

Chapter 2 - Combining PPC + Search Engines B4C2-1

I. Selecting a PPC Search Engine

345 SEs differ, so select carefully - depending on industry,
one could be better for R.O.I.,
audience / reach / volume + targeting
costs, +
time spent managing campaign

A. Researching search engines

SEs may be geared business to business or
business to consumer

some may have more traffic than others

some have increasing popularity, others decreasing

346 Best way to select a SE = use it yourself

B. Comparing the Top 3 Search engines - in order of volume ^{search}

1. Google - most sophisticated
delivers best bang for buck
most traffic

best management tools

diverse audience

2. Yahoo! - second most popular
largest presence worldwide

younger audience

more social tools, news, pop-culture, ^{special} interest

less affluent users

3. MSN - less search volume

C. Managing multiple PPC accounts

347 If you have more than 1 web site - set up a main acct.
so you only have to log in to each SE only once

Google = My Client Center. sign up at

<https://adwords.google.com/select/professional/welcome>.

Yahoo! = Master Account

MSN - no special name. Call customer service rep.

II. Using Google AdWords

A. Creating an account

1. Go to sign-in page for Google AdWords at
<http://adwords.google.com/select/Login> - click Start Now
- 348 2. choose Standard vs. Starter
3. select appropriate radio button in Which Best Describes You
 already have acct - top button
 Don't have acct - bottom
- 349 4. Use your Google+ account username + password to sign in to AdWords
5. Select the currency you'll be paying + click Continue
 Google sends an email to your address
6. When you receive email, click the link in it + go to the AdWords verification page

B. Setting up your first campaign

1. Sign in to AdWords
2. Click the Create Your First Campaign button
3. Select the language in which you want your ads to display
4. Select where you want the ads to display - US/Canada
 Create an Ad page opens
5. Fill in the headline, Description (Lines 1 + 2),
 Display URL + Destination URL
- 350 6. Click the Continue button
7. In the text box, type the keywords you want to add
 to your campaign, or use search to find related words

May edit settings at any time

C. Setting daily budgets + bids

after the above you must choose daily budgets + bids

1. In text box in 1st section, enter your daily budget
- 351 2. In 2nd section select appropriate CPC
 - a. Maximum CPC - the max you're willing to spend
 - b. Preferred CPC - your average CPC for entire campaign
 Google decides when, how often, + for which keyword

Best practice - start with Maximum - easiest to edit

3. On text box below radio buttons, ~~add~~ enter amt. of bid
4. Explore the CPC + traffic estimator options
 - a. Want to Purchase the Most Clicks Possible? - see how Google thinks you should set daily budget + max. CPC in order for ads to appear as often as poss to get the most possible visitors to view site
 - b. View Traffic Estimator - great to use to adjust shows how many impressions you can expect for the amount ad position clicks + how much spend daily

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5. Click continue - Review + Save Page
6. Review settings for language, geographic area targeted, ad keyword list + bids
7. Check appropriate boxes if you want Google to send automated optimization tips newsletters, + other info

D. Setting up the billing in AdWords

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1. To set up billing, click My Account tab anywhere in acct. Click Billing Preferences to enter billing info
 - Billing address
 - Form of payment
 - Credit card info
2. When you're ready, choose your location + time zone
= permanent and ~~not~~ be changed!
3. Choose form of payment
 - a. Post pay billing - pay after acct has accumulated clicks + cost. Options to pay
 - 1) Direct debit - tied to bank acct must be an AdWords bus. customer

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- speed + amt. you spend determines how often Google withdraws funds
- 2) Credit card / deposit a set amt
Refill automatically or manually
- b. ~~Prepay~~ Billing cycle = 30 days
- Thresholds - 1st = \$50
2nd = \$200
3rd = \$350
4th = \$500

after you put all these " is your reg. rate
large enterprises can request invoicing

355 4. Temp of Service - Review Agree. Continue
5. Billing Preferences page - input info

Click Save + Activate: one-time \$5 fee

E. Expanding Google AdWords

When acct = active, can add campaigns, ad groups, keywords thru the dashboard

1. Adding a new campaign - select New Online Campaign link
 - a. Keyword - targeted campaign: create keyword list + ads + bid accordingly
 - b. Placement - targeted campaign - uses websites (+ keywords) + show ads on Google's content network (chapter 7)

Process: for adding #1a.

- 1) Click New Online Campaign link in AdWords dashboard
choose Start with Keywords - page opens
- 2) In the Create This Campaign's First Ad Group section
type campaign name + ad group in text boxes
- 3) On Target Customers by Language change L. if necessary
- 4) To change targeting location, click Change Targeting
make edits, then Done
- 5) Click Continue when finished making choices
- 6) Fill in Headline, Description (Line 1 + 2), Display URL
+ Destination URL text boxes, then Continue

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- 7) In textbox, type keywords to add or use search option to find related keywords. Continue
 - 8) In Set Pricing page that opens, set daily budget + max. bids
 - 9) Click Continue - edit + go back if nec. - Final Review
 - 10) If campaign suits your needs, click Save Campaign
- Process for adding a new ad group to existing campaign

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- 1) Click desired campaign
- 2) Click New Ad Group link
- 3) Choose Start with Keywords from dropdown
- 4) Type name of ad group
- 5) Fill in Headline, Description, Display + Destination URLs
- 6) after pressing 'continue' new Choose Keywords opens
In text box type keywords to add or use search
Set Pricing page opens
- 7) Enter maximum CPC bid + Continue. Review pg. opens
- 8) If you need to make edits, click Back or Edit
- 9) Click Save Ad Group

Adding an ad to an existing ad group

- 1) Click ad group
- 2) Make sure dashboard is open to Ad Variations tab + displaying your ad
- 3) Click Create an Ad Variation
- 4) Enter your ad copy
- 5) Click save

III.

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Using Yahoo! Search Marketing - merge with MSN adCenter
<https://signup3.marketing.solutions.yahoo.com/signupui/signup/loadSignup.do>

IV.

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Using MSN adCenter - SE = Live Search
<https://adcenter.microsoft.com/customer/SignupTargeting.aspx>