



# Search Partner Network ... **HOW TO DECIDE?**

# OVERVIEW OF THE GOOGLE SEARCH PARTNER NETWORK

- Websites like YouTube, Amazon, CNN, Ask.com, Google Maps, about.com, and many more (there is no official list)
- Can also be accessed via Google search bars in other browsers
- Changes regularly
- CTR on partner sites will not effect Quality Score of your keywords
- You won't know where your ads appeared in the partner network



# SEARCH PARTNER NETWORK – WHAT YOU NEED TO KNOW

- For branded search terms, the partner network tends to convert better, but has higher average CPC's. Why?
- There is no right or wrong answer to whether or not you should advertise on the search partner network.
- If you have a limited budget, and you're just starting out, I highly recommend excluding the search partner network ... you can always add it later
- Definitely add the search partner network before expanding budget into display campaigns!





Google Ads

## LOCATION TARGETING: WHAT TO THINK ABOUT

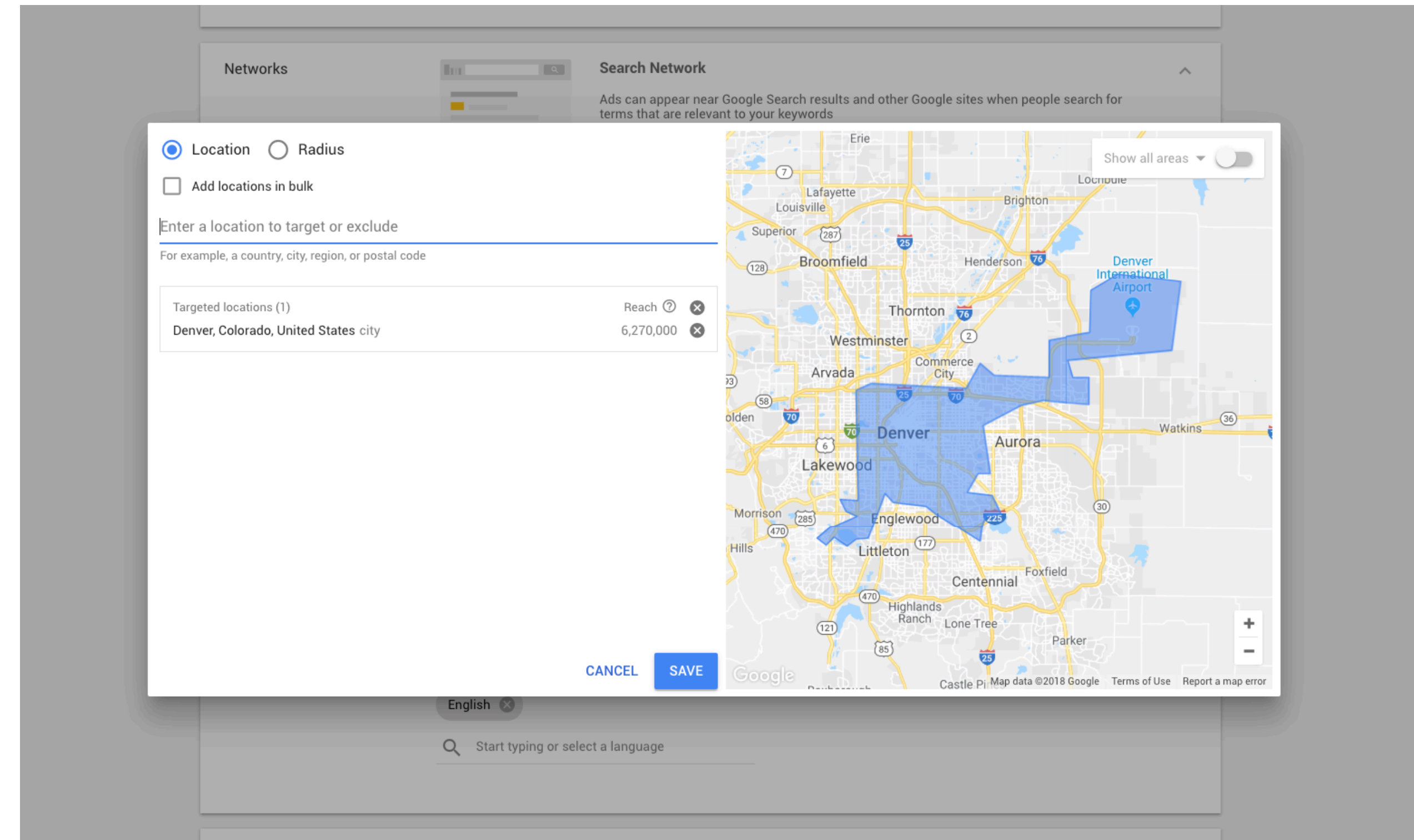
- ▶ Only you know the answer (an absolute must for local businesses).
- ▶ **Historical data:** CRM, boss / co-workers, google trends, intuition.
- ▶ Major cities will be more expensive, but they also have the most volume.
- ▶ Use the Google keyword planner to see where your competitors are bidding.
- ▶ Where market do you **want** to be in?
- ▶ You can modify geo targeting at any time.
- ▶ Use geo-targeting to exclude competitor locations.
- ▶ Compliance with regulations.





## LOCATION TARGETING: OVERVIEW OF FEATURES

- ▶ Basic exclusions / inclusions
- ▶ Advanced search: using the map or searching by Country, Region, City or Postal Code
- ▶ Radius Targeting - between 1 and 500 miles
- ▶ Location groups - using places of interest or demographic tiers is no longer available
- ▶ Bulk locations - manually enter or paste in a list of locations



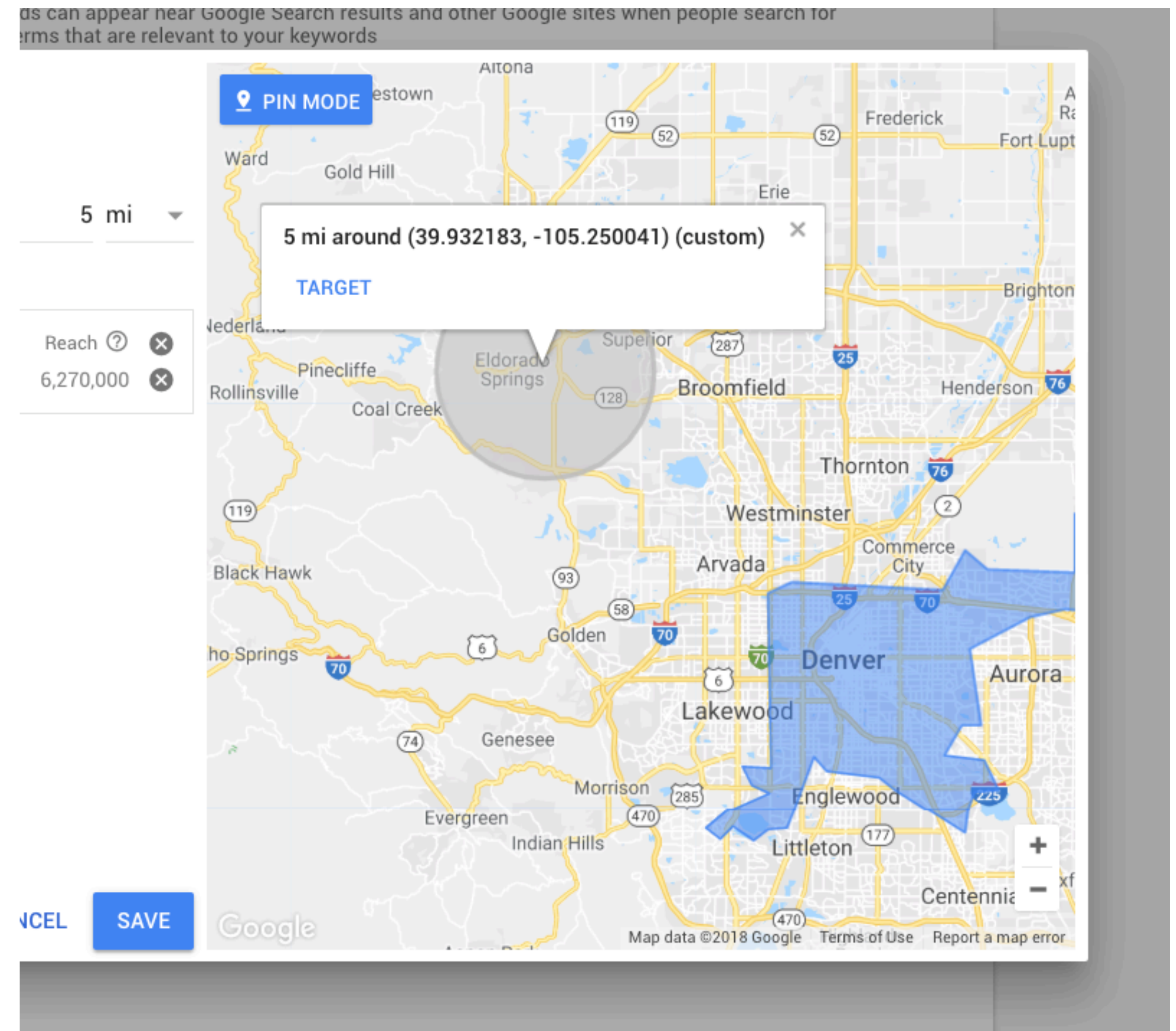


Google Ads

# ISAAC RUDANSKY - GOOGLE ADS MASTERCLASS

## NEW FEATURE: PIN MODE

- ▶ Drop a pin on a map to target locations
- ▶ Customize the radius of the pin between 1 and 500 miles before dropping the pin
- ▶ Just like radius targeting, you can only target in pin mode, cannot exclude location in pin mode (why do you think that is?)





## REACH PEOPLE IN, SEARCHING FOR, OR WHO SHOW INTEREST IN MY TARGETED LOCATION

- ▶ **The person does not have to actually be in any of your target locations to see your ad**
- ▶ “Shows interest” is up to Google to decide - data collected from multiple sources
- ▶ Default option used by Google (will get you to spend the most money quickly)
- ▶ Unless it makes sense for your business in particular, do not use this option

### EXAMPLE

**Keyword:** Car Rental

**Target Location:** Las Vegas

Search Term	User Location	Is Your Ad Eligible?
Car Rentals	Las Vegas	<input checked="" type="checkbox"/>
Vegas Car Rentals	Chicago	<input checked="" type="checkbox"/>
Rent Car Vegas	Paris, France	<input checked="" type="checkbox"/>






## REACH PEOPLE IN YOUR TARGETED LOCATION (ISAAC'S RECOMMENDATION)

- ▶ **Show your ads only to anyone who is considered to be physically located within the area that you've targeted**
- ▶ If people outside of your targeted area include terms related to your targeted locations in their searches, they won't see your ads
- ▶ Will give you more control over who sees your ads
- ▶ This is the best option for most businesses

### EXAMPLE

**Keyword:** Travel Agents    **Target Location:** California





Search Term	User Location	Is Your Ad Eligible?
Travel Agents in California	Las Vegas	
Travel Agents	San Diego	
Best Travel Agents in LA	Chicago	

## REACH PEOPLE SEARCHING FOR, OR WHO SHOW INTEREST IN YOUR TARGETED LOCATION

- ▶ **Show your ads to anyone who shows interest in your targeted location by either searching for, viewing content about, or having settings related to the targeted location.**
- ▶ Actual physical location of user is completely ignored.
- ▶ Interesting targeting options for specific use-cases.
- ▶ Not an option most businesses will use.

### EXAMPLE

**Keyword:** Concert Tickets **Target Location:** New York

Search Term	User Location	Is Your Ad Eligible?
Concert Tickets Sale	New York	
NYC Concert Tickets	London, UK	
Manhattan Concerts	Chicago	
Manhattan Concerts	New York	





Google Ads

## ADVANCED TARGETING OPTIONS FOR EXCLUSIONS

- ▶ **Exclude people in, searching for, or viewing pages about my excluded locations:**

Recommended option. If your keyword is "USB cables for sale" and you exclude Detroit, your ads won't show for "USB cables for sale" if the user is in Detroit, and your ads also won't show if a user is in another state and searches for "USB cables for sale in Detroit".

- ▶ **Exclude people in my excluded location:**

Using the above example, if a user outside of Detroit searches for "USB cables for sale in Detroit", your ads **will** be eligible to show.





# YOURS (AND EVERYONE ELSE'S) BASIC ECONOMIC PROBLEM

KEYWORD: CUSTOM BOOKSHELVES

DAILY BUDGET: \$175

AVERAGE CPC: \$2.96

AVERAGE CTR: 4.7%

324,000

DAILY SEARCHES FOR CUSTOM BOOKSHELVES

HOW MANY CLICKS GOOGLE  
THINKS YOU CAN GET

$$324,000 * 4.7\% = 15,228$$

REQUIRED DAILY BUDGET  
TO GET EVERY IMPRESSION

$$15,228 * \$2.96 = \$45,074$$

MAX NUMBER OF CLICKS  
YOU CAN GET FOR YOUR  
BUDGET

$$\$175 / \$2.96 = 59$$

PERCENTAGE OF AVAILABLE  
IMPRESSIONS YOU CAN WIN  
WITH YOUR DAILY BUDGET

$$59 / 15,228 * 100 = 0.4\%$$

## ADVANCED DELIVERY METHOD SETTINGS

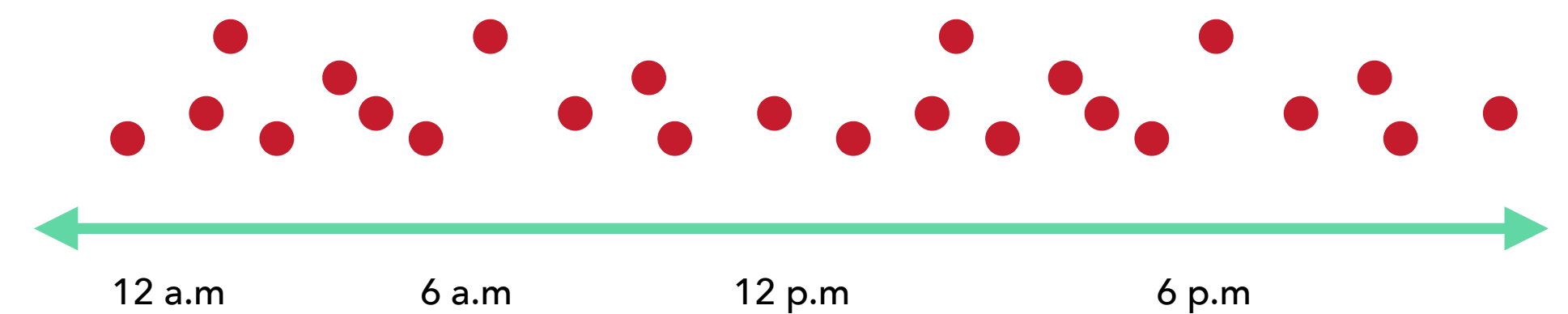
- ▶ **Standard: Optimize delivery of ads, spending budget evenly over time (Google Recommended)**

Translation: Same amount of impressions, spread out throughout the day.

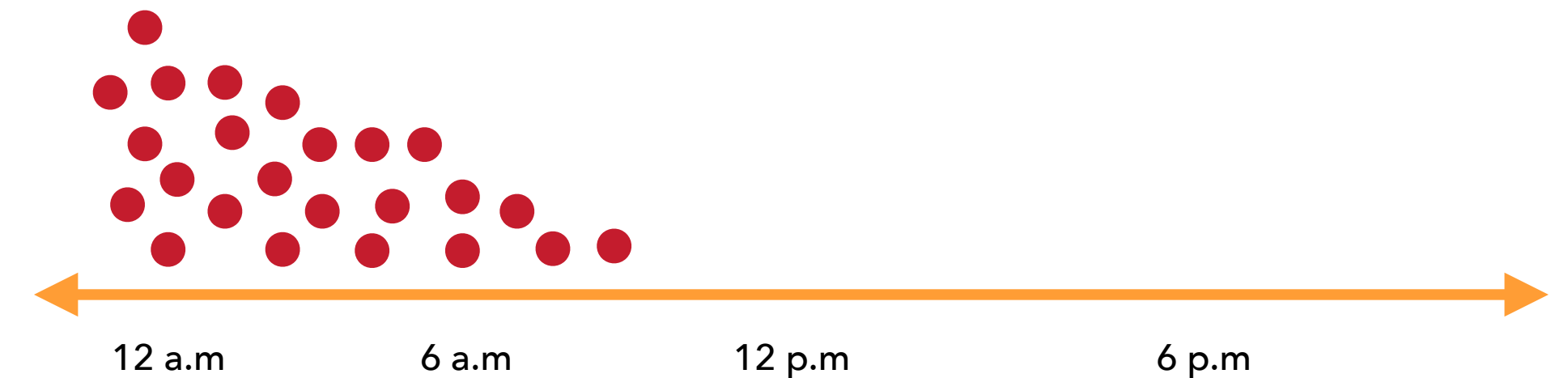
- ▶ **Accelerated: Do not optimize delivery of ads, spending budget more quickly (AdVenture Recommended)**

Best way to get true volume and project how much more impressions there are available for your keywords

Relatively even distribution throughout the day



All available impressions until budget is spent







DESKTOP



TABLET



PHONE



## SHOULD YOU ADVERTISE ON MOBILE?

- ▶ Is your site mobile optimized?
- ▶ Where are your customers typically when they search for your products or services?
- ▶ What does your buyers journey look like?
- ▶ Can you spend your budget on desktop alone?
- ▶ What are your competitors doing?
- ▶ Attention spans are much shorter on mobile compared to desktop



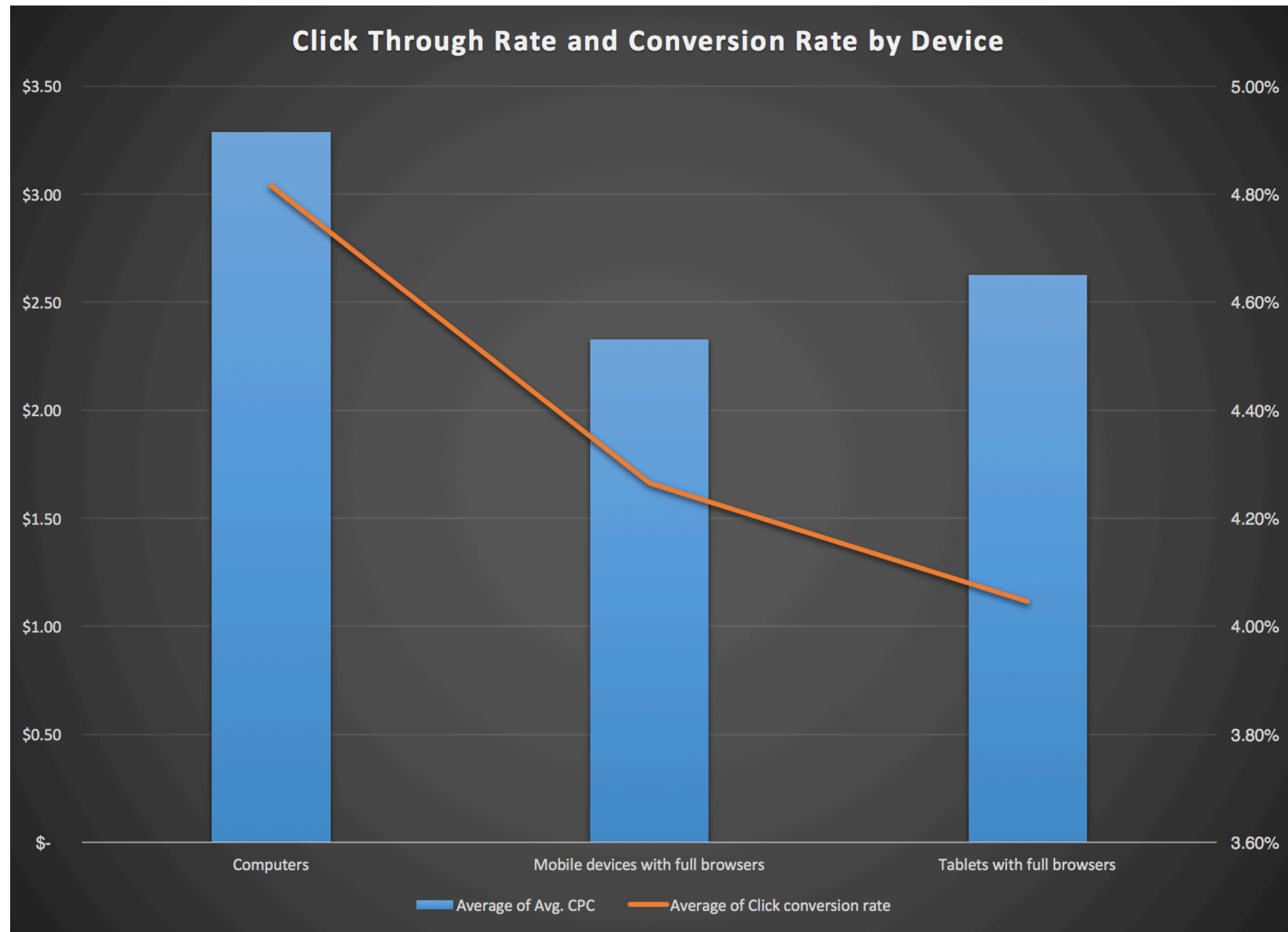




Google Ads

## WHAT'S THE DEAL WITH TABLETS?

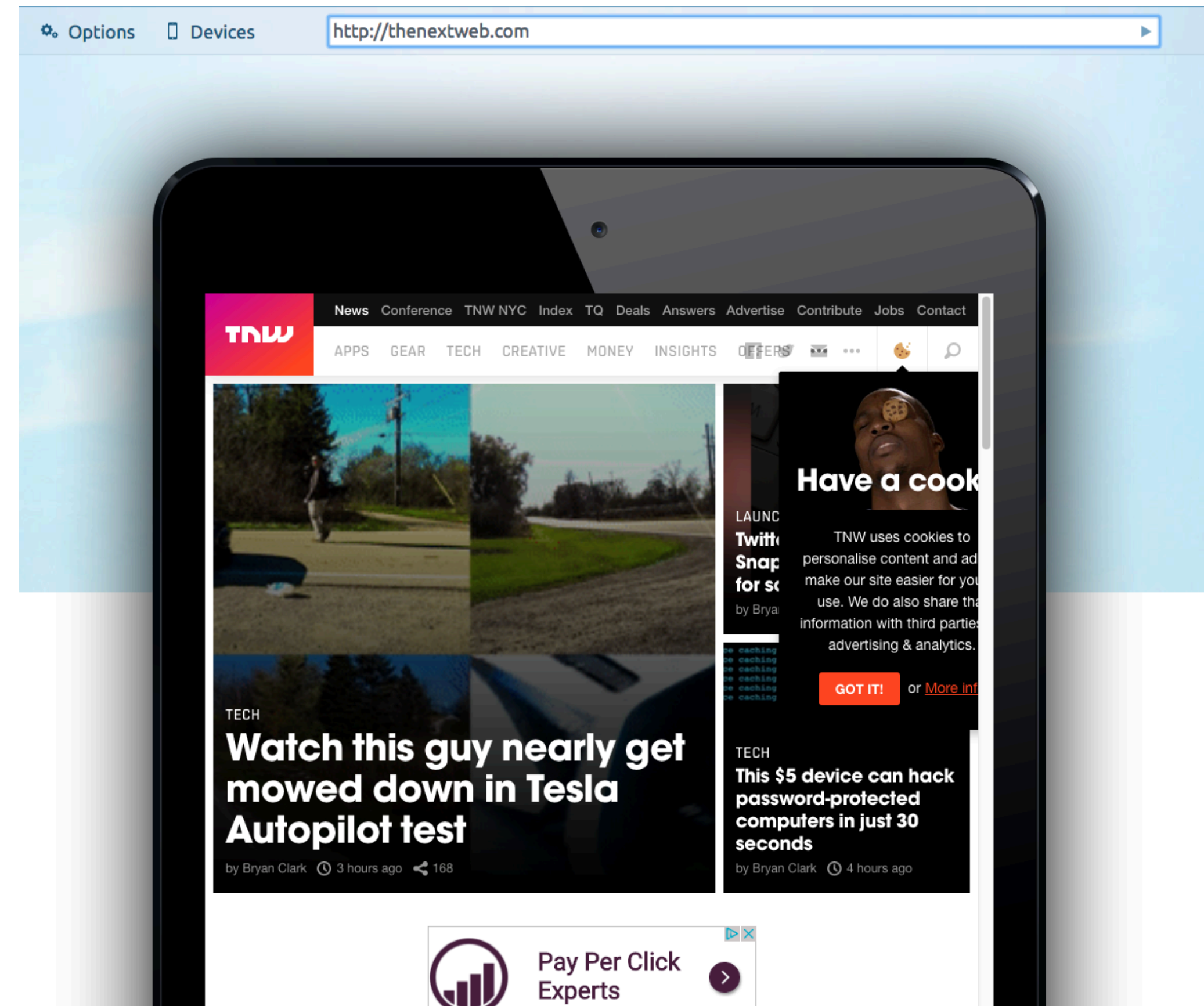
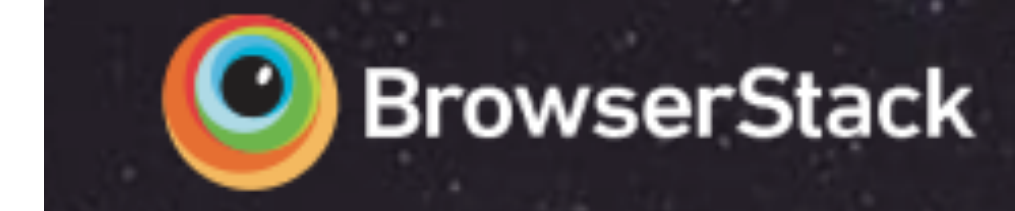
- ▶ Analysis of over 4 million clicks across hundreds of client accounts
- ▶ Steep decline in conversion rate from desktops > phones > tablets
- ▶ Phones are small, cellular networks are slow .... but what's the deal with tablets?
- ▶ Don't bid on tablets to begin with, especially if you have a limited budget.



## TABLETS HAVE AN IDENTITY CRISIS

- ▶ Responsive design is the culprit
- ▶ Breakpoints typically optimized desktop and mobile. Tablet is lost in the middle.
- ▶ Bad user experience is the #1 reason for suffering conversion rates by device
- ▶ Tablet traffic should get better as more brands redefine their responsive experiences

MobileTest.me







Google Ads

# ALL YOU CAN EAT BIDDING STRATEGIES

## Automated Bidding Strategies

1. Target search page location
2. Target CPA (cost per acquisition)
3. Target ROAS (return on ad spend)
4. Target Outranking Share
5. Maximize Clicks
6. Maximize Conversions

## Manual Bidding Strategies

7. Manual CPC

## Semi-Autonomous Bidding Strategies

8. Manual CPC with Enhanced CPC enabled





## AUTOMATED: TARGET SEARCH PAGE LOCATION

### OBJECTIVE

Increase brand awareness by having your ad impressions be shown higher on the SERP (search engine results page).

Increase CTR is also an objective for this bidding strategy.

### HOW IT WORKS

Google will try take control over your keyword level bids to try and win as many top of page bids or first page bids (you decide) for your predetermined daily budget for that campaign.

### SCENARIO

Your company is running a brand awareness campaign, and your interested in brand lift over clicks and conversions. You want to be seen and be recognized within a certain region. You may have lots of broad keywords but want to always be visible to the user.

## AUTOMATED: TARGET ROAS

### OBJECTIVE

If you're tracking more than one conversion action (sales and phone calls), and each conversion action has a different value to your company, targeting ROAS will aim to bid based on how much return you make on your advertising dollars (as opposed to targeting a cost per conversion)

$ROAS = \text{Total Conversion Value} / \text{Cost}$

### HOW IT WORKS

Google will predict which clicks will convert and **how much those conversion will be worth to you.**

You tell Google what each conversion is worth when you set up conversion tracking.

You must have conversion values configured.

Campaigns using target ROAS need to have at least 15 conversions in the last 30 days and conversion values need to be consistent within a range for a few days.

### SCENARIO

Your company sells insurance. You also have a free ebook available for download on your site.

**Conversion rate for sales form = 10%**

**Conversion rate on ebook = .005%**

**Average client value = \$850**

Based on what Google knows about the costs of your clicks and your **Google Ads** conversion rates for each conversion, they will try and hit your target ROAS.

**How do I know what ROAS I need?**

## AUTOMATED: TARGET CPA

### OBJECTIVE

To get as many conversions as possible for your target cost per acquisition.

The cost of the click does not matter.  
As long as you're getting clicks that convert at a profitable cost, business is going to grow.

### HOW IT WORKS

Google will predict which clicks will convert and **and how much it will cost that click to convert.**

Conversion value is not essential for target CPA bidding.

You must have conversion tracking for at least one conversion action configured.

The more conversion data you have in the account, the closer Google will be able to get conversions for your target CPA (you should have at least 2-3 conversions per campaign per day).

### SCENARIO

Let's say you're a plumber and the conversion action on your website is a form submission.

You know that you get a customer from one in 5 forms (20% form conversion rate).

You know your average job is worth \$275 in profit.

So in order to make money, you need to get forms submissions for less than \$55 ( $275 * .2$ )

# AUTOMATED: TARGET OUTRANKING SHARE

## OBJECTIVE

To wipe the floor with your competition.

If there's a specific nagging competitor that seems to always be on top of you in your best auctions, this strategy will try to outrank them based on your settings.

Gaining market share ... subtle effects.  
Ignores other business metrics like CPA and ROAS (but you set limits)

## HOW IT WORKS

Outranking is when your ad is shown above another ad. You tell Google which domain you want to outrank, how often, and Google raises and lowers your bids to meet that target.

You control a Max CPC bid limit (you can set this at the ad group, campaign, and keyword level).

Can take up to a week to see results.

If your competitor is also trying to outrank you, things can get messy and expensive.

**Applies to all keywords (not just to auctions that your benchmark domain is in.)**

## SCENARIO

Let's say Poppin noticed a new competitor entering the market for furniture - similar products to what they sell.

Poppin may want to invest in preventing this competitor from gaining market share, even if it cuts into profits by leading to more expensive CPC's.

For this furniture campaign, they may use target outranking strategy as their bidding strategy using that competitor as the benchmark domain.



## AUTOMATED: MAXIMIZE CLICKS

### OBJECTIVE

To get as much traffic to your site as possible.

If you're looking to get as much data on site behavior as possible and just get visitors in your door without worrying as much about specific cost objectives, this can be helpful in some cases.

### HOW IT WORKS

Google will try to get you as many clicks as possible by choosing the right bids across all your keywords using this strategy.

You can set a maximum CPC bid limit.

Spend is capped at the campaign daily budget.

Using portfolio bid strategies allows you to apply this automation to just a set of keywords in a campaign using a different bid strategy.

Overall, this strategy gives Google the most control over bidding and click costs.

### SCENARIO

You sell acoustic guitars.

Data = good manual CPC bids.

New instrument - hollow body jazz guitar.

It's a low volume keyword in your targeted locations, and you want as much traffic as possible for this keyword.

Feedback, product improvement, website improvements, real data aggregation.

Apply maximize clicks to just these KW's.



## SEMI-AUTONOMOUS: ENHANCED CPC (ECPC)

### OBJECTIVE

To maintain tight control of your individual keyword level bids while also putting some trust in Google's algorithms to optimize CPC's for more conversions.

### HOW IT WORKS

Google will automatically raise your bids as much as 30% or decrease your bids as much as 100% based on how likely they think the click is to lead to a conversion.

ECPC does sometime work to maintain or increase conversion volume while decreasing cost per conversion.

You still set your max CPC bids at the keyword, ad group or campaign level.

ECPC starts off with modifying 50% of your traffic, adjusting based on performance.

### SCENARIO

Your company has strict guidelines on budget, and you want as much control over how much you pay for any given keyword.

Every keyword represents a different type of buyer.

But you're also tracking conversions and feel that your bids can be more optimized than they currently are.

ECPC is a good place to start experimenting with automation.

# MANUAL CPC BIDDING

## OBJECTIVE

To fully maintain control over your bids in every auction.

You're willing to pay what you're willing to pay that's the end of it.

## HOW IT WORKS

Default bid at the campaign and ad group level

Can also set individual keyword level bids

Google won't bid more than your max in any circumstance.

You can add ECPC at any time, as well as change your bidding strategies.

Best place to start, does not need conversion tracking to work.



# ADVANCED DELIVERY METHOD PROS AND CONS

## STANDARD DELIVERY

### PROS:

Easier to determine best hour-of-day schedules.

Ensures you have visibility throughout the day  
(not to be confused with more visibility).

### CONS:

Harder to see real potential o your keywords.

## ACCELERATED DELIVERY

### PROS:

Truer data ... accurate impression share projections.

Helps you figure out appropriate budget.

### CONS:

Potentially inaccurate click cost data.

Potentially Misleading competitive analysis.

May be missing out on ideal opportunities later in the day.

### PRO TIP

**If your budget is fixed, start with standard. If your budget is flexible, start with accelerated**



# THE 3 PRIMARY BENEFITS OF USING AD EXTENSIONS

- **More SERP Real Estate**

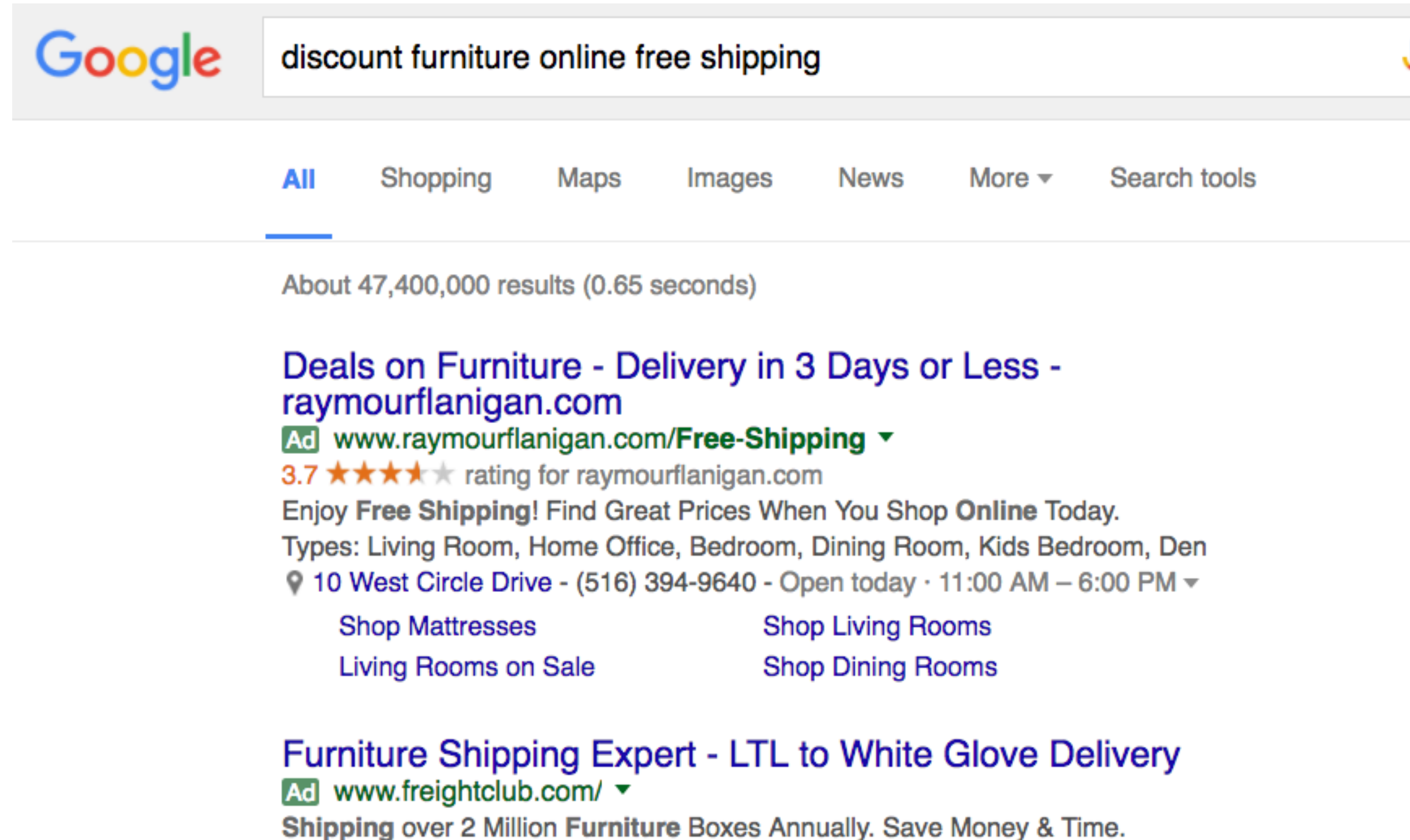
Advertisers are competing with a lot of other options on the SERP ...

- **Offer the User More Options**

Sitelinks with descriptions, phone number, location. Also more product information!

- **Increase Quality Score**

Google hasn't released the exact formula, but we know it's a factor. (also CTR increase by way of first 2 reasons)



The screenshot shows a Google search for "discount furniture online free shipping". The search bar is at the top with the Google logo. Below the search bar are tabs for "All", "Shopping", "Maps", "Images", "News", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 47,400,000 results (0.65 seconds)".

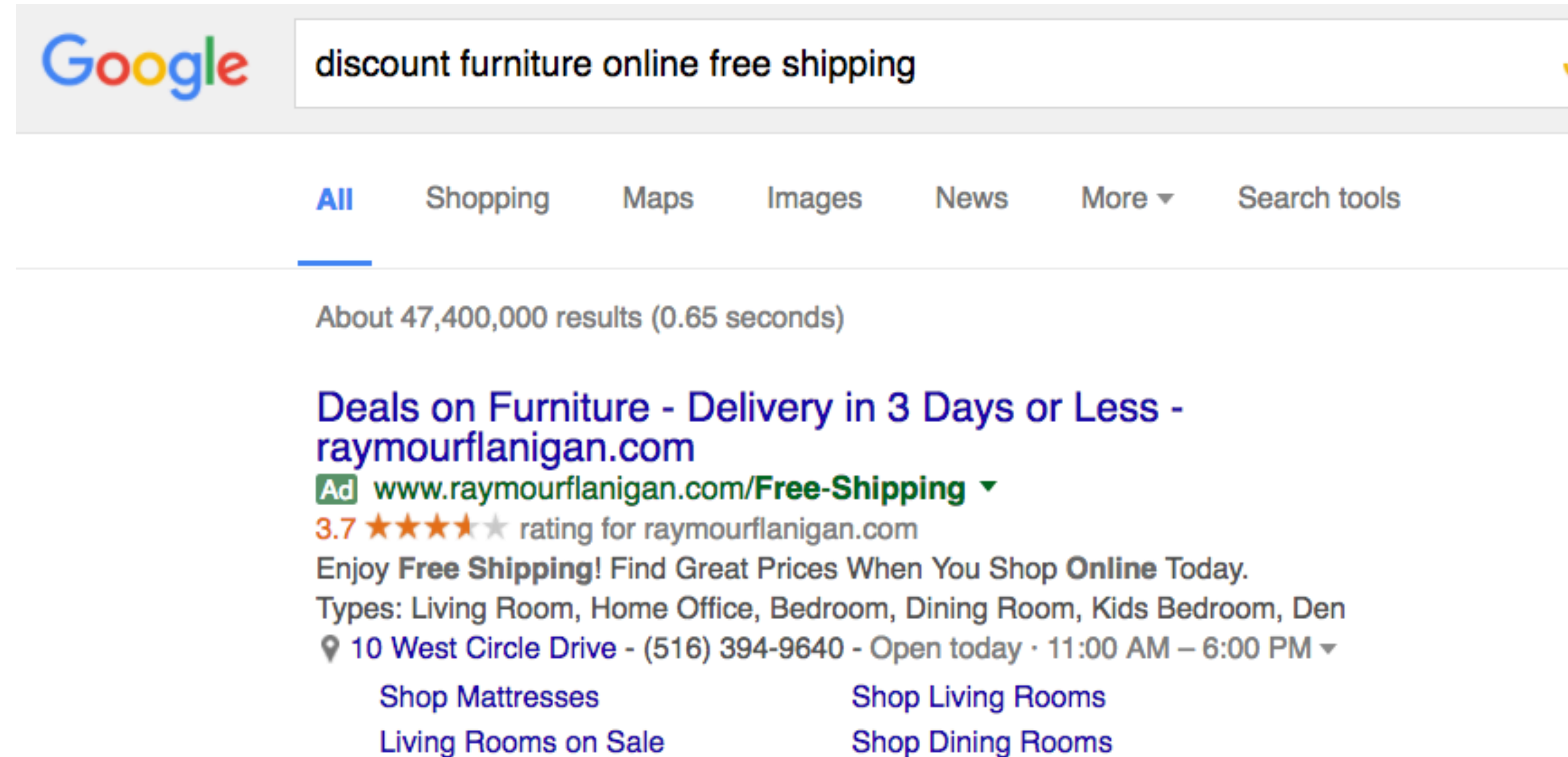
The first ad is for "Deals on Furniture - Delivery in 3 Days or Less - raymourflanigan.com". It includes an "Ad" label, the URL "www.raymourflanigan.com/Free-Shipping", a 3.7-star rating, and a description: "Enjoy Free Shipping! Find Great Prices When You Shop Online Today. Types: Living Room, Home Office, Bedroom, Dining Room, Kids Bedroom, Den". It also shows the address "10 West Circle Drive - (516) 394-9640 - Open today · 11:00 AM – 6:00 PM" and four sitelinks: "Shop Mattresses", "Shop Living Rooms", "Living Rooms on Sale", and "Shop Dining Rooms".

The second ad is for "Furniture Shipping Expert - LTL to White Glove Delivery". It includes an "Ad" label, the URL "www.freightclub.com/", and a description: "Shipping over 2 Million Furniture Boxes Annually. Save Money & Time."



# SITELINK EXTENSIONS

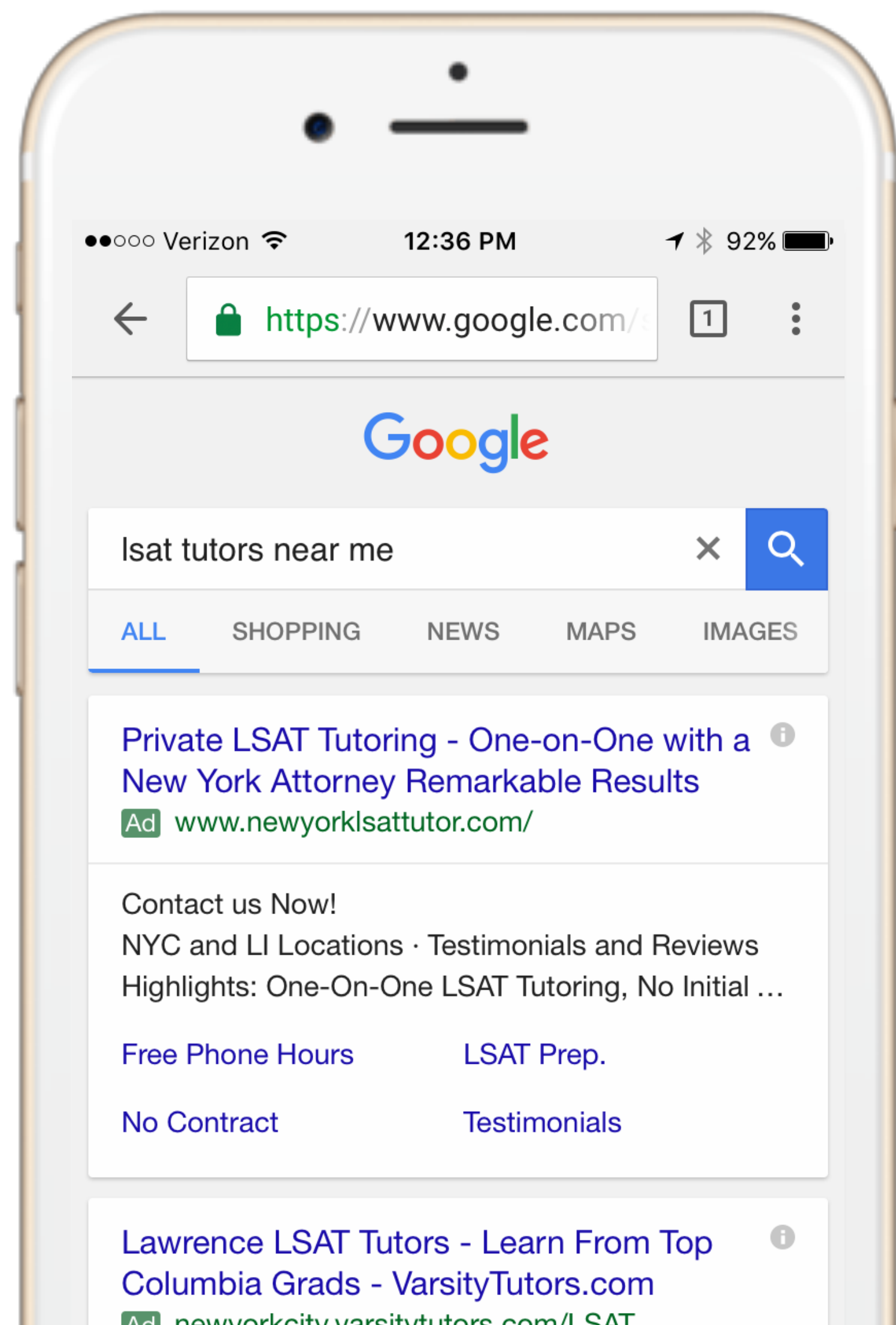
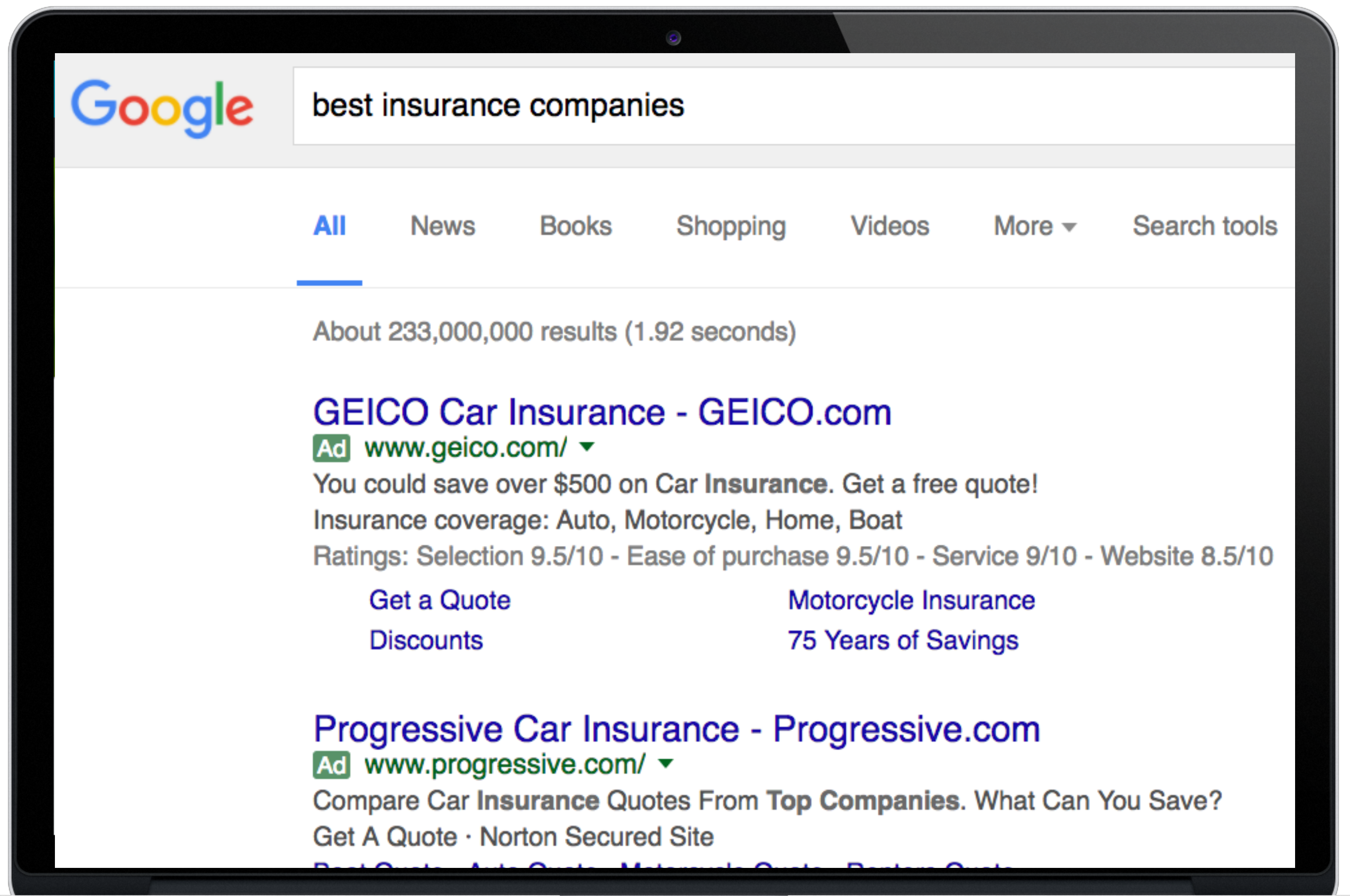
- Gives you the most additional real estate
- Clickable links with headlines and descriptions
- Send the user to additional inner pages that may better answer their question
- Best chance of increasing the CTR of your ad
- No link text repetition, duplicate URL's or third party URL's in sitelink extensions



PRO TIP



Use analytics to determine great sitelink ideas: Contact / FAQ / Ebook etc ...







Google Ads

## CALLOUT EXTENSIONS

- Ad group or campaign level callouts
- Highlight special offers and promotions
- Easy to edit, won't reset ad statistics
- 25 character limit
- Customized callouts for mobile
- Schedule specific callout extensions

The screenshot shows a Google search for "maserati lease deals". The search bar is at the top with a microphone icon and a search button. Below the search bar are tabs for "All", "Shopping", "News", "Images", "Videos", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 703,000 results (0.59 seconds)". The first result is an ad for "Maserati Lease Deals From \$699 - Come Take A Test Drive Today" from "www.maseratili.com/". The ad has a green "Ad" label and a phone number "(516) 858-7194". The main text of the ad is "Power. Luxury. Sophistication. Glory. For Less Money Than You Thought Possible." Below this, a red box highlights the callout extensions: "562 HP V8 Engine · Expert Maserati Service · Amazing Lease Specials · 2017 Levante Is Here". Below the callouts is the address "65 S Service Rd, Plainview, NY - Closed today · Hours". At the bottom of the ad, there are two columns of text: "Maserati Lease Specials" and "Maserati Service Center" on the left, and "Maserati Model Line-Up" and "New Ghibli Inventory" on the right. A red arrow points from a black box on the right to the callout extensions.

maserati lease deals

All Shopping News Images Videos More Search tools

About 703,000 results (0.59 seconds)

**Maserati Lease Deals From \$699 - Come Take A Test Drive Today**  
Ad [www.maseratili.com/](http://www.maseratili.com/) (516) 858-7194  
Power. Luxury. Sophistication. Glory. For Less Money Than You Thought Possible.  
562 HP V8 Engine · Expert Maserati Service · Amazing Lease Specials · 2017 Levante Is Here  
65 S Service Rd, Plainview, NY - Closed today · Hours

Maserati Lease Specials Maserati Model Line-Up  
Maserati Service Center New Ghibli Inventory

Callout Extensions (4)

PRO TIP



Use your ad copy for detailed benefits and features ... callouts for promotions





Google Ads

## CALL EXTENSIONS

- On mobile a button, on tablets and desktops, actual number
- You can select to only show during business hours
- Easy phone call tracking using Google forwarding numbers
- A call is priced the same as a click on mobile



PRO TIP

If also using location extensions, call extension number will take precedence

Search results for "math tutor":

Search bar: math tutor

Filters: All (selected), Videos, Maps, Images, More ▾, Search tools

About 4,040,000 results (0.62 seconds)

**Lawrence Math Tutoring - Private 1-on-1 Math Experts**

**Ad** [www.varsitytutors.com/NewYorkCity/Math-Tutor](http://www.varsitytutors.com/NewYorkCity/Math-Tutor) (646) 798-2212

Learn From Top Columbia & NYU Grads! Backed by a 100% Money-Back Guarantee  
Personally-Tailored · At Your Convenience · In-Home & Online Tutoring  
Services: Tutoring for Kids, High School Tutoring, 1-on-1 College Tutoring

Elem. Math Tutoring- NYC      Columbia Calculus Tutors  
Algebra Tutoring- NYC

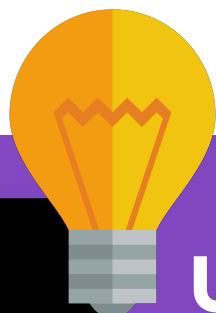
**Phone Call Extensions**



Google Ads

## STRUCTURED SNIPPET EXTENSIONS

- **Very similar to callouts, but structured with a parent category**
- **Predefined list of "headers" you can choose from (Amenities, Brands, Courses, Destinations etc)**
- **Up to two headers can show with one ad**
- **Helps give potential visitors more context and information about your products**



**PRO TIP**

**Use structured snippets for practical product / service info, save callouts for benefits and promos**

help with debt

All

News

Videos

Shopping

Images

More ▼

Search tools

About 291,000,000 results (0.87 seconds)

**Debt Free in 24-48 Months - NationalDebtRelief.com**

**Ad** [www.nationaldebtrelief.com/ApplyNow](http://www.nationaldebtrelief.com/ApplyNow) ▼

Our Certified **Debt** Counselors **Help** You Achieve Financial Freedom!

Debt Freedom · Money Back Guarantee · Satisfaction Guaranteed

A+ Accredited Business – Better Business Bureau

[Partner With the Leader](#) · [How Much Can You Save?](#) · [Free Consultation](#)

**Debt Help - Compare Options - Owe \$25,000 or more in...**

**Ad** [save.freedomdebtrelief.com/BBB\\_A+\\_Rated](http://save.freedomdebtrelief.com/BBB_A+_Rated) ▼ (800) 652-0335

1 Low Monthly Program Payment. Become **Debt** Free in 24-48 Months. Bad Credit OK

No Upfront Fees · Over \$3 Billion Resolved · Resolve Your Debt

Types: Credit Card Debt, Collection Accounts, Personal Loans, Medical Bills, Payday



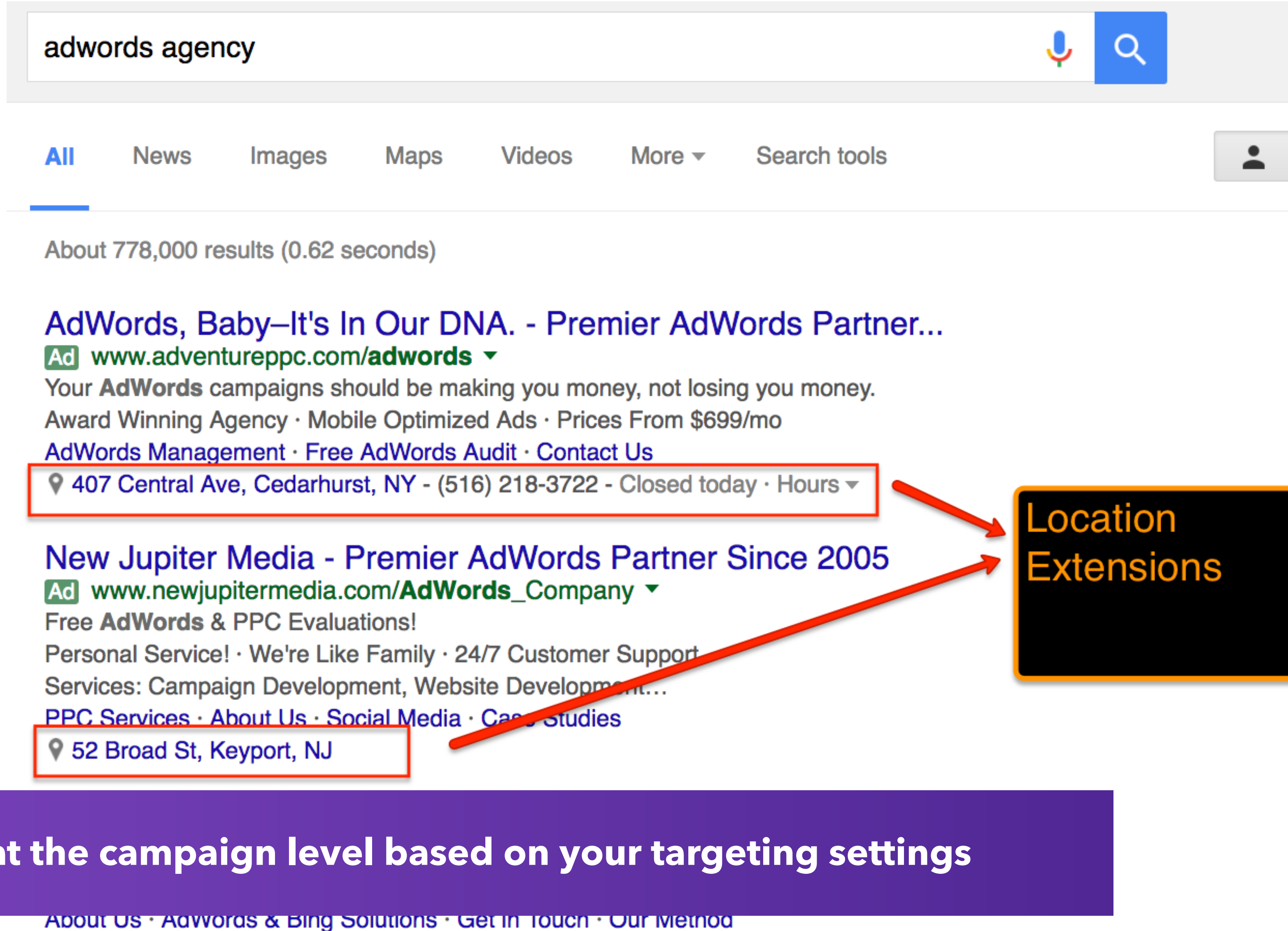
## LOCATION EXTENSIONS

- Great for local business if brick and mortar awareness is important
- Needs Google my Business account
- Business hours, Google+ reviews, hours and directions
- Can be automated, need to manually disable them if you want



**PRO TIP**

**Use address filters at the campaign level based on your targeting settings**



adwords agency

All News Images Maps Videos More Search tools

About 778,000 results (0.62 seconds)

**AdWords, Baby—It's In Our DNA. - Premier AdWords Partner...**  
**Ad** [www.adventureppc.com/adwords](http://www.adventureppc.com/adwords) ▼  
Your **AdWords** campaigns should be making you money, not losing you money.  
Award Winning Agency · Mobile Optimized Ads · Prices From \$699/mo  
[AdWords Management](#) · [Free AdWords Audit](#) · [Contact Us](#)  
📍 407 Central Ave, Cedarhurst, NY - (516) 218-3722 - Closed today · Hours ▼

**New Jupiter Media - Premier AdWords Partner Since 2005**  
**Ad** [www.newjupitermedia.com/AdWords\\_Company](http://www.newjupitermedia.com/AdWords_Company) ▼  
Free **AdWords** & PPC Evaluations!  
Personal Service! · We're Like Family · 24/7 Customer Support  
Services: Campaign Development, Website Development...  
[PPC Services](#) · [About Us](#) · [Social Media](#) · [Case Studies](#)  
📍 52 Broad St, Keyport, NJ

**Location Extensions**

About Us · AdWords & Bing Solutions · Get In Touch · Our Method



Google Ads

## REVIEW EXTENSIONS

- **Quoted or paraphrased from an independent third party**
- **Clicks to third party review site not charged as clicks**
- **Must be a review within the past 12 month**
- **No individual reviews or testimonials on your site**
- **Must link to review ... not your website. No press release reviews**



**PRO TIP**

**Very few advertisers taking advantage .... real opportunity to stand out!**

About 1,470,000 results (0.46 seconds)

[LSUS Affordable Online MBA - Accredited MBA For \\$13,473 - Isus.edu](#)

**Ad** [online.isus.edu/Online/MBA](#) ▼

100% **Online** AACSB Accredited **MBA**. Complete in as Few as 12 Months!

Concentrations: General Business, Entrepreneurship & Family Enterprise, Finance...

[Online MBA Program: LSU Shreveport Online](#)

[Online MBA - Top Ranked Online Program - quinnipiac.edu](#)

**Ad** [quonline.quinnipiac.edu/Online-MBA](#) ▼

Stand Out as a Leader In Your Field w/ Our Career-Focused **MBA**. Request Info Now!

A 2016 Top Ranked Best Online MBA Program – US News

[Admission Requirements](#) · [Request More Info](#) · [MBA Curriculum](#) · [Why QU Online?](#)

[Carnegie Mellon Online MBA - Top Ranked MBA Program - cmu.edu](#)

**Ad** [tepper.cmu.edu/carnegie-mellon/online-MBA](#) ▼

Analytically driven **MBA**. Flexible **online** & on campus options. Learn more!

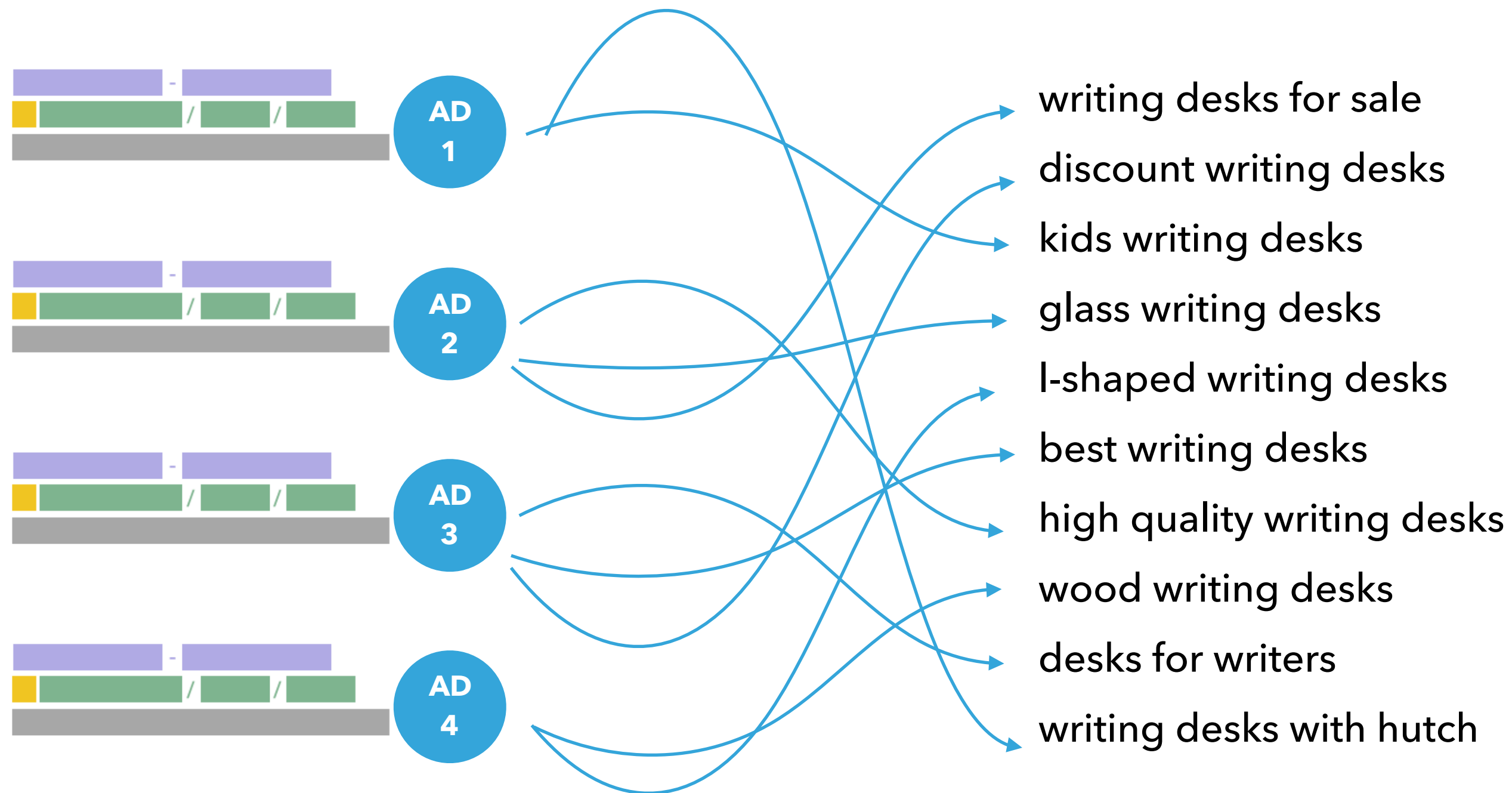
Part-Time, Online Hybrid · Globally-Focused

Ranked #6 Online MBA Program – U.S. News & World Report

**Review  
Extensions  
with clickable  
source links**



# AD DELIVERY AND ROTATION SETTINGS



5,654

search terms for this ad group that would trigger an ad impression based on your max daily budget