

30 DAYS TO GOOGLE ADS PROFITS



SEMINAR ONE:
Getting Started, and
Maximising Your
PPC Campaigns

MAIN COURSE PAGE AND MEMBERS' PRIVATE GROUP

**All the course information, slides and
Seminar recordings are here:**

UK:

<https://www.cardellmedia.com/ultimate-google-mastery-hub/>

USA and Australia:

<https://www.cardellmedia.com/ultimate-google-mastery-hub-gl/>

The VIP Inner Circle Private Members Facebook Group is here:

<https://www.facebook.com/groups/CardellVIP/>

| **BONUS VIDEO**

How to Create Your First Google AdWords Campaign

UK:

<https://www.cardellmedia.com/ultimate-google-mastery-hub/>

USA and Australia:

<https://www.cardellmedia.com/ultimate-google-mastery-hub-gl/>

| WHY MASTERY?

In any successful business, we are constantly looking at the most productive use of our time. For every hour of input, what will produce the maximum output – specifically, customers, income and profit?

There is a dramatic disparity between those who take the time to excel at Google Advertising – and the rest. Google rewards the smart marketers with hundreds or thousands more customers, often at up to half the price.

| **YOUR SALES PROCESS**

- 1) Google serves up your ad - Can be significantly increased with a good Keyword strategy.
- 2) A percentage of people who see the ad click on it - improvements through copy and pricing strategy.
- 3) They arrive at your website, where a percentage take action - conversion strategy.

| **YOUR SALES PROCESS**

- 4) Having begun a relationship with you, you are able to communicate regularly to these leads and customers.
- 5) Over time, leads become customers and customers can be re-sold to.

THE CUMULATIVE EFFECT OF IMPROVING YOUR PAY-PER-CLICK AND WEBSITE CONVERSION

EXAMPLE 1

Number of People who click on your Ad (1.5% click-through rate)	1000
Number of People who take action on your website	5% = 50
Number of people who become Customers	10% = 5
Lifetime Value of each customer	£1000
Total Income	£5,000

THE CUMULATIVE EFFECT OF IMPROVING YOUR PAY-PER-CLICK AND WEBSITE CONVERSION

EXAMPLE 2 – Our Goal for This Course

Number of People who click on your Ad (3.0% click-through rate)	2000
Number of People who take action on your website	10% = 200
Number of people who become Customers	20% = 40
Lifetime Value of each customer	£1000
Total Income	£40,000



car insurance



All News Shopping Images Videos More Settings Tools

About 1,480,000,000 results (0.50 seconds)

MoneySuperMarket Car Insurance | Compare Cheap Quotes Here

www.moneysupermarket.com/Cheap/Car-Insurance/

Compare Over 110 **Car Insurance** Brands and You Could Save up to £222 With Us! Our Price Index...
Fully Comprehensive Cover - from £489.68/yr - Get a Quote Today - More

Compare The Market™ Car | Compare Cheap Car Insurance

www.comparethemarket.com/

★★★★★ Rating for comparethemarket.com: 4.9 - 582 reviews
Whether Rain or Shine, We'll Have You Covered. Get A Free Quote In Minutes. Get 2 For 1 Meerkat Meals & Meerkat Movies When You Buy Today! Get Your Quote Now. Compare 120 Brands. 50% Could Save Up To £219. Quick & Easy Quotes. Quotes Tailored By You.
Fully Comprehensive - from £54.25/mo - Car Insurance - More

Compare Your Car Insurance | With A Quote From Direct Line

www.directline.com/

We're Not On Comparison Sites, So Come Direct To Get A **Car Insurance** Quote!

GoCompare™ Car Insurance | You Could Save Up To £247

www.gocompare.com/

Compare **Car Insurance** Deals Today! Now Easier With Defaqto Star Rating. Clear & Unbiased. Associate Member of BIBA. **Insurance** coverage: Young Drivers' **Insurance**, Learner Driver **Insurance**.

Compare Cheap Car Insurance Quotes at Gocompare.com

<https://www.gocompare.com/car-insurance/>

★★★★★ Rating: 4.6 - 10,194 votes
You could save up to £247 on **car insurance** with Gocompare.com. Save time and money by comparing some of the cheapest **car insurance** quotes from over ...

Compare Cheap Car Insurance Quotes - MoneySuperMarket

<https://www.moneysupermarket.com/car-insurance/>

★★★★★ Rating: 4.5 - 33,336 reviews
It doesn't take long to compare **car insurance** quotes from over 110 leading brands and save up to £222*. Save on your **car insurance** and Get Money Calm.
Car Insurance Companies - Car Insurance for Provisional - Car Insurance Groups

WHY USE PAY-PER-CLICK ADVERTISING?

- 1) Targeting
- 2) Pay for Results
- 3) Attraction Marketing
- 4) Local or National
- 5) Predictable and Scalable
- 6) No Staff

| HOW IT WORKS

In your Google AdWords account, you will have:

1) Campaigns

You can have one or more campaigns. Your campaigns contain a set of Ad Groups.

2) Ad Groups

Each ad group contains a set of (one or more) Keywords and the ad or ads associated to those Keywords.

| HOW IT WORKS

- 1) Choose your Keywords
- 2) Write your Ads
- 3) Decide how much you're willing to spend per click
- 4) Measure your results

GOOGLE ADS GOLDEN TIP: CAMPAIGN STRUCTURE

Large Numbers of Campaigns are no longer best practice. You want the smallest number of Campaigns so that Google can use its Artificial Intelligence/Machine Learning effectively

| HOW MUCH SHOULD YOU PAY PER CLICK?

Keep the emotion out of it and just look at the figures. Whether 10c or 50c or \$5 per click feels too expensive is totally irrelevant.

All that matters is your return on investment. All that matters is whether your PPC campaign is profitable.

HOW MUCH SHOULD YOU PAY PER CLICK?

You should start off your campaign spending as much as you can to get your ad in the top three or four positions because it will help you quickly get a good click-through rate (CTR).

Once you're up and running, the most important thing is to be able to measure the response so you can work out what you are willing to pay to 'acquire' each new customer.

HOW MUCH SHOULD YOU PAY PER CLICK?

- 1) Unless cash flow is an issue, start higher.
- 2) There is no 'right' amount, and 'expensive' is not the issue. **It's all about ROI.**
- 3) If you're hitting your daily budget, lower your CPC (cost per click).
- 4) Expect to be able to halve your cost per click over time if you want to.

DAILY BUDGETS

You can specify a maximum daily budget so that you always know how much you are going to spend.

This is just one of the factors that sets PPC apart from traditional advertising. The ability to be able to test on a very small scale is particularly useful for small businesses.

| DAILY BUDGETS

Google Ads Golden Tip

If you want to limit the amount you spend, reduce your cost per click before you reduce the daily budget. This will either reduce the amount you are paying per customer and/or bring you more customers for the same price.

BID HIGHER THAN YOU'RE PLANNING TO PAY

One of the anomalies of the Google system is that you often have to enter a maximum bid that's higher than you're willing to pay.

For example, if you're willing to pay 20p per click, you may need to have a maximum Cost per Click (CPC) of 30p or more. But it varies, so make sure that you monitor your campaign carefully.

| THE BREAK-EVEN CONCEPT

When measuring the results of your Pay-per-Click advertising, be aware of the break even concept. If you have a good ongoing product or service range to offer customers, it can often be worth breaking even on the initial sale.

This should not be necessary with a good PPC campaign, but think carefully before stopping a break-even Marketing campaign (of any type).

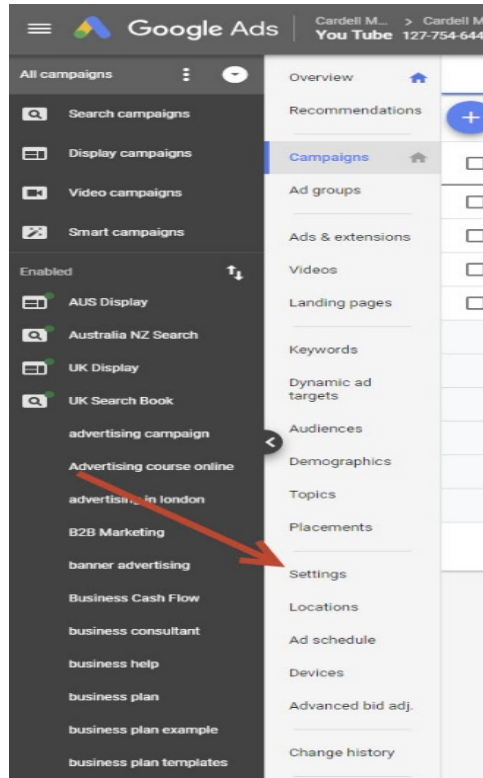
| CLICK FRAUD

| **CLICK FRAUD**

- Google has significant protections in place
- Easy to notice if you're measuring conversions
- **If it's profitable, does it matter?**

ESSENTIAL CAMPAIGN | SETTINGS

SETTINGS



SETTINGS

Settings

Campaign name	UK Search Book	▼
Campaign status	● Enabled	▼
Goal	No goal selected	▼
Networks	Google Search Network, Search partners	▼
Locations	United Kingdom (country)	▼
Languages	English	▼
Budget	£75.00/day	▼
Bidding	Maximize conversions	▼
Start and end dates	Start date: May 23, 2019 End date: Not set	▼

▼ [Additional settings](#)

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Campaign name	UK Search Book	▼
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SETTINGS

Settings

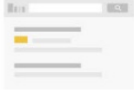
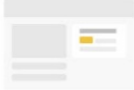
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▼ [Additional settings](#)



SETTINGS

Settings


Campaign name	UK Search Book	▼
Campaign status	● Enabled	▼
Goal	No goal selected	▼
Networks	<div><div><p>Search Network</p><p>Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords</p><p><input checked="" type="checkbox"/> Include Google search partners ⓘ</p></div><div><p>Display Network</p><p>Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet</p><p><input type="checkbox"/> Include Google Display Network ⓘ</p></div></div>	^
		CANCEL SAVE
Locations	United Kingdom (country)	▼
Languages	English	▼
Budget	£75.00/day	▼
Bidding	Maximize conversions	▼
Start and end dates	Start date: May 23, 2019 End date: Not set	▼
Additional settings		

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Budget	£75.00/day	▼
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▼ [Additional settings](#)



SETTINGS

Settings

Campaign name	UK Search Book	▼
Campaign status	● Enabled	▼
Goal	No goal selected	▼
Networks	Google Search Network, Search partners	▼
Locations	Select locations to target ⓘ <input type="radio"/> All countries and territories <input checked="" type="radio"/> United Kingdom <input type="radio"/> Enter another location 🔍 Enter a location to target or exclude Advanced search For example, a country, city, region, or postal code ▼ Location options	^
Languages	English	▼
Budget	£75.00/day	▼
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CANCEL SAVE

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Locations	Select locations to target ⓘ <input type="radio"/> All countries and territories <input checked="" type="radio"/> United Kingdom <input type="radio"/> Enter another location <input type="text" value="Enter a location to target or exclude"/> Advanced search <small>For example, a country, city, region, or postal code</small> ▼ Location options	▲
CANCEL SAVE		
Languages	English	▼
Budget	£75.00/day	▼
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Networks	Google Search Network, Search partners	▼

Locations

Select locations to target ⓘ

- All countries and territories
- United Kingdom
- Enter another location

🔍 Enter a location to target or exclude [Advanced search](#)
For example, a country, city, region, or postal code

^ Location options


Target ⓘ

- People in, or who show interest in, your targeted locations (recommended)
- People in or regularly in your targeted locations
- People searching for your targeted locations

Exclude ⓘ

- People in, or who show interest in, your excluded locations (recommended)
- People in your excluded locations

CANCEL SAVE



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Networks	Google Search Network, Search partners	▼

Locations	Select locations to target ⓘ	^
	<input type="radio"/> All countries and territories	
	<input checked="" type="radio"/> United Kingdom	
	<input type="radio"/> Enter another location	
	<input type="text" value=""/> Enter a location to target or exclude Advanced search	
	<small>For example, a country, city, region, or postal code</small>	
	^ Location options	
	Target ⓘ	
	<input type="radio"/> People in, or who show interest in, your targeted locations (recommended)	
	<input checked="" type="radio"/> People in or regularly in your targeted locations	
	<input type="radio"/> People searching for your targeted locations	
	Exclude ⓘ	
	<input checked="" type="radio"/> People in, or who show interest in, your excluded locations (recommended)	
	<input type="radio"/> People in your excluded locations	

[CANCEL](#) [SAVE](#)



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Bidding

What do you want to focus on? ⓘ

Clicks ▼

Conversions is recommended for your campaign

Maximum CPC bid limit (optional) ⓘ

£

ⓘ Based on the selections, this campaign will use the **Maximize clicks bid strategy** ⓘ

Or, select a bid strategy directly (not recommended)

CANCEL SAVE

Start and end dates	Start date: May 23, 2019	End date: Not set	▼
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Additional settings

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£ _____

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CANCEL SAVE

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Bidding

[Back to previous bidding options](#)

- Automated bid strategies
- Target CPA
- Target ROAS
- Maximize clicks**
- Maximize conversions
- Target search page location
- Target outranking share
- Enhanced CPC
- Target impression share

With "Maximize clicks", Google Ads automatically sets your bids to help get as many clicks as possible within your budget

A maximum CPC bid limit caps each cost-per-click bid. This could limit the clicks on your ad.

The strategy you select here will be applied to this campaign only.

[Learn more](#)

[CANCEL](#) [SAVE](#)

Start and end dates	Not set	▼
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Additional settings

SETTINGS

Settings

Campaign name	UK Search Book
Campaign status	● Enabled
Goal	No goal selected
Networks	Google Search Network, Search partners
Locations	United Kingdom (country)
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Bidding [Back to previous bidding options](#)

- Automated bid strategies
 - Target CPA
 - Target ROAS
 - Maximize clicks
 - Maximize conversions
 - Target search page location
 - Target outranking share
 - Enhanced CPC
 - Target impression share
- Manual bid strategies
 - Manual CPC

Start and end dates

Additional settings

Reporting is not real-time. Time zone for all dates and times: (GMT+01:00) United Kingdom Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.

SETTINGS

Settings

Campaign name	UK Search Book	▼
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Bidding

[Back to previous bidding options](#)

Manual CPC ▼

Help increase conversions with Enhanced CPC ⓘ

⚠ Setting bids manually may result in **lower performance**. Use Smart Bidding to help improve results by using more signals to optimize your bids. [Learn more](#)

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads. [Learn more](#)

CANCEL SAVE

Start and end dates	Start date: May 23, 2019	End date: Not set	▼
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▼ Additional settings

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Budget	£75.00/day	▼
Bidding	Maximize conversions	▼
Start and end dates	Start date: May 23, 2019 End date: Not set	▼
Conversions	Account-level conversions setting	▼
Ad rotation	<p><input type="radio"/> Optimize: Prefer best performing ads</p> <p><input checked="" type="radio"/> Do not optimize: Rotate ads indefinitely</p> <p> Lower-performing ads will run about as often as higher-performing ads for an indefinite period of time. This option is not recommended for most advertisers. Learn more</p> <p><input type="radio"/> Optimize for conversions (Not supported)</p> <p><input type="radio"/> Rotate evenly (Not supported)</p>	<p>Show ads more evenly for an indefinite amount of time. ^</p> <p>When using Smart Bidding, Google Ads will optimize your ad rotation to prefer the best performing ads even if it's currently set to "Rotate indefinitely".</p>

CANCEL SAVE

KEYWORDS

| **KEYWORDS**

The
FOUNDATION
of Your Google AdWords Success is
Keywords

| KEYWORDS

Whether you're new to PPC Advertising or improving your current campaigns, most people think that the place to start is the ad.

It isn't.

Start with your Keywords.

| **KEYWORDS**

One of the keys to Pay-per-Click success is:

**LARGE NUMBERS OF
KEYWORDS**

|KEYWORDS

Typical businesses will list two to six Keywords related to their business.

There are two issues with this approach:

- 1) You end up with only the most competitive and expensive Keywords
- 2) You miss out on a variety of related Keywords that you could be bidding on

Keywords

Estimated Avg. CPC [?]

Global Monthly Search Volume [?]

Keywords related to term(s) entered - sorted by relevance [?]

removal companies	£4.76	40,500
virus removal company	£0.04	73

removal company	£3.79
removal company uk	£2.71
local removal company	£0.04
car removal company	£0.04
home removal company	£0.04
removal company price	£0.04
best removal company	£0.04
recommended removal company	£0.04

removal company costs	£0.04	22
european removal company	£0.04	16
removal company reviews	£0.04	73
the removal company	£0.04	320
removing company	£0.04	720
commercial removal company	£0.04	28
proposed company removal	£0.04	12
cheapest removal company	£0.04	28
the wright removal company	£0.04	12
house removal company	£3.74	320
removal company chelsea	£0.04	73
removal company for sale	£0.04	58
removal company spain	£0.04	58
local removal companies	£0.04	170

|KEYWORDS

If you had the option to pay £3.70 or 4p for someone to come to your website, which would you choose?

| **KEYWORDS**

Finding Keywords

- 1) Common sense**
- 2) Your own Marketing materials**
 - Website copy
 - Brochure and Marketing copy
 - Customer emails

|KEYWORDS

Finding Keywords

3) The Google 'Keyword Planner' Tool

- Go into your account, then click on “Tools,” then “Keyword Planner”

KEYWORDS

All campaigns

SEARCH REPU... TOOLS & SETTINGS



AUCTION INSIGHTS

KEYWORDS

The image shows a screenshot of the Google Ads interface. At the top, there is a dark header bar with the word "Campaigns" on the left and navigation icons for SEARCH, REPORTS, TOOLS & SETTINGS, a refresh icon, a help icon, and a notification bell icon. Below the header, the main content area is divided into five vertical columns, each representing a different category of tools:

- PLANNING**: Performance Planner, Keyword Planner (highlighted with a red arrow), Ad Preview and Diagnosis, Display Planner
- SHARED LIBRARY**: Audience manager, Bid strategies, Negative keyword lists, Shared budgets, Placement exclusion lists
- BULK ACTIONS**: All bulk actions, Rules, Scripts, Uploads
- MEASUREMENT**: Conversions, Google Analytics, Search attribution
- SETUP**: Business data, Policy manager, Account access, Linked accounts, Preferences, Google Merchant Center

KEYWORDS

The image shows a screenshot of the Google Keyword Planner web interface. At the top, there is a dark grey navigation bar with the text "Keyword Planner" on the left and several icons on the right: a magnifying glass labeled "SEARCH", a bar chart labeled "REPORTS", a wrench labeled "TOOLS & SETTINGS", a circular arrow, a question mark, and a bell with a red notification dot. Below the navigation bar, the main content area is light grey. It starts with the heading "Select an active account" followed by "You Tube" with a pencil icon. A blue notification icon and text state "Your most recent plan is saved as a draft RESUME PLAN". Two white cards with rounded corners are displayed side-by-side. The left card has a magnifying glass icon and the title "Discover new keywords", with the text "Get keyword ideas that can help you reach people interested in your product or service" and a blue arrow pointing right. The right card has a bar chart icon and the title "Get search volume and forecasts", with the text "See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future" and a blue arrow pointing right. At the bottom of the page, there are two links: "How to use Keyword Planner" and "New feature announcements" with a gear icon.

Keyword Planner

SEARCH REPORTS TOOLS & SETTINGS

Select an active account

You Tube

Your most recent plan is saved as a draft [RESUME PLAN](#)

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

[How to use Keyword Planner](#) | [New feature announcements](#)

KEYWORDS

Keyword Planner

SEARCH REPORTS TOOLS & SETTINGS

Select an active account

You Tube

Your most recent plan is saved as a draft [RESUME PLAN](#)

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service

[→](#)

Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

[→](#)

[How to use Keyword Planner](#) | [New feature announcements](#)

KEYWORDS

The screenshot shows the Google Keyword Planner interface. At the top, there is a dark header with the text "Keyword Planner" on the left and navigation icons for "SEARCH", "REPORTS", "TOOLS & SETTINGS", a refresh icon, a help icon, and a notification bell on the right. Below the header, the main content area is light gray. It starts with the heading "Select an active account" followed by "You Tube" with a pencil icon. Below that, a blue square icon indicates "Your most recent plan is saved as a draft RESUME PLAN". The central focus is a white dialog box titled "Discover new keywords" with a close button (X) in the top right corner. The dialog box has two tabs: "START WITH KEYWORDS" (which is selected and underlined) and "START WITH A WEBSITE". Under the "START WITH KEYWORDS" tab, there is a text input field with the placeholder "Enter products or services closely related to your business" containing the text "Try 'meal delivery' or 'leather boots'". Below the input field is a toggle switch labeled "Include brand names in results" which is currently turned on. To the right of the input field is a tip box that reads: "Try not to be too specific or general. For example, 'meal delivery' is better than 'meals' for a food delivery business". Under the "START WITH A WEBSITE" tab, there is a text input field with the placeholder "Enter a domain to use as a filter" containing the text "cardellmedia.com". To the right of this input field is a tip box that reads: "Using your site will filter out services, products, or brands that you don't offer". At the bottom left of the dialog box is a button labeled "GET RESULTS".

KEYWORDS

Keyword Planner

SEARCH | REPORTS | TOOLS & SETTINGS | ? | adwor

Select an active account
You Tube

Your most recent plan is saved as a draft [RESUME PLAN](#)

Discover new keywords

START WITH KEYWORDS | START WITH A WEBSITE

Enter products or services closely related to your business

digital camera | Add another keyword

Include brand names in results

Enter a domain to use as a filter

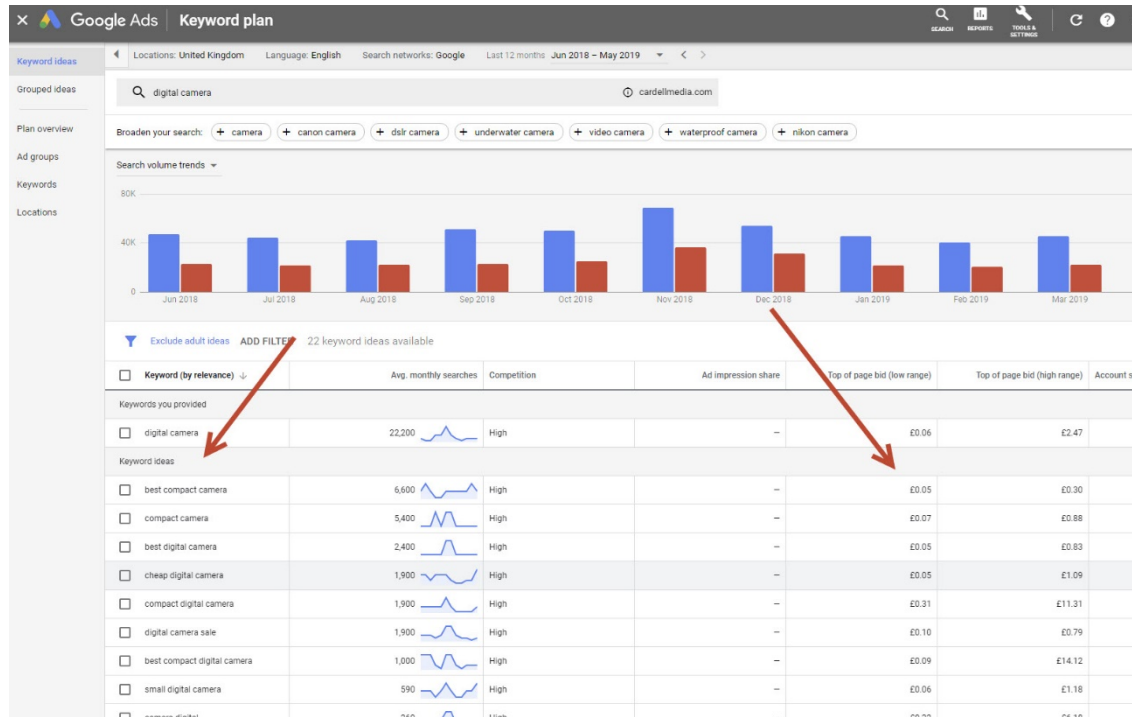
cardellmedia.com

GET RESULTS

















Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

Using your site will filter out services, products, or brands that you don't offer

KEYWORDS



KEYWORDS

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition
Keywords you provided		
<input type="checkbox"/> digital camera	22,200 	High
Keyword ideas		
<input type="checkbox"/> best compact camera	6,600 	High
<input type="checkbox"/> compact camera	5,400 	High
<input type="checkbox"/> best digital camera	2,400 	High
<input type="checkbox"/> cheap digital camera	1,900 	High
<input type="checkbox"/> compact digital camera	1,900 	High
<input type="checkbox"/> digital camera sale	1,900 	High
<input type="checkbox"/> best compact digital camera	1,000 	High
<input type="checkbox"/> small digital camera	590 	High
<input type="checkbox"/> camera digital	260 	High
<input type="checkbox"/> digicam	170 	Medium
<input type="checkbox"/> best cheap digital camera	260 	High
<input type="checkbox"/> best small digital camera	260 	High
<input type="checkbox"/> digital camera price	110 	High
<input type="checkbox"/> best buy digital cameras	90 	High
<input type="checkbox"/> professional digital camera	110 	High

KEYWORDS

Top of page bid (low range)	Top of page bid (high range)	Account status
£0.06	£2.47	
£0.05	£0.30	
£0.07	£0.88	
£0.05	£0.83	
£0.05	£1.09	
£0.31	£11.31	
£0.10	£0.79	
£0.09	£14.12	
£0.06	£1.18	
£0.22	£6.18	
–	–	
£0.15	£3.09	
£0.08	£8.31	
£0.15	£0.57	
£0.10	£0.29	
£0.28	£1.38	

|KEYWORDS

Finding Keywords

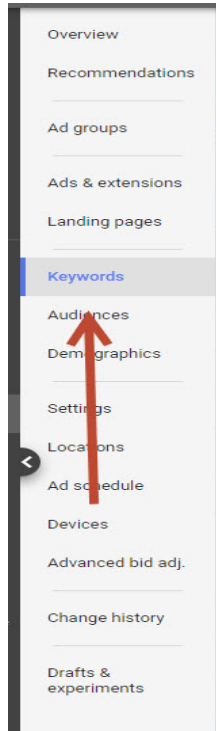
3) The Google 'Keyword Planner' Tool

- Go into your account, then click on “Tools,” then “Keyword Planner”





4) Wordtracker, www.wordtracker.com

5) 'Search Terms' Report

SEARCH TERMS REPORT



SEARCH TERMS REPORT

<input checked="" type="checkbox"/> Enabled	Status: Eligible	Type: Search	Budget: £50.00/day	More details 	
SEARCH KEYWORDS	NEGATIVE KEYWORDS	SEARCH TERMS	AUCTION INSIGHTS		
	 Keyword status: All but removed	ADD FILTER			
<input type="checkbox"/>	<input checked="" type="checkbox"/> Keyword	Ad group	Status	Conversion:	C
Total: All but removed keyw... 				130.40	£
<input type="checkbox"/>	<input checked="" type="checkbox"/> +business +plan	business plan	Eligible	13.00	£

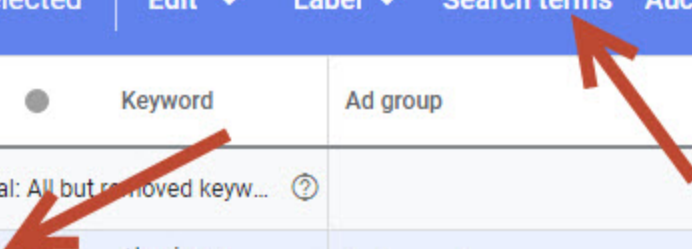
SEARCH TERMS REPORT

● Enabled Status: Eligible Type: Search Budget: £50.00/day [More details](#) ▾

[SEARCH KEYWORDS](#) NEGATIVE KEYWORDS SEARCH TERMS AUCTION INSIGHTS

1 selected Edit ▾ Label ▾ Search terms Auction insights

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status	Conversion:
		Total: All but removed keyw... [?]			130.40
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	+business +plan +business	business plan	Eligible	13.00




SEARCH TERMS REPORT

● Enabled	Status: Eligible	Type: Search	Budget: £50.00/day	More details ▼	
SEARCH KEYWORDS	NEGATIVE KEYWORDS	SEARCH TERMS	AUCTION INSIGHTS		
Keyword: +business +plan ADD FILTER					
<input type="checkbox"/>	Search term	Match type	Added/Excluded	Ad group	↓ Clicks
Total: Filtered search terms					195
<input type="checkbox"/>	how to make a business plan	Phrase match	None	business plan	5
<input type="checkbox"/>	how to write a business plan	Phrase match	None	business plan	5
<input type="checkbox"/>	what is a business plan	Phrase match	None	business plan	4
<input type="checkbox"/>	free business plan	Phrase match	None	business plan	3
<input type="checkbox"/>	broiler chicken business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	chicken business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	domiciliary care agency business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	export business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	free sample business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	how to create a business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	how to do a business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	how to make business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	how to start a business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	recycling business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	writing business plan	Phrase match	None	business plan	2
<input type="checkbox"/>	business owner plan	Broad match	None	business plan	2
<input type="checkbox"/>	a startup business plan	Phrase match	None	business plan	1
<input type="checkbox"/>	ahir salt industries ltd business plan	Phrase match	None	business plan	1

SEARCH TERMS REPORT

- 1 Delete obvious keywords**
- 2 Delete keywords generating the wrong traffic – eg ‘Free’**
- 3 Consider deleting underperforming Keywords**
- 4 Keep good performers or consider putting in their own Ad Group**



KEYWORD MATCHING OPTIONS

| **KEYWORD MATCHING OPTIONS**

How Matching Options Work

There are different ways of inputting Keywords, and how you do it will determine when your ads are displayed.

- **Broad Match: tennis shoes**
- **Broad Match Modifier: +tennis +shoes**
- **Phrase Match: “tennis shoes”**
- **Exact Match: [tennis shoes]**

| **KEYWORD MATCHING OPTIONS**

1) Broad Match: tennis shoes

Google will display your ad on any version of the phrase “tennis shoes”.

On Broad Match, your ad will also appear for related phrases, e.g., “sporting footwear.”

| **KEYWORD MATCHING OPTIONS**

1) Broad Match: tennis shoes

Example: Marketing

- Our ads were appearing when people searched for phrases like “Billingsgate Market”.
- Someone searching for Billingsgate Market probably isn’t looking for what I have to offer.

Be very careful about using Broad Match!

| **KEYWORD MATCHING OPTIONS**

2) Broad Match Modifier: +tennis +shoes

Your ad will display when the words “tennis” and “shoes” are present in the query.

Start with Broad Match Modifier, not Broad Match.

| **KEYWORD MATCHING OPTIONS**

3) Phrase Match: “tennis shoes”

Your ad will display when the query includes your exact phrase.

- Your ad will appear if someone searches for, “Where can I get new tennis shoes?”
- If they search for, “Where can I get shoes to play tennis in?” your ad will not appear.

Phrase Match is more specific and more accurate.

| **KEYWORD MATCHING OPTIONS**

4) Exact Match: [tennis shoes]

Your ad will only be displayed if people search for the phrase “tennis shoes” and nothing else.

- If people search for “cheap tennis shoes”, your ad won’t appear.

You will get less clicks, but they will be highly qualified clicks.

| KEYWORD MATCHING OPTIONS

Best Practice

Broad Match Modifier and Exact Match

EXCEPTIONS: Broad match in high performing campaigns and to maximise Google's AI.

THE POWER OF KEYWORDS

- 1 They determine when Google shows your Ads**
- 2 They will perform differently giving you great opportunities for Optimisation**
- 3 You can remove under performing traffic**
- 4 Relevance, Click Through Rate and Quality Score: Separate ads for separate keywords**

COMPETITORS' TRADEMARKS AND KEYWORDS

You cannot use a trademark in your ad unless you own it. Legally, you can use a trademark as a Keyword. So if you own your own brand of training shoes, you could use 'Nike' as a Keyword.

If your competitors are corporations, this is a strategy you may want to consider. If they are small businesses or individuals, it's generally regarded as bad practice to try to steal their traffic.

SEMINAR 1 CHECKLIST

- 1) Decide on Budgets and CPC.
- 2) Check your Settings to make sure that Google isn't taking your money where it shouldn't be
- 3) If you're reaching your daily budget, either increase it or reduce the cost per click.
- 4) Consider spending more, being willing to break even, and bringing in large numbers of new customers as a result.

| SEMINAR 1 CHECKLIST

- 5) Optimize your Keywords. Make sure that you are bidding on the maximum number of relevant Keywords. Brainstorm new Keywords. Use tools such as the Google Search Tool and the Keyword Details Report to assist you.
- 6) When you set up your Keywords, enter them with different matching options and start measuring the results
- 7) Make sure that you can measure how many people are coming to your site and how many are converting.

SEM INAR 1 CHECKLIST

- 8) Use the Search Term Reports to identify top performers
- 9) Create separate Ads and Ad groups for top performing Campaigns
- 10) Start becoming familiar with the Google Console

MAIN COURSE PAGE AND MEMBERS' PRIVATE GROUP

**All the course information, slides and
Seminar recordings are here:**

UK:

<https://www.cardellmedia.com/ultimate-google-mastery-hub/>

USA and Australia:

<https://www.cardellmedia.com/ultimate-google-mastery-hub-gl/>

The VIP Inner Circle Private Members Facebook Group is here:

<https://www.facebook.com/groups/CardellVIP/>

**VIP ENQUIRIES:
SUPPORT@CARDELLMEDIA.COM**



**IF YOU WANT US TO DO IT ALL
FOR YOU**

Internet@CardellMedia.com

(Course investment counts towards Management Fees)

30 DAYS TO GOOGLE ADS PROFITS

