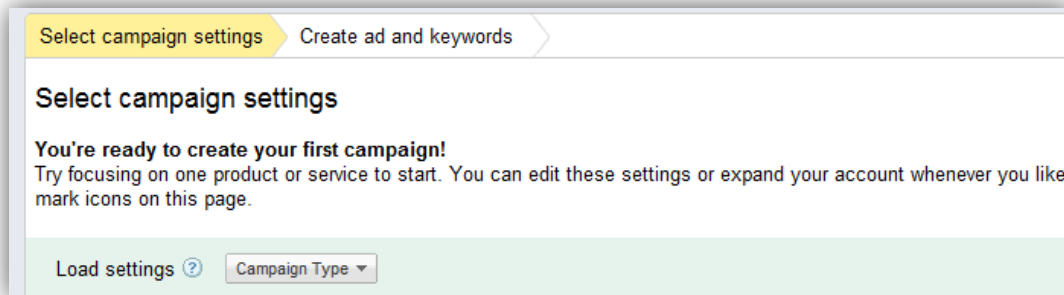
The first page allows you to decide if you want to load settings. This will allow you to select a range of settings depending on the type of advertisements you are setting up. For example, on Google there is a display network and a search network.

- Display Network — when you decide to only put your advertisements on the display network then they will only appear when people do a search on Google.
- Search Network — if you select the content network then your advertisements will start appearing on websites that are related to your advertisements.

Generally it is better to start off with the display network. The content network can be useful, in particular, if you are advertising a product that nobody knows about and are not searching. Then your advertisements in the content network may be more effective. However, for now skip over this setting.

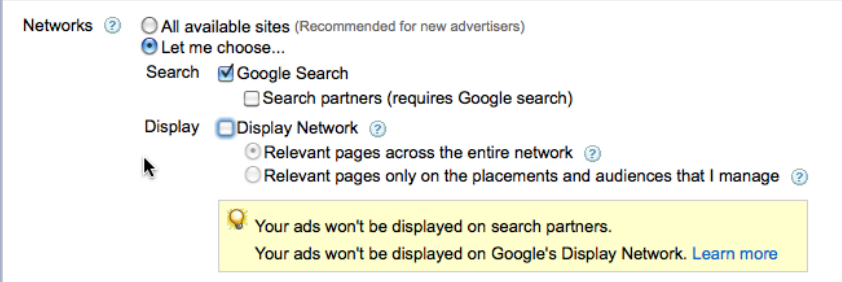
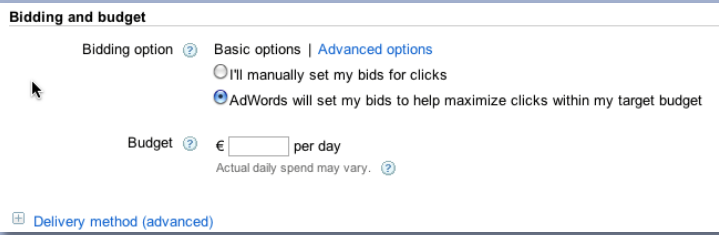
### Select Campaign Settings








The following explains the different campaign settings:



The following explains each of the settings that are displayed:

Setting	Description
Campaign Name	Enter a name that will help you to identify what these advertisements relate to.
Locations & Languages	<p>In this you specify where you want your advertisements to appear and what you enter what languages your customers speak. If you want to attract American tourists then you may only want to target the US and English speaking customers.</p> <div data-bbox="359 1563 1083 1805" style="border: 1px solid #ccc; padding: 5px;"> <p><b>Locations and languages</b></p> <p>Locations <span>?</span> In what geographical locations do you want your ads to be displayed?</p> <p><input type="radio"/> Bundle: All countries and territories</p> <p><input checked="" type="radio"/> Country: Ireland</p> <p><input type="radio"/> County: Dublin, IE</p> <p><a href="#">Select one or more other locations</a></p> <p>Languages <span>?</span> What languages do your customers speak?</p> <p>English <a href="#">Edit</a></p> </div>
Networks and Devices	This allows you to specify the networks and devices you want your advertisements to appear on. Google recommends that you put your advertisements on all available sites but as Google makes more money when your advertisements are displayed on all networks this is not necessarily the best advice. We would advise that you initially start with the search network. Select Let me choose.

Setting	Description
	 <p>The screenshot shows the 'Networks' section in Google Adwords. Under 'Let me choose...', the 'Search' section has 'Google Search' checked, while 'Search partners (requires Google search)' is unchecked. Under the 'Display' section, 'Display Network' is checked, with 'Relevant pages across the entire network' selected. A yellow warning box at the bottom states: 'Your ads won't be displayed on search partners. Your ads won't be displayed on Google's Display Network. Learn more'.</p> <p>Disable the option for Google Search partners and display network and only enable the Google search.</p> <p>In the devices section leave the option selected for all devices unless you'd prefer your advertisements not to appear on devices such as mobile phones.</p>
<p>Bidding and Budget</p>	<p>This is where you set up what you are prepared to pay each time somebody clicks on your advertisement when it is displayed. If it is displayed and nobody clicks on it then you do not have to pay.</p> <p>At the moment select the 'basic options', later on we will explain the advanced options. In this you can select manual bidding for clicks or automatic bidding up to a 'CPC bid limit'.</p> <p>The manual bidding for clicks means you want to start specifying maximum amounts you are prepared to pay for clicks based on a group of advertisements rather than all the advertisements. You might set this up if you have advertisements that are more valuable because you will make more profit if somebody clicks on them and completes a transaction on your site (e.g. book a hotel room). For the moment select automatic bidding.</p> <p>When you want your advertisement to be displayed you are bidding against other advertisers. You don't have to pay the highest amount as Google takes into account the quality of your advertisement (see Quality Score later on in the document) but you are bidding against other people. So at the moment select automatic bidding but set a maximum cost per click (CPC) bid limit. The maximum you should set is very dependent on the budget and the keywords you are targeting. For example if you are targeting 'Book Hotel Room' there is probably a lot of people competing for this phrase so you may have to have at least a couple of euro as your max cost per bid because any lower your advertisement may never display.</p> <p>So at the moment either specify you don't want a limit and/or select the option for 'CPC bid limit' and enter a value such as €1.</p>  <p>The screenshot shows the 'Bidding and budget' section. Under 'Bidding option', 'Basic options' is selected, and 'AdWords will set my bids to help maximize clicks within my target budget' is chosen. The 'Budget' field is set to '€ [ ] per day' with a note that 'Actual daily spend may vary'.</p> <p>You can then enter your maximum budget that you are prepared to spend each day. Google will stop displaying your advertisement when your daily budget has been reached and the next day it will start displaying the advertisement again.</p>

Setting	Description
Ad extensions	<p>Ad extensions is a new feature recently added by Google and is a free addition to your advertisement so you should certainly consider using it.</p> <div data-bbox="359 477 1252 678" style="border: 1px solid #ccc; padding: 5px;"> <p><b>Ad extensions</b></p> <p>You can use this optional feature to include relevant business information with your ads. <a href="#">Take a tour.</a></p> <p>Location  <input type="checkbox"/> Extend my ads with location information</p> <p>Sitelinks  <input type="checkbox"/> Extend my ads with links to sections of my site</p> <p>Call  <input type="checkbox"/> Extend my ads with a phone number</p> <p>Social  <input type="checkbox"/> Increase the social relevance of my ads by associating them with my Google+ Page</p> </div> <p>Location – This is where you want to display your location as part of your advertisement. There will be a link underneath the advertisement which allows you to display a map to where your premises are. See below, if you search for hotel room cork the first advertisement shows a link to show the map.</p> <div data-bbox="359 860 954 1010" style="border: 1px solid #ccc; padding: 5px;"> <p><b>Hotel in Cork : from € 35</b>  <a href="http://www.Travelodge.ie/Cork-Hotel">www.Travelodge.ie/Cork-Hotel</a> 3 star <b>Hotel</b> en-suite with Wi-Fi. Free Parki  <a href="#">+ Show map of Black Ash, Kinsale Road Roundabout, Cork, Co. Cork</a></p> <p>► <b>50 Hotels in Cork</b>  <a href="http://www.booking.com/Hotels-in-Cork">www.booking.com/Hotels-in-Cork</a> Book your <b>hotel</b> in <b>Cork</b> online. Save u</p> </div> <p>Sitelinks – Under the advertisement you can display various site links to your site (i.e. links to web pages). Here is an example for a hotel in New York. You can see they have included 3 additional links as part of their advertisement, each of these links brings you to a different part of the website.</p> <div data-bbox="359 1189 954 1285" style="border: 1px solid #ccc; padding: 5px;"> <p><b>New York City Hotels</b>  <a href="http://getaroom.com/new-york-hotels">getaroom.com/new-york-hotels</a> Deals Up to 50% Off. No fees. Call 212.244  <a href="#">Call For Lower Rates - Last Minute Deals - Top New York City Hotels</a></p> </div> <p>Call – This is also a very good feature, you can display your phone number as part of the advertisement. Maybe sometimes people will see the phone number and ring you without clicking on the advertisement.</p> <p>Social - This allows you to associate your add with your Google+ page. To indicate you like this page you can '+1' it. If you do this appears as part of the ad. If somebody uses '+1' on the add this is added onto the page.</p>
Advanced Settings	<p>Ignore this section for now, we will cover this later on in the document.</p> <div data-bbox="359 1597 778 1720" style="border: 1px solid #ccc; padding: 5px;"> <p><b>Advanced settings</b></p> <p> <a href="#">Schedule: Start date, end date, ad scheduling</a></p> <p> <a href="#">Ad delivery: Ad rotation, frequency capping</a></p> <p> <a href="#">Demographic bidding</a></p> </div>

Select Save and continue and then you will be brought to a screen where you create your advertisement and enter the keywords you want displayed for the advertisement.

## Create Ad and Keywords

Once the campaign is set up you are ready to create the advertisement. In a later part of this guide we will show you how to group these ads into ad groups and show you some advanced features but for now let's create a basic advertisement.

As we are creating a normal display advertisement leave 'Text Ad' checked.

The screenshot shows the 'Create ad and keywords' step in Google Adwords. It includes a progress bar, a 'Create an ad' section with radio buttons for 'Text ad', 'Image ad', 'Display ad builder', and 'WAP mobile ad'. Below are input fields for 'Headline', 'Description line 1', 'Description line 2', 'Display URL', and 'Destination URL'. An 'Ad preview' box on the right displays a sample ad for 'New York Budget Hotel' with the text 'Clean and close to underground. Students save 20%' and a link to 'www.example.com'.

### The Advertisement

For an advertisement you need to fill in the following fields:

- **Heading** – Enter an eye catching headline, ideally this headline matches up directly with what somebody has typed in. In the advanced section we show how you can do this but for now enter in a headline that will attract the users attention.
- **Description line 1 and line 2** – In this enter details of what you have to offer. For example in the first line you could mention a special offer and in the second line you could enter a call to action that asks the user to take action.
- **Display/Destination URL** – When somebody clicks on an advertisement you want to direct them to a page on your website, this is the 'destination URL'. The display URL is what you display to the user in the advertisement. For example, this display URL could be: [www.dublinhotel.com/SpecialOfferRooms](http://www.dublinhotel.com/SpecialOfferRooms) but your actual web address could be much longer and less user friendly (so you may not have room to display it).

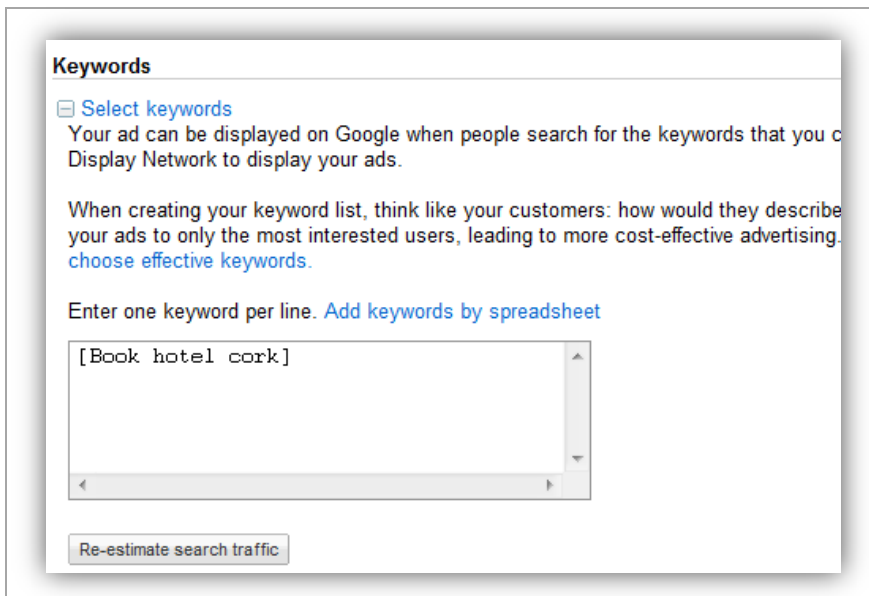
For example:

**Dublin Hotel Rooms**  
**20% Discount Available**  
**Contact Us Now**  
<http://www.dublinhotels/SpecialOfferRooms>



## The Keywords

Now you enter in a list of keywords that will result in your advertisement being displayed. When there is somebody that is possibly interested in your product or service they generally have a question in their head and this translates to keywords they use when they search.



**Keywords**

[Select keywords](#)

Your ad can be displayed on Google when people search for the keywords that you choose. You can also use the Google Display Network to display your ads.

When creating your keyword list, think like your customers: how would they describe your ads to only the most interested users, leading to more cost-effective advertising. [Choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#)

[Book hotel cork]

You need to consider what these keywords are and what stage they are at in the buying process. For example, if my question is 'Where can I book a hotel in Cork', this might translate to 'Book Hotel Cork'. It is obvious that this person is now considering booking so these would be good keywords to use. When you enter in keywords you have 3 options:

- **Exact Match** – This means that you only want Google to display your advertisement if it exactly matches the keywords you enter. To let Google know you are only interested in exact matches you need to put square brackets around the words, e.g. [Book Hotel Cork]
- **Phrase Match** – If you want to specify that certain keywords need to be in the search in the exact order you specify but you want to also match if there are extra words displayed also then you enter a phrase match. To let Google know that you want to be matched based on a phrase you put the keywords in quotes. For example, if you enter "Book Hotel Cork" this will match if somebody puts in Book Hotel Cork but also 'Book hotel cork now'.
- **Broad Match** – You need to be careful using a broad match because Google will match up with similar words, words in different order, etc. If you just enter 'Book hotel Cork' without any quotes or brackets this will be considered a broad match. So Google could find a match if somebody enters Reserve hotel cork, book room cork, book a cheap hotel cork, and so on.

When you enter in your keywords there is an option to view the estimated search volume for your keywords, this is very useful as you don't want to have keywords when there is no traffic!

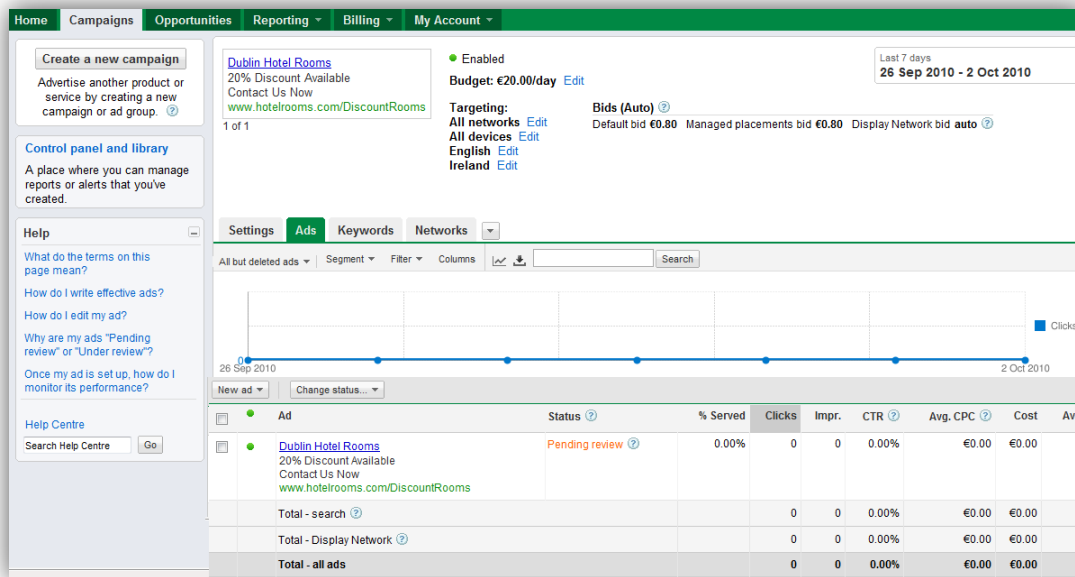
**Note:** When you start off your advertisements we advise that you set up exact or phrase matches initially.

### ***Billing***

After this you will need to set up your billing information specifying the business details, VAT number, credit card, and so on. Once this is set up your ads will get started.

# Your Campaign Dashboard

After you complete all your set up you will be brought in to the Adwords program and initially the campaign you set up will be displayed as follows. This is your campaign dashboard:



## VIDEO: *Configuring Your Ad in Google Adwords*

*This video takes you through the campaign dashboard and how to read and interpret the results displayed for your campaign and advertisement.*

*When you are ready, click the PLAY icon to start the video.*

There are 4 tabs:

Tab	Description
Home	This home tab displays a summary of your current campaigns and advertisements. You can configure this page so it gives you a quick summary of what's important to you.
Campaigns	You can split up you advertisements/ad groups in to multiple campaigns. From the campaign screen you can see more detailed progress of a current campaign.
Opportunities	This section shows some ideas that Google have for improving your advertising campaign.

<b>Tab</b>	<b>Description</b>
Tools and Analysis	Various tools are available to traffic estimator, keyword tools, Google analytics etc.
Billing	This gives you details of the billing for your advertisements that you run.
My Account	This allows you to give multiple users access to your Adwords account, define what you receive in terms of communication from Google and various settings for example, the display language.

## Building on your First Campaign

When we started off we created a very basic advertisement but in reality it's going to be more complicated than this. The following example is based on a fictitious example of a hotel in Dublin and it shows how they would build up a really effective advertising campaign to promote their business.

Details of the Hotel – the Hotel is based in the centre of Dublin and is a 4 star hotel with spa facilities. They have a mix of Irish people visiting the Hotel and international tourists mainly from the UK.

### Define Objectives

The Hotel has decided that the key objectives of the campaign are as follows:

- Promote hotel accommodation to people in Ireland. This is generally week-end breaks away and short term visits by business customers.
- Promote to business travellers from the UK travelling over to Ireland.
- Get additional business from Ireland and the UK for people that are looking for something a bit more than just accommodation. As most Hotels in Dublin don't have spa facilities this is a key selling point.

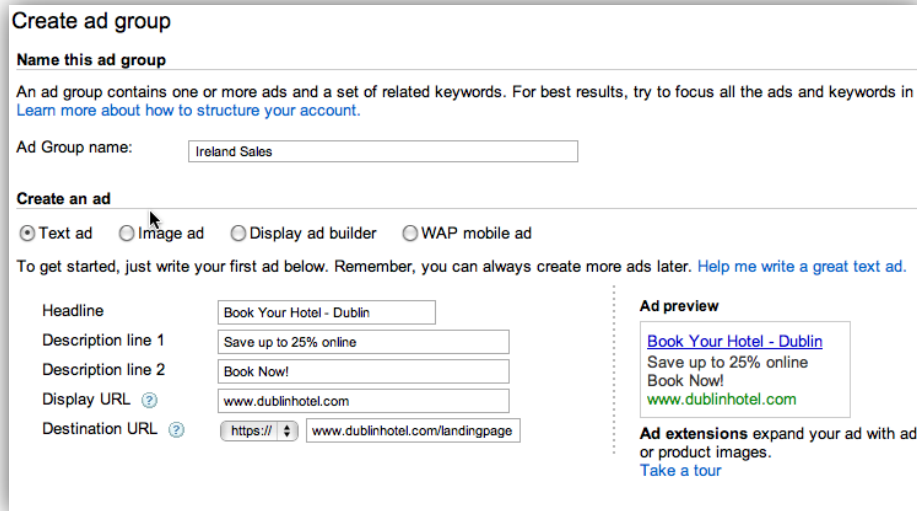
### Set up Campaign and AdGroups

As this is all about selling accommodation in the hotel we will just need one campaign and we have called this 'Building Hotel Sales Online'. For this campaign we have decided to split up our advertisements into different AdGroups that relate to the different packages/services we are trying to promote. So the AdGroups are as follows:

- Ireland Sales
- UK Sales
- Spa Sales

When you are creating your AdGroup you can create an advertisement for this AdGroup and also specify the keywords associated with this AdGroup.

As shown, you create the AdGroup name and then specify the details of an advertisement as part of this group.

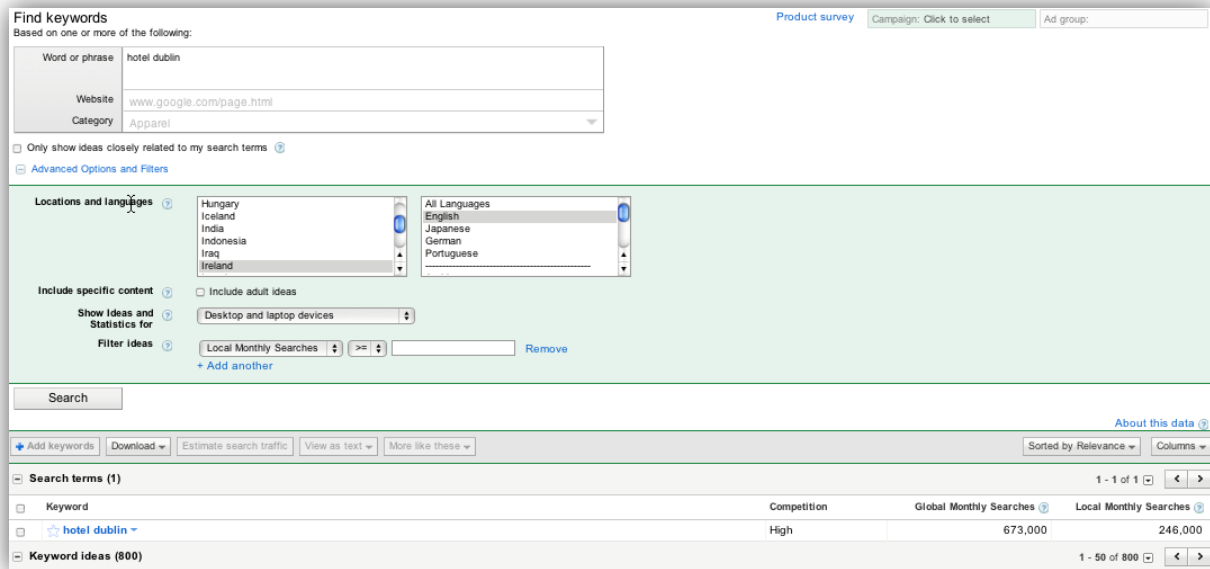


You then specify the keywords associated with the advertisement so if somebody enters the keywords your ad can get displayed.

So to enter the keywords you really need to do some keyword research to see what keywords are going to be effective. Google provides a keyword tool that helps with this.

To access the keyword tool go to tools and analysis section in Adwords and select 'Keyword Tool' in the drop down. On this screen enter in the keywords you think users will use to search for hotels, for example 'Hotels Dublin'. Make sure that underneath this box the location is set to Ireland and English.

This will display searches for these keywords and variations of these keywords:



The columns are as follows:

Column	Description
Keyword	This list includes your keywords (if somebody used Google to search for these) and what Google thinks are associated keywords.
Competition	This displays the level of competition for these keywords. If there are a lot of searches and high competition then the cost per click is going to be high.
Global monthly searches	This shows how many times these keywords are searched for on a global basis.
Local monthly searches	How many times these keywords are searched for on a local basis (i.e. based in the country you specified)

### So how do I interpret these results and what am I looking for?

Ideally you want keywords with a lot of searches with very low competition but that is going to be hard to find so instead you want keywords with low competition and some searches but not the highest in searches. If you find keywords with 100,000 searches that are very competitive and then find other keywords with 10,000 searches that are not competitive that would be better. 10,000 searches is still a lot of searches.

You also want to ensure that you are matching on keywords that are more likely to deliver you business. When you type in "Dublin Hotels" Google does a broad match which means it will match on variations of "Dublin Hotels" but also keywords that have a similar meaning but may not necessarily include the words. For example, in this search Google matched on "O2 arena Dublin". If you are coming to the O2 arena you may be looking for hotel accommodation but you may live in Dublin also!

So in this scenario, here are some combinations that I am interested in:

Keywords	Local Search	Reason for selecting
[Discount Hotel Dublin]	170	Although there is low search competition it is not very high and our rates are very competitive. This will be just one of the sets of keywords used. If somebody is entering in Discount Hotel Dublin it's likely they are going to book.
[Stephens Green Hotel]	1,300	There are a lot of searches and competition is relatively low and our Hotel is based in Stephens Green.
[Dublin hotel 4 star]	1,900	We have a 4 star hotel and it's quite a specific search, competition is relatively low and plenty of searches.

You will notice that all the keywords are in square brackets. This is very important. By putting them in square brackets Google recognises that you only want them to match on these exact words. Over time you may expand this to a phrase match but you're unlikely to expand it to a broad match.

Here's an example of how this works.

**Customer searches for "Accommodation in Dublin"**

Keywords have been setup as follows – [Accommodation in Dublin] so Google agrees that it's an exact match and displays my advertisement.

Customer Search	Keywords Set up	Type of Match	Result
Book Hotel Dublin	[Book Hotel Dublin]	Exact Match	Google displays the ad
Book Hotel Dublin	"Book Hotel"	Phrase match	As the phrase "book hotel" is part of the search Google matches it
Book Hotel Dublin	Book Hotel	Broad Match	Google matches
Reserve Hotel Dublin City Centre	Book Hotel	Broad Match	Google matches

**Creating your Advertisement**

When you have defined your AdGroups and keywords you need to create your advertisements. For each AdGroup you may have several advertisements and each of these advertisements could be related to one or more groups of keywords. The key is to ensure that the advertisement is very relevant to the keywords. The more relevant it is, the more people will click on them and that means that your quality score will be higher.



For more information on creating an advertisement, see the section “The Advertisement” on page 16.

### Advanced Tip – Google Keyword Insertion

Ideally you want keywords that users search on to appear on the advertisement as this makes it more relevant to the user. Google has a technique known as Google Keyword Insertion that allows you to change your advertisement based on what the user searches on. For example, if you had an AdGroup called ‘Book Hotels’ and you had 3 hotels in Dublin, Cork and Kerry, then to make your advertisement more relevant set it up as follows:

- Adgroup = Book Hotels
- Keywords = [book hotel Dublin], [book hotel Cork], [book hotel Kerry]
- Advertisement:

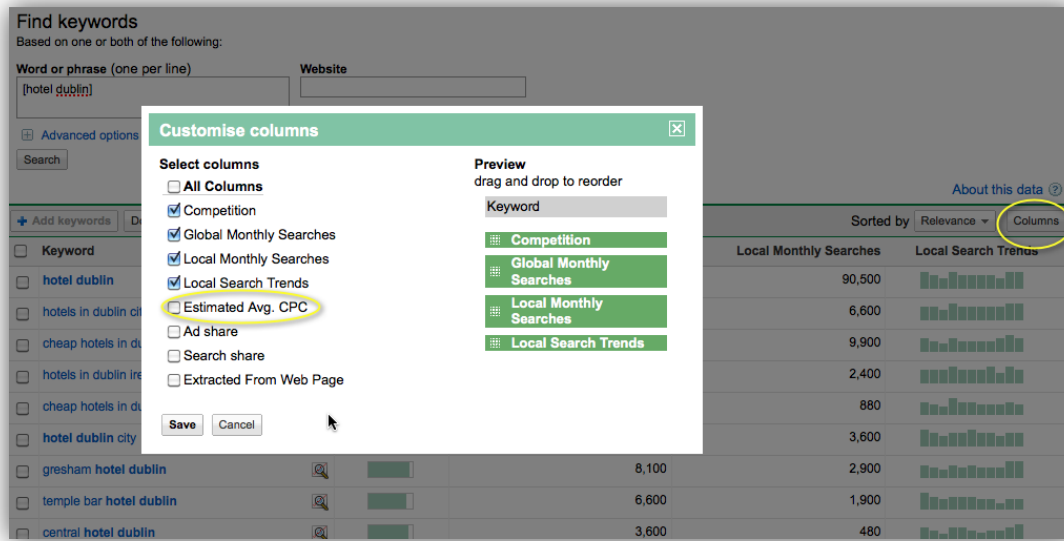
```
{keyword:Book Hotels Dublin}  
!0% discount online  
Book now  
www.bookhotels.com
```

‘Book Hotels Dublin’ is the default text that will be displayed, however, if someone searches for ‘Book Hotel Cork’ Google will replace the word Dublin with Cork so it is more relevant to the user. ‘Book Hotels Dublin’ was selected as the default text because there are more bookings in Dublin than other hotels.

**Note:** *If the keywords are too long to use in the advertisement then the default text will be used instead.*

### Set up your Bidding

After you set up your keywords you can then decide how much you want to bid for at an AdGroup level. Using the keyword tool described earlier you can view what the average cost per click is for keywords. So open up the keyword tool and add the column ‘Estimated Avg CPC’ to the report.



You will then see the estimated cost per click you will have to pay for these particular keywords:

Local Monthly Searches	Local Search Trends	Estimated Avg. CPC
90,500		€3.03
6,600		€2.21
9,900		€2.65
2,400		€2.25
880		€2.23
3,600		€2.48

**Note:** This is just an estimate and will not be completely accurate but can be used as a guideline.

Try different combinations of keywords. By being more specific with your keywords the traffic may go down but the costs will also go down.

If you are unsure what to do start off with €1 and then monitor performance to see how this works. When you run your advertisements Google will let you know how many potential clicks you are missing if your budget is too low, you can also see if your budget is too high and reduce accordingly.

**Ad group default bids (Max. CPC)**

You can influence your ad's position by setting its maximum cost-per-click (CPC) bid. This bid is the highest price you're willing to pay when someone clicks on your ad. You'll input an initial bid below, but you can change your bid as often as you like. Try a bid now to get started, then revise it later based on how your ads perform.


Default bid [?](#) €

Display Network bid  - Off  
Leave blank in order to use automated bids. [?](#)

Managed placements bid  - Off  
Optional: only necessary when adding managed placements [?](#)

Settings **Ads** Keywords Networks

All but deleted ads Segment Filter Columns  Search



5 Oct 2010 11 Oct 2010

New ad Change status... Alerts More actions...

<input type="checkbox"/>	Ad	Status <a href="#">?</a>	% Served	Clicks	Impr.	CTR <a href="#">?</a>	Avg. CPC <a href="#">?</a>	Cost	Avg. Pos.
<input type="checkbox"/>	<a href="#">Book Your Hotel Dublin</a> Save up to 25% online Book Now for Discounts <a href="http://www.dublinhotel.com">www.dublinhotel.com</a>	Pending review <a href="#">?</a>	0.00%	0	0	0.00%	€0.00	€0.00	0
	Total - search <a href="#">?</a>			0	0	0.00%	€0.00	€0.00	0
	Total - Display Network <a href="#">?</a>			0	0	0.00%	€0.00	€0.00	0
	<b>Total - all ads</b>			<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>€0.00</b>	<b>€0.00</b>	<b>0</b>

Show rows 50 1 - 1 of 1

## Quality Score

Quality Score is a very important attribute within your Google Advertising as Google uses this to decide on how much you get charged for your advertisement and what position it is displayed on the results screen. The keywords associated with your advertisement is rates from zero to 10. The best way of explaining this is by an example.

- Advertiser A is bidding €1 per advertisement and has a quality score of 3.
- Advertiser B is bidding €0.50 per advertisement and has a quality score of 7.

Every time your ad is shown Google calculates an ad rank by multiplying the max bid you are prepared to go to by the quality score.

- Advertiser A's Ad rank is  $1 \times 3 = 3$
- Advertiser B's Ad rank is  $0.50 \text{ cents} \times 7 = 3.50$

This means that although Advertiser B is bidding a lot less they have a higher ad rank so will appear higher on the list of advertisements. So you can see the importance of quality score. Google now displays your quality score based on your keywords. So open up your advertisement and select the 'keywords' section. On this you will see the quality score.

### How does Google calculate the quality score and how can I improve it?

The single most important factor for the quality score is the click through rate (CTR). If your advertisement is displayed 100 times and 1 person clicks on it your click through rate is 1%. If this goes up to 2% it's likely your quality score will increase.

Google reckons that the more people that click on the ad the more relevant it is to the user based on what they searched for and Google only wants to display advertisements that are relevant. So that's why exact matches and phrase matches on keywords are more favourable over broad matches. If you exactly match what the user is searching for then it's more likely they will click on your ad.

**Note:** *Having the keywords that users type in the heading and the display web address will improve on the click through rate.*

Google also checks your landing page to see if it is relevant. The landing page is either relevant or not relevant. If it's relevant it's likely that the keywords will appear on the page in a couple of places e.g. Title of the page, Headings within the page and text within the page. Remember Google also takes into account keywords that are similar such as synonyms.

Google also takes into account trust, so having a privacy policy link or terms of service is also a good idea.

## Create an Effective Landing Page

A landing page is a page a user arrives on when they go to your website. For each advertisement group you should have a different landing page. It's very important that when somebody lands on your page that it is very relevant to what they searched on.

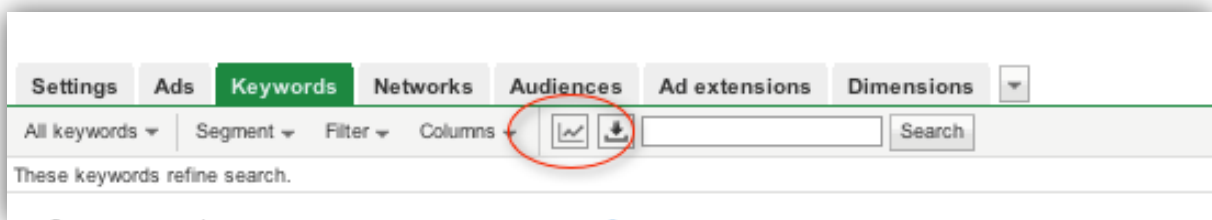
A lot of advertisements direct you to the home page of a website and this is normally a general page with all your services. This is not satisfactory. So here are some guidelines for your landing page:

- Try to match up the main heading on your landing page with the keywords the user typed in and the advertisement that was clicked. So if you type in 'Dublin Hotel Accommodation' ideally you want the following:
  - Heading in the advertisement has 'Dublin Hotel Accommodation'
  - Display website address in the advertisement to have these keywords e.g. [www.myhotelname/dublin\\_hotel\\_accomodation](http://www.myhotelname/dublin_hotel_accomodation)
  - When you arrive on the page the heading should be 'Dublin Hotel –Grand Plaza'
  - The sub headings and text should all be about the hotel.
- Calls to Action — when somebody arrives on the page after doing a search you really want to them to perform some action before they leave the page. So if you want them to book a hotel room provide them with all the relevant information but also provide them with a call to action.

## Monitor and Report

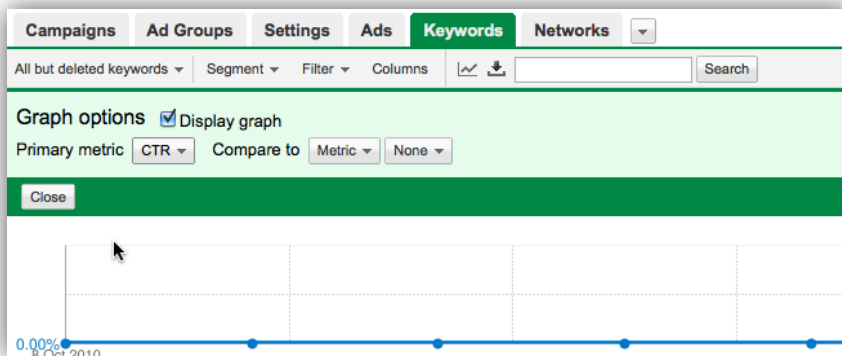
Google have recently changed reporting so when you go into the reports section you will no longer have access to the full range of reports. Instead to run a report you need to run it when viewing your campaign dashboard.

For example, if you want to run a report on keywords, select the graph icon displayed below.



When you click on this you are presented with a screen which allows you to specify parameters for the report. For example, the primary metric to report on is 'clicks'.

In the screen below this is changed to 'CTR' for click through rate. You can also compare this metric with another metric in the report.



## Google Display Network

As well as (or instead of) placing your advertisements on the search results screen you can also get your advertisements displayed on the Google display network (formerly known as the Google content network). There are many sites that have signed up to Google's partner advertising which allows Google to place ads on their site. They sign up to this scheme because every time that somebody clicks on one of these ads they get a cut from Google.

So if you decide to advertise on Google display network Google will try to match up the keywords you enter with web pages that have content relevant to your keywords. This can be very effective especially if you are trying to promote something that people are not aware of and/or are not searching for.

To add in advertisements for the Google Display network you are better off setting up a brand new campaign with specific advertisements particular to the display network. The reason is that if somebody is searching 'book hotel Dublin' you know they are interested in booking a hotel so it makes sense to have an ad specific for this.

On the display network you have people just browsing websites so you don't really know what they are browsing for so you need to put advertisements that will entice them to come to your website to find out more information.



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