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you're human



No matter your role, learn how to get the most out of Google Ads through e-learning designed by platform experts. Get started Achieve your marketing goals and connect with more customers in the moments that matter. Learn online at your own pace, return anytime to pick up right where you left off. Showcase youve got what it takes to create, measure and optimize your campaigns. Courses mix marketing strategy and product tactics - and are built around real-world case studies and common business scenarios - so you develop actionable marketing and product know-how you can apply right away. Start training Achieving Google-certified status can help you signal your expertise to the industry, or simply feel confident in your ability to get the best out of Google Ads to advertise your business online. Get certified Master the essentials of creating and customizing Google Search campaigns that get your ads in front of customers looking for what you offer. Learn best practices for keyword and bidding strategies, and discover ways to boost performance to reach your marketing goals. Start the Search learning path Get Google Ads Search certified Learn how to manage and optimize visual ad campaigns that get your ad in front of the audience you want to reach with the right message to build awareness and drive action. Review strategies for automated bidding. Increase reach and track performance with Google Display Audiences and Performance Planner. Start the Display learning path Get Google Ads Display certified Discover ad formats designed to capture the attention of todays consumer and pair them with YouTube and Google video audience solutions. Boost your campaign performance with creative strategies for telling effective brand stories on YouTube. Start the Video learning path Get Google Ads Video certified Grow your business by connecting your products with shoppers across their purchase journey. Learn best practices for campaigns that promote online and local inventory to help boost traffic to your website or local store. Discover how Smart Shopping campaigns can help you maximize conversions and expand your reach. Start the Shopping Ads learning path Get Shopping Ads certified We use cookies and data to deliver and maintain Google servicesTrack outages and protect against spam, fraud, and abuseMeasure audience engagement and site statistics to understand how our services are used and enhance the quality of those servicesIf you choose to Accept all, we will also use cookies and data toDevelop and improve new servicesDeliver and measure the effectiveness of adsShow personalized content, depending on your settingsShow personalized ads, depending on your settingsIf you choose to Reject all, we will not use cookies for these additional purposes.Non-personalized content is influenced by things like the content youre currently viewing, activity in your active Search session, and your location. Non-personalized ads are influenced by the content youre currently viewing and your general location. Personalized content and ads can also include more relevant results, recommendations, and tailored ads based on past activity from this browser, like previous Google searches. We also use cookies and data to tailor the experience to be age-appropriate, if relevant.Select More options to see additional information, including details about managing your privacy settings. You can also visit g.co/privacytools at any time. Next: Set up your first campaignSign up with Google Ads to start reaching new customers with online ads tailored to your business goals and budget. This guide walks you through creating your Google Ads account and setting up your first ad campaign. Note: Newly created accounts will no longer support URLs in the account name. SIGN UP FOR GOOGLE ADS Instructions To get started with Google Ads, it just takes 3 simple steps: add your business information, select your campaign goals and budget, and enter your payment details. Youll also have the opportunity to setup conversion measurement as the final step: so you can measure important actions people take on your ads and website. Tip: We recommend you create your account before creating a campaign. While creating your account, you can skip all recommendations to create a campaign. Add business information About your business To start the signup process, youll be prompted to add your business information (name and URL) for faster campaign setup. By providing Google with your details upfront, this allows for pre-filling of information later on in the process and allows Google to best tailor the signup process to your needs. Link Accounts At this stage, youll also have the opportunity to link your existing accounts, including a YouTube channel and Google Business Profile account, which will help with faster campaign setup. By linking your accounts in the sign up flow, Google saves you time by automatically suggesting keywords and headlines for campaigns for you to review. At this stage, you also have the option to create an account without a campaign. Add billing information Set up your billing information by following these steps: Click the Billing country drop-down menu and select the country or territory where your billing address is located. Your billing country determines the billing options that are available for your location and currency. Make sure the correct time zone is selected. If not, click the drop-down menu to change it. Your reports, statistics, and billing are all affected by the time zone you select, so choose carefully. If you have a promotional code (also known as coupons or vouchers), enter the code in Introductory offer and click Apply. Youll be prompted to either select an existing payment profile or create a new one. Your Account type defaults to Organization but you can change to Individual if appropriate, for tax purposes in your country. Enter information for the payment method you want to use for this account, such as a credit or debit card, PayPal, or bank account. Note: If you're using a credit or debit card, you might see a temporary authorization on your card account, which is typically removed within a week. The exact amount will be shown in your Ads account during sign-up. Click Submit to create your campaign and complete your account setup. Fix a problem with creating or signing in to a Google Account Related links If you build it, they will come right? In todays market, if you build a good Google Ads campaign, they will. Once a luxury, digital advertising is now a necessity, especially if youre a new company trying to break through. But what types of Google ads should you use? What should your goals be (besides sell more stuff)? How do you know if your campaign is working, and more importantly, how much are Google Ads going to cost you? Pour a hot bevvy and lets get into everything you need to know to master Google Ads in 2024. Bonus!!! Download The Wheel of Copy, a free visual guide to crafting persuasive headlines, emails, ads and calls to action. Save time and write copy that sells! What is Google Ads? Google Ads, formerly known as Google AdWords, is a bid-based online advertising platform that includes text format search engine ads, video ads, banner ads, YouTube ads, and other display options. Google Ads appear across Google search results and millions of Google partner websites. Google Ads is the largest digital ad publisher in the United States, accounting for 28.4% of all ad revenue. How do Google ads work? You write an ad, place a bid, wait, and sales roll in. Thats basically it with a few small caveats. Ill cover how to create a Google Ads campaign in step-by-step detail later, but essentially, Google Ads works on a pay-per-action pricing model, usually calculated as cost-per-click (CPC). That means you pay a certain price every time a user clicks on your ad, or whatever your goal action is. That price changes often and depends on multiple factors, including how many other brands are currently targeting that keyword, search volume, expected reach, time of day or year, and more. When you place your ad, you specify your maximum bid the most youre willing to pay for a click (or view, or other action youve defined). The three main bidding options are: Cost-per-click (CPC): You pay when a user clicks on your ad. Cost-per-mile (CPM): You pay per 1,000 ad impressions. Cost-per-engagement (CPE): You pay when a user performs a specific action on your ad (signs up for a list, watch a video, etc). For example, if your max bid is \$2 but Google says the value of that click is \$2.55, your ad wont show. However, if your max bid was \$2.56, your ad would be more likely to get the placement. Importantly, this number is different from your overall campaign budget. You have the option to set a daily average budget and let Google handle your individual ad bids, or to set both your overall budget and fine-tune the maximum bid for each ad. For beginners, I recommend setting your daily budget and letting Google optimize your individual ad bidding. Its easier and often yields more effective and economical results. For example, if you want to spend a total of \$1,000, you could run a campaign for 30 days with a maximum daily budget of \$33. Or, for 14 days at \$66 per day. You get it. Thats budgeting in a nutshell, though there are a few exceptions for specific industries. Although, theres one more sneaky factor to bidding: Quality Score. Quality Score is how Google Ads determines who has the best ad to show for a keyword. Its a numerical ranking from 1-10. For example, a lunch restaurant could score a 10 (high) for the keyword avocado sandwiches but would likely score a 1 (low) for the keyword local plumber, right? Your Quality Score doesnt directly affect your ad placement or budget, but it can have indirect effects. For example, a high Quality Score means your ads match your potential customers search intent. And, creating ads that match what people are searching for means theyll be shown more often, which means youll get more clicks. Quality Score isnt a metric you should track in depth, but more of a guide to tell if your ad targeting is on track and how you compare to others competing for the same keywords. Types of Google Ads Google Ads has changed a lot over the years, with new features and ad types. Right now, Google Ads consists of: Responsive search ads Performance Max ads Discovery ads Display ads Shopping ads App ads Smart campaigns Lets dive into each of these and when you should use them. Responsive search ads The OG, bread a bit familiar, to-all search ad format should be part of everyones campaigns. These are text-based ads in search result pages (SERPs) on Google. Back in the day, what you wrote for each ad is what Google displayed. Now, responsive search ads allow you to write multiple small variations and Googles AI technology chooses the best mix of ad components to match the search query and intent. Search ads are indicated by the bold Sponsored above them. Ads will also be in the first four spots on the page. Source: Google/When to use: All the time. Search ads are the most basic Google Ads format and every brand can benefit from using them. Specs: Headlines: Minimum three and maximum 15 headlines, 30 characters each. Display URL: Must use your domain, but doesnt have to be the final URL. Can include a simplified Path of up to 15 characters. Descriptions: The body text of the ad. You need at least two descriptions but are allowed up to four, maximum 90 characters each. Performance Max ads Performance Max ads are less of an ad type and more of an overall strategy. Google describes Performance Max as a kind of combo of all their best machine learning algorithms and AI-assisted ad bidding strategies, combined with data points you provide, like custom audiences. The idea is to get you the best results possible for your goal. Google claims Performance Max campaigns earn 18% more conversions than traditional search advertising campaigns. To make a Performance Max campaign, you need to have a specific goal, such as making sales, getting leads, or another defined action. And youll need either some existing campaigns to pull from, or to upload as many creative assets as possible. Source: Google Ads When to use: Google suggests using a Performance Max campaign to complement your basic search ad campaign(s). When you have a clear goal. When you have additional data to help Google target your ads, e.g. custom audiences from Facebook, previous campaigns, e-commerce, etc. Specs: Supports various ad and creative formats. For best results, create a variety of assets graphics, video, text options for Google Ads to work with. Discovery ads Discovery ads appear in places where people are most likely researching products or watching product reviews. Typically, this includes YouTube homepage and Watch Next page ads, Gmail inbox ads, and in Google searches matching the intent to shop. Plus, on the Google homepage. Its like a display ad mixed with a Shopping ad. Google users can opt out of the data thats tracked to put together targeted Discovery ads, but most dont. Google claims Discovery ads can reach up to three billion people. To decide which Discovery ads to show a user, Google uses their: Web and app activity App info from their device (e.g. phone, tablet, computer) Contacts Location history Location settings (e.g. saved home and work locations, and others) Creepy? Maybe. Effective for your company? You bet. Source: Gmail/When to use: Youve already got several other campaigns and assets in Google Ads. Discovery ads use your existing assets across multiple formats. To scale up sales. To retarget previous customers by defining a custom audience. Specs: Discovery ads encompass multiple ad formats, including text, graphic (display), and video. For best results, have multiple ads for each visual format available. To run a Discovery campaign, you must have the Google tag installed on your website (formerly known as sitewide tagging). YouTube ads Familiar to most, YouTube ads play either before you watch a video, during it, or appear in other places on YouTube, such as the homepage and the Subscriptions, Watch Later, and playlist pages. Who sees your video ads depends on several factors, including: Whether a user is signed in or not Their interests Watch history Your ad campaign targeting settings You have a few options for video ad formats: Bumper ads: Six seconds long and people cant skip them. In-stream ads: Played before, during, or after a video. You can make them unskippable, so people have to watch the entire ad or, by default, users can skip after five seconds. Outstream ads: Video ads that play solely on Google video ad partners, instead of YouTube. Source: YouTube When to use: Product launches, new offers, or brand awareness. Video ads work for nearly every goal and campaign, provided you have high-quality video content. Specs: Skippable in-stream ads: No maximum length, recommended to keep under three minutes. Non-skippable in-stream ads: Between 15-30 seconds. In-feed and outstream ads: No maximum length. Can use existing videos from your channel. Bumper ads: Maximum 6 seconds. Display ads Display ads are images or videos that appear across millions of websites worldwide who are part of Googles Display Network, as well as Google sites, like YouTube. You can define each ad yourself, or upload a collection of assets graphics, video, logos, and headlines and let Google Ads AI come up with the best combinations to target your audience as part of either a Smart Display or Performance Max campaign. As of 2024, its a best practice to convert your eligible Display ad campaigns into Performance Max campaigns. Thats Google Ads-speak for upload the assets and let Google do the bidding and targeting. This is because single image display ads no longer show in Gmail and other high-value placements, whereas Performance Max ads do. Plus, Google says advertisers who convert to Performance Max campaigns have an average 15% more conversions at a similar cost-per-action. Source: Marketing Week When to use: As soon as you have visual assets: graphics or video. Everyone should try Display ads. You want to retarget an existing audience, like re-engaging past customers to shop with you again. Specs: Shopping ads Shopping ads optimized across the Google Search and Display networks, YouTube, and Gmail. Googles automatic targeting shows what it thinks is the most relevant product for a users search, like if im searching for a new adorkable marketing-related shirt. Google shows product listings both ads and organic results in an e-commerce inspired layout thats easy for me to browse, click through, and buy. Source: Google/When to use: Specs: Product data feeds must be structured in a way Google Ads understands, including having a unique ID number, description, URL, image, and more for each item. Product info must be updated (manually or automatically) every 30 days. App ads Exactly what they sound like, app ads drive viewers to download your iOS or Android app, though there are several additional campaign features available to Android app campaigns vs. iOS (because Google owns the Google Play store). For either, you can have a goal of getting either more app installs or more engagement from people who already have your app. For Android campaigns only, you can run a pre-registration campaign to get early signups to validate your app idea before it launches. App ads are easy to set up since they use images, videos, and content from your app store listing. Or, you can upload your own media. Example: YouTube When to use: If you have an app, although you need 50,000 app installs to be eligible (except for Android pre-registration ads). Specs: Images: Either .PNG or .JPG format, up to 5mb each, in recommended sizes of either 1200px x 1200px, 1200px x 628px, or 1200px x 1500px. Video (optional): Must be uploaded to YouTube first, or use a video from your app store listing. Text: Up to five headlines of 30 characters or less, and five descriptions of 90 characters or less. HTML5: Select advertisers can use HTML5 assets as part of an app ad campaign. Smart campaigns Regular mode. Smart mode. Expert mode huh? Basically, any campaign can be a Smart campaign if you set it to use Google Ads AI-powered bidding, targeting, or ad placement strategies. Back in the old days, you really needed a Google Ads whiz to custom-create and test each ad to get the best results. While human Google Ads experts are still valuable, Googles automated ad products have come a long way. For most users especially those just getting started with Google Ads Smart campaigns are what youll want to use. To optimize your Smart campaign, specify one of the following goals: Get more leads (calls) Get more physical business location visits Get more website sales or sign-ups Brand awareness (video campaigns) Example: Google/When to use: If youre new to Google Ads. Smart campaigns are a great way to start and take less than 15 minutes to set up. For experienced brands, Smart campaigns still often out-perform standard campaigns, and take less time to manage. Specs: Each Smart campaign ad is made up of multiple, separate components: Headline, description, URL, your business name, and if applicable phone number, address, or map location (for physical locations). How much do Google ads cost? TL; DR: However much you want them to cost. OK, but really, here are how much Google Ads cost in 2024, based on the average CPC per industry in the United States. Source: Statista But thats not the entire answer. In the U.S., the online education industry has an average CPC of \$9.35 USD, but only \$1.89 USD in Germany. Source: Statista Same with real estate: the average CPC is \$1.87 USD in the United States, \$0.78 USD in the United Kingdom, and \$0.63 USD in Canada, for example. Each industry has a vastly different cost per click which also varies by location. So theres no true average cost of Google Ads, but what about an estimate? The average Google Ads cost per click in the U.S. is \$1.99 USD, the highest in the world. You can see the dramatic difference even across North American countries. Source: Statista In Europe, the United Kingdom and Switzerland take the top with \$1.22 and \$1.13 USD respectively. Source: Statista Average costs are going to differ, even among competitors in the same industry and location. There are so many other factors that go into your Google Ads cost, including: Targeting strategy Ad creative Keywords Headline copy Campaign goal Whether its a Performance Max campaign or not Whether youre using manual or automatic bidding The only number to beat? Your own previous best. How to create Google ads in 5 steps 1. Open a Google Ads account Take care of all the basics first, including opening a Google Ads account and: Entering your business name and website URL Linking any existing Google-owned accounts, such as a YouTube channel and/or Google My Business profile Filling out billing and payment information? 2. Create your first campaign Click New campaign at the top of the main Google Ads dashboard. Choose a goal for your campaign and click Continue. In this case for the web traffic goal, I can choose from the following Google Ads formats: 3. Set a bidding strategy Once you have a goal and ad format, tell Google Ads how much you want to spend and what you want to optimize that budget for (e.g. conversions, leads, traffic, etc). Optionally, you can specify a target cost per action, although I recommend leaving this unchecked for new users. Let Google optimize as much as your bidding as possible. 4. Target your audience Heres where you tell Google where to find your people. Choose locations and/or languages spoken to target, as well as optional additional interest categories. Advanced users can upload custom audiences, fine-tune demographics, and more. 5. Create ads Ad creation is a big topic and I cant cover everything in just one section. So much depends on your industry, goals, existing assets, and more. But you need at least a few ad groups to start. Google guides you through this process, asking for your URL and relevant keywords. Then, Google Ads asks you to write a few ads. Youll see a preview of it on the right as you build your ad. Youll need to include: A URL Up to 15 headline options Up to 4 descriptions Images Site links: 4 or more additional, specific links that appear under your ad. Callouts: Short attributes, e.g. free delivery, open 24/7 etc. Plus, any optional details, like a phone number, your app store link, etc. You dont need all these items all at once. If youre just starting with Google Ads, keep it simple and get something out there. You can always measure, refine, and tweak ads later. 4 tips for creating winning Google ads 1. Focus on headlines You can include up to 15 headlines per ad so take that opportunity and max out your ads potential. Depending on your ad format, Google will mix them up to show the ones most likely to convert, each separated by a dash. Source: Google 2. Test and experiment Even your top-performing ads can improve by testing new variations. Embrace A/B testing often and dont be afraid to experiment with new ad copy, visuals, and more. Source: Google 3. Have a clear call to action For conversion-focused pay-per-click (PPC) campaigns, keep your call to action simple and descriptive for exactly what you want the viewer to do. Source: Google 4. Use all available ad attributes Theyre optional, but including additional fields like callouts and sitelinks can make your ad stand out from the rest. This ad captures attention by featuring a financing callout. Source: Google Save time managing your social media presence with Hootsuite. From a single dashboard, you can publish and schedule posts, find relevant conversions, engage the audience, measure results, and more. Try it free today. Get Started Whether its for big life decisions or everyday needs, consumers turn to Google and YouTube for guidance. Google Ads helps you engage them throughout their journeys to make valuable connections in the moments that matter. Todays lead-to-sale journey is more complex than ever, with consumers reading reviews, watching videos, and comparing options across 5.5 online touchpoints before even filling out a lead form. 1 Thats why Google Ads is a powerful partner for your lead generation strategy. With 6 products with more than 2 billion monthly users, you can reach relevant customers at scale and deliver the right message at the right moment. Take these essential steps to start getting high-quality leads and driving results: On this page To set yourself up for success, begin by mapping the complete customer journey, from the initial point of contact to the final sale. Keep in mind: Number of stages from lead to sale Volume and value of each conversion action Length of time between each stage Conversion rate between each stage Your lead-to-sale map could look like this: Once you have your lead to sale map, identify the crucial steps that signal a high probability of conversion, and prioritize them in your measurement and bidding efforts. At the heart of every successful campaign is a robust measurement strategy. These tools will help you accurately collect, connect, and activate important first-party data. This fuels Google AI-powered solutions that help you engage with new prospects at scale. Google Ads Data manager puts all your data management controls in one place, enabling you to drive incremental revenue. The Google tag helps you accurately track conversions, which are valuable actions on your website, and gain deeper insights into campaign performance. Enhanced conversions improve the accuracy of your conversion measurement to unlock more powerful bidding. Work together with Googles AI-powered solutions to generate demand and drive new leads for your business. Whether youre aiming for high lead volume or prioritizing qualified leads, these solutions are your key to growing your business. Value-based bidding optimizes bids and prioritizes your budget to reach your most valuable prospects. Broad match with Smart Bidding in Search campaigns helps you show up on as many business-relevant, valuable searches as you can. Performance Max gives you the full power of Googles channels and AI, all in one campaign to maximize lead generation performance. Demand Gen campaigns help you create and convert demand on YouTube and Googles most visual surfaces. Combine the power of Google AI with the flexibility of more controls where you need them to customize your strategy by audience, channel, and creative. Expand your reach and engage new audiences on YouTube to build more connections that fuel long-term business growth. 1. Google/ Ipsos, 2023 Lead Gen Study, US residents 18+ who have filled out a lead form or made a purchase in a specified vertical within the past 12 months; n=2543 (unique respondents for data representing brands a lead form was filled out for). Reach new customers and grow your business with Google Ads, Google's online advertising program. These guides are designed to get you up to speed quickly, so you can create successful ads and turn your advertising investment into revenue. Just pick the path thats right for you to begin! 1. Google and Greenberg mWeb and App Study, US Only, Q2 2021. We use cookies and data to deliver and maintain Google services Track outages and protect against spam, fraud, and abuse Measure audience engagement and site statistics to understand how our services are used and enhance the quality of those services If you choose to Accept all, we will also use cookies and data to develop and improve new services Deliver and measure the effectiveness of ads Show personalized content, depending on your settings Show personalized ads, depending on your settings If you choose to Reject all, we will not use cookies for these additional purposes. Non-personalized content is influenced by things like the content youre currently viewing, activity in your active Search session, and your location. Non-personalized ads are influenced by the content youre currently viewing and your general location. Personalized content and ads can also include more relevant results, recommendations, and tailored ads based on past activity from this browser, like previous Google searches. We also use cookies and data to tailor the experience to be age-appropriate, if relevant. Select More options to see additional information, including details about managing your privacy settings. You can also visit g.co/privacytools at any time.

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