

Digital Marketing Strategy

MKT711

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7th Lecture



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY



Google search Ads

Using Google Ads to drive traffic and sales to your website

Main topics of the lecture:

1. Using Google Ads to drive traffic and sales to your website
2. Why Google Search is Important
3. Terms to Learn
4. Google Search Campaign Structure
5. How to create a google ad campaign
6. Keywords Match Type
7. Google Ad Manager: Getting Ads Account
8. Google Ads dashboard
9. Create new campaign

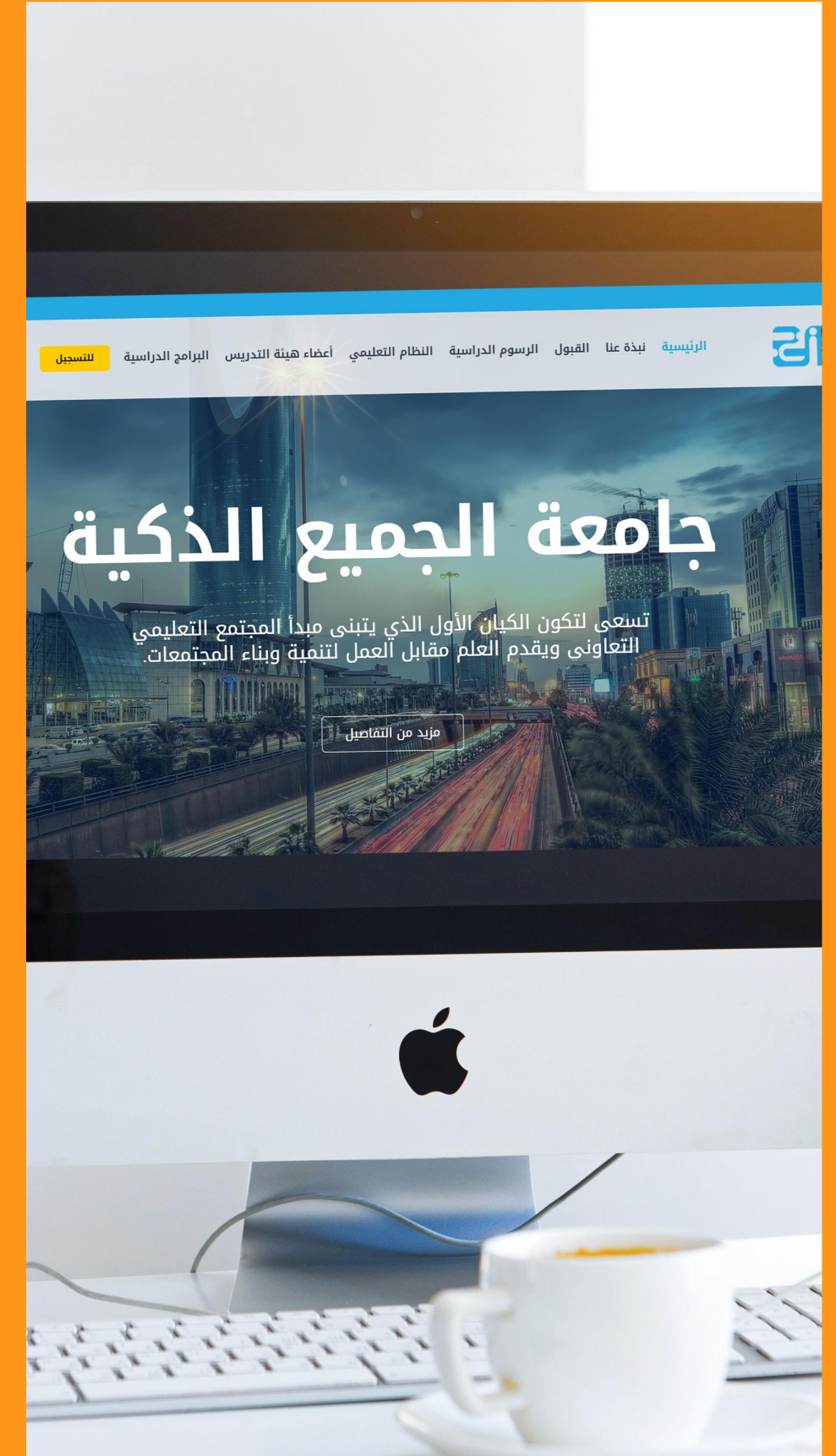
7

Google search Ads

Using Google Ads to drive traffic and sales to your website



Google Ads



- Google Search ads combines between high intent and perfect timing
- Google ads driving potential customers to a website
- It's risk-free, which means you pay only when someone clicks on your ad (PPC – pay per click & CPC – cost per click)
- Google ads help businesses generate leads and drive e-commerce sales

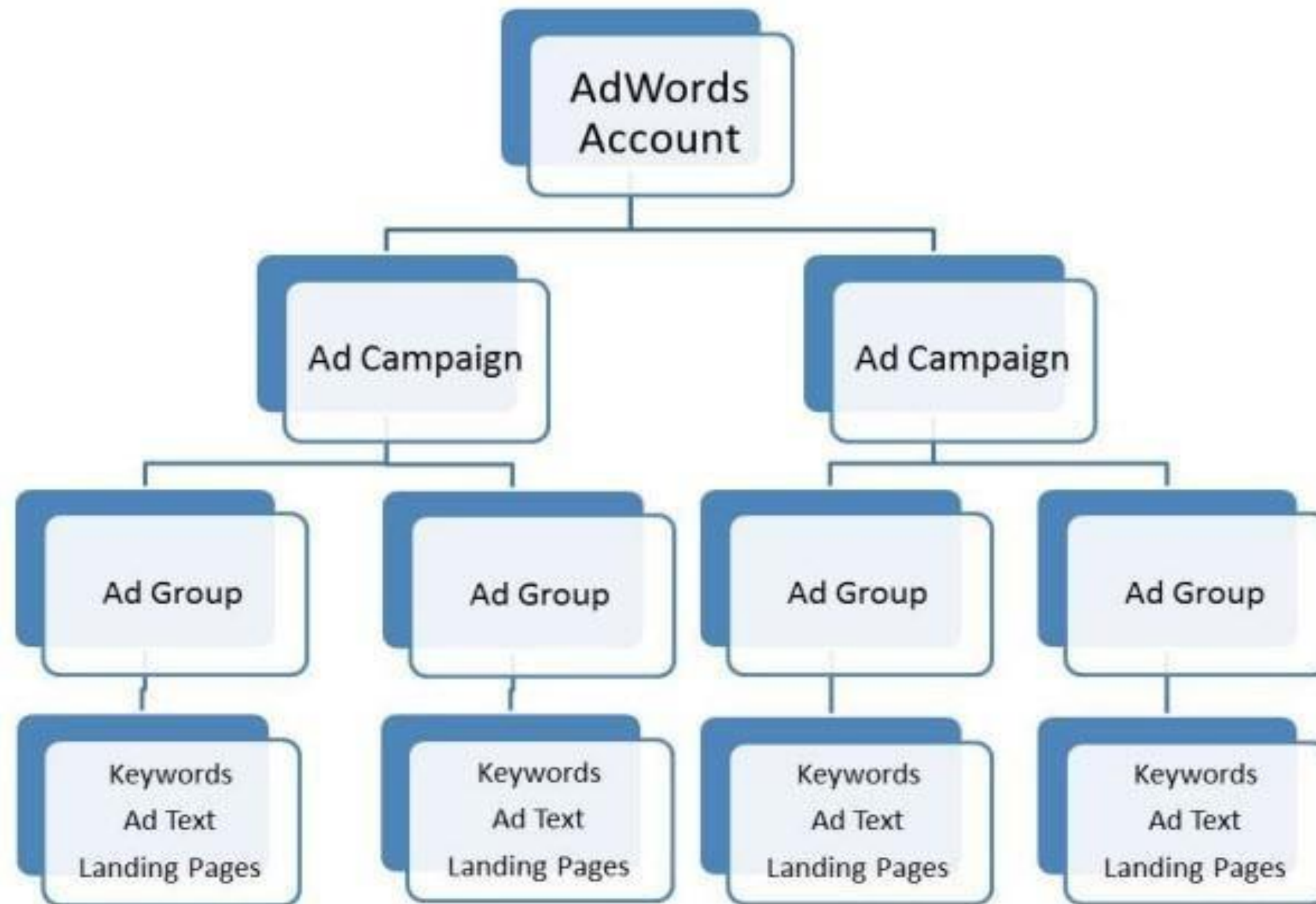


- **Impression** is the number of times your google search ad appeared in search
- **Clicks** is number of times someone clicked on your ad message
- **CTR** (Click Through Rate) is Number of people clicked on your ad / number of times your ad has been seen (clicks/impressions)


$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}}$$

digitalmediametrics.com





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How to create a google ad campaign

Step 1: Choose Your Objective

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



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-registration for your app



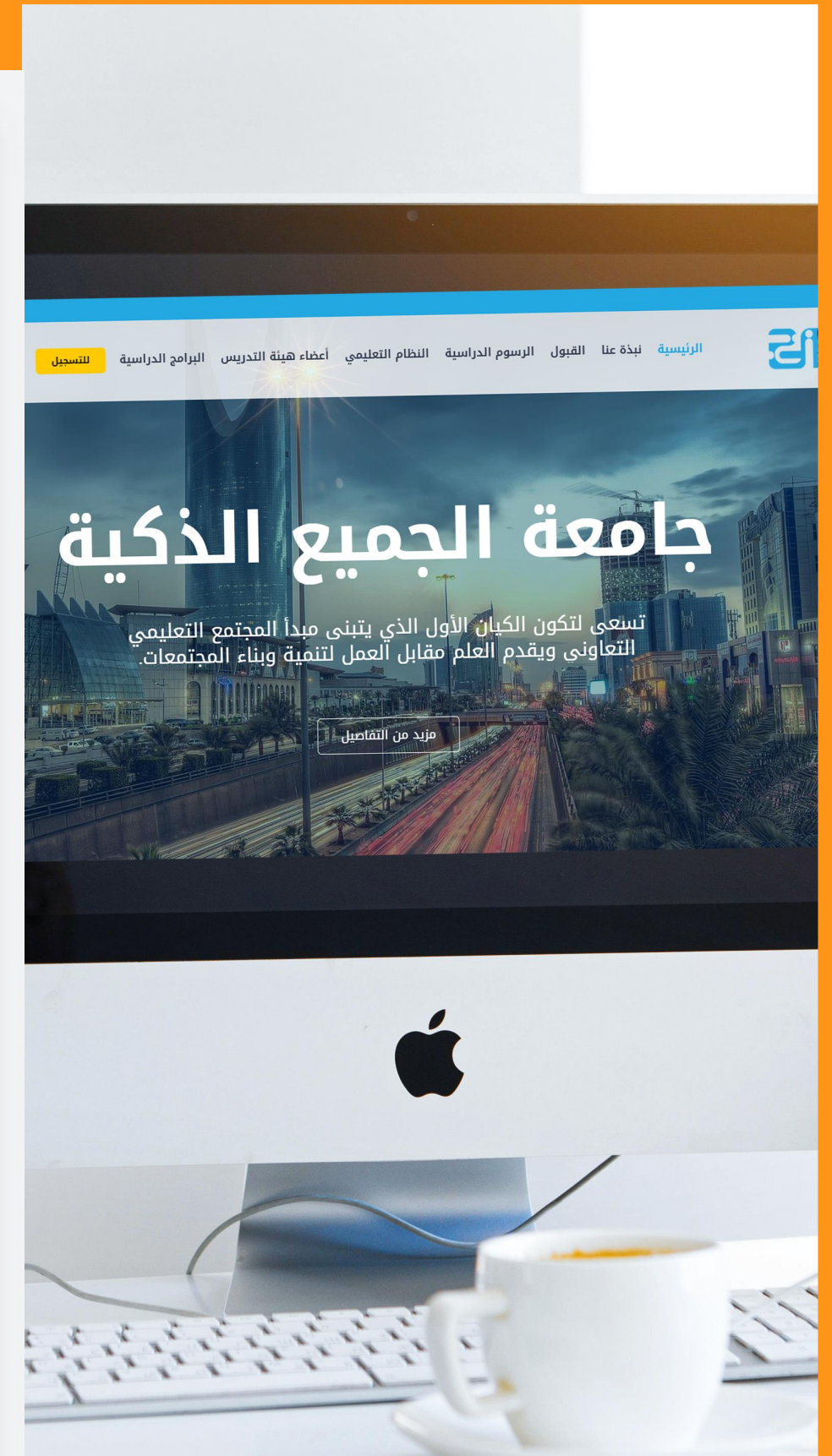
Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.



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How to create a google ad campaign

Step 2: Select the campaign type

Select a campaign type



Search

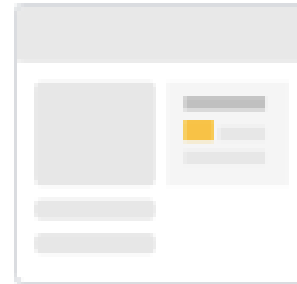
Reach customers interested in your product or service with text ads



NEW

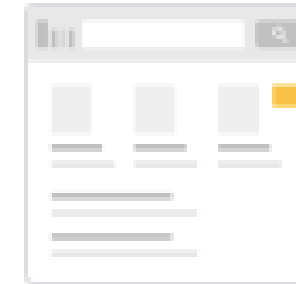
Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



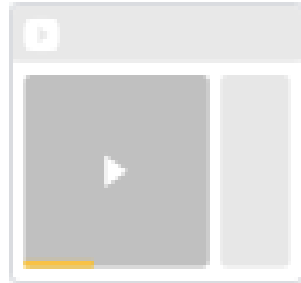
Display

Run different kinds of ads across the web



Shopping

Promote your products with Shopping ads



Video

Reach and engage viewers on YouTube and across the web



Discovery

Run ads on YouTube, Gmail, Discover, and more





How to create a google ad campaign

Step 3: Setup your ad group

Decide where to advertise

Go global, or stay local.
You decide where you'd like to show your ads, and we'll get them in front of the right people.

Targeting and audience segments

Choose who you want to reach

Locations

Select locations to target ?

☒ All countries and territories

☐ Egypt

☐ Enter another location

▼ Location options

Languages

Select the languages your customers speak. ?

🔍 Start typing or select a language

English ✕

Audience segments

Select audience segments to add to your campaign



How to create a google ad campaign

Step 4: Set up your bidding strategy and budget

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Set your average daily budget for this campaign

EGP

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](#)

Bidding

What do you want to focus on? [?](#)

Conversions [v](#)

Recommended for your campaign

☒ Set a target cost per action (optional)

Target CPA [?](#)

EGP 720.00

Your recommended target CPA is EGP720.00 based on your past average cost per conversion in Search campaigns

 This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget and target CPA

Or, select a bid strategy directly (not recommended)

Set your budget cap

With Google Ads, you decide how much to spend, and never pay more than your monthly cap.

There's no minimum spend, and no commitment.

Google will recommend a budget based on businesses that are similar to yours, along with estimated results.

Most ads start seeing results in about a month.

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How to create a google ad campaign

Step 5: Select your target keywords

Ad group name

Keywords

[Enter related web page URL](#)

[Add products or services](#)

Keywords are words or phrases that are used to match your ads with the terms people are searching for

- pizza near me
- dominos near me
- pizza hut near me
- little caesars near me
- pizzeria
- pizza delivery near me
- pizza hut menu
- papa john's near me
- pizza places near me
- pepperoni
- calzone
- new york pizza
- dominos menu
- little caesars menu

Match types help control which searches can trigger your ads

key

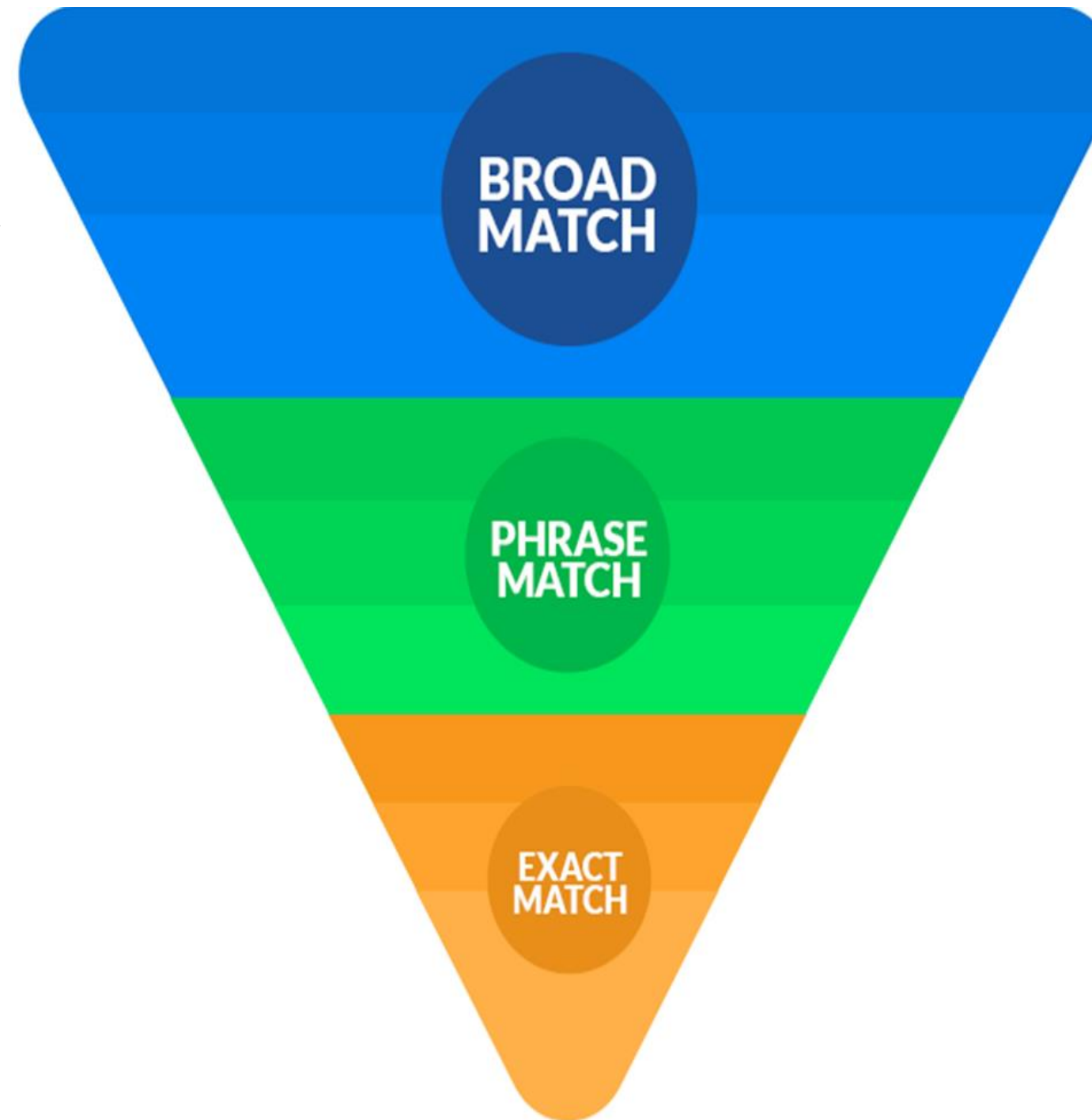


Keywords Match Type

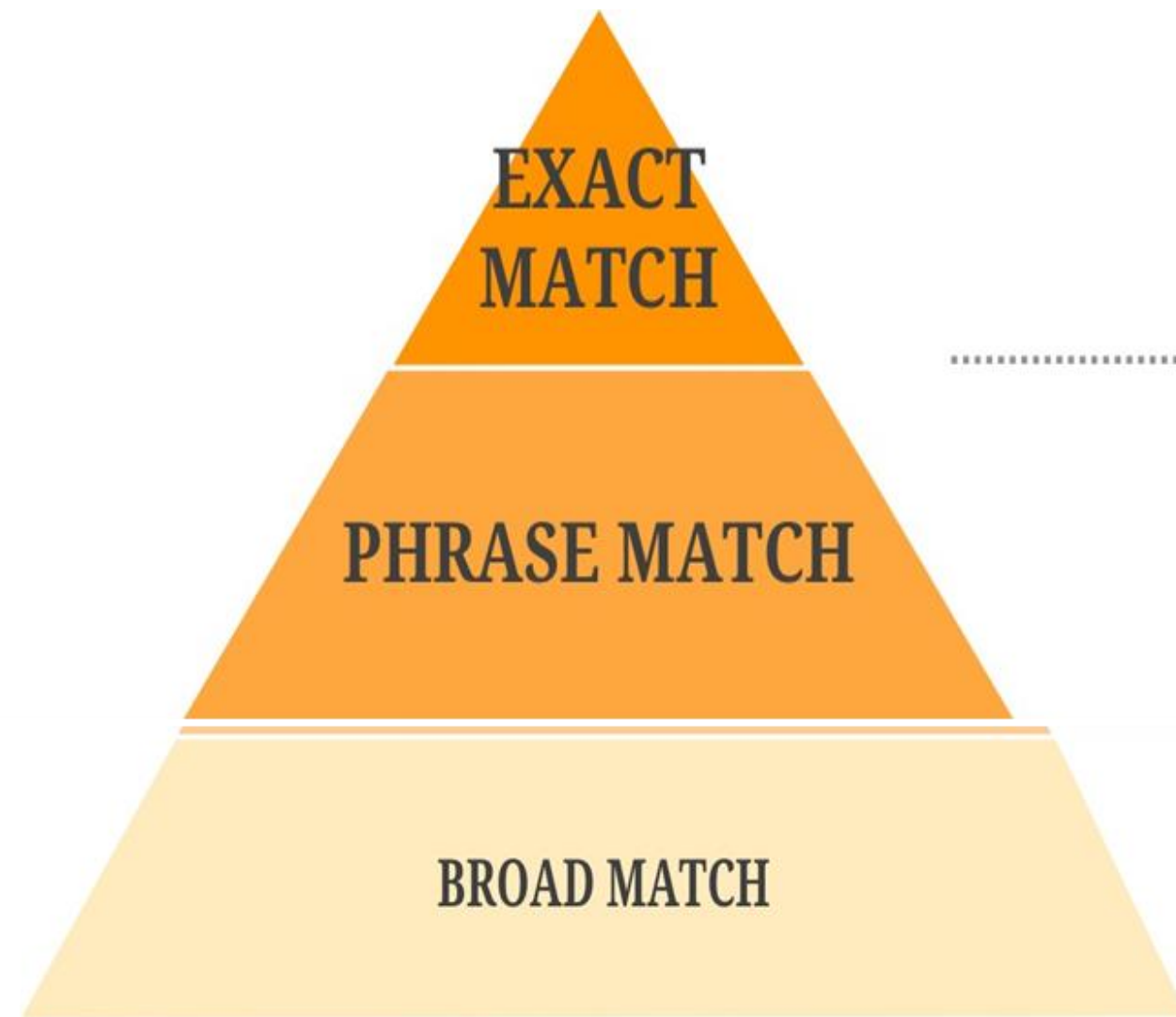
A broad match keyword will match all the searches of equivalent phrase and exact match keywords, plus additional related searches. Show the ad so long as all the keywords are part of the search, regardless of word order.

A phrase match keyword will match all the searches as the same keyword in an exact match. Also show the ad if there are extra words before or after the keyword.

Show an ad only when the query is the exact same as the keyword.



Keywords Match Type



Exact Match
Most targetted audience.

Phrase Match
More targetted audience.

Broad Match
Default option with the broadest reach.

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match





Keywords Match Type

Keyword Match Types

For the keyword **lawn mowing service**, we can match the following queries (🔍)

per match type

Broad match

Ads may show on searches that **relate** to your keyword.

lawn aeration prices 🔍

Notation for inputting keywords:
keyword

Phrase match

Ads may show on searches that **include** the meaning of your keyword.

lawn mowing service near me 🔍

hire company to mow lawn 🔍

landscaping service to cut grass 🔍

Notation for inputting keywords:
"keyword"

Exact match

Ads may show on searches that are the same meaning as your keyword.

lawn mowing service 🔍

grass cutting service 🔍

Notation for inputting keywords:
[keyword]

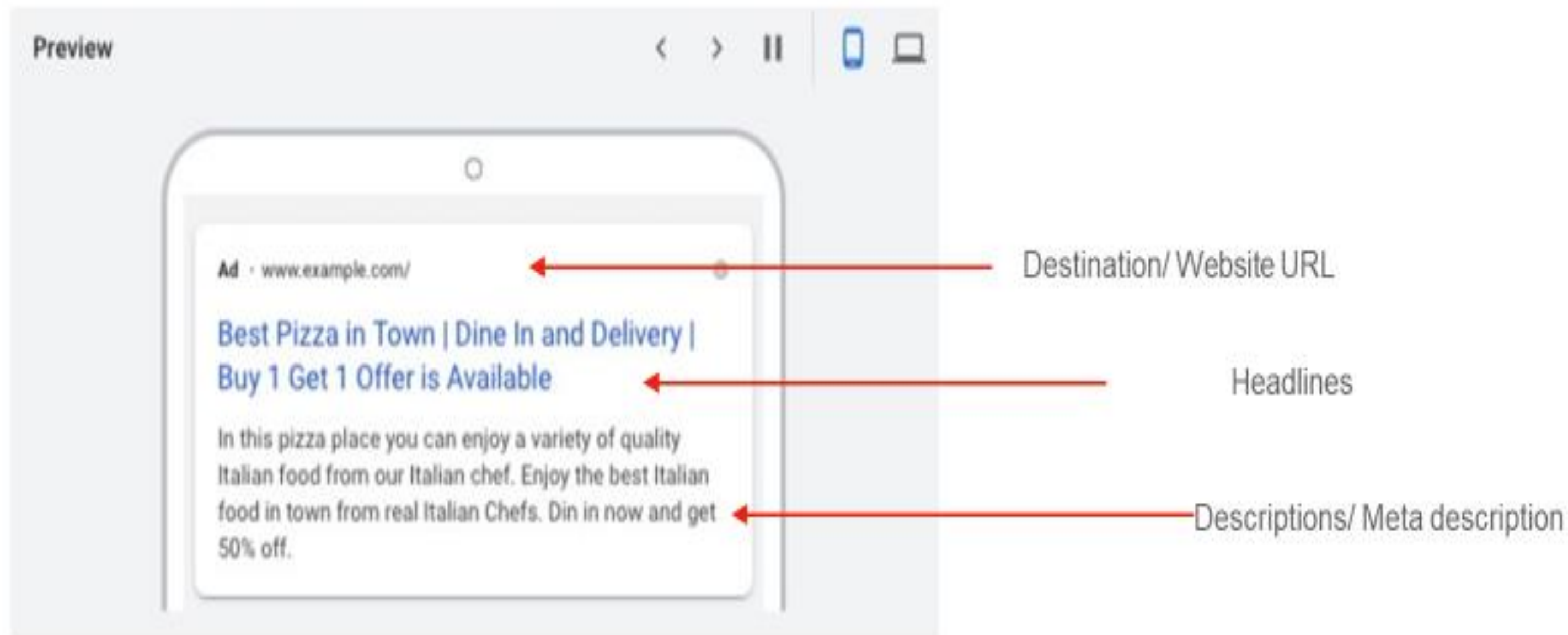
Comprehensive matching

Moderate matching

Tight matching



Step 6: Create Your ad



- **Google's Expanded text ads** are similar to the text ads that you're used to, but with a few key differences. Expanded text ads have 3 headline fields. The first 2 headline fields are required, while the third is optional. The extra headline field allows you to include additional text in your ads.
- Google search ad consists of 3 main headlines, single destination and 2 descriptions
- Each headline is 30 characters long. Each description is 90 characters long

How to create a google ad campaign

Headline

People are most likely to notice your headline text, so consider including words that people may have entered in their Google search. Your text ad consists of three headlines where you can enter up to 30 characters each to promote your product or service. The headlines are separated by a vertical pipe ("|") and may show differently based on the device someone is using when they view your ad.

Display URL

The display URL, usually in green, shows your website address. This display URL is made up of the domain from your **final URL** and the text in the optional **"Path" fields**. These fields are designed to help people who see your ad get a better sense of where they'll be taken when they click it. Your path text doesn't have to match the exact language of your display URL.

Description

Use the description fields to highlight details about your product or service. It's a good idea to include a "call to action"—the action you want your customer to take. If you're an online shoe store, your description might include "Shop now" or "Buy shoes now." If you offer a service, you might want to add something like "Get an instant quote online" or "See pricing."

Length limits

Field	Max length
Headline 1	30 characters
Headline 2	30 characters
Headline 3	30 characters
Description 1	90 characters
Description 2	90 characters
Path (2)	15 characters each

Read more: <https://support.google.com/google-ads/answer/1704389?hl=en>

Step 6: Create Your ad

Google Ads makes it easy to write effective ad copy or include images.

With a variety of ad formats available, Google'll help you determine how best to craft your ad based on your advertising goals and marketing objectives.

How to create a google ad campaign

Google's new dynamic text ads

- Add your website/destination URL
- Enter up to 15 different headlines (30 characters each) and google will rotate them and find you the best combination to get the best CTR
- Add up to 4 description lines (90 characters each)
- Check your ad preview before you run the campaign
- You can pin different headlines and descriptions to certain position

Final URL ⓘ

https://www.example.com

Display path ⓘ

www.example.com /

0 / 15

0 / 15

Headlines 0/15 ⓘ

^ For optimal ad performance, include these keywords in your headlines

pizza near me

dominos near me

✓ pizzeria

pizza hut near me

little caesars near me

pizza delivery near me

dominos menu

pizza hut menu

papa john's near me

domino's pizza near me

[More ideas >](#)

Best Pizza in Town

18 / 30

Dine In and Delivery

20 / 30

Experience The Italian Food

27 / 30

Buy 1 Get 1 Offer is Available

30 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30



$$CTR = \frac{\text{Clicks}}{\text{Impressions}}$$

digitalmediametrics.com

Responsive/Dynamic search ads let you create an ad that adapts to show more relevant messages to your customers. Enter multiple headlines and descriptions when creating a responsive search ad, and over time, Google Ads automatically tests different combinations and learns which combinations perform best.

Descriptions 0/4 ⓘ [View ideas](#)

In this pizza place you can enjoy a variety of quality Italian food from our Italian chef



89 / 90

Enjoy the best Italian food in town from real Italian Chefs. Din in now and get 50% off



87 / 90

[ADD DESCRIPTION](#)

7

Google Ad Manager: Getting Ads Account

<https://admanager.google.com/home/contact-us/>

Google Ad Manager Capabilities Partner Solutions Success Stories Resources Blog

Support

Sign in

Get started

Get in touch

Please complete the form below and a Google Ad Manager representative will be in touch with you soon.



First name* Last name*

Work email* Phone*

Company name* Website URL*

Country* Select monthly pageview amo...

How can we help you?

(Maximum of 150 characters)*



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Getting Ads Account ID from Google Ads

First, log in to Google Ads. On successful login, you will see a screen to select a Google Ads Account. If not the only option you have is to create an account.

If you have one or more google ads accounts you will be asked to select one. You can get an idea from the below screen.

Google Ads

jeevan.ram.gupta@gmail.com

You do not have any Google Ads accounts. Would you like to create a new one?



NEW GOOGLE ADS ACCOUNT

SWITCH GOOGLE ACCOUNT

Use Google Ads as...

Google Ads account

(Setup in progress)

728-805-1645

Google Ads account

(Setup in progress)

916-999-3754

NEW GOOGLE ADS ACCOUNT

SWITCH GOOGLE ACCOUNT





How to create a google ad campaign

Create your message

Highlight what's best about your business in 3 short sentences to get customers excited.
Or create compelling banner ads by adding images.

What's your main advertising goal?



Get more calls



Get more website sales or leads



Get more visits to your physical location



Get more views and engagement on YouTube

Now it's time to write your ad

The more headlines and description lines you provide, the more combinations will be tested to learn which perform the best over time

Headlines

Adding 3 headlines or more will help your ad performance

Headline 1
Cybersecurity
13 / 30

Headline 2
Digital Transformation
22 / 30

Headline 3
Enterprise Content Management
29 / 30

Headline 4
SAP Transformation
18 / 30

Headline 5
Eng. Information Management
27 / 30

Ad Preview



Ad · www.logixmea.com
[Cybersecurity | Eng. Information Management](#)
Get The Competitive Edge With Software Solutions
Designed Locally For You. Engineering Information
Management.
Call business

Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.

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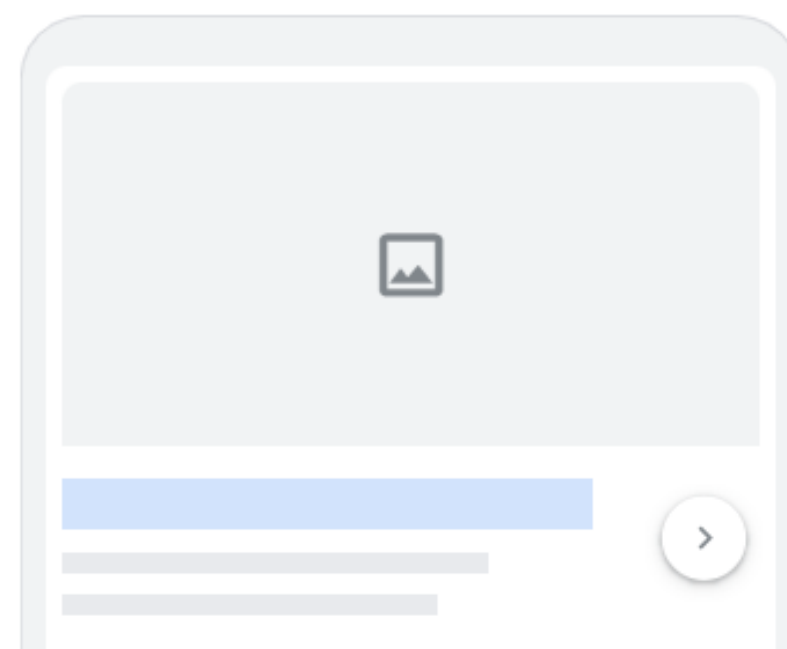
How to create a google ad campaign

Add images to get more attention for your ads

Images

Add 2 or more high quality images (1 square and 1 landscape required)

+ New image



Logos

Add up to 3

+

Only include images in your ads that you have the legal rights to use and to share with Google for your advertising.

[Back](#)

[Next](#)

Eng. Information Management

27 / 30

Descriptions

Adding 2 descriptions or more will help your ad performance

Description 1

Engineering Information Management

34 / 60

Description 2

A Knowledgeable & Passionate, Team, Creating Software Solu

73 / 90

Description 3

Whatever You Need In The Online World - We've Got It Coverec

69 / 90

Description 4

Get The Competitive Edge With Software Solutions Designed I

73 / 90

Show a call button in your ad

Egypt ▼

Phone number

02 27518180

Need inspiration? [Learn more about writing successful ads](#)

[Back](#)

[Next](#)

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How to create a google ad campaign

We'll display your ads when people search for products or services like yours. Your ads can appear on Google Search and Maps, and across our network of partner sites. You'll pay for results, like when people click your ad to call your business, visit your website, or get directions to your store.

Add images

Upload

Web

Website

No images found that meet recommended guidelines. Please refresh the page and try again.

Social Media Accounts

Get images from your social accounts

Get images from your social accounts to use in your ads.

f www.facebook.com/logixmea X

in www.linkedin.com/company/logixmea X

Get images

Only include images in your ads that you have the legal rights to use and to share with Google for your advertising.

Cancel

Add images

Upload

Web

Minimum size: 600 x 314 pixels. Recommended size: 1200 x 628 pixels. Max size: 4096 x 4096 pixels.

+ New image



312 x 112

Only include images in your ads that you have the legal rights to use and to share with Google for your advertising.

Cancel

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How to create a google ad campaign



Google Ads

Create your first campaign

☒ Add business information

☐ About your business

☐ Link accounts

☐ Create your campaign

☐ Enter payment details

Add your information for faster campaign setup

This helps Google create keywords and headlines for campaigns

What's your business name?

Enter your business name (optional)

What's your website URL?

Enter a web page (optional)

This could be a web page or social media page

[Create an account without a campaign](#)

Next

Write your business name and URL

7

How to create a google ad campaign

Link your accounts for faster campaign setup

This saves you time by creating keywords and headlines for campaigns

Linked accounts



YouTube channel

Link your channel **Perihan Salah** to gain insight into how people engage with your video ads and Youtube channel

Link

This info comes from your Google Account, and can be removed or edited after campaign creation.

[Learn more about unlinking a YouTube channel](#)

Link more accounts



Mobile app

Promote your app across Search, YouTube, and Google Play

Add



Google Business Profile

Highlight your business in Search and Google Maps

Add



Phone number

Let people call right from your ads

Add

Link your youtube channel, mobile app and phone number

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How to create a google ad campaign

Performance Max

Add business information

Create your campaign

Choose goal

Choose campaign

Create ads

Budget

Enter payment details

Create ads

Create ads for Performance Max campaigns

Get the best of Google automation to drive performance, respond in real-time to consumer shifts, and find more converting customers across Google channels - YouTube, Display, Search, Discover, and more. Not right for you? [View other campaign types](#)

Assets

Final URL

URL expansion is on

Final URL

<https://www.logixmea.com/>

Lead forms

Add a form



Because you selected **leads** as a campaign goal, you should add a lead form to use with your ads.

+ Lead forms

ⓘ Your campaign cannot run ads



Assets: Multiple asset group issues

Fix it

Your ads



Ad strength: Incomplete



Images

Videos

Headlines

Descriptions

Add some images and logos to make your ad stand out



What is your goal for this campaign?

Select the most relevant conversions for your campaign. [Learn more about conversion goals](#)



Purchases

Someone buys a product or service



Submit lead form

A potential customer fills out a form



Phone call leads

A potential customer calls your business



Page views

Someone views a key page (such as an article or product page)



Brand awareness

Reach a broad audience, get video views, and build consideration for your brand



See more

Skip

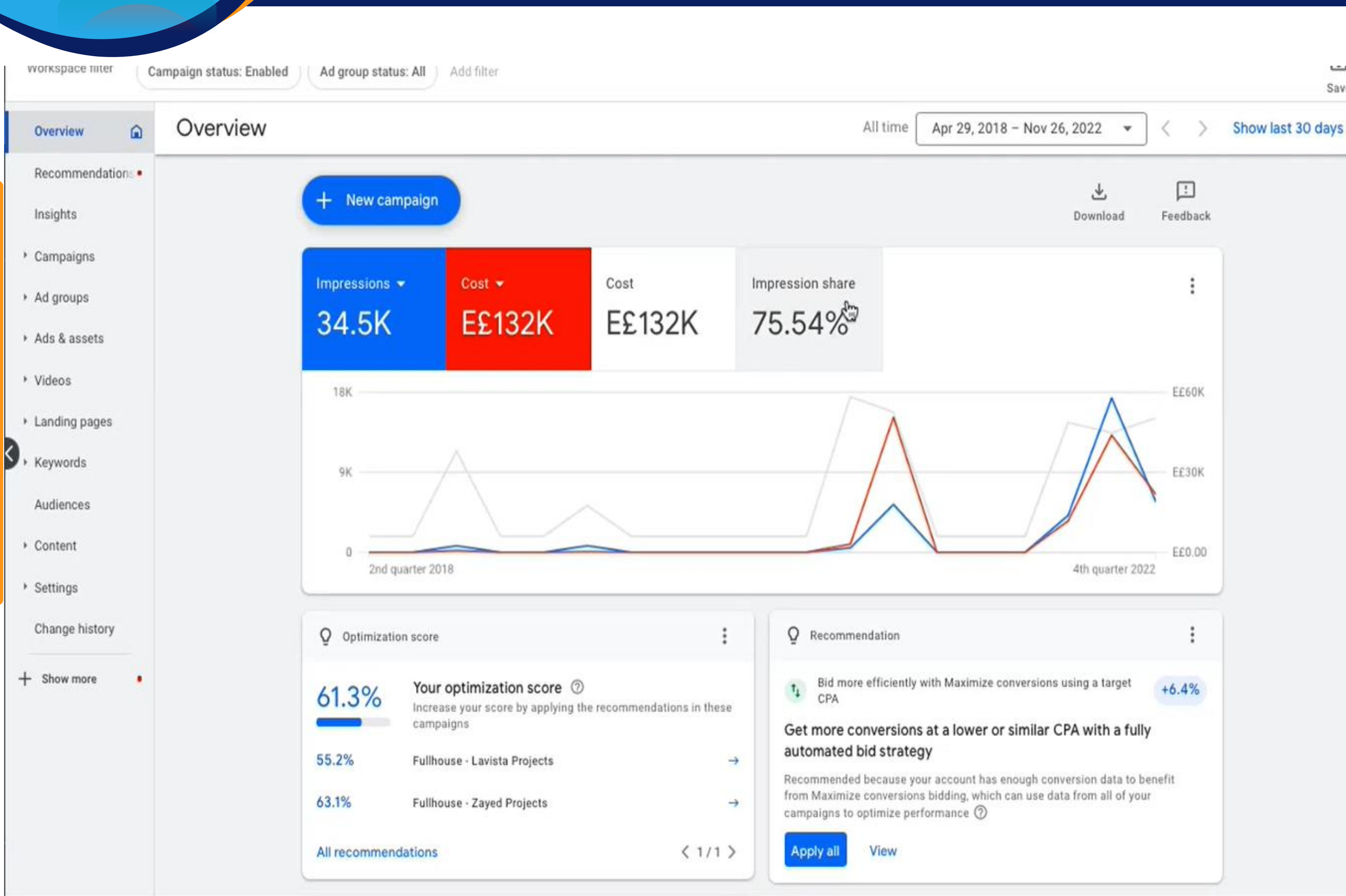
Back

Next

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Below is the screen grab of the Google Ads dashboard.

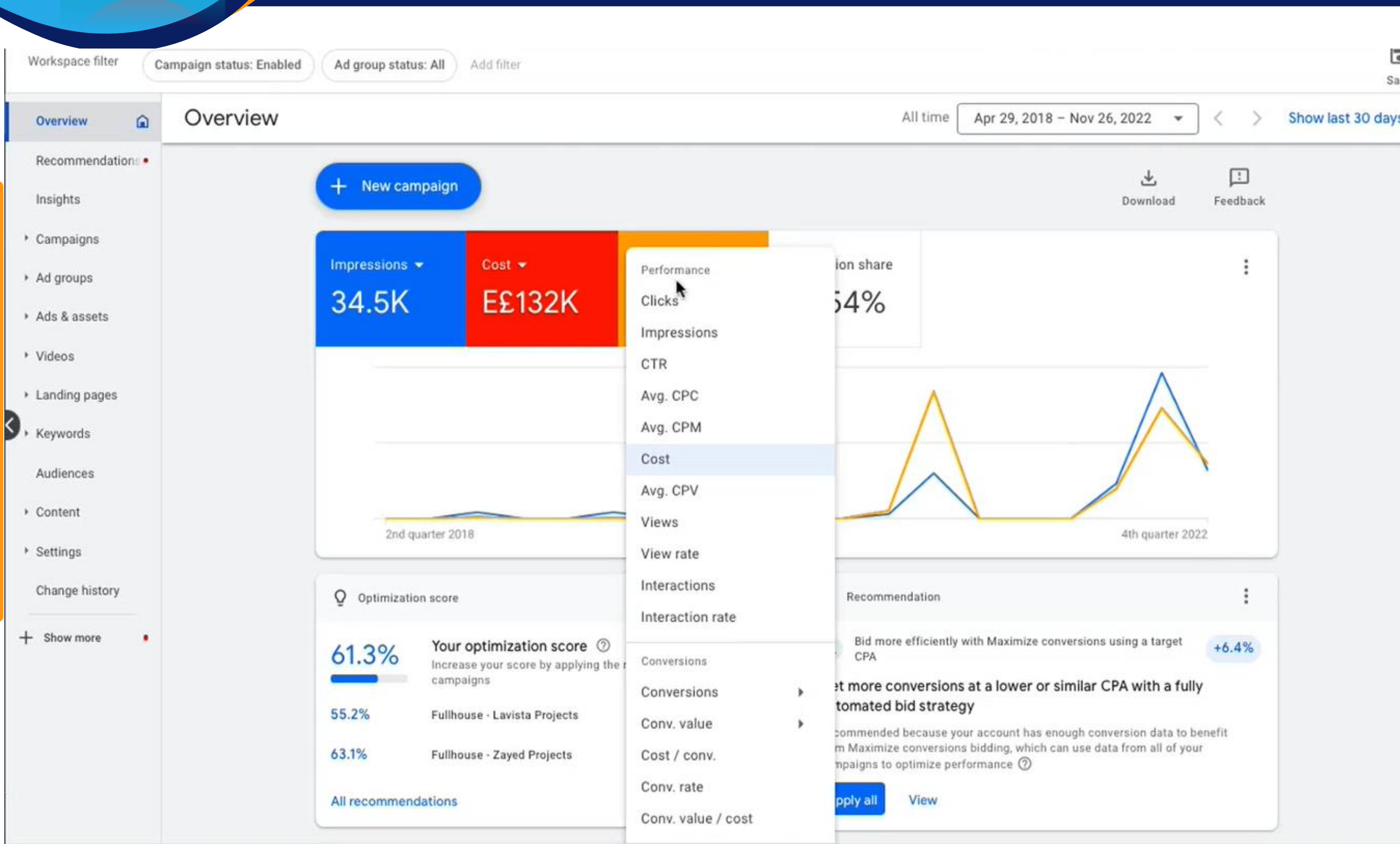
Track your impressions, cost, CTR, ...etc



7

Tracking your performance

You can change in these buttons to track



7

Selecting a certain date to track

Campaign status: Enabled Ad group status: All Add filter

Overview

+ New campaign

Impressions 34.5K Cost E£132K CTR 9.15% Impression share 75.54%

2nd quarter 2018

Optimization score 61.3% Your optimization score ② Increase your score by applying the recommendations in these campaigns

55.2% Fullhouse - Lavista Projects →

63.1% Fullhouse - Zayed Projects →

All recommendations < 1/1 >

Custom Jan 1, 2022 – 11/26/2022

Today SEP 2022 < >

Yesterday S M T W T F S

This week (Sun – Today) 28 29 30 31

Last 7 days SEP 2022 1 2 3

Last week (Sun – Sat) 4 5 6 7 8 9 10

Last 14 days 11 12 13 14 15 16 17

This month 18 19 20 21 22 23 24

Last 30 days 25 26 27 28 29 30

Last month OCT 2022 1

All time 2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

23 24 25 26 27 28 29

30 31

NOV 2022

30 days up to today

30 days up to yesterday

Compare

Cancel Apply

Summary of

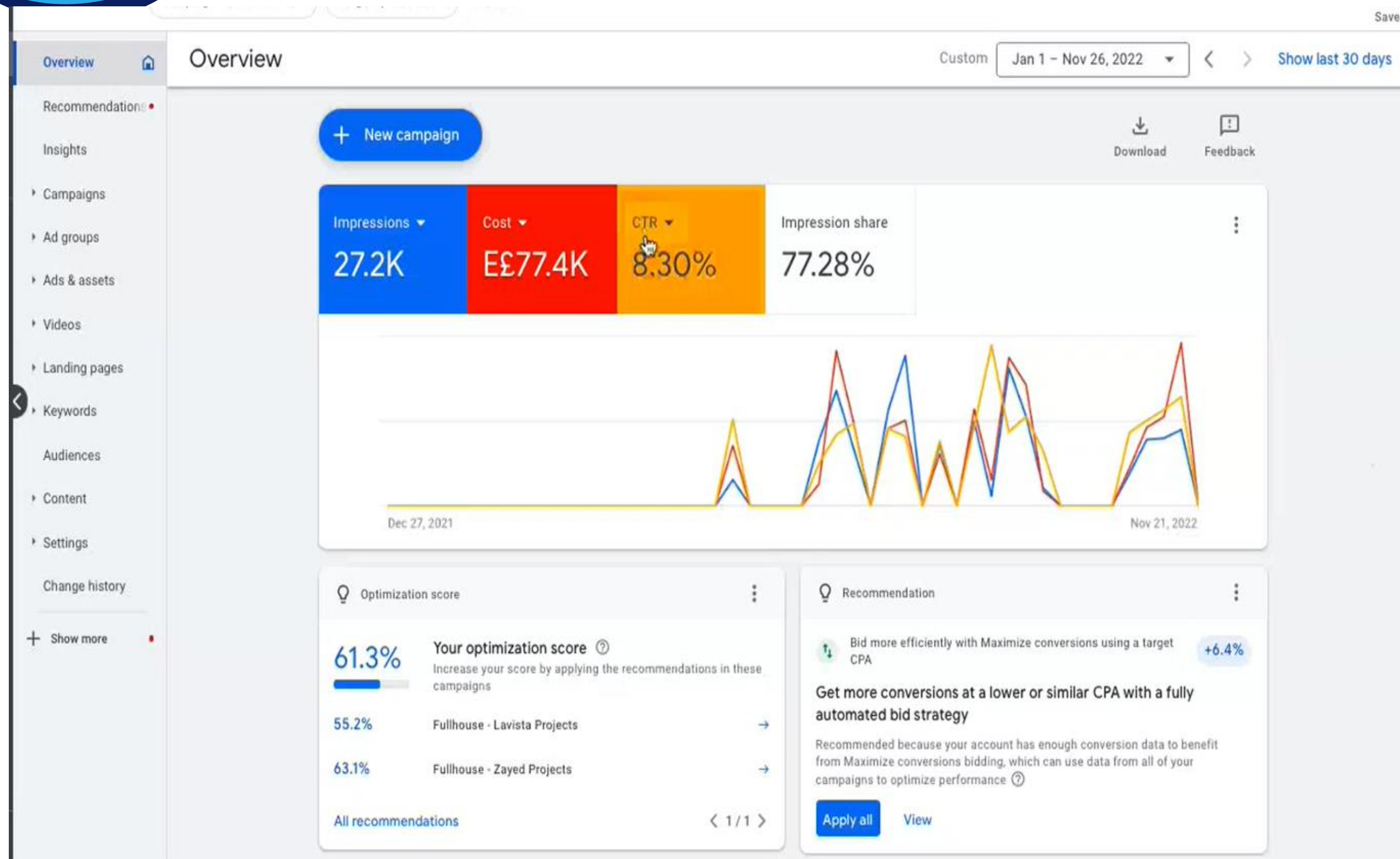
Fullhouse - Projects

Fullhouse - Projects

All campaigns < 1/1 >

You can custom the time and date to show and track

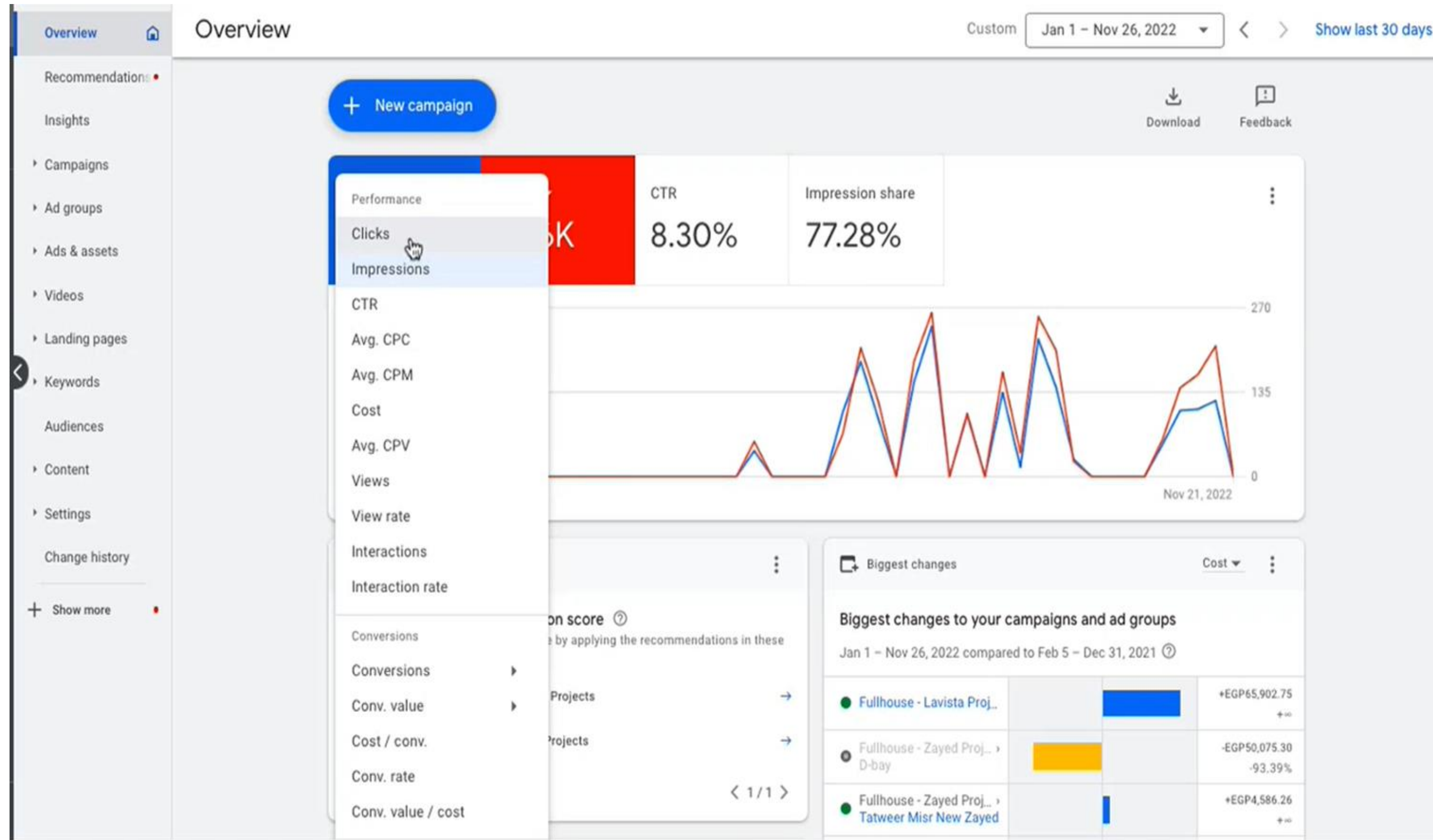
Tracking your impressions, cost & CTR



You can change in these buttons to track

7

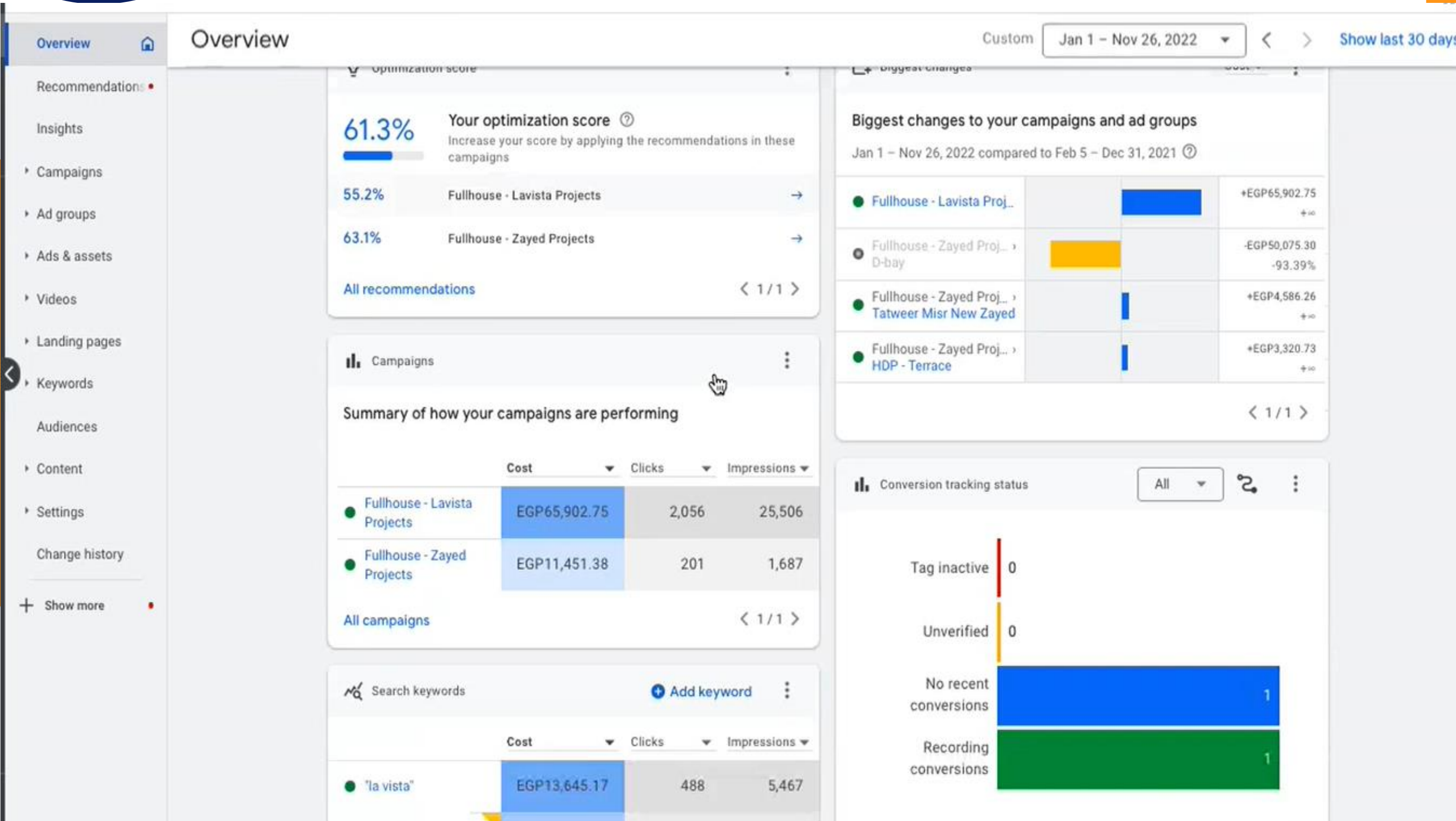
You can change the buttons from the list



You can change in these buttons to track

Tracking your performance

You can see which campaign is performing well



7

You can track the keywords people are using while searching

The primary way of targeting people in Google Ads is using keywords that people are using.

The secondary way is targeting them demographically.

The screenshot displays the Google Ads Overview page for a campaign. The left sidebar contains navigation links: Overview, Recommendations, Insights, Campaigns, Ad groups, Ads & assets, Videos, Landing pages, Keywords, Audiences, Content, Settings, and Change history. The main content area is titled 'Overview' and shows a summary for the campaign 'la vista north coast' with a budget of EGP3,691.83, 119 clicks, and 1,449 impressions. Below this, the 'Searches' section displays a list of search terms, including 'la vista', 'la vista bay', 'la vista north coast', 'la vista cascada', 'lavista', 'la vista sokhna', 'la vista developments', 'lavista bay', 'lavista cascada', 'la vista ras el hekma', 'tatweer misr', 'la vista bay north coast', 'lavista developments', 'la vista bay east', 'la vista city', 'la vista city new capital', 'la vista ray', 'lavista bay north coast', and 'la vista'. The 'Words' section is also visible. The right sidebar shows 'Search Interest' trends for 'Primary & Secondary Schooling (K-12)' (+44%) and 'Hotels' (+35%). The 'Billing' section indicates a balance of EGP 7,684.71 as of Nov 26, 2022, with the next automatic payment due on Dec 1, 2022. A warning message states 'Your ads aren't running' with a 'Fix it' link. The bottom of the page shows 'Most-shown search ads' for 'Fullhouse - Lavista Projects' and 'Lavista'.

Overview

Custom Jan 1 – Nov 26, 2022 Show last 30 days

la vista north coast EGP3,691.83 119 1,449

Keywords Negative keywords < 1 / 10 >

Searches Sort by: Impressions

Searches Words

la vista la vista bay la vista north coast

la vista cascada lavista la vista sokhna

la vista developments lavista bay lavista cascada

la vista ras el hekma tatweer misr la vista bay north coast

lavista developments la vista bay east la vista city

la vista city new capital la vista ray

lavista bay north coast la vista

All searches < 1 / 10 >

Most-shown search ads

Fullhouse - Lavista Projects Lavista

Category Country Search Interest

Primary & Secondary Schooling (K-12) EG +44%

Hotels EG +35%

All search trends

Billing

Balance as of Nov 26, 2022 EGP 7,684.71

Next automatic payment Dec 1, 2022 or when your balance reaches EGP 4,000.00

Payment methods

Primary Mastercard **** 8577 Backup Add a backup

Your ads aren't running Fix it

View billing View statements and tax documents

7

You can see the best ad you have or the most shown search ad

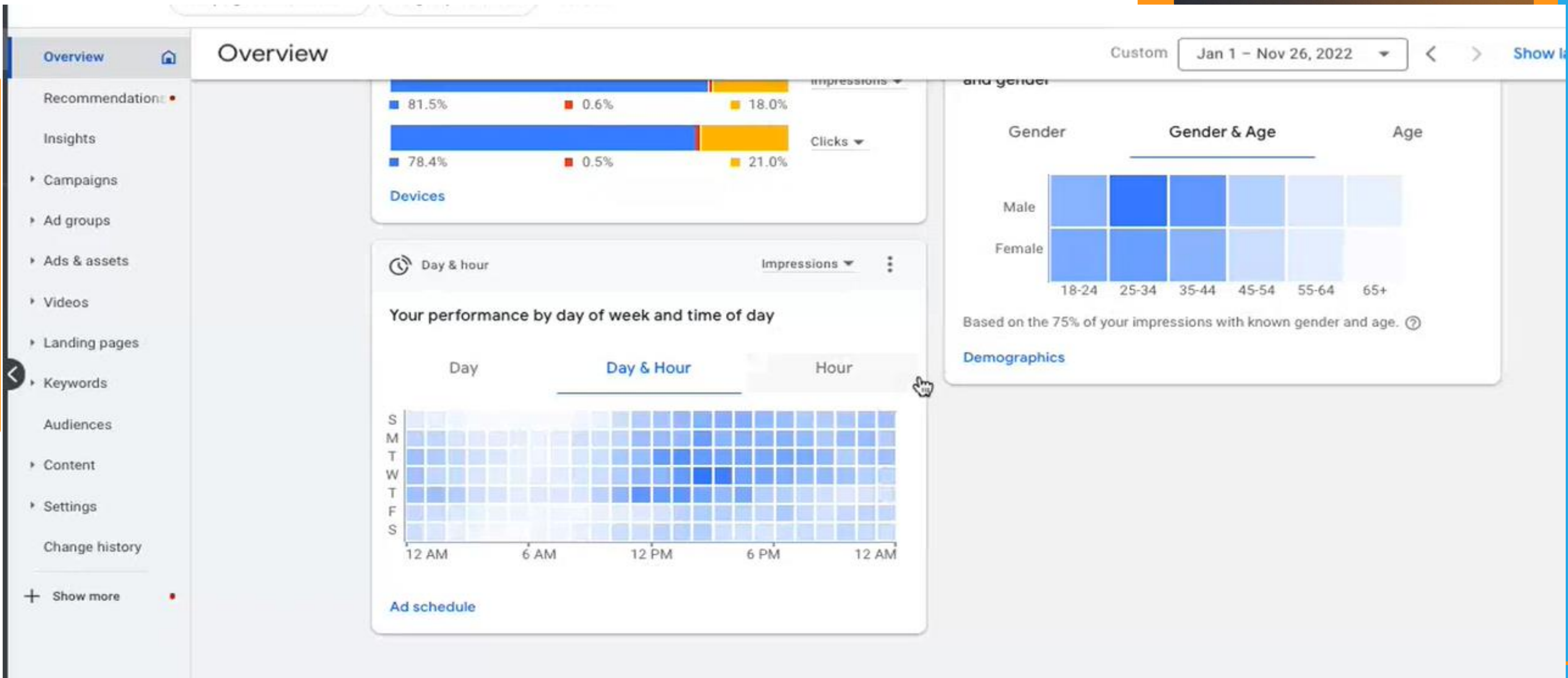
The screenshot displays the Google Ads 'Overview' page. On the left is a sidebar with navigation links: Recommendations, Insights, Campaigns, Ad groups, Ads & assets, Videos, Landing pages, Keywords, Audiences, Content, Settings, Change history, and Show more. The main content area is divided into several sections:

- Searches:** A list of search terms including 'la vista', 'la vista bay', 'la vista north coast', 'la vista cascada', 'lavista', 'la vista sokhna', 'la vista developments', 'la vista ras el hekma', 'tatwe', 'lavista developments', 'la vista city new', and 'lavista bay north coast'. Below this is a link for 'All searches'.
- Search Results Overlay:** A modal window showing a search for 'lavista'. It indicates it was triggered by the keyword 'lavista' (Phrase match) and displays 885 Impressions and 87 Clicks. It includes buttons to 'Add as keyword' and 'Add as negative keyword'. A note at the bottom states: 'This search has been added as a keyword in some ad groups'.
- Most-shown search ads:** A section for the campaign 'Fullhouse - Lavista Projects' and ad group 'Lavista'. It features a preview of an ad with the headline 'Book your Unit in La Vista Now | Sahel, Sokhna, or Cairo | Buy your Unit in La...' and the URL 'lavista.fullhouseegypt.com/projects/egypt'. The ad text describes owning a unit in Sahel, Sokhna, Shorouk, New Cairo, or October.
- Table of Search Ads:** A table with columns for Ad, Impressions, Clicks, and CTR. The first row shows an 'Enabled' ad with 19,346 Impressions, 1,578 Clicks, and an 8.16% CTR. Below the table are links for 'All search ads' and 'All assets', and a pagination indicator '< 1 / 9 >'. A 'Devices' section is partially visible at the bottom.
- Billing:** A section on the right showing the next automatic payment date as 'Dec 1, 2022' or when the balance reaches EGP 4,000.00. It also includes a card ending in '8577' and options for 'Backup' and 'Add a backup'.
- Auction insights:** A section titled 'Other advertisers who are participating in the same ad auctions' showing an 'Impression share' chart. The chart compares 'You' (blue) with other advertisers: nawy.com, propertyfind..., realestateco..., mountainvie..., booking.com, and Others. The 'You' bar is at 100.00%, while others are below 10%.

7

You can track performance by day and hour

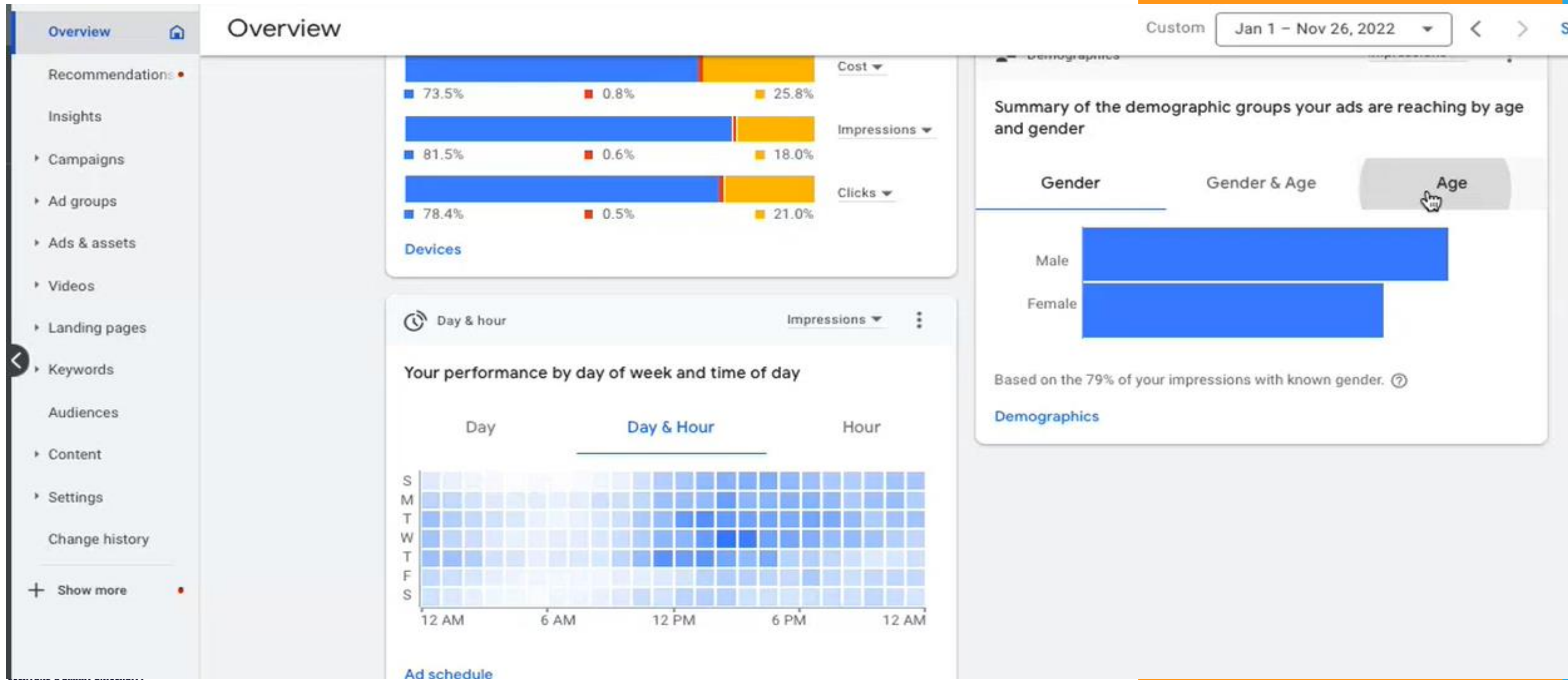
You can see the exact timing and day your ad was searched for.



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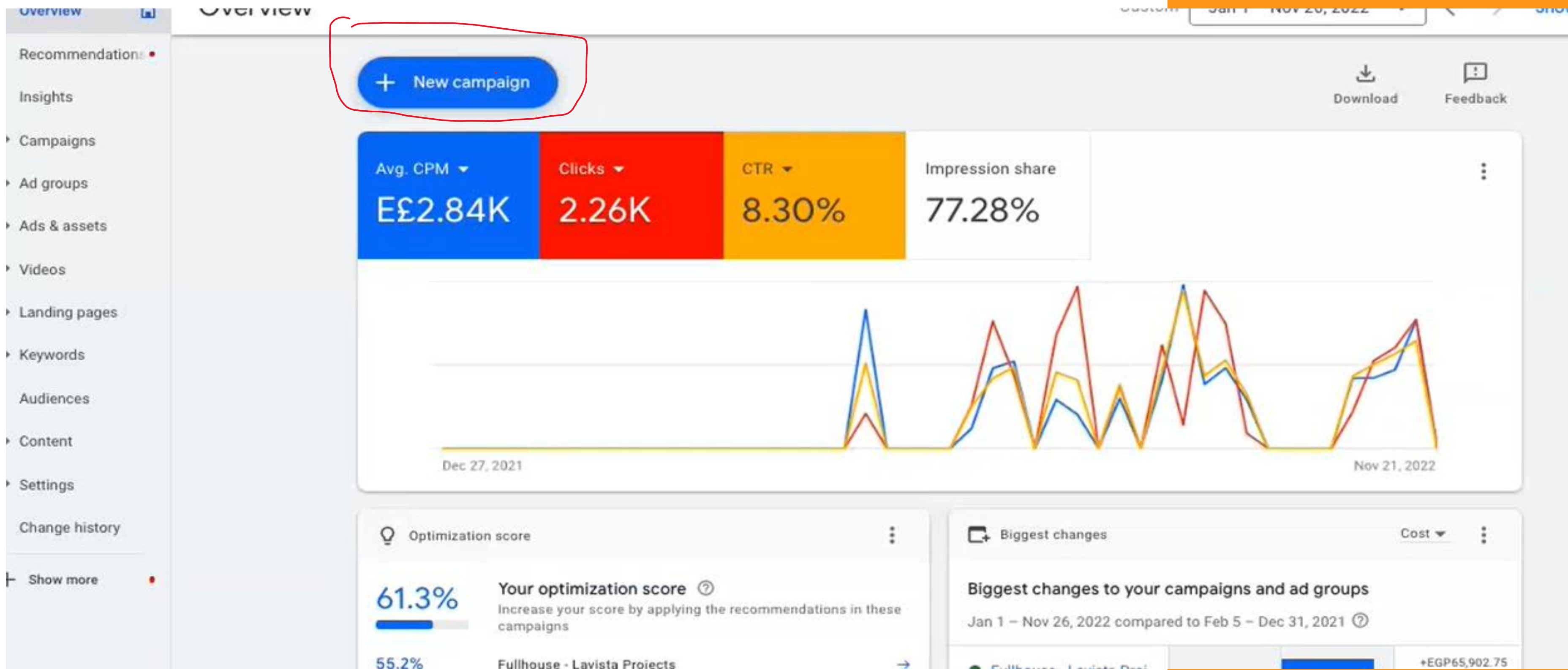
You can check the gender and age

You can track which age and gender searched more.



7

Create new campaign



7

Choosing your campaign objective

Example choose website traffic then press continue

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



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, engagement and pre-registration for your app



Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

Cancel

Continue

7

Add your website and give a name to your campaign

Select the ways you'd like to reach your goal ?

 Your business's website

Campaign name

Website traffic-Search-93

Bidding

Bidding

What do you want to focus on? ?

Recommended

Conversions

Conversion value

Clicks



Clicks are when someone clicks on your ad.

Other optimization options

Impression share

Conversions at a similar CPA by setting a target and staying unconstrained by budget ?

Apply

Alternative bid strategies like portfolios are available in settings after you create your campaign

Next



7

Cost per click is determined by bidding which is the competition

Increase in competition results in increase in ad price

Set your budget cap

You'll never pay more than the monthly cap you set, and you can adjust or pause anytime. Plus, we'll show you estimated results for your budget.

Bidding

Bidding

What do you want to focus on? ?

Clicks ▾

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit ?

EGP 20.00



Bid more efficiently with Maximize conversions using a target CPA: Get more conversions at a lower or similar CPA with a fully automated bid strategy ?

Apply

Alternative bid strategies like portfolios are available in settings after you create your campaign

Next





How to create a google ad campaign

Choosing your audience

New audience signal

Audience name

Enter audience name

Custom segments

People based on their search activity, downloaded apps, or visited sites ⓘ

+ New segment

Your data

People who have previously interacted with your business ⓘ

Create a new data list in audience manager

Interests & detailed demographics

People based on their interests, life events, or detailed demographics

Demographics

All demographics (recommended) ⓘ

Performance Max

ⓘ In Performance Max campaigns, your ads will be shown to people beyond your selections to find new conversions

Eligible

This audience is eligible for use

Best practices

×

Use custom segments

×

Use your data

1. We learned how to use Google Ads to drive traffic and sales to your website
2. Why Google Search is Important
3. Terms to Learn
4. Google Search Campaign Structure
5. How to create a google ad campaign
6. Keywords Match Type
7. Google Ad Manager: Getting Ads Account
8. Google Ads dashboard
9. Create new campaign

