

Columbia Road

Google Ads & Optimize

27.1.2021



Hi, nice to meet you!



Toni



Matti



Eero



Henrik



Esa



Antton

What today?

Theory 1h

- 1 Search engine marketing in a nutshell
- 2 How are search results organized?
- 3 Account structure and management
- 4 Keywords, ad texts and extensions
- 5 Campaign optimization and benchmark numbers
- 6 Practical tips
- 7 Google Optimize
- 8 Questions



Henrik Gripenberg

1

Google Ads in a nutshell



The search engine results consist of different things

- Search engine ads and organic results make the base for search engine marketing(**SEA+SEO=SEM**)
- Each vendor can only show one ad per search
- Organic results cannot be bought
- You should think of all this as a whole

The screenshot shows a search engine results page for the query "iphone". The search bar at the top contains "iphone" and has icons for search, voice search, and a menu. Below the search bar, there are navigation links: "Kaikki", "Kuvahaku", "Kartat", "Ostokset", "Videot", "Lisää", "Asetukset", and "Työkalut". The search results are divided into two main sections: "Ads" and "Organic results".

Ads Section:







- Ad 1:** From www.swappie.com/. Title: "Tehdashuollettu Apple iPhone | Edullisesti, 12 kk takuulla". Description: "Kaikki iPhone:t toimivat kuin uudetkin. Nopea toimitus 1-2 arkipäivässä. Osta tehdashuollettu Apple iPhone - säästä lompakkoa ja ympäristöä. Tutustu tarjontaamme! Jopa 40% alennusta. iPhone 11 Pro · iPhone 11 · Älypuhelin-valikoimamme". Location: "Itämerenkatu 15, Helsinki - 010 4063821 - Avoinna tänään - 9.00–21.00".
- Ad 2:** From www.gigantti.fi/. Title: "Apple iPhone Xs ja Xs Max - Gigantti - gigantti.fi". Description: "Tutustu laajaan valikoimaan ja hyödynnä edulliset hinnat! Nopea toimitus ja 50 päivän vaihto - ja palautusoikeus. Luotetuin kodinkoneketju. Varaa ja nouda. Kotiinkuljetus. Asennuspalvelu. Klarna: maksa laskulla. Aina halvat hinnat. Tyytyväisyystakuu. Liity Gigantti-klubiin. Gigantti Yritysmyynti · Gigantti Outlet · TV ja audio - Tarjoukset · Gaming - Tarjoukset". Location: "Urho Kekkosen katu 1, Helsinki - Avoinna tänään - 9.00–21.00".
- Ad 3:** From www.verkkokauppa.com/. Title: "iPhone | Apple kauppa verkossa | verkkokauppa.com". Description: "Suosituimmat Apple tuotteet löydät meiltä. Laaja valikoima, aina halvat hinnat! Huikea Apple-kauppa verkossa aina halvoin hinnoin. Tervetuloa ostoksille! Osta Apurahalla." Location: "Tyyneimerenkatu 11, 2nd level, mobile phones, Helsinki".

Organic results Section:

- From www.apple.com. Title: "iPhone - Apple (Fi)". Description: "Tutustu iPhoneen, maailman pystyvimpään henkilökohtaiseen laitteeseen. Tässä ovat uudet iPhone 11 ja iPhone 11 Pro. Vertaile iPhone-malleja · iPhone - Ostaminen - Apple · iPhone 8 · iPhone XR".

Product Grid Section:

Header: "Näytä iphone" and "Sponsoroitu".

 iPhone 8 64GB Tähtiharmaa 299,00 € Kunnostettu Swappie Sivustolta Go...	 iPhone 8 64GB Kulta 299,00 € Kunnostettu Swappie Sivustolta Go...	 iPhone 11 64GB (musta) 828,90 € Gigantti Sivustolta Go...
 iPhone Xs 64GB (kulta) 699,00 € Gigantti Sivustolta Go...	 iPhone 11 Pro 64 GB... 1 178,90 € Gigantti Sivustolta Go...	 Apple iPhone 11 Pro Space Grey 1 145,00 € Scandinavian P. Sivustolta Go...

The search engine results consist of different things

- Mobile and desktop ads look different and might *possibly* show different results

AA 🔍 iphone ↻

☰ Google 👤

iphone ✕ 🔍

KAIKKI KUVAHAKU OSTOKSET KARTAT V

Mainos · kauppa4.dna.fi/Puhelimet/iPhone ⓘ

[iPhone-puhelimet | Koroton ja kuluton maksuaika | DNA.fi](#)

3 v. takuu ja vaihtohyvitys. Osta kerralla tai erissä, kuten haluat. Tervetuloa! Katso uudet tarjoukset. Ilmainen toimitus. Uusimmat puhelimet meiltä. Ilmainen palautus. Palvelut: Puhelimet, Tabletit.

Top 10 Tarjoukset

📍 Helsinki · Firdonkatu 2 📞

📍 Helsinki · Kantelettarentie 1 📞




📍 Helsinki · Urho Kekkosen katu 1 📞

< > 📌 📖 📄

AA 🔍 iphone ↻

Applen uudet lippulaivat, iPhone Xs ja Xs Max ovat saapuneet! Todelliset mobiilimaailman suunnannäyttäjät ovat ...

Mainos · Näytä iphone ⓘ

		
iPhone X 64GB Hopea	iPhone 8 64GB Kulta	iPhone 11 Pro 64GB
509,00 €	299,00 €	479,00 €
Kunnostettu Swappie	Kunnostettu Swappie	Kunnostettu Swappie
Sivustolta Google	Sivustolta Google	Sivustolta Google
Pikakatselu	Pikakatselu	Pikakatselu

AHHEESEEN LIITTYVÄT HAUT

< > 📌 📖 📄

There are many different ways for google to show ads

Google is also constantly testing new ways of showing ads.




älypuhelin tarjous

Kaikki Kuvahaku Kartat Videot Ostokset Lisää Asetukset Työkalut

Noin 790 000 tulosta (0,42 sekuntia)

Näytä älypuhelin tarjous

Sponsoroitu

 Huawei Y5 2019 älypuhel... 89,00 € Gigantti Sivustolta Go...	 iPhone 8 64GB Tähtiharmaa 299,00 € Swappie Sivustolta Go...	 Nokia 6.1 (2018) näyttö... 44,90 € Tokoitech Sivustolta Go...	 iPhone 7 128GB... 269,00 € Swappie Sivustolta Go...	 Doogee S40 veden- ja... 134,95 € e-ville.com Sivustolta Go...
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www.gigantti.fi > cms > puhelintarjoukset > puhelintarjoukset

Parhaat kännykkä- ja puhelintarjoukset - Gigantti

Parhaat kännykkä- ja puhelintarjoukset! Viikoittaisissa tarjouksissamme niin Samsungin Galaxy kuin Applen iPhonea ja kaikkea siltä väliltä. Tutustu!

Nokia 8.1 älypuhelin (rauta ...) · Nokia 4.2 älypuhelin (musta) · Sininen






cyclocross

Kaikki Kuvahaku Videot Ostokset Kartat Lisää Asetukset Työkalut

Noin 14 900 000 tulosta (0,53 sekuntia)

Näytä cyclocross

Sponsoroitu

 White GX Lite 19, unisex... 699,00 € XXL Sivustolta Sh...	 Scott Gravel Comp 19... 1 199,00 € XXL Sivustolta Sh...	 White Gx Lite 19, Unisex... 699,00 € XXL Sivustolta Ve...	 Ridley Bikes X- Bow Disc 2018 1 170,00 € Multiriatihlon.fi Sivustolta Kel...	 Scott Gravel Comp 19... 1 199,00 € XXL Sivustolta Ve...
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Mainos · www.bikester.fi >

Cyclocross-Pyörät jopa -40% | Hyviä diilejä pyöristä | bikester.fi

100 päivän avoin kauppa ja ilmaiset palautukset - tutki Bikesterin pyörävalikoima heti. Valikoitua tuotteita huippubrändeilä - Bikesterilta 100 päivän avoimella kaupalla. 100 päivän avokauppa. Älä ohita tarjouksia. Pyöräilyä ympäri vuoden. Brändit: Shimano, SRAM. Täydellinen talvipyörä - Sähköistä pyörämatkasi!

crm saas

Kaikki Kuvahaku Videot Kartat Lisää Asetukset Työkalut

Noin 23 000 000 tulosta (0,31 sekuntia)

Mainos · www.salesforce.com >

Mikä CRM:n tehtävä on? | Ja mitä tarkoittaa älykäs CRM?

CRM on myynnin, markkinoinnin ja asiakaspalvelun paras ystävä. Lue miksi! Pilvipohjainen CRM. Helppokäyttöinen. Helppokäyttöinen CRM. Älykkäämpi CRM. Types: Sales Cloud, Service Cloud, Marketing Cloud, App Cloud.

Sales Cloud: Katso demo · Sales Cloud: Kokeile nyt · Salesforce Suomi blogi

Mainos · www.pipedrive.com >

Pipedrive™ Suomi | CRM-ohjelma myyjille | pipedrive.com

Yli 90 000 myyntitiimin käyttäjä. Aloita ilmainen 14 päivän kokeilu tänään. Helppo hinnoittelu. Integraatit ja add-onit. Helppo data-tuonti/vienti. Käyttäjätasaväläinen. Tyyti: Ilmaiset myyntitiimit. Myyntiputken akatemia, Myyntiputken mallit, Myyntiputken hallinta.

Mainos · www.monday.com/CRM >

Simple & Intuitive CRM | Approved by +100,000 Teams

Organize, track and sell in a visual tool. Simple & Customizable. Try it for Free today!

Mainos · www.netbaron.fi >

Suomalainen CRM-järjestelmä | Automatisoi yhteydenotot

Kotisivujen ja lomakkeiden yhteydenotot automaattisesti CRM-myyntinohjauksjärjestelmään.

hotelli helsinki

Kaikki Kartat Kuvahaku Videot Ostokset Lisää Asetukset Työkalut

Noin 66 500 000 tulosta (0,43 sekuntia)

Mainos · www.ebookers.fi/hotelli/helsingaa >

Hotelli Helsinki | Löydä parhaimmat tarjouksemme | ebookers.fi

Laaja valikoima hotelleja! Varaa meiltä & säästä reilusti! Valikoima edullisia majoituksia. Varaa meiltä & säästä reilusti. Tutustu Bonus+ -ohjelmaan. Asiakas Arvostelut. Yli 285 000 Hotellia. Kilpailukyysiset Hinnat. Asiakaspalvelu: ma-pe 8-18. 18+ Vuotta Suomessa.

Hotellit Helsinki · 3* Hotellit Helsinki · 4* Hotellit Helsinki · 5* Hotellit Helsinki

Mainos · www.booking.com/hotelli/helsinki >

Helsinki Hotelli | Hotelleja puoleen hintaan | booking.com

Varaa hotelleja bed & breakfastteja ja muita majoituksia. Varaa Hotelli Helsingissä, Suomi! Huoneistot. Säästä 10 % Genus. Loma-asunnot. Ei varausmaksuja. Turvallinen varaus.

Mainos · www.trivago.fi >

Hotelli Helsinki alk 50€yö | Vertaa Nyt Hotellihintoja | trivago.fi
Vertaa Nyt Kohteen Helsingin Hotellien Hintoja, Tartu Tarjoukseen ja Säästä! Niin...

Mainos · www.sokohotels.fi/hotelli/helsinki >

Sokos Hotels Helsinki | Omistajan edulliset hinnat | SokosHotels.fi
Omistajille aina vähintään -10% ja Bonusta S-Etukortilla. Varaa nyt Saat edulliset hinnat ja...

What you need to know to get started?

- Ads are targeting by using **keywords**
- Ads are priced per click
- The order of ads and the price per click is determined based on the **ad rank**
- Ads inventory = all searches done in google
- It is very easy to get started with Google Ads, but you have endless optimization possibilities.

Important Google Ads terms

CPC (Cost Per Click) = The price you pay per click.

Max CPC = The maximum click price that you are willing to pay. Determined by you.

CTR (Click-Through Rate) = Percentage that shows how many people that have seen our ad have clicked on it.

QS (Quality Score) = a score given by Google ads that measures the ads relevance for a certain keyword.

Ad auction= Auction made everytime someone makes a search in google

The better the CTR the better the quality score

Ad is shown more if quality score is good

2

How are search results organized?



How to get my ads shown?

Advertisers with a good ad rank shown highest on the page.

Ad rank

=

Max CPC

X

Quality score

What is the quality score?

The quality score is an estimated number by google based on the following:

Click through rate

Ad text relevance

Landing page quality

The relevance of the keyword to
the ad group

Historical account performance

Score 1-10 (1 = Bad, 10 = Excellent)

Ads chosen to the search engine page

1



2

The Google ads systems checks all eligible ads that can be shown for this keywords.

[Halpa Lento New York](#)
www.momondo.fi/New_York
New York helposti & halvimmalla.
- Löydä ja varaa liput jo nyt!

[Äkkilähtö New Yorkiin](#)
new-york.travellink.fi/
Etsi ja varaa edulliset äkkilähtö-
lennot New Yorkiin tänään!

[Halpa Lento New York](#)
www.vertaa.fi/Lento_New_York
Vertaa lentoja New Yorkiin.
Löydä edullisin tarjous täältä!

[Lennä Lufthansalla](#)
www.lufthansa.com/
Halvat lennot New Yorkiin.
Varaa nyt Lufthansan kotisivuilta.

[Halvat Lennot New York](#)
www.flytap.com/
TAP takaa laadun
Lennä paremmin ja edullisemmin

[Halpa Lento New York | Lennot](#)
www.tjareborg.fi/peikkalento
Tjäreborgilta myös pelkät lennot
aina edulliseen päivän hintaan.

3

The order of ads is based on the following
(Ad Rank = Quality Score * Max CPC)

Ad	Quality Score	Max CPC	Ad Rank	Order
x	7	0.5	3.5	3
y	4	0.7	2.8	4
z	2	0.3	0.6	5
b	10	0.6	6	1
c	3	1.3	3.9	2

4

Ads are shown in the following order

GOOGLE halpa lento new york

All Images Videos Maps News More Search tools

About 22,200 results (0,51 seconds)

Halpa Lento New York - Löydä Halvat Lennot New York - Momondo.fi
Ad www.momondo.fi/New_York +45 33 37 80 80
- Etsi, löydä & varaa nyt!
Ilmainen hintavertailu - Säästä aikaa ja rahaa - New Yorkiin 199€ - Lontoonseen 49€
Lennot New Yorkista New Yorkin kaupunkiosas
Lennot Bostoniin Lennot Los Angelesiin

Halvat Lennot New Yorkiin - Tuhansia edullisia lentoja - ebookers.fi
Ad www.ebookers.fi/New_York
Säästä rahaa. Varaa matkasi tänään!
Bonuksia varauksistasi - Tutustu Bonus+ -ohjelmaan - Palkitsevampia matkoja
Finnair Lennot - ebookers Bonus+ - Lennot Helsingistä - Tarjoukset

Halpa Lento New York? - Skyscanner.fi
Ad www.skyscanner.fi
Vertaa halpalentoja New Yorkiin Skyscannerilla ja varaa omasi.
Löydä parhaat hinnat - Etsi lennoista ja vertaa

A few details

Advertisers are competing everytime someone makes a search

Ad rank = QS x Max CPC

The max cpc that you set is not necessarily the price you pay

If you QS is low, the more you pay

3

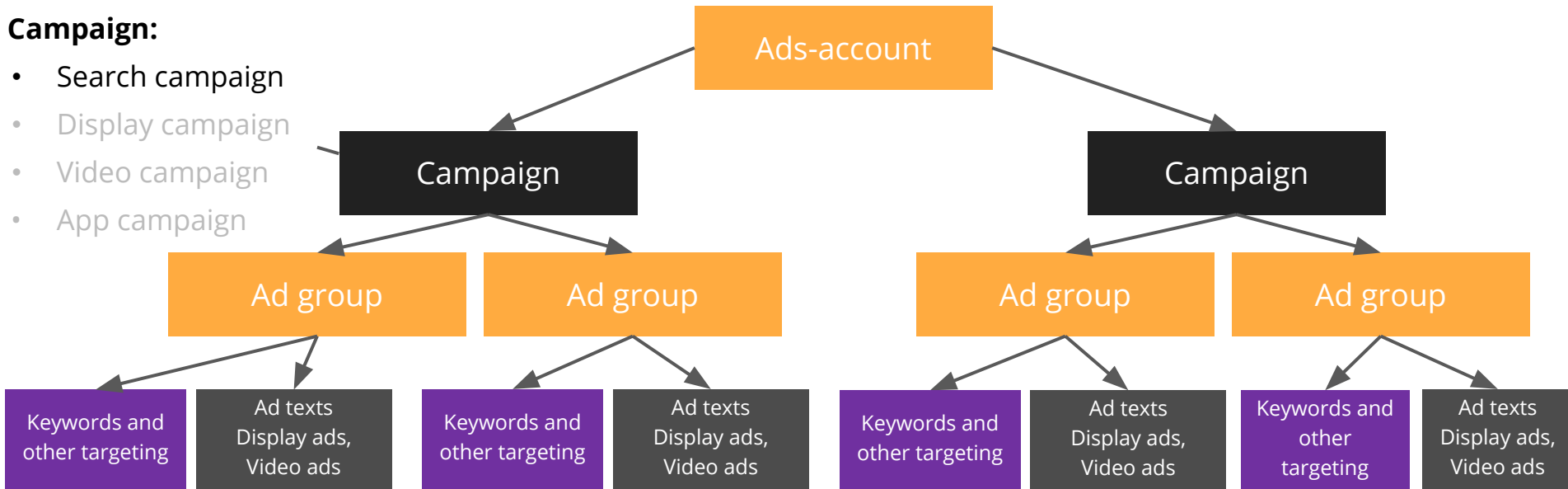
Google Ads account structure and management



Google Ads -account structure

Campaign:

- Search campaign
- Display campaign
- Video campaign
- App campaign

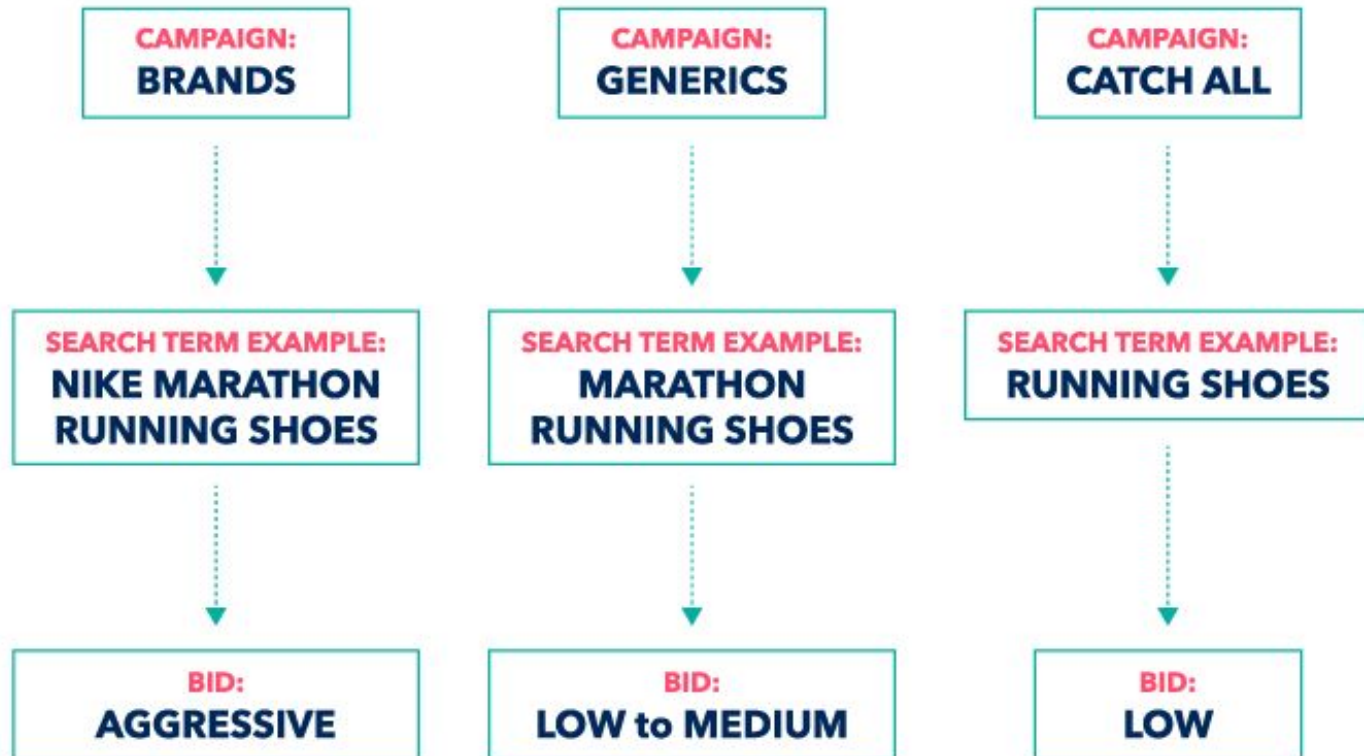


Campaign:

- Consists of at least one ad group
- The budget and for example country targeting is done on the campaign level.

Ad group:

- Consists of at least one ad and one targeting type.



Google Ads -account management

Ads-account

Login information, billing information

Campaign

Daily budget

Language targeting

Device targeting and placement

Geographical targeting

Time settings

Start and end date

Campaign

Daily budget

Language targeting

Device targeting and placement

Geographical targeting

Time settings

Start and end date

Ad group

Different bid for different ad groups

Keywords and
other targeting

Ad texts
Display ads,
Video ads

Ad group

Different bid for different ad groups

Keywords and
other targeting

Ad texts
Display ads,
Video ads

4

Keywords, ad texts & -extensions and bidding



Keywords and match types are the basis of SEM

- Keywords are used to control when your ads are seen.
- You can decide how strict you want to be with keyword match type.
- Different match types usually have different prices
- Negative keywords are used to control campaigns
- Some keywords are not allowed (drugs, medication etc.)

Match type	Symbol	Example	Can be seen when	Example search
Broad match	Nothing	Womens hats	Typos, synonyms, similar searches with broad scope	Buy womens hats Womens clothing
Broad match modifier	+keyword	+womens +hats	All terms including plus sign in any order and close matches to it	Womens clothes and hats Womens winter hats
Phrase match	"keyword"	"women hats"	Phrase or close match to it in exact order	Blue womens hats
Exact match	[keyword]	[womens hats]	Exact or very close match to keyword	Womens hats Girls hats

Search terms report

- Important tool in optimization
- Shows which keywords have triggered your ads.
- Used to find new keywords and add negative keywords.

<input type="checkbox"/>	Search term	Match type	Added/Exclud
<input type="checkbox"/>	tuotantotalous työpaikat	Phrase match	None
<input type="checkbox"/>	aalto informaatioverkostot	Broad match	None
<input type="checkbox"/>	di työn ohessa	Broad match	None
<input type="checkbox"/>	diplomi insinööri maisteriohjelma	Broad match	None
<input type="checkbox"/>	informaatioverkostot	Broad match	None
<input type="checkbox"/>	informaatioverkostot mallilukujärjestys	Broad match	None

Keyword planner

The image shows a screenshot of the Google Ads interface. At the top, there is a navigation bar with icons for SEARCH, REPORTS, TOOLS & SETTINGS, BILLING, and a notification bell. Below this, the main header reads "All campaigns". On the left, there is a sidebar with a "Campaigns" section and a blue "+" button. The main content area displays a line chart with two lines (one red, one blue) and a y-axis ranging from €0.00 to €2,500.00. A filter bar at the bottom of the chart area shows "Campaign status: All but removed; Campaign name contains viaplay" and an "ADD FILTER" button. A large white menu is overlaid on the right side of the screen, listing various tools and settings. The "Keyword Planner" option is highlighted with a red border.

All campaigns

SEARCH REPORTS TOOLS & SETTINGS BILLING

Campaigns

€2,500.00
€1,250.00
€0.00

Jan 1, 2021

Campaign status: All but removed; Campaign name contains viaplay View all ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

- PLANNING
 - Performance Planner
 - Keyword Planner**
 - Reach Planner
 - Ad Preview and Diagnosis
- SHARED LIBRARY
 - Audience manager
 - Bid strategies
 - Negative keyword lists
 - Shared budgets
 - Location groups
 - Placement exclusion lists
- BULK ACTIONS
 - All bulk actions
 - Rules
 - Scripts
 - Uploads
- MEASUREMENT
 - Conversions
 - Google Analytics
 - Attribution
- SETUP
 - Business data
 - Policy manager
 - Access and security
 - Linked accounts
 - Preferences
 - Google Merchant Center



Tiimi

Palvelut

Law stories

B



Legal Department as a Service

Palvelupaketit

Riidanratkaisu

Finanssiala

Verotus

Yritysjärjestelyt ja rahoitus

Koulutukset

Tapahtumakalenteri

🔍 running shoes, football shoes, basketball shoes

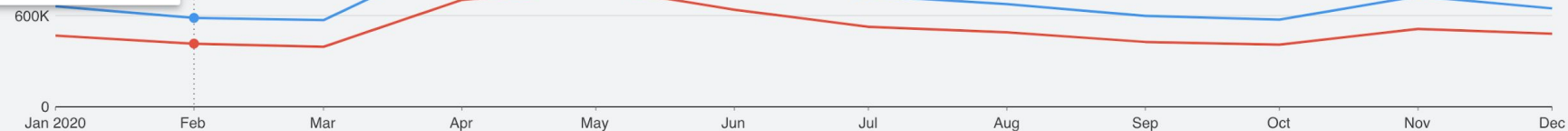
Broaden your search: [+ shoes](#) [+ football](#) [+ basketball](#) [+ running](#) [+ kengät](#) [+ lenkkarit](#) [+ jalkineet](#)

February 2020

-12%

— Total: 584,580

— Mobile: 415,788



🔼 Exclude adult ideas [ADD FILTER](#) Showing 3,281 of 3,284 keyword ideas

📄 COLUMNS [^](#)

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> running shoes	74,000	High	—	€0.41	€1.10	
<input type="checkbox"/> football shoes	9,900	High	—	€0.20	€0.42	
<input type="checkbox"/> basketball shoes	18,100	High	—	€0.36	€1.16	
Keyword ideas						
<input type="checkbox"/> nike pegasus	27,100	High	—	€0.18	€0.45	
<input type="checkbox"/> nike revolution 5	18,100	High	—	€0.25	€0.72	

Ads

- Consists of URL, headlines and descriptions.
- Trying to reflect the users search so important to add keyword to ad.
- Some characters/symbols cannot be used
- Advertising on competitors keywords is grey zone.
- You don't have to use all characters.

New text ad

Final URL
www.columbiaroad.com

Headline 1
SEM-koulutukset

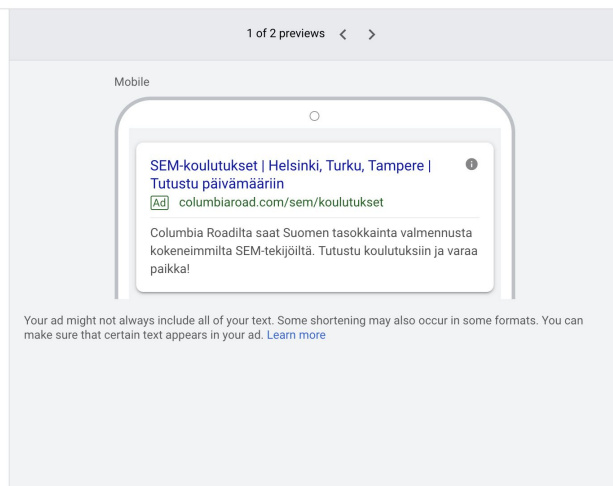
Headline 2
Helsinki, Turku, Tampere

Headline 3
Tutustu päivämääriin

Display path
columbiaroad.com / sem / koulutukset

Description 1
Columbia Roadilta saat Suomen tasokkainta valmennusta **kokeneimilta SEM-tekijöiltä.**

Description 2
Tutustu koulutuksiin ja varaa paikka!



Ads extensions

- Can be added on account, campaign or ad group level
- Making the ad bigger (CTR increase)
- Possibility to direct to users to the right place immediately
- Google decides if extensions are shown (black box)

Extension

Create new Use existing

Sitelink 1

Sitelink text

SEM koulutus

Description line 1 (recommended) 12 / 25

Suomen pätevimmat tekijät

Description line 2 (recommended) 25 / 35

Suosituimmat koulutukset

Final URL 24 / 35

<http://columbiaroad.com/koulutukset>


Sitelink 2

Sitelink text

SEO koulutus

Desktop

Headline 1 | Headline 2

 www.example.com




Description 1

SEM koulutus	SEO koulutus
Sitelink text	Sitelink text

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)

Bids

- Bids are used to optimize how keywords enter auctions
- If you increase your bid, your ad rank increases.
- The actual click price is lower than your bid. Good to not have it too big or small
- Google ads tells you if your bid-level is not big enough for first page bid

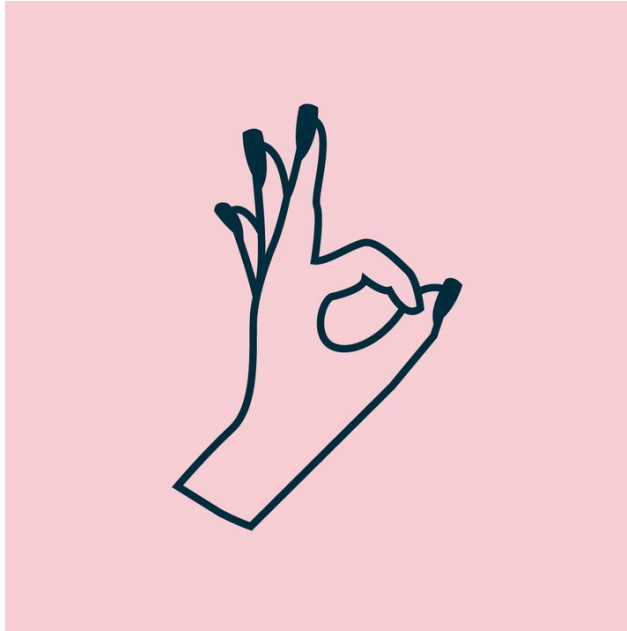
Status	Max. CPC	Policy details	Final URL	Clicks	↓ Impr.	CTR	C
<u>Campaign paused</u>	€1.00 (enhance) 	Eligible	—	0	0	—	€0.
<u>Campaign paused</u>	€1.00 (enhance) 	Eligible	—	0	0	—	€0.
Campaign	€1.00 	—					

5

Campaign optimization and benchmark numbers



Google Ads search campaign benchmark-numbers



Good CTR?

- Depends on the industry
- Typically 2 % is considered good
- 1 % is enough in B2B sector
- E-commerce ads should strive for 5 % CTR
- Expect 30 % CTR for own brand keywords

Google Ads search campaign benchmark-numbers



Good CPC?

- Depends on the industry
- Typically 0,50 – 0,80 €
- Click prices can be very high on B2B sector
- Expect to pay 0,05-0,15 € for own brand keywords

Google Ads search campaign benchmark-numbers

Good quality score?

- Depends on the industry
- Higher than 6 is usually good
- Quality score usually 3-5 in B2B context



Important to optimize: CTR

→ When CTR gets better, all other numbers get better

What to do with low CTR?

If CTR is under 1 % you should start with:

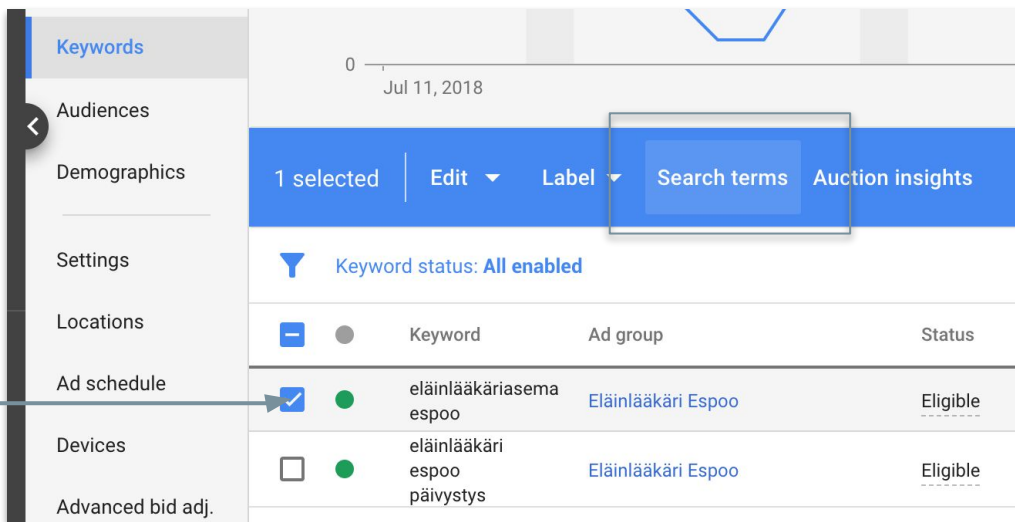
- Checking keyword level data
- Write new **ads**
- Divide keywords into different ad groups
- Add **extensions**

Clicks	Impr.	CTR
75	15,925	0.47%
0	165	0.00%
5	616	0.81%
0	2,124	0.00%

What to do if CTR is low?

Case 1: one keyword brings 90 % of impressions

- The ad group has one keyword that gets the majority of impressions
- **Choose this keyword** and look at the search terms report
- Are there irrelevant keywords? → **Exclude from ad group**



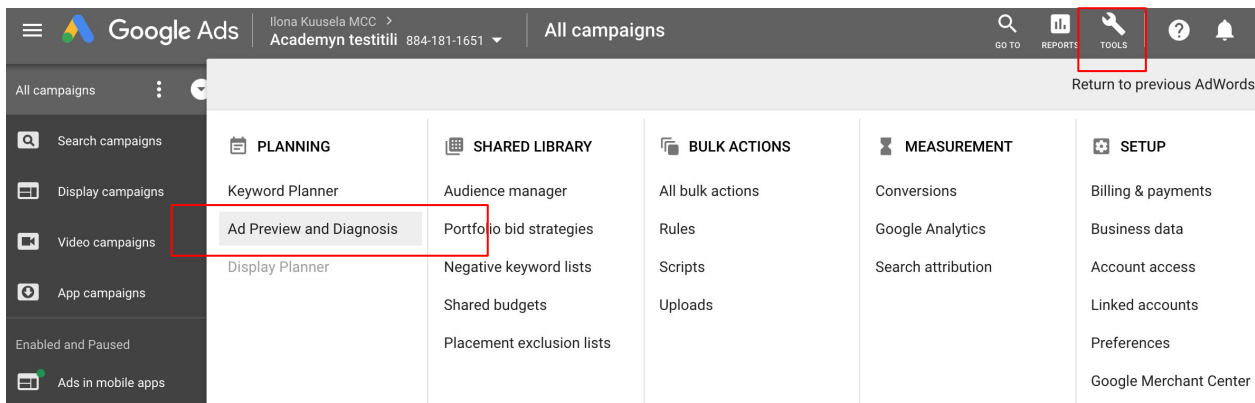
The screenshot shows the Google Ads interface for a keyword. The left sidebar contains navigation options: Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, and Advanced bid adj. The main content area displays a search terms report for the keyword 'eläinlääkäriasema espoo' in the 'Eläinlääkäri Espoo' ad group. The report shows two search terms: 'eläinlääkäriasema espoo' and 'eläinlääkäri espoo päivystys', both with a status of 'Eligible'. A blue box highlights the 'Search terms' button in the top navigation bar, and a blue arrow points to the 'Search terms' button in the left sidebar.

Keyword	Ad group	Status
eläinlääkäriasema espoo	Eläinlääkäri Espoo	Eligible
eläinlääkäri espoo päivystys	Eläinlääkäri Espoo	Eligible

What to do if CTR is low?

Case 2: Ad text does not attract clicks

- The ad text is not attractive for the user
- Ad is possibly shown for irrelevant keywords. Is the ad text relevant for the search?
- Does the ad include a clear call to action (CTA)?
- Compare competitors ads (check Ad preview and diagnostics -tool)



What to do if CTR is low?

Case 3: Too many keywords in one ad group

- Too many different keywords in one ad group
- This leads to ad text shown for irrelevant terms
- Check keyword list and identify different themes
- For example “juomalasit” and “kahvikupit” are different themes
- Make new ad groups and move keywords to them. Make sure that the new ad group has a more precise theme.

Juomalasit
Osta juomalaseja
Juomalasit netistä



Tilaa kauniita juomalaseja | Verkkokaupasta kotiovelle

 www.astiastokauppa.com

Suurin valikoima juomalaseja. Löydä juuri omaan astiakaappiisi sopivat lasit!

Kahvikupit
Osta kahvikuppeja
Kahviastiasto netistä



Kahvikupit verkkokaupasta | Luotettava toimitus

 www.astiastokauppa.com

Suurin valikoima kahvikuppeja. Löydä elämäsi kahviastiasto!

What to do if CTR is low?

Case 4: Add ad extensions

- Ad extensions make the ad text more attractive and trustworthy
- Add at least enough site links
- If possible, also add phone number to ads.

Astiastot Hobby Hall - hobbyhall.fi

Mainos www.hobbyhall.fi/ ▼

Tilaa kodin sisustustuotteet Hobby Hallista. Tilaa heti! Jopa 48kk maksuaikaa. 14 päivän palautusoikeus. Maksuton palautus. Uutta: Kuukausiraha®. Tyypit: Kodinkoneet, Elektroniikka, Työkalut, Vaatteet, Sisustus, Urheilutarvikkeet, Kauneustuotteet.

Matot

Tilaa kodin matot helposti netistä.
Nopea ja edullinen toimitus!

Koti ja sisustus

Katso ideat kodin sisustukseen.
Tutustu tarjouksiin ja tilaa!

Other optimization

Bounce rate, quality score and click prices

What to do if bounce rate is high?

Bounce rate is high if it differs significantly from other traffic


- **Is the landing page relevant** regarding the search made
- Is the **ad text** talking about the same things as the landing page
- Is the page too slow?
 - ◆ Check benchmarks here:
<https://www.machmetrics.com/speed-blog/average-page-load-times-for-2020/>

Behavior		
Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
66.08% Avg for View: 66.08% (0.00%)	2.04 Avg for View: 2.04 (0.00%)	00:01:20 Avg for View: 00:01:20 (0.00%)
67.78%	2.00	00:01:07
78.47%	1.44	00:00:38
53.53%	2.43	00:02:16
50.88%	2.78	00:02:17
86.37%	1.25	00:00:26
44.85%	3.02	00:02:19
88.97%	1.17	00:00:08
64.94%	2.16	00:01:12

What to do if site speed is slow?

If your page is slow it affects all visibility (not just SEM)

- Check benchmarks here:
<https://www.machmetrics.com/speed-blog/average-page-load-times-for-2020/>
- Google's tips on making your site faster
<https://developers.google.com/speed/pagespeed/insights/>
- Check your site speed for different time periods in Google Analytics. Could be because of an update.

	BEHAVIOR
	Overview
	Behavior Flow
▶	Site Content
▶	Site Speed
▶	Site Search
▶	Events
▶	Publisher
	Experiments

What to do if quality score is bad?

You should start to improve your quality score if it is between 1-5

- **Go back to how to improve CTR**
 - ◆ This is the most important thing you can do
- **Check how to decrease bounce rate**
- **Make new more relevant landing page**

Keyword	Status	Max. CPC	Policy details	Final URL
toimisto muutto	Below first page bid (€3.36)	€0.01	Approved	
"toimistomuutto"	Eligible			
+toimisto +muutto	Eligible			
[toimistomuutto]	Eligible			
[toimiston muutto]	Eligible			
"toimisto muutto"	Eligible			
+toimistomuutto	Eligible			
"toimiston muutto"	Eligible			
[toimisto muutto]	Eligible			
toimistomuutto palvelut	Low search volume			

This keyword is eligible to run ads

Ad showing in search results?

! An ad isn't showing now

- We currently can't determine why your ad isn't showing. [Learn more](#)

[TEST AGAIN](#)

[Ad Preview and Diagnosis](#)

Quality Score	Expected clickthrough rate
3/10	Below average
Ad relevance	Below average
Landing page experience	Average

[Learn more](#)

What to do if click prices are too high?

If the click prices are too high and you cannot raise your budget:

- Increase your quality score
- Refine your keyword targeting
 - ◆ Choose a handful of best working keywords and add them to an ad group with tight targeting
- Stop using expensive keywords and try to find more “niche” -keywords which are possibly cheaper

Analyze your own campaign

→ Are some of your keywords too broadly chosen?



Check search terms -report

Add important keywords with “exact match”

→ Is the ad text relevant for all keywords in ad group?



Divide ad groups in tighter themes and make new ad group.

→ How do competitors ads look like?



Open Ad preview and diagnostics and use your search terms.

→ Are you using ad extensions?



Check your ad extensions list and thinks what else could be added

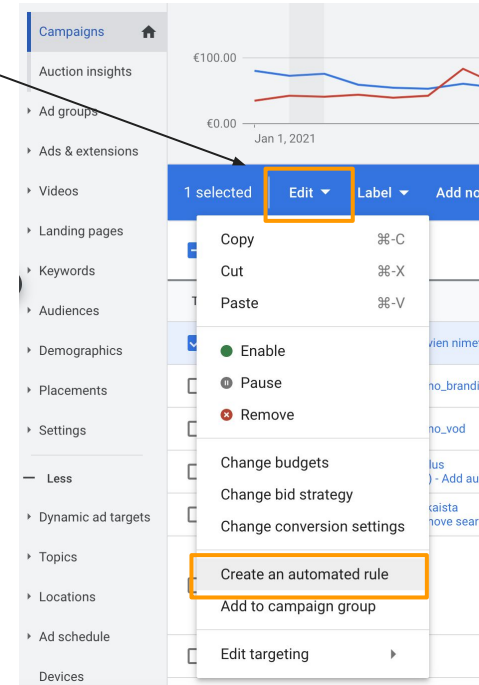
Useful automatic settings

Automated rules

Start and pause campaigns, ad texts, keywords when you want.

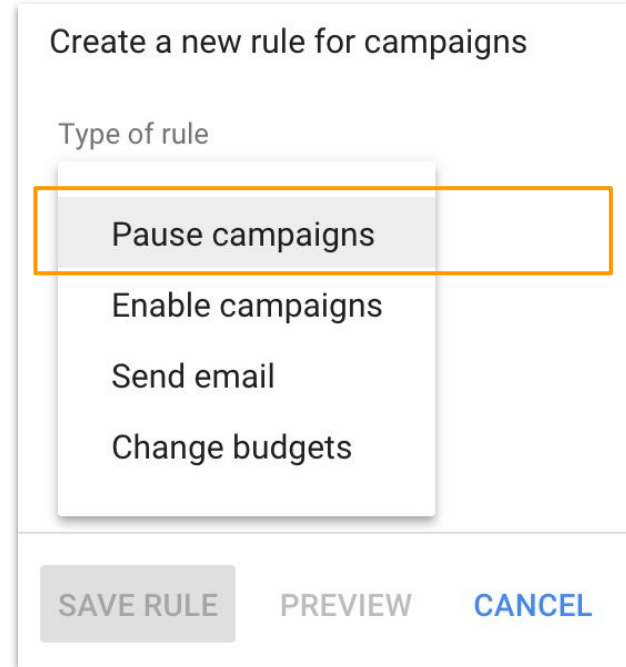
Automated rules

You can find the automated rules here:



Automated rules - Pause campaigns

- Typically used to pause campaigns
- Different ads can be paused on the ads page
- Different keywords on the keywords page
- You can also for example lower or increase budget



Create a new rule for campaigns

Type of rule

- Pause campaigns
- Enable campaigns
- Send email
- Change budgets

SAVE RULE PREVIEW CANCEL

Automated rules - Pause campaigns

Condition [?]

+ ADD

Skip “Condition”, if you want to pause all campaign

Define the frequency to run your action [?]

Frequency

Once ▼ 19 Aug 2018 ▼ 23:00 ▼ using data from All time ▼ [?]

Email results

Only if there are changes or errors ▼

Rule name

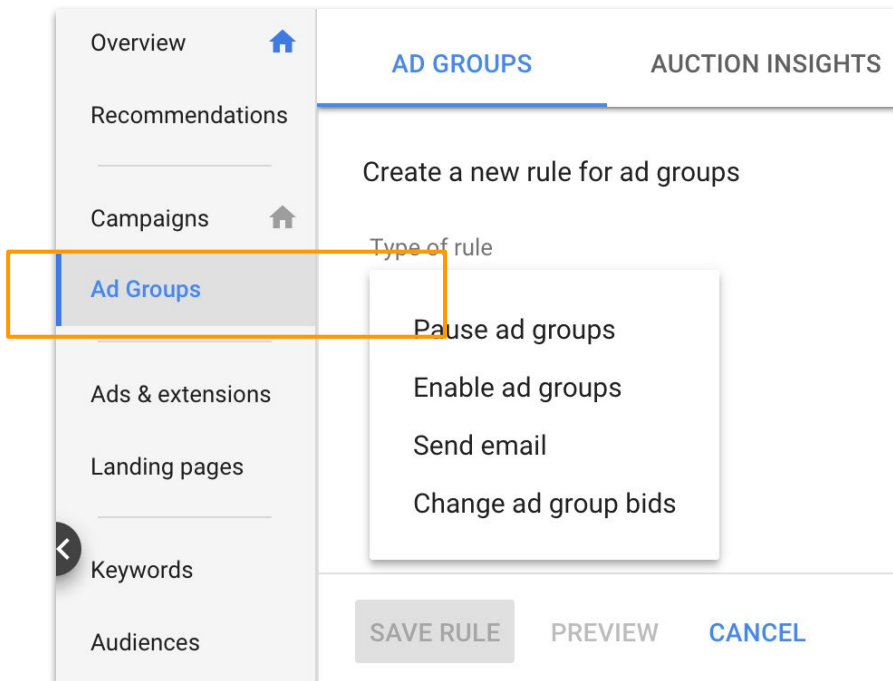
Pause campaigns on 19.8.

SAVE RULE PREVIEW CANCEL

Choose “Once” and the time you want the campaign to be paused.

Automated rules on different pages

→ Different settings can be found for ad groups, ads, etc.



6

Practical tips



How to start?

- Start with one campaign with a small budget
 - Broad match helps you to see better what people are searching for
- Google ads gives you data all the time, where to go next
 - What keywords are triggering your ads, what does it cost, who are you competing with
- Ads works as a testing platform
 - You can write x numbers of ads and see what performs best
 - Ad groups tell you what themes work and what does not
- Optimization and campaign management works in the same way despite size of account
 - If bigger, you need to however rely on automation, scripts and other programs
- Google analytics and conversion tracking needs to be set

Worst mistakes

- Too many zeros in budget
- Using negative keywords in the wrong way
- Ads not approved for some reason = Zero visibility
- Ads triggered for wrong keyword

7

Google Optimize



Google Optimize



- Separate web tool, modifies page after load
 - Independent from CMS
- Tight integration with Google Analytics
 - Detailed reports & insights available
- Personalization (change page based on users buying/browser history)

Advantages

- Easy WYSIWYG editor & code injection possible
- Easy to do simple A/B Tests (Copy changes, button color, reorder & hide elements)
- Huge amount of data available
- Tests can be targeted to narrow user groups
- FREE basic version (limited to 5 tests running simultaneously)

Disadvantages

- Easy to break shopping funnel
- Complex or UX changes often require custom JS code
- Customization abilities highly depend on underlying HTML structure
- Never reaches 100% of users (Ad & Cookie blockers)

Testing possibilities

- 4 different tests are possible
- A/B test most common
- Multivariate test needs more traffic
- Redirect if you want to test bigger changes on your site

Name *

e.g. My experience

0 / 255

What is the URL of the page you'd like to use? This is called your **editor page**. * ⓘ

e.g. <http://www.example.com> or www.example.com

What type of experience would you like to create?



A/B test

Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)



Multivariate test

Tests variants with two or more different sections. [Learn more](#)



Redirect test

Tests separate web pages identified by different URLs or paths. [Learn more](#)

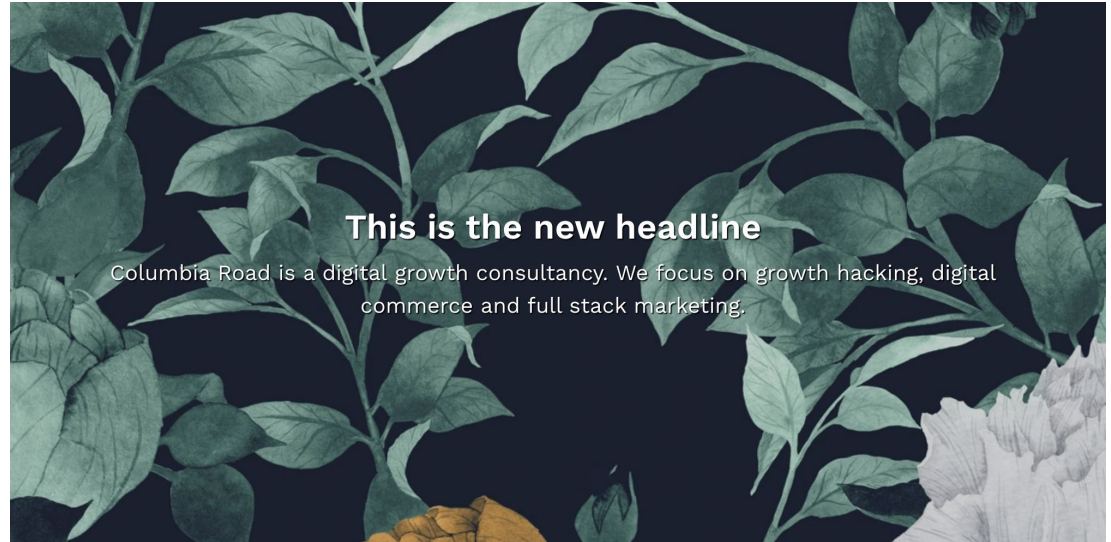


Personalization

Personalize your page for targeted visitors. [Learn more](#)

What can you test?

- Button text
- Color
- Delete sections
- Redirect



 Draft. Some set-up steps must still be completed.



▶ Start



CREATE VARIANTS
Customise your site



ADD TARGETING RULES
Target your site visitors



LINK TO ANALYTICS
Select a property and view



SET UP OBJECTIVES
Choose objectives to optimise








START
Schedule or start


Targeting and variants

Variants

What do you want to test?




Original	 50% weight	 Preview ▾	View
Headline change	 50% weight	 Preview ▾	Changes (1) Edit 

[+ Add variant](#)

Editor page: <https://shop.columbiaroad.com/> 

Page targeting

Where should this experience run on your website?

WHEN  URL matches  







AND [+ Add URL rule](#)

Audience targeting






Targeting

- Google Ads
- Devices
- Geography
- Behavior
- Parameters
- Or more advanced

Choose rule type

-  **Google Analytics audiences**
Target Audiences created in Google Analytics. Optimize 360 required ?
-  **Google Ads**
Target Google Ads accounts, campaigns, ad groups, and keywords. >
-  **Device category**
Target visitors using on mobile, tablet, or desktop devices. >
-  **Behavior**
Target new vs. returning visitors or those coming from specific referrers. >
-  **Geography**
Target visitors from a specific city, metro, region or county. >
-  **Technology**
Target visitors using a specific device, browser or OS. >

Advanced

-  **Query parameter**
Target based on a query parameter in the URL. >
-  **Data layer variable**
Target based on key values stored in the data layer. >
-  **JavaScript variable**
Target a JavaScript variable in the source code of the webpage. >
-  **First-party cookie**
Target users that have a first-party cookie from your website. >
-  **Custom JavaScript**
Target pages based upon a value returned by custom JavaScript. >

Measurement and objectives

- E.g goals from Google Analytics
- Page views
- Bounces
- Session duration
- Or create custom events

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Property

http://shop.columbiaroad.com

View

All Web Site Data 

Experiment ID

qylElkf6SJ24WhqOotts-g

Objectives

The website functionality you wish to optimise. [Learn more](#)

PRIMARY OBJECTIVE

[Add experiment objective](#) ▼

A/B testing example



KOTI • NÄE JA KOE • AKTIVITEETIT • LONNA

 Täyttää 4/10 vastuullisempien valintojen kriteeriä >

Lonna

Lonna, 00190 Helsinki

Lonna on sympaattinen pieni saari Kauppatorin ja Suomenlinnan välissä. Kyseessä on Suomenlinnan söpö pikkusisar, jossa aikoinaan tehtiin laivat immuuneiksi merimiinoille. Nykyään tämä historiallinen saari mahdollistaa kesäisiä mukavia hetkiä vain 10 minuutin vesibussimatkan päässä Kauppatorilta. Saarella palvelevat yleisön suosioon noussut Lonnan Ravintola katettuine terasseineen sekä Kahvila & Baari.



KOTI • NÄE JA KOE • AKTIVITEETIT • LONNA

 Täyttää 4/10 vastuullisempien valintojen kriteeriä. Lue lisää. >

Lonna

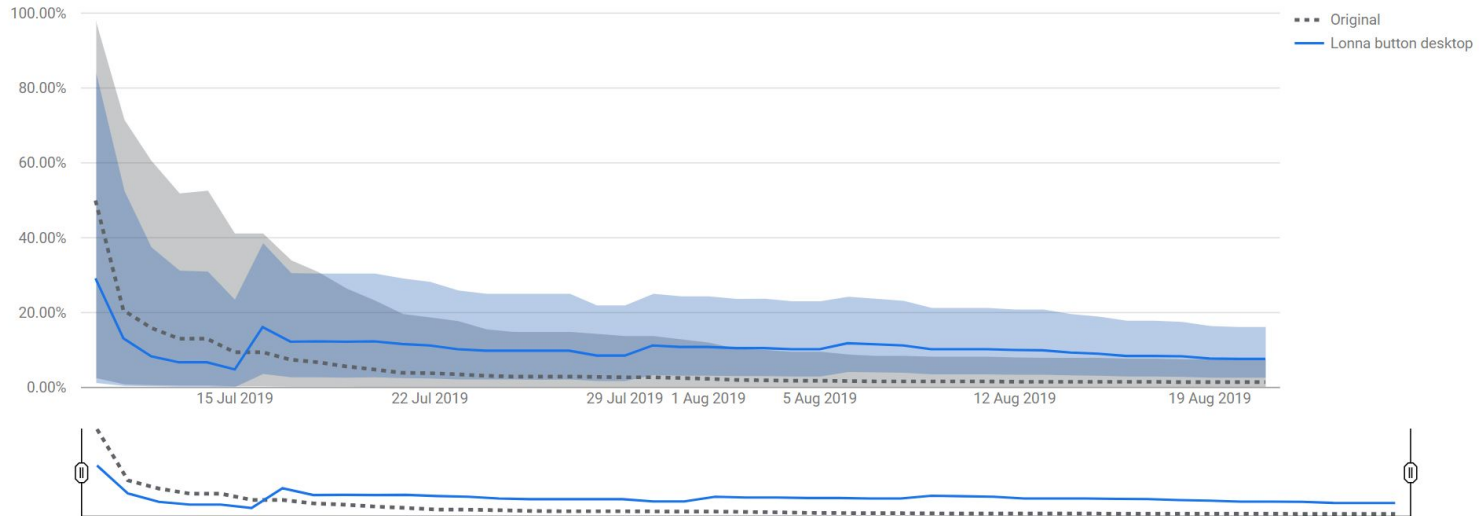
Lonna, 00190 Helsinki

Lonna on sympaattinen pieni saari Kauppatorin ja Suomenlinnan välissä. Kyseessä on Suomenlinnan söpö pikkusisar, jossa aikoinaan tehtiin laivat immuuneiksi merimiinoille. Nykyään tämä historiallinen saari mahdollistaa kesäisiä mukavia hetkiä vain 10 minuutin vesibussimatkan päässä Kauppatorilta. Saarella palvelevat yleisön

A/B testing example

<input checked="" type="checkbox"/> Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Conversion Rate	Conversions
<input checked="" type="checkbox"/> Original 47 sessions	Baseline	5%	Baseline	<0.1% 7.4%	0
<input checked="" type="checkbox"/> Lonna button desktop 59 sessions	-27% to 73,058%	95%	95%	2.6% 16.1%	4

Conversion Rate Over time

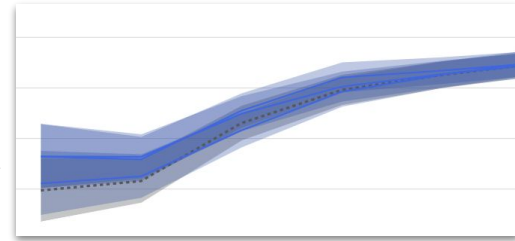


Statistical background for A/B testing

Statistical significance (Call a winner)

Things you need to call a winner

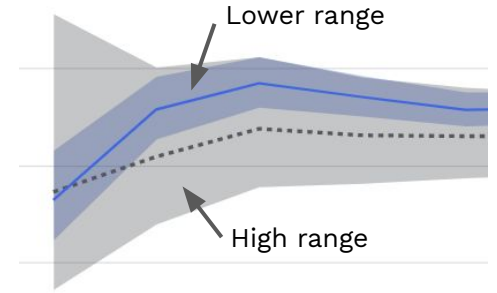
- **Sufficient data** = Representative sample of your audience
 - Minimum sample size depends on total audience size (example: Amazon needs a bigger sample size than Tokmanni)
 - Absolute minimum is 100 conversions (not visitors) per experiment (example: If you have a conversion rate 1%, absolute minimum is 10.000 visitors)
- **Consistent data** = test needs to keep winning for 5 days
 - If your lines keep crossing it means either:
 - (A) You don't have enough data
 - (B) Your test doesn't produce a statistically measurable difference
 - Bigger sites usually have -1% to +1% fluctuation (smaller sites are often -2% to +2%)
 - The higher the lift, the lower is the sample size you need to have a statistically relevant improvement



Statistical confidence

How high does my statistical confidence need to be to call a winner?

- Find different answers: 90%, 95%, 99% confidence level
- If you make sure that you have previous factors considered (Sufficient data, consistent data), you can go with a lower confidence level (90%),



8

Questions



Columbia
Road