

HOW TO POSITIVELY IMPACT YOUR BUSINESS' BOTTOM LINE QUICKLY

# INTRODUCTION TO GOOGLE ADVERTISING

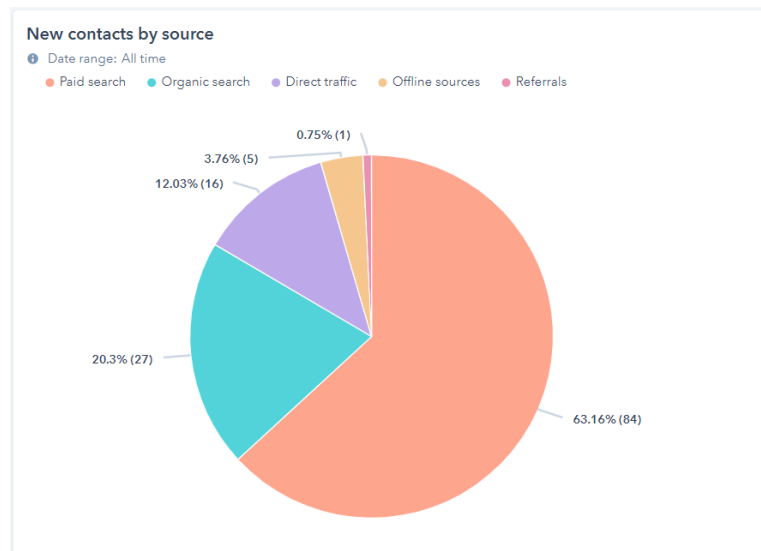


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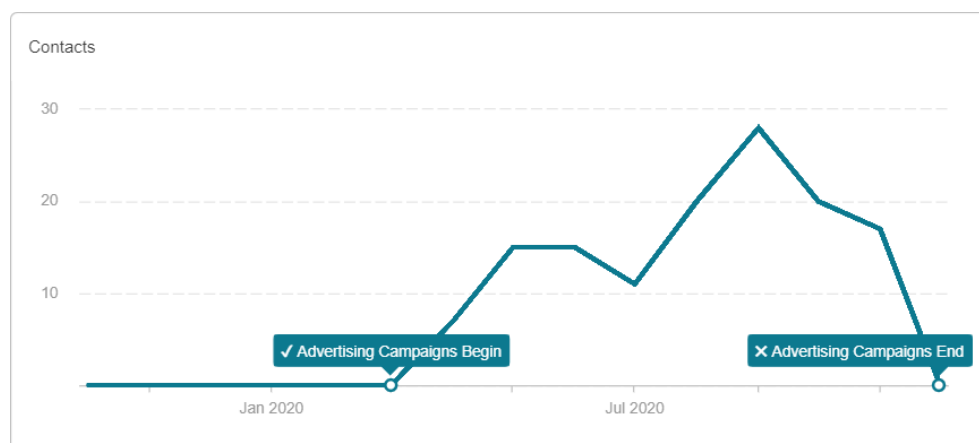
# Introduction

PPC is one of the first tactics that you should implement within your marketing strategies. Let's take a look at the effects it has had for one of our clients:



As you can see, 'Paid Search' (as Hubspot labels it) makes up the vast majority of lead acquisition since we began advertising with this client.

And it really is like 'turning a tap on'!



# Introduction

When we speak about PPC in this ebook, we're really talking about Google Ads specifically. We'll go through the anatomy of a PPC campaign, and help you to get setup.

We're going to take you from the basics, right through to enough knowledge for you to start running your very own PPC campaign.

After that, our next recommended step is to check out our blog for more educational content, or get in touch so that we can help you to make your PPC campaigns even more successful.

We're always happy to answer any questions you have, so **please reach out!**



# The Basics

PPC, or Pay-Per-Click Advertising, is a broad subject. It can take years for marketers to master the intricacies of continuous testing, optimizing, and honing.

Right now though, we're looking at the basics. Just the stuff that you'll need to understand PPC, how it works, and how it can really impact the bottom line of your business.

In this section, we'll look at:

## **What Is PPC?**

## **Search Terms and Queries**

## **Short-Tail vs. Long-Tail keywords**

## **Anatomy of the SERPs**

## **How Google Ads Work**

## **The Ad Auction**



# What Is PPC?

PPC is the practice of advertising for keywords and search terms that are relevant to your business. As the name suggests (pay-per-click), you only pay anytime someone clicks on your advert.

It's a fast and affordable way to drive already warm traffic to your website, where you can answer the problem that the searcher is having.

PPC is one of the first tactics that you should implement within your marketing strategies, because it:

- **Drives instant website traffic**
- **Is attributable to bottom line growth**
- **Helps to grow leads and sales**



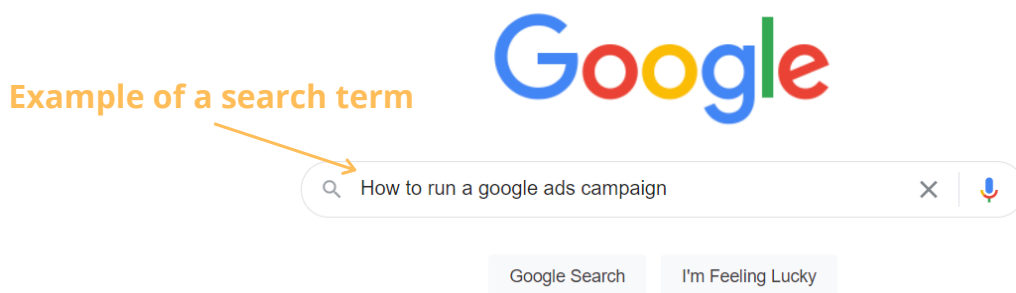
# Search Terms and Queries

Let's take a look at this from a basic level.

When someone goes to google.ca (or whichever country domain they are searching from), they are almost **always looking to solve a problem**.

They may be looking for a certain product or service. They might not even know that they have a problem, merely that they have a question.

No matter what stage of the funnel the person is at, whatever they type into the search box is known as a **Search Term** or **Search Query**.



These terms or queries will trigger one of your adverts to show up, based on related keywords that you have defined within your Google Ads account.



# Short-Tail vs. Long-Tail Keywords

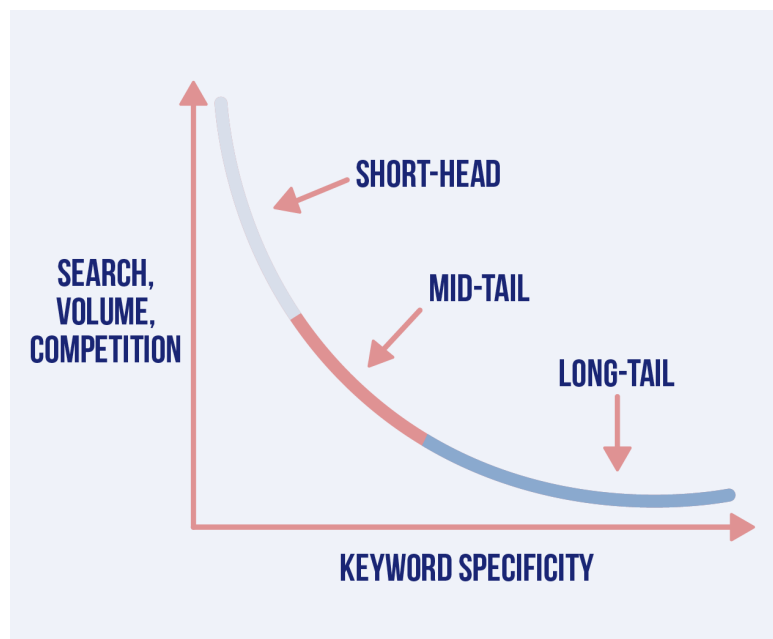
Every term that a user types into Google has *intent* behind it. As we mentioned before, they are looking to solve a problem.

When a term is broad and not very defined, we call this a short-tail keyword. There is very little intent here to purchase anything. For example, if someone were to type in 'shoes', they're unsure as to what they really want to find.

In contrast, if someone types in 'blue running shoes for men', it is fair to say that their mind is made up as to what they want. These keywords are known as long-tail keywords. There is **high intent to purchase** here, because the user knows exactly what they want to find.

**Short-tail keywords** have high search volume. It can be tempting to advertise for these terms, but generally they are **expensive and yield poor returns**.

On the other hand, **long-tail keywords** account for 70-80% of all searches, are **less competitive**, and **yield high monetary returns**.





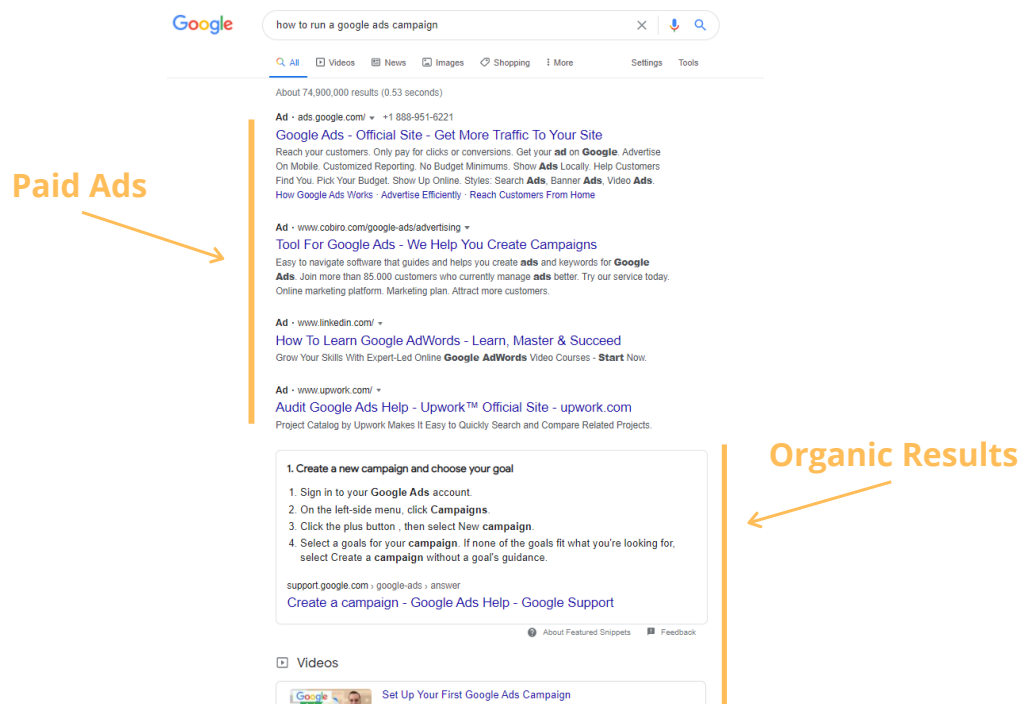
# Anatomy of the SERPS

Once someone has determined which search term has the best chance of solving their problem and typed it into the search bar, they will be brought to the Search Engine Results Page (known as the SERPs from here on in).

The main thing to note is that the SERPs are broken into two different sections.

The first section is made up of paid adverts, which are identified by the small 'Ad' beside the URL. This is where your PPC strategy will come into play. You can pay and optimize to ensure your advert shows up here.

The second section is the organic results, and only searches that Google deem to solve the searchers' intent will show up here. You cannot guarantee that your result will show up here.



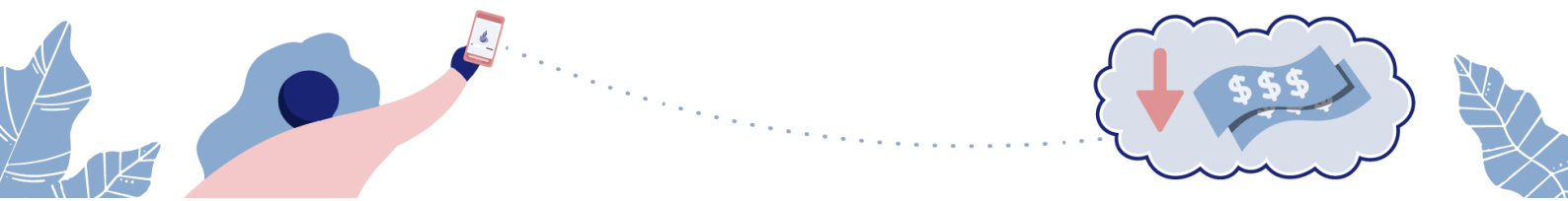
# How Google Ads Work

The journey begins when a user types a search term into Google and is then brought to the SERPs.



In this case, our coffee-loving user is searching for an espresso machine.

On the flip side, we have the advertiser who wants users to buy *their* espresso machine. By adding this keyword - or search term - to their Google Ads campaigns, they stand a chance of their advert showing at the top of the SERPs. The objective of the advertiser is to create a compelling advert that will direct the user to their website and purchase their espresso machine.



But how much does our advertiser have to pay in order for their advert to show up first?

Traditional advertising costs means advertisers pay to display their adverts at a pre-fixed cost. Even if no-one sees or interacts with their advert, they still pay.

Online advertising works a lot differently, and Google uses something called the Ad Auction to decide how much an advertiser needs to pay to be at the top of the page.

# The Ad Auction

With each keyword, there are multiple advertisers who want to appear at the top of the SERPs. Not all of these advertisers will be competing with each other - this depends on location, language, and timing.

However when advertisers do bid on the same keyword, in the same location, in the same language, and at the same time, the Ad Auction determines who will appear at the top of the SERPs.

Google's ad auction for showing the right ad to the right person at the right time is complex, but it can be broken down into:

1. Relevancy of the ad (**Quality Score**)
2. Keyword bid (**Max Cost Per Click**)

Quality score is determined by ad copy, relevancy to the keyword, and relevancy of the keyword to the URL the ad is directed at. It's important to note that the highest bid doesn't always win the auction on its own, nor the best quality score. Let's look at a practical example:

Advertiser	Max CPC	x	Quality Score	=	Ad Rank
Florist 1	\$2.00		10		20
Florist 2	\$4.00		4		16
Florist 3	\$8.00		1		8

As you can see, quality score has a much higher influence on where your ad will be displayed, and also allows you to pay far less per click.



# The Analysis

With PPC being just one tactic to employ in your overall marketing strategy, we want to provide insight into the other side of the coin.

How does PPC compare to optimizing for organic search, known as SEO (Search Engine Optimization)?

What are the downsides to PPC?

Let's dig in to see where and how PPC fits in to your overall strategy of getting your product or services found on Google.

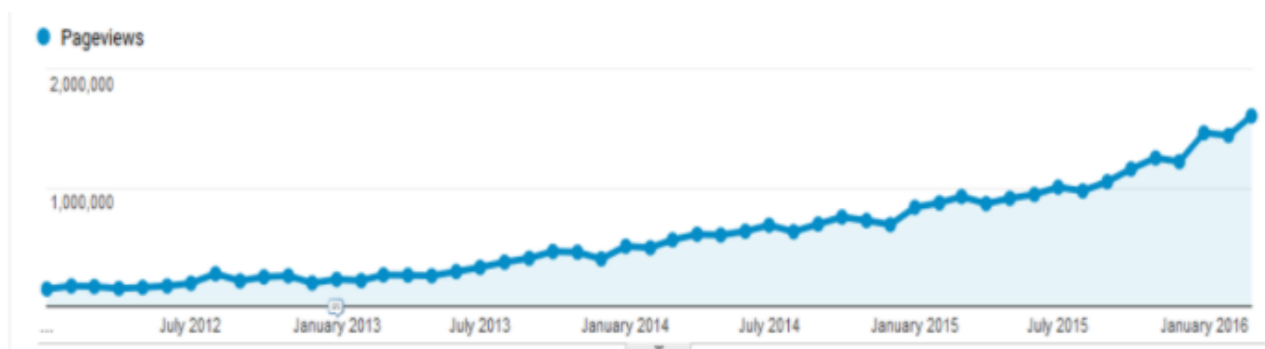


# SEO vs. PPC

So how does PPC compare to SEO? Well, as you can see from the Anatomy of the SERPs section of this ebook, paid search results always appear above the organic search results. They're what a user will see first.

## SEO

Building organic traffic is sustainable and drives continuous traffic over time. The key here is that **SEO takes time**.



While many people point out that SEO listings are free per click, they don't acknowledge the time expenditure that goes into creating SEO content that will rank highly, as well as implementing the SEO strategy.

On average, it takes a piece of content 2,000 words to stand a chance of ranking in the top 2 organic results. That drops to 1,750 even to have a chance at the first page - and content length is a tiny factor in the hundreds that Google's algorithm considers when ranking content.



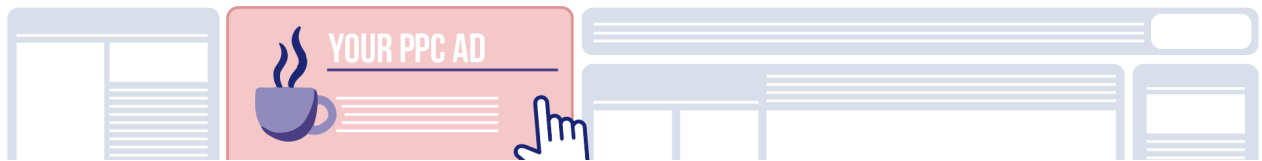
## **PPC**

On the other hand, PPC is a much faster way of getting your company to show up in the SERPs.

PPC is less labour intensive, with the content easier to create, and a comparatively short time to launch.

On top of that, paid search results see roughly 64% of SERP clicks, with about 36% going to the organic results. Paid search results are generally the first thing that displays on the SERPs, made evident by the share of SERP clicks that they get.

PPC also costs less money in terms of time spent on it, and so is actually cheaper than SEO, even though that organic listings are free to click on!



## **SEO vs PPC**

In summary, PPC gets you on Google's SERPs faster, is cheaper, takes less time, and brings in more website traffic than SEO!



# The Downside to PPC

Right now you're thinking, *"There must be a downside, right?"*

And you're right, there are downsides. Although not too many...

1. PPC costs money each time a person clicks on your ad, which means that you need to be sure your targeting is only reaching relevant people.
2. PPC is where 87% of Google's revenue comes from, so if you don't want to feed the beast....

However, that last downside just shows how many people are advertising on Google, meaning that to be competitive in the market, you need to be there too.



# The Summary

Now that you understand the basics and the workings of Google advertising, you're ready to head over to your Google Ads account and start advertising!

Keep an eye out for more content from us on how to technically set up your Google Ads account for success.

If you have any questions, or want us to run a free assessment of your Google Ads account, get in touch today!

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