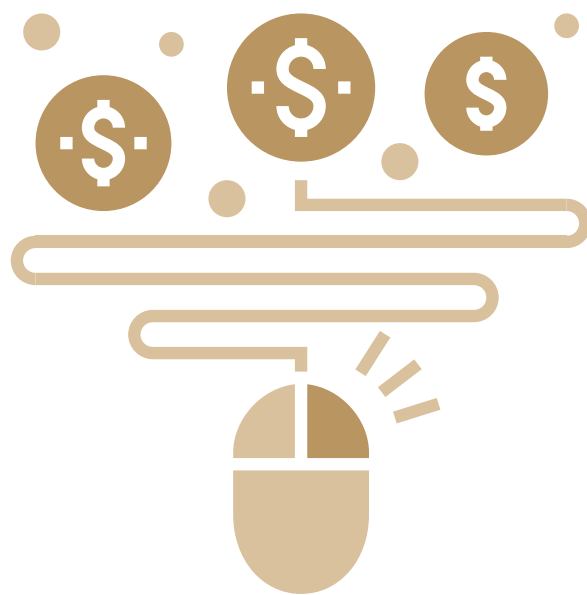




*Experience Authentic Transformation*

## QUICK GUIDE



## PAY-PER-CLICK

# Summary

## 1. PPC Basics

## 2. Major PPC Ad Networks

- Google Ads
- Microsoft Ads
- YouTube

## 3. Account Edifice

- Campaigns and Ad Groups
- Keywords
- Audiences

## 4. Ad Copy

- Extended Text Ads
- Product Listing Ads (PLAs)
- Image Ads

## 5. Ad Extensions

- Sitelink Extensions
- Location Extensions
- Call Extensions
- App Extensions
- Ratings Extensions

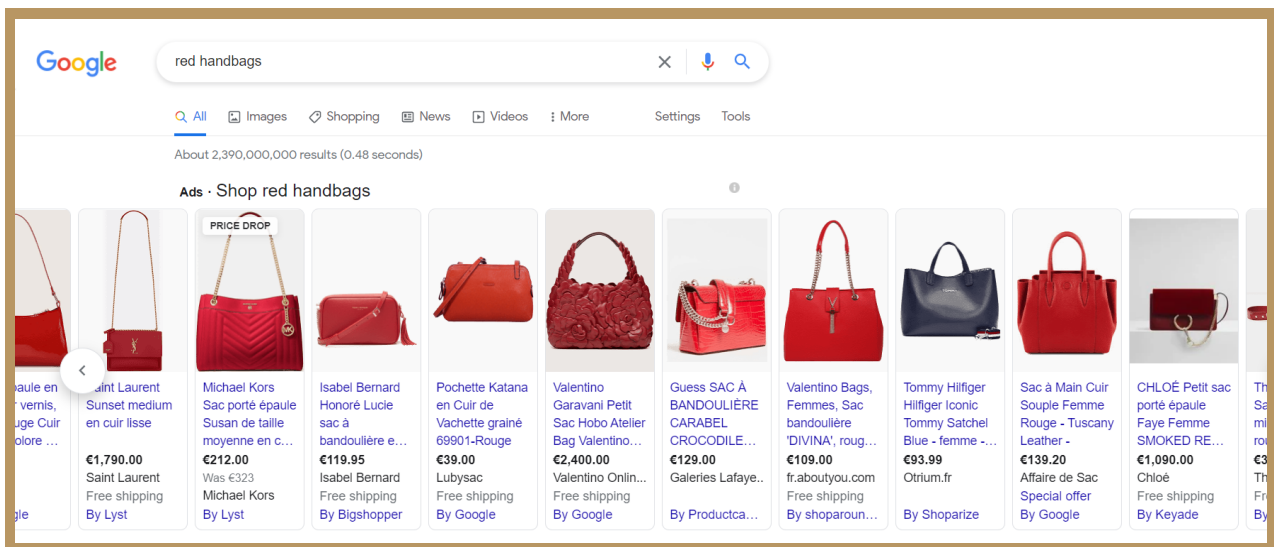
## PPC BASICS

PPC (pay-per-click) marketing is a type of online promoting in which promoters accumulate costs when customers click their ads. Promoters bid on the alleged worth of a click in relation to the keywords, platforms, and audience type in which it originates.

PPC is utilized for all sorts of campaign targets, including:

- Improving sales.
- Leads Generation.
- Promoting brand recognition.

Users are seeking specific products, services, and information at any given time. Promoters have the capacity to demonstrate a targeted ad at the precise instant this search is transpiring. For instance, if a customer searches for “Red Handbags,” a promoter can reveal an ad talking to “Red Handbags.”



Via both targeting settings and account formation, promoters can run profitable PPC promotions as long as significance is dominant.

## MAJOR PPC ADS NETWORKS

It is impossible to find an ad network that is similar to another. You need to look at several factors to decide which network works best for your advertising needs.

Network users base their investing decisions on:

- Quantity for ad serving.
- Creative prospects.
- Advertiser cost.

The top three major PPC ad networks advertisers usually go for are:

- Google Ads.
- Microsoft Ads.
- YouTube,

### **Google Ads**

Search and display campaigns allow demographic targeting in age, gender, parental status, and household income. Combining demographic targeting tightens the existing reach for ads, however making targeting more relevant. Google search engine results, web placements on the GDN, shopping, mobile apps, and YouTube are all placements for Google Ads. Google Ads can be executed in different formats, either text, image, video, or even responsive. The cost-per-click (CPC) is based on competition and ad quality, allowing to Cost-per-1000 impressions (CPM).

### **Microsoft Ads**

Microsoft Ads help to bring in campaigns from Google Ads, abridging the process of launching. Microsoft's biggest asset is Yahoo, they have exclusivity when it comes to Yahoo search results having to their disposal several digital assistant voice searches and targeting via LinkedIn profile data. Microsoft placements include search engines, MSN, outlook.com, and even LinkedIn. Microsoft ads come in different formats including shopping campaigns, dynamic search ads, text for search, LinkedIn text ads, etc. Its CPC model is centered on competition and quality.

### **YouTube**

YouTube through the Google Ads platform creates and manages campaigns with concise data on demographics and engagement via YouTube's own built-in Analytics accessible through your YouTube account. These ads are only placed on YouTube itself and come in various formats including skippable in-stream ads, non-skippable in-stream ads, video discovery ads, masthead ads, and bumper ads. The price for these ads is varied based on CPV and CPM.

# ACCOUNT EDIFICE

## Campaigns & Ad Groups

You can create individual campaigns first by choosing keyword themes. Keyword themes are basically campaigns, and each campaign is themed with subcategories known as “ad groups”. An example of a themed campaign is the theme of “Shoes” containing subcategories withing known as ad groups. Ad groups may include “Red Shoes”, “Sneaker Shoes”, and “Ballet Shoes”. It must be noted that each ad group may in fact contain keyword variations that are correlated to the theme, and examples of these are “Cheap Ballet Shoes”, “Ballet Shoes on Sale”, and “Kids Ballet Shoes”.

## Keywords

The Five Keyword match types are:

- Broad Match
- Phrase Match
- Exact Match
- Modified Broad Match
- Negative Match

**Broad Match** allows you to reach the broadest audience possible, allowing you to run a larger volume of traffic to your website. It is also Google Ads’ default match type.

**Phrase March** keywords are more focused, giving you more flexibility in gaining visitors to your website.

**Exact Matches** are built on exact search requests and words, that are highly detailed. For your ad to show up, the search request has to match the keyword exactly. Even though these are very difficult to overcome, they are easier to convert.

**Modified Broad Match** grants you more influence over your search appearance and enhances the relevancy of the traffic you entice with PPC ads.

With the **Negative Match** keyword type, you can disregard your ads to show up for specific search terms.

## Audiences

Audiences are units of users segmented in an array of styles. Audiences are usually used in remarketing. Audiences can be formed built upon specific page views, time spent on site, pages per visit, and etc. Audiences are bid upon based on importance.

## AD COPY

### Extended Text Ads

Text ad composition and character restrictions for Google Ads are as follows:

- **Headline 1** – Minimum 30 characters (with spaces)
- **Headline 2** – Minimum 30 characters (with spaces)
- **Description Line** – Minimum 80 characters (with spaces)
- **Path 1** – Minimum 15 characters
- **Path 2** – Minimum 15 characters

An ad cannot contain overcapitalization, punctuation, or even misleading statements. Display URL must combine path 1 and path 2.

Every ad group should contain at least two ads for testing purposes. Here is an example of a “Gucci” ad:

Ad · <https://www.gucci.com/fr> ▼

**Gucci.com - Site Officiel GUCCI® - Offrez-vous la Collection**

Découvrez les Chaussures, Accessoires et Prêt-à-Porter Femme et Homme ultimes. Conçus par Alessandro Michele. Maintenant sur **Gucci.com**. Site **Gucci** Officiel. Service Client Dédié.

Here is an example of a mobile version of the “Gucci” ad.

Ad · <https://www.gucci.com/qa> ⓘ

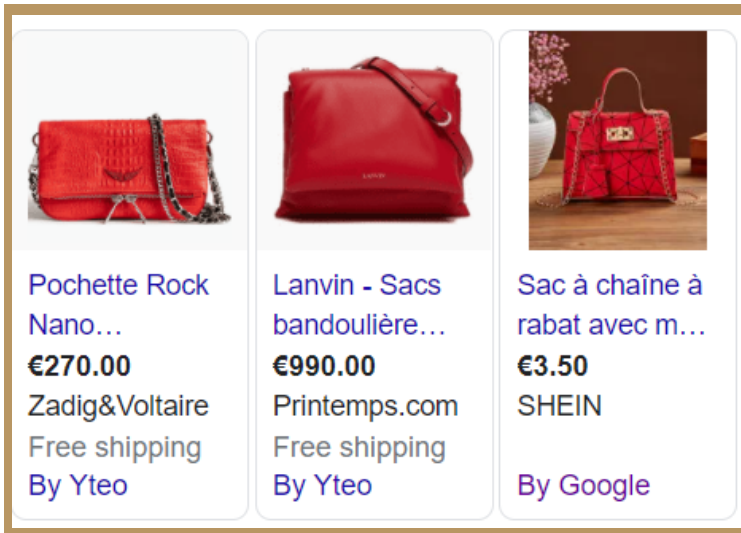
**GUCCI® Official Site - Shop the New Collection**

Discover the Flagship Destination for Ready-to-Wear, Shoes & Accessories. Designed by Alessandro Michele. Available Now on Gucci.com. Made In Italy.

Write one version of the ad copy that should automatically format the ad for mobile and desktop. Be wary of how your ad appears for each format. Clicking, visitors should be taken to the landing page and must contain a selection of Gucci Products.

### Product Listing Ads (PLAs)

These are square parts used in eCommerce PPC campaigns that contain product titles, images, and prices.



### Image Ads

An image ad contains an image provided by you that includes information about your business, services, or products. You can either create an ad that will adjust sizes on its own depending on where it will appear or, use one of these 19 standard sizes for image ads:

- 728 x 90
- 930 x 180
- 970 x 90
- 970 x 250
- 980 x 120
- 320 x 50
- 320 x 100
- 580 x 400
- 120 x 600
- 160 x 600
- 300 x 600
- 300 x 1050
- 468 x 60
- 336 x 280
- 200 x 200
- 240 x 400
- 250 x 250
- 250 x 360
- 300 x 250

## AD EXTENSIONS

### Sitelink Extensions

Sitelink extensions are extra links to help customers navigate deeper into your website. Sitelink extensions are manually added and can be done so via Google

and Microsoft. Sitelinks should be relevant to the search.

Ad · <https://www.printful.com/> ▾

### Create and Order Custom Mugs - Add Your Text and Design

**Create** custom **mugs** with your unique **design** or **photo**. Order now. More than 220 premium products. Worldwide shipping and fast delivery. High product quality. \$345M sold by customers. Trusted by 950k sellers. 8M products printed. No minimum order volume.

<h4>Shipping</h4> <p>Worldwide shipping from in-house and partner facilities</p>	<h4>All Products</h4> <p>Take a look on how many different items we can print &amp; embroider on</p>
<h4>Reviews</h4> <p>Get an insight to what it's like working with Printful</p>	<h4>Our Quality</h4> <p>All our products are handled individually for best quality</p>

## Location Extensions

Location extensions show up your business address and are obtainable in Google and Microsoft. For it to appear on Google, a Google My Business account needs to be created and connected to Google Ads.

Ad · <https://www.canvaschamp.ca/> ▾ +1 800-993-0992

### Canvas Champ Official - Canada - High Quality Print From C\$6.07

Why **Canvas Champ**? Best Price & Quality + Custom Sizes + Guaranteed You Love it. Just choose the size and wrap of your canvas print, upload your photos or art. Easy Return and Refund. Lowest Prices. 100% Satisfaction. Quality Canvas.

📍 36 King Street East, 4th and 5th Floors, Toronto, ON - Hours & services may vary

## Call Extensions

Call Extensions allows people to click on a call icon placed on your ad and immediately reach your business number on their mobile phones. On desktops however, call extensions allow for your business number to show on the ad display giving people the option to call your business without actually clicking the ad.

Ad · <https://www.canvaschamp.ca/> ⓘ

### Personalized Photo Mugs Canada | CanvasChamp

High quality photo mugs. Great for gifts. Upload a photo or create a collage. Shop today.

[Special Offers](#) [Photo Gallery](#)

---

🏷️ **Summer Sale** · 20% off Canvas Prints

---

📞 Call +1 800-993-0992

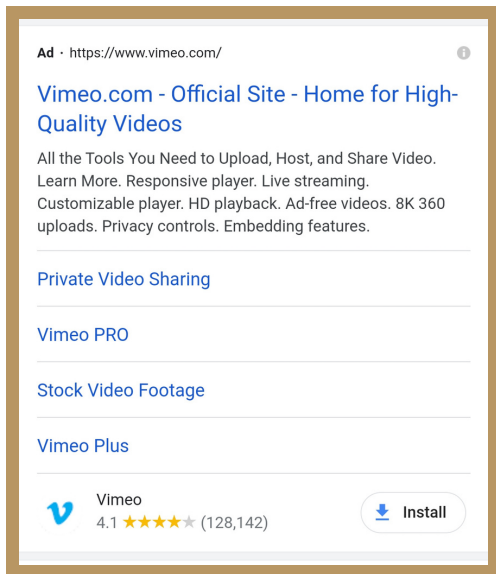
---

📍 Toronto · 36 King Street East, 4th and 5th Fl... 🗺️



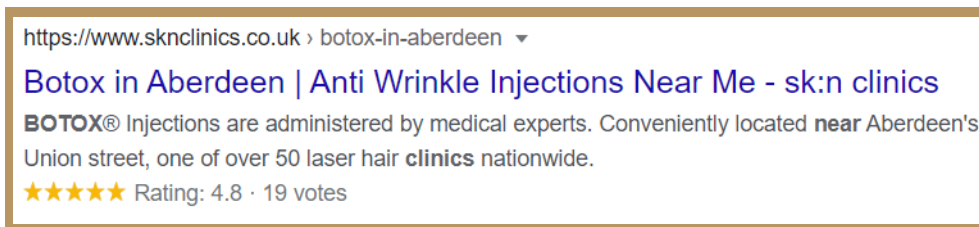
## App Extensions

App extensions allow your app to appear on google with a call-to-action button calling people to instal on the spot.



## Ratings Extensions

With Rating extensions, your business' reviews are shown. It will only appear when your business has at least 30, 4plus stars in a year.



FIN