

30 DAYS TO GOOGLE ADS PROFITS



SEMINAR 3

- **Tracking and Measuring Conversions**
- **Bidding Options**
- **Remarketing**
- **Custom Intent**
- **In Market Audiences**
- **Dynamic Keyword Insertion**
- **Bing/Yahoo**

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/>

| 2 NEW BONUS VIDEOS

1. The Complete Guide To Google Shopping

And

2. How to set up a Remarketing Campaign and use Google's Responsive Display Ads

UK:

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

USA and Australia:

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



CHRIS CARDELL'S

INNER CIRCLE

PRIVATE MEMBERS GROUP

MEASURING CONVERSIONS

MEASURE CONVERSIONS

The image shows the Google AdWords interface. At the top, there is a navigation bar with the Google AdWords logo and tabs for Home, Campaigns, Opportunities, and Tools. A red arrow points to the 'Tools' tab. Below the navigation bar, there is a search bar and a sidebar with 'All campaigns' and 'Chris Ads'. The main content area is titled 'All campaigns' and contains several filters and buttons. A dropdown menu is open over the 'Tools' tab, listing various tools: Change History, Conversions (highlighted with a red arrow), Attribution, Google Analytics, Google Merchant Center, Keyword Planner, Display Planner, and Ad Preview and Diagnosis. Below the menu, there is a chart area with a y-axis labeled 0, 5, 10 and a date 'Sunday, June 21, 2015'. At the bottom, there is a table with columns for Campaign, Budget, Status, Impr., and Clicks.

Google AdWords Home Campaigns Opportunities Tools

Search

All campaigns

Chris Ads

All campaigns

Campaigns Ad groups Set

All enabled campaigns

Clicks vs None

10

5

0

Sunday, June 21, 2015

+ CAMPAIGN Edit Details Bid strategy Automate Labels

		Campaign	Budget ?	Status ?	Impr. ?	Clicks ? ↓
--	--	----------	----------	----------	---------	------------

MEASURE CONVERSIONS

Google AdWords Home Campaigns Opportunities **Tools**

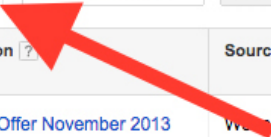
Conversion actions <<

- Settings
- Webpages
- Google Analytics
- Attribution

Conversion actions

+ CONVERSION Change status... All but removed

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Conversion [?]	Source [?]	Category [?]	Tracking Status [?]	Conversion win
<input type="checkbox"/>	<input checked="" type="checkbox"/>	7 Pound Offer November 2013	Website	Other	Tag inactive	30 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	C1Signup	Website	Other	Tag inactive	30 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	C2Signup	Website	Other	Tag inactive	30 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	C3Signup	Website	Other	Tag inactive	30 days




MEASURE CONVERSIONS

Google AdWords Home Campaigns Opportunities **Tools**


1 Conversion source — 2 Settings — 3 Review & install

Select the source of the conversions you'd like to track.




Website
Track purchases, form submissions, or other actions by adding a tag to your website. [Learn more](#)

Select




App
Track app downloads or in-app actions by adding a code snippet to your app. [Learn more](#)

Select



Phone calls
Track calls to your business by using a Google forwarding number or by adding a tag to your website. [Learn more](#)

Select



Import
Track offline or online conversions by uploading data from another system. [Learn more](#)

Select

Cancel

MEASURE CONVERSIONS

1 Conversion source

2 Settings

3 Review & install

New conversion action: Website



Name

Pick a name that you'll easily recognize in your reports.

Enter Name Here

Done

Cancel

Count	All conversions	
Conversion windows	30-day conversion window, 30-day view-through conversion window	
Category	Other	
Optimization	Include in Conv. (opt.) columns	

MEASURE CONVERSIONS

Conversion source Settings Review & install

Value

Enter how much each conversion is worth to your business. [Learn more](#)

Each time it happens, the conversion action has the same value

British Pound (GBP £) 47.00

The value of this conversion action may vary (for instance, by purchase price)

Don't assign a value

Done

Cancel

Conversion windows 30-day conversion window, 30-day view-through conversion window

Category Other

MEASURE CONVERSIONS



Conversion source

2

Settings

3

Review & install

New conversion action: Website

Let's start with some basic information about this conversion action, including how much it's worth to your business.

Count

Choose how you'd like to count your conversions. [Learn more](#)



All

Example: if one ad click leads to **three** purchases, that will count as **three** conversions.



Unique

Example: if **one** ad click leads to three purchases, that will count as **one** conversion.

Done

Cancel

Conversion windows

30-day conversion window, 30-day view-through conversion window



Category

Other



Optimization

Include in Conv. (opt.) columns



MEASURE CONVERSIONS

Conversion windows Choose how long you'd like to track conversions for the following:

Conversion window
From ad **clicks** on Search or Display Network

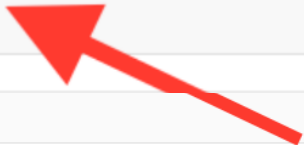
30 days

View-through conversion window
From **impressions**, not clicks, of your image or rich media Display Network ads


30 days

Your view-through conversions will always exclude conversions from people who've also clicked your Search or Display ads. [Learn more](#)

Done **Cancel**



Category Other 

Optimization Include in Conv. (opt.) columns 

Save and continue **Cancel**

MEASURE CONVERSIONS

Category

Choose a category that best fits this conversion action. This will help you evaluate similar conversions in your reports.




- Other
- Purchase/Sale
- Sign-up
- Lead
- View of a key page



Save and continue

Cancel

MEASURE CONVERSIONS

Conversion windows	30-day conversion window, 30-day view-through conversion window	
Category	Purchase/Sale	
Optimization	Include in Conv. (opt.) columns	

[Save and continue](#) [Cancel](#)

MEASURE CONVERSIONS

Install your tag

To install, copy the code in the box below and paste it between the <body></body> tags of the page you'd like to track. You can then use [Google Tag Assistant](#) plugin on Chrome to ensure your code is correctly placed.

Click "Advanced tag settings" if you'd like to track button clicks as conversions, or if you'd like to track conversions on the mobile version of your website.

▸ Advanced tag settings

Tag for Enter Name Here

```
<!-- Google Code for Enter Name Here Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1009917724;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "3fe9CNK9-I0QnL7I4QM";</pre><p><input type="button" value="Save instructions and tag"/> <input type="button" value="Email instructions and tag"/></p></div><img alt="A red arrow pointing to the code block in the screenshot." data-bbox="520 620 660 790"/></div><div data-bbox="213 802 275 842" data-label="Text"><p><b>Done</b></p></div><div data-bbox="213 842 584 877" data-label="Text"><p>Google recommends letting users know which pages you're tracking, either with "Google Site Stats" notification or in your site's privacy policy. <a href="#">Learn more</a></p></div><div data-bbox="192 902 447 925" data-label="Page-Footer"><p>© 2015 Google | <a href="#">Editorial Guidelines</a> | <a href="#">Privacy Policy</a></p></div>
```


MEASURE CONVERSIONS

<input type="checkbox"/>	<input type="radio"/>	Keyword	Status [?]	Max. CPC [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Converted clicks [?]	Cost / converted click [?]	Click conversion rate [?]	Conversions [?]	View-through conv. [?]	Labels [?]
<input type="checkbox"/>	<input checked="" type="radio"/>	[cardell media]	<input type="checkbox"/> Eligible	\$1.00 <input checked="" type="checkbox"/>	176	380	46.32%	\$0.31	\$55.01	1.0	3	\$18.34	1.70%	3	0	–

MEASURE CONVERSIONS



Converted clicks <small>?</small>	Cost / converted click <small>?</small>	Click conversion rate <small>?</small>	Conversions <small>?</small>
3	\$18.34	1.70%	3



BIDDING OPTIONS AND PAYING FOR CONVERSIONS

BIDDING OPTIONS

The most important trend in Google Ads is the move away from Pay per Click to paying for Conversions

BIDDING OPTIONS

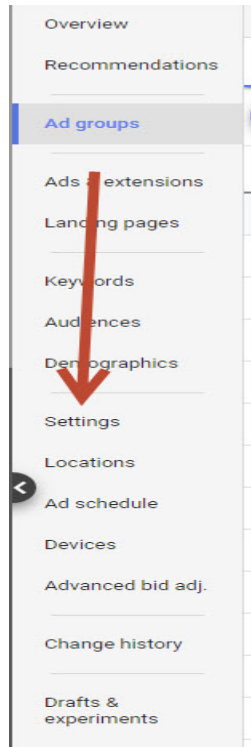
When you pay for Conversions, Google uses its Artificial Intelligence to work out who is most likely to convert and chooses whether to serve your ads and how much to bid accordingly.

To do this, it uses:

1 The information it has on its users

2 Your conversion history

BIDDING OPTIONS



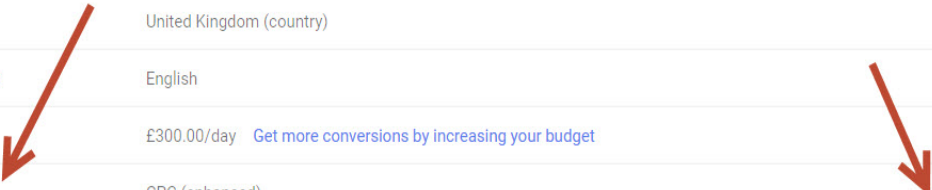
BIDDING OPTIONS

● Enabled Status: Limited by budget Type: Search Budget: £300.00/day [More details](#) ▾

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	£300.00/day Get more conversions by increasing your budget	▾
Bidding	CPC (enhanced) Try Smart Bidding to optimize for conversions	▾
Start and end dates	Start date: May 23, 2019 End date: Not set	▾

▾ [Additional settings](#)



BIDDING OPTIONS

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	£300.00/day Get more conversions by increasing your budget	▼

Bidding	Manual CPC	Edit your Manual CPC ▲
	<input checked="" type="checkbox"/> Help increase conversions with Enhanced CPC ⓘ	With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.
	Change bid strategy ⓘ	Learn more

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

BIDDING OPTIONS

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign

Set a target cost per action

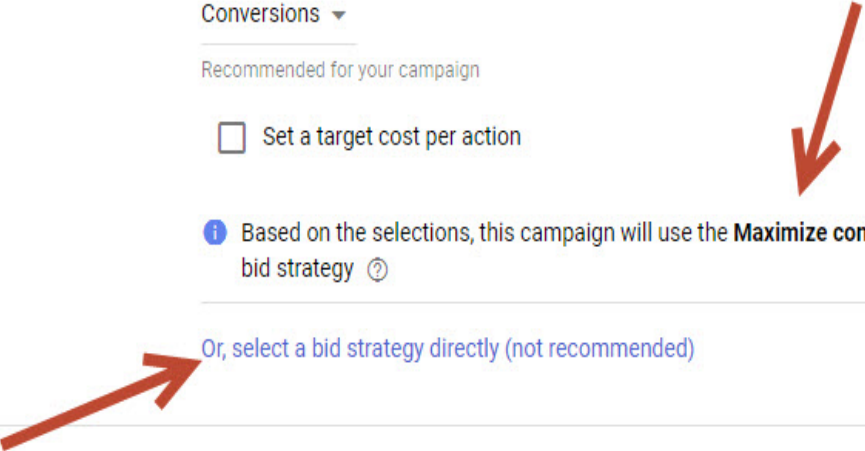
i Based on the selections, this campaign will use the **Maximize conversions** bid strategy ⓘ

[Or, select a bid strategy directly \(not recommended\)](#)

Conversions are actions on your website, app, or store that you define. ^

[Learn more](#)

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



BIDDING OPTIONS

Bidding

[Back to previous bidding options](#)

Automated bid strategies

- Target CPA
- Target ROAS
- Maximize clicks
- Maximize conversions**
- Enhanced CPC
- Target impression share

Manual bid strategies

- Manual CPC

Google Ads automatically sets your bids to help you get the most conversions within your budget.

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

[Learn more](#)

CANCEL SAVE

Start and end dates

Not set

Additional settings

BIDDING OPTIONS

Target CPA lets you set a cost per action and Google will optimise for that. This can be a cost per sale, lead or enquiry.

BIDDING OPTIONS

Target ROAS stands for Target Return on Ad Spend. It is used mostly in Google Shopping and lets you specify the percentage return on ad spend that you want.

BIDDING OPTIONS

Maximise Clicks means that Google will aim to get you the largest number of clicks by targeting people likely to click, regardless of conversions.

BIDDING OPTIONS

Maximise Conversions gets you the most Conversions within your budget

BIDDING OPTIONS

Bidding [Back to previous bidding options](#)

Automated bid strategies

- Target CPA
- Target ROAS
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- Enhanced CPC
- Target impression share

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[Learn more](#)

CANCEL SAVE

Start and end dates Not set

Additional settings

BIDDING OPTIONS

Bidding



[Back to previous bidding options](#)

Target CPA

Target CPA

£ 19.26

Your recommended target CPA is £19.26

 By default, 1 device bid adjustment (excluding those set to -100%) **will be removed** 

[More Options](#)

[Use a portfolio strategy](#)

With "Target CPA", Google Ads automatically sets bids to help get as many conversions as possible at the target cost-per-acquisition (CPA) you set. Some conversions may cost more or less than your target.

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

[Learn more](#)

[CANCEL](#)

[SAVE](#)

THE GOLDEN RULES OF COST PER CONVERSION BIDDING

1 Google needs 30 to 50 conversions to start learning properly. So use manual cost per click (with enhanced CPC enabled) until you get to that number of conversions

2 You can see fluctuating results in the first few weeks of CPA campaigns. Cash flow allowing, be patient.

3 CPA bidding is not perfect and is improving all the time. Some advertisers still prefer controlling the campaign with manual CPC and enhanced CPC and making the campaign changes themselves.



REMARKETING

| **WHY REMARKETING?**

1) Remarketing is the Only Way to Continue Communicating With Non-Customers Who Have Visited Your Website

- With Remarketing, you can stay in front of them for up to 18 months

| WHY REMARKETING?

2) Remarketing Gives the Impression That You're Everywhere

- This is particularly powerful for local businesses
- When people in your area go to a national website and see your ads, it gives the impression that you're everywhere

| WHY REMARKETING?

3) Remarketing Tracks Customers Based on Behaviour

- You can target people who have been to specific pages on your website
- You could have a separate Remarketing list for people who have bought from you

| WHY REMARKETING?

4) Remarketing is Great for Companies with a Long Lead Time

- Example: high-end bathroom company
 - It could be one to six months between someone visiting their website and actually doing business with them
 - With Remarketing, the company can keep serving them banner ads in the interim

| WHY REMARKETING?

5) Remarketing Bypasses Email

- The challenges of Email Marketing:
 - Delivery
 - Open Rates
 - Can be as low as **10% to 25%**

| WHY REMARKETING?

There are Three Distinct Groups to Target with Remarketing Campaigns:

- Customers
- Google Ads Visitors
- Other Non-Customers

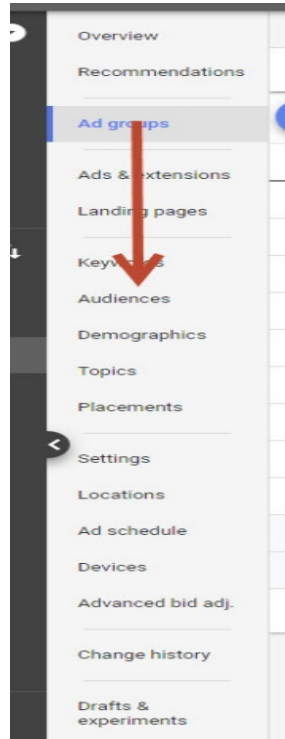
Watch the Bonus video for the full guide to creating Remarketing Ads.

CUSTOM INTENT AUDIENCES

CUSTOM INTENT AUDIENCES

Custom Intent audiences let you serve Display and You Tube Ads to people who have searched for your keywords and not clicked on your ads.



CUSTOM INTENT AUDIENCES



CUSTOM INTENT AUDIENCES

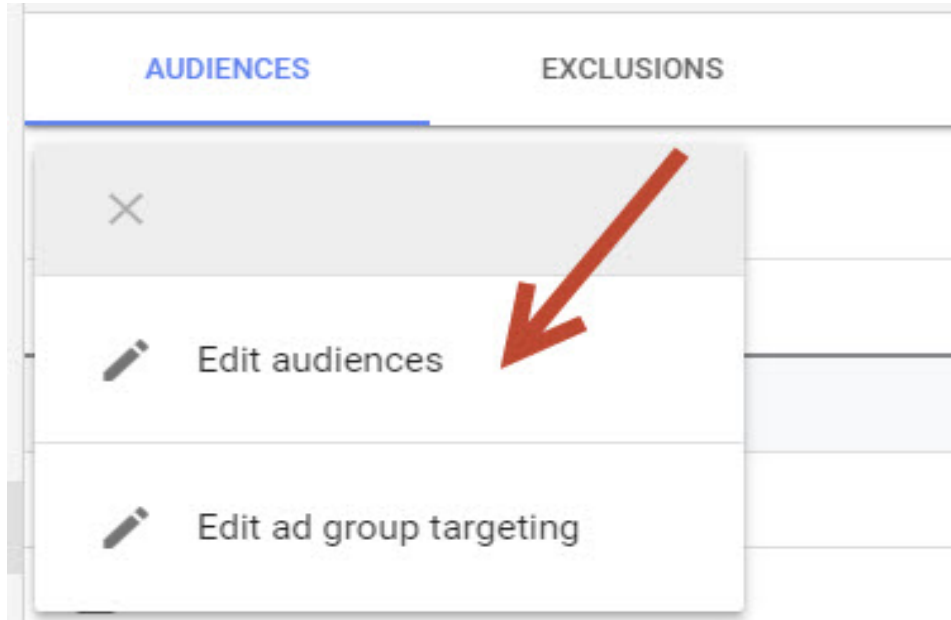
● Enabled Status: Eligible Type: Display [More details](#) ▾

AUDIENCES EXCLUSIONS

  ADD FILTER

<input type="checkbox"/> ● Audience	Type	Status	↓ Conversions
Total: Audiences			6.00

CUSTOM INTENT AUDIENCES



CUSTOM INTENT AUDIENCES

Edit audiences

Select audiences to add to your ad group ?

Targeting (recommended)
Narrow the reach of your ad group to specific audiences, and get reports. You'll

Observation ?
Get reports on additional items without narrowing the reach of your ad group. Yc

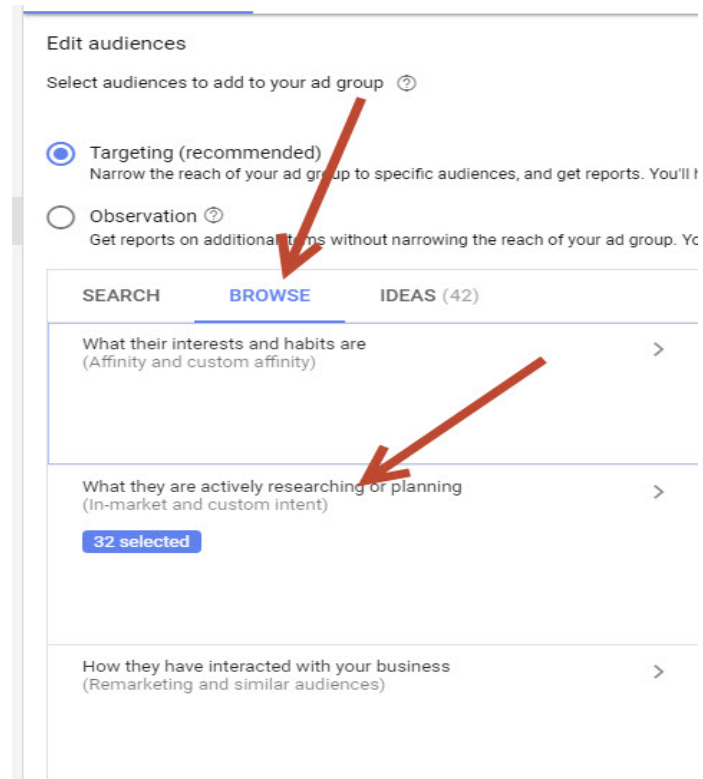
SEARCH **BROWSE** IDEAS (42)

What their interests and habits are
(Affinity and custom affinity) >

What they are actively researching or planning
(In-market and custom intent) >

32 selected

How they have interacted with your business
(Remarketing and similar audiences) >



CUSTOM INTENT AUDIENCES

AUDIENCES EXCLUSIONS


Edit audiences

Select audiences to add to your ad group ⓘ

Targeting (recommended)
Narrow the reach of your ad group to specific audiences, and get reports. You'll have the o

Observation ⓘ
Get reports on additional items without narrowing the reach of your ad group. You'll have ti

SEARCH	BROWSE	IDEAS (42)	32 sel
←	What they are actively researching or planning		Custom
	Custom intent audiences: auto-created ⓘ	▼	im - gr
	Custom intent audiences	▼	im - b2
	In-market audiences	▼	im - b2
			im - bt
			im - bt
			im - bt
			im - bt
			im - ce
			im - ch
+	NEW CUSTOM INTENT AUDIENCE Use keywords and URLs to create a custom audience		



CUSTOM INTENT AUDIENCES

New custom intent audience

Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the [Google Ads advertising policies](#) and may not contain any inappropriate content. [Learn more](#)

Audience name
Markwting

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

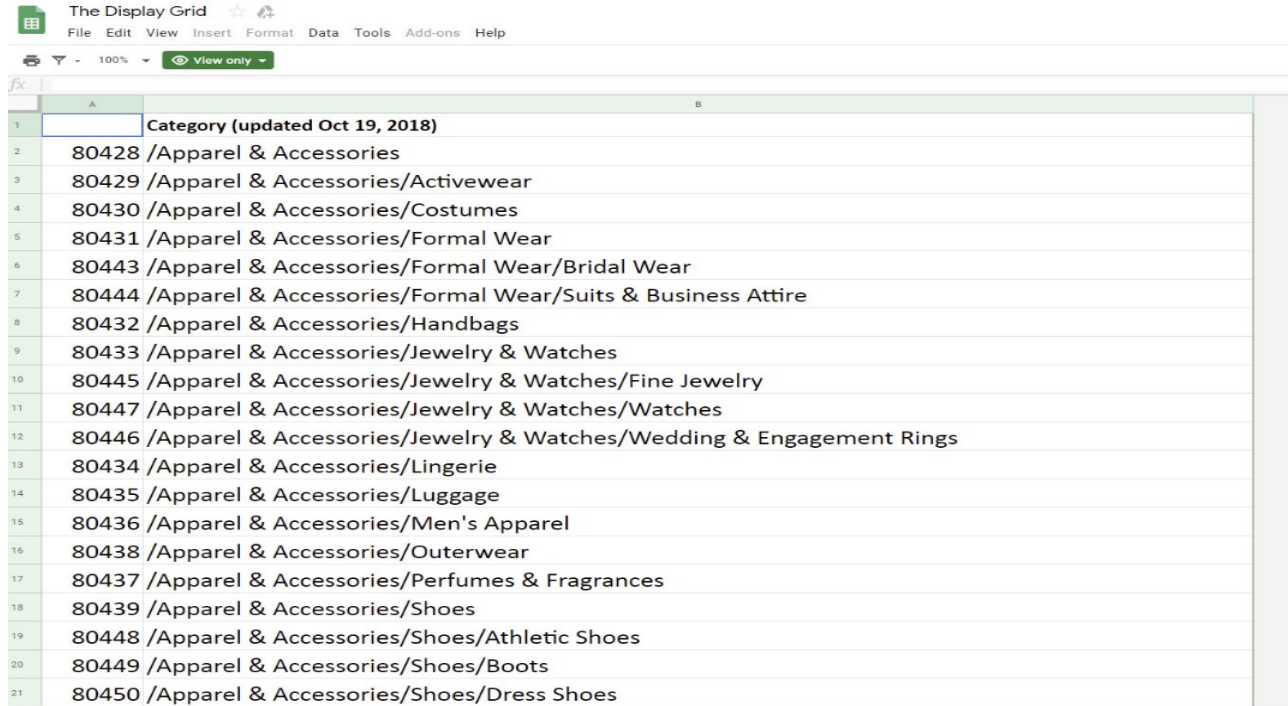
Related keywords and URLs

marketing

CREATE CANCEL

IN MARKET AUDIENCES

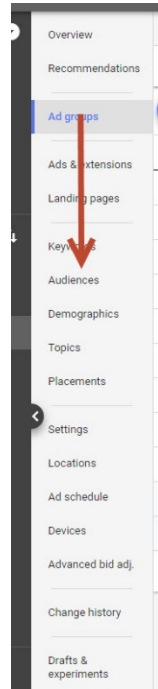
IN MARKET AUDIENCES – THEDISPLAYGRID.COM



The screenshot shows the 'The Display Grid' application interface. At the top, there is a menu bar with options: File, Edit, View, Insert, Format, Data, Tools, Add-ons, and Help. Below the menu bar, there is a toolbar with a printer icon, a zoom level of 100%, and a 'View only' button. The main area displays a spreadsheet with a single column of data. The first row is a header row with the text 'Category (updated Oct 19, 2018)'. The subsequent rows contain a list of product categories, each starting with a numerical ID followed by a slash and the category name.

	A	B
1		Category (updated Oct 19, 2018)
2	80428	/Apparel & Accessories
3	80429	/Apparel & Accessories/Activewear
4	80430	/Apparel & Accessories/Costumes
5	80431	/Apparel & Accessories/Formal Wear
6	80443	/Apparel & Accessories/Formal Wear/Bridal Wear
7	80444	/Apparel & Accessories/Formal Wear/Suits & Business Attire
8	80432	/Apparel & Accessories/Handbags
9	80433	/Apparel & Accessories/Jewelry & Watches
10	80445	/Apparel & Accessories/Jewelry & Watches/Fine Jewelry
11	80447	/Apparel & Accessories/Jewelry & Watches/Watches
12	80446	/Apparel & Accessories/Jewelry & Watches/Wedding & Engagement Rings
13	80434	/Apparel & Accessories/Lingerie
14	80435	/Apparel & Accessories/Luggage
15	80436	/Apparel & Accessories/Men's Apparel
16	80438	/Apparel & Accessories/Outerwear
17	80437	/Apparel & Accessories/Perfumes & Fragrances
18	80439	/Apparel & Accessories/Shoes
19	80448	/Apparel & Accessories/Shoes/Athletic Shoes
20	80449	/Apparel & Accessories/Shoes/Boots
21	80450	/Apparel & Accessories/Shoes/Dress Shoes



IN MARKET AUDIENCES



IN MARKET AUDIENCES

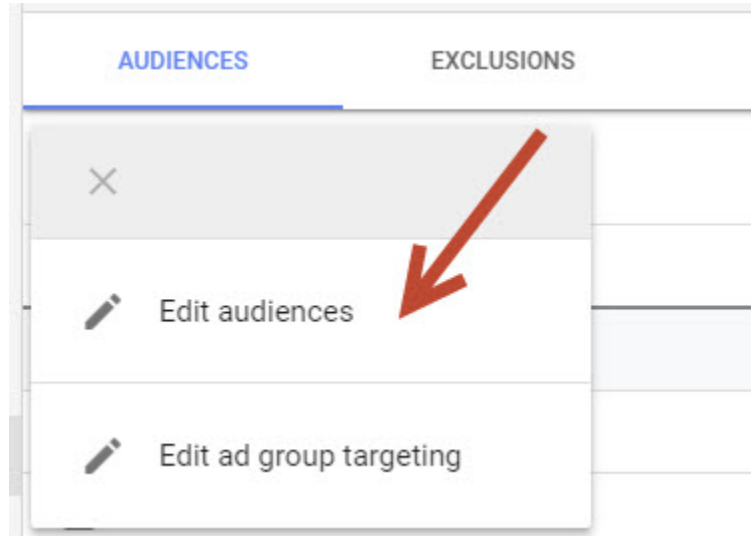
● Enabled Status: Eligible Type: Display [More details](#) ▾

AUDIENCES EXCLUSIONS

  **ADD FILTER**

<input type="checkbox"/> ● Audience	Type	Status	↓ Conversions
Total: Audiences			6.00

IN MARKET AUDIENCES



IN MARKET AUDIENCES

Edit audiences

Select audiences to add to your ad group [?](#)

Targeting (recommended)
Narrow the reach of your ad group to specific audiences, and get reports. You'll l

Observation [?](#)
Get reports on additional items without narrowing the reach of your ad group. Yc

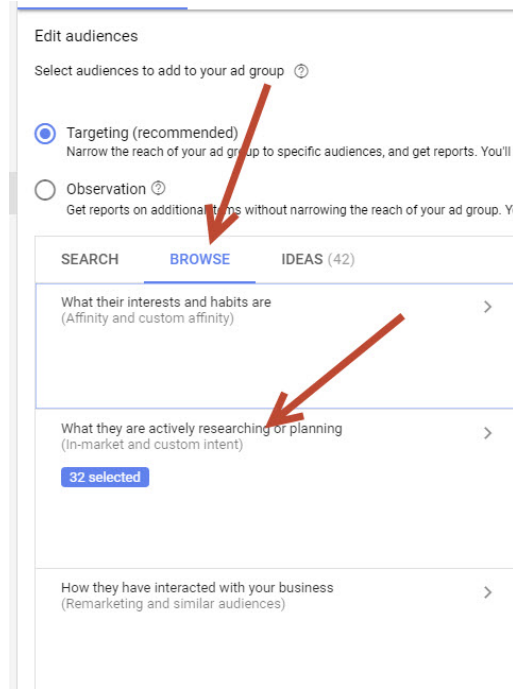
SEARCH BROWSE IDEAS (42)

What their interests and habits are
(Affinity and custom affinity) >

What they are actively researching or planning
(In-market and custom intent) >

32 selected

How they have interacted with your business
(Remarketing and similar audiences) >



IN MARKET AUDIENCES

● Enabled Status: Eligible Type: Display More details ▾

AUDIENCES EXCLUSIONS

Edit audiences

Select audiences to add to your ad group ⓘ

Targeting (recommended)
Narrow the reach of your ad group to specific audiences, and get reports. You'll have reports on items that are in your target audience.

Observation ⓘ
Get reports on additional items without narrowing the reach of your ad group. You'll have reports on all items in your ad group.

SEARCH **BROWSE** IDEAS (42)

← What they are actively researching or planning

Custom intent audiences: auto-created ⓘ	▾
Custom intent audiences	▾
In-market audiences	▾

+ NEW CUSTOM INTENT AUDIENCE
Use keywords and URLs to create a custom audience

SAVE CANCEL

IN MARKET AUDIENCES

Edit audiences

Select audiences to add to your ad group [?](#)

Targeting (recommended)
Narrow the reach of your ad group to specific audiences, and get reports. You'll have

Observation [?](#)
Get reports on additional items without narrowing the reach of your ad group. You'll

SEARCH	BROWSE	IDEAS (42)
← What they are actively researching or planning		
Custom intent audiences: auto-created ?		▼
Custom intent audiences		▼
In-market audiences		^
<input type="checkbox"/>	Apparel & Accessories	▼
<input type="checkbox"/>	Arts & Crafts Supplies	
<input type="checkbox"/>	Autos & Vehicles	▼
<input type="checkbox"/>	Baby & Children's Products	▼
+	NEW CUSTOM INTENT AUDIENCE	
Use keywords and URLs to create a custom audience		

DYNAMIC KEYWORD INSERTION

DYNAMIC KEYWORD INSERTION

If you have several keywords in an ad group (this is particularly useful if you have large numbers of keywords in an ad group) you can write your ad so that Google will serve up the keyword in the headline.

DYNAMIC KEYWORD INSERTION

Suppose you have an ad group where the main keyword is:

- IT Jobs

But you also have 20 related keywords such as:

- IT Jobs UK
- IT Jobs USA
- IT Jobs Canada

Dynamic Keyword Insertion will insert whichever keyword is searched for as the headline of your ad. This will make it more relevant and will normally increase CTR.

DYNAMIC KEYWORD INSERTION

In this example, we would set up Dynamic Keyword Insertion by writing the headline in the following way:

- **{KeyWord:Alt IT Jobs}**

If the Keyword is too long for the headline, it will default to whatever you typed in originally (in this case, IT Jobs)

DYNAMIC KEYWORD INSERTION

New text ad

Write your text ad below. Remember to be clear and specific. [Learn how to write](#)

New! Customize your ad text to automatically update with info you want your cus

Headline ?

{Keyword:Marketing}

Description line 1 ?

Free DVD for Business Owners.

Description line 2 ?

77 Essential Marketing Strategies

Display URL ?

www.CardellMedia.com

Device preference ?

Mobile

Final URL ?

http:// www.cardellmedia.com/lp-marketing/

[URLs for mobile](#)

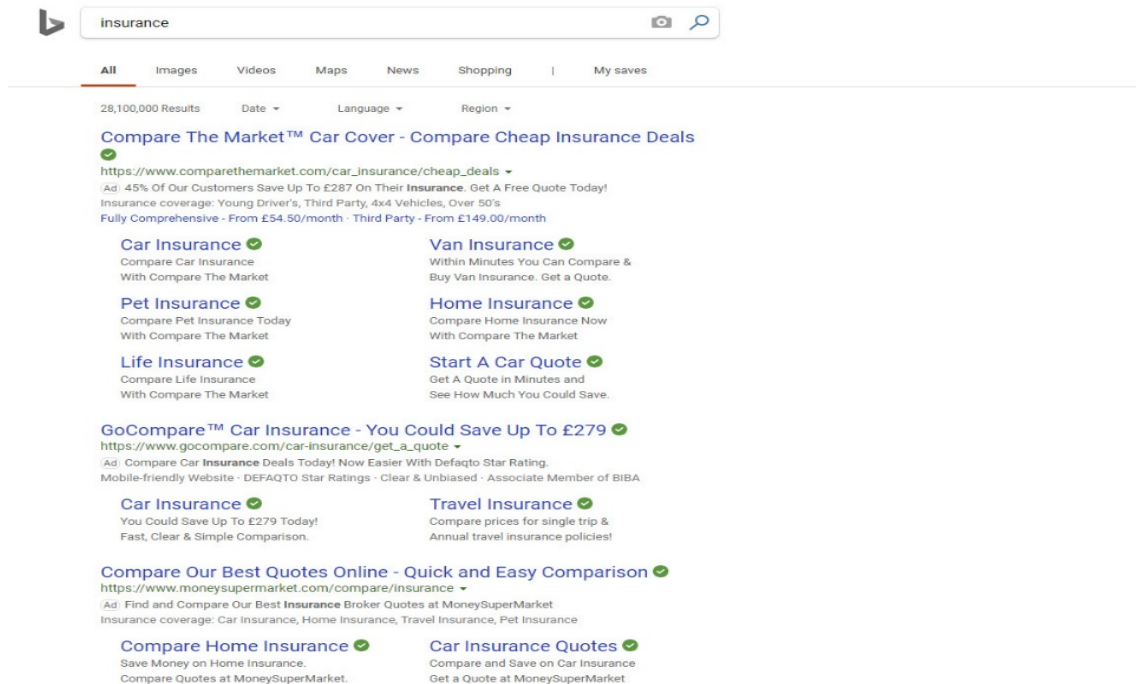
[Ad URL options \(advanced\)](#)

BING/YAHOO

PAY PER CLICK ADVERTISING WITH BING/YAHOO

Once you have a successful campaign on Google, it is normally worth rolling it out on Bing/Yahoo.

PAY PER CLICK ADVERTISING WITH BING/YAHOO



The image shows a screenshot of a Bing search results page for the query "insurance". The search bar at the top contains the word "insurance" and has a magnifying glass icon to its right. Below the search bar, there are navigation tabs for "All", "Images", "Videos", "Maps", "News", "Shopping", and "My saves". The "All" tab is selected and highlighted in red. Below the tabs, the search results are displayed. The first result is from "Compare The Market™" with the title "Compare The Market™ Car Cover - Compare Cheap Insurance Deals". The URL is "https://www.comparethemarket.com/car_insurance/cheap_deals". The ad text includes "45% Of Our Customers Save Up To £287 On Their Insurance. Get A Free Quote Today!" and "Insurance coverage: Young Driver's, Third Party, 4x4 Vehicles, Over 50's". Below the ad text, there are four sub-advertisements: "Car Insurance", "Van Insurance", "Pet Insurance", and "Home Insurance". The second result is from "GoCompare™" with the title "GoCompare™ Car Insurance - You Could Save Up To £279". The URL is "https://www.gocompare.com/car-insurance/get_a_quote". The ad text includes "Compare Car Insurance Deals Today! Now Easier With Defaqto Star Rating." and "Mobile-friendly Website - DEFAQTO Star Ratings - Clear & Unbiased - Associate Member of BIBA". Below the ad text, there are two sub-advertisements: "Car Insurance" and "Travel Insurance". The third result is from "MoneySuperMarket" with the title "Compare Our Best Quotes Online - Quick and Easy Comparison". The URL is "https://www.moneysupermarket.com/compare/insurance". The ad text includes "Find and Compare Our Best Insurance Broker Quotes at MoneySuperMarket" and "Insurance coverage: Car Insurance, Home Insurance, Travel Insurance, Pet Insurance". Below the ad text, there are two sub-advertisements: "Compare Home Insurance" and "Car Insurance Quotes".

insurance

All Images Videos Maps News Shopping | My saves

28,100,000 Results Date Language Region

Compare The Market™ Car Cover - Compare Cheap Insurance Deals

https://www.comparethemarket.com/car_insurance/cheap_deals

Ad: 45% Of Our Customers Save Up To £287 On Their Insurance. Get A Free Quote Today!
Insurance coverage: Young Driver's, Third Party, 4x4 Vehicles, Over 50's
Fully Comprehensive - From £54.50/month · Third Party - From £149.00/month

Car Insurance
Compare Car Insurance
With Compare The Market

Van Insurance
Within Minutes You Can Compare &
Buy Van Insurance. Get a Quote.

Pet Insurance
Compare Pet Insurance Today
With Compare The Market

Home Insurance
Compare Home Insurance Now
With Compare The Market

Life Insurance
Compare Life Insurance
With Compare The Market

Start A Car Quote
Get A Quote in Minutes and
See How Much You Could Save.

GoCompare™ Car Insurance - You Could Save Up To £279

https://www.gocompare.com/car-insurance/get_a_quote

Ad: Compare Car Insurance Deals Today! Now Easier With Defaqto Star Rating.
Mobile-friendly Website - DEFAQTO Star Ratings - Clear & Unbiased - Associate Member of BIBA

Car Insurance
You Could Save Up To £279 Today!
Fast, Clear & Simple Comparison.

Travel Insurance
Compare prices for single trip &
Annual travel insurance policies!

Compare Our Best Quotes Online - Quick and Easy Comparison

<https://www.moneysupermarket.com/compare/insurance>

Ad: Find and Compare Our Best Insurance Broker Quotes at MoneySuperMarket
Insurance coverage: Car Insurance, Home Insurance, Travel Insurance, Pet Insurance

Compare Home Insurance
Save Money on Home Insurance.
Compare Quotes at MoneySuperMarket.

Car Insurance Quotes
Compare and Save on Car Insurance
Get a Quote at MoneySuperMarket

PAY PER CLICK ADVERTISING WITH BING/YAHOO

Key points on Advertising with Yahoo / Bing:

- Advertising on Yahoo and Bing is covered by Bing Ads (run by Microsoft)
- In the UK, Bing / Yahoo covers about 10% of the Market
- In the US, Yahoo and Bing have a higher share of the Market than the UK
- Yahoo and Bing same type of system as Google - You are rewarded for a high click-through rate

PAY PER CLICK ADVERTISING WITH BING/YAHOO

Key points on Advertising with Yahoo / Bing:

- All of the principles involving the use of keywords applies here, too
- They can be slower with updates, and some of it is done by people
- It is possible that Yahoo produces a higher quality lead for some markets in some countries

PAY PER CLICK ADVERTISING WITH BING/YAHOO

Key points on Advertising with Yahoo / Bing:

- Bing / Yahoo tends to be less competitive than Google (it's smaller ,so less people use it.) So if you have an effective PPC and Website Conversion strategy, you should be able to significantly out perform the competition on Yahoo

30 DAYS TO GOOGLE ADS PROFITS



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1. The Complete Guide To Google Shopping

And

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30 DAYS TO GOOGLE ADS PROFITS



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