

Google AdWords

Pay Per Click
Advertising

- **Definition:** Google AdWords is a PPC (Pay Per Click) advertising solution

Google AdWords

Ads - Why these ads?

50 Hotels in Cork - Lowest price guarantee | booking.com

www.booking.com/Cork-Hotels

Book your **Hotel in Cork** online

1,935 people +1'd Booking.com

Deals & Special Offers

Budget Hotels

Book Now

Best Reviewed Hotels

No Booking Fees

Luxury Hotels

Hotels in Cork - Book Online and Save Up to 80% Now

www.hotelscombined.ie/Cork

Lowest Price Guaranteed!

Jurys Inn Cork City Hotel - 3 Star City Centre Hotel in Cork



www.jurysinns.com/CorkHotels

Perfect Location - Rooms From €79

↳ Destination Guide - Rooms From €79 - B&B from €89 - Special Offers

Cork Hotels: Cheap hotels in Cork | Expedia.ie

www.expedia.ie/Cork-Hotels.d603083.Travel-Guide-Hotels

Need a **hotel in Cork**? Choose from over 72 Cork hotels with huge savings. Whatever your budget, compare prices and read reviews for all our Cork hotels.

Hotels in Cork - Compare over 50 Cork Hotels Instantly - Golreland...

www.golreland.com/cork

Map for hotels in cork



Ads - Why these ads?

The River Lee Hotel Cork

www.doylecollection.com/RiverLee

Luxury **Cork City Hotel** with Spa.

Book Online from €110 per night!

1 Western Road, Cork
(021) 425 2700 - Directions

Cork Hotels from 46€

www.ebookers.ie/Cork_Hotels

Top **Hotels** at Rock Bottom Prices.

Great Deals in **Cork**. Book Now!

Radisson Blu Cork Hotels

www.radissonblu.ie/Cork

Stay at one of our 2 lux **hotels** in

Cork. Best Online Rate Guaranteed.

Google AdWords

- **How it works:**

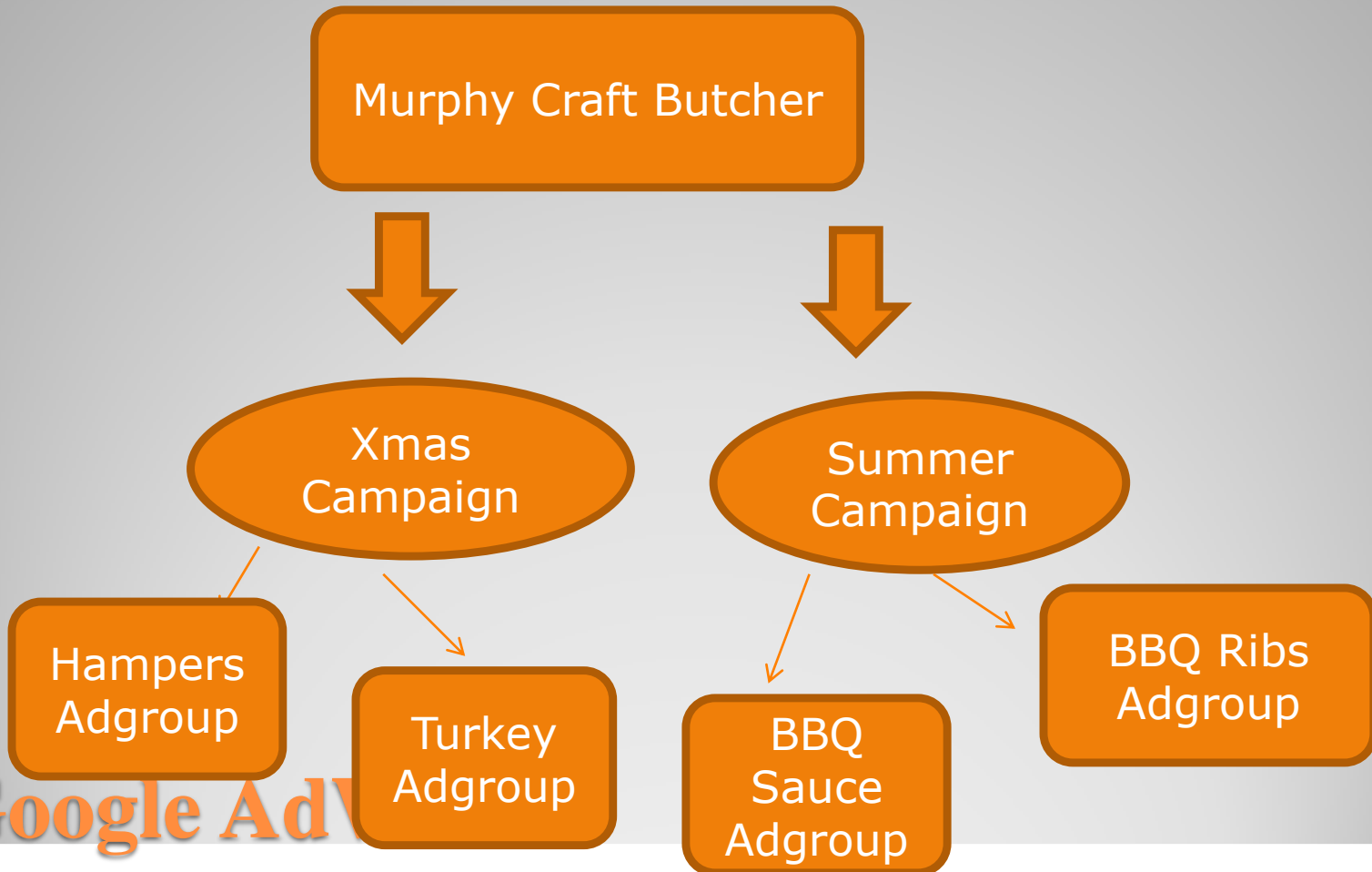
- The ad should go straight to the landing Page with the relevant offer. Google check all offers are legitimate to ensure companies aren't falsely bringing you to their site
- The link must match the offer and the ad must be relevant to your company and the keywords

Google AdWords

- An example of a Campaign would be a craft butcher who creates an AdWords campaign for Christmas with one Adgroup for turkeys, another for spiced beef, another for hampers. Then 6 months later creates a campaign for the summer with an Adgroup for BBQ sauces and another for BBQ chicken, another for BBQ ribs
- **Ad groups are keywords, adverts and landing pages**
- Split all Ad Groups into different products, offers, services etc
- Have a good focused reason for the Ad and a relevant budget

Google AdWords

- **Account Structure:**



- Google determine your ad's position '*Ad Rank*' by determining an ad's *Quality Score* and multiplying it by your *max bid*
- **Max Bid x Quality Score = Ad Rank/Position**
- **Quality Score** is made up of an ad's *click through rate, Keyword Relevancy, Ad Relevancy, Landing Page*

Google AdWords

- The biggest influence on your CTR is the relevance of your ad to the keyword.
- If a user has searched for *Mercedes parts cork* and your advert headline says '*Mercedes parts cork*' then it is highly relevant. The searcher is much more likely to click on your relevant ad than an irrelevant one that says '*Mercedes parts Dublin*'.
- Relevance increases your click-through rate (CTR).
- The higher your CTR the higher your Quality Score.

Google AdWords

- The higher your Quality Score, the higher your Ad Rank.
- The higher your Ad Rank, the higher you will appear on Google's search results pages
- This will in turn increase CTR even further.
- **Crucially** - the higher your Quality Score the less you'll pay per click. Google wants to reward relevant adverts.

Google AdWords

- **Basic Terminology:**

PPC -

Pay-Per-Click

CPC-

Cost-Per-Click

Conversion –

Some action has been taken e.g. a purchase or download

Filter –

filter out countries etc.

Google AdWords

- **Basic Terminology:**

Keywords

Impressions

Destination URL – link, landing page

Campaign

Ad Group

Google AdWords

- You can stop or pause a campaign anytime
- There's no contract
- You have absolute control, total transparency
- AdWords is totally unique
- Some firms use AdWords for brand awareness, you'll need to use broad key phrases
- But be specific for a sales campaign

Google AdWords

- Pay Per Click (PPC) is easily controllable and measurable. Success depends on finding the keywords that attract the most click-throughs and the highest return on investment.
- If a keyword doesn't attract traffic, it doesn't cost you money.
- You'll start getting results quickly and can see what works and what doesn't.
- A keyword that isn't working can be discarded instantly.

Google AdWords

- A popular strategy for PPC is to start with a large number of keywords and test their performance through the detailed analytics provided by Google AdWords.
- The higher the number of keywords you start with, the higher your chances of quickly finding the ones that are going to bring you the greatest return on investment.

Google AdWords

- A well-proven tactic is to offer PPC visitors something irresistible like a downloadable report or a free trial. With these freebies comes an agreement to receive future emails, perhaps in the form of a newsletter. The newsletter is then used to prove your knowledge, build trust and make a sale.

Google AdWords

- **A poor ad group Example**
- The keywords in the ad group shown in the following diagram are not similar enough to each other. Also the ad copy and the landing page are both too generic.

Keywords	Ad	Landing Page
green tea assam tea chai tea herbal tea oolong tea organic tea white tea tea	Brew Tea House Specialist Online Tea Store. Teas From \$0.99 & Free Next Day Delivery www.Brew-Tea-House.com	Brew Tea site home page

A poor ad group with loosely related keywords, generic ad copy and landing page.

Google AdWords

source: wordtracker.com

- **The Landing Page Problems:**

- Visitor has to search again for the product they want
- Text on the page does not match the keywords in the Ad Group
- Ad text doesn't match the keywords on the page
- The pages lack of relevance (to the ad groups keywords) will contribute to the low Quality Score

Google AdWords



[Welcome](#) | [Black Teas](#) | [Green Teas](#) | [Oolong Teas](#) | [Jasmine Teas](#) | [White Teas](#) | [Rooibos & Honeybush](#) | [Herbal Infusions](#) | [Fruit Infusions](#)

Welcome

We offer a wide range of Tea. Please take a look around.

Tea is the agricultural product of the leaves, leaf buds, and internodes of the *Camellia sinensis* plant, prepared and cured by various methods. "Tea" also refers to the aromatic beverage prepared from the cured leaves by combination with hot or boiling water, and is the common name for the *Camellia sinensis* plant itself.

After water, tea is the most widely-consumed beverage in the world. It has a cooling, slightly bitter, astringent flavour which many enjoy.

The four types of tea most commonly found on the market are black tea, oolong tea, green tea and white tea, all of which can be made from the same bushes, processed differently, and in the case of fine white tea grown differently. Pu-erh tea, a post-fermented tea, is also often classified as amongst the most popular types of tea.

The term "herbal tea" usually refers to an infusion or tisane of leaves, flowers, fruit, herbs or other plant material that contains no *Camellia sinensis*. The term "red tea" either refers to an infusion made from the South African rooibos plant, also containing no *Camellia sinensis*, or, in Chinese, Korean, Japanese and other East Asian languages, refers to black tea.



5 Health Benefits of Drinking Tea

1. Tea contains antioxidants.
2. Tea can lower stress.
3. Tea keeps you hydrated.
4. Tea aids your body in digestion.
5. Tea aids your immune defenses.

[Read more](#)



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Google AdWords

source: wordtracker.com

- **A good ad group Example**

- The keywords in the ad group shown in the following diagram are very similar to each other - they are tightly themed around green tea. This allows the ad copy and the landing page to be very relevant to the keywords - again, both are all about ‘green tea’.

Google AdWords

Keywords	Ad	Landing Page
green tea best green tea green tea benefits green tea store	Buy Quality Green Tea Specialist Green Tea Online Store - From \$0.99 & Free Next Day Delivery Brew-Tea-House.com/Green-Tea	A page all about green tea

A good ad group with closely related keywords and highly relevant ad copy and landing page

Google AdWords

source: wordtracker.com

- **The Landing Page good points:**
 - Text on page matches Ad Group's keywords
 - Text on page matches Ad text
 - Fast to load
 - There is a clear Call To Action (CTA)

Google AdWords

Green Teas

Decaf Green Tea

Chinese Green

Decaf Green

Darjeeling Green

Jasmine Green

Organic Green



Click to Zoom 

 Email this page

 Printer-friendly version

 **SHARE**   

QUALITY GREEN TEA

Contains caffeine. 100% Natural. A hint of heavenly tea scents our serene imported Organic Green Tea . We've blended delicate green tea with the sweetness of white peaches, creating a true harmony of exotic and aromatic flavors.



Quantity:

FREE DELIVERY
on orders over
£20



Customer Reviews



Average Customer Rating [Add Your Review](#) [See All Reviews](#)

- Searchers looking for green tea (and the group's other keywords) will see a relevant ad and be more likely to click than if they saw the generic ad in the poor ad group above.
- This will increase click through rate (CTR) and thus Quality Score which means Google will charge you less per click.
- Google will also look at the landing page, see that it is relevant to the green tea keywords and reward you again with a higher Quality Score.

Google AdWords

- The key to Adwords success is to theme your ad groups so there is a tight relationship between the **keywords**, the **AdWords ad** and the **Landing page**

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