

The background is decorated with several triangles of various colors and orientations. In the top left, there is a dark blue triangle pointing up and a red triangle pointing down. In the top right, there is a yellow triangle pointing up and a light blue triangle pointing down. The bottom right corner features a large, complex arrangement of overlapping triangles in yellow, dark blue, light blue, red, and grey.

The Ultimate Beginners Guide To Google Ads

What are Google Ads?

Before I go on, have a watch of Google's video for what they have to say...



<https://youtu.be/K7McTfE6zUA>

Even if you are not tech savvy, you will probably know all about Google's prominent search engine. On a slow day Google receives over 1 billion searches, that is one billion requests for information every day on the web.

With any large number of people all in one place, business has the opportunity to reach a potential customer and in this case, the rewards are huge for Google. This does not quite tell the full story though. Google's search results (on a basic level) are split into two. One part being the organic (natural) results and the other part being the ads (adwords).

What are Google Ads?

The Ads are normally placed at the top of the results and down the right hand side. They differ in the sense that, instead of google choosing for the user what they think is the most relevant result, businesses and sometimes charities “bid” on that term (similar to an auction). Each time an ad is clicked, the advertiser pays a predetermined maximum amount.

This is where the term Pay Per Click comes from. There are occasional misconceptions about this though, as Google will not let just anyone put ads in their results. Some people have perceptions that Google are willing to take anyone’s money to be in the ads, but this is not the case. Businesses have to comply with policies and provide the user with the right landing page experience.

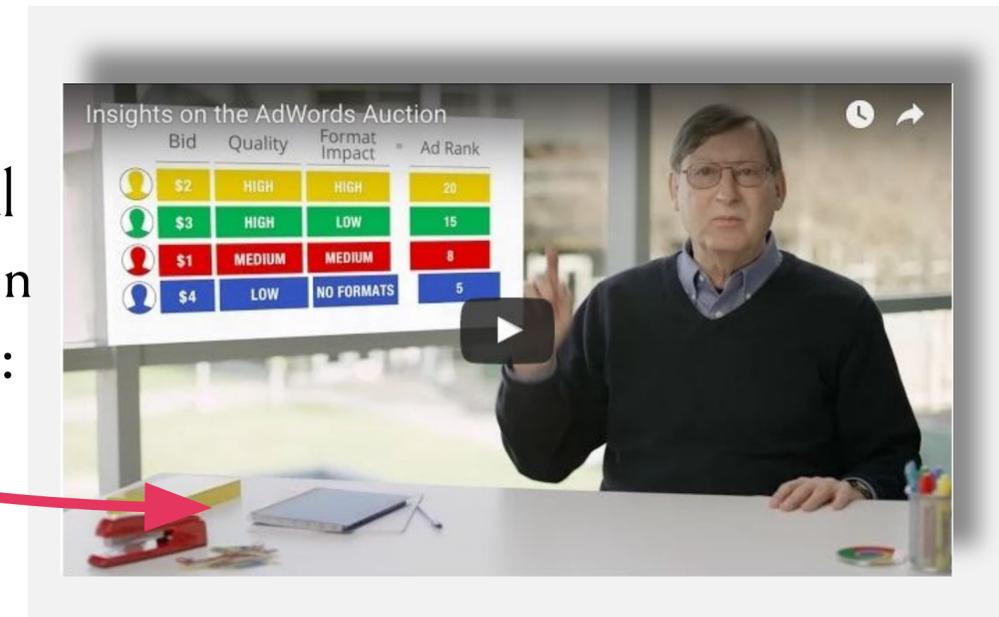
How Search Works



The organic results are determined by Google’s (super secret) algorithm. This is a fancy way of saying Google searches the web and stores as many web pages as it can. Then when someone types a phrase into Google, a list of results is shown in an incredibly quick amount of time, based on what Google determines to be the most relevant and helpful to the user.

What are Google Ads?

A great video from Hal Varian on how the auction works is here:



The video simply states that Google much prefers providing their users with the most relevant search results possible and they will place ads higher that are the most relevant irrespective of how much an advertiser is willing to pay.

Google Ads was launched in the year 2000 and has been changed and improved hundreds of times, mainly to ensure the users have the best experience possible. With any advertising platform, when it was created the costs were much lower and over time, growth of Google and increases in competition have made costs go up for advertisers.

Turn your £25 into
£100*

Google still have a great offer for new advertisers though. The current offer is, if you spend £25, you get £75 advertising for free.

What are Google Ads?

It sounds a lot like something you might hear with extreme terms & conditions applied, but believe it or not it's a pretty great offer. The main condition is, it has to be a new account – other than that, when you spend £25 on advertising, Google credits your account with £75. So why do I say that every business should redeem their voucher? A big principle of marketing is testing, although £100 is not exactly an excessive test, it does tend to produce at least some enquiries. Most businesses have the perception that whenever they take action on this type of activity for the first time, it will be something they regret or something to fear.

This particular offer means that all you have to do as a business is commit to spending £25. Not exactly a big commitment when the upside can be so positive. This introductory offer allows the business to see that they can get results from this media and it is a worthwhile endeavour. Alternatively if you do not get the results you wanted, you haven't lost a great deal by trying it. If you are in the position where you also have the liability of the agency fee, we offer a money back guarantee meaning that if you don't get the value required from the 1 month's management, you pay nothing except the £25 to Google Ads.

Of all the potential advertising to test, a £25 fee for a £100 value and for it to be all done for you, is a pretty amazing deal. To claim the Google Ads Voucher in the UK all you have to do is visit: <http://www.google.co.uk/adwords/coupons> Enter your email address and you will be sent a voucher code. Once you have created your Google Ads account you can redeem the voucher in the Billing part of Google Ads. Alternatively your account manager can help do this for you if you have choose one. Google also sometimes offer vouchers to incentivise accounts to make particular changes. A while ago they offered a free voucher for existing accounts that did not have conversion tracking installed which was a great incentive. Some people sell vouchers on sites like ebay, but they are a free offer from Google so be sure you follow the above rather than purchasing one when you don't have to. There has also been a lot of people attempting to abuse the offer by opening multiple accounts and claiming multiple vouchers. This results in account suspension and the people in question being unable to open further accounts, Google is not silly and we do not recommend this practice. Although the voucher offer has been running for a while (with varying amounts) it is well worth trying and due to the popularity of Google Ads, could well be removed at any time – get involved today by emailing info@ethicalmarketingservice.co.uk and we will help you through the process.



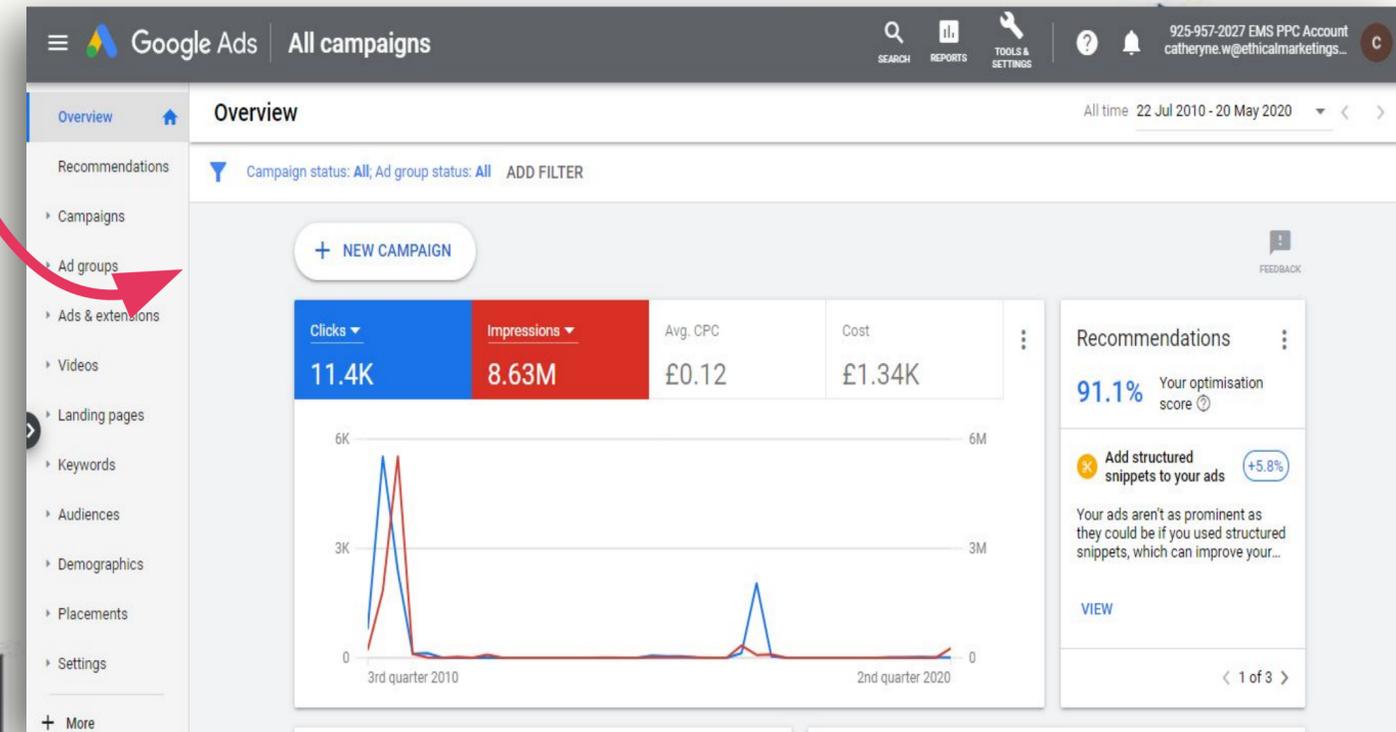
What are Google Ads?

What does Google Ads look like?

The graph looks slightly intimidating at first, but it is just a graph which calculates a certain amount of clicks (number of people who clicked your ad) each day over your selected time period. You can change the graph to display other things and this is used to spot trends in your campaigns to improve performance.

The tabs above the graph are campaigns, ad groups, settings, keywords, ad extensions, auto targets and dimensions. This is how you navigate if you were creating/working on an adwords account. Describing these in more detail is not what this post is about, but there will be many more posts on the blog for you to browse.

In order to have ads show up on Google's search engine, they are created in Google Ads. A screenshot of the Google Ads interface:



What are Google Ads?

Search vs Display

So far we have only really covered the search part of Google Ads, but ads can also show on something called the Google Display Network (or GDN). Video time...



<https://youtu.be/omXFdKYLRW0>

The Google display network consists of millions of sites who have given Google permission to place adverts on them. The reason being that when someone clicks one of these adverts, both the website and Google receive revenue. This is also known as AdSense.

On the display network you can target people by age, gender, topic of interest and category of website. With these targeting settings, You might think that the display network performs better than Google search, but more often than not this is not the case. When people are searching on google, they are actively looking for something. However when browsing a website, they may not want to see ads or be as receptive to them.

This is sometimes referred to as push versus pull marketing. In one case you are providing the searcher with something they are asking for. In another case the user is looking at something and you are pushing your product or service to them. Google has a very large reach with the display network, so they have been looking for ways to make the most of it. Fairly recently they have introduced Remarketing, which you can read more about [here](#). Google have also introduced a setting called “display select”, instead of showing ads on the display network as often as possible, they pick and choose when the best time to serve ads will be if they think they will get a user who is likely to convert on your site. This seems to provide a better quality than the general display network, but still varies in its success.

What are Google Ads?

Adwords Product Listing Ads

Product listing ads are shown for the most part on something called google shopping. As above these can be shown in normal google search also, normally when the search term is a product and it is a generalised search.



Product listing ads differ from text or banner ads as the ad itself is created from products that exist on your website. The advertiser chooses which products they would like to be included and google automatically creates the ad from the information you give them and from what is on your website.

If you have an E-commerce site or more of an online shop, product listing ads could be very beneficial to you. They give the shopper an opportunity to look at the product before they click on the ad and tend to perform very well from a conversion point of view. A little overview video is to the left:

