



MOTOCMS
beautiful websites made easy



EXPRESS GUIDE FOR ONLINE ADVERTISING WITH GOOGLE ADWORDS

INTRODUCTION



When promoting your business online, you face the fact that Google is one of the things you have to reckon with. Though the company is a big gun and totally dominates the market, Google gives pretty great opportunities for entrepreneurs.

In this eBook, you will discover why it makes sense to choose the tools offered by Google and be able to create your first campaign. For those who in a hurry, the guide contains tips that will be useful for the better and faster understanding of the Google Adwords platform.

But first, let's find out is your business compatible enough to play ball with Google.

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Part 1

Getting Ready for Advertising with Google

MAKING YOUR WEBSITE GOOGLE-FRIENDLY

Apparently, there is a set of do's that are vital for boosting your business online with Google. Fortunately or not, this company determines the direction of the digital world and you as a business owner must take this into account. But in the end, your business, not Google, benefits big from this business affair.

Why Google AdWords is The Pick of The Bunch

If you want your business to grow, Google AdWords is a must in the long run. Otherwise, your business has no chances in our cruel competitive world. You have to be on the same level as your rivals who already use this platform for making themselves known at any point on Earth, where people use Google.

How many people use it? The numbers are fascinating. There are about 40.000 search engine queries every second that is 3.5 billion requests per day. You will be able to get promote your company with email, search engine results pages, YouTube, or a range of other Google's services.

Search Engine Optimization

SEO is a key player in the game called business. Good SEO reputation works positively for any website owner. Optimizing your website content, you make

another step forward for starting your first advertising campaign with Google AdWords. It takes much easier to get started with online advertising when you have puzzled out the main SEO principles.

Because if you have already got the experience of a website optimization, you are on the half of your way to selling ads with Google. In fact, the tools you have to work with are the same. Not to mention the fact that things will go much better if your brand has some recognition.

Just in case, if you don't have a thing about SEO, MotoCMS have already published another [eBook for beginners about a website optimization](#) that you can download for free.

Mobile-First Approach

Users all over the world adore using mobile devices to go online, because they are handy. What is more important is that Google gives priority exactly to mobile-friendly websites. A website with responsive design is another must if you want to get high search engine rankings and if you want to create ads campaigns for mobile users.

We recommend you also to take notice of the AMP project and create an [AMP version for your website](#) if you are a big business player with a multi-page website. Accelerated Mobile Pages is the Google's open-source initiative that can make your website mobile version run much faster.

On The Edge of Technologies

Co-operating with Google, you stay focused on the latest innovations in the digital market by default. The company may easily change something in search engine algorithms or bring another innovation from time to time.

That's why you should always keep your eyes open to stay in trend whenever it is necessary. Google AdWords is one of the tools that will help you and your business adjust to online environment.

LAUNCHING ANALYTICS: CREATING MARKETING GOALS

Each marketing campaign requires detailed analysis that will define future plans of any business. Any data you collect will definitely become valuable so that you can successfully use it for future Google AdWords campaigns.

The gimmick of Google Analytics is that this platform gives you a free hand in the management of your conversion goals. You get the better insight of your customers behavior and realize which direction is better for your business.

So here are the following steps you should begin with:

- [Launch your site to Google Analytics](#) or sign in with your existing account;
- Add the tracking code of your website to Analytics to start collecting data;
- Set up your business goals.

Why Launching Analytics?

Before getting started with Google AdWords, you have to activate a Google Analytics account. These two platforms are closely tied. All your statistics from Google Adwords is displayed in Google Analytics when you link these accounts together.

If you already have a Google Account, all you need is to sign up. The first section you have to pay attention at is Admin. From here you are able to set up the main settings of your Analytics platform.

Tracking your data

The first thing to do after you sign up is to let your Analytics platform to track data from your website. To do that, click on the Admin section and click **Tracking Info > Tracking Code** under the Property column once you choose your account.

Tracking code is the one to copy from Analytics and embed to your web page. Note that you must add the tracking code for each page of your website to get a corresponding report.

Setting up goals

By [setting goals in Google Analytics](#), you can try to predict the attitude of your clients and thus to improve your conversion rate. There are 5 kinds of goals you can set up and the examples of their usage:

- **Destination** - a conversion goal is reaching a specific place on your website;
- **Duration** - presume how much time a visitor would spend on a particular page;
- **Pages/Screens per session** - a goal of visiting a certain amount of your site pages;
- **Event** - [make a visitor do some action](#) on your website;
- **Smart goal** - a [machine-moduled goal](#) based on your analytics data (recommended for experienced users).

To create a goal, click on the Goals section under the Properties column. You can name your goal, set its type and other details.

Tracking your data

The first thing to do after you sign up is to let your Analytics platform to track data from your website. To do that, click on the Admin section and click **Tracking Info > Tracking Code** under the Property column once you choose your account.

Tracking code is the one to copy from Analytics and embed to your web page. Note that you must add the tracking code for each page of your website to get a corresponding report.

LEARNING DIFFERENT EXPERIENCE WITH COMPETITOR ANALYSIS

Your business success is significantly related to the current trends on the market. To find out more about the latest tendencies, you don't have to spend hours perusing every best-selling book on marketing. It is enough to adopt the experience of your rivals.

Getting a peep of a competitive company activity is a free and effective way of improving your own business. Before creating your advertising campaign, it is highly recommended to look at the existing practices in your industry.

Pricing & Discounts. Find out a possible cost of your product or service by surveying pricing tables of your competitors. Look not only at average prices but the terms under which customers could save: global sales, discounts and other events.

Vocabulary & Keywords. Believe it or not, but every word matters when you address to your website visitor. You have several reasons why you should review text content throughout your competitors' websites. First of all, you can set out the priorities in choosing right word combinations for SEO - keywords. Secondly, you can simply get inspired if you have no idea on how to lure a client with an attractive message and come up with a few great call-to-actions.

Promotion Sources. The best way to widen your influence on the web is mentioning your website as much often as possible and on the same web resources as your contenders do. This applies to social media and emails as well. Look through your competitors' social media profiles, analyze the content they posted, subscribe to the newsletters to receive information at first hand etc.

The last, but not the least is your competitors' Google ads. Conduct the analysis of an ad title, description and other elements to understand what you are dealing with.

BRAND VS. PRODUCT: CHOOSE YOUR TARGET

There are two main directions you can choose, starting an advertising campaign with Google AdWords. You can place a bet on increasing your brand awareness or the promotion of specific products or services.

At the beginning of your path, it is recommended to advertise only one side of your business. Of course, your choice depends on what you want to get:

Increasing popularity of your brand. If you want your brand name to be famous and consider Google AdWords as a way out, keep in mind that this way may be ineffective for a new company. It takes *a really long time and a lot of patience* to get a benefit from branding campaigns if you are making your first steps in business.

The question is whether your brand famous enough to dispense with that. For example, if you are well-known on the local level, then you are ready to go globally and able to bring a large audience to your website and save big on Google AdWords.

Frankly speaking, there is a more effective way to bring leads to your site if you are only a beginner. In this case, you should probably choose another option and start with spending your budget on product or services advertising.

Product or services advertizing. This way is much more efficient if you want to capitalize on the products or services you provide your customers with. Creating a product campaign, you can earn a direct profit right here and right now, while the results of your brand-boosting campaign will be seen over time.

MEASURING BUDGET & EXPENSES

Finally, we came to one of the most topical issues. How much do you need to get started? As mentioned before, Google AdWords does not require massive budgets for your business to be advertised online.

We summed up the main financial benefits of the AdWords system below.

Freedom of choice. Any campaign of yours can be stopped at any time. Google won't charge you if you decide to change your plans. There are three payments solutions available - a credit or debit card and a bank payment.

Any budget at your disposal. You start on the financial plan that will be comfortable for you. Spend as much as you need not a penny more, not a penny less. If necessary, you can change the fee for your ad in real time without closing a campaign.

You don't overpay. Thanks to the daily budget concept, you can manage your money wisely by setting a charge of each campaign per day. Every day you have a limit, allowing you to make sure that you don't spend more than you plan. When you run out of a daily budget, you won't be charged.

Since the platform is an online auction, you will pay off your ads with bidding. Unlike an art auction where only one participant wins, the Google auction system works different on the formula called Ad Rank.

All ads are ordered and displayed not according to the cost of your bid, but rather your ads eligibility and quality. Remember, when you work with Google, more expensive doesn't necessarily means more effective. The company keeps a constant lookout at your ads to be relevant and attractive.



Part 2

Starting Your First Google AdWords Campaign

GOOGLE ADWORDS ACCOUNT REGISTRATION & ACTIVATION

Since Google provides users with one profile for its every service, you can use your Gmail account to get started with Google AdWords activation.

If you are not sure you are able to do this yourself, the company offers you to call an operator and have a chat via phone line.

Google AdWords

Home How it Works Pricing Marketing Goals Tools Resources

Get your ad on Google today.

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

[START NOW](#)

Call to get set up by our AdWords Specialists:
1-855-233-0477

The Tree House Brothers
treehousebrothers.com
Two Brothers Building Luxury Custom Tree Houses in Connecticut

BENEFITS

Why Google AdWords?

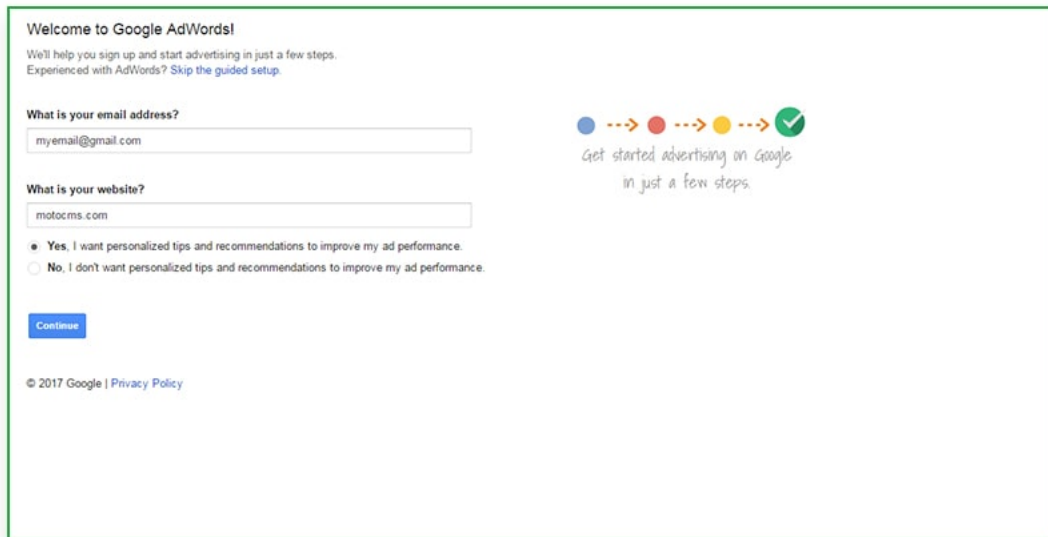
Attract more customers.
Whether you're looking to bring in new website visitors, grow online sales, get the phones ringing or keep customers coming back for more, Google AdWords can help.

Reach the right people at the right time.
Your business gets found by people on Google precisely when they're searching for the things that you offer.

Advertise locally or globally.

If you need us, we're here.

We are cool guys and capable of doing everything ourselves, right? Click the Start Now button to proceed. The registration process is a pretty intuitive undertaking that requires a few simple steps. First, enter your email address and your website URL to continue filling up the key information about your business.



Welcome to Google AdWords!
We'll help you sign up and start advertising in just a few steps.
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address?

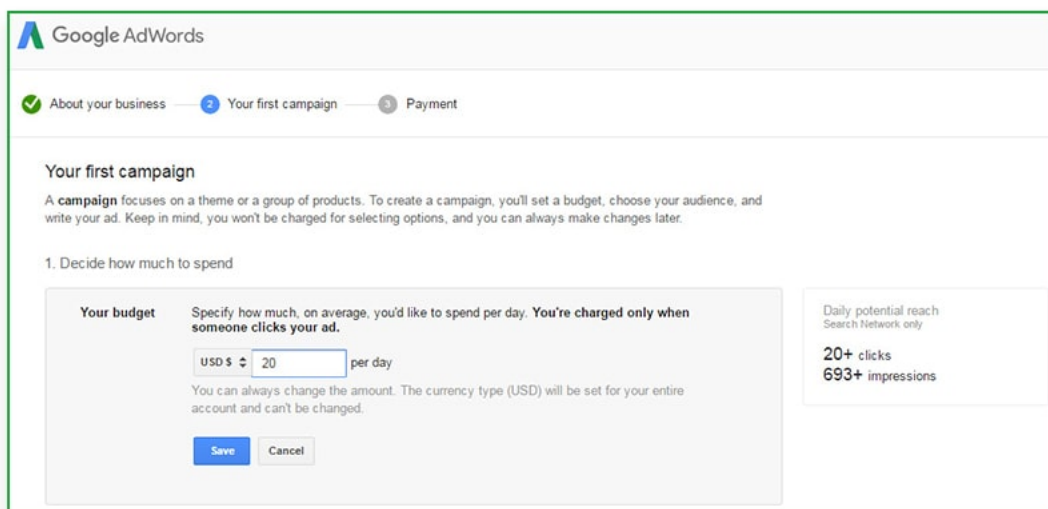
What is your website?

Yes, I want personalized tips and recommendations to improve my ad performance.
 No, I don't want personalized tips and recommendations to improve my ad performance.

[Continue](#)

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The first step once you provide Google with your business details is setting up your campaign daily budget. Here you can also see how you can spend it in prospect. It is recommended to start with a reasonable sum of money at least for the first campaign. Get some experience first.



Google AdWords

✓ About your business — 2 Your first campaign — 3 Payment

Your first campaign
A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget Specify how much, on average, you'd like to spend per day. **You're charged only when someone clicks your ad.**

USD \$ per day

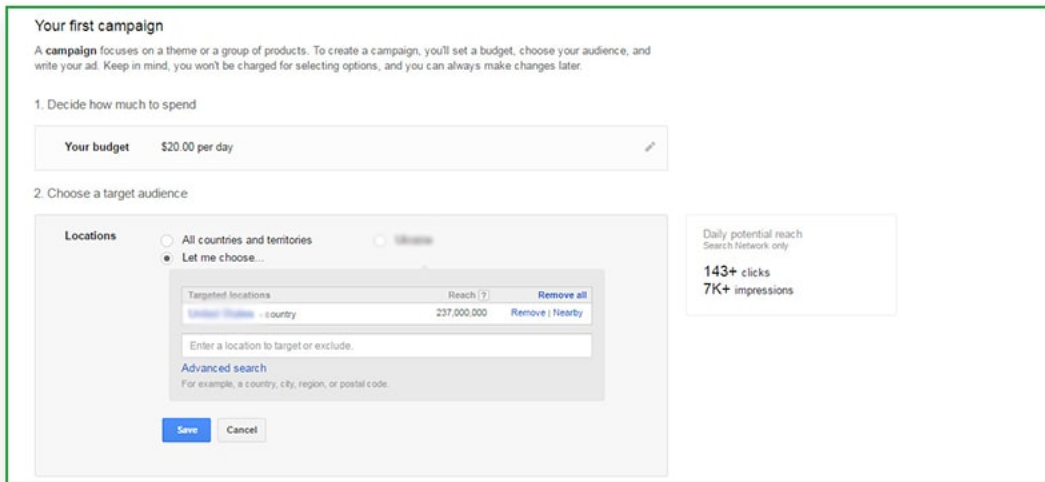
You can always change the amount. The currency type (USD) will be set for your entire account and can't be changed.

[Save](#) [Cancel](#)

Daily potential reach
Search Network only

20+ clicks
693+ impressions

Then choose locations, where you want your ads to be displayed.



Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget: \$20.00 per day

2. Choose a target audience

Locations

All countries and territories
 Let me choose...

Targeted locations

Location	Reach (?)	Remove
United States - country	237,000,000	Nearby

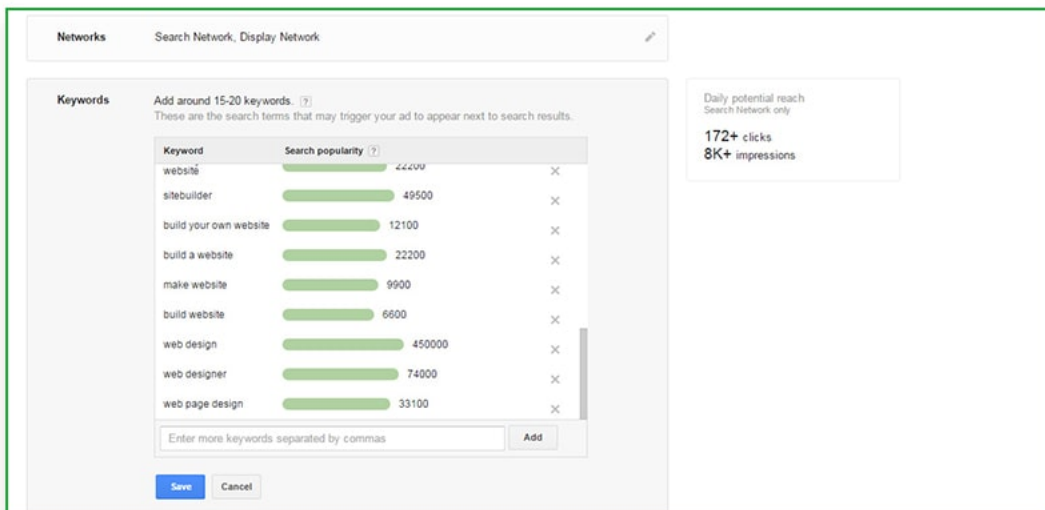
Enter a location to target or exclude.

Advanced search
For example, a country, city, region, or postal code.

Save Cancel

Daily potential reach
Search Network only
143+ clicks
7K+ impressions

The Networks section is where you specify the ways of your ads demonstration. After setting networks, you have to pick up several similar keyword combinations for your campaign.



Keywords

Add around 15-20 keywords. (?)
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity (?)	Remove
website	42200	X
sitebuilder	49500	X
build your own website	12100	X
build a website	22200	X
make website	9900	X
build website	6600	X
web design	450000	X
web designer	74000	X
web page design	33100	X

Enter more keywords separated by commas

Add

Save Cancel

Daily potential reach
Search Network only
172+ clicks
8K+ impressions

The third step is setting your bid. You have to choose between automatic and manual bidding. When picking the last option, Google suggests you an adequate bid rate according to your budget.

Networks Search Network, Display Network

Keywords

website builder free website free website builder create website website creator
 create a website make your own website make a website website maker
 best website builder website builders free website maker website builder free
 website builder software create website free create your own website sitebuilder
 build your own website build a website make website build website web design
 web designer web page design

3. Set your bid

Bid The most you're willing to pay for a click on your ad.

AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

I'll set my bids manually

\$ 0.5 Suggested bid amount for your budget: \$0.20

Save Cancel

Daily potential reach Search Network only
 84+ clicks
 4K+ impressions

4. Write your ad

Here comes the most interesting part - your ads customization. Indicate your website, two headlines and an ad description. And don't forget to read tips for writing your ad in the pop-up nearby.

4. Write your ad

Text ad

Landing page
 http://www.motocms.com

Headline 1
 MotoCMS Website Builder

Headline 2
 Create Your Site without Coding

Description
 2500+ Website Templates with Built-in Admin Panel for Any Industry. Try for Free

Tips for writing your ad:
 • Use a clear call to action
 • Include at least one keyword
 • Capitalize the first letter of every word
 • Include specific prices or promotions

Save Cancel

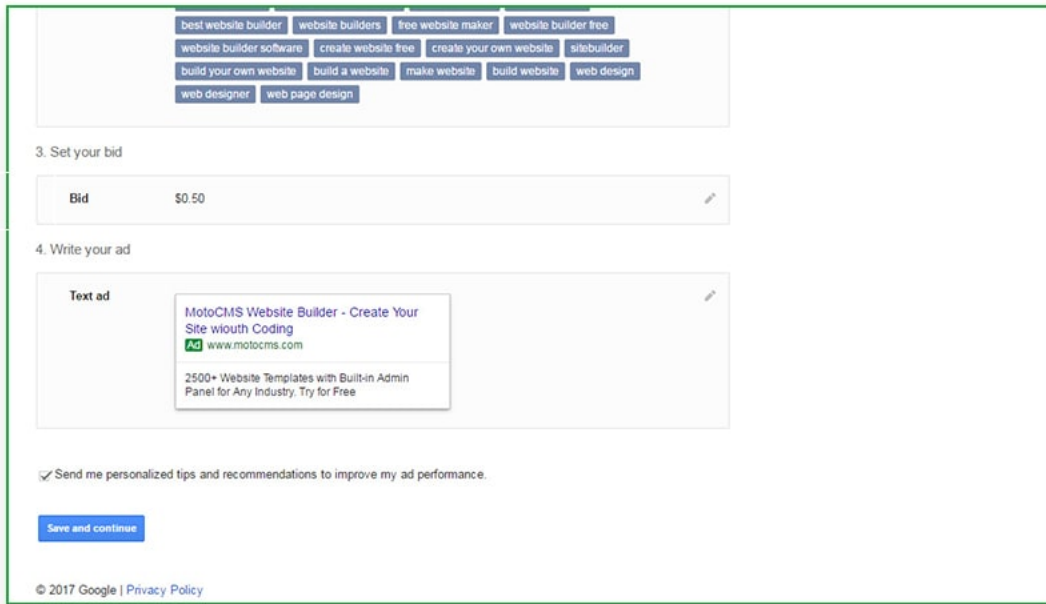
Ad preview

MotoCMS Website Builder - Create Your Site without Coding
 Ad www.motocms.com

2500+ Website Templates with Built-in Admin Panel for Any Industry. Try for Free

Daily potential reach Search Network only
 84+ clicks
 4K+ impressions

Click the Save button to get your first ad done. Don't forget to preview its appearance to make sure everything is okay.



best website builder website builders free website maker website builder free
website builder software create website free create your own website sitebuilder
build your own website build a website make website build website web design
web designer web page design

3. Set your bid

Bid \$0.50

4. Write your ad

Text ad

MotoCMS Website Builder - Create Your Site without Coding
AD www.motocms.com

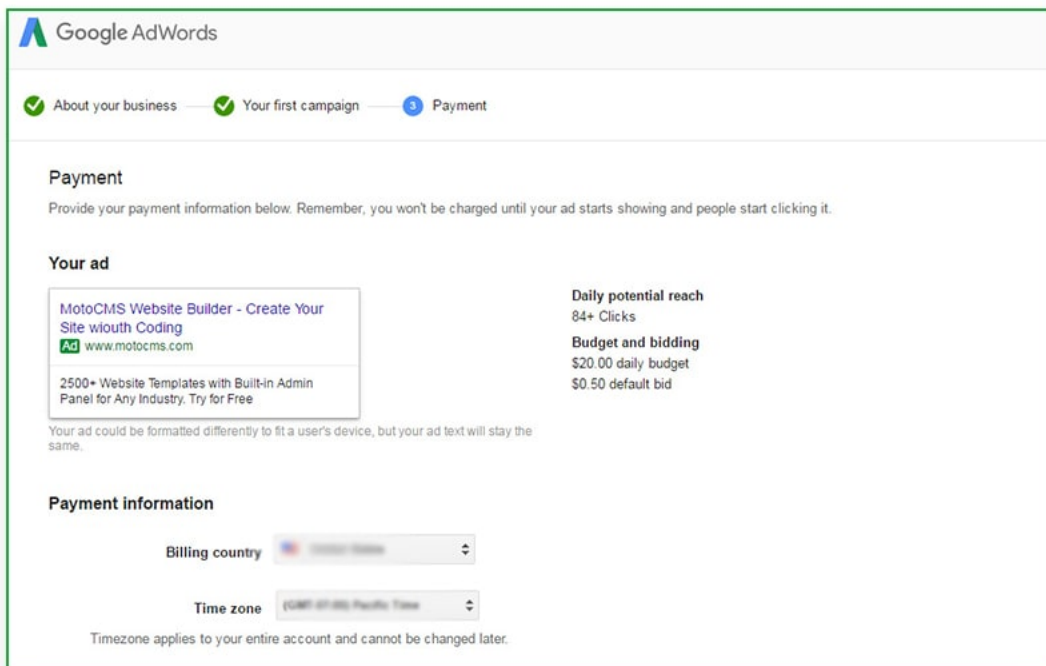
2500+ Website Templates with Built-in Admin Panel for Any Industry. Try for Free

Send me personalized tips and recommendations to improve my ad performance.

Save and continue

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If you want Google to help you create better ads, check the box below the Write your ad section. Now let's find out how to fill in your billing information.



Google AdWords

✔ About your business — ✔ Your first campaign — 3 Payment

Payment

Provide your payment information below. Remember, you won't be charged until your ad starts showing and people start clicking it.

Your ad

MotoCMS Website Builder - Create Your Site without Coding
AD www.motocms.com

2500+ Website Templates with Built-in Admin Panel for Any Industry. Try for Free

Daily potential reach
84+ Clicks

Budget and bidding
\$20.00 daily budget
\$0.50 default bid

Your ad could be formatted differently to fit a user's device, but your ad text will stay the same.

Payment information

Billing country United States

Time zone (GMT-07:00) Pacific Time

Timezone applies to your entire account and cannot be changed later.

Specify your billing country, time zone, type of your account and other info.

Timezone applies to your entire account and cannot be changed later.

Introductory offer

Send me AdWords promotional offers, invitations to try new features, and Google surveys.

Account type [?]

Name and address [?]

Primary contact

How you pay

In the end, choose the payment method that will be the most suitable to you.

How you pay

You pay for this service only after you accrue costs, via an automatic charge when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first.

Payment method [?]

/ [?]

 Credit or debit card address is same as above

I agree to the AdWords [terms and conditions](#).

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After finishing your first campaign creation and letting Google analyze your billing data, you will be able to work with the chosen keywords.

Moto > All campaigns > Website Builder - EN >
 Ad group: [website builder] Drafts This month: Apr 1, 2017 - Apr 6, 2017

Enabled Type: Standard Ad group bids (Max. CPC) Edit Active bid adjustments: Device

Settings Ads Ad extensions Keywords Audiences Auto targets Dimensions Labs

Keywords Negative keywords Search terms

All but removed keywords Segment Filter Columns Find keywords View Change History

KEYWORDS	Edit	Details	Search terms	Bid strategy	Automate	Labels							
Keyword	Status	Max. CPC	Clicks	Impr.	Avg. CPC	Qual. score	Avg. Pos.	CTR	Cost	Conversions	View-through conv.	Est. first page bid	Est. top page bid
[web site builder]	Eligible	(enhanced)	0	0	\$0.00	5/10	0.0	0.00%	\$0.00	0.00	0		
[website builder]	Eligible	(enhanced)	0	0	\$0.00	7/10	0.0	0.00%	\$0.00	0.00	0		

We highly recommend you to create a few more ads and associate them with the keyword group of your first ad to make your campaign more effective.

Moto > All campaigns > Website Builder - EN >
 Ad group: [website builder] Drafts This m

Enabled Type: Standard Ad group bids (Max. CPC) Edit Active bid adjustments: Device

Settings Ads Ad extensions Keywords Audiences Auto targets Dimensions Labs

All ads Segment Filter Columns Search View Change History

AD	Edit	Automate	More actions...	Labels								
Ad	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversion
Moto CMS Website Builder Create Your Own Website in New Way without Any Coding & Design Skills. www.motocms.com	Approved	--	--	Search Network only	All features	0	0	0.00%	\$0.00	\$0.00	0.0	
MotoCMS Website Builder 2500+ Ready-Made Templates www.motocms.com/website_builder No Coding Skills. 2 min Installation. Drag'n'Drop Editor. Built-in Admin	Approved	--	--	Search Network only	All features	0	0	0.00%	\$0.00	\$0.00	0.0	

After finishing your first campaign creation and letting Google analyze your billing data, you will be able to work with the chosen keywords.

Campaign: Website Builder - EN

Enabled Type: Search Network only - All features Edit Budget: /day Edit Targeting: Albania; Argentina; (41 more) Edit Active bid adjustments: Device

Ad groups Settings Ads Ad extensions Keywords Audiences Auto targets Dimensions Labs

All but removed 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.
[online website builder]	Eligible	(enhanced)	0	0	0.00%	\$0.00	\$0.00	0.0

Use the [Keyword Planner](#) tool for the proper word combination search. The example you can see above.

BINDING GOOGLE ADWORDS AND GOOGLE ANALYTICS ACCOUNTS

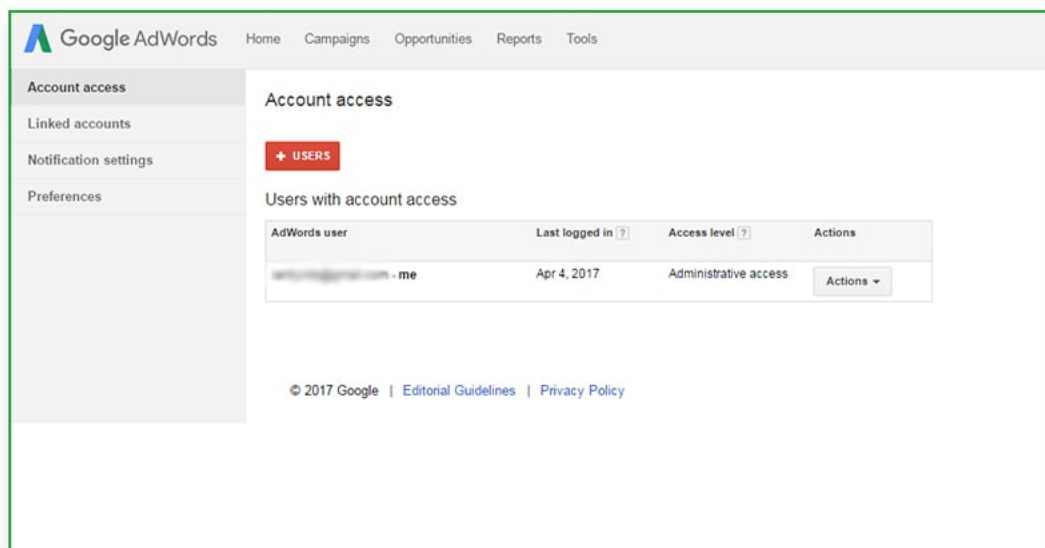
We informed you already about how to get started with Google Analytics. If you have already set your Analytics account, good for you! Because with no proper data analysis, you are automatically out of the game.

Now we are going to link your Analytics account with Google AdWords. Why do you need that? A little reminder:

- You can import data like goals and transactions from Analytics to AdWords;
- You can check all AdWords data in Analytics.

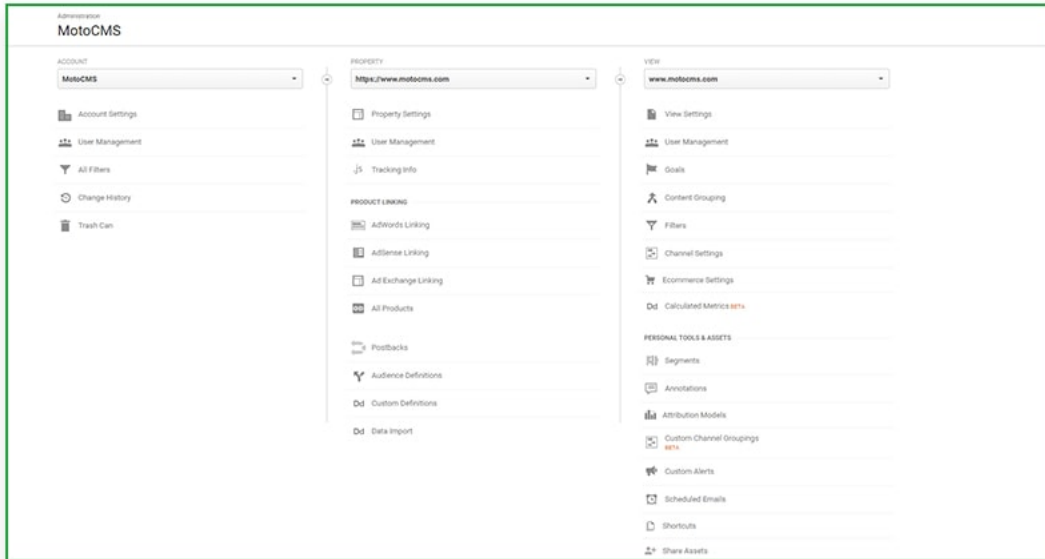
First of all, be sure that your Google account has a special [Edit permission](#) for Analytics and an [Administrative access](#) for AdWords.

To check your access status in AdWords, sign in to your account and click on the Billing, Account Settings & Help icon. Then choose Account Settings.

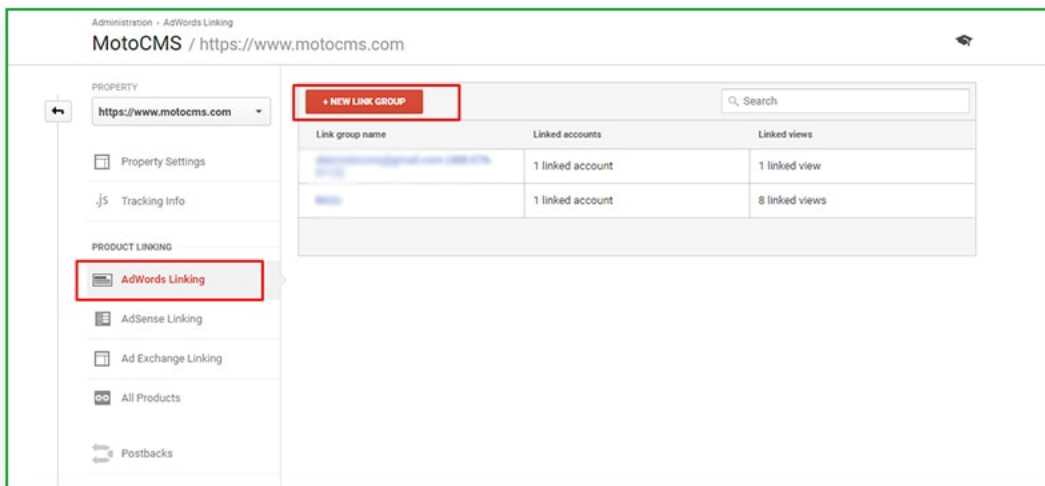


To edit your Google Analytics permission, sign in to account and click on the Admin tab. Choose your Account and Property. Under the Property column, click on the

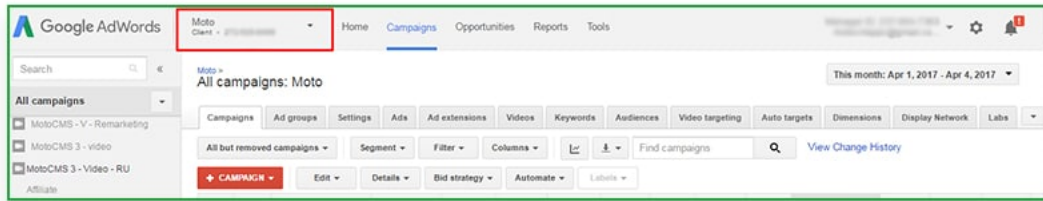
Admin tab. Choose your Account and Property. Under the Property column, click on the AdWords Linking section and then User Management. In the Property Permissions column, click the Edit button to add your email address.



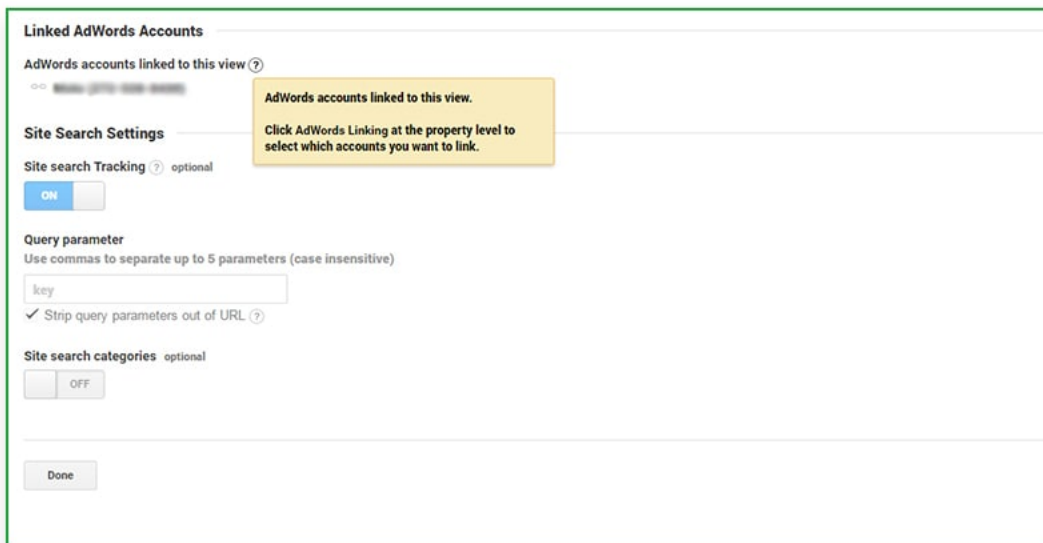
The process of linking is pretty simple. Just click on the + New Link Group button.



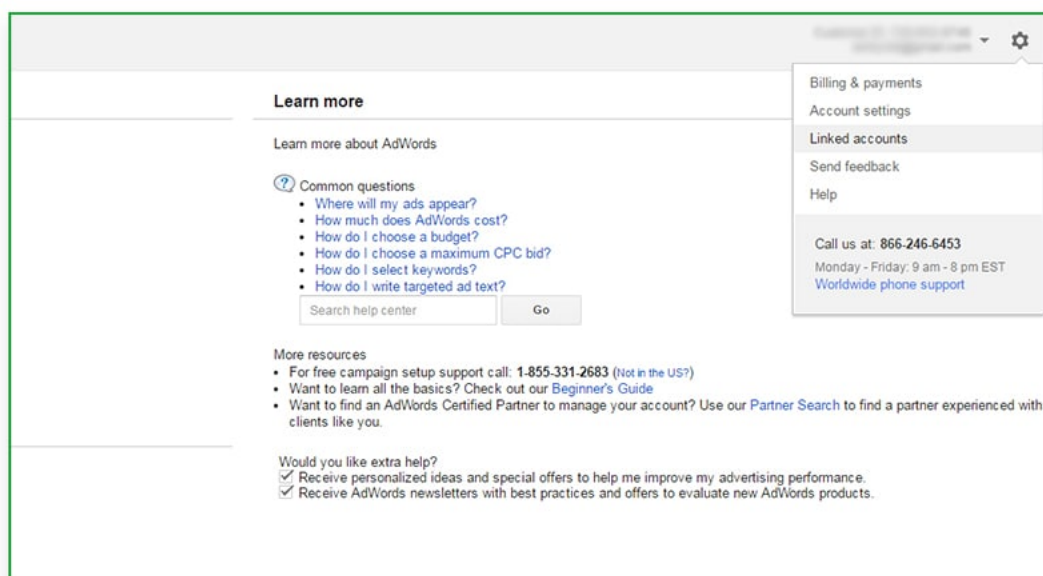
To proceed, you have to enter your Google AdWords account ID - a 9-digit number that you can and save your progress.



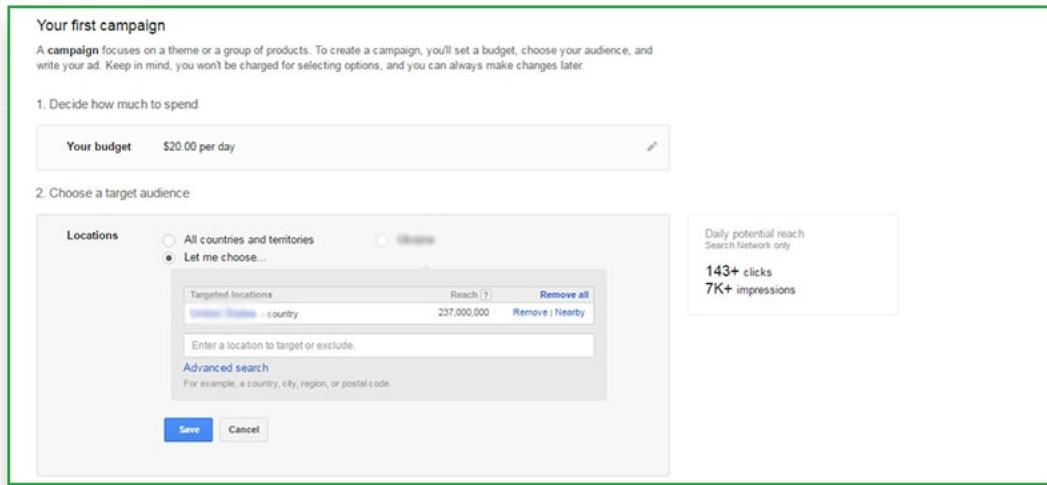
In the Settings, you can see all linked AdWords accounts.



In your AdWords account, click on the gear icon in the top right corner to activate the menu bar and choose Linked Accounts.



In the opened window, you see all possible ways of integrating Google AdWords with other accounts. Here you should choose Google Analytics.



Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget: \$20.00 per day

2. Choose a target audience

Locations

All countries and territories **Let me choose...**

Targeted locations	Reach (7)	Remove all
country	237,000,000	Remove Nearby

Enter a location to target or exclude.

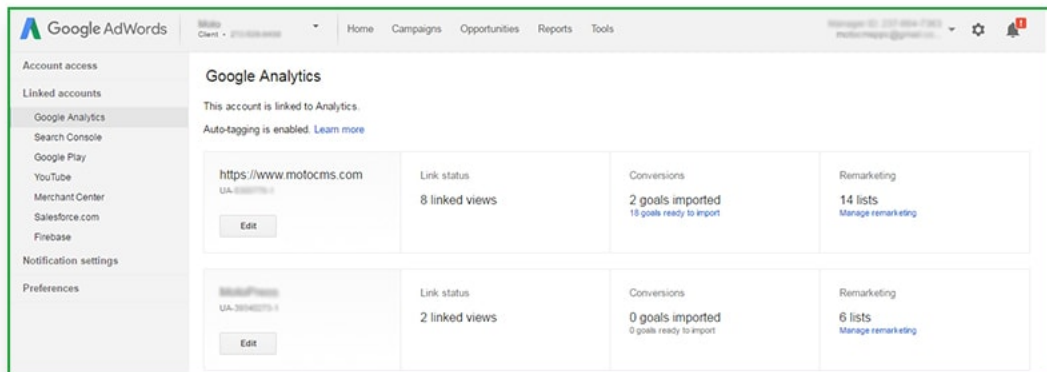
Advanced search
For example, a country, city, region, or postal code.

Save Cancel

Daily potential reach
Search Network only

143+ clicks
7K+ impressions

If you have got access and done everything right, then after saving your data, you'll see the form like this one.



Google AdWords

Client: 2702848888

Home Campaigns Opportunities Reports Tools

Account access

Linked accounts

- Google Analytics
- Search Console
- Google Play
- YouTube
- Merchant Center
- Salesforce.com
- Firebase

Notification settings

Preferences

Google Analytics

This account is linked to Analytics.
Auto-tagging is enabled. [Learn more](#)

https://www.motocms.com UA-38840279-1 Edit	Link status 8 linked views	Conversions 2 goals imported 18 goals ready to import	Remarketing 14 lists Manage remarketing
UA-38840279-1 Edit	Link status 2 linked views	Conversions 0 goals imported 0 goals ready to import	Remarketing 6 lists Manage remarketing

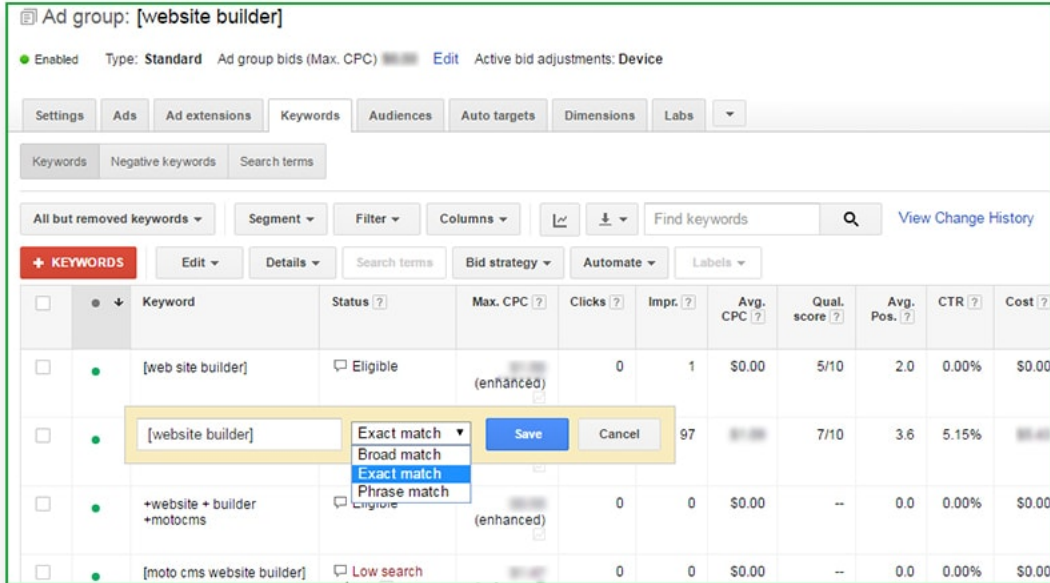
From here you can import your goals. And that's it! Now when you got your Google AdWords and Google Analytics accounts linked, you are ready to start checking analytics of your first ad campaign.

CREATING THE CAMPAIGN: SEARCH, DISPLAY, VIDEO

SEARCH CAMPAIGNS

To create a search campaign, you first need to pick up keywords on a particular topic using [Keyword Planner](#).

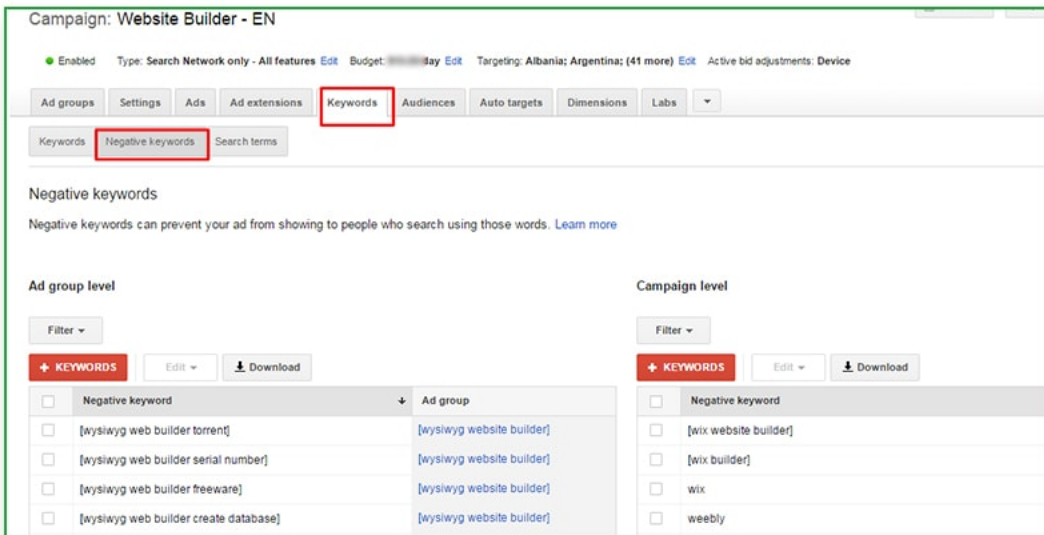
Divide these keywords into groups, and create 2-3 ads for each group. For starters, try to use the exact or phrase matches. Otherwise, you have all chances to get much less traffic.



The screenshot shows the 'Keywords' tab for an ad group named '[website builder]'. A dropdown menu is open for the keyword '[website builder]', showing options: 'Exact match', 'Broad match', and 'Phrase match'. The 'Exact match' option is selected. The table below shows the following keywords and their performance metrics:

Keyword	Status	Max. CPC	Clicks	Impr.	Avg. CPC	Qual. score	Avg. Pos.	CTR	Cost
[web site builder]	Eligible	(enhanced)	0	1	\$0.00	5/10	2.0	0.00%	\$0.00
[website builder]	Eligible	(enhanced)	97	7/10	3.6	5.15%			
+website +builder +motocms	Eligible	(enhanced)	0	0	\$0.00	--	0.0	0.00%	\$0.00
[moto cms website builder]	Low search		0	0	\$0.00	--	0.0	0.00%	\$0.00

Also, don't forget to add negative keywords to exclude all possible phrases, which you think are not suitable for your business.



The screenshot shows the 'Negative keywords' section for a campaign named 'Website Builder - EN'. It is divided into 'Ad group level' and 'Campaign level'.

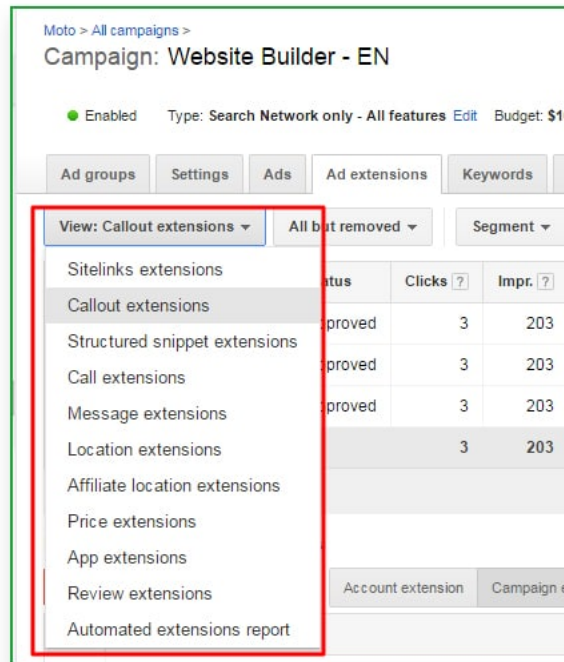
Ad group level:

Negative keyword	Ad group
[wysiwyg web builder torrent]	[wysiwyg website builder]
[wysiwyg web builder serial number]	[wysiwyg website builder]
[wysiwyg web builder freeware]	[wysiwyg website builder]
[wysiwyg web builder create database]	[wysiwyg website builder]

Campaign level:

Negative keyword
[wix website builder]
[wix builder]
wix
weebly

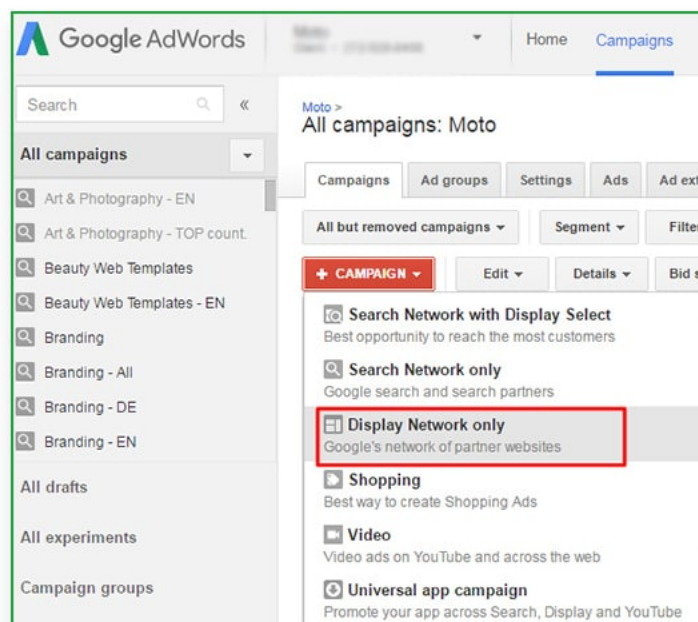
Ad extensions is another tab you should put your focus on. They make your ads much more informative by adding your location, extra link, price etc.



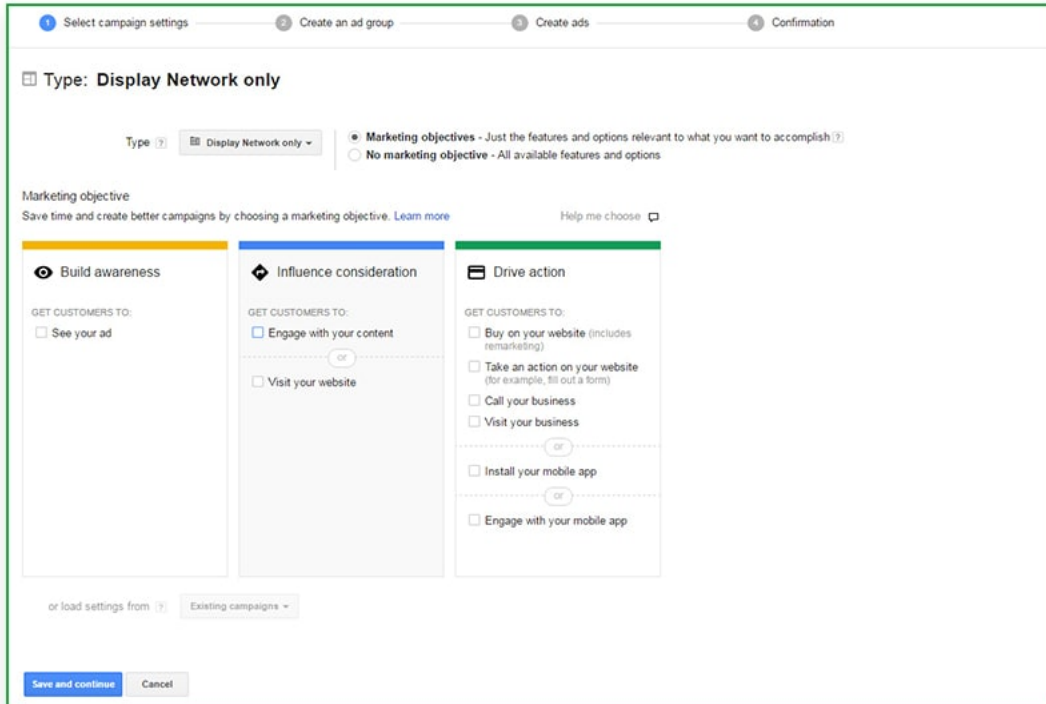
For good reason, the extensions are the must-haves for each campaign. It is up to you and your goals which extensions you should add, just know that they are free.

DISPLAY CAMPAIGNS

The first thing you should know about display campaigns is they are good for increasing your brand awareness. Such type of campaigns is perfect for both big businesses and small startups that are seeking for new customers on the web. By and large, display campaigns are cheaper than search ones.

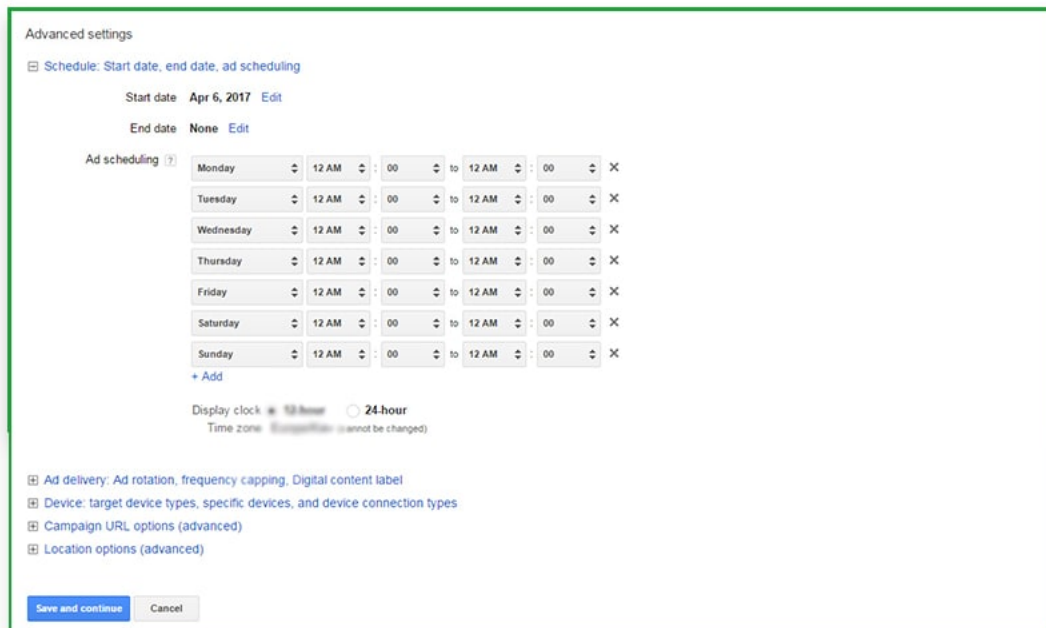


Any display campaign is built on one of three marketing objectives: build awareness, influence consideration or drive action.



The screenshot shows the 'Marketing objective' selection screen. At the top, there are four steps: 1. Select campaign settings, 2. Create an ad group, 3. Create ads, and 4. Confirmation. The current step is 'Marketing objective'. The 'Type' is set to 'Display Network only'. There are two radio button options for 'Marketing objectives': 'Marketing objectives - Just the features and options relevant to what you want to accomplish' (selected) and 'No marketing objective - All available features and options'. Below this, there are three columns of marketing objectives: 'Build awareness' (with 'See your ad'), 'Influence consideration' (with 'Engage with your content' and 'Visit your website'), and 'Drive action' (with 'Buy on your website', 'Take an action on your website', 'Call your business', 'Visit your business', 'Install your mobile app', and 'Engage with your mobile app'). At the bottom, there are 'Save and continue' and 'Cancel' buttons.

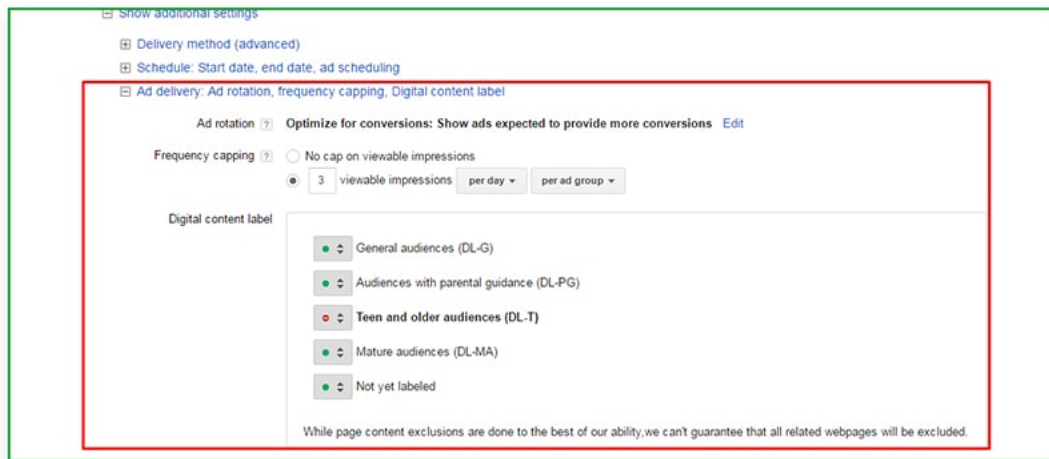
Then you set a campaign name, language and budget. The process is pretty intuitive from the beginning. Below there is also a wide range of advanced settings that can improve the effectiveness of your campaign.



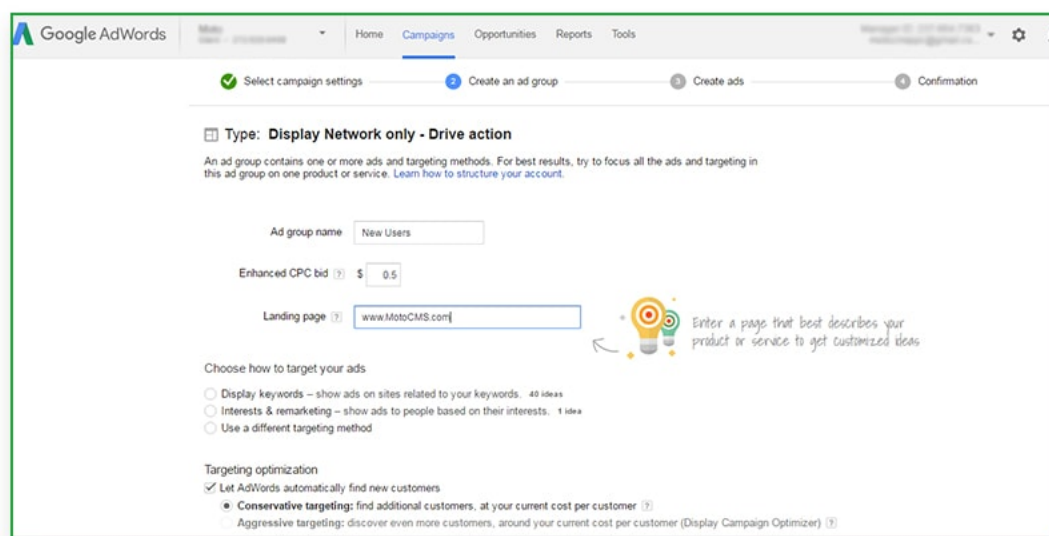
The screenshot shows the 'Advanced settings' screen. It has a 'Schedule' section with 'Start date' set to 'Apr 6, 2017' and 'End date' set to 'None'. Below this is an 'Ad scheduling' table with columns for days of the week and time slots. The table shows scheduling for Monday through Sunday, each from 12 AM to 12 AM. There are also options for 'Display clock' (12-hour or 24-hour) and 'Time zone' (Eastern (US) - cannot be changed). At the bottom, there are 'Save and continue' and 'Cancel' buttons.

Day	Start Time	End Time
Monday	12 AM	12 AM
Tuesday	12 AM	12 AM
Wednesday	12 AM	12 AM
Thursday	12 AM	12 AM
Friday	12 AM	12 AM
Saturday	12 AM	12 AM
Sunday	12 AM	12 AM

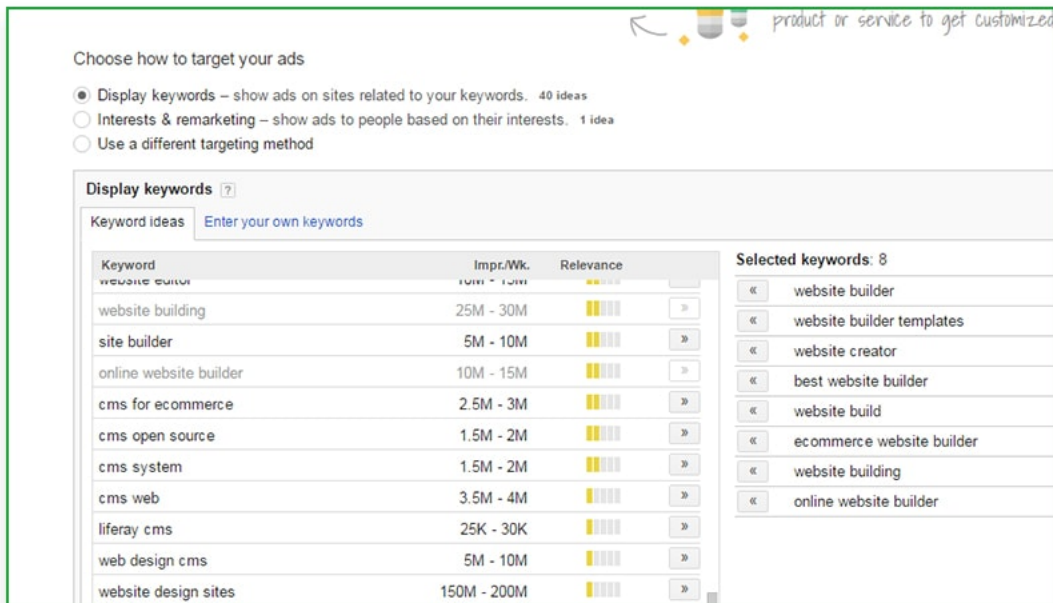
One more thing you should pay attention to in advanced settings is ad delivery. This setting determines the speed of your budget spending or, in other words, the frequency of your ads demonstration.



When you finished setting up advanced settings, save your progress and prepare yourself for the stage number two that starts with creating an ad group.



Let's define the targets of your ad group. There are three ways how to target your ads. When you pick the first option, your ads will be displayed according to the keywords you chose previously.



Choose how to target your ads

- Display keywords – show ads on sites related to your keywords. 40 ideas
- Interests & remarketing – show ads to people based on their interests. 1 idea
- Use a different targeting method

Display keywords ?

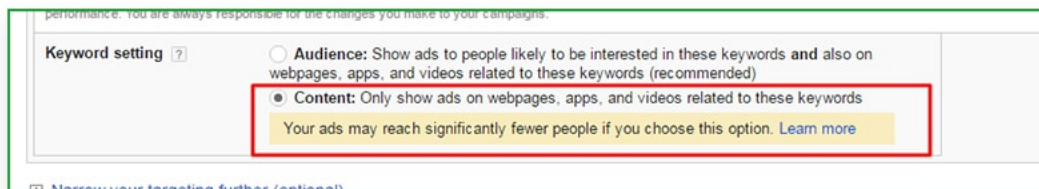
Keyword ideas [Enter your own keywords](#)

Keyword	Impr./Wk.	Relevance
website editor	10M - 15M	★★★★
website building	25M - 30M	★★★★
site builder	5M - 10M	★★★★
online website builder	10M - 15M	★★★★
cms for ecommerce	2.5M - 3M	★★★★
cms open source	1.5M - 2M	★★★★
cms system	1.5M - 2M	★★★★
cms web	3.5M - 4M	★★★★
liferay cms	25K - 30K	★★★★
web design cms	5M - 10M	★★★★
website design sites	150M - 200M	★★★★

Selected keywords: 8

- website builder
- website builder templates
- website creator
- best website builder
- website build
- ecommerce website builder
- website building
- online website builder

Once your keywords are chosen, you have to choose a keyword setting. The Audience setting is the default one and based on reaching people who are likely to use the keywords you picked. The Content setting is the restricted one and works only on the keywords, not the users.



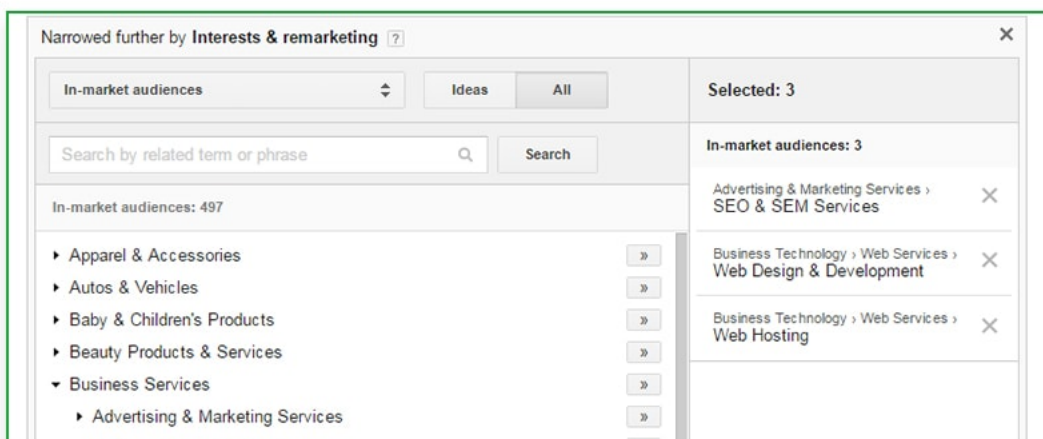
performance. You are always responsible for the changes you make to your campaigns.

Keyword setting ?

- Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords (recommended)
- Content: Only show ads on webpages, apps, and videos related to these keywords
Your ads may reach significantly fewer people if you choose this option. [Learn more](#)

[Narrow your targeting further \(optional\)](#)

The second way is building your display campaign on interests and remarketing. If you don't want to rely on keywords, you can add related audiences to be more specific in clients hunting.



Narrowed further by **Interests & remarketing** ?

In-market audiences: 497

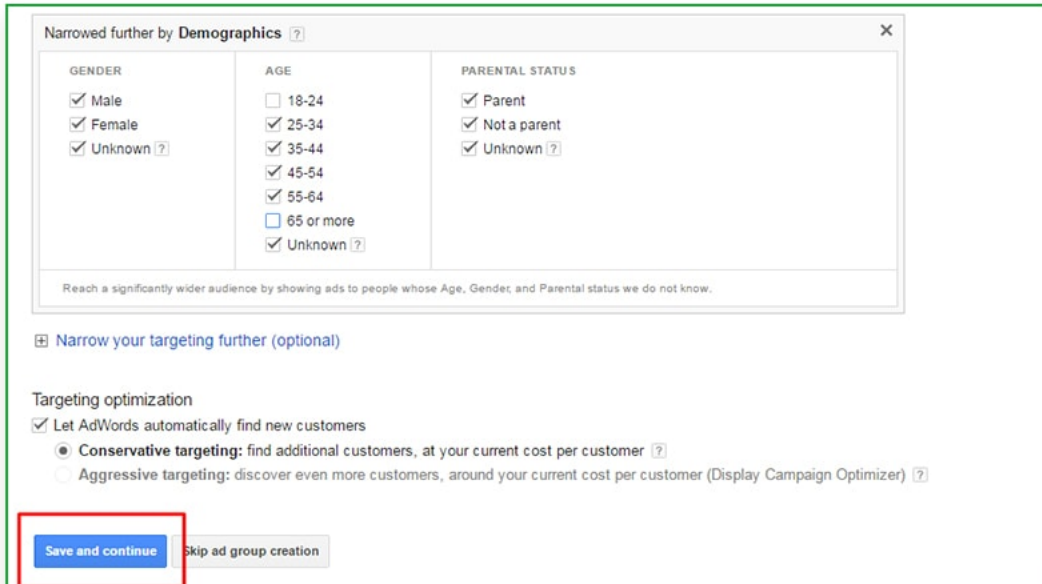
- Apparel & Accessories
- Autos & Vehicles
- Baby & Children's Products
- Beauty Products & Services
- Business Services
 - Advertising & Marketing Services

Selected: 3

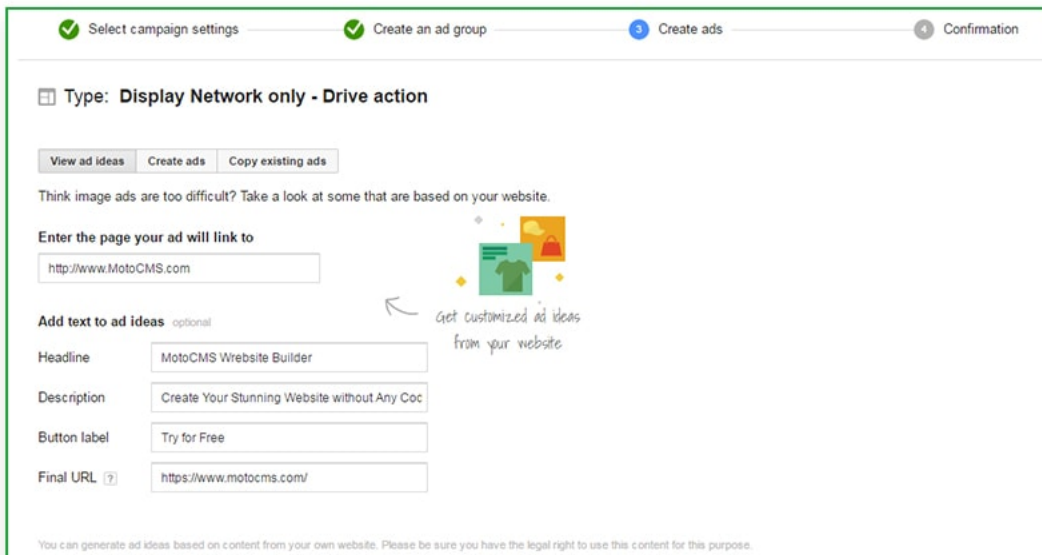
In-market audiences: 3

- Advertising & Marketing Services > SEO & SEM Services
- Business Technology > Web Services > Web Design & Development
- Business Technology > Web Services > Web Hosting

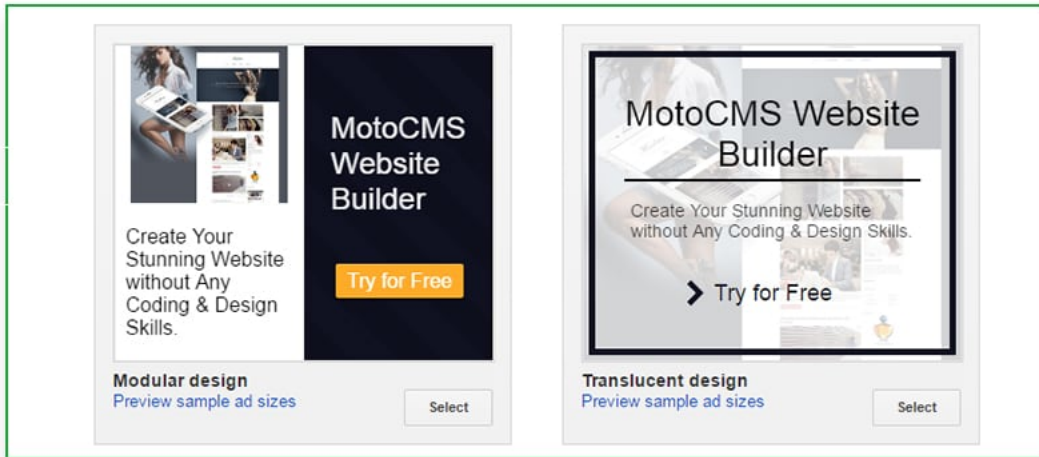
The third way of targeting your ads consists of three settings - Topics, Placements, and Demographics. Below, you can see the example of the Demographics setting.



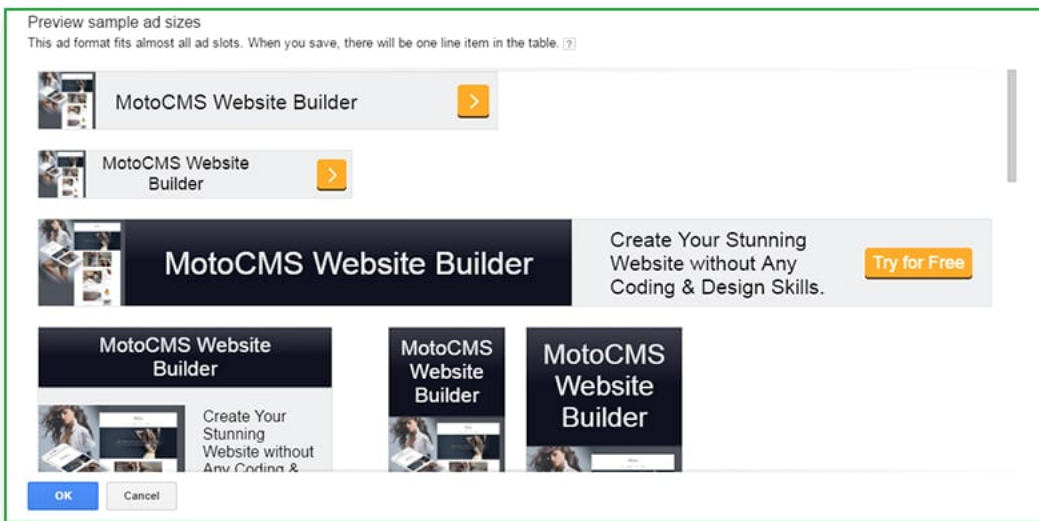
Once you save your ad group settings, it is time to create banners for your ad.



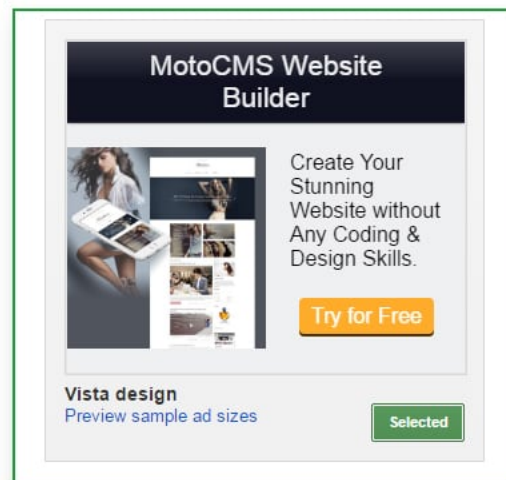
You can create your own design or let Google generate your ads automatically with the banners you have already used before. Of course, it is always better to have a designer near at hand who will be able to create an original outlook for your display campaigns.



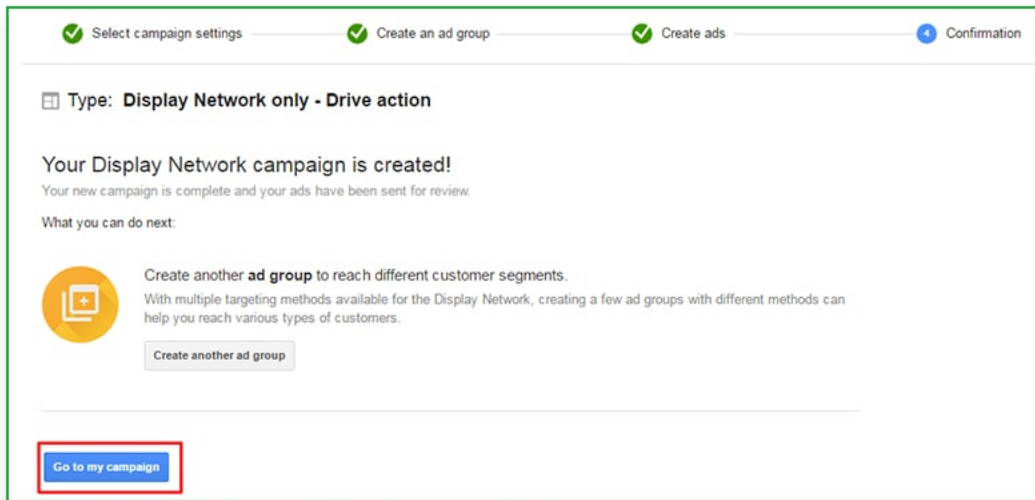
But if you have no budget to hire a professional web designer on a continuing basis, the second option is the vital tool. All banner ads have **specific sizes** that you can preview.



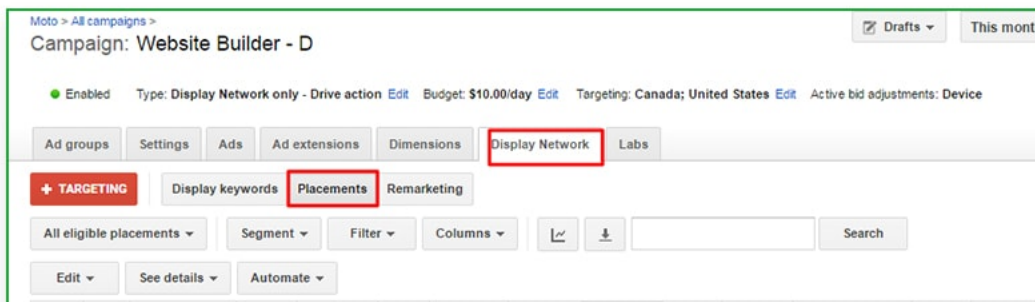
Here's an example of the selected display ad.



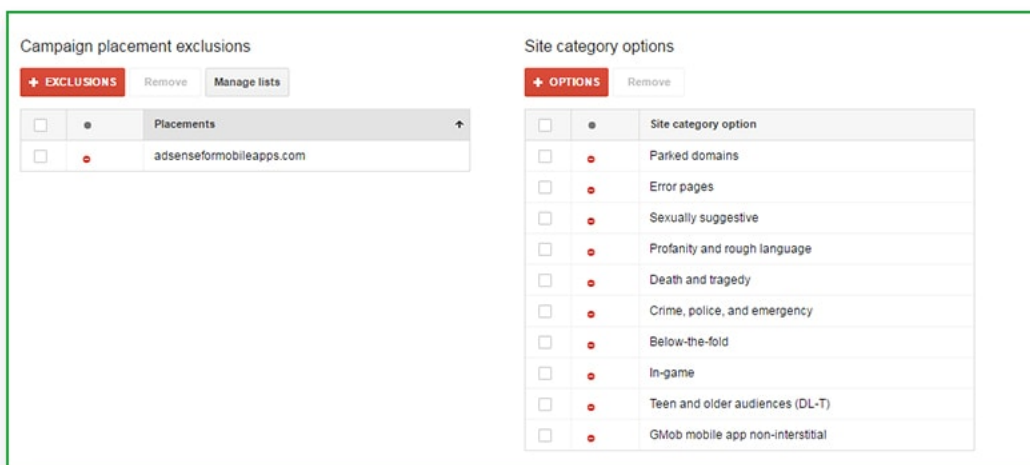
After creating your ad, proceed to your campaign settings.



One of the important parameters when setting up a dynamic campaign is the Placement section.

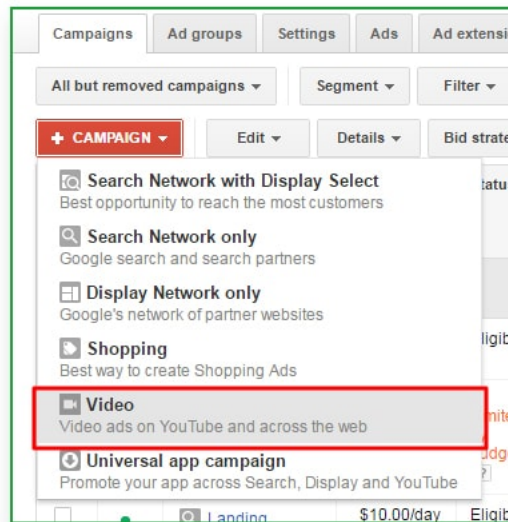


Here you can exclude the placements, where you do not want your ad to be displayed.

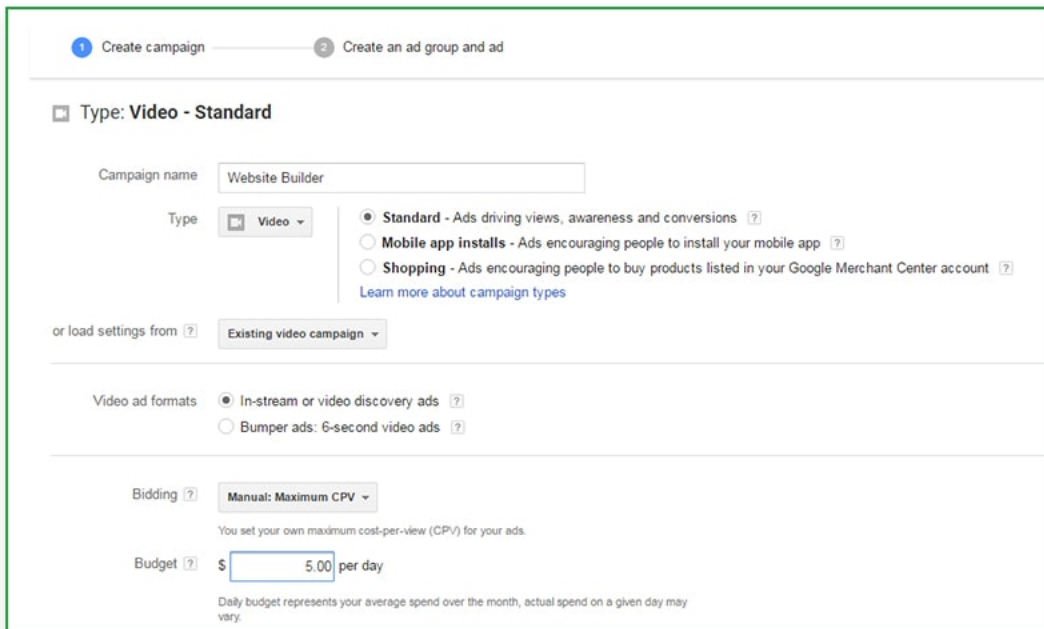


VIDEO CAMPAIGNS

To initiate a video ad campaign in Google AdWords, you should become a youtuber and start a YouTube channel for your business.



For starters, upload a video file to your YouTube account and only then create a Video campaign.

A screenshot of the Google AdWords 'Create campaign' form. The form is titled '1 Create campaign' and '2 Create an ad group and ad'. The 'Type' is set to 'Video - Standard'. The 'Campaign name' is 'Website Builder'. The 'Type' dropdown is set to 'Video'. The 'Standard' radio button is selected under 'Type'. The 'Video ad formats' section has 'In-stream or video discovery ads' selected. The 'Bidding' section is set to 'Manual: Maximum CPV'. The 'Budget' is set to '\$ 5.00 per day'. The form includes various help icons and a note about daily budget.

Define your settings, including location, language, devices and don't forget about the Ad delivery section we mentioned before.

Devices [?](#) Your ads will show on all eligible devices by default (computers, mobile, and tablet).
[Advanced mobile and tablet options](#)

Advanced settings

[Schedule: start date, end date, ad scheduling](#)

[Ad delivery](#)

Frequency capping [?](#) Set a limit to how many times your ads appear to the same user

3 impressions per day for this campaign

2 views per day for this campaign

Content exclusions [?](#) **Standard (default)** [Edit](#)

Save and continue Cancel new campaign

Then save your progress to take the second step - creating a video ad.

1 Create campaign ————— 2 Create an ad group and ad


Type: **Video - Standard**

Name this ad group

An ad group contains one or more video ads and related targeting. For best results, focus all your ads and targeting within an ad group on one video theme, product, or service. [Learn more about structuring your account.](#)




Ad group name

Video ad

Your YouTube video [?](#)  **Why is MotoCMS 3 your perfect website b...**
by MotoCMS • 10995 views
Choose your website design by MotoCMS 3 <http://www...>

[Remove video](#)

Video ad format In-stream ad Video discovery ad Bumpers: 6-second video ads

On this stage, you have to paste your video URL, choose a video ad format.

Create campaign Create an ad group and ad

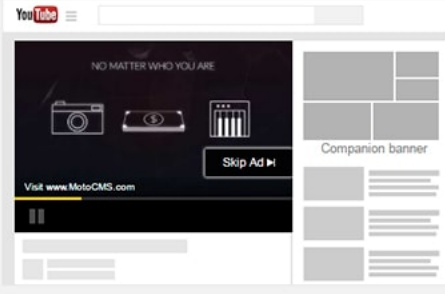
In-stream
 Your in-stream video ad plays before another video on either YouTube or the Google Display Network, depending on network settings. Viewers can choose to skip your ad after a few seconds. You pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first.

Display URL
 Final URL
Enter the final web page someone sees. Specify redirects (if any) in the AD URL options.
 Ad URL options (advanced)

Companion banner Use auto generated image from videos in your channel (recommended)
 Upload my own image

Ad name 232

Preview in-stream ad



On YouTube On partner

After that enter bidding information and edit targeting settings.

Create campaign Create an ad group and ad

Bidding

Maximum CPV \$ Typical: \$0.07-\$0.24
Maximum CPV is the highest amount you're willing to pay for someone to view your video ad.

Popular videos bid adjustment %
Enter a number above to see an example.

Targeting
 By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics Any gender, Any parental status, 25 - 34, 35 - 44, 45 - 54, ... (and 8 more) Edit
 Interests SEO & SEM Services, Web Hosting, Web Design & Development Edit
 Keywords website builder, online website builder, quick website builder, easy website builder, professional website builder Edit Remove

Narrow your targeting (optional)

Per day Per week

Predicted budget spent


0.00 \$5.00

0 - 100
Views

\$0.03
Average CPV

Not all campaign settings are taken into account (i.e. frequency cap).

Who sees my ad?



- People who are watching content
- 17 demographics
- 3 interests
- 5 keywords

Then save your ad group and wait for its approval.

Moto > All campaigns > Website Builder - V > This month: Apr 1, 2017 - Apr 7, 2017

Ad group: Website Builder

Enabled Type: In-stream Ad group bids (Max. CPV) \$0.05 Edit

Settings Ads Videos Video targeting Labs

All ads Segment Filter Columns Search View Change History

+ AD Edit Automate More actions... Labels

	Ad	Status	Video	Impr.	Views	View rate	Avg. CPV	Cost	Clicks
	MotoCMS Website Builder	Under review	Why is MotoCMS 3 your perfect website builder?	0	0	0.00%	\$0.00	\$0.00	0
Total - all ads				0	0	0.00%	\$0.00	\$0.00	0
Total - all ad group				0	0	0.00%	\$0.00	\$0.00	0

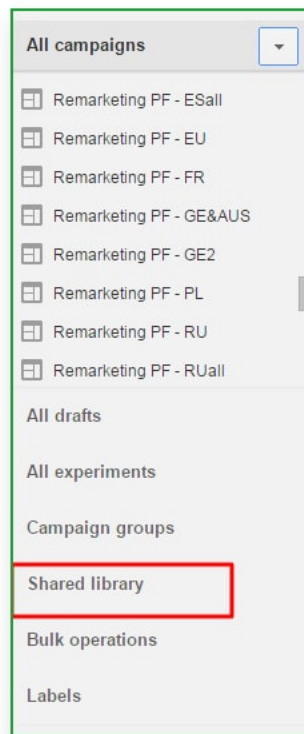
Show rows: 500 1 - 1 of 1

Part 3

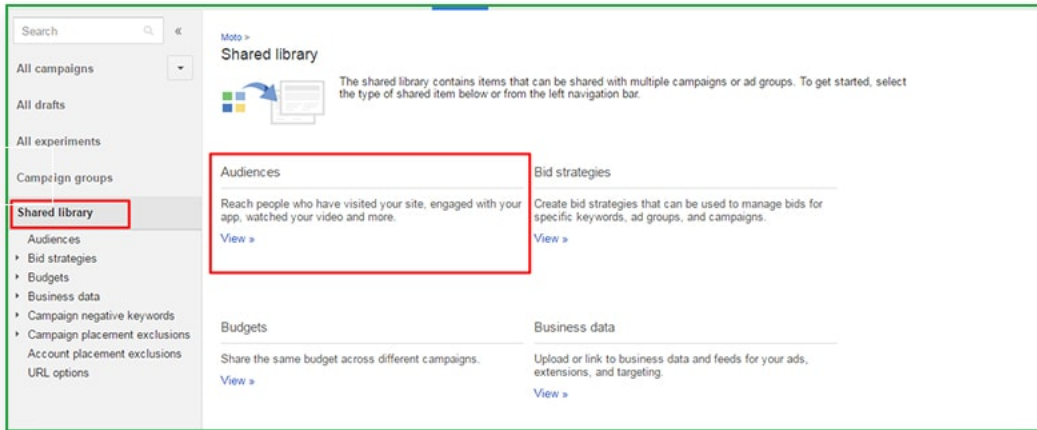
Remarketing & Conversion Tracking

SETTING UP A REMARKETING AUDIENCES

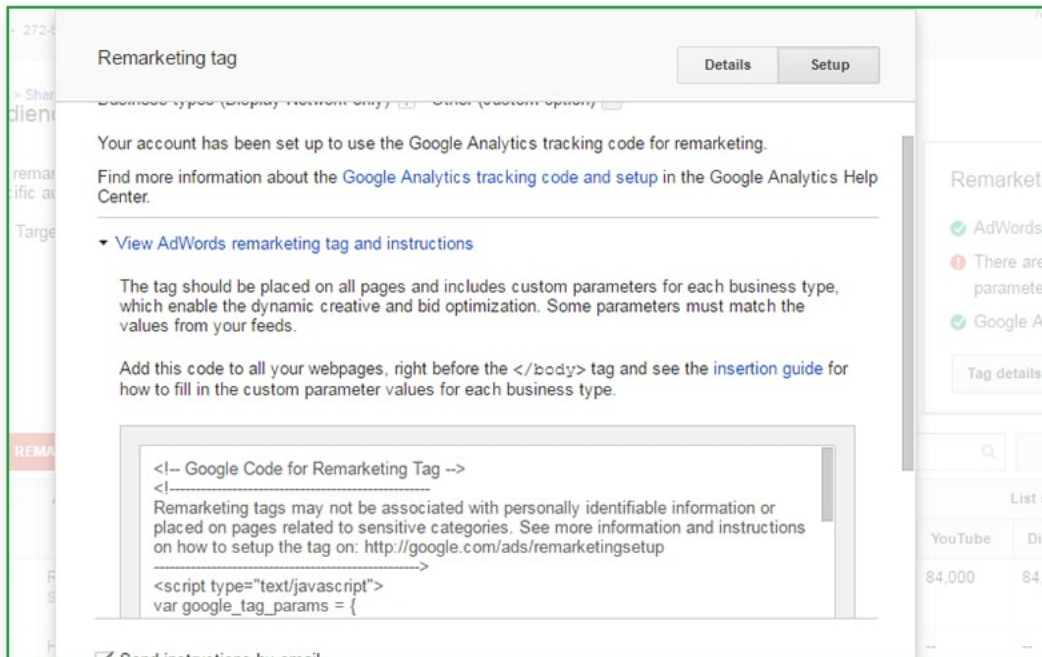
Remarketing is the special campaign that is aimed at attracting people who have already visited your website but left it without buying anything. To set up a remarketing audiences, choose the Shared library tab.



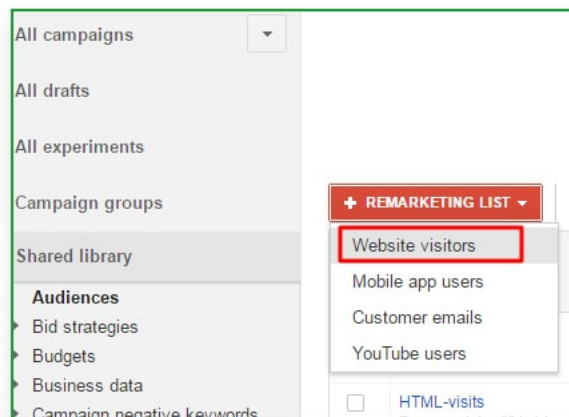
In the Shared library, pick the Audiences section and click View.



On the right side of the Audiences page, there is a Remarketing tag that you have to copy and paste the code to each page of your website.



After the code is embedded on the site, you can create groups of users who visited particular pages of the site.



Here is how a new remarketing list creating process looks like.

New remarketing list

Create a list of people who have recently visited your website or mobile app. Before you create a list, you need to place a remarketing tag across your website or mobile app. [Learn more](#)

Remarketing list name:

Who to add to your list:

People who visited a page with any of the following:

+ Rule

Estimate list size

Show advanced options

See examples

Include past users who match these rules

Membership duration: days

Description:

Check the "Policy for advertising based on interest and location" to find out which sensitive categories of sites or apps can't use remarketing, and what you need to add to your site's or app's privacy policy.

After creating the remarketing audience, you can start your own display remarketing campaign. The process is pretty the same as for the common display campaign creation with one exception. Choosing your target audience, you have to set the remarketing list you have just created.

Moto > All campaigns > Remarketing >

Ad group: AllRemark

Enabled Type: Standard Ad group bids (Max. CPC) Edit Active bid adjustments: Device

Settings Ads Ad extensions Dimensions Display Network Labs

+ TARGETING Summary Display keywords Placements Topics Interests & remarketing Demographics

Targeting

Interests & remarketing

Choose audiences or remarketing lists to target audiences with certain interests or who have visited your site before. [Learn more](#)

Remarketing lists	List size	Selected: 1
All converters	1,100	
All Moto CMS Users, Except - Landing Page Visitors	100K-300K	
All MotoCMS Demo REG	2,500	
All motocms users	180,000	
All visitors	170,000	
All visitors (system-defined)	24,000	
All who visit cart but didn't buy	640	
All who visit eCommerce page but didn't buy	1K-10K	
All who visit HTML template page but didn't buy	<1,000	

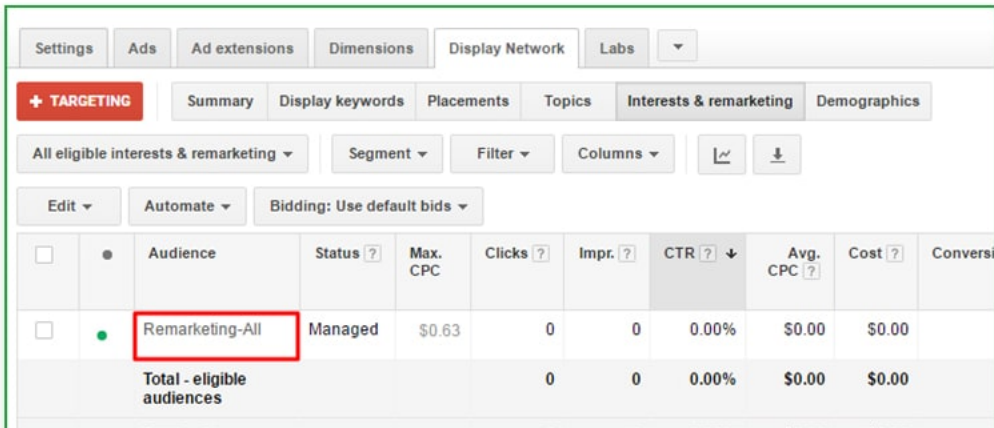
Remarketing lists: 77

Selected: 1

Remarketing lists: 1

All Moto CMS Users, Except - Landing Page Visitors

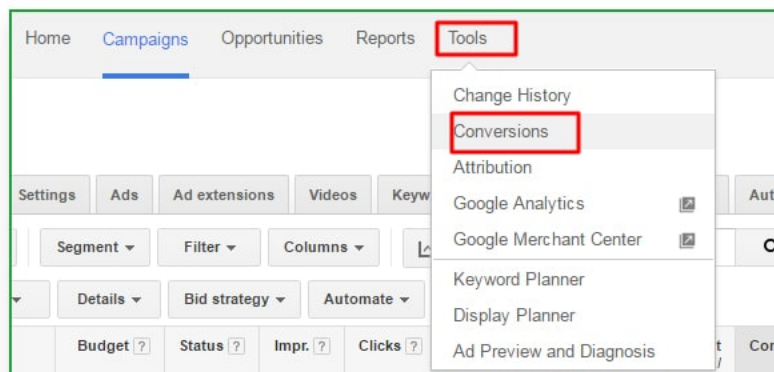
On the image below, you can overlook all chosen remarketing audiences.



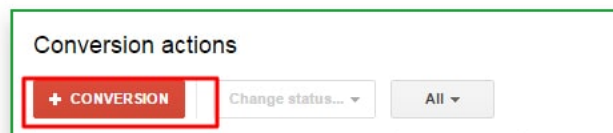
Audience	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
Remarketing-All	Managed	\$0.63	0	0	0.00%	\$0.00	\$0.00	
Total - eligible audiences			0	0	0.00%	\$0.00	\$0.00	

CONVERSION SOURCE

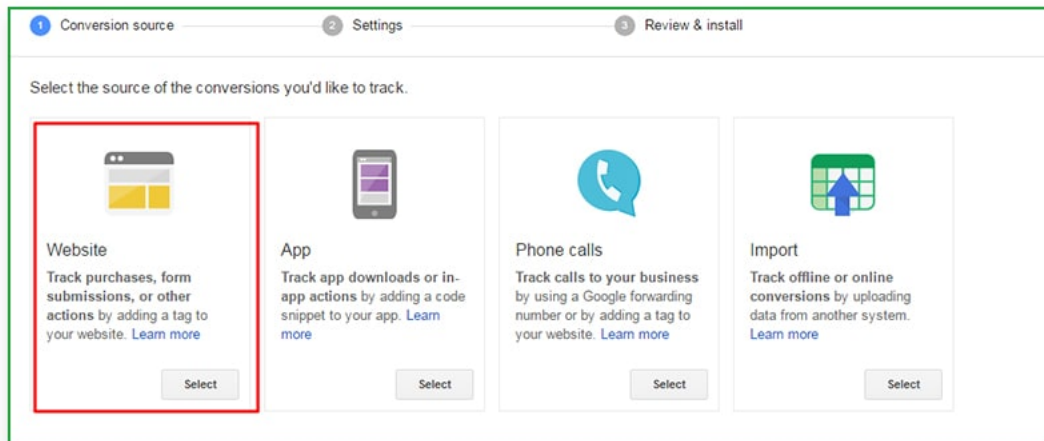
Tracking conversions is essential for any successful online business. Otherwise, how can you know that your campaigns work well? To get started, click on the Tools tab and choose Conversions.



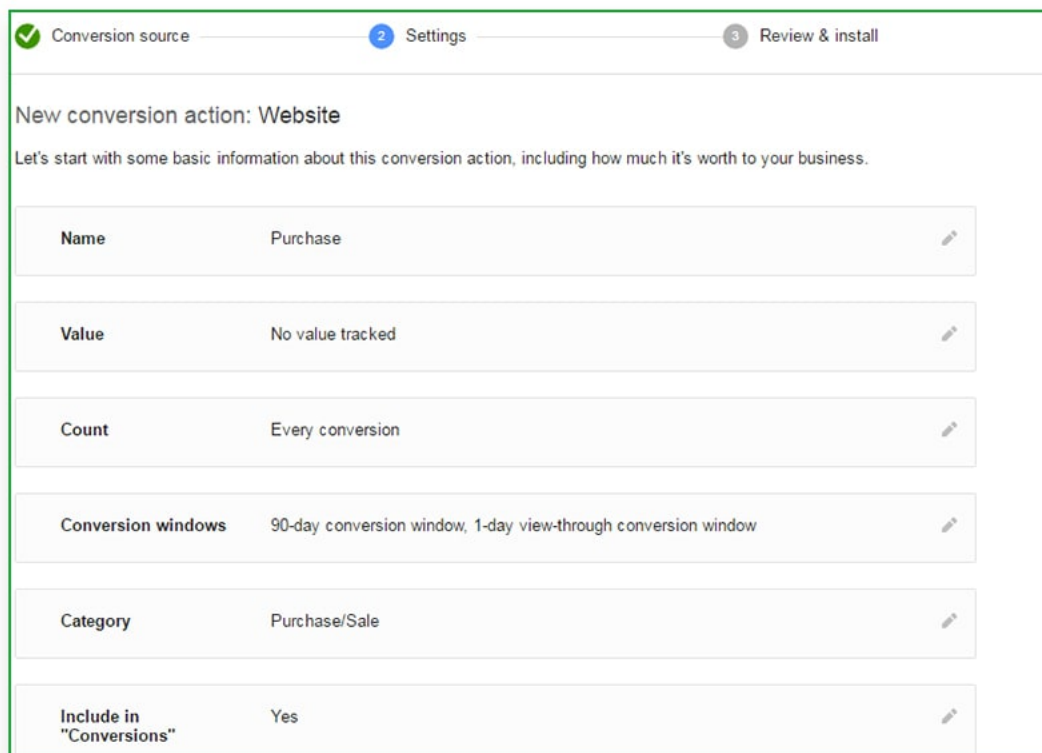
Then click on the button with the same name to get started.









Choose your conversion source: website, app, phone calls or import. The last source defines the conversion that ends offline. For example, your client found the product he or she was looking for and bought it not on your website, but at one of your stores.



After selecting your conversion source, there is a number of settings like Name, Value and another ones you have to go through.



The screenshot shows the 'Settings' step of the process. The title is 'New conversion action: Website'. Below the title, there is a prompt: 'Let's start with some basic information about this conversion action, including how much it's worth to your business.' The settings are presented in a list of rows, each with a label, a value, and an edit icon:

Name	Purchase	
Value	No value tracked	
Count	Every conversion	
Conversion windows	90-day conversion window, 1-day view-through conversion window	
Category	Purchase/Sale	
Include in "Conversions"	Yes	

After entering the data, you will receive the code to put on a purchase confirmation page, for example, it can be "Thank you page".

Install your tag

Copy the tag in the box below and paste it between the <body></body> tags of the page you'd like to track. You can then use [Google Tag Assistant](#) plugin on Chrome to make sure your tag is correctly placed.

► Choose whether to track conversions on a page load or a click

Tag for purchase

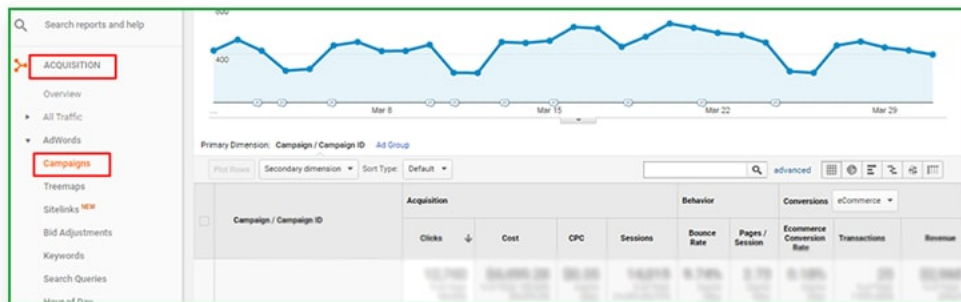
```
<!-- Google Code for purchase Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 914318471;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "xTfcCKbppGEQh8n9swM";</pre>
<p>Save instructions and tag    Email instructions and tag</p>
</div>
</div>
<div data-bbox="78 321 923 364" data-label="Text">
<p>That's it. Embed the tag, wait for the moderators' approval and enjoy receiving your conversion data.</p>
</div>
<div data-bbox="173 380 814 562" data-label="Table">
<p>Conversion actions</p>
<p><span style="background-color: #e91e63; color: white; padding: 2px 5px;">+ CONVERSION</span>    Change status...    All</p>
<table border="1">
<thead>
<tr>
<th><input type="checkbox"/></th>
<th><input checked="" type="checkbox"/></th>
<th>Name ?</th>
<th>Source ?</th>
<th>Category ?</th>
<th>Tracking status ?</th>
<th>Conversion window ?</th>
<th>Count ?</th>
<th>Include in "Conversions" ?</th>
<th>R</th>
</tr>
</thead>
<tbody>
<tr>
<td><input type="checkbox"/></td>
<td><input checked="" type="checkbox"/></td>
<td>MotoCMS Demo REG (MotoCMS ALL no office)</td>
<td>Analytics</td>
<td>Lead</td>
<td><input type="checkbox"/> Recording conversions</td>
<td>30 days</td>
<td>Every</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td><input type="checkbox"/></td>
<td><input checked="" type="checkbox"/></td>
<td>purchase</td>
<td>Website</td>
<td>Purchase/Sale</td>
<td><input type="checkbox"/> Recording conversions</td>
<td>90 days</td>
<td>Every</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td><input type="checkbox"/></td>
<td><input checked="" type="checkbox"/></td>
<td>Transactions (MotoCMS ALL no office)</td>
<td>Analytics</td>
<td>Purchase/Sale</td>
<td><input type="checkbox"/> Recording conversions</td>
<td>30 days</td>
<td>Every</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td colspan="10">Totals - all but removed</td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="78 586 922 629" data-label="Text">
<p>To verify the correctness of the remarketing and conservation code installation, use the <a href="#">Google Tag Assistant</a> tool.</p>
</div>
<div data-bbox="78 656 834 710" data-label="Section-Header">
<h2>USEFUL TOOLS TO CREATE AND MANAGE YOUR CAMPAIGNS EFFECTIVELY</h2>
</div>
<div data-bbox="78 723 923 808" data-label="Text">
<p>Aside from the platform itself, there are a lot of effective tools that may simplify the campaign creation process. First of all, pay your attention for <a href="#">Google AdWords Editor</a> that can transfer all your Google AdWords progress to your computer. It is a perfect solution who temporarily have no online access.</p>
</div>
<div data-bbox="78 829 923 893" data-label="Text">
<p>We also recommend you to search for the web resources like <a href="#">Mike's Marketing Tools</a> that offer free and easy-to-use SEO and marketing tools to improve your workflow in no small measure.</p>
</div>
<div data-bbox="41 898 353 979" data-label="Page-Footer">
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  38
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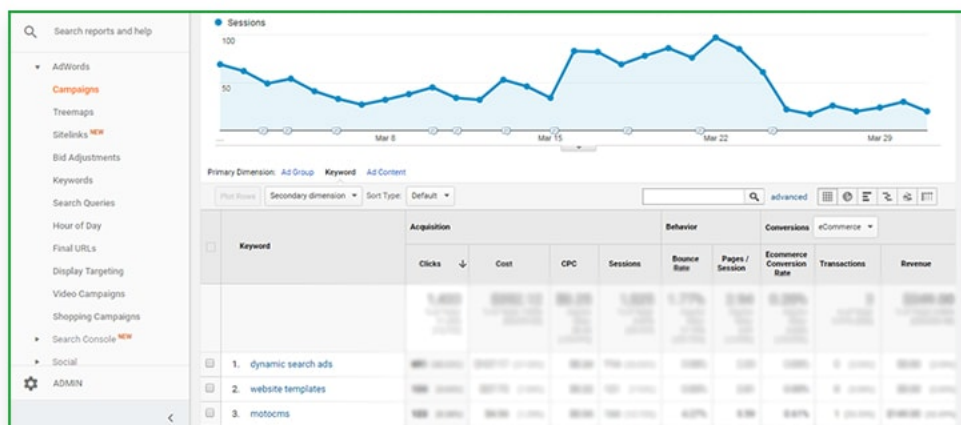
Part 4

Analyzing Data with Google Analytics

To analyze your Google AdWords data in Analytics, use the Google AdWords tab, where is everything you need to track all your campaigns: cost, CPC, bounce rate etc.



You can check the data of all campaigns together or one particular display, search, video and any other ad campaign.



With the help of Analytics, you can find out which campaigns are more or less effective, which keywords are more relevant to your business, and which are not. The analysis can help you determine the most effective direction for the development of your advertising campaigns and, as a result, increase your income.

AFTERWORD

That's all. We hope that the tutorial you have just read will help you discover the gimmick of Google AdWords. There are a lot of things to use this platform for your own good, regardless of your business requirements and resources.

It is a really great tool for online advertising if consider the pricing, its level of usability and a number of potential customers you can get acquainted with. We explained the basics. Getting more practice, you will be able to cognize the entire system yourself and use Google AdWords in more effective way for your business.

Talking more of practice, keep in mind that Google offers [Google AdWords certification exams](#) and [free online courses for learning Analytics](#) that can boost your knowledge significantly.



GOOD LUCK!