



# A Guide to Using Google Ads

v 1.3 Updated October 11, 2018

# A Guide to Using Google Ads

## Table of Contents

1. Introduction . . . . .	3
2. Glossary of Terms . . . . .	4
3. Account Set-Up . . . . .	5
4. Getting Started . . . . .	6
5. Payment . . . . .	9
6. Confirmation . . . . .	10
7. Google Ads Dashboard . . . . .	11
8. Advanced Features . . . . .	12
9. Next Steps. . . . .	13

# A Guide to Using Google Ads

## 1. Introduction

**TACTIX5** specializes in digital marketing services such as email, social media marketing and paid search ads. Our team uses search marketing to connect with our prospects and when customers are ready to buy. Search engine marketing (SEM) is essential for maintaining brand awareness and making sure your brand remains top of mind while people are making a purchase decision.

### About Google Ads

Google Ads, previously known as Google AdWords until mid-2018, is an online advertising platform developed by Google where advertisers pay to display ads around Google search results. Google Ads will place ads it thinks is relevant to the user, based on a combination of user's cookie data and keywords used.

Google Ads is responsible for 44% of global online advertising revenue in 2017. Google Ads reach 90% of internet users. Simply put, running Ads on Google is a must for every business.

# A Guide to Using Google Ads

## 2. Glossary of Terms

- **Ad Rank** – value used to determine an ad's position
- **Bounce Rate** – the percentage of people who arrive on a site but leave after viewing one page
- **CTA** (call to action) – a prompt for the user to complete a desired action
- **CTR** (click through rate) – number of clicks an ad received divided by the number of times your ad has been shown
- **Cookie** – small text files from websites that are stored on a user's device, used for analytics and optimization
- **CPC** (cost per click) – the cost per click an advertisement receives
- **KPI** (key performance indicator) – a type of performance measurement to see if a business is meeting key objective
- **Keywords** – words and phrases a searcher will enter into a search engine
- **PPC** (pay per click) – typical cost model of online advertisers, where the charge comes from the click

# A Guide to Using Google Ads

## 3. Account Set-Up

To set up an account, start with an email address and website URL. The email should also have a Google account associated with it. If not, there will be a prompt to create one.

### Welcome to Google Ads!

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

What is your email address?

email@example.com

What is your website?

www.example.com/books

- 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](#)



Get started advertising on Google in just a few steps.

Google Ads will then ask if the user wants “personalized tips” which creates an “AdWords Express” account. An AdWords Express account requires minimal setup, but also offers very little customization. It’s our recommendation that to select “No” and set up a Google Ads account.

Google Ads – [Create an Account](#)

Google Ads – [Comparing AdWords Express to Google Ads](#)

# A Guide to Using Google Ads

## 4. Getting Started

This is the campaign screen. The campaign will be where the ad's budget and placement will be decided.

It's helpful to start with a small budget. Consider a monthly spend to invest and divide that amount by 30.4 (which is the average number of days in a month). The budget can be changed any time.

*Remember to adjust the currency for the account. This setting is permanent once set.*

The screenshot shows the Google Ads interface. At the top, the Google Ads logo is visible. Below it, a progress bar indicates three steps: 'About your business' (completed with a green checkmark), 'Your first campaign' (current step, highlighted in blue), and 'Payment' (pending, highlighted in grey). A message box states: 'You are now using Google Ads. [Learn more](#) | [Switch to AdWords Express](#)'. The main heading is 'Your first campaign'. Below this, a paragraph explains that a campaign focuses on a theme or group of products and that users will set a budget, choose an audience, and write an ad. A numbered list starts with '1. Decide how much to spend'. A modal window titled 'Your budget' is open, containing the text: 'Specify how much, on average, you'd like to spend per day. You're charged only when someone clicks your ad.' It features a dropdown menu with 'CA...' selected, a text input field, and the label 'per day'. A note below the input field says: 'You can always change the amount. The currency type (CAD) will be set for your entire account and can't be changed.' At the bottom of the modal are 'Save' and 'Cancel' buttons.

Google Ads – [Account Organization](#)

# A Guide to Using Google Ads




## 4. Getting Started (continued)

Next, select the audience. Google allows geographical targeting down to the Postal or ZIP code.


Locations can be either included or excluded. Next, you can select where the Ads will be displayed, either the Search Network or the Display Network. Then select the keywords to trigger your ad in the search results. Google recommends picking somewhere between 15-20 keywords, but this can depend on the campaign.

Then set the bid. At the beginning, Google offers to maximize clicks with a set budget, or it's possible to set bids manually. It's a good starting place to leave this set as provided.

### 2. Choose a target audience

<b>Locations</b>	Canada	
<b>Networks</b>	Search Network, Display Network	
<b>Keywords</b>	<a href="#">Select your keywords</a>	

### 3. Set your bid

<b>Bid</b>	Google Ads automatically sets your bids to help you get as many clicks as possible within your budget.	
------------	--	---

Google Ads – [Display Network Targeting](#)

# A Guide to Using Google Ads

## 4. Getting Started (continued)

Next, build the first ad. Set the landing page – in most cases, this should be a specifically built page with a call to action prompting visitors to complete a desired behaviour. Each headline can be 30 characters, and the description can be 80 characters. Remember to use keywords in both the headline and the description. The ad is populated in real-time and provides a preview.

Once satisfied with the look, hit save. Then, Save and continue.

### 4. Write your ad

Text ad	Landing page	Ad preview
	<input type="text" value="http://www.tactix5.com"/>	<p>New York Budget Hotel - Best NY Hotel Rates in Seconds Ad www.tactix5.com</p> <p>Experience all the comforts of home. Save with multi-day booking.</p>
	Headline 1 <input type="text" value="New York Budget Hotel"/>	
	Headline 2 <input type="text" value="Best NY Hotel Rates in Seconds"/>	
	Description <input type="text" value="Experience all the comforts of home. Save with multi-day booking."/>	
	<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

Google Ads – [About Text Ads](#)



# A Guide to Using Google Ads

## 5. Payment

Review the ad, and Google will confirm the budget and targeting settings. Finally, put in payment information to begin running the ad. Agree to the Terms and Conditions, then hit Finish and create ad.

### Payment

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

### Your ad

Your Ad here!

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

#### Daily potential reach

13+ Clicks

#### Budget and bidding

CAS\$5.00 daily budget

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

### Payment information

Billing country  Canada




Time zone (GMT-04:00) Eastern Time - To...

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



Introductory offer

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

### Customer info

 Account type  

Business

 Name and address 

Business name

Name

# A Guide to Using Google Ads

## 6. Confirmation

Congratulations! The ad has been created. The review process can take up to a day (often shorter). Click “Go to your account” to go to the Google Ads dashboard.

### Congratulations on your new Google Ads account!

You've taken your first step towards reaching new customers. While we're approving your ad (which takes about a day), take these next steps to help you get the best results.



#### Get to know your account

Visit the 5 key areas in your Google Ads account



#### Talk to an expert

Call 1-855-235-8864 for free advice on customizing your account



#### Start your guide to Google Ads

Follow our customized, [steps-by-step guide](#) to reach your advertising goals

[Go to your account](#)

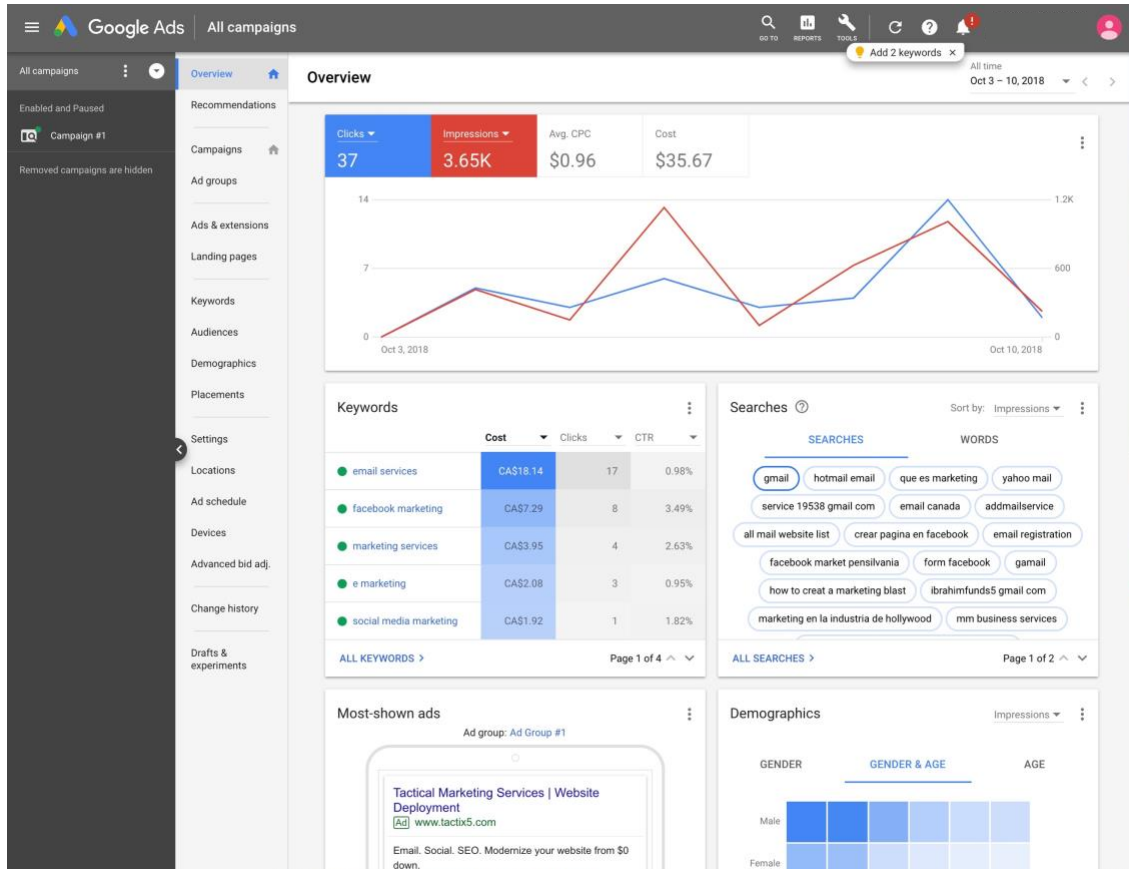
Google Ads – [How to be successful with Google Ads](#)

Google Ads – [Google Best Practices](#)

# A Guide to Using Google Ads

## 7. Google Ads Dashboard

This is the Google Ads dashboard. The Overview tab will give an “at a glance” idea of how campaigns, keywords and ads are performing. The tabs can be changed to view individual Campaign data or Ad Group data, as well as Ad Extensions and Landing Pages.



Google Ads – [Create Successful Search Campaigns](#)

YouTube – [Get Started with Google Ads](#)

# A Guide to Using Google Ads

## 8. Advanced Google Ad Features

There are endless ways Google Ads can be used to an advantage. Here are a few examples of what can be done with Google Ads:

### I. Demographic Targeting

Google Ads now allow more specific targeting in terms of gender and age, as well as income and parental status in some areas.

### II. Ad Extensions

Ad Extensions are extra bits of information that can make the ad more useful to searchers. There are several options, from adding a phone number or other links or providing promotional information.

Google Ads – [Ad Extensions](#)

### III. Optimized Ad Rotation

Google offers the ability to rotate various ad components to find the optimal version. Simply provide Google Ads a few versions to work with and watch as Google finds the best version to use.

Google Ads – [About Ad Rotation Settings](#)

### IV. Custom Intent Audiences

By adding websites and products that an audience is researching, Google Ads will create custom audiences with similar “intent” for ads. This is based on user activity.

Google Ads – [Audience Targeting](#)

### V. Smart Bidding

Google Ads allows the setting of specific targets, such as: CPA, ROAS or CPC to help influence the ad account. If there are KPI's to meet, this can be a useful feature.

## A Guide to Using Google Ads

### 9. Next Steps

We at TACTIX5 provide tactical marketing services, including websites, paid ads, social media, lead generation, email marketing and more. Interested in what TACTIX5 can do for you? Contact us at [sales@tactix5.com](mailto:sales@tactix5.com) or 1-855-543-8345.