



UNIT-1 Understanding AdWords Lingo

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Define Google AdWords and pay per click
- ✓ Set up keywords lists and groups

Unit 1

Understanding AdWords Lingo

First Up, SEO

Getting to Know the Terms

Search Engine Optimization (SEO) is one of the tools you can use in order to help you gain and maintain a digital reach with your customers and interested prospects. When you optimize your web pages, social media sites, blog, and wherever else you have an online presence, SEO helps you get as close as you can to the top of search results – and you need to get as close to the top of the first page of those results as you can.

You know your webpages are well optimized when you get the number of visitors you think you should be getting, and that a decent number of them convert from being visitor to customer. SEO relies on your expertise with using keywords in your written copy, and then in registering those keywords in your advertising campaign so people find your site listed in their search results.

Your best results from SEO come from having **great content** on your sites. Without great content, people will not come back to your site again, and they will not want to buy from you either. Great content means that qualified prospects are drawn to you, and that plenty of them will convert to paying customers.

When someone reads your ad, and clicks on a **hyperlink** to your website or a specially designed page within your website called a landing page, their action is called a **clickthrough**. Clickthroughs are an important measurement of your ad's success, because the more clickthroughs you get, the more likely that you will get a **conversion**. A conversion occurs when a visitor engages with your business by either purchasing or downloading something from your site.

When you use AdWords or another service that charges you a fee for every click on your link, we refer to it as **pay per click**, or PPC.

Impressions are also important in terms of your advertising. An **impression** means that your ad appeared on a search results page, but they did not select the ad and click on it.

How It Works

Search engines use tools like spiders, crawlers, or bots to trawl the Internet for new information. They are working all the time! Remember, though, that they may work on a different schedule than you do, so you need to prompt them to come look at what is new on your site by sending them a message.

You can update a search engine like Google, Bing, or Yahoo by using their webmaster tools and submitting the URL of the new or updated page. You have to submit to each search engine separately, and they don't like it if you are sending them all the same link.

Instead, you can choose to update one site and wait for the spiders from the other sites to find your new content, or you can stagger things. For example, you could send one site the updates for your website, another your blog updates, and the third an update to your social networking page. As you can already tell, this could get to be a big job, so you might find this easier if you use **pinging**, where you can advise search engines that a change has been made through an automatic process.

At the same time that you are creating great content and letting the search engines know what you are up to, you will attract visitors to your site by writing compelling, persuasive, and eye catching paid ads that also appear on a search page.

Test your Knowledge

What caught your eye about these ads?

What was interesting, compelling, or persuasive?

What was not interesting, compelling, or persuasive?

What did you learn about AdWords from this assignment?

AdWords Defined

If you've decided that it's time to get more traffic to your website without paying an arm and leg for advertising, then learning how to set up an effective AdWords campaign might be exactly what you need.

According to the New York Times, there are 720,000 searches A MINUTE on **Google**. That is more than 1 billion searches every day. Even if you get just a tiny piece of that, Google has the capacity to bring incredible numbers of visitors to your website, at any time of the day or night, no matter where you are or what you are doing.

AdWords is the system that Google uses to help your customers find you when that person searches for a keyword or a keyword phrase that you have registered on your AdWords account. In deciding what ads to show someone, Google applies an algorithm that takes your AdWords, the search term an individual uses, and that person's past Internet behavior, to position ads on the search page. So, if you search for hybrid cars and live in London, England, you will get different results than someone who searches for hybrid cars in London, Ontario, Canada and those results will be tailored to you as an individual.

The presence of AdWords has brought a massive shift to the concept of marketing. Instead of focusing your sales efforts outward by making phone calls, booking sales calls, and dropping in on customers, AdWords helps your customers find you.

There are a few essential items that you need before you can start building an AdWords campaign:

- Ñ A registered domain name
- Ñ A website with multiple pages on that domain
- Ñ An e-mail broadcasting and auto-responder service
- Ñ A shopping cart service, from which people can pay for and order your products online
- Ñ Something to sell
- Ñ An AdWords account with Google

AdWord campaigns are effective for online sales, local stores and services, niche products, home based businesses of all kinds, gathering sales leads, getting people to sign up for your newsletter, membership sites, and more.

How PPC Works

AdWords campaigns work with a strategy known as **pay per click** (PPC), where you, as the AdWords account holder, decide how much you will budget for your campaign. Each time someone clicks on your ad, your account is charged.

If your ads are targeted to the best keywords and to the right audience, then you will spend less on your campaigns and you will bring more qualified visitors to your site. If your keywords are too broad, then you may be getting a lot of people visiting your site who are not interested in what you have to offer and they will quickly move off to another site. That's why you take a course like this one, and develop your strategy for PPC ads through AdWords!

Text your Knowledge

What kind of budget do you set for non-PPC advertising campaign(s)?

What do you expect to spend on a PPC campaign with AdWords?

What kind of return do you expect on your campaign?

How much money can you reasonably invest in a PPC campaign (per week or per month)?

If you have no money to invest at all, do you have a strategy to make PPC work for you?

Further Reading:

