



CHRIS CARDELL'S
**MILLIONAIRE
MASTERMIND
2017**

THE NEW
GOOGLE ADWORDS
GOLD RUSH

BE CAREFUL WHO YOU LISTEN TO

The image shows a screenshot of the Google Ads interface, specifically the 'All campaigns' page. The page features a navigation bar with tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Extensions', 'Video targeting', and 'Dimensions'. Below the navigation bar, there are filters for 'All enabled campaigns' and 'Segment', along with a search bar labeled 'Find campaigns'. A red button labeled '+ CAMPAIGN' and an 'Edit' button are also visible. The main content area displays a table of campaigns with columns for 'Campaign', 'Impr.', 'Cost', and 'C1'. A magnifying glass is positioned over the 'Cost' column, highlighting a total value of '\$1,426,623.82'. A red arrow points from the magnifying glass to the highlighted value. The magnifying glass also highlights a larger, bolded version of the same value, '\$1,426,623.82', in the foreground.

Campaign	Impr.	Cost	C1
Total - all enabled cam		\$1,426,623.82	
Total - all campaigns		\$1,426,623.82	

BE CAREFUL WHO YOU LISTEN TO

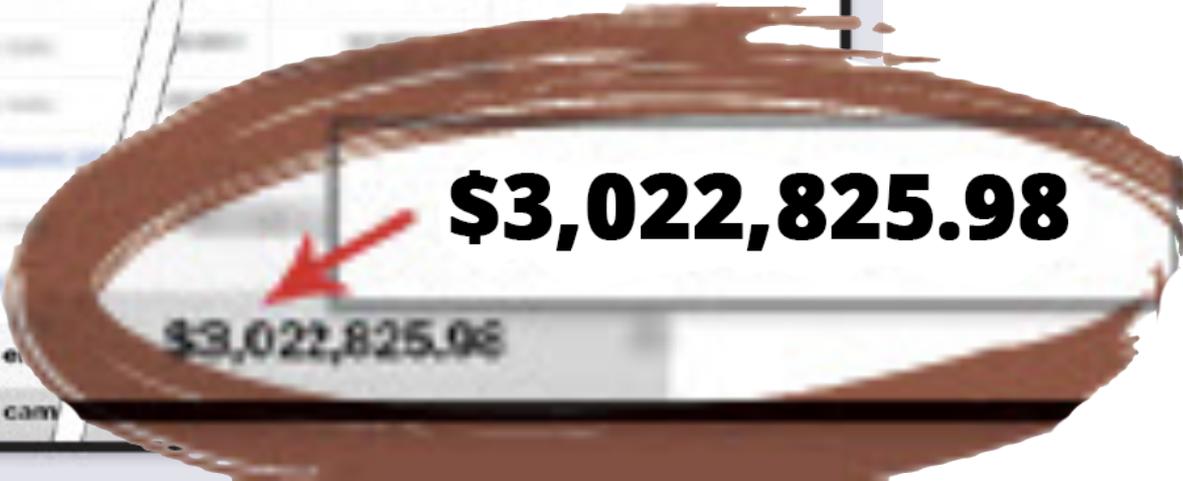
All online campaigns

Campaigns Ad groups Settings Ad targeting Dimensions

All enabled campaigns Segment Search

+ CAMPAIGN Edit Details

<input type="checkbox"/>	e	Campaign	Cost	CT
<input type="checkbox"/>	•
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	•
<input type="checkbox"/>	
<input type="checkbox"/>	•
Total - all e			\$3,022,825.98	
Total - all cam				



\$3,022,825.98

THE 'RETURN' OF GOOGLE ADWORDS

What's New About Google in 2017

THE 'RETURN' OF GOOGLE ADWORDS – WHAT'S NEW ABOUT GOOGLE IN 2017

Custom: Jan 31, 2003 - Apr 26, 2007

All campaigns >
Campaign: Campaign #10

Removed Type: Search Network only - All features Edit Budget \$10,000.00/day Edit Targeting: United Kingdom Edit

Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions

All enabled ad groups Segment Filter Columns Find ad groups View Change History

Clicks VS None Monthly



<input type="checkbox"/>	<input type="checkbox"/>	Ad group	Status ?	Default Max. CPC ?	Clicks ? +	Imp. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?	Search Imp. share ?	Search Exact match IS ?	Search Lost IS (rank) ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing			142,564	391,222	2.64%				10	\$5.78	14.37%	20,477.00	0	--	--	--

142,564 2.64%

THE 'RETURN' OF GOOGLE ADWORDS – WHAT'S NEW ABOUT GOOGLE IN 2017

The screenshot shows the Google AdWords interface. At the top right, a date range selector is set to "Custom: Jan 1, 2010 - Dec 31, 2012". Below this, the "All campaigns" section is visible. A navigation bar includes tabs for Campaigns, Ad groups, Settings, Ads, Ad extensions, Videos, Keywords, Audiences, Video targeting, Dimensions, and Display Network. The "Keywords" tab is selected. Below the navigation bar, there are filters for "All enabled campaigns", "Segment", "Filter", and "Columns". A search bar labeled "Find campaigns" and a "View Change History" link are also present. A toolbar contains buttons for "+ CAMPAIGN", "Edit", "Details", "Bid strategy", "Automate", and "Link". The main data table has columns for Campaign, Budget, Status, Clicks, Impr., Cost, CTR, Avg. Pos., Avg. CPC, Conversions, Cost / conv., Conv. rate, Search Impr. share, Search Exact match IS, Search Lost IS (rank), and Search Lost IS (budget). The "Clicks" column is highlighted with a red arrow, and the "CTR" column is also highlighted with a red arrow. The data row for "UK Sea" shows a budget of \$10t, 102,980 clicks, and a 0.75% CTR.

Campaign	Budget	Status	Clicks	Impr.	Cost	CTR	Avg. Pos.	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Search Impr. share	Search Exact match IS	Search Lost IS (rank)	Search Lost IS (budget)
UK Sea	\$10t		102,980			0.75%					8.86%	27.13%	27.38%	72.87%	0.00%

Custom: Jan 1, 2010 - Dec 31, 2012

102,980 0.75%

THE 'RETURN' OF GOOGLE ADWORDS – WHAT'S NEW ABOUT GOOGLE IN 2017

All campaigns >
Campaign: UK Search 2

Enabled Type: Search Network only - All features Edit Budget: \$5,000.00/day Edit Targeting: United Kingdom Edit Active bid adjustments: Device

Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions

All enabled ad groups Segment Filter Columns Find ad groups View Change History

+ AD GROUP Edit Details Bid strategy Automate Labels

Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	View-through conv.	Search Impr. share	Search Exact match IS	Search Lost IS (rank)
Total - all ad groups			4,842		3.31%		\$36.09		0		5.53%	0	47.12%	65.27%	52.88%

Last 30 days: Mar 31, 2017 - Apr 29, 2017

4,842 3.31%

THE 'RETURN' OF GOOGLE ADWORDS – WHAT'S NEW ABOUT GOOGLE IN 2017

Why?

- 1) Top Positions – 70% of Advertisers wiped off the page
- 2) Better and Bigger Ads = More Clicks
- 3) **MOBILE**

THE 'RETURN' OF GOOGLE ADWORDS – WHAT'S NEW ABOUT GOOGLE IN 2017

Why?

What else is there?

WHY ADWORDS IN 2017

- Attraction Marketing
- Pay for results
- Predictable
- Works for everyone
- Rewarding the smart advertiser

THE BIG MISTAKES

- 'Expensive' and 'It doesn't work'
- Bad Keywords policy
- Lack of split testing
- Treating mobile traffic the same
- Not willing to Master AdWords

1) THE IMPORTANCE OF TOP POSITIONS

Campaign	Budget [?]	Status [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	
 UK 2017	\$1,000.00/day 	Eligible 	8,309	340,779	2.44%	\$
Google search: Top [?]			7,185	147,751	4.86%	
Google search: Other [?]			326	76,643	0.43%	
Search partners: Top [?]			710	25,493	2.79%	\$

2) MOBILE

→ Click-Through Rates are Different

2) MOBILE

→ Conversion / Sales Rates are Different

Computers [?]	3,146	109,766	\$6,806.57	2.87%	2.0	\$2.16	166.00	\$41.00	5.28%
Mobile devices with full browsers [?]	1,541	35,651	\$8,900.7	4.32%	1.7	\$1.73	93.00	\$28.61	6.04%

2.87% **\$2.16**

5.28%

4.32% **\$1.73**

6.04%

2) MOBILE

- Will often identify Website / Landing Page Problems
- Different budgets
- Different bid amounts
- Consider Different Campaigns
- **Major Opportunity:** The Second AdWords Gold Rush?

2) MOBILE

YOUR SIX FIGURE GIFT

**The Simple Change To Your Ads
That Can Increase Your Sales By
30% To 70% or Higher**

2) MOBILE

		+ AD ▾		Edit ▾	Automate ▾	More actions... ▾	Labels ▾						
<input type="checkbox"/>	<input type="checkbox"/>	Ad	Status ?	Labels ?	% Served ?	Clicks ? ↓	Impr. ?	CTR ?	Av				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing Strategy Free Guide For Business Owners cardellmedia.com/Everything you need	Approved	--	55.27%	241	3,034	2.92%					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing Strategy Free Guide (Mobile Friendly) cardellmedia.com/Marketing/Strategy/Everything you need for an effective Marketing Strategy to grow your business				186	3,687	5.09%					
Total - all paused and removed ads							63	3,034	2.08%				
Total - all enabled ads ?							427	11,917	3.58%				
Total - all ad group							490	14,951	3.28%				

Mobile Friendly

241 2.92%
186 5.09%

2) MOBILE

<input type="checkbox"/>	<input type="checkbox"/>	Ad	Status [?]	Labels [?]	% Served [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing Strategy Free Guide For Business Owners cardellmedia.com/Marketing/Strategy Everything you need for an effective Marketing Strategy to grow your business	Approved	--	55.27%	241	8,263	2.92%	
		Computers [?]					6,125	2.43%	
		Mobile devices with full browsers [?]					1,719	5.15%	
		Tablets with full browsers [?]					343	2.33%	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing Strategy Free Guide (Mobile Friendly) cardellmedia.com/Marketing/Strategy Everything you need for an effective Marketing Strategy to grow your business	Approved	--	24.44%	186	3,654	5.09%	
		Computers [?]					9	3.21%	
		Mobile devices with full browsers [?]					7	7.97%	
		Tablets with full browsers [?]					0	6.97%	
		Total - all paused and removed ads				63	3,034	2.08%	
		Total - all enabled ads [?]				427	11,917	3.58%	
		Total - all ad group				490	14,951	3.28%	

2.43%

5.15%

3.21%

7.97%

3) CLICK-THROUGH RATE AND QUALITY SCORE

- 1) Split Test Ads
- 2) Separate Ads for Separate Keywords
- 3) Landing Page Optimisation
- 4) Demographic Bidding

4) NEW FACEBOOK AS A GOOGLE STRATEGY

THE NEW SEQUENCE OF FACEBOOK ADVERTISING

- 1) Remarketing to Google Traffic – including separate campaigns for specific Ad Groups / Keywords

4) NEW FACEBOOK AS A GOOGLE STRATEGY

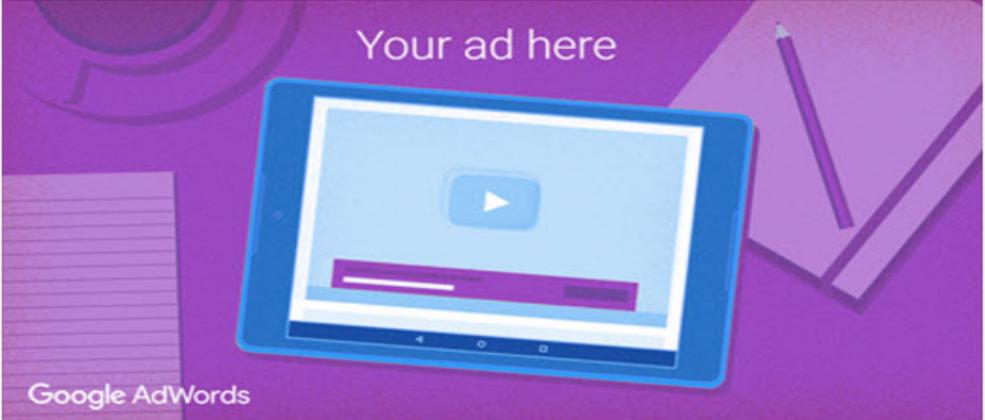
Dan Nichols, Shaun Thornburgh and 3 others like Google AdWords.

 **Google AdWords**
Sponsored · 

 Like Page

Right now people are searching for a business like yours.

Your ad here



Google AdWords

Start with £75 ad credit
Get noticed with Google Adwords

WWW.GOOGLE.UK/ADWORDS  Sign Up

 1  2 Comments

 Like  Comment  Share

Sp
Ge
ww
Are
you

4) NEW FACEBOOK AS A GOOGLE STRATEGY

THE NEW SEQUENCE OF FACEBOOK ADVERTISING

- 1) Remarketing to Google Traffic – including separate campaigns for specific Ad Groups / Keywords
- 2) Facebook Lookalike Audience

5) THREE SECRETS OF THE GOOGLE 1%

1) Conversion Optimiser

5) THREE SECRETS OF THE GOOGLE 1%-

Bid strategy [?](#)

Focus on **clicks** - use maximum CPC bids

I'll manually set my bids for clicks

AdWords will set my bids to help maximize clicks within my target budget

Focus on Conversions (Conversion Optimizer) - use CPA Bids

[Advanced options](#)

Start with recommended bid: \$16.60

Start with custom target CPA bid \$

Select a **flexible bid strategy** [?](#)

[Change ad group bids »](#)

Budget [?](#) **\$3,000.00/day** [Edit](#)

5) THREE SECRETS OF THE GOOGLE 1%

2) Ad Extensions

5) THREE SECRETS OF THE GOOGLE 1%

Emergency Broadband cover - Lost your internet service?

Ad www.ccdsolutions.co.uk/ ▾

Need an internet backup option?

Online Backup - The Apple Iwatch Will Be - Cloud Hosting - Contact Us

Woodstock IT Services - woodstockit.co.uk

Ad www.woodstockit.co.uk/Computer_Repairs ▾

Local IT Support & PC Repair Specialists. Call Our Experts Now.

Business & Residential · Affordable & fast service · 100% Checkatrade rating

Contact Us - Computer Repairs - Residential IT Services - Business IT Services

PCWorld Computer Repairs - PCWorld.co.uk

Ad www.pcworld.co.uk/Knowhow-Repairs ▾

3.5 ★★★★★ rating for pcworld.co.uk

Knowhow™ Computer Repairs. Free Diagnosis @ Your Nearest Store

Currys PC World has 115,479 followers on Google+

Laptop Repairs - Desktop PC Repair - Your Nearest Service Bar

📍 26 Bracknell Buildings, Westmead, Farnborough, Hampshire - 0344 561 0000

5) THREE SECRETS OF THE GOOGLE 1%

3) Impression Share

5) THREE SECRETS OF THE GOOGLE 1%

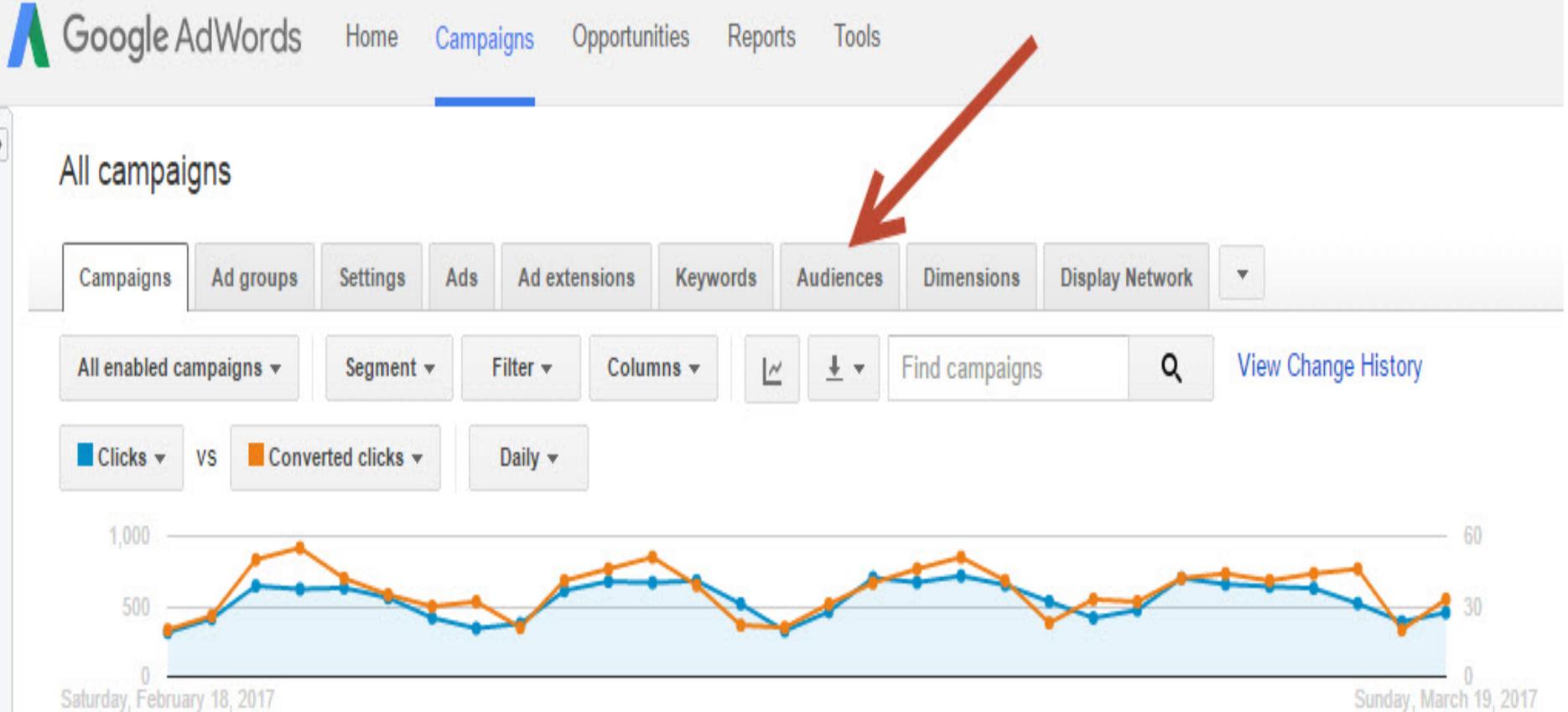


Search Impr. share <small>?</small>	Search Exact match IS <small>?</small>	Search Lost IS (rank) <small>?</small>	Search Lost IS (budget) <small>?</small>
46.40%	66.26%	53.60%	0.00%
30.33%	51.67%	69.67%	0.00%
56.87%	76.05%	43.13%	0.00%

6) NEW – DEMOGRAPHIC TARGETING

- Target by Gender
- Target by Age

6) NEW – DEMOGRAPHIC TARGETING



6) NEW – DEMOGRAPHIC TARGETING

The screenshot shows the Google AdWords interface with the 'All campaigns' view. The 'Audiences' tab is selected, and the 'Demographics' sub-tab is active. A red arrow points to the 'Demographics' button in the navigation bar. The main content area displays demographic data for 'Clicks'. On the left, a donut chart shows gender distribution: Male (32%), Female (32%), and Unknown (36%). A red arrow points to the 'Female' segment. On the right, a horizontal bar chart shows age distribution: 18-24 (15%), 25-34 (14%), 35-44 (11%), 45-54 (10%), 55-64 (4%), 65 or more (3%), and Unknown (42%). A red arrow points to the '18-24' bar. At the bottom right, there is a toggle for 'View demographic combinations' set to 'OFF'.

Google AdWords Home Campaigns Opportunities Reports Tools

All campaigns

Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions Display Network

+ TARGETING Remarketing Demographics

Demographics Clicks

Gender

Gender	Percentage
Male	32%
Female	32%
Unknown	36%

Age

Age Group	Percentage
18-24	15%
25-34	14%
35-44	11%
45-54	10%
55-64	4%
65 or more	3%
Unknown	42%

View demographic combinations: OFF

Gender

Age

6) NEW – DEMOGRAPHIC TARGETING

The screenshot displays the Google AdWords interface for demographic targeting. At the top, the navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The 'Campaigns' tab is selected. Below the navigation bar, the 'All campaigns' section features a series of tabs: 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Ad extensions', 'Keywords', 'Audiences', 'Dimensions', and 'Display Network'. A red '+ TARGETING' button is prominent, with 'Remarketing' and 'Demographics' sub-tabs. The 'Demographics' section is active, showing a 'Clicks' dropdown menu. It contains two charts: a donut chart for 'Gender' and a horizontal bar chart for 'Age'. The gender chart shows 32% Male (green), 32% Female (light green), and 36% Unknown (grey). The age chart shows 15% for 18-24, 14% for 25-34, 11% for 35-44, 10% for 45-54, 4% for 55-64, 3% for 65 or more, and 42% for Unknown. Below the charts, there are filters for 'Gender' and 'Age', and a 'View demographic combinations' input field. At the bottom, there are additional filters for 'All eligible ages', 'Segment', 'Filter', 'Column', 'Clicks', 'vs', 'None', and 'Daily'. Two red arrows point from the 'View demographic combinations' field to two buttons labeled 'Ad group view' and 'Account view'.

Category	Sub-category	Percentage
Gender	Male	32%
	Female	32%
	Unknown	36%
Age	18-24	15%
	25-34	14%
	35-44	11%
	45-54	10%
	55-64	4%
	65 or more	3%
Unknown	42%	

Gender: Male 32%, Female 32%, Unknown 36%

Age: 18-24 15%, 25-34 14%, 35-44 11%, 45-54 10%, 55-64 4%, 65 or more 3%, Unknown 42%

View demographic combinations: 0

Gender Age

All eligible ages Segment Filter Column

Clicks vs None Daily

Ad group view **Account view**



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