

## Useful Resources

- [A Complete Guide to PPC Marketing](#)
- [Set Up Adwords Campaign from Scratch](#)
- [Google Adwords Help \(Official\)](#)

## The Big Picture

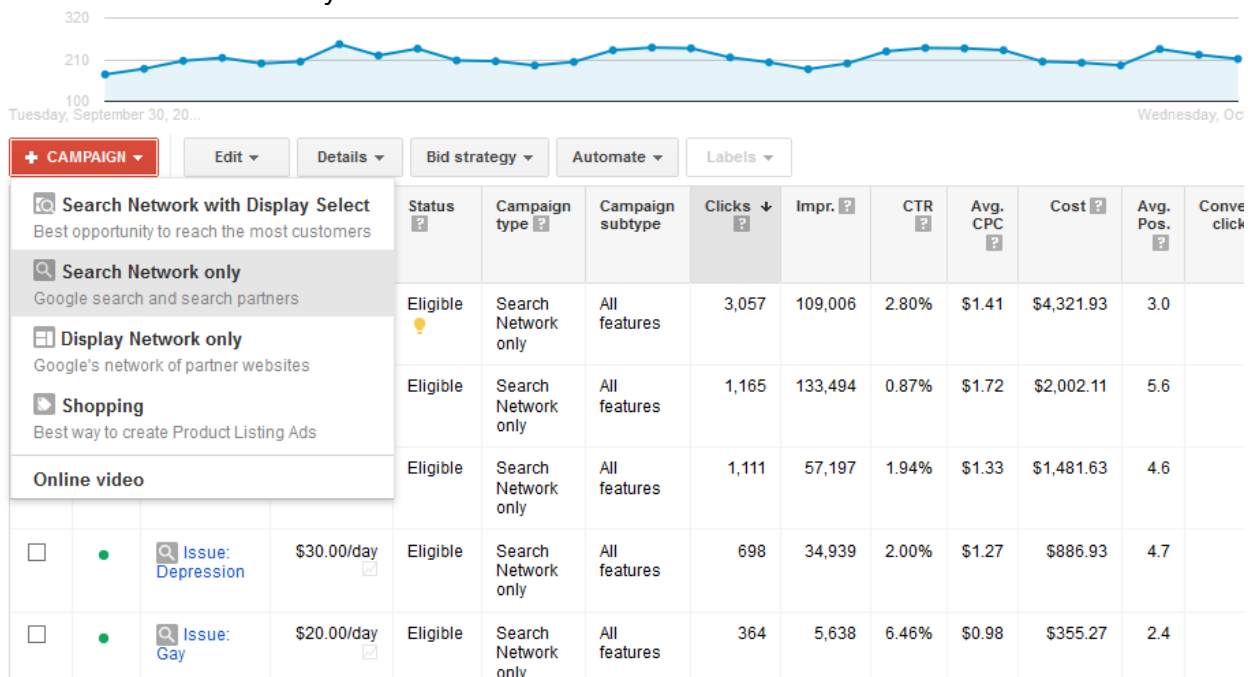
- What do you want people to do? (e.g., *volunteer with CTL*)
- Who is most likely to do it? (*think groups of people, like social work students*)
- What messages are most likely to compel them? (*trying to complete a field placement or getting extra experience before getting a job*)

## Basic Steps

1. Use [Keyword Planner](#)/Brainstorm to get seed keywords from knowing who your target market(s) are; i.e., social work students
2. Create New Campaign

## From the adwords main page: Click + Campaigning (Red Button)

-> Search Network Only









## Configure Campaign Settings

- > All features
- > Can load settings from any existing campaign

## Type: **Search Network only - All features**

Campaign name



Type   Search Network only ▼

- ☐ **Standard** - Keyword-targeted text ads showing on Google search results 
- ☒ **All features** - All the features and options available for the Search Network 
- ☐ **Mobile app installs** - Ads encouraging people to download your app 
- ☐ **Dynamic Search Ads** - Ads targeted based on your website content 

[Learn more about campaign types](#)


or load settings from 























- > uncheck include search partner
- > target United States
- > set daily budget
- > Sitelinks Extension (can choose existing or create your own)

Sitelinks  ☒  Extend my ads with links to sections of my site

Select at least 4 sitelinks to use with this campaign.

Sitelinks

 Text HI to 741741 to Chat	
 Contest	
 Donate to Stop Bullying	
 CTL in 5 Min	
 Bullying Facts	
 Donate to Support Teens	
 Start Your Free Training	
 Teenager Crisis Facts	
 See Teen Crisis Maps	
 Donate to Save Children	
 Children Crisis Facts	

Selected sitelinks:

No sitelinks selected.

### 3. Create Ad Group

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on

Ad group name:

Ad Group #1

Create an ad

☒ Text ad ☐ App / digital content ad ☐ WAP mobile ad ☐ Dynamic search ad ☐ Use ads from library ☐ Phone calls only ad

To get started, write your first ad below. Remember, you can always create more ads later. [Learn how to write a great text ad](#)

Headline ?

Description line 1 ?

Description line 2 ?

Display URL ?

Destination URL ?

http://

**Ad preview:** The following ad previews may be formatted sli

Side ad

[New York Budget Hotel](#)

[www.example.com](#)

Clean and close to subway.

Students save 20%!

Top ad

[New York Budget Hotel - Clean and close to subway.](#)

[www.example.com](#)

Students save 20%!

## Monitor your Adwords Campaign

The 3 Most Important Diagnostic Performance Indicators are

- Quality Score
- Impression
- Click-Through-Rate (CTR)

### Quality Score

- determined by
  - landing page quality = relevant, transparent, easy-to-navigate
  - keyword/ad relevance : that the word appears in the ads many times
  - keyword/search relevance
- affects
  - **ad position**
    - the better the quality score, the higher our ad position at the same bidding price
  - first page bid estimate
  - top of page bid estimate
  - eligibility for extensions

### Impression

= each time my ad is shown on a search result page

### Click-Through-Rate

= clicks/impressions

### Other Indicators

- Keyword Level - Quality Score
  - ECTR (based on all advertiser's performance)
    - low - change keyword

- high - keyword gets good potential
  - Ad Relavance
    - low - ad not specific enough, group covers too many topic - tighter group, more relevant ads
    - high - ads are relevant
  - Landing Page
- Ad Group Level
  - Impression - is the keyword searched?
  - CTR
  - Search Impression Share - competitiveness, our share of the pie
  - Conversion Rate
- Ads Level
  - Impression
  - CTR
  - Page Visit
  - Page Visit Duration
  - Conversion Rate
- Ad Extension Level
  - Impression
  - CTR