

About 2,410,000,000 results (0.47 seconds)

Paid Ads

Google.com | Google Ads Singapore | Cost-Effective & Easy To Use

Ad ads.google.com/official ▼

Get \$75 Coupon & 3 Months Official Google Ads Expert Help To Build A Campaign. Promote Your Website. Toll Free Expert Support. Only Pay For Results. Appear On Google Search. Services: Google AdWords, YouTube Video Ads, Google Display Network, Google Shopping.

How Google Ads Work

Be Seen Across The Web
Locally And Globally.

Learn About Display Ads

Reach Cross-Device Customers With
Text, Banner, Gmail Or App Ads.

How Much Does It Cost?

Set Your Own Advertising Budget.
Pay Only When Your Ad Is Clicked.

Consult With Our Experts

We'll Help You Set Up Your Account
& Create Your First Ad.

Google Ads



Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users. [Wikipedia](#)

Outline

Modules we will be covering

- 1. Fundamentals of Google Ads**
- 2. Google Search Campaign Setup**
- 3. Optimisation Score and Performance Planner**
- 4. Measurement and Optimisation**
- 5. Google Display Campaign Setup**

Your Turn!

1. Tell us your Name, Company or Industry
2. What made you decide to sign up for this course
3. What you hope to gain from over the next 3 days

Module 1: Fundamentals of Google Ads

Advertising on Google Search

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The screenshot shows a Google search for 'furniture'. The search bar at the top contains the word 'furniture' and a magnifying glass icon. Below the search bar, navigation links for 'All', 'Maps', 'Images', 'Shopping', 'News', 'More', 'Settings', and 'Tools' are visible. The search results indicate 'About 3,190,000,000 results (0.52 seconds)'. Four paid advertisements are listed, each enclosed in a red rectangular box:

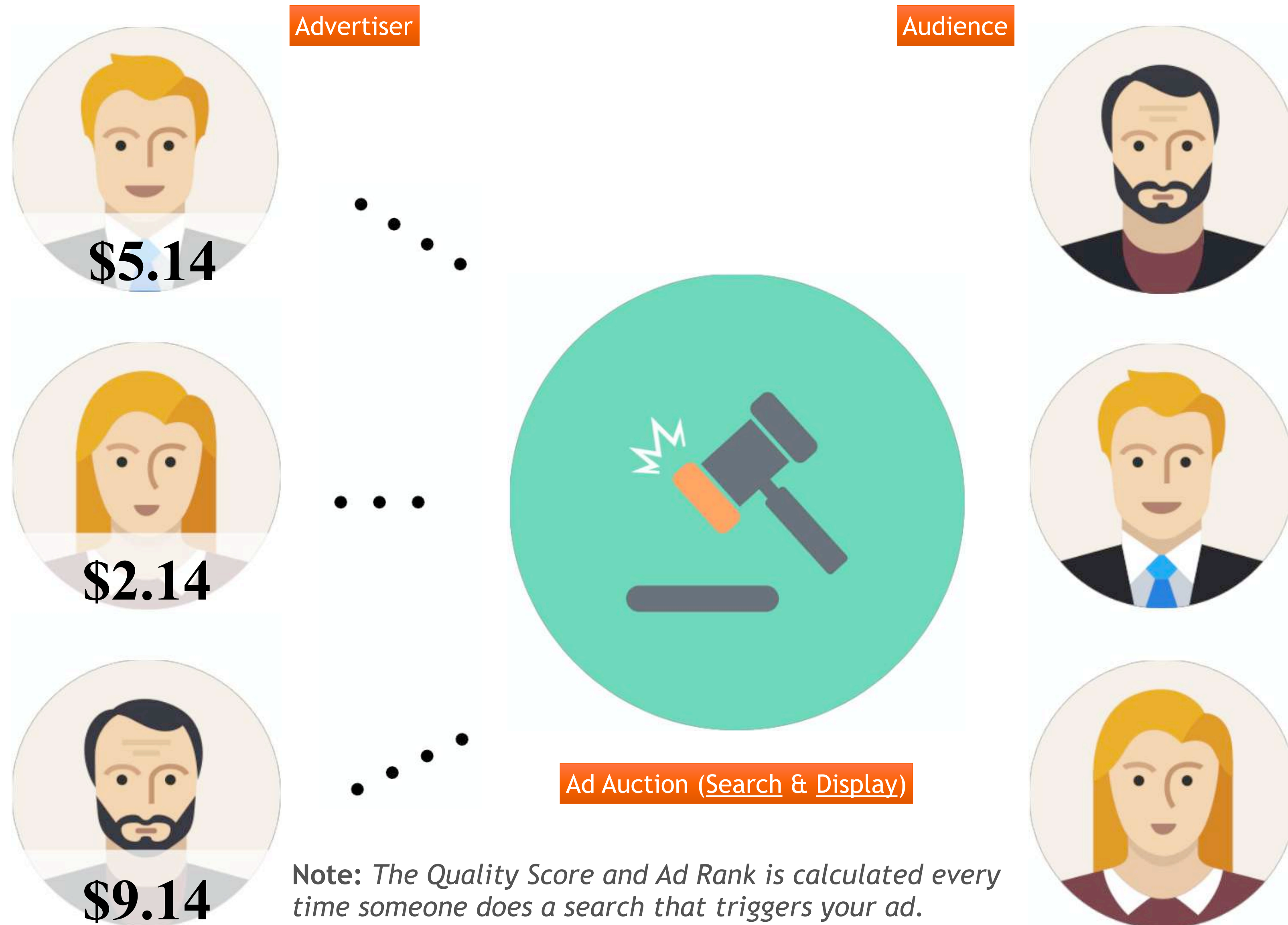
- Ad • www.castlery.com/ ▼**
Sg's Favourite Furniture Store - Quality Affordable Designs
Shop **Furniture**, Lighting, Rugs, Mirrors, Homeware & More. 0% Instalment | Free Delivery Above \$300 | Free Early Cancellation | Up To 3 Year Warranty. Free Delivery above \$300.

Now On Sale Check out our current sale items! For a limited time only.	All Sofas 3 or 2 Seater, L-Shape, Modular Fabric, Leather, Velvet
---	--
- Ad • www.fortytwo.sg/ ▼**
FortyTwo | Singapore - Online Furniture Store
The Largest Collection of Quality Mattress, Beds and **Furniture** at the Lowest Prices. Over...
- Ad • www.bedandbasics.sg/ ▼ 6631 8500**
BedandBasics - Buy Furniture Online In SG
Direct Factory Pricing. Fast And Secure Online Shopping. Free Shipping. 100 Days Returns.
- Ad • www.hipvan.com/ ▼ 6291 1725**
HipVan Singapore - Online Furniture Singapore
Choose from over 5,000 designs at low prices. Perfect for the modern Singaporean home.

At the bottom of the page, a map snippet is visible showing 'CELLINI Furniture' and 'Elias Mall'.

Ever wondered how to show up right on top of the Google search results, in the paid Ads section?

How Google Ads Works



1. Advertisers identify keywords or audiences they want to bid on, and decide the maximum cost-per-click (CPC) they are willing to spend
2. They key in bids and enter into an auction with other advertisers who are bidding on the same keywords or audiences
3. The highest bid wins the auction. Depending on the type of inventory, the winner of the auction may appear in the top position, or have its ad displayed in an ad unit as long as it is above the Ad Rank Threshold.
4. Google Ads factors in a quality score to prevent a bidding war based solely on price.

What is Ad Rank, and How to Calculate It?

**Ad Rank = Max CPC Bid x Quality Score +
Expected Impact from Ad Extensions & Formats**

Example Scenario (Search Advertising):

Advertiser 1:

\$2.00 (Max CPC Bid) x **10** (Quality Score) = **20** (Ad Rank)

Advertiser 2:

\$5.00 (Max CPC Bid) x **5** (Quality Score) = **25** (Ad Rank)

Advertiser 3:

\$3.00 (Max CPC Bid) x **5** (Quality Score) = **15** (Ad Rank)

How is Ad Position Determined?

Generally, the higher the Ad Rank, the higher the Ad Position. In the above scenario, Advertiser 2 will rank higher than Advertiser 1 on the paid search results due to a higher ad rank difference of 5.

What is Ad Rank?

Ad Rank is the value used to determine whether your ad will show on the page and if so, the ad position.

What is Max CPC Bid?

The maximum cost-per-click (CPC) amount an advertiser is willing to pay for an ad to show.

What is Quality Score?

A score from 1 to 10 influenced by factors such as expected ad click through rate (CTR), landing page experience, and ad relevance to target keywords (for Search), and Ad's CTR and quality of landing page (for Display).

What is Expected Impact from Ad Extensions and Formats?

Introduced in late 2018, Google describes “*if two competing ads have the same bid and quality, then the ad with the more positive expected impact from extensions will generally appear in a higher position than the other.*”

Structure of a Google Ads Account

Google Ads Manager Account / My Client Center (MCC) Account

Account

Property Listings

Campaign

Search

Ad Group

Condo

Condo Ads

Keywords

Ad Group

Landed

Landed Ads

Keywords

Campaign

Display Remarketing

Ad Group

Condo

Condo Ads

Audience 1

Ad Group

Landed

Landed Ads

Audience 2

Account

Online Clothing Store

Campaign

Men's Clothing (Search)

Ad Group

Men's Winter
Wear

Men's WW Ads

Keywords

Ad Group

Men's
Summer Wear

Men's SW Ads

Keywords

Campaign

Women's Clothing (Search)

Ad Group

Women's Top

Women's Top
Ads

Keywords

Ad Group

Women's
Bottoms

Women's
Bottoms Ads

Keywords

Structure of a Google Ads Account

Google Ads Manager Account / My Client Center (MCC) Account

What is a Google Ads Manager Account?

A manager account is an Google Ads account that lets you easily view and manage multiple Google Ads accounts -- including other manager accounts -- from a single login and dashboard. Think of it as an umbrella account to manage multiple campaigns efficiently. It is useful for a digital agency or someone who manages multiple Google Ads accounts.

Further reading: <https://support.google.com/google-ads/answer/6139186?hl=en>

About User Access Levels for your Manager Account: <https://support.google.com/google-ads/answer/7476552>

Structure of a Google Ads Account

Account
Property Listings

Account
Online Clothing Store

What Can You Do at the Account Level?

The account level allows you to:

- Manage billing and payment settings
- Manage account access (adding and deleting users)
- Linking accounts to other marketing assets
- And more

Further reading: <https://support.google.com/google-ads/answer/1704334>

Structure of a Google Ads Account

Campaign	Campaign	Campaign	Campaign
Search	Display Remarketing	Men's Clothing (Search)	Women's Clothing (Search)

What Can You Do at the Campaign Level?

You can manage ad campaign settings at this level such as:

- Budget
- Location targeting
- Bidding strategies
- Select Google Networks
- And more

Further reading: <https://support.google.com/google-ads/answer/1704395>

Pro tip: You should create campaigns based on the structure of your website and group campaigns by the types of products or services.

Structure of a Google Ads Account

Ad Group	Ad Group	Ad Group	Ad Group	Ad Group	Ad Group	Ad Group	Ad Group
Condo	Landed	Condo	Landed	Men's Winter Wear	Men's Summer Wear	Women's Top	Women's Bottoms
Condo Ads	Landed Ads	Condo Ads	Landed Ads	Men's WW Ads	Men's SW Ads	Women's Top Ads	Women's Bottoms Ads
Keywords	Keywords	Audience 1	Audience 2	Keywords	Keywords	Keywords	Keywords

What Can You Do at the Ad Group Level?

- At the Ad Group level, you can:
- Create multiple ad groups to break up keywords and ads into related themes
 - Group similar keywords into the same ad group
 - Create multiple ads within the same ad group to trigger on relevant search terms
 - Add negative keywords
 - Create ad extensions
 - Target different audiences
 - And more

Further reading: <https://support.google.com/google-ads/answer/2375404>

Module 2: Google Search Campaign Setup

Sign up for a Google Ads Account

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Google Ads

Overview

How it works

Cost

FAQ

Resources

Advanced

Contact

Contact us

Sign in

Get started

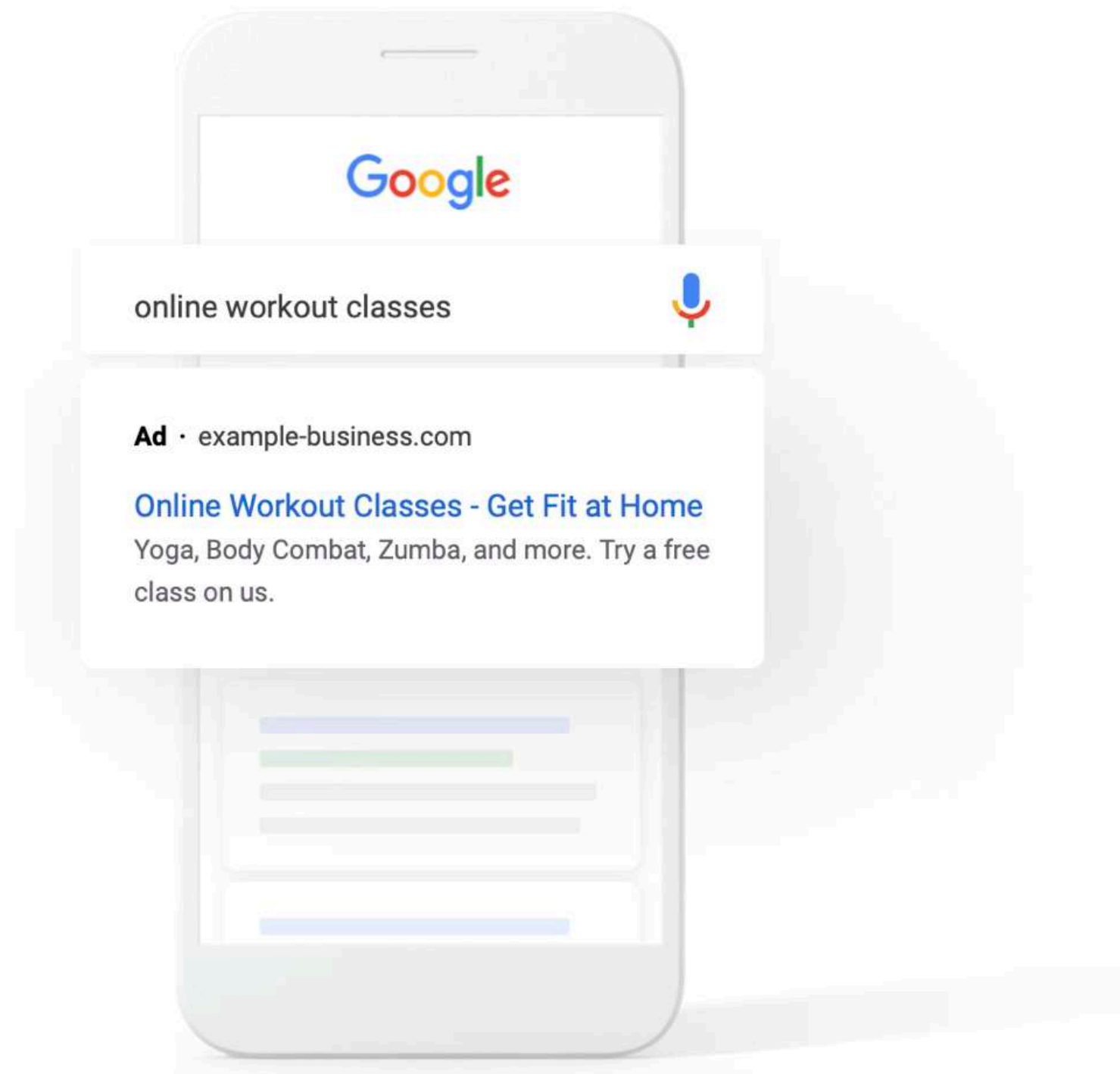
To start advertising on Google, you need to take the following steps:

1. Create a Gmail Account
2. Navigate to ads.google.com
3. Click on 'Get Started'

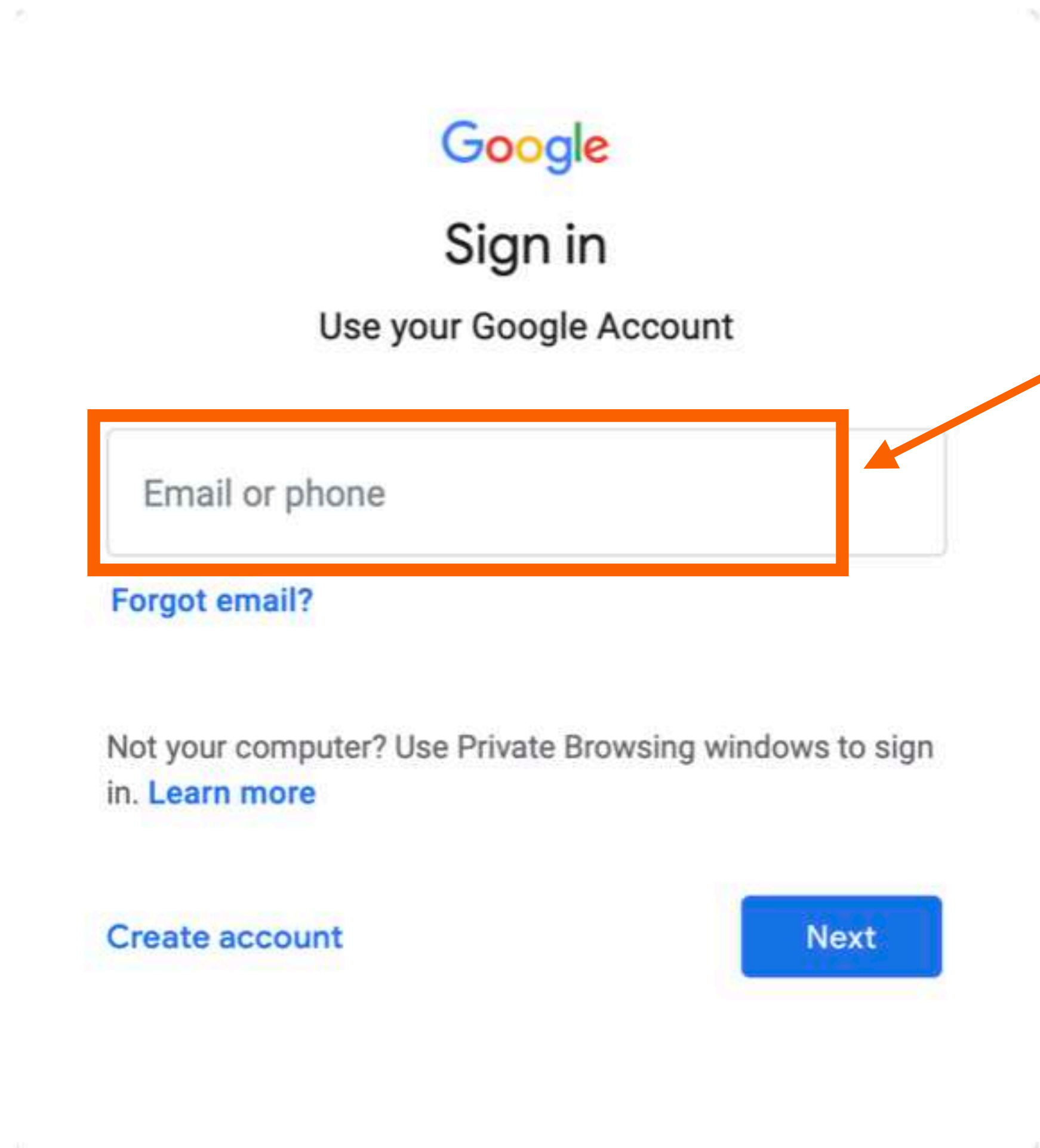
Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Get started



Sign up for a Google Ads Account



Google

Sign in

Use your Google Account

Email or phone

[Forgot email?](#)

Not your computer? Use Private Browsing windows to sign in. [Learn more](#)

[Create account](#) [Next](#)

Sign in to your Gmail Account

Sign up for a Google Ads Account

What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want



Get more calls



Get more website sales or sign-ups



Get more visits to your physical location








NEXT

Are you a professional marketer? [Switch to Expert Mode](#)

Click on 'Switch to Expert Mode'

Sign up for a Google Ads Account

Select the goal that would make this campaign successful to you ?

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Create a campaign without a goal's guidance	

Create an account without a campaign

1. Create an account without a campaign.

BACK CONTINUE

2. Click on 'Continue'

Sign up for a Google Ads Account

Confirm your business information

This information will be used to create your account. You can't change these settings later, so choose carefully.



Billing country

Singapore



Time zone

(GMT+08:00) Singapore Time



Currency

Singapore Dollar (SGD)



SUBMIT

Click on 'Submit'

Sign up for a Google Ads Account

Congrats! You're all done.

We'll review your campaign, usually within an hour.
After it's approved, you can edit your campaign and check its progress.

EXPLORE YOUR CAMPAIGN

Click on 'Explore your Campaign'



Resources



Download the mobile app

Manage ads while you're on the go
[Android app](#) | [iOS app](#)



Learn more

Get answers to your questions
[Visit the Help center](#)



Contact us

Monday - Friday: 9 AM to 9 PM
1-866-246-6453

Welcome to the Google Ads Interface

The screenshot displays the Google Ads 'All campaigns' interface. On the left sidebar, the 'Campaigns' menu item is highlighted with a red circle. An orange arrow points from a purple callout box labeled 'Navigate to 'Campaigns'' to this menu item. The main content area shows the 'Overview' section with filters for 'Campaign status: All' and 'Ad group status: All'. A prominent message encourages creating a new campaign, accompanied by a '+ NEW CAMPAIGN' button.

We're going to create our very first Google search advertising campaign.

Create a Search Ads Campaign

All campaigns

Overview

Campaigns

Settings

Less

Locations

Change history

Performance targets

Campaign groups

Campaigns

2

1

0

No data

Click on '+'

Campaign status: All but removed

ADD FILTER

Campaign

Budget

You don't have any enabled campaigns

+ NEW CAMPAIGN

Total: Account

SGD0.00/day

Create a Search Ads Campaign

The screenshot shows the 'All campaigns' interface in Google Ads. On the left is a sidebar with navigation links: Overview, Campaigns (selected), Settings, Less, Locations, Change history, Performance targets, and Campaign groups. The main area is titled 'Campaigns' and contains a chart area with the text 'No data'. A red callout box with the text 'Click on '+ New Campaign'' has an orange arrow pointing to the '+ New campaign' button in a dropdown menu. This menu is open, showing two options: '+ New campaign' (highlighted with a red circle) and 'Load campaign settings'. Below the chart, there is a table with columns for 'New campaign' and 'Budget'. The table is currently empty, with a message 'You don't have any enabled campaigns' and a '+ NEW CAMPAIGN' button. At the bottom, there is a summary row showing 'Total: Account' and 'SGD0.00/day'.

All campaigns

Overview

Campaigns

Settings

Less

Locations

Change history

Performance targets

Campaign groups

Campaigns

2

1

0

No data

Click on '+ New Campaign'

ed ADD FILTER

+ New campaign

Load campaign settings

New campaign

Budget

You don't have any enabled campaigns

+ NEW CAMPAIGN

▼ Total: Account ?








SGD0.00/day

Create a Search Ads Campaign

New campaign

SEARCH REPORTS

Select the goal that would make this campaign successful to you ?

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Create a campaign without a goal's guidance	

CONTINUE CANCEL

There are 6 campaign goals. When you select a goal, you'll see suggested campaign settings on the following steps aimed at helping you obtain that goal. Each campaign can use only one goal. Keep in mind the goal you choose should be the main thing you want to achieve for your business.

1. **Sales** - Drive sales online, in app, by phone, or in store
2. **Leads** - Get leads and other conversions by encouraging customers to take action
3. **Website traffic** - Get the right people to visit your website
4. **Product and brand consideration** - Encourage people to explore your products or services
5. **Brand awareness and reach** - Reach a broad audience and build awareness
6. **App promotion** - Get more installs and interactions for your app

Create a Search Ads Campaign


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New campaign


SEARCH


REPORTS


Select the goal that would make this campaign successful to you ?



Sales



Leads


Website traffic


Product and brand consideration


Brand awareness and reach


App promotion


Create a campaign without a goal's guidance

1. Create a campaign without a goal's guidance.

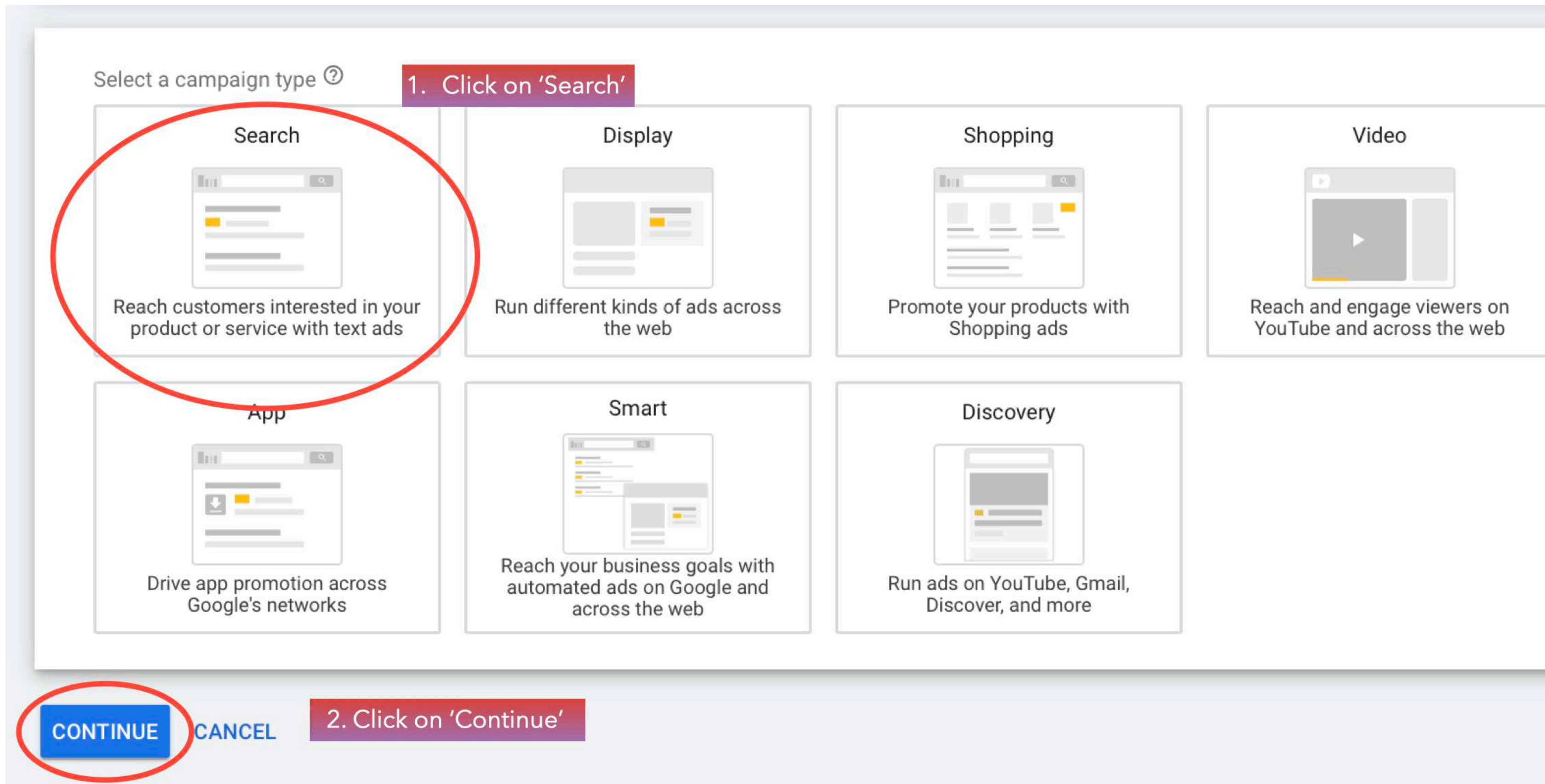
2. Click on 'Continue'

CONTINUE

CANCEL

For the purpose of simplicity, we will create a campaign without a goal's guidance.

Create a Search Ads Campaign



There are 7 campaign types. The last type (not shown) - Smart campaign is only available on certain conditions:

1. **Search** - Create text or call ads that show near search results of Google.com, on Google search partners sites, and more.
2. **Display** - Create visually appealing ads that serve across the Google Display Network, on Youtube, and on mobile or in app.
3. **Shopping** - Create Shopping ads that drive online and in-store sales, website clicks, and other conversions.
4. **Video** - Create video ads that are designed to increase reach and awareness, encourage engagement, or drive conversions.
5. **App** - Create app promotion ads that serve across the Google Search Network, the Display Network, Google Play, within other apps, and on YouTube.
6. **Smart** - Create text and image ads that show on Google, Google Maps, and across the web, and take advantage of minimal hands-on ads management.
7. **Discovery** - Create visually rich, personalized ads that drive engagement with your brand across YouTube, Gmail, Discover, and more.

Create a Search Ads Campaign

General settings

Type: Search

1. Enter a campaign name

Campaign name

Furniture

2. Uncheck the boxes

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☐ Include Google search partners ?

! Most advertisers include their ads on Google search partner sites

Display Network

Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet

☐ Include Google Display Network ?

! Don't miss the opportunity to reach more people across 3 million sites and apps

✓ Show more settings

What are Search Partners?

Sites in the Search Network that partner with Google to show ads. Search partners extend the reach of Google Search ads to hundreds of non-Google websites, as well as YouTube and other Google sites. On search partners sites, your ads can appear on search results pages, on site directory pages, or on other pages related to a person's search.

What does including the Display Network mean?

A Search Network campaign with Display Expansion can help you reach people as they use Google search and visit sites across the web. In general, your ads will show primarily on the Search Network, and can show on the Display Network if it appears you'll have remaining daily budget. This saves you time in setting up two different campaigns. However, it may be a better option to separately manage a Display campaign as you will have more control.

Create a Search Ads Campaign

Targeting and audiences

Choose who you want to reach

Locations

Select locations to target ?

☐ All countries and territories

☒ Singapore

☐ Enter another location

▼ Location options

2. Click on 'Location Options'

1. Select a location

Languages

Select the languages your customers speak ?

🔍 Start typing or select a language

English ✕

Based on your targeted location, you may want to add these languages:

Chinese (simplified)

[ADD ALL](#)

Audiences

Select audiences to add to your campaign

About Location Targeting

Advertisers can target and/or exclude any combination of countries, territories, or regions.

How Does Google Determine the location of the user?

- IP address
- Device location

It is highly recommended to target only 1 location per campaign to allow maximum control over budget and bidding, as well as the most detailed level of reporting of performance.

You can also target bulk locations or radius targeting. Further reading: https://support.google.com/google-ads/answer/1722043?hl=en&ref_topic=3119074

Create a Search Ads Campaign

About Advanced Location Targeting Options

- **Reach people in, or who show interest in, your targeted locations** - This default and recommended option lets you reach people who are likely to be located, or who are regularly located in your targeted location, as well as people who have shown interest in your targeted location. By selecting this default setting your ad can appear to people all over the world, as long as they include the location as a keyword.
- **Reach people in or who are regularly in your targeted locations** - This option lets you show your ads to people who are likely to be located, or who are regularly located in your target area. This does not include people who searched for your target locations but whose physical location was outside the target location at the time of searching.
- **Reach people who are searching for your targeted locations** - This option lets you show your ads to anyone who searches on Google for your targeted location. If a person doesn't specify a location in their search, then the system uses their physical location for targeting.

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

Create a Search Ads Campaign

About Advanced Location Targeting Options

By default, you'll exclude people located in or showing interest in your excluded locations. You have the option to change your default setting to exclude only people who are located in your excluded locations. Let's take a look at our available exclusion options, and examine how they work with some example campaigns.

- **Don't show ads to people in, or who show interest in, your excluded locations** - With this option, we won't show your ads to people who are likely to be located in your excluded location OR who showed interest in your excluded location.
- **Don't show ads to people within your excluded locations** - This option keeps your ads from appearing to people who are likely to be located in the areas you've excluded. People who are outside these areas may still see your ads.

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

Create a Search Ads Campaign

Selecting “People in your targeted locations” ensures that your audience is physically based in your selected location.

Meaning to say, someone in Malaysia will not see your ad even if she typed “property rental in singapore”. Her IP address and device location has to be based in Singapore in order to see your ad.

1. Select people
in your target
location

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

Create a Search Ads Campaign

Languages

Select the languages your customers speak ?

Q Start typing or select a language

English x

Select the language your ads will be created in.

Based on your targeted locations, you may want to add these languages: ^

Chinese (simplified)

[ADD ALL](#)

Google will detect languages based on Google Domain (google.fr, google.cn, etc), Google Interface Language Setting, Search Query (in local language), and Recently viewed pages (for Display Ads).

Create a Search Ads Campaign

Audiences

Select audiences to add to your campaign. You can create new audiences in [Audience Manager](#). ?

SEARCH	IDEAS (0)	BROWSE	None selected	CLEAR ALL
Who they are (Detailed demographics)	>		Select one or more audiences to observe.	
What their interests and habits are (Affinity)	>			
What they are actively researching or planning (In-market)	>			
How they have interacted with your business (Remarketing and similar audiences)	>			
Combined audiences (Your audience combinations)	>			

Audiences targeting setting for this campaign ?

☐ Targeting

Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids

☒ Observation (recommended)

Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

Audiences allow you to create audience lists to layer onto your ad groups, combining intent and insights to send the right message to the right customer with the right bid.

Example: If you are running a back to school promo, we may want to add audiences based on demographics, or in-market audiences for education services so that we can run a customised ad for these relevant audiences

Create a Search Ads Campaign

Audiences

Select audiences to add to your campaign. You can create new audiences in [Audience Manager](#). ?

SEARCH	IDEAS (0)	BROWSE	None selected	CLEAR ALL
			Select one or more audiences to observe.	
Who they are (Detailed demographics)				
What their interests and habits are (Affinity)				
What they are actively researching or planning (In-market)				
How they have interacted with your business (Remarketing and similar audiences)				
Combined audiences (Your audience combinations)				

Audiences targeting setting for this campaign ?

- ☐ Targeting
Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids
- ☒ Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

2. Select 'Observation' (Recommended)

Demographic targeting are based on Parental Status, Marital Status, Education, Home Ownership

Affinity is the interests and habits of your target audience.

In-market audiences are based on a user's search and browsing history. For example, if someone is constantly searching for accommodation in New York, and looking for places to eat or visit in New York, that user will fall into the In-market audience list for Hotel & Accommodations

Remarketing audiences are based on past visitors to your site. For search ,this technique is commonly called **Remarketing List for Search Ads (RLSA)**. This helps to pre-qualify searchers by showing search ads to only those who have visited your site before.

Combined audiences allows you to combine your audiences to better define your ideal audience.

It is advisable to start with "Observation" first to understand how effective your selected audience is. Change that to "Targeting" once you have the data to inform you that it is effective.

Create a Search Ads Campaign

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Enter the average you want to spend each day
SGD 50.00

Enter your daily budget

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

What do you want to focus on? ⓘ

Clicks ▼

☐ Set a maximum cost per click bid limit

✓ This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget

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

▼ [Show more settings](#)

About Daily Budget

Up to 2 times your campaign's daily budget can be used to show your ads on certain days of the week or certain times of the month based on fluctuations in traffic — but not more than you spend on your campaigns each month. This means that as long as your budget is consistent for an entire month, you won't be charged more than your daily budget multiplied by the average number of days in a month, which is 30.4 (365 days in a year ÷ 12 months).

However, you'll still only be charged up to 2 times your daily budget. For example, if your daily budget is US\$10, and you've accumulated \$23 in costs on a given day, you'll only be charged \$20 per day. The remaining \$3 is returned to you as an overdelivery credit, which you can see in your transaction history.

Calculate based on your average cost-per-click

You can choose a daily budget for each campaign based on your advertising goals.

For example, let's say your cost-per-click is \$0.10 on average, and you'd like around 500 clicks per day. You might budget \$50 per day.

Using this example, here's how you'd figure out your daily budget:

$\$0.10 \times 500 = \50 per day (cost-per-click x clicks per day = Daily budget)

Further reading: <https://support.google.com/google-ads/answer/2375423?hl=en>

Create a Search Ads Campaign

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Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Enter the average you want to spend each day
SGD 50.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

What do you want to focus on? ?

Clicks ▼

Click on 'select a bid strategy directly'

☐ Set a maximum cost per click bid limit

✓ This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget

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

▼ [Show more settings](#)

Create a Search Ads Campaign

Bidding

[Back to previous bidding options](#)

Select your bid strategy ?

Automated bid strategies

Target CPA

Target ROAS

Maximize clicks

Maximize conversions

Maximize conversion value

Target impression share

Manual bid strategies

Manual CPC

1. Select 'Maximize clicks'

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](#)

About Automated bid strategies

- **Target CPA** - 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.
- **Target ROAS** - With "Target ROAS", Google Ads automatically sets bids to help get as much conversion value as possible at the target return on ad spend (ROAS) you set. Some conversions may have a higher or lower return than your target.
- **Maximize clicks** - 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.
- **Maximize conversions** - Google Ads automatically sets your bids to help you get the most conversions within your budget.
- **Maximize conversion value** - Sets bids to maximise your conversion value with the given budget
- **Target impression share** - "Target impression share" automatically sets your bids to increase your ads' chances of appearing in the search page area you select.

Tip: It is recommended to select "Maximize clicks" in the early days of your campaign, as you are in the experimental stage and have very little data to try other options such as "Target CPA".

Create a Search Ads Campaign

[Learn more](#)

▼ Show more settings

Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad
Callout extensions	Add more business information to your ad
Call extensions	Add a phone number to your ad
+ Ad extension	

SAVE AND CONTINUE

CANCEL

Click on 'Save and Continue'

Create a Search Ads Campaign

^ Hide more settings

Conversions

Account-level conversions setting



Ad schedule

All days

▼ 00:00

to 00:00

[ADD](#)

Based on account time zone: (GMT+08:00) Singapore Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.



Ad rotation

- ☒ Optimise: Prefer best performing ads
- ☐ Do not optimise: Rotate ads indefinitely
- ☐ Optimise for conversions (Not supported)
- ☐ Rotate evenly (Not supported)

Show ads that are expected to get



It is advisable to select “Optimise: Prefer best performing ads”.

But if you’re doing A/B testing, it will be best to select “Do not optimise: Rotate ads indefinitely”

Create a Search Ads Campaign

Set up ad groups

Ad group type ? : Standard ▼

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or

Ad group name

Ad group 1

Enter or paste your keywords, one word or phrase per line

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

+ NEW AD GROUP ▼

SAVE AND CONTINUE

CANCEL

Get keyword ideas

🔗 Enter a related website

📊 Enter your product or service



We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website, or words or phrases that describe your product or service in the field above.

Remember, an ad group is where you create ads and match them to keywords that will be triggered when they match search terms entered by search engine users.

Let's create our first ad group!

Understanding Keyword Match Types

Keyword & Match Types	Ads <u>May</u> Show For Search Terms Such As...	Ads <u>May Not</u> Show For Search Terms Such As...	Rationale
Digital marketing courses	<ul style="list-style-type: none"> • E-learning <u>digital</u> • <u>SEO</u> course • Digital <u>marketing</u> trends 	<ul style="list-style-type: none"> • Wet market • Engineering course • Digital camera 	Your ads may appear as long as one term within your keyword is matched.
+Digital +marketing +courses	<ul style="list-style-type: none"> • <u>Courses</u> on <u>digital</u> <u>marketing</u> • <u>Marketing</u> <u>courses</u> for <u>digital</u> <u>transformation</u> • Singapore <u>digital</u> <u>marketing</u> <u>course</u> 	<ul style="list-style-type: none"> • Facebook marketing course • Digital courses • Google course 	Search terms may appear in any order as long as the term immediately after the “+” sign is present. Additional words may appear anywhere before and after these terms.
“Digital marketing courses”	<ul style="list-style-type: none"> • <u>Digital</u> <u>marketing</u> <u>courses</u> SG • Best <u>digital</u> <u>marketing</u> <u>courses</u> • Online <u>digital</u> <u>marketing</u> <u>course</u> 	<ul style="list-style-type: none"> • Marketing courses digital • Digital marketing transformation course • Digital marketing singapore courses 	Ads won't show if a word that changes the meaning of the phrase is added in between the phrase. Close variants apply.
[digital marketing courses]	<ul style="list-style-type: none"> • Digital marketing courses • Course for digital marketing • Digital marketer vourse 	<ul style="list-style-type: none"> • Digital marketing course sg • Digital advertising course • Digital training 	Close variants may appear in any order and additional words may appear anywhere around the term as long as the meaning is not changed.

Further reading: <https://support.google.com/google-ads/answer/7478529?hl=en>

Same-meaning Close Variants

Keyword & Match Types	Ads <u>May</u> Show For Search Terms Such As...	Rationale
"Digital marketing courses"	<ul style="list-style-type: none"> • <u>Online</u> marketing course • Digital marketing <u>e-learning</u> 	Word order will still be respected in same-meaning queries
+digital +marketing +courses	<ul style="list-style-type: none"> • Courses on online marketing • Social media course 	Google may be a little more liberal with interpreting the "same-meaning" as opposed to the phrase match example example

Create a Search Ads Campaign

42

Set up ad groups

Ad group type ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name **Office Furniture** **1. Enter ad group name**

Keywords

Find relevant keywords by describing what you're advertising in this ad group

↗ Enter related web page URL

🏠 Enter products or services

UPDATE KEYWORDS

Keywords are words or phrases that are used to match your ads with the terms people are searching for

**[office furniture]
+office +furniture +singapore
[office furniture singapore]
"office furniture"** **2. Enter keyword match types**

Match types help control which searches can trigger your ads
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

+ NEW AD GROUP ▾

SAVE AND CONTINUE CANCEL **3. Click on 'Save and Continue'**

Daily estimates

Estimates are based on your keywords and daily budget ⓘ

↗ Office Furniture ▾

Daily budget

SGD50.00/day ✎

There are a few types of keyword modifiers to ensure your ad doesn't show up when someone types something irrelevant.

For example, if you bid for the keyword [office furniture], your ad won't show up if someone types in "home furniture".

To understand this better, head over to <https://support.google.com/google-ads/answer/7478529>

Create a Search Ads Campaign

43

New text ad

Final URL

Headline 1

Headline 2

Headline 3

Display path

www.example.com / Path 1 / Path 2

Description 1

Description 2

Ad URL options

DONE AND CREATE NEXT AD DONE CANCEL

1 of 3 previews

Mobile

Headline 1 | Headline 2

Ad www.example.com

Description 1

Your ad might not always include all your text. Some shortening may also make sure certain text appears in your ad. [Learn more](#)

Final URL is the URL of the page that you want to send your visitors to.

Display path are additional text that you can use to make your text more enticing - it does not alter the the Final URL that the visitors land on after they click on the ad.

Headlines & Descriptions are where you enter your main ad copy.

Take note! Headline 3 and Description 2 may not always show, so make sure to have the most critical information in Headlines 1 & 2, and Description 1!

Want to create compelling ads that will skyrocket your click through rates? Check out this article <https://www.equinetaacademy.com/adwords-display-text-ads-best-practices-checklist/> and download this checklist <https://www.equinetaacademy.com/resource/google-search-and-display-ads-best-practices-checklist/>

Responsive Search Ads

New text ad

Final URL

Headline 1

Headline 2

Headline 3

Display path ⓘ
www.example.com / Path 1 / Path 2

Description 1

Description 2

Ad URL options

1 of 3 previews < >

Mobile

Headline 1 | Headline 2
Ad www.example.com
Description 1

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

DONE AND CREATE NEXT AD

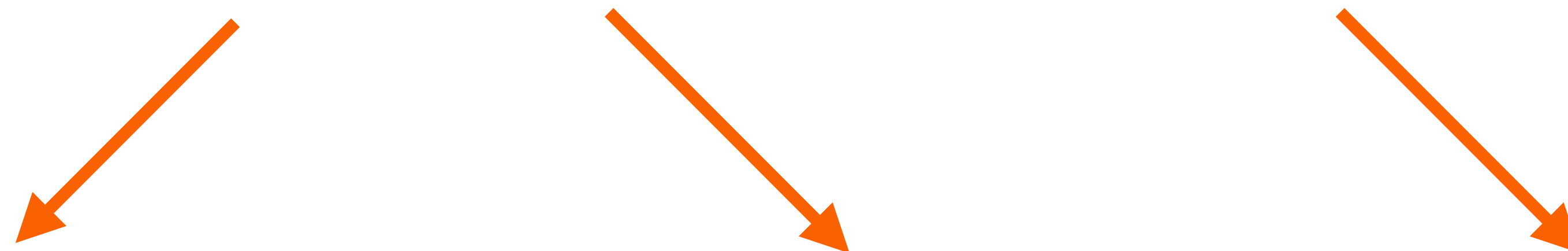
DONE

CANCEL

Add up to 15 headlines and 4 descriptions.
Google Ads will automatically mix and match the headlines and descriptions to increase relevance.

Components of a Basic Search Ad

Headlines 1, 2 & 3 (30 Characters each)



Top 10 Credit Cards | Singapore 2018 | enjoycompare.com

Ad www.enjoycompare.com/singapore/creditcards ▼

Find the Best **Credit Card** for you - Fast, Simple & Clear Comparison. Visit Today.

**URL path
(15 Characters
after each /)**



Description 1 & 2 (90 Characters each)



Create a Search Ads Campaign

46

1. Create Ad

Final URL
https://www.furniturexp.com.sg

Headline 1
Office Furniture Singapore

Headline 2
Up to 70% Off

Headline 3
Great Singapore Sales

Display path
furniturexp.com.sg / Path 1 / Path 2

Description 1
Our office furniture are made in Sweden.

Description 2
30 days return or exchange, no questions asked.

Ad URL options

2 of 2 previews

Desktop

Office Furniture Singapore | Up to 70% Off | Great Singapore Sales
furniturexp.com.sg
Our office furniture are made in Sweden. 30 days return or exchange, no questions asked.

Your ad might not always include all your text. Some shortening may also occur. [Learn more](#)

DONE AND CREATE NEXT AD

DONE

CANCEL

SAVE AND CONTINUE

2. Click on 'Save and Continue'

3 Simple Tips on Writing Ad Copies

1. Talk about their end goal Show them you understand them, and that you can fulfil their aspiration. If you're selling your car, would "Sell your car here" or "Fetch the highest price for your car"
2. Focus on Benefits, not Features "Our product is full of Vitamins A, B1, C...." vs "Look and feel younger"
3. Don't make em' think! Tell your prospects exactly what you want them to do. Include a Call-to-Action such as "Learn More", "Get Free Quote", or "Call Now"


It's highly recommended to have **three to five ads per ad group**. The more ads that you have, the more options that you'll have for success in an auction.

Create a Search Ads Campaign


47

Congratulations! Your campaign is ready.

Review your campaign summary

 Sep 7, 2020 – No end date

 Singapore

 English

Campaign budget
SGD50.00/day

Bid strategy
Maximize clicks

Campaign goal
No goal selected

1 Ad Groups

4 Keywords

1 Ads

CONTINUE TO CAMPAIGN

1. Click on 'Continue to Campaign'

Time for 1st Mock Quiz!

Ad Copywriting Exercise

Go to <https://bit.ly/search-jul2020>

3 Simple Tips on Writing Ad Copies

1. **Talk about their end goal** Show them you understand them, and that you can fulfil their aspiration. If you're selling your car, would "Sell your car here" or "Fetch the highest price for your car"
2. **Focus on Benefits, not Features** "Our product is full of Vitamins A, B1, C...." vs "Look and feel younger"
3. **Don't make em' think!** Tell your prospects exactly what you want them to do. Include a Call-to-Action such as "Learn More", "Get Free Quote", or "Call Now"

Adding a Dynamic Search Ads Ad Group

1. Click on “Ad Groups”

2. Click on +

3. Select the campaign to add a new Ad Group to

Ideal for advertisers with a well-developed website or a large inventory, Dynamic Search Ads use your website content to target your ads and can help fill in the gaps of your keyword based campaigns.

1. Save time. No more mapping keywords, bids, and ad text to each product on your website.
2. When a customer's search is relevant to your product or service, Google Ads will dynamically generate an ad with a clear headline for the most relevant page on your site.
3. Control your ads. You can show ads based on your entire website, or specific categories or pages.
4. Capture additional traffic. Dynamic Search Ads can help you gain additional traffic and sales identifying new serving opportunities that you aren't already targeting with keywords.

Adding a Dynamic Search Ads Ad Group

1 Set up ad group — 2 Create ads

Set up an ad group

Ad group type ? : **Dynamic** ▼

Enter the domain ?
www.equinetacademy.com

Select the language of the Dynamic Search
English ▼

UPDATE CANCEL

1. Select “Dynamic”

2. Enter the website domain that you want to advertise for

3. Click on update

Dynamic Search Ads (DSA) 1 searches automatically base website, then use headlines. customised to people's actu This setting determines wha language and targeting sour your DSA. To create a DSA, y create a dynamic ad group in step.

Note: These settings apply to ad groups in this campaign.

[Learn more](#)

A dynamic ad group contains only Dynamic Search Ads (DSA) and a set of related dynamic ad targets. DSA automatically brings the most relevant defined set of web pages. To create your own keywords, text ads or responsive search ads, create a standard ad group instead.

Adding a Dynamic Search Ads Ad Group

Ad group name
Dynamic Search Ad

1. Key in an Ad Group Name

Categories recommended for your website ?

Search

<input type="checkbox"/>	17 categories	Preview	Search volume
<input type="checkbox"/>	landing pages from your standard ad groups		1,760,372
<input type="checkbox"/>	email marketing		63,965
<input type="checkbox"/>	email marketing > google analytics		59,665
<input type="checkbox"/>	email marketing > e marketing		3,246
<input type="checkbox"/>	email marketing >		

Specific web pages ?

All web pages ?

2. Select the ad targets

SAVE AND CONTINUE

CANCEL

3. Click on Save and Continue

Dynamic Search Ad headlines and landing pages are generated using content from your website based on the following settings you choose:

1. Use dynamic target categories recommended for your website to select several pages that match a specific theme for your targeting goals.
2. Include specific pages from your website domain based on their category, page content, page title or URL. You can select different bids for different sections of your website or exclude pages on your website that you don't want to be used for generating your ads.
3. Generate Dynamic Search Ads based on all web pages available in your website domain.

Adding a Dynamic Search Ads Ad Group

New expanded Dynamic Search Ad

Final URL ⓘ
[Dynamically generated landing page]

Headline ⓘ
[Dynamically generated headline]

Display URL ⓘ
[Dynamically generated Display URL]

Description 1 ⓘ
| 0 / 90

Description 2 ⓘ
0 / 90

Ad URL options

DONE CANCEL

Improve your ads by adding extensions to this campaign.
Adding at least one extension to your campaign may boost your ads' click-through rate by 5-15%.
Extensions you add or edit will be applied at the campaign level.

Sitelink extensions Add additional links to your ad ▼

Callout extensions Add more business information to your ad ▼

Call extensions Add a phone number ▼

Explore more extensions

SAVE AND CONTINUE CANCEL

1. The Final URL and Headlines are automatically populated based on the ad targets

2. Key in Descriptions 1 & 2. The text here should be relevant to all the potential ad targets the ad might show up for

3. Click on Save and Continue

Search Ad With Ad Extensions

Browse 2018 Best Credit Cards | Compare 50+ Card Benefits Now

Ad www.moneysmart.sg/credit-cards ▼

Get the best rebates, rewards and other savings on purchases with these **cards!**

Hassle Free Services · Time Saving Services

Styles: Air Miles, Cashback, Rewards, Dining, Petrol, Grocery, Shopping, Promotions, Entertainment, ...

Cash Back Credit Cards · Air Miles Credit Cards · Rewards Credit Cards · Education Loan

📍 Blk 115A Commonwealth Drive #05-01 - 6805 8185 - Closed now · Hours ▼

Callout

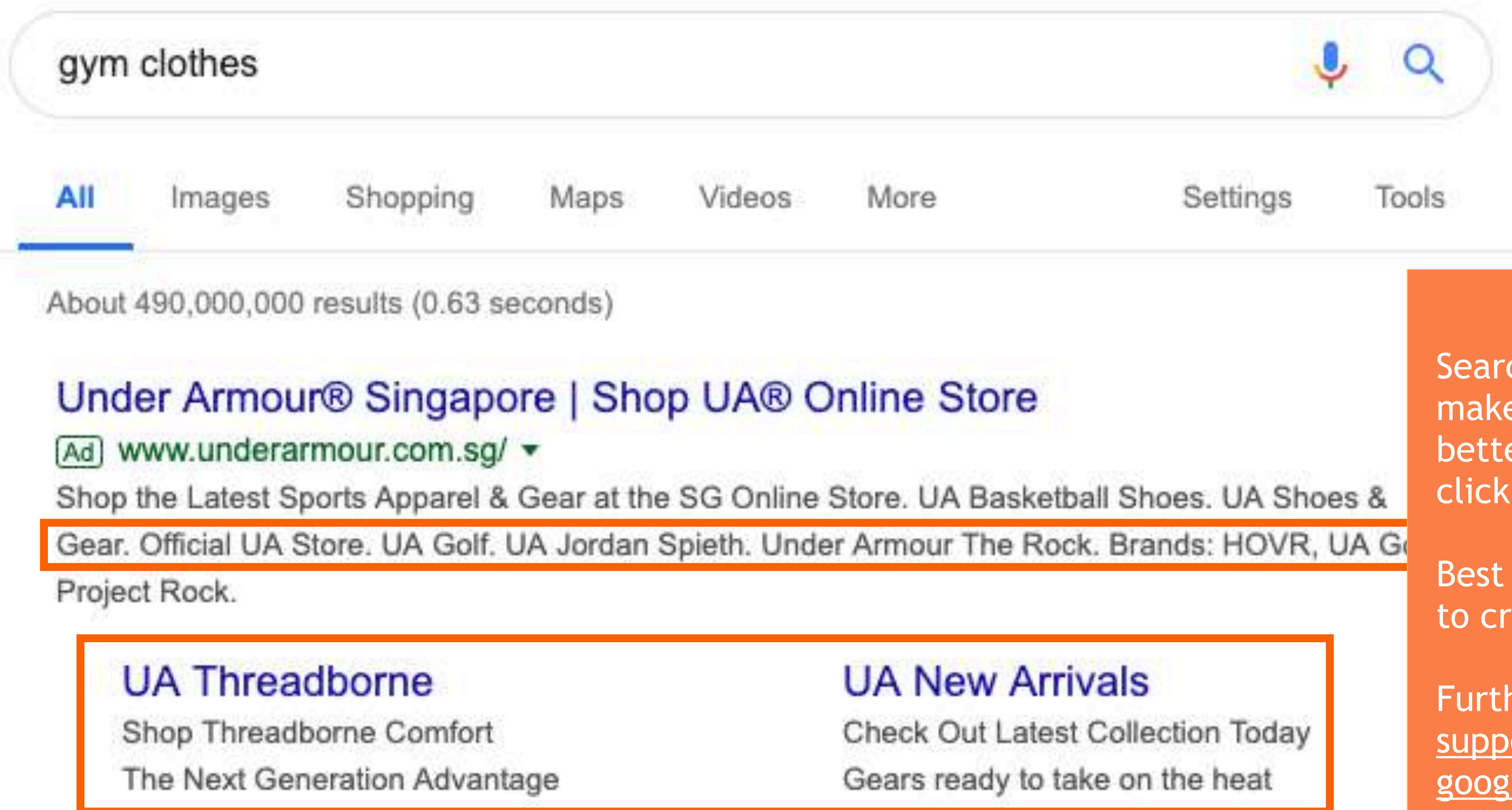
**Structured
Snippets**

Sitelinks

Location

A maximum of 4 extensions can be shown for a particular query or device at any given time

Create a Search Ads Extension



Search ad extensions make your ad standout better and increase your click through rates.

Best of all, they're free to create!

Further reading: <https://support.google.com/google-ads/answer/7332837>

Create a Search Ads Extension

Overview

Recommendations

Ad groups

Ads & extensions

Ads

Extensions

Automated extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Less

Locations

Ad schedule

All campaigns > Furniture

SEARCH REPORTS TOOLS & SETTINGS

Enabled Status: Eligible (Learning) Type: Search Budget: SGD50.00/day Optimization score: — More details

Ads

All time Sep 6, 2020

Clicks None EXPAND

1 0 Sep 6, 2020

Ad status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status	Ad type
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>Office Furniture Singapore Up to 70% Off Great Singapore Sales furnitureexp.com.sg Our office furniture are made in Sweden. 30 days return or exchange, no questions asked.</div>	Office Furniture	Under review	Expanded text ad
		Total: All but removed ads ?			
<input checked="" type="radio"/>		Total: Campaign ?			

Click on 'Extensions' under 'Ads & extensions'

Let's create a Site Links Search Ads Extension!

Create a Search Ads Extension

Overview

Recommendations

Ad groups

Ads & extensions

Ads

Extensions

Automated extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Less

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Enabled

Status: Eligible (Learning)

Type: Search

Budget: SGD50.00/day

Optimization score: —

More details

Extensions

All time Sep 6, 2020

Get more clicks with extensions

Improve your ads by adding more details about your business, such as phone numbers, locations, special features, website links, and more.

Electrical

Lawn & Garden

Paint

Plumbing

Sitelink extension

Link directly to specific pages of your website, like store hours, products, or contact forms. When someone clicks or taps on your links, they skip right to the information they need.

CREATE SITELINK EXTENSION

Click on 'Create Sitelink Extension'

Create a Search Ads Extension

Extensions

Add sitelink extension

2 unique sitelink extensions are required for sitelinks to show in your ads. To maximize performance, add 4 or more. [Learn more](#)

Add to

Campaign | Furniture

Extension

☒ Create new

☐ Use existing

Sitelink 1

Sitelink text

Best Sellers

Description line 1 (recommended)12 / 25

View best sellers?

Description line 2 (recommended)17 / 35

Best selling tables

Final URL19 / 35

https://www.furniturexp.com.sg/best-sellers/

ADD SITELINK

▼ Sitelink URL options

▼ Advanced options

SAVE

CA2. Click on 'Save'

1 of 3 p

Mobile

Office Furniture Sing

Singapore Sales

Ad

furniturexp.com.

Our office furniture are

or exchange, no quest

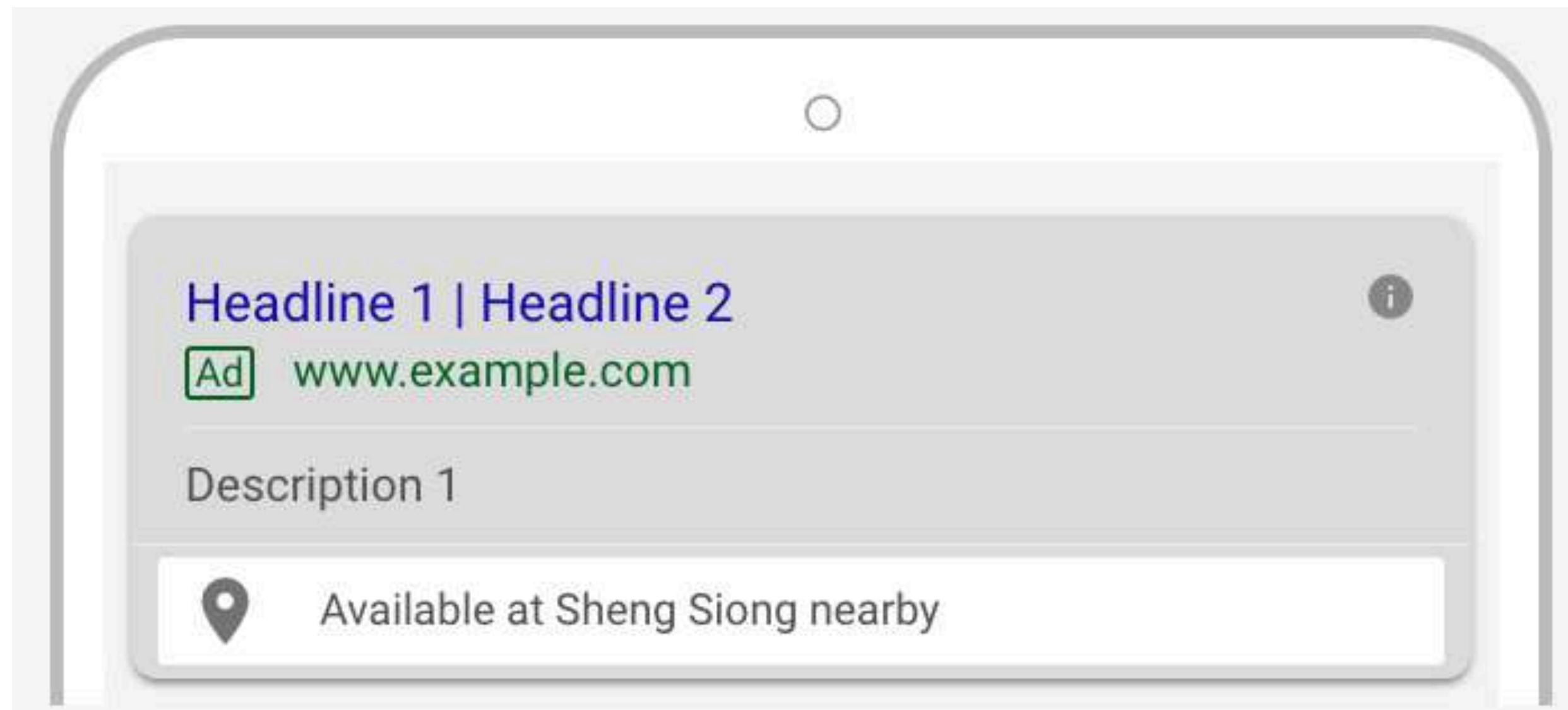
Best Sellers

Location

Sitelink text

Sitelink text

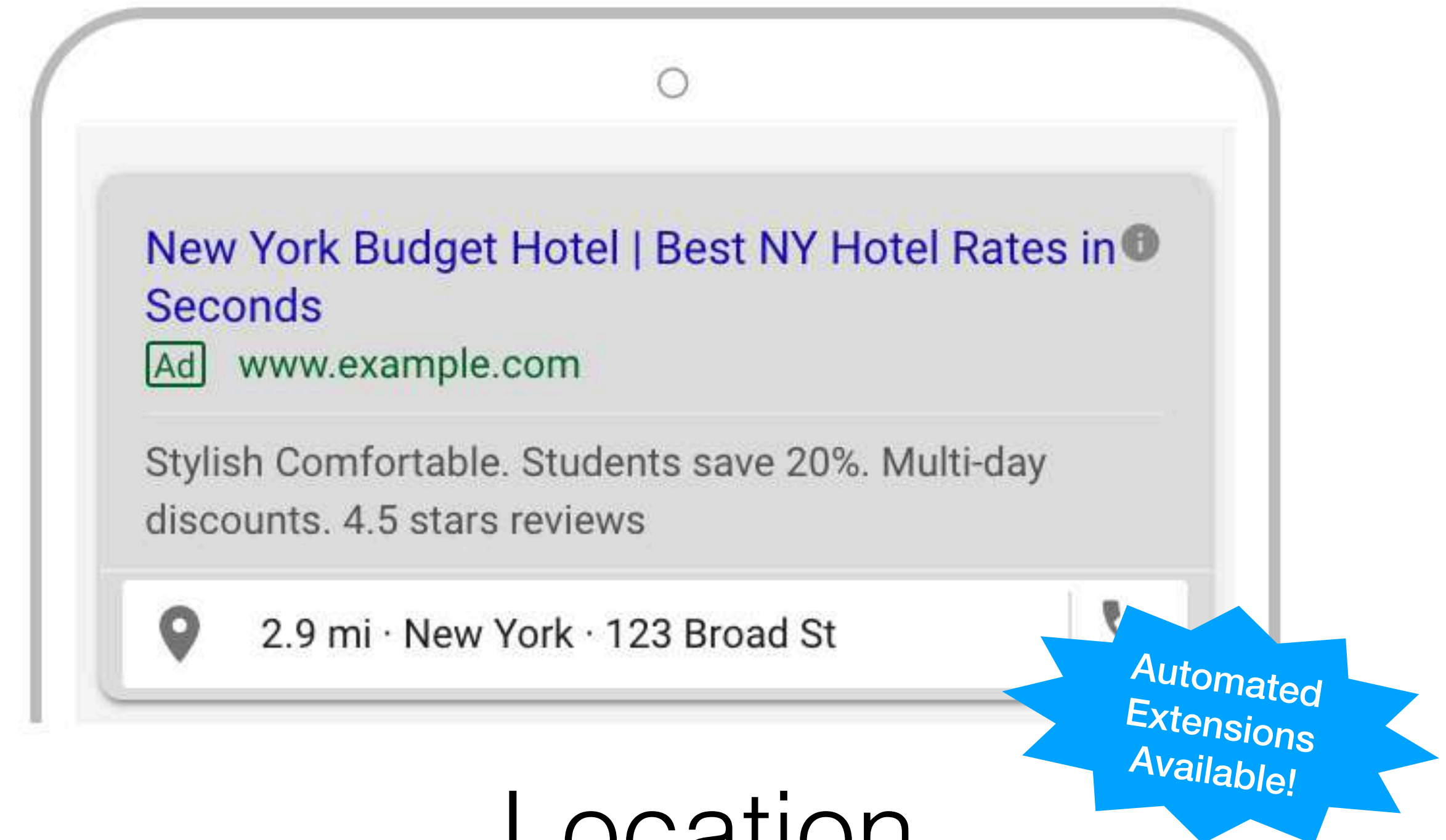
Ad Extension Goal: Get customers to buy from your physical location



Affiliate Locations

If you sell your products through retail chains, affiliate location extensions can help you reach consumers when they are deciding what and where to buy. Affiliate location extensions help people find nearby stores that sell your products.

Further reading: <https://support.google.com/google-ads/answer/7178291>



Location

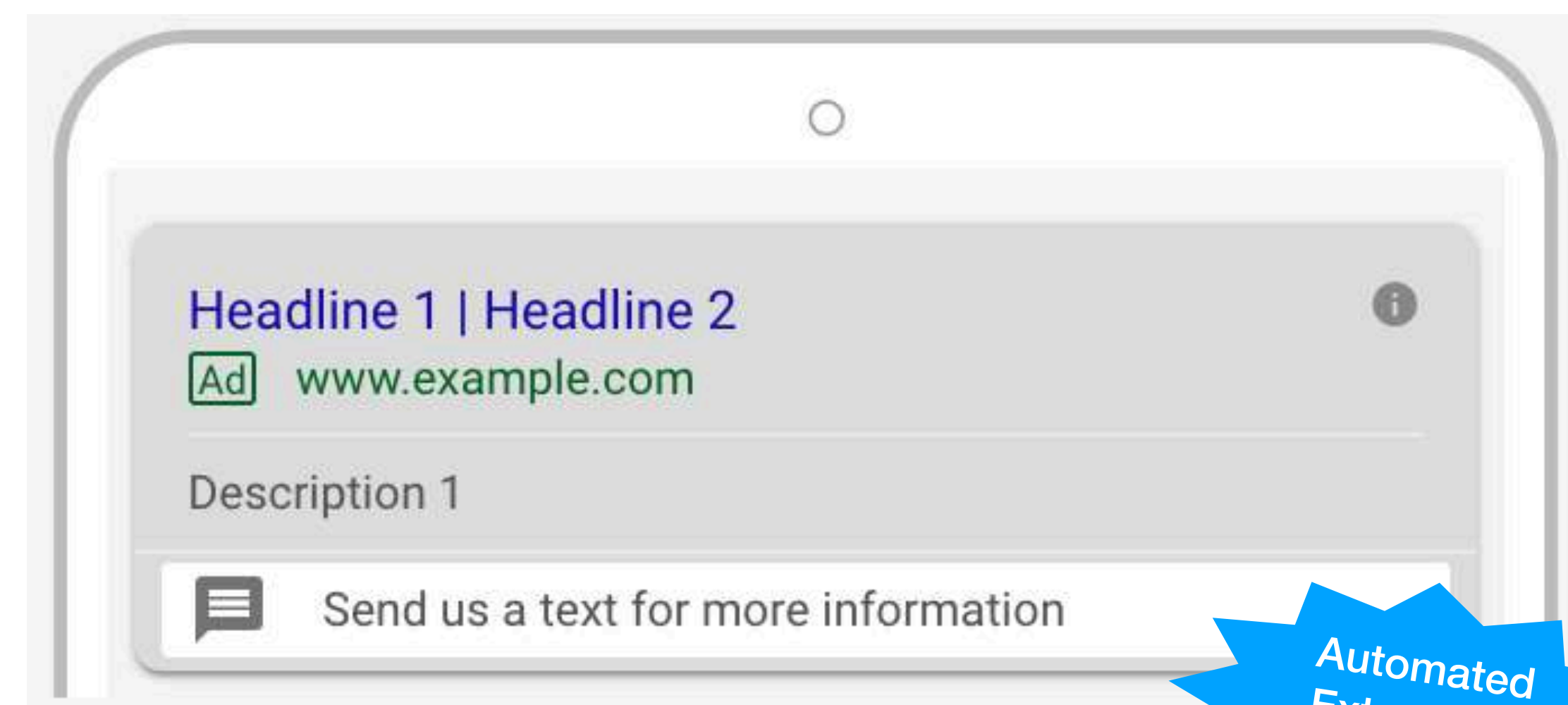
Location extensions can help people find your locations by showing your ads with your address, a map to your location, or the distance to your business. People can then click or tap your extension to get further details about your location on your location page, which includes the most relevant business information all in one place. Location extensions may also include a phone number or call button so that users can easily call your business. <https://support.google.com/google-ads/answer/2404182>

Ad Extension Goal: Get customers to contact you



Automated
Extensions
Available!

Call



Automated
Extensions
Available!

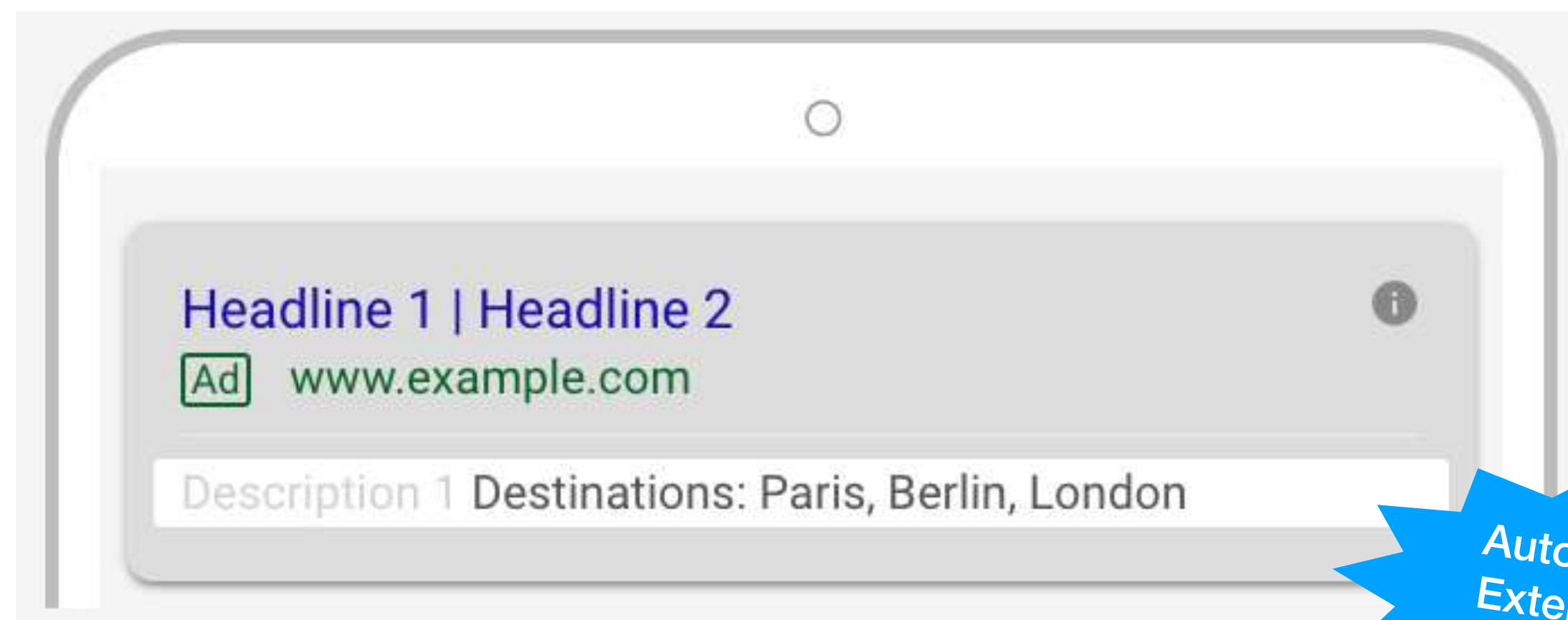
Message

To show your phone number with your ads, create call extensions. When your call extensions show, people can tap or click a button to call your business directly, or they can tap or click your ad to go to your website. All in all, call extensions give you more chances to get and track valuable conversions.

Further reading: <https://support.google.com/google-ads/answer/7159346?hl=en>

Message extensions let potential customers send you text messages right from your ad. With one tap on your ad, people on mobile devices can contact you to book an appointment, get a quote, ask for information, request a service, and more. Message extensions can help you grow your business by giving people another convenient option to reach you. <https://support.google.com/google-ads/answer/7172668?hl=en>

Ad Extension Goal: Get customers to convert on your website



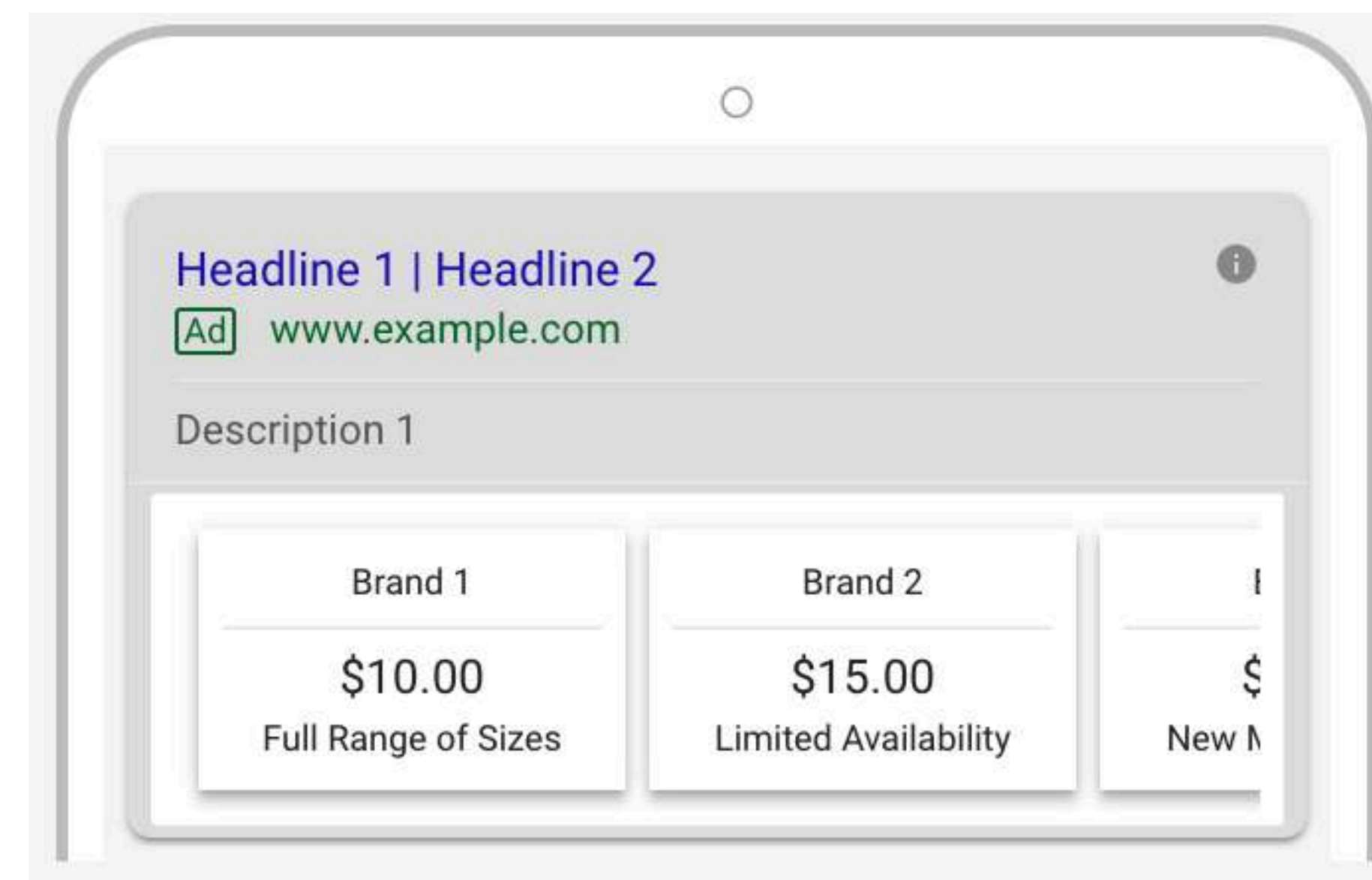
Structured Snippets

Automated
Extensions
Available!

Highlight specific aspects of your products and services with structured snippets extensions. Structured snippets show beneath your text ad in the form of a header (ex: "Destinations") and list of values (ex: "Hawaii, Costa Rica, South Africa").

Aim to include at least 4 values per header.

Further reading: <https://support.google.com/google-ads/answer/6280012?hl=en>

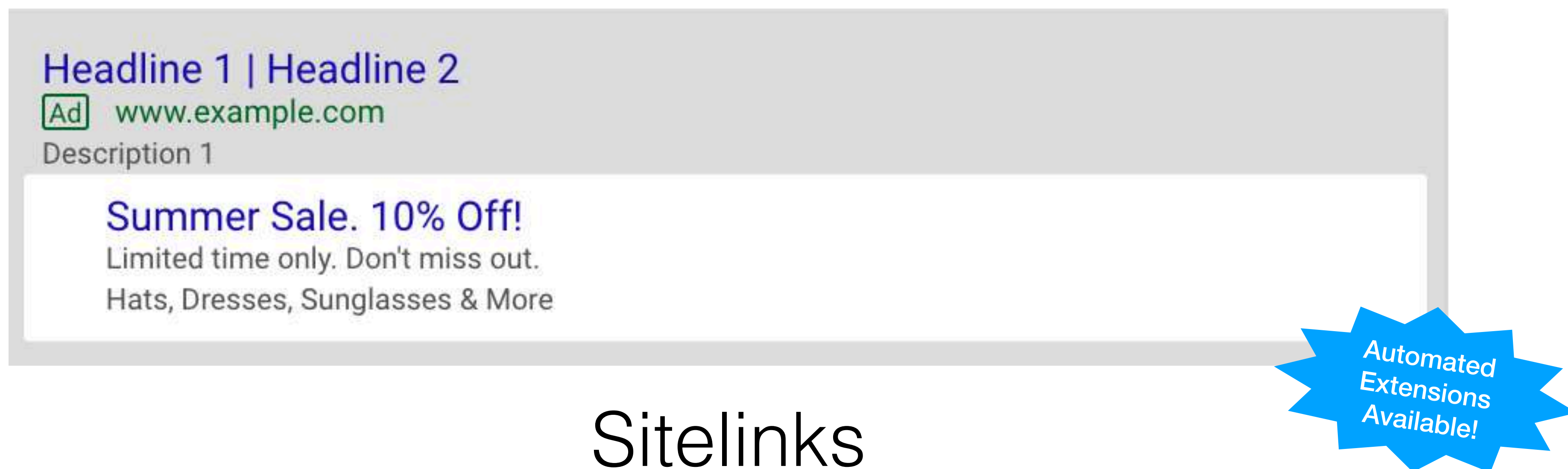


Price

Price extensions can add more value to your Search Network text ads by giving you a bigger showcase for your services and range of products, and by linking people directly to what interests them on your site. Price extensions appear below your text ad on desktop and mobile, and give you more space to tell people details about what your business offers. They show as a set of up to 8 cards that people can view to see different options and prices. From your price menu, people can go directly to the item that interests them on your site.

<https://support.google.com/google-ads/answer/7065415?hl=en>

Ad Extension Goal: Get customers to convert on your website

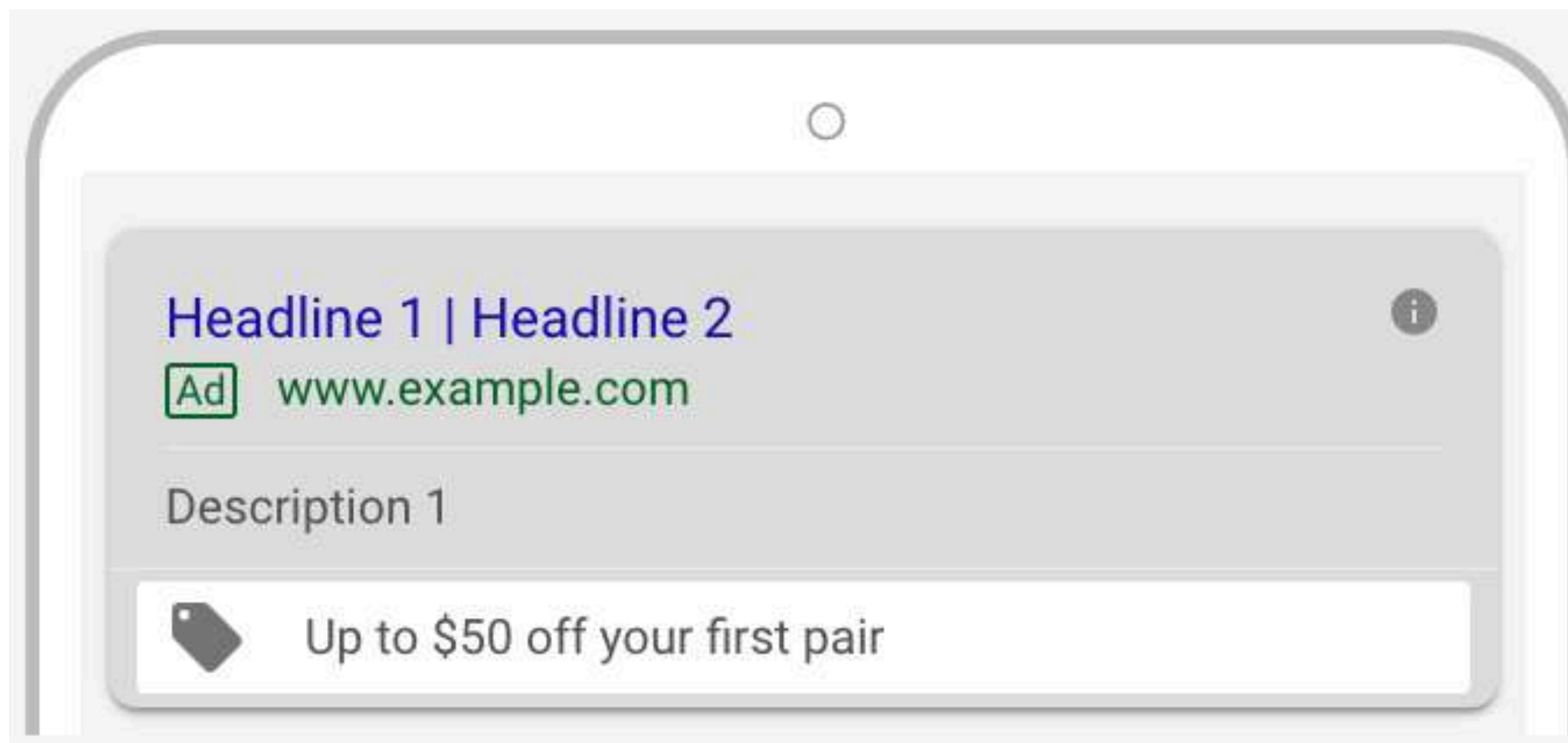


Sitelinks will show in a variety of ways, depending on device, position, and other factors. When your sitelink extension appears with one of your ads on a computer, your ad will show no fewer than 2 links due to the minimum 2-sitelink requirement to serve an ad. Your ad can have up to 6 links. Sitelinks may appear on the same line or fill up to two lines of your ad.

To add more links to your ads, create sitelink extensions. Sitelinks can take people to specific pages on your site—your store hours, a specific product, or more. When someone clicks or taps on your links, they skip right to what they want to know or buy.

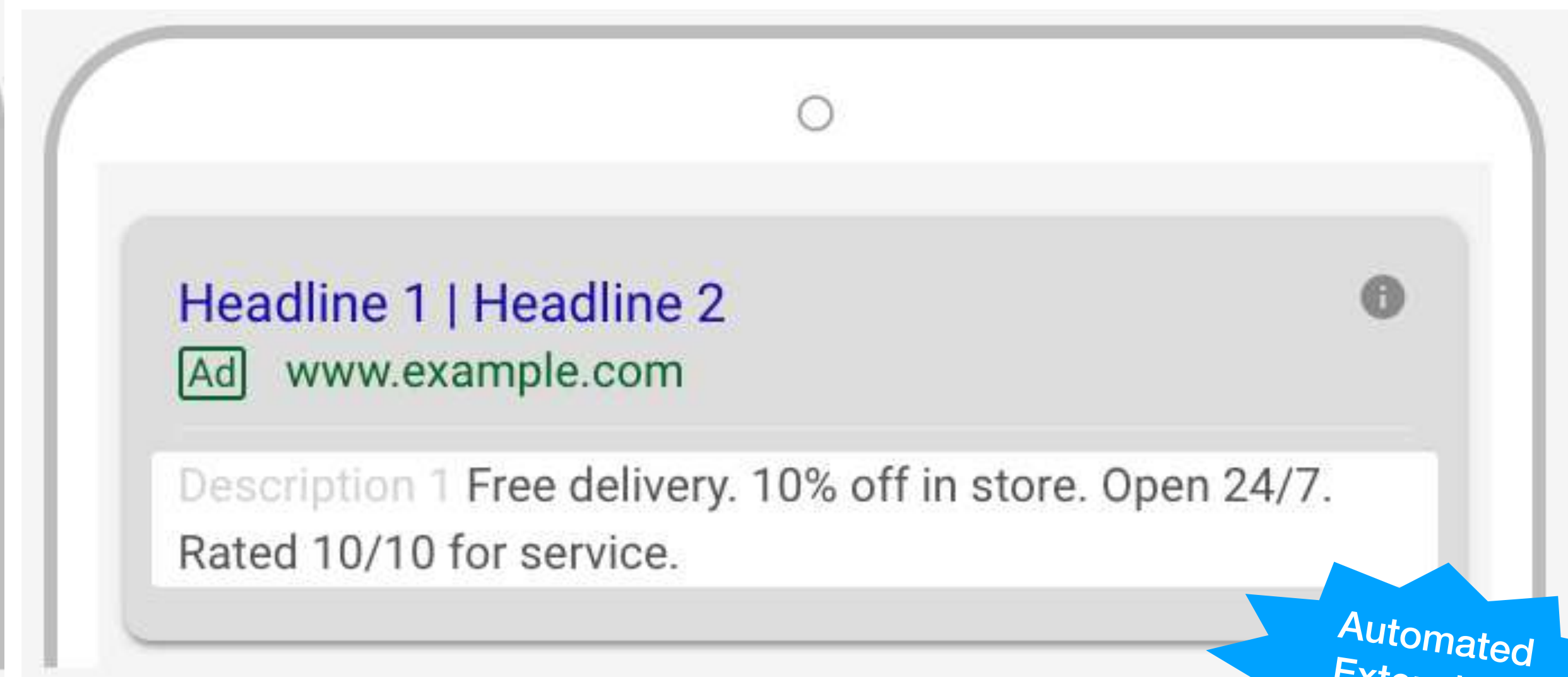
Further reading: <https://support.google.com/google-ads/answer/2375416?hl=en>

Ad Extension Goal: Get customers to convert on your website



Promotion

Promotion extensions can add more value to your Search Network text ads by highlighting your sales and promotions for people that are searching for the best deals your business has to offer. Promotion extensions show below your ad in an easy to read format that catches the eye of your potential customers. The special occasion you select, for example, "Back-to-school" or "Mother's Day" appears as a bold label next to your promotional text. <https://support.google.com/google-ads/answer/7367521?hl=en>

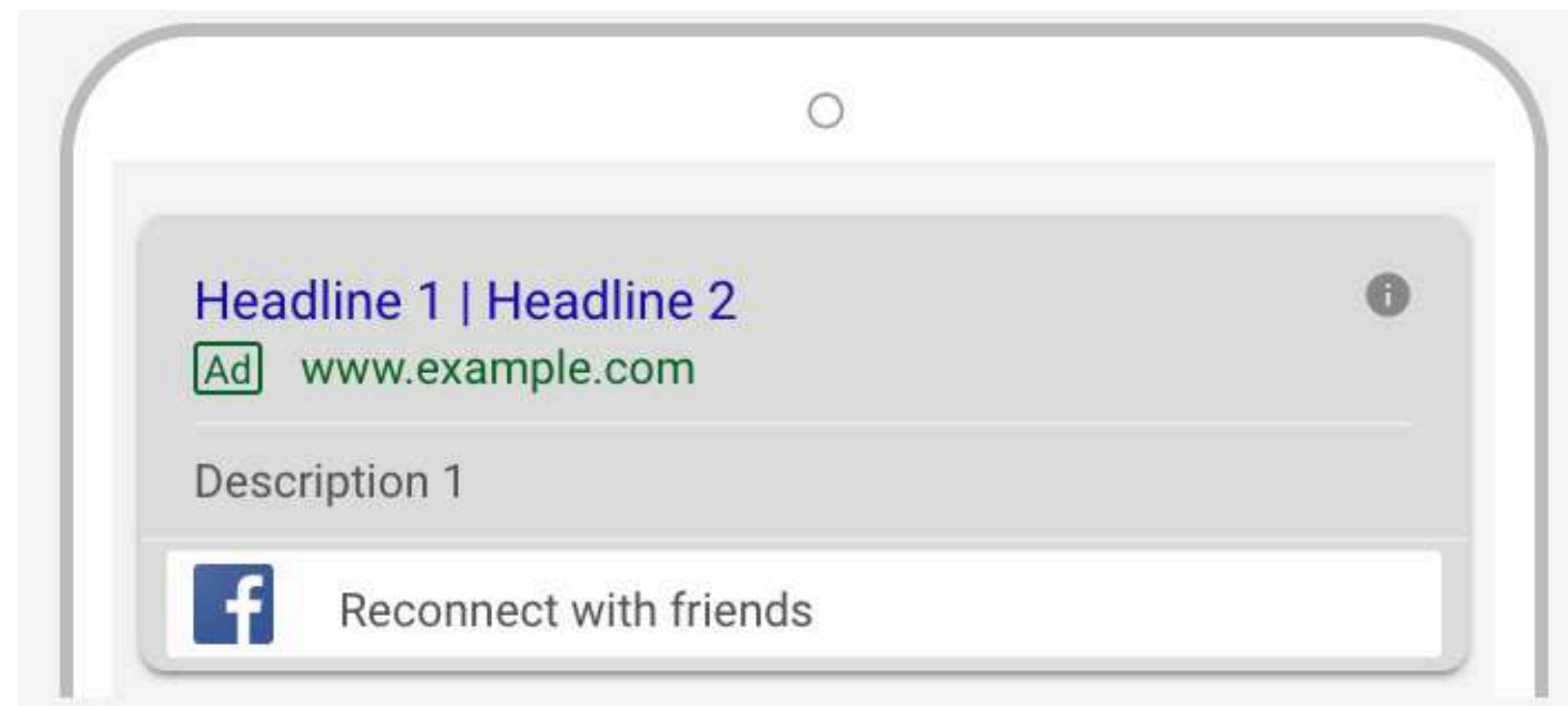


Callout

Callouts can improve your text ads by promoting unique offers to shoppers, like free shipping or 24-hour customer service. When customers see your ads, they get detailed information about your business, products, and services. 2 to 6 callouts show in addition to the text of your ad. Ads with callout extensions can show at the top and bottom of Google search results. When callout extensions show, they appear below your ad copy. https://support.google.com/google-ads/answer/7506719?hl=en&visit_id=637020524183830640-3939775206&rd=1

Automated
Extensions
Available!

Ad Extension Goal: Get people to download your app



App

App extensions allow you to link to your mobile or tablet app from your text ads. People click either on your ad headline to go to your site, or on the link to your app. App extensions are a great way to provide access to your website and your app from a single ad.

App extensions showcase your mobile or tablet app by showing a link to your app below your ad. Clicking this link leads you to your app's description in the app store (Google Play or the Apple App Store). Clicking on your ad's headline will still lead to your website.

Note: If your primary goal is to drive app downloads, **app promotion ads** (which link to apps exclusively) might be the better option.

Further reading: <https://support.google.com/google-ads/answer/2402582?hl=en>

Conduct Keyword Research

1. Click on 'Tools & Settings'

SEARCH

REPORTS

TOOLS & SETTINGS

REFRESH

HELP

NOTIFICATIONS

PLANNING

Performance Planner

Keyword Planner

Ad Preview and Diagnosis

SHARED LIBRARY

Audience manager

Bid strategies

Alternative 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

2. Click on 'Keyword Planner'

Conduct Keyword Research

Click on this box



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



PLANS CREATED BY YOU

PLANS SHARED WITH YOU



ADD FILTER



Plan

Status

Last modified ↓

Find new keyword ideas, get search volumes, and create a plan

Conduct Keyword Research

67

Discover new keywords



START WITH KEYWORDS

1. Enter Keywords
(you can enter more than one)

Enter products or services closely related to your business



furniture



office furniture singapore



+ Add another keyword

English (default) Singapore

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

[Learn more](#)

Enter a domain to use as a filter



https://

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

GET RESULTS

2. Click on 'Get Results'

Conduct Keyword Research

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Locations: Singapore Language: English Search networks: Google Last 12 months Aug 2019 – Jul 2020

Q furniture, office furniture singapore

DOWNLOAD KEYWORD IDEAS

Broaden your search:

+ home furnishings

+ furniture singapore

+ office equipment singapore

+ quality furniture singapore

+ furnishings singapore

+ office furniture

Keywords you provided	Monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of p
<input type="checkbox"/> furniture	1K – 10K	High	–	SGD0.41	
<input type="checkbox"/> office furniture singapore	1K – 10K	High	–	SGD0.75	

Keyword ideas

<input type="checkbox"/> sofa	1K – 10K	High	–	SGD0.47	SGD1.27
<input type="checkbox"/> furniture stores	1K – 10K	High	–	SGD0.38	SGD1.02
<input type="checkbox"/> table	1K – 10K	High	–	SGD0.29	SGD1.57
<input type="checkbox"/> couch	1K – 10K	High	–	SGD0.44	SGD1.22
<input type="checkbox"/> bed	1K – 10K	High	–	SGD0.36	SGD1.18
<input type="checkbox"/> mattress	1K – 10K	High	–	SGD0.92	SGD3.06
<input type="checkbox"/> furniture stores near me	100 – 1K	High	–	SGD0.65	SGD2.09

1. Add keywords to your ad group by clicking on the checkbox

You can analyse the average monthly search volume (the amount of traffic potential the keywords), competition, and estimate cost per click bid range of your keyword ideas.

1. Add keywords to your ad group by clicking on the checkbox

You can analyse the average monthly search volume (the amount of traffic potential the keywords), competition, and estimate cost per click bid range of your keyword ideas.

Conduct Keyword Research

2 selected

Plan ▼

New ad group ▼

Broad match ▼

Add keywords

Keyword (1)

1. Add keywords to your existing campaigns or create a new ad group

2. Select Match Types

3. Click Add Keywords

Keywords you provided

<input checked="" type="checkbox"/>	furniture	1K – 10K	High
<input checked="" type="checkbox"/>	office furniture singapore	1K – 10K	High

Keyword ideas

<input type="checkbox"/>	sofa	1K – 10K	High
--------------------------	------	----------	------

Did You Know?

Keyword Planner can help you build a new Search Network campaign by multiplying keyword lists together.

Adding Negative Keywords

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Search Keywords

Negative Keywords

Search terms

Auction insights

Audiences

Demographics

Enabled Status: Eligible (Learning) Type: Search Budget: SGD50.00/day Optimization score: — [More details](#)

Negative Keywords All time Sep 6, 2020

+ ADD FILTER

DOWNLOAD EXPAND

<input type="checkbox"/> Negative keyword ↑	Added to	Level	Match
You don't have any negative keywords yet			
+ NEGATIVE KEYWORDS			

1. Navigate to 'Negative Keywords'

2. Select '+ Negative Keywords'

When an advertiser adds negative keywords into an ad group within a search campaign, the ad will not show if the negative keyword appears in the user's search query.

Negative keywords can help eliminate irrelevant ad impressions and reducing the number of irrelevant clicks

Adding Negative Keywords

71

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Search Keywords

Negative Keywords

Search terms

Auction insights

Audiences

Demographics

Settings

Less

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Drafts & experiments

Negative Keywords

Add negative keywords

☒ Add negative keywords or create new list ☐ Use negative keyword list

Negative keywords can prevent your ad from showing to people who search for or browse content related to those words

Add to
Campaign ▼ Furniture

Negative keywords

Enter or paste your negative keywords, one per line

1. Enter your Negative Keywords

☐ Save to new or existing list

SAVE 2. Click on 'Save'

Did you know? The following keyword match types apply to negative keywords as well:

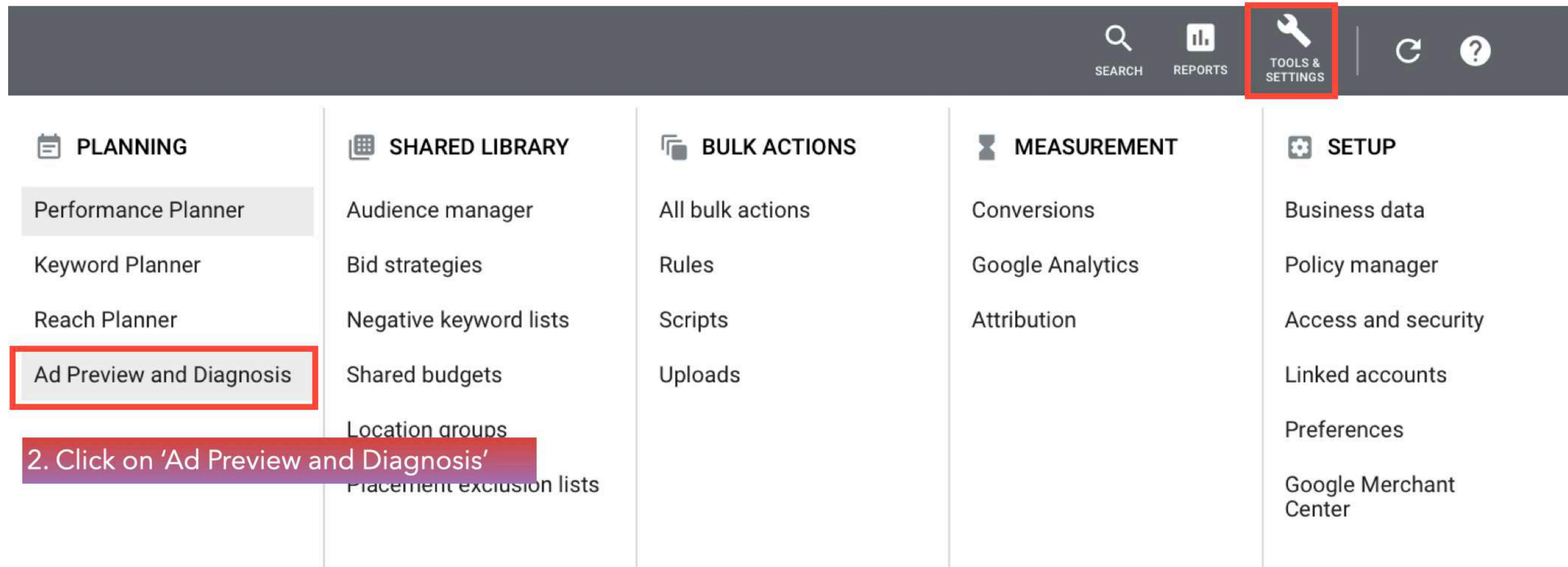
- Negative broad match
- Negative phrase match
- Negative exact match
- Symbols in negative keywords

Further reading: <https://support.google.com/google-ads/answer/2453972?hl=en>

Previewing Your Search Ad

72

1. Click on 'Tools & Settings'



2. Click on 'Ad Preview and Diagnosis'

Let's Preview Your
Search Ad!

Previewing Your Search Ad

The screenshot shows the Google Ads preview tool interface. At the top, there are input fields for 'Keyword' (WSQ digital marketing courses), 'Location' (Singapore), 'Language' (English), 'Device' (Mobile), and 'Audience' (Users not in any audience). Below these fields, a green checkmark icon is followed by the text 'Your ad is showing'. Underneath, it says 'For the keyword [wsq digital marketing course] (Digital Marketing Non-...)'. A red box highlights the keyword input field, and a red arrow points from it to a red text box on the left. Another red arrow points from the 'Language' field to a red text box on the right. Below the preview area, there is a section titled 'Preview of mobile search results' which shows a mobile phone screen. On the screen, there is an ad for 'WSQ Wsq Digital Marketing Course - Up to 90% SkillsFuture Subsidy' with the URL 'www.equinetaacademy.com/dm-courses'. A red arrow points from the 'Your ad is showing' text to this ad. A large orange text box is on the right side of the image.

WSQ digital marketing courses

Location
Singapore

Language
English

Device
Mobile

Audience
Users not in any audience

✓ Your ad is showing

For the keyword [wsq digital marketing course] (Digital Marketing Non-...)

Useful tool for previewing multilingual campaigns spanning across multiple geographies!

To preview your ad, enter any keyword that you have bid for.

Preview of mobile search results

Ad • www.equinetaacademy.com/dm-courses

WSQ Wsq Digital Marketing Course - Up to 90% SkillsFuture Subsidy

Accredited by SkillsFuture Singapore. Up to 90% SSG Funding and Subsidies available....


If your ad shows, you will see a green checkbox.

If for some reason your ad doesn't show e.g. you've finished your daily budget, Google will provide you with the reasons why, so you can fix it.

Set Up Remarketing Lists

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APORE POLITICS ASIA WORLD VIDEOS MULTIMEDIA LIFESTYLE FOOD FORUM OPINION BUSINESS SPORT MORE ▾




SEO Certification Course

Up to 95% SkillsFuture Subsidy For Singaporean Citizens/PRs

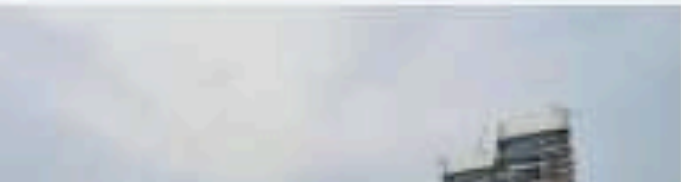
[LEARN MORE](#)

RTY PRICES



With supply abundant, new Jakarta MRT yet to impact property prices, says Colliers

⌚ 8 hours ago



Private home prices fell 0.6% in Q1: URA flash data

MBA Without Bachelor

Univ. of Cumbria @ RKC

Advance your career with an

Would you like to customise your Search ads to a set of audiences who have visited your webpages?

Or are you only looking to use Search ads as a way to re-engage site visitors?

In this section, we'll go through step by step how to set up Remarketing List for Search Ads

Creating a Remarketing Audience List

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1. Click Tools Icon

The screenshot shows the Google Ads interface. In the top right corner, the 'TOOLS' icon (a wrench) is highlighted with an orange box. An orange arrow points from this icon to the 'Audience manager' option in the 'SHARED LIBRARY' menu. The 'Audience manager' option is also highlighted with an orange box. Below the 'Audience manager' option, there is a list of other tools: Bid strategies, Negative keyword lists, Shared budgets, and Placement exclusion lists. The main content area shows the 'Overview' tab with a bar chart for 'Clicks' and 'Impressions' for the '1st quarter 2011'. The 'Keywords' section is visible at the bottom, showing a table with columns for 'Cost', 'Clicks', and 'CTR'. The 'Ad group: Experimental' is selected.

2. Click Audience Manager

First, let's create an audience list of people who have visited your website at least once.

Creating a Remarketing Audience List

Audience lists

Audience insights

Audience sources

REMARKETING

CUSTOM AUDIENCES

Reach people who have engaged with your business

Audience lists help you reach people who have visited your website, engaged with your app, or shared their contact information. Set up a message, at the right moment.

Click Set Up an Audience Source

SET UP AN AUDIENCE SOURCE

+

ADD FILTER

<input type="checkbox"/> Audience name ↑	Type	Membership status	Size: Search
You don't have any audience lists yet			

Creating a Remarketing Audience List

77

Set up or link audience sources to unlock the power of remarketing

Show potential customers personalized ads based on their interactions with your business



Google Ads tag

Collect data for your remarketing lists and conversion tracking by adding the Google Ads tag to your website

SET UP TAG



Google Analytics

Google Ads tag is not installed. Try again later.

Click Set Up Tag

App analytics

Link a third-party app analytics provider or your own software development kit (SDK) to your account to see user lists and conversions for your mobile apps

LINK TO APP ANALYTICS



Google Play

Create remarketing lists based on current app users and track in-app purchases as conversions to gain insight into which ads drive action

LINK TO PLAY



YouTube

Remarket to people who interact with your channel, track actions people take after watching video ads, and drive clicks with call-to-action overlays

LINK TO YOUTUBE

Creating a Remarketing Audience List

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Create the Google Ads tag data source

Use the settings below to determine what data the tag should collect

Remarketing

Select the type of data



Only collect general website visit data to show ads to your website visitors. [Learn more](#)

1. Select this option



Collect data on specific actions people performed on your website to show personalized ads. [Learn more](#)

Remarketing allows you reach people who have previously interacted with your business

▼ Advanced settings

SAVE AND CONTINUE

CANCEL

2. Click save and continue

Creating a Remarketing Audience List

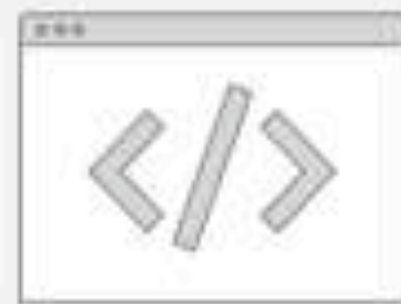
Install the tag on your website

Use the settings below to determine what data is captured by the tag. [Learn more](#)

Tag setup

Select how you want to install the Google

Install the tag yourself



Add the tag to your
website code

Email the



Email the tag to your
webmaster



Install the tag using
Google Tag Manager

1. Select one of 3 options. Select this option if you are installing the tag on your website yourself

CONTINUE

CANCEL

Creating a Remarketing Audience List

Tag setup

Select how you want to install the Google tag

Install the tag yourself Email the tag Use Google Tag Manager

Instructions

The Google Ads tag has been replaced by the global site tag. To set up remarketing, you'll need to add the global site tag on your website. Even though your previous remarketing tags will still work, we recommend that you use the new tag. [Learn more](#)

Note: To remove a parameter from your Google Ads tag, remove the corresponding parameter when installing the event snippet.

Global site tag

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your site. You must install this tag on every page of your website.

Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, which can be used with both remarketing event snippets as well as conversion event snippets.

```
<!-- Global site tag (gtag.js) - Google Ads: 984544496 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-984544496"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-984544496');
</script>
```

When using the Google Ads tag, you must comply with the [Personalized advertising policy](#) and the [Google EU user consent policy](#) to send information related to sensitive interest categories. If you implement the user ID parameter, you also agree to comply with the [cross-device linking policy](#). Google Ads may use the data reported from the tag to improve the bidding and targeting for the campaign account.

2. Click Continue

CONTINUE CANCEL

1. Copy this script and paste it on the header of your website

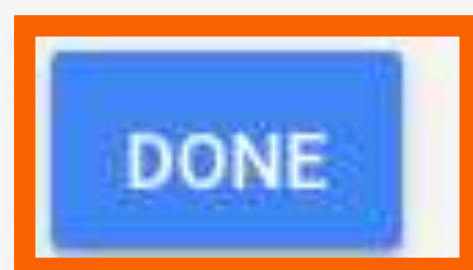
If you're not a technical person and don't have access to the backend of your website, choose the second option "Email the tag" to email the instructions and tag to your web developer to install the code for you.

Creating a Remarketing Audience List

You're almost done setting up your **Google Ads tag** audience source

- To make sure your tag is working, check the source status on the "Audience sources" page
- Make sure to setup a feed for each vertical you select

Click Done



Creating a Remarketing Audience List

Audience sources

Audience lists

Audience insights

Audience sources

Click Audience Lists

Google Ads tag

Tag hits: 24 hours [?] 0

Active parameters [?] 0

Lists 1

[DETAILS](#)

Google Analytics

Google Ads is unable to display data for this source right now. Try again later.

Creating a Remarketing Audience List

Audience lists

Audience insights

Audience sources

REMARKETING

CUSTOM AUDIENCES

Reach people who have

Audience lists help you reach people who have visited your website, watched your video, engaged with your content, or interacted with your message.

SET UP

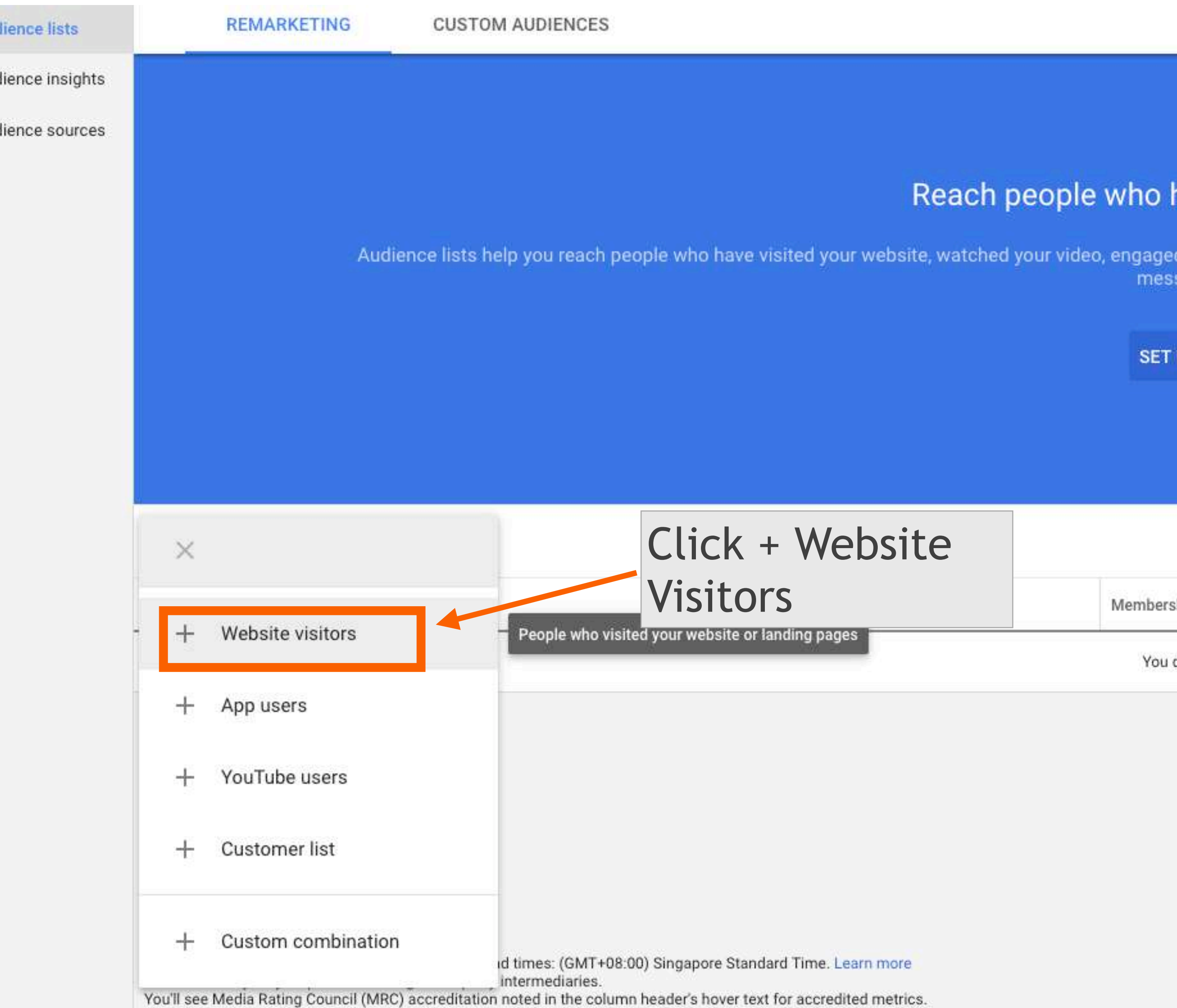
Click the + icon

+

ADD FILTER

<input type="checkbox"/> Audience name ↑	Type	Membership status
You don't		

Creating a Remarketing Audience List



Website visitors:

The standard list type for a website-based campaign. These lists track user behavior in your website and will add those users according to criteria specified by you or Google Ads, if automatically generated. These criteria can be visits, click-in source, click-out location and the various stages of a conversion. You can create this list type once the global site tag has been added to your website. Some website remarketing lists will be automatically created for you, e.g. All Visitors and All Converters. Learn more About automatically created lists.

YouTube users:

Users that view and/or interact with your video ads are added to YouTube lists. These remarketing lists can be created by first linking your YouTube channel to your Google Ads account. Learn more in About remarketing to YouTube viewers.

App users:

Users that have your app installed on their device are added to these lists and become eligible to be shown your ads while in other apps on the Google Display Network. Learn more About remarketing to App users.

Customer list:

Lists generated based on the Google Ads Customer Match feature. Customer lists allow you to upload contact information that your customers have shared with you, like emails or zip codes, to show ads to your customers as they browse across Google's properties like Google Search or YouTube. Learn more About Customer Match.

Custom combination:

A type of list created when you manually combine two or more existing remarketing lists. For example, if you have a list of high value shoppers and a list of people who bought electronics from you, then you can reach possible buyers of your new high value electronics by combining (ANDing) the two lists.

Similar audience:

People that don't precisely match but share other behaviors with people in your existing remarketing lists. For example, a footwear advertiser may find that their sandal buyers also search for pool accessories so they may want to try creating a similar audience targeting searchers of pool accessories to show ads for their summer footwear. Similar audiences are created automatically for you, once your seed list is sufficiently big.

Creating a Remarketing Audience List

1. Enter audience name

Audience name: **People who visited website in the past 30 days**

2. Select Visitors of a page

List members: Select the type of visitors from which you'd like to create your audience. **Visitors of a page**

3. Enter URL

Visited page: Include people that visited a page with the following rules

Match any rule group

A visited page must match every rule in this group

URL contains **sentosapearlisland.com** AND

OR

4. Include past audiences

5. Select the membership duration

Initial list size: **Include people from the past 30 days**

Membership duration: **30 days**

Description: Add an audience description (optional)

5. Click Create Audience

CREATE AUDIENCE CANCEL

Your use of remarketing lists must comply with the [Personalized advertising policy](#).

1. Enter Audience Name - for easier future reference.

2. Select the type of visitors you'd like to add to this remarketing audience. You can try out combinations such as visitors of a page who did not visit another page to target non-converters.

3. You will set and define the rules based on the URL of the page or the referring URL that brought the visitor to your site.

4. If your remarketing tag had already been implemented prior to the set up, you will be able to include people from up to the past 30 days

5. Depending on your sales cycle, you may want to consider setting the membership duration up to a maximum of 540 days

Tip: Remarketing List Ideas

1. Past Converters
2. Cart Abandoners
3. Specific Site Section
4. Viewed Products
5. Recent Visitors

With this audience list created, we can now create a Display Advertising campaign to target ads to people who have visited your website at least once in the past 30 days.

Do remember to update your privacy policy to inform your website visitors you are using cookie-based tracking.

Applying Remarketing Audience List

1. First navigate to a campaign you want to add the audience to

2. Next, click on "Audiences"

3. Select "Targeting"

4. Select "How they have interacted with your business" to display your audience lists

Module 3: Optimisation Score and Performance Planner

Understand Your Advertising Goals

Increase Brand Awareness

Campaigns that are focused on brand awareness might be created by a car company that wants to create buzz for a new model, or a film company that wants to promote a new movie by offering visitors a sneak-peek.

Focus on: impressions, customer engagement, reach and frequency

Increase Traffic

Campaigns that are focused on increasing traffic might be created by an organization that wants to promote a new fundraising drive, or a business that would like to increase sales of a new product.

Focus on: clicks, clickthrough rate, keyword performance, search terms

Increase Conversions

Campaigns that are focused on increasing sales and conversions might be created by a company that wants to sell a lot of a particular product, or a non-profit organization that wants to encourage visitors to sign a petition for an important cause.

Focus on: conversion data, landing pages

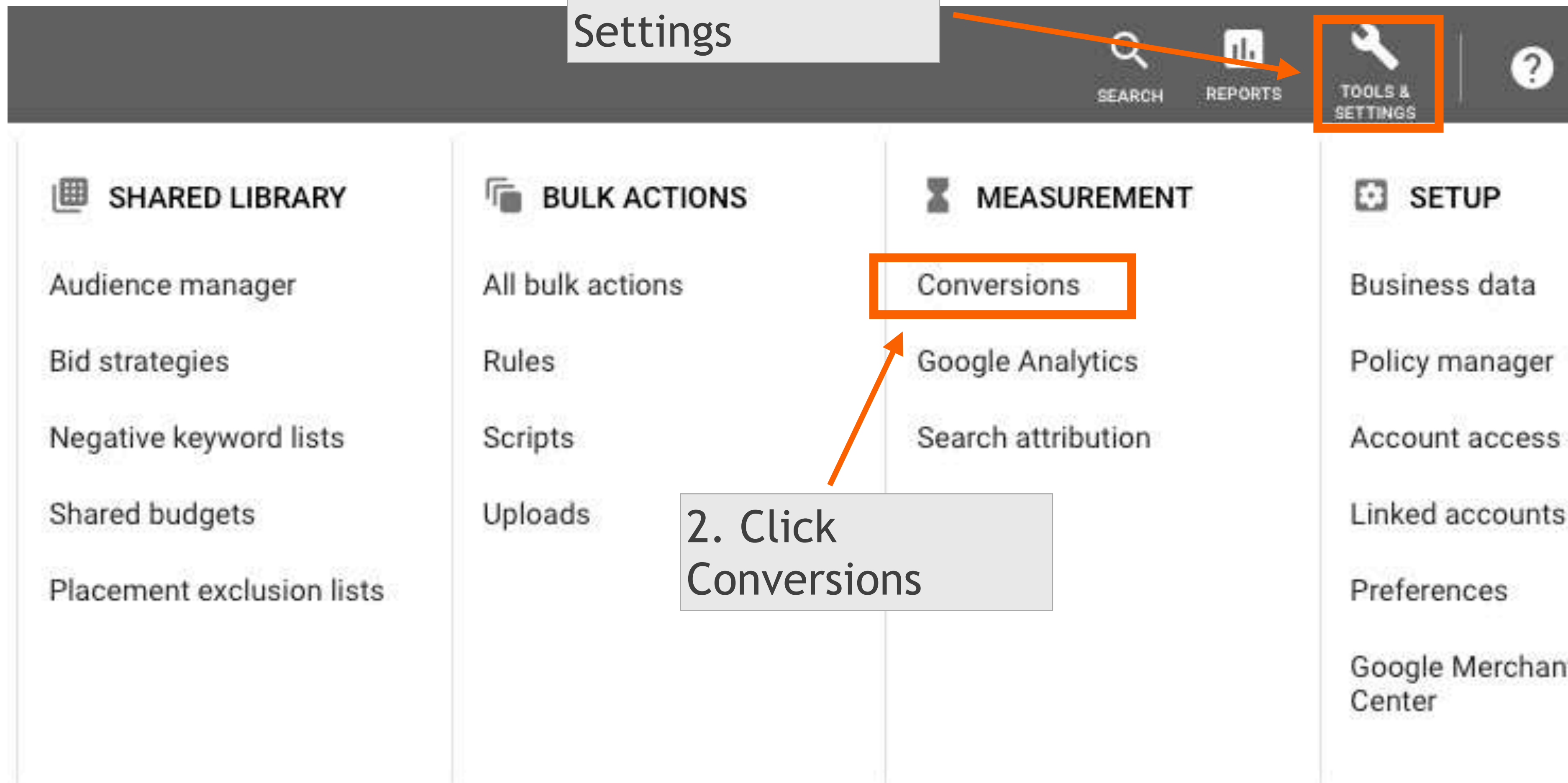
Increase Return on Investment

You can use an ROI calculation to compare two advertising campaigns against each other to see how much money you've made from each one. For example, a ceramics manufacturer might be able to determine that a less expensive blue vase that sells more briskly in one campaign is actually generating more profits than a more expensive green vase in a different campaign.

Focus on: conversions

Set Up Conversion Tracking

1. Click Tools & Settings



Conversion tracking is a free tool that shows you what happens after a customer interacts with your ads -- whether they purchased a product, signed up for your newsletter, called your business, or downloaded your app. When a customer completes an action that you've defined as valuable, these customer actions are called conversions.

A conversion is an action that's counted when someone interacts with your ad (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.

Set Up Conversion Tracking

Google Ads

Conversions

Click here to define a conversion

CONVERSION ACTIONS

CONVERSION ACTION SETS

+

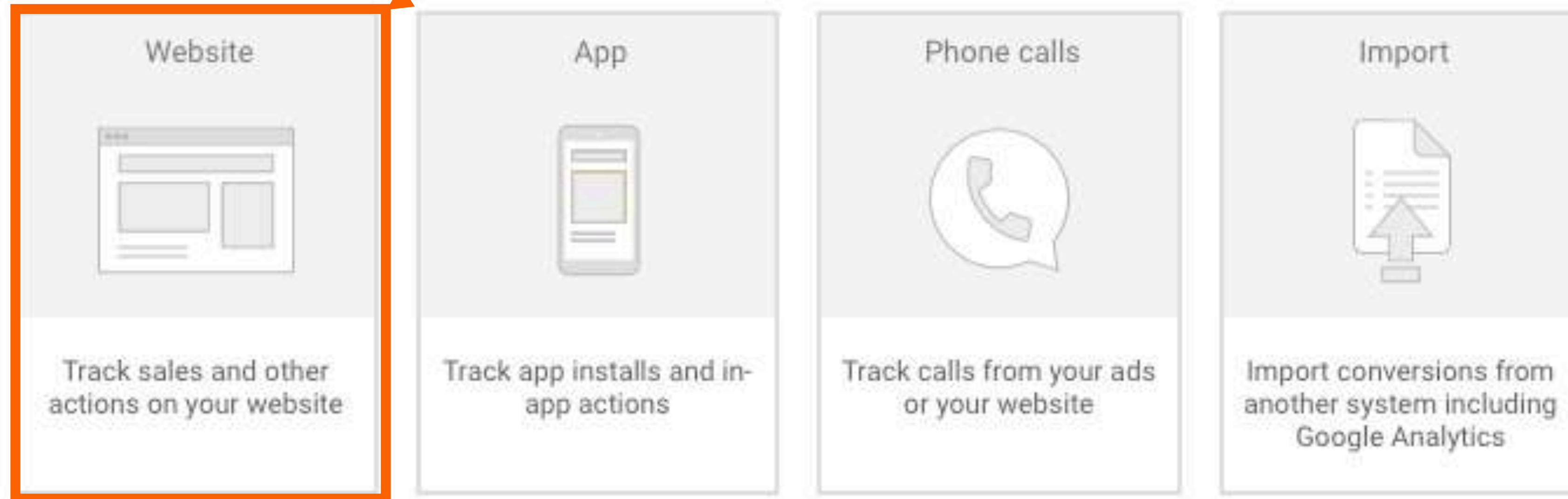
Status: All enabled; Conversion window = 40 [View all](#) ADD FILTER

<div><div><div></div><div></div></div></div>	Conversion action	Source	Cate
Total: All conversion actions			

Set Up Conversion Tracking

Click here to define
a website conversion

Select the kind of conversions you want to track. [Learn more](#)



Different methods of tracking different types of conversions:

Website - You can track website purchases, newsletter signups, button clicks, or other website actions.

App - You can track customer installs your app or purchases from your app.

Phone calls - You can track calls from ads, calls to a phone number on your website, phone number clicks on a mobile website.

Import - You can track and import offline conversions, such as store visits or phone calls after your ad ran

Further reading: <https://support.google.com/google-ads/answer/1722054?hl=en>

Set Up Conversion Tracking

Create a conversion action for your website

After creating your conversion action, you'll get tracking code that you'll need to add to your website to start sending conversions data to Google. [Learn more](#)

Category

Select the action you'd like to track

- ☐ Purchase
A person buys your product or service
- ☐ Lead
A person interested in your product or service shares contact information
- ☐ Page View
A person views a particular page on your website
- ☐ Sign-up
A person registers for an event or newsletter
- ☐ Other

You can use these categories to segment your campaign reports.

1. Select the conversion action category.

1. Select the category of conversion that is closest to your conversion action. If you're tracking how many leads your ads bring you, select Lead.

Conversion name

Enter a conversion name

0 / 100

Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales"

2. Name your conversion

2. Name your conversion for easier reference in your reports.

Value

Measure the impact of your advertising by giving conversions a value

- ☐ Use the same value for each conversion
- ☐ Use different values for each conversion
- ☐ Don't use a value for this conversion action (not recommended)

Use same value if you're tracking leads, sign-ups, or page views.

Use different values if you sell multiple products at different prices and you'd like a unique value recorded for each conversion.

3. Select a value or otherwise

3. You will have to assign a value to each conversion if you would like to switch on the Target Return on Ad Spend (ROAS) bidding strategy. You may assign a flat value, or feed a dynamic value for each conversion.

Set Up Conversion Tracking

Count

Select how many conversions to count per click or interaction

☒ Every
Recommended for purchases because every purchase is valuable.

☐ One
Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

If someone clicks your ad and completes 2 separate purchases on different occasions, 2 conversions are recorded.

1. Select conversion count

Conversion window	30 days	▼
View-through conversion window	1 day	▼
Include in "Conversions"	Yes	▼
Attribution model	Last click	▼

Enable Enhanced CPC to help increase conversions in campaigns currently using manual CPC bidding ⓘ

You can adjust your bid strategy at any time in campaign settings.

CREATE AND CONTINUE

CANCEL

1. Depending on the nature of your business, you may count Every or One conversion only. For B2B, you will likely only count multiple conversions as One because 3 form submissions from the same lead is still just one lead. For eCommerce store purchases, you will likely select Every, as every purchase will add to your overall revenue.

Set Up Conversion Tracking

Count

Select how many conversions to count per click or interaction

☒ Every
Recommended for purchases because every purchase is valuable.

☐ One
Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

If someone clicks your ad and completes 2 separate purchases on different occasions, 2 conversions are recorded.

[Learn more](#)

Conversion window

30 days

▼

View-through conversion window

1 day

▼

Include in "Conversions"

Yes

▼

Attribution model

Last click

▼

1. Modify conversion tracking settings

Enable Enhanced CPC to help increase conversions in campaigns currently using manual CPC bidding ⓘ

You can adjust your bid strategy at any time in campaign settings.

CREATE AND CONTINUE

CANCEL

2. Click Create and Continue

Conversion window - Conversions can happen days after a person interacts with your ad. Select the maximum time after an ad interaction that you want to count conversions

View-through conversion window - A person may see your ad and not interact with it, then convert later. This is called a view-through conversion. Select the maximum time, after a person views your ad, that you want to count view-through conversions

Include in Conversions - Include these conversions in your "Conversions" column. If you use Smart Bidding, your bid strategies will optimize for these conversions.

Attribution model - The attribution model determines how much credit each click gets for your conversions. Further reading: <https://www.equinetacademy.com/multi-channel-attribution-models-explained/>

Set Up Conversion Tracking

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup

Select how you want to install your tag

Install the tag yourself



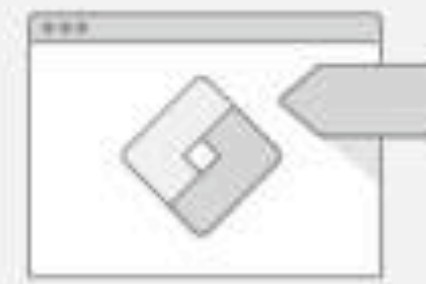
Add the tag to your website code

Email the tag



Email the tag to your webmaster

Use Google Tag Manager



Install the tag using Google Tag Manager

Click here to install the tag on your website yourself

There are 3 ways to add the tag to your website.

1. Install the tag yourself by adding the tag to your website code
2. Email the tag to your webmaster if you don't have access to your website or are not technically savvy.
3. Install the tag using Google Tag Manager. Google Tag Manager is a separate platform offered by Google that allows you to manage multiple tags in one location with convenience.

We will go through each way.

Set Up Conversion Tracking

Install the tag yourself

Email the tag

Use Google Tag Manager

Instructions

To set up conversion tracking for **Course Diagnostic Tool Usage**, you must have the global site tag and an event snippet in the code your page uses. To add the tag and snippet, select the framework your page uses and follow the instructions.

See code for ?

HTML

Global site tag

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website. You must install this tag on every page of your website.

☒ The global site tag isn't installed on all your HTML pages

☐ The global site tag is already installed on all pages, but comes from another Google product (such as Google Analytics) or from another Google Ads account

☐ The global site tag on all pages was installed already when you created another conversion action in this Google Ads account (765-208-7461)

Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, even if you are tracking multiple actions.

```
<!-- Global site tag (gtag.js) - Google Ads: 976424911 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-976424911"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-976424911');
</script>
```

DOWNLOAD SNIPPET

Select tag
installation options

If you select the first option, you need to download the snippet below and install this tag into all your HTML pages.

If you select the second or third option, you don't need to install the code again as it would have already been installed through other methods.

Set Up Conversion Tracking

1. Select Page Load or Click

Event snippet

The event snippet works with the global site tag to track actions that should be counted as conversions. Choose whether to track conversions on a page load or click. ?



Page load

Add the snippet to the page a customer reaches after completing a conversion



Click

Add the snippet to the page that has a button or a link you'd like to track for clicks

Copy the snippet below and paste it in between the <head></head> tags of the page(s) you'd like to track, right after the global site tag

```
<!-- Event snippet for Course Diagnostic Tool Usage conversion page -->
<script>
  gtag('event', 'conversion', {'send_to': 'AW-976424911/jOyuCI7auqgBEM-fzNED'});
</script>
```

[DOWNLOAD SNIPPET](#)

2. Click Next

NEXT

1. Depending on the type of conversion you are tracking, you will need to add an event snippet that is either triggered on a page load (such as a thank you page) or on a click (such as the submit button) to signal to Google Ads that the user has converted.

Important: If you do not add the right code to your conversion action on your website, your conversions will not count in your reports.

Set Up Conversion Tracking

Tag setup

Select how you want to install your tag

Install the tag yourself **Email the tag** Use Google Tag Manager

Instructions

Send the tag and instructions for installing the tag to your webmaster for your **Course Diagnostic Tool Usage** conversion action

Tracking method

Choose whether to track conversions on a page load or click

☒ **Page load**
Count conversions when someone loads a new page, such as an order confirmation page

☐ **Click**
Count conversions when customers click a button or link (such as a "Buy Now" button)

Your email will include the HTML and AMP tags for your global site snippet and event snippet. The event snippet will vary based on the tracking method you choose.

Global site tag
The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website. You must install this tag on every page of your website.

Event snippet
The event snippet works with the global site tag to track actions that should be counted as conversions. Install this snippet on pages you'd like to track.

Email address

Enter your webmaster's email address. Separate email addresses with a comma.

Email address

SEND AND CONTINUE

1. Select tracking method

You may choose to email the tag to your web developer who has access to your website code.

2. Enter email address of your web developer

3. Click Send and Continue

Set Up Conversion Tracking

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup

Select how you want to install your tag

Install the tag yourself

Email the tag

Use Google Tag Manager

Instructions

1. Use Google Tag Manager to [install the Google Ads conversion tracking tag](#). You'll need to provide the following information for your **Course Diagnostic Tool Usage** conversion action:

Conversion ID
976424911

Conversion label
jOyuCI7auqgBEM-fzNED
2. Make sure you add a [Conversion Linker tag](#) and configure it to fire on all of your webpages.
3. If you use AMP pages, you'll need a separate container. Add this information to that container on your AMP pages as well.

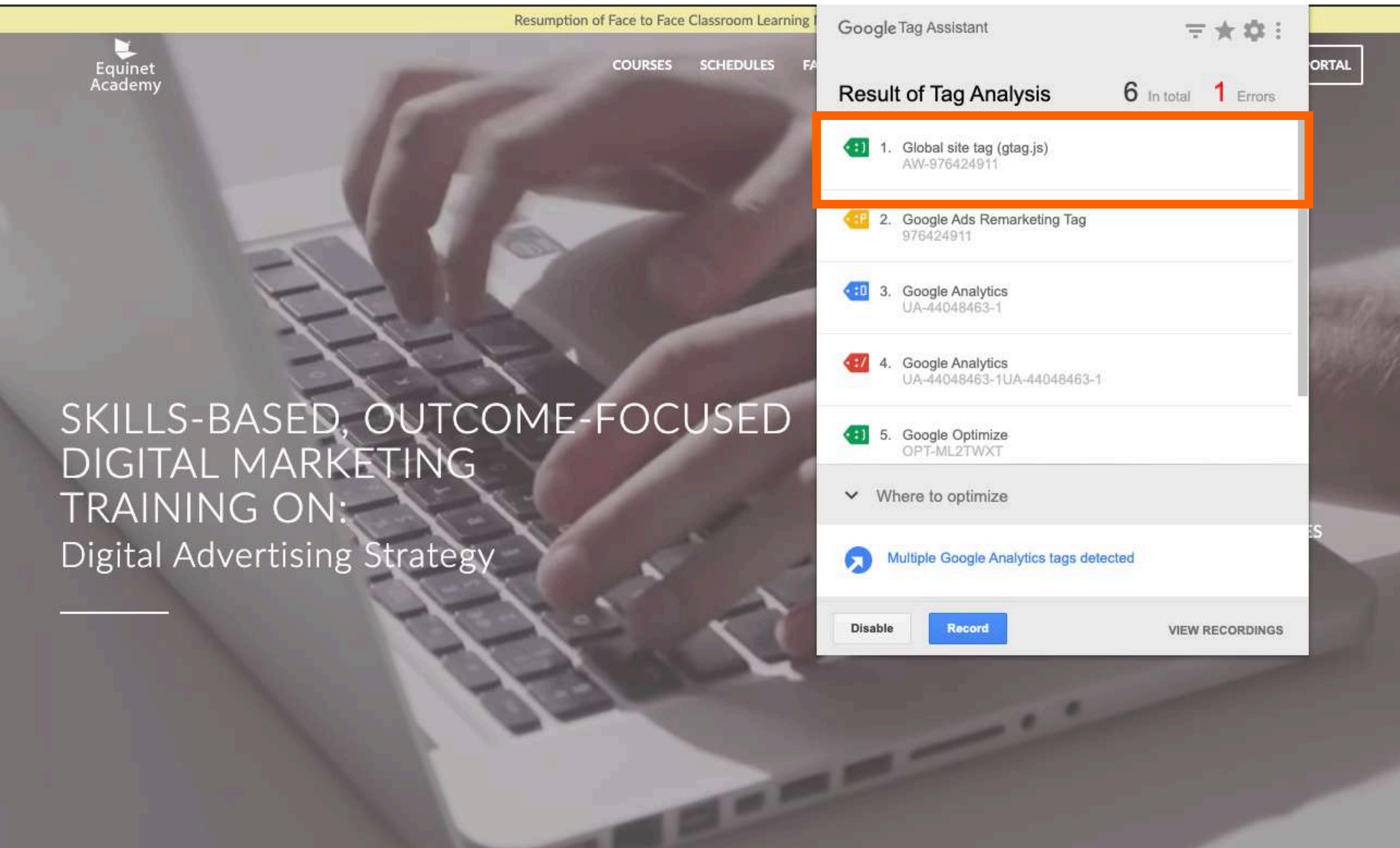
Alternatively, you may use Google Tag Manager to install and manage your conversion tracking.

<https://tagmanager.google.com/>

NEXT

Verify Conversion Tracking

100



The screenshot shows the Google Tag Assistant interface overlaid on a webpage. The webpage header includes the Equinet Academy logo and navigation links for COURSES, SCHEDULES, and FA. The main content area of the webpage has a yellow banner with the text "Resumption of Face to Face Classroom Learning" and a background image of hands typing on a laptop keyboard. The Google Tag Assistant window displays the "Result of Tag Analysis" for 6 tags in total, with 1 error. The first tag, "Global site tag (gtag.js)", is highlighted with an orange border. The second tag, "Google Ads Remarketing Tag", is marked with a yellow 'P' icon. The third tag, "Google Analytics", is marked with a blue '0' icon. The fourth tag, "Google Analytics", is marked with a red 'X' icon. The fifth tag, "Google Optimize", is marked with a green checkmark icon. Below the list of tags, there is a section titled "Where to optimize" with a dropdown arrow. At the bottom of the window, there are buttons for "Disable", "Record", and "VIEW RECORDINGS".

Equinet Academy

Resumption of Face to Face Classroom Learning

COURSES SCHEDULES FA

PORTAL

SKILLS-BASED, OUTCOME-FOCUSED
DIGITAL MARKETING
TRAINING ON:
Digital Advertising Strategy

Google Tag Assistant

Result of Tag Analysis 6 In total 1 Errors

1. Global site tag (gtag.js)
AW-976424911
2. Google Ads Remarketing Tag
976424911
3. Google Analytics
UA-44048463-1
4. Google Analytics
UA-44048463-1UA-44048463-1
5. Google Optimize
OPT-ML2TWXT

Where to optimize

Multiple Google Analytics tags detected

Disable Record VIEW RECORDINGS

Google Tag Assistant

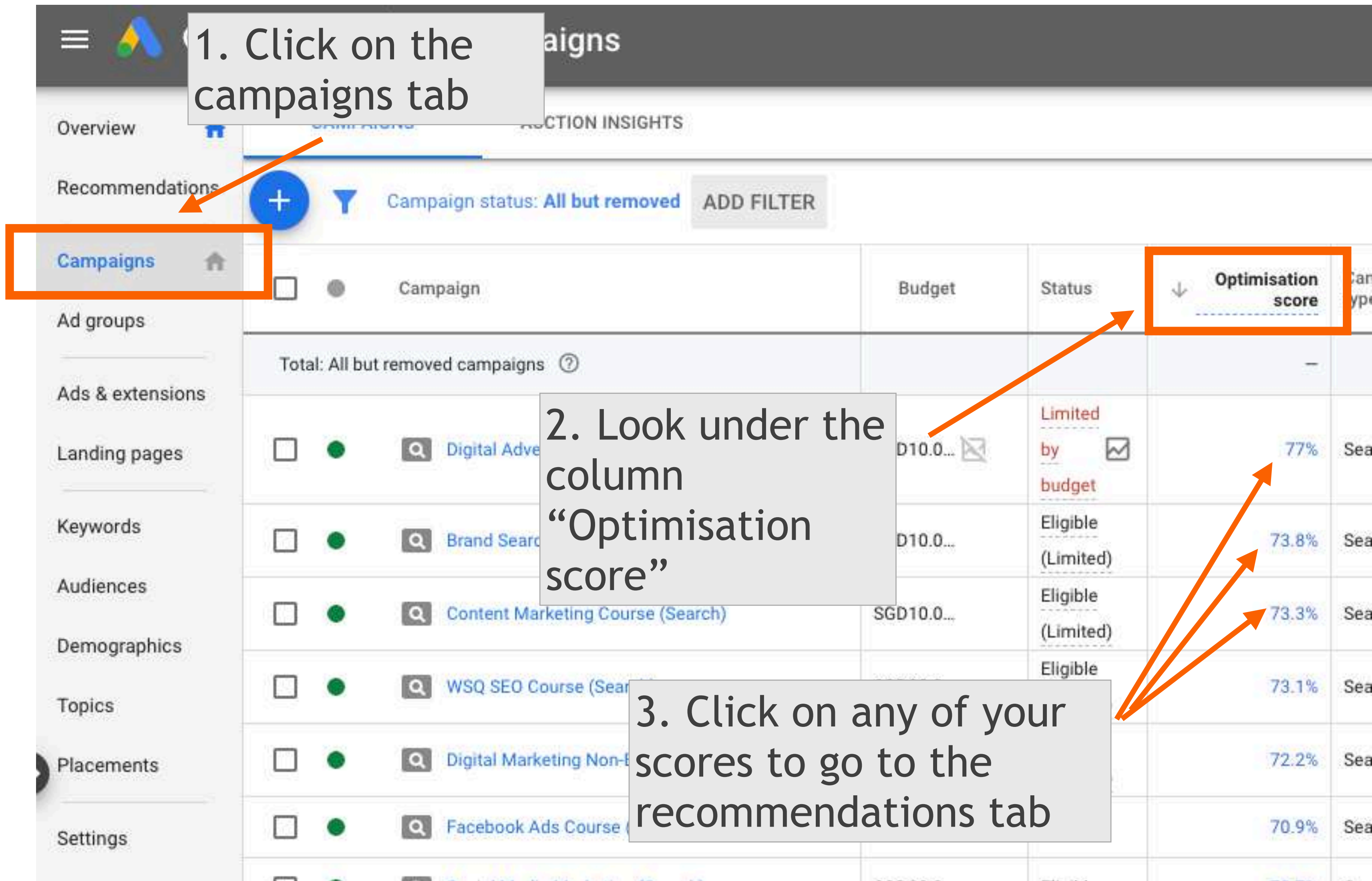
To verify if the tags have been properly implemented by your IT team or web developer, download the Google Tag Assistant that is available as a Chrome extension

Download here: <https://chrome.google.com/webstore/detail/tag-assistant-by-google/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en>

Conversions: Differences in Counting

	Analytics: Goal	Analytics: Transaction	Google Ads: Conversion
Count	Once per session per configured goal	Many per session (Transactions with same Transaction ID within one session are not double counted.)	User configurable for each conversion action: One conversion: Once per ad click Every conversion: Many per ad click
Attribution time	Time of Goal completion	Time of Transaction completion	Time of the ad query preceding the click that led to a conversion
Attribution source	Last non-direct click model by default, but configurable (in the Model Comparison Tool).	Last non-direct click model by default, but configurable (in the Model Comparison Tool).	Only counted if the user has clicked on an ad from the Google Ads account (<i>google/cpc</i> traffic only)
Reporting freshness	Reported fully after a 72 hour processing window	Reported fully after a 72 hour processing window	Reported daily for your chosen conversion window (1-90 days, default: 30 days)
Handling of multiple codes on 1 page	One session can have one goal completion for each configured goal. So, the total can be up to 20 per session.	N/A	If multiple Conversion Tracking tags for the same account are installed on a single page, Google Ads counts a separate conversion for each tag

Optimisation Score



1. Click on the campaigns tab

2. Look under the column "Optimisation score"

3. Click on any of your scores to go to the recommendations tab

Campaign	Budget	Status	Optimisation score	Campaign type
Total: All but removed campaigns				
Digital Advertising	D10.0...	Limited by budget	77%	Search
Brand Search	D10.0...	Eligible (Limited)	73.8%	Search
Content Marketing Course (Search)	SGD10.0...	Eligible (Limited)	73.3%	Search
WSQ SEO Course (Search)		Eligible	73.1%	Search
Digital Marketing Non-...			72.2%	Search
Facebook Ads Course			70.9%	Search

Benefits of Optimisation Score

Instant

With optimisation score, you get real-time estimates of how your accounts and campaigns are performing. You can also make instant improvements by accepting recommendations.

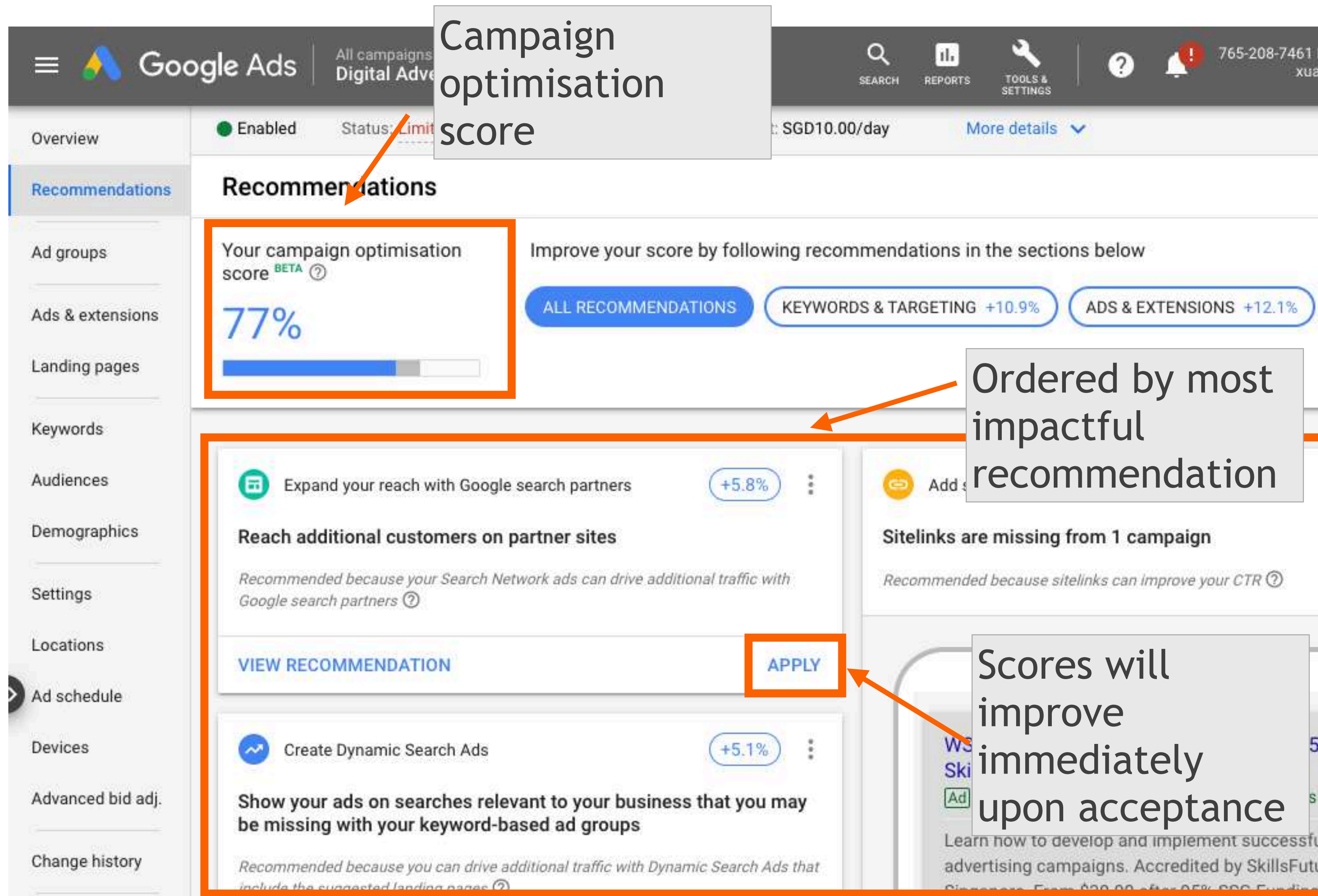
Customised

Optimisation score uses a variety of methods, such as statistical modelling, to give you recommendations tailored to your account's performance.

Scalable

Scores and recommendations are available for campaigns, accounts and most manager accounts (MCCs). This allows you to apply recommendations across multiple layers of your advertising strategy.

Optimisation Score



The screenshot shows the Google Ads interface. The left sidebar contains navigation links: Overview, Recommendations (selected), Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Advanced bid adj., and Change history. The main content area is titled 'Recommendations' and shows a 'Your campaign optimisation score' of 77% with a progress bar. Below this, there are three buttons: 'ALL RECOMMENDATIONS', 'KEYWORDS & TARGETING +10.9%', and 'ADS & EXTENSIONS +12.1%'. A list of recommendations is shown, including 'Expand your reach with Google search partners' (+5.8%) and 'Create Dynamic Search Ads' (+5.1%). The 'APPLY' button for the first recommendation is highlighted.

Campaign optimisation score

Your campaign optimisation score ^{BETA} ?

77%

Improve your score by following recommendations in the sections below

ALL RECOMMENDATIONS KEYWORDS & TARGETING +10.9% ADS & EXTENSIONS +12.1%

Ordered by most impactful recommendation

Expand your reach with Google search partners +5.8%

Reach additional customers on partner sites

Recommended because your Search Network ads can drive additional traffic with Google search partners ?

VIEW RECOMMENDATION APPLY

Create Dynamic Search Ads +5.1%

Show your ads on searches relevant to your business that you may be missing with your keyword-based ad groups

Recommended because you can drive additional traffic with Dynamic Search Ads that include the suggested landing pages ?

Scores will improve immediately upon acceptance

1. A score of 77% means that there's a 23% optimisation opportunity available across all recommendations for this campaign.

2. Optimisation score suggestions are ordered based on performance uplift, with the most impactful suggestions at the top of your Recommendations page.

How is Optimisation score calculated?

Optimisation score is calculated in real-time, based on the statistics, settings, and the status of your account and campaigns, the relevant impact of available recommendations, and recent recommendations history.

Optimisation score and available recommendations can change based on many factors, ranging from your settings to trends in the ads ecosystem. You may see a different score and a new set of recommendations when these changes happen.

Performance Planner

1. Click on Tools & Settings

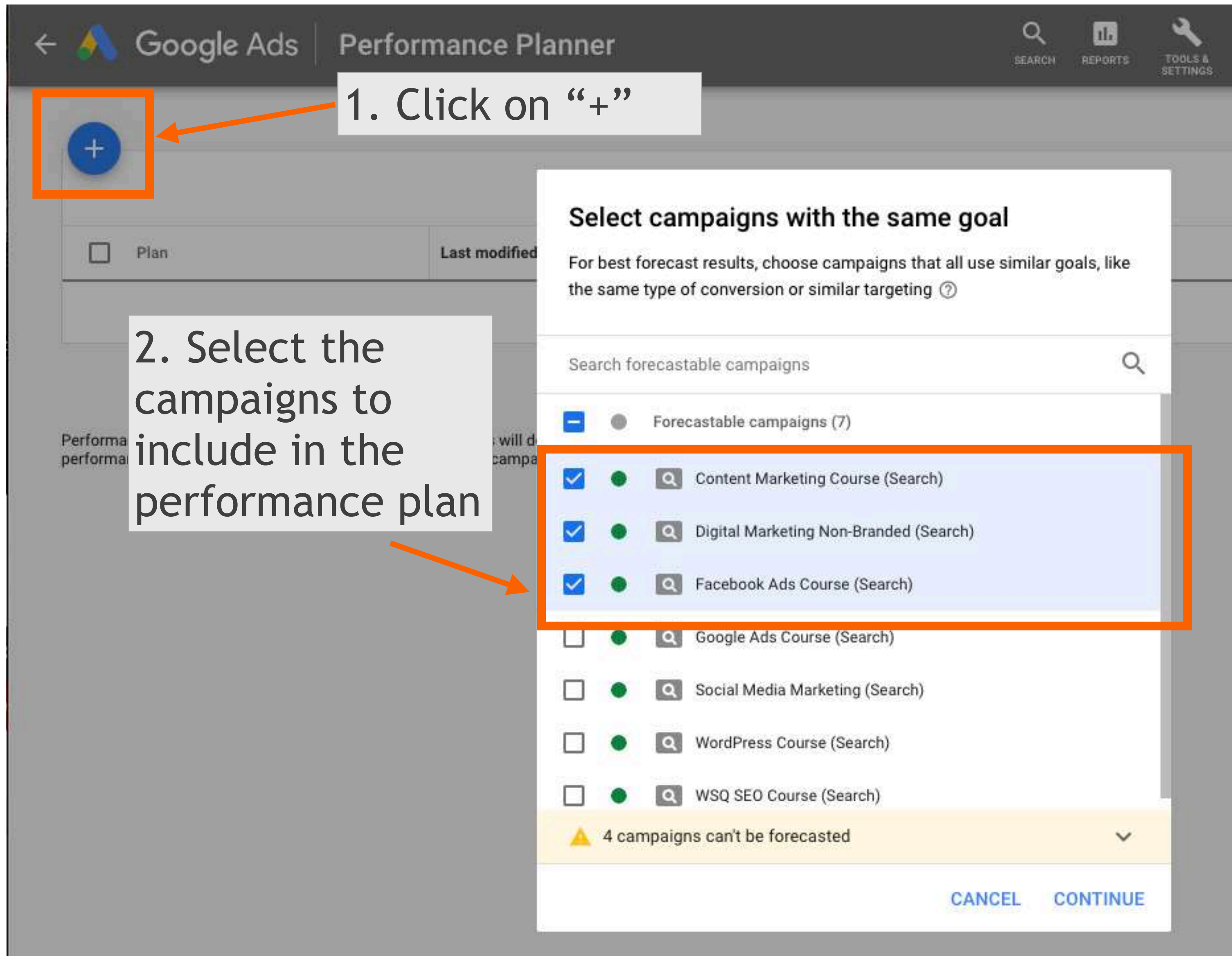
2. Select Performance Planner

Ad Group	Budget	Eligible	Search	Clicks	Conversions	Cost	Revenue	ROI
(Search)	SGD10.0...	(Limited)	74.1%	2,597	255 Clicks	9.82%	SGD9.18	SGD2,340.44
(Search)	SGD10.0...	(Limited)	73.1%	621	215 Clicks	34.62%	SGD0.65	SGD139.07
(Search)	SGD20.0...	(Limited)	70.4%	280	54 Clicks	19.29%	SGD7.44	SGD401.58
(Search)	SGD10.0...	(Limited)	70.4%	288	46 Clicks	15.97%	SGD4.21	SGD193.70
(Search)	SGD10.0...	(Limited)	59.4%	481	16 Clicks	3.33%	SGD4.40	SGD70.37
(RLSA)	SGD200.0...	(Limited)	57.7%	1,367	116 Clicks	8.49%	SGD8.90	SGD1,031.87
(Search)	SGD20.0...	Eligible	56.6%	625	35 Clicks	5.60%	SGD6.22	SGD217.76
(Search)	SGD20.0...	Limited	49.4%	734	28 Clicks	3.81%	SGD15.00	SGD419.97

The Performance Planner can be used to:

1. Understand the future spend potential of current Google Ads campaigns to help to drive budget decisions.
2. Take advantage of seasonality to capture incremental opportunities.
3. Set optimal bids and budgets across your campaigns to help ensure that ROI performance is maximised.
4. Find new opportunities to grow your sales volumes with Google Ads.

Performance Planner



The screenshot shows the Google Ads Performance Planner interface. At the top, there's a navigation bar with 'Google Ads' and 'Performance Planner' tabs, and icons for 'SEARCH', 'REPORTS', and 'TOOLS & SETTINGS'. Below the navigation bar, a blue circular button with a white '+' sign is highlighted with an orange box. An orange arrow points from a text box '1. Click on “+”' to this button. Below the button, there's a section titled 'Select campaigns with the same goal' with a subtitle 'For best forecast results, choose campaigns that all use similar goals, like the same type of conversion or similar targeting'. Below this is a search bar 'Search forecastable campaigns'. A list of 'Forecastable campaigns (7)' is shown, with the first three items selected (checked with blue checkmarks): 'Content Marketing Course (Search)', 'Digital Marketing Non-Branded (Search)', and 'Facebook Ads Course (Search)'. These three items are highlighted with an orange box. An orange arrow points from a text box '2. Select the campaigns to include in the performance plan' to this box. Below the list, there's a yellow warning bar that says '4 campaigns can't be forecasted'. At the bottom, there are 'CANCEL' and 'CONTINUE' buttons.

1. Click on “+”

2. Select the campaigns to include in the performance plan

Select campaigns with the same goal

For best forecast results, choose campaigns that all use similar goals, like the same type of conversion or similar targeting ?

Search forecastable campaigns

Forecastable campaigns (7)

- ☒ Content Marketing Course (Search)
- ☒ Digital Marketing Non-Branded (Search)
- ☒ Facebook Ads Course (Search)
- ☐ Google Ads Course (Search)
- ☐ Social Media Marketing (Search)
- ☐ WordPress Course (Search)
- ☐ WSQ SEO Course (Search)

4 campaigns can't be forecasted

CANCEL CONTINUE

When selecting campaigns to put into the same Performance Plan, select the campaigns based on the same marketing objectives (e.g to get more course registrations, to get more newsletter sign ups, etc) to better account for seasonality trends for each marketing objective.

Performance Planner uses billions of searches per week to power its Forecast Engine, and Machine Learning to fine-tune forecasts for greater accuracy.

Performance Planner

The screenshot shows the 'Create plan' interface in the Google Ads Performance Planner. It includes a 'Forecast period' dropdown set to '1 Jan - 31 Mar 2020', a 'Select a metric' dropdown set to 'Conversions', a 'Target (optional)' dropdown set to 'Avg. CPA', and an 'Amount' input field with the placeholder 'SGD Enter an amount'. A 'Recommended based on campaigns selected' section shows 'Previous period CPA' (3 Jul - 1 Oct 2019) at SGD47.74 and 'Same time last year CPA' (1 Jan - 31 Mar 2019) at SGD35.32. The interface also features a 'Plan' tab, 'Last modified' and 'Forecast' columns, and 'Overall spend' information. Instructional callouts are provided for each step: 1. Select a Forecast period, 2. Choose from 'Clicks', 'Conversions' or 'Conversions Value' as the goal, and 3. Select a corresponding target, and set a target amount or number.

1. Select a Forecast period

2. Choose from "Clicks", "Conversions" or "Conversions Value" as the goal

3. Select a corresponding target, and set a target amount or number

Create plan
Choose a date range and key metric for your spend forecast

Forecast period
1 Jan - 31 Mar 2020

Select a metric
Conversions

Target (optional)
Avg. CPA

Amount
SGD Enter an amount

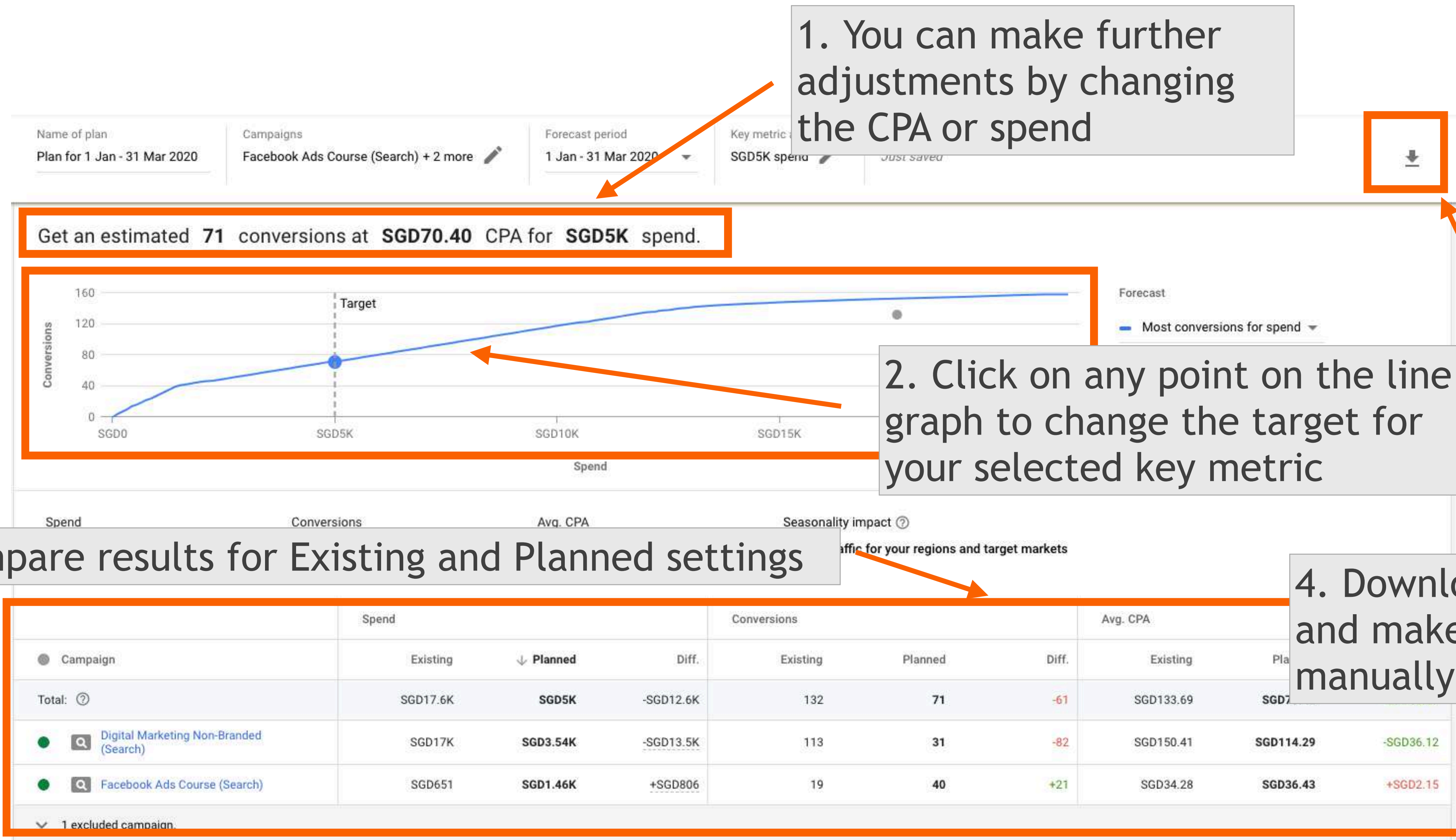
Recommended based on campaigns selected

Previous period CPA 3 Jul - 1 Oct 2019	SGD47.74
Same time last year CPA 1 Jan - 31 Mar 2019	SGD35.32

BACK CANCEL CREATE PLAN

By planning your Google Ads budgets on a monthly basis in advance, you can help ensure that when people need products or information, your ads can meet them at the right time to help to maximise conversions and achieve your key performance indicators (KPIs).

Performance Planner



Time for 2nd Mock Quiz!

Module 4: Measurement and Optimisation

Demo Account Login

1. Open an incognito window and login to another Google Ads account:


ads.google.com

equinet.ads@gmail.com

EQUINET123

Use Google Ads as...






Google Ads account	626-993-8172
Equinet Academy	765-208-7461

 NEW GOOGLE ADS ACCOUNT

SWITCH GOOGLE ACCOUNT

2. Select Equinet Academy

Awareness Metrics in Google Ads

 Impression: An impression is counted each time your ad is served. Impressions help you understand how often your ad is being seen.	 Clicks: Counts when a user clicks on an ad	Avg. CPM: Average cost-per-thousand impressions (CPM) is the average amount that you've been charged for 1,000 impressions.
 CTR: Clickthrough rate (CTR) measures how often people click your ad after it's shown to them, which can help you understand the effectiveness of your ad. CTR is calculated by dividing the number of clicks your ad receives by the number of times your ad is shown. If you have 5 clicks and 1000 impressions, then your CTR is 0.5%.	Click Share: "Click share" is the clicks you've received on the Search Network divided by the estimated maximum number of clicks that you could have received.	Search Exact Match IS: "Search exact match impression share (IS)" is the exact match impressions you've received divided by the estimated number of exact match impressions you were eligible to receive on the Search Network.
 Search Impr. Share: "Search impression share" is the impressions you've received on the Search Network divided by the estimated number of impressions you were eligible to receive.	Search Top IS: Search top impression share (IS) is the impressions you've received in the top location on the search result page divided by the estimated number of impressions you were eligible to receive in the top location. Use this metric to bid on the top page location.	Search Abs. Top IS: "Search absolute top impression share" is the percentage of your Search ad impressions that are shown in the most prominent Search position. Absolute top impression share = absolute top impressions / total eligible top impressions
Search Lost Abs. Top IS (Rank): Search lost absolute top impression share (Rank) estimates how often your ad wasn't the very first ad above the organic search results due to poor Ad Rank.	 Search Lost IS (Rank): "Search lost impression share (rank)" estimates how often your ad didn't show on the Search Network due to poor Ad Rank.	Search Lost Top IS (Rank): Search lost top impression share (rank) estimates how often your ad didn't show anywhere above the organic search results due to poor Ad Rank.

Awareness Metrics in Google Ads



Search Lost IS (Budget):

"Search lost impression share (budget)" estimates how often your ad didn't show on the Search Network due to low budget.

Search Lost Top IS (Budget):

Search lost top impression share (Budget) estimates how often your ad didn't show anywhere above the organic search results due to low budget.

Search Lost Abs. Top IS (Budget):

Search lost absolute top impression share (Budget) estimates how often your ad wasn't the very first ad above the organic search results due to low budget.

Gmail Forwards:

"Gmail forwards" shows the number of times your ad was forwarded to someone else as a message.

Gmail Saves:

"Gmail saves" are the number of times someone has saved your Gmail ad to their inbox as a message.

Gmail Clicks:

"Gmail clicks" to a website indicates the number of clicks to your landing page.

View Rate:

"View rate" measures the percentage of people who watched your video after they first saw the video or thumbnail. It equals the number of views your ad receives divided by the number of impressions, including thumbnail impressions for video discovery ads.

Views:

A view is counted when someone watches 30 seconds of your video (or the duration, if it's shorter than 30 seconds) or interacts with your video, whichever comes first.

Interactions:

An interaction is the main action associated with an ad format. These include clicks for text and Product Shopping ads, views for video ads, and more.

Interaction Rate:

"Interaction rate" measures how often people interact with your ad after it's shown to them. This helps measure your ad's effectiveness.

Engagements:

An engagement occurs when a consumer engages with an ad, for example, viewing or clicking a video ad or Showcase Shopping ad, or expanding a Lightbox ad. Engagements can help you understand how well your ad is performing. Relevant, highly-targeted ads with attractive content can encourage viewers to engage more deeply with your brand.

Engagement Rate:

Engagement rate is used to measure how often people engage with your ad after it's been shown to them. Use it to help you figure out how effective your ad is. Engagement rate is the number of engagements divided by total impressions.

Awareness Metrics in Google Ads

<p>Avg. CPE:</p> <p>Average cost-per-engagement (CPE) is the average amount that you've been charged for an <u>ad engagement</u>. It's the total cost of all ad engagements divided by the total number of ad engagements.</p>	<p>Avg. CPV (Video Only):</p> <p>Average cost-per-view (avg. CPV) is the average amount you paid each time someone viewed your video ad. It equals the total cost of all views divided by the total number of views. This differs from maximum CPV, which is the most you're willing to pay for an ad view.</p>	<p>Video Played to: 25%, 50%, 75%, 100% (Video Only):</p> <p>"Video played to" measures what percentage of viewers watched to that point in the video. For example, if "Video played to 25%" is 30%, it means that 30% of viewers watched at least one-fourth (25%) of your video.</p>
<p>Est. Top of Page Bid:</p> <p>This metric estimates the bid needed to get most of your impressions at the top of the first page of Google search results. If you're already bidding high enough, this minimum may be lower than your</p>	<p>Est. First Page Bid:</p> <p>Estimated first page bid shows the amount you might need to bid for your ad to be displayed on the first page of Google search results.</p>	<p>Est. First Position Bid:</p> <p>Estimated first position bid shows the amount you might need to bid for your ad to be displayed in the first position at the top of the first page of Google search results.</p>
<p>Viewable Impr.:</p> <p>"Viewable impr." shows the number of times an ad was viewable. An ad is viewable when at least 50% of its area is visible for 1 second for Display Network ads, or 2 seconds for video ads.</p>	<p>Non-viewable Impr.:</p> <p>"Non-viewable impr." shows the number of times your ad was considered non-viewable. An ad is non-viewable when it doesn't have at least 50% of its area visible for at least 1 second for Display Network ads, or 2 seconds for video ads.</p>	<p>Measurable Impr.:</p> <p>"Measurable impressions" represents the number of times your ad appeared in locations on websites or apps that could be measured for viewability. Because only measurable impressions can be assessed for viewability, this can help you understand your ad's viewable rate.</p>
<p>Non-measurable Impr.:</p> <p>"Non-measurable impr." shows the number of times your ad appeared in locations that aren't able to measure viewability.</p>	<p>Measurable Cost:</p> <p>"Measurable cost" is the total cost of all impressions that appeared in locations on websites or apps that could be measured for viewability.</p>	<p>Measurable Rate:</p> <p>"Measurable rate" represents the percentage of total impressions that appeared in locations on websites or apps that could be measured for viewability. Total impressions include both impressions that are measurable and non-measurable for viewability.</p>

Awareness Metrics in Google Ads

Avg. Viewable CPM: “Avg. viewable CPM” is the average amount you’ve been charged for 1,000 viewable impressions on Video and Display Network ads.	Viewable CTR: “Viewable CTR” represents how often people click your ad after it becomes viewable. An ad is considered viewable when 50% of it shows on a webpage for at least one second.	Viewable Impr. Distrib. “Viewable impression distribution” represents the percentage of your total ad impressions that were considered viewable. Total impressions include both measurable and non-measurable impressions. This differs from “viewable rate,” which only includes measurable impressions.
Non-viewable Impr. Distrib.: “Non-viewable impression distribution” represents the percentage of your total ad impressions that were considered non-viewable. Total impressions include both measurable and non-measurable impressions. This can help you understand how many of your ad’s impressions couldn’t be viewed.	Bounce Rate: “Bounce rate” is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. This metric is imported from your Google Analytics accounts and is calculated based only on visits that originated from Google Ads clicks.	% New Sessions: “% new sessions” is the percentage of first-time sessions (sessions from people who had never visited your site before). This metric is imported from your Google Analytics accounts and is calculated based only on sessions that originated from Google Ads clicks.
Non-measurable Impr. Distrib.: “Non-measurable impr. distrib.” is the percentage of your total impressions that appeared in locations that aren’t able to measure viewability.	Display Lost IS (Rank): "Display lost impression share (rank)" is the estimated percentage of impressions on the Google Display Network that your ads didn't receive due to poor Ad Rank.	Display Lost IS (Budget): Display Lost impression share (budget) estimates how often your ad didn't show on the Display Network due to low budget.
Display Impr. Share: "Display impression share" is the impressions you've received on the Google Display Network divided by the estimated number of impressions you were eligible to receive.	Viewable Rate: “Viewable rate” is the percentage of your measurable impressions that were viewable, which estimates how many impressions were actually seen by customers.	Relative CTR: Relative CTR measures how your ads perform on Display Network sites compared to other ads on the same sites. Relative CTR is your clickthrough rate divided by the average clickthrough rate of all advertisers on the websites that show your ads.

Awareness Metrics in Google Ads

<p>View-through Conv.:</p> <p>View-through conversions (“View-through conv.”) are conversions that are recorded when users view (but don’t interact with) an ad and then later convert. These conversions are counted based on a period of time called a view-through conversion window.</p>	<p>Pages/Session:</p> <p>“Pages/session” is the average number of pages on your website viewed per session. You can use this metric to measure visitor quality. This metric is imported from your Google Analytics accounts and is calculated based only on sessions that originated from Google Ads clicks.</p>	<p>Avg. Session Duration (Seconds):</p> <p>“Average session duration” is the total duration of all sessions (in seconds) divided by the number of sessions. You can use this metric to measure visitor quality. This metric is imported from your Google Analytics accounts and is calculated based only on sessions that originated from Google Ads clicks.</p>
<p>Message Impr.:</p> <p>"Message impressions" shows the number of times your message extension showed with your ad and a Google forwarding number was used, allowing the conversation to be trackable.</p>	<p>Chats:</p> <p>“Chats” shows how many people have messaged your business using a Google forwarding number.</p>	<p>Chat Rate:</p> <p>“Chat rate” shows the number of people who initiated a conversation with your business after seeing your message extension. This is calculated by the number of chats divided by the number of message impressions that showed with a Google forwarding number.</p>
<p>Phone Impr.:</p> <p>Phone impressions are the number of times your ad either showed with a Google forwarding number or a Google forwarding number could have been shown to someone on your website.</p>	<p>Phone Calls:</p> <p>Phone calls are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device.</p>	<p>PTR:</p> <p>Phone-through rate (PTR) is the total number of phone calls received (Phone calls) divided by the number of times your phone number was shown (Phone impressions).</p>
<p>Avg. Impr. Freq. / Cookie:</p> <p>The average number of times a unique cookie was exposed to your ad over a given time period.</p>	<p>Avg. View Freq. / Cookie:</p> <p>Average view frequency per cookie is the typical number of times that someone viewed your ad from a unique browser over a given time period. Why it matters: Use this metric to better understand how frequently the same viewer is interested in your video ads.</p>	<p>Unique Cookies:</p> <p>The number of unique cookies that were exposed to your ad over a given time period. You can use this information to estimate how many people were shown your ad (Reach)</p>


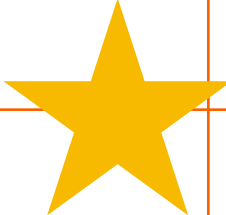
Awareness Metrics in Google Ads

Unique Viewers (Cookies): "Unique viewers (cookies)" shows the daily number of views from a unique browser that a video ad or all of your video ads had within a certain time period.	Avg. Impr. Freq. / User: Avg. impr. freq. per user is the average number of times a unique person is shown your ad over a given time period. Use this metric to better understand how frequently a user may be exposed to your ad.	Unique Users: Unique users shows the total number of people who saw an ad in Display or Video campaigns over a given period. How it works: This metric uses cross-device statistical models to measure the total reach of an ad by adjusting for cases when people may see the same ad on different devices or when multiple people share one device. These models are calculated at the country level.
Est. Top of Page Bid: This metric estimates the bid needed to get most of your impressions at the top of the first page of Google search results. If you're already bidding high enough, this minimum may be lower than your current bid.	Est. First Page Bid: Estimated first page bid shows the amount you might need to bid for your ad to be displayed on the first page of Google search results.	Est. First Position Bid: Estimated first position bid shows the amount you might need to bid for your ad to be displayed in the first position at the top of the first page of Google search results.
Outranking Share: "Outranking share" is how often your ad ranked higher in the auction than another advertiser's ad, or if your ad showed when theirs did not.		


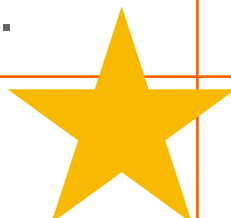

Traffic Metrics in Google Ads

Gmail Clicks: "Gmail clicks" to a website indicates the number of clicks to your landing page.	Clicks: Counts when a user clicks on an ad	Click Share: "Click share" is the clicks you've received on the Search Network divided by the estimated maximum number of clicks that you could have received.
Avg. CPC: Average cost-per-click (CPC) is the amount you've paid for your ad divided by its total clicks. If your ad receives 2 clicks, one costing \$0.20 and one costing \$0.40, your average CPC for those clicks is \$0.30.	Viewable CTR: "Viewable CTR" represents how often people click your ad after it becomes viewable. An ad is considered viewable when 50% of it shows on a webpage for at least one second.	Relative CTR: Relative CTR measures how your ads perform on Display Network sites compared to other ads on the same sites. Relative CTR is your clickthrough rate divided by the average clickthrough rate of all advertisers on the websites that show your ads.
Pages/Session: "Pages/session" is the average number of pages on your website viewed per session. You can use this metric to measure visitor quality. This metric is imported from your Google Analytics accounts and is calculated based only on sessions that originated from Google Ads clicks.	Avg. Session Duration (Seconds): "Average session duration" is the total duration of all sessions (in seconds) divided by the number of sessions. You can use this metric to measure visitor quality. This metric is imported from your Google Analytics accounts and is calculated based only on sessions that originated from Google Ads clicks.	CTR: Clickthrough rate (CTR) measures how often people click your ad after it's shown to them, which can help you understand the effectiveness of your ad. CTR is calculated by dividing the number of clicks your ad receives by the number of times your ad is shown. If you have 5 clicks and 1000 impressions, then your CTR is 0.5%.
Bounce Rate: "Bounce rate" is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. This metric is imported from your Google Analytics accounts and is calculated based only on visits that originated from Google Ads clicks.	% New Sessions: "% new sessions" is the percentage of first-time sessions (sessions from people who had never visited your site before). This metric is imported from your Google Analytics accounts and is calculated based only on sessions that originated from Google Ads clicks.	Exp. CTR: "Expected CTR" measures how likely it is that your ad will be clicked when shown. This score is based on the past clickthrough performance of your ads. We exclude the effects of ad position, and other factors that affect the visibility of your ad, such as extensions.

Conversion Metrics in Google Ads

 Conversions: "Conversions" shows the number of conversions you received after ad interactions (such as text ad clicks or video ad views) from all actions you've included in this column.	Phone Calls: Phone calls are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device.	Cross-device Conv.: Cross-device conversions (Cross-device conv.) are conversions that are counted when a customer interacts with an ad on one device, then converts on a different device or browser.
Landing Page Exp.: "Landing page experience" estimates how relevant and useful your landing page is to people who click your ad. It takes into account factors such as how well your landing page content matches a person's search term, and how easy it is for people to navigate your page.	Chats: "Chats" shows how many people have messaged your business using a Google forwarding number.	Conv. Value / Click: Conversion value per click ("Conv. value/click") is the average conversion value of your ad interactions. It's your conversion value divided by the number of ad interactions. Ad interactions includes clicks and other interactions such as engaged views of a video ad. This metric doesn't include clicks that couldn't lead to conversions, such as those that happen when you aren't using conversion tracking.
 Conv. Rate: Conversion rate ("Conv. rate") shows how often, on average, an ad interaction leads to a conversion. It's "Conversions" divided by the interactions with your ad. Ad interactions include clicks for text ads and views for video ads. This metric only includes interactions that could lead to conversions.	View-through Conv.: View-through conversions ("View-through conv.") are conversions that are recorded when users view (but don't interact with) an ad and then later convert. These conversions are counted based on a period of time called a view-through conversion window.	

ROI Metrics in Google Ads

 Quality Score: Quality Score is an estimate of how relevant your ads, keywords, and landing pages are to a person who sees your ad. Higher Quality Scores typically lead to lower costs and better ad positions.	Conv. Value: Conversion value (Conv. value) is the sum of conversion values for your conversions. This metric is useful only if you entered a value for your conversion actions.	Value / Conv.: Value per conversion ("Value/conv.") is approximately how much, on average, each of your conversions is worth. It's the conversion value divided by "Conversions."
 Cost/Conv.: Cost per conversion ("Cost/conv.") shows the average cost of a conversion. It's your cost divided by your conversions. If you track multiple conversion actions, your overall cost per conversion may be lower than the cost for each conversion action. The cost in this metric only includes ad interactions that could lead to conversions.	Conv. Value / Cost: Conversion value per cost ("Conv. value/cost") measures your return on investment. It's the conversion value divided by the total cost of all ad interactions. The cost in this metric excludes interactions that can't lead to conversions, such as those that happen when you aren't using conversion tracking.	Conv. Value / Click: Conversion value per click ("Conv. value/click") is the average conversion value of your ad interactions. It's your conversion value divided by the number of ad interactions. Ad interactions includes clicks and other interactions such as engaged views of a video ad. This metric doesn't include clicks that couldn't lead to conversions, such as those that happen when you aren't using conversion tracking.
 Conv. Rate: Conversion rate ("Conv. rate") shows how often, on average, an ad interaction leads to a conversion. It's "Conversions" divided by the interactions with your ad. Ad interactions include clicks for text ads and views for video ads. This metric only includes interactions that could lead to conversions.		

Measure Google Ads Performance

Questions to ask to evaluate performance of Google Ads campaigns

- How many people has my ad reached?
- How frequent are my ads showing?
- How visible are my ads compared to my competitors?
- What search terms are people searching that triggered your ads?
- Which locations do the people who clicked on my ad come from?
- Which devices are performing better?
- What times of the day/week/months do my ads perform better?
- Do my landing pages need improvement?
- Do my ads need improvement?
- Am I spending the right amount?
- How do I lower my costs?
- Are my ads converting?

Tool Tip:

For each question you ask, it helps to determine which metrics to focus your analysis on, so that you know where to access the right reports and make appropriate recommendations for improvement.

How Many People Has My Ad Reached and How Frequent are They Showing?

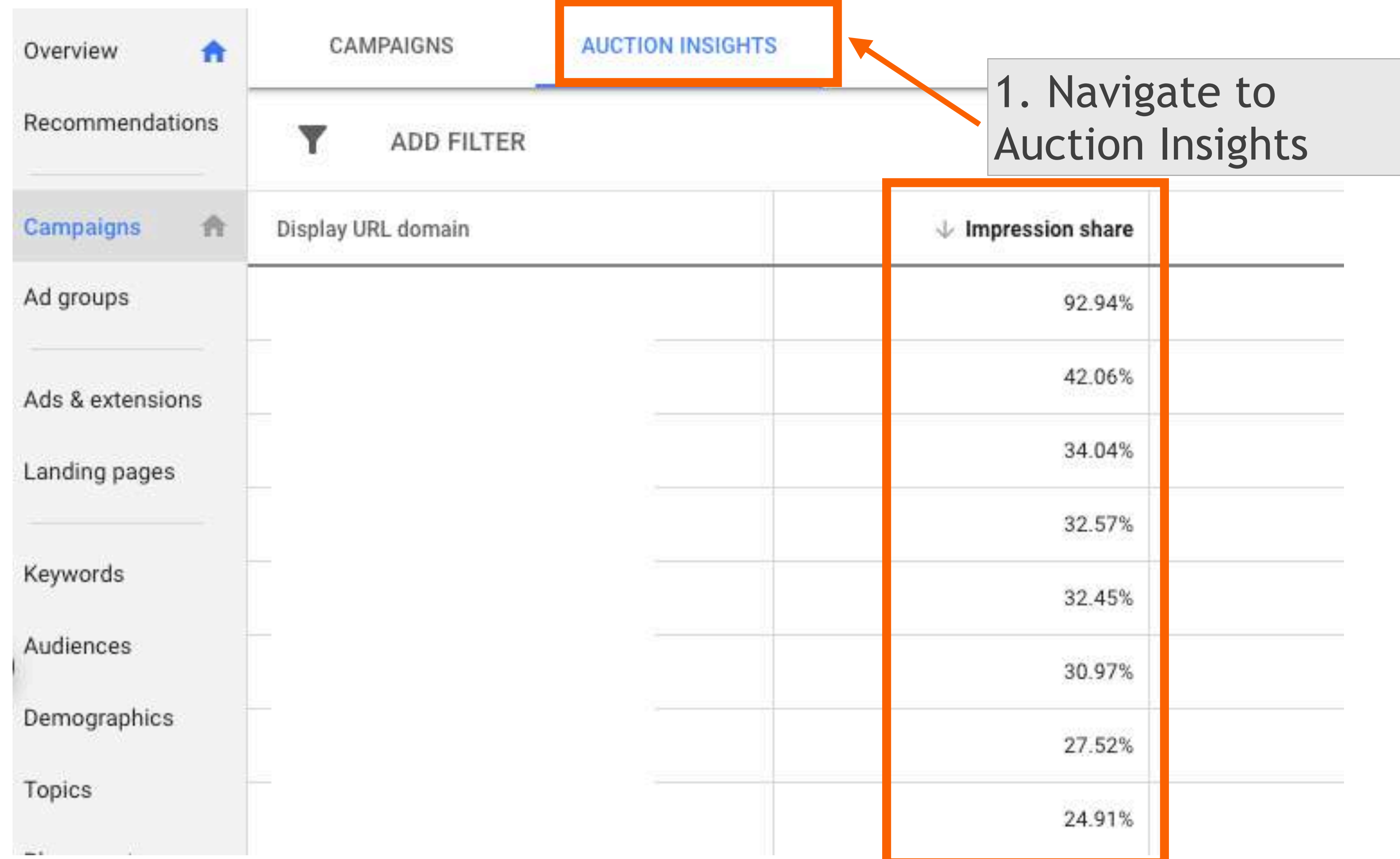
1. Navigate to Campaigns

Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Unique users	Avg. impr. freq. / user
Ad groups	Total: All enabled campaigns			—	—
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	DMS (Display Remarketing)	66,341	1.3
Landing pages			Computers ?	2,363	2.3
Keywords			Mobile phones ?	63,498	1.3
			Tablets ?	545	1.6

We can see that the total unique users who had seen the ad is 66,341 and the average number of times each user had seen the ad was 1.3 times.

2. Enable the following Columns - Unique Users and Avg. Impr. Freq. / user

How Visible Are My Ads Compared to My Competitors?



The screenshot shows the Google Ads interface. On the left is a sidebar with navigation links: Overview, Recommendations, Campaigns (selected), Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, and Topics. The main header has tabs for CAMPAIGNS and AUCTION INSIGHTS, with the latter highlighted by an orange box and an arrow pointing to it from a callout box. Below the header is a table with columns for Display URL domain and Impression share. The Impression share column is also highlighted by an orange box. The table contains eight rows of data, with the first row showing 92.94%.

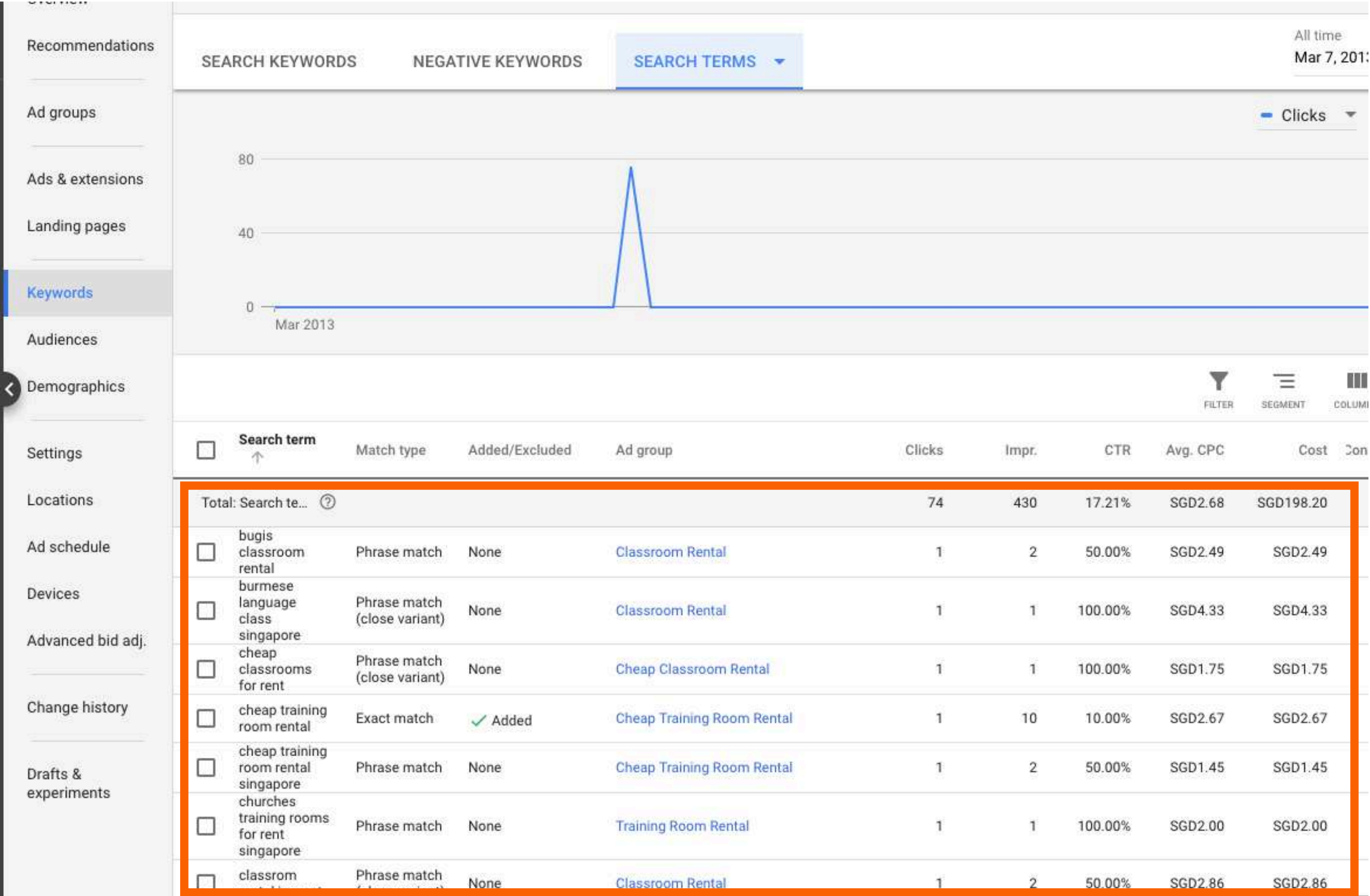
1. Navigate to Auction Insights

Display URL domain	Impression share
	92.94%
	42.06%
	34.04%
	32.57%
	32.45%
	30.97%
	27.52%
	24.91%

The higher your impression share the more visible your brand is compared to your competitors.

In this scenario, the impression share is 92.94% - meaning to say the brand's ads showed 92.94% of all the times a search targeting their keywords was conducted.

What Search Terms Triggered Your Ads?



Run a Search Query Report

1. Select any active campaign or ad group
2. Go to “Keywords” tab
3. Click on “Search terms”

Depending on your match types, your ads may trigger various irrelevant keywords - thus it is very important to come back to this report periodically to make sure you’re not paying for these search terms.

Which locations do the people who clicked on my ad come from?

Overview Enabled Status: Eligible (Limited) Type: Search Budget: SGD200.00/day More details

TARGETED EXCLUDED GEOGRAPHIC REPORT

Map showing locations in Singapore: Benut, Kulai, Senai, Skudai, JOHOR, Singa, Kukup, Merbau, Lalang, Selat Panjang, Renan.

ADD FILTER

<input type="checkbox"/> Targeted location	Bid adj.	Clicks	Impr.
<input type="checkbox"/> Singapore	—	189	2,387
Total: Locations ?		189	2,387
Total: Other Locations ?		0	0

How to view your location reports:

1. In the left page menu, click Campaigns.
2. Find the campaign whose location report you want to see, and click its name. If you don't select a campaign, the location report will be for your entire account.
3. Click Locations in the left page menu.
4. Click More along the top of the page, and select a location report type: Geographic or User locations. Your data will be displayed by location.
5. To drill down to a different geographic level, check the box next to one or more of the locations in the table, then click the Select view drop-down in the blue banner that appears along the top of the table. You'll be able to view data for the location target types that are available for all of the selected locations. You can continue to refine your report by selecting locations and clicking the Select view drop-down.

Which Devices Are Performing Better?

1. Click Segment

Campaign status: All enabled ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD

Campaign	Clicks	Impr.	Conversions
abled campaigns	5,844	222,418	302.09
	189	2,387	50.88
Computers ?	96	1,479	Device the
Mobile phones ?	90	867	15.02
Tablets ?	3	41	0.00

2. Click Device

3. View data segmented by device

Why is this important?

If your ads aren't performing well on desktop but are performing well on mobile, you may want to increase your bids on mobile devices to maximise your budget and returns.

What Times Do My Ads Perform Better?

1. Click Segment

Funnel icon Campaign status: All enabled ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND

Campaign	Campaign type	Clicks	Segment	Cost	Conversions
All enabled campaigns					
0		5,844	Time		
1		4	Click type		
2		3	Conversions		
3		4	Device		
4		3	Network (with search partners)		
5		5	Top vs. Other		
		8	62.50%	SGD7.83	SGD
		8	12.50%	SGD9.84	SGD9.84
		1			1.00

Hour of the day

Day

Week

Month

Quarter

Year

Day of the week

2. Click Time

3. Select Time Condition

4. View performance data by time segmented

Do my landing pages need improvement?

127

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

LANDING PAGES

EXPANDED LANDING PAGES

ADD FILTER

<input type="checkbox"/> Landing page	Mobile speed score	Mobile-friendly click rate
<input type="checkbox"/>	—	—
<input type="checkbox"/>	9/10	100%
<input type="checkbox"/>	9/10	100%
<input type="checkbox"/>	—	100%

1. Navigate to Landing Pages on the left side menu tab
2. Check your mobile speed score and mobile-friendly click rate.

Do my landing pages need improvement?

Quality Score	Exp. CTR	Landing page exp.	Ad relevance
6/10	Average	Above average	Below average
7/10	Below average	Above average	Above average
8/10	Average	Above average	Above average

At the keyword level, enable the quality score and landing page exp. column and check your landing page exp. metric:

- Below average
- Average
- Above average

You want to aim for Above Average in order to increase your quality score.

Read further on how to improve your landing page experience:
<https://support.google.com/google-ads/answer/2404197>

Do My Ads Need Improvement?

Navigate to Ads and Extensions

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Devices

Change history



Ad

Status

Ad type

Clicks

Impr.

CTR



RESPONSIVE SEARCH AD

Recommended ?



Approved

Expanded text ad

136

1,417

9.60%



Approved

Expanded text ad

23

369

6.23%

Compare the clickthrough rates of your ads. Generally, the higher the clickthrough rate, the better your ads are performing.

It is best practice to have at least 3 ads to rotate around and split test the effectiveness of each ad.

Am I Spending the Right Amount?

Budget	Status	Campaign type	Clicks
SGD20.00/day	Eligible (Learning)	Search	3
SGD10.00/day	Eligible (Learning)	Display	1,939
SGD10.00/day	Eligible (Limited)	Search	
SGD20.00/day	Limited by budget	Search	15

1. Check your campaign status for Limited by budget notifications

Target CPA	Conversion!	Cost / conv.
SGD50.00	2.63	SGD55.26

2. Check if you're hitting your target cost per conversion

1. If your campaign is limited by budget, you may need to increase your daily budget and/or increase your keyword quality scores. Increasing your keyword quality scores will lower your cost per click and may allow you to maximise your budget.

2. If you're exceeding your target cost per conversion or target CPA, you may want to use Target CPA or Target ROAs bidding instead.

How Do I Lower My Costs?

Audiences

Demographics

Topics

Placements

Jul 24, 2019

ADD FILTER

<input type="checkbox"/>	<input type="radio"/>	Audience	Type
<input type="checkbox"/>	<input checked="" type="radio"/>	Visited SMM Course ...	Website visitors

Recommendations

Ads & extensions

Landing pages

Keywords

Audiences

SEARCH KEYWORDS

NEGATIVE KEYWORDS

+

ADD FILTER

☐

Negative keyword

↑

☐

advanced

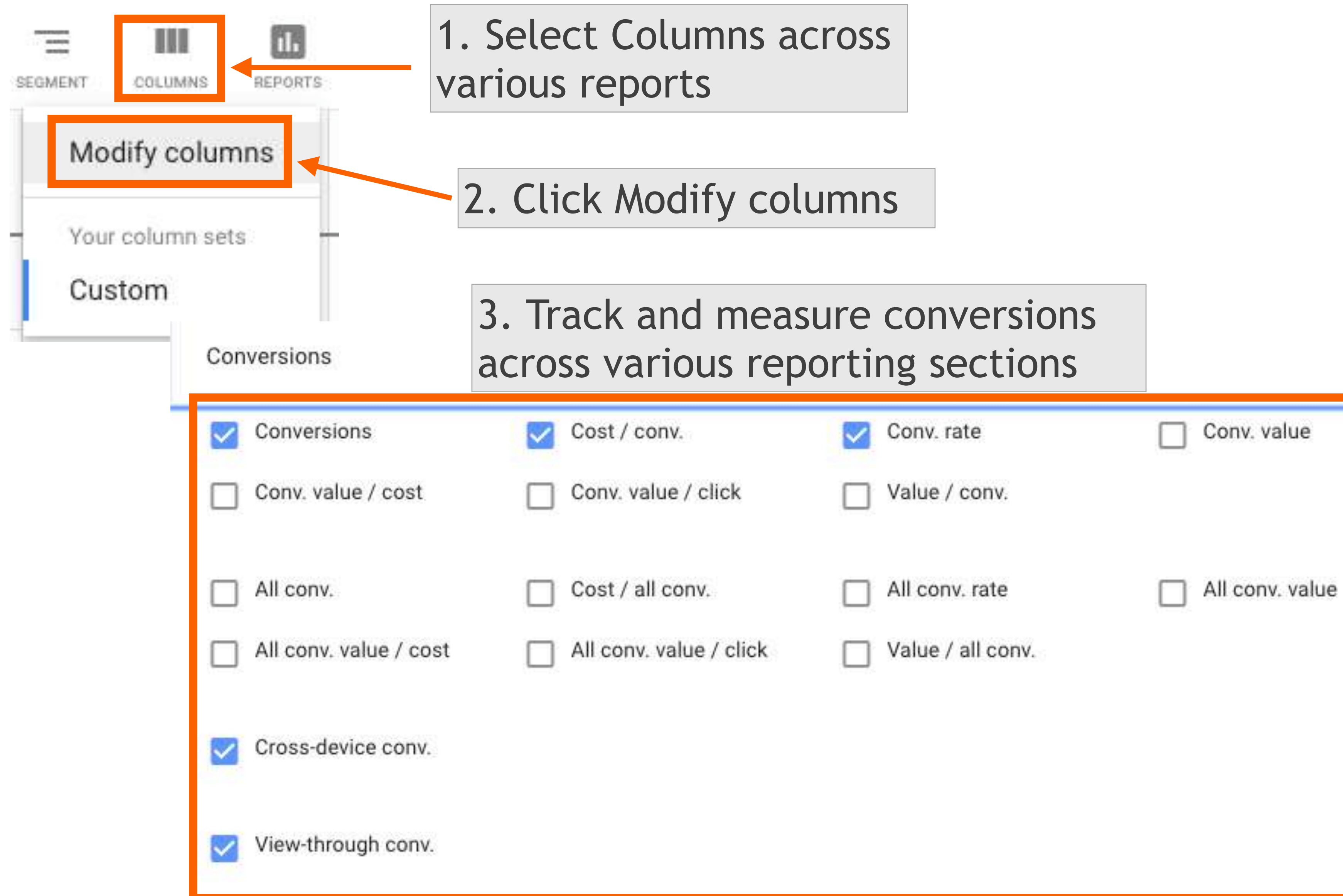
☐

audit

Quality Score	Exp. CTR	Landing page exp.	Ad relevance
5/10	Below average	Average	Above average
7/10	Average	Average	Above average

Targeting the right audiences, placements, and keywords (by adding negative keywords to filter out irrelevant search terms), and increasing your quality score can help you lower your ad spend.

Are My Ads Converting?



1. Select Columns across various reports

2. Click Modify columns

3. Track and measure conversions across various reporting sections

<input checked="" type="checkbox"/> Conversions	<input checked="" type="checkbox"/> Cost / conv.	<input checked="" type="checkbox"/> Conv. rate	<input type="checkbox"/> Conv. value
<input type="checkbox"/> Conv. value / cost	<input type="checkbox"/> Conv. value / click	<input type="checkbox"/> Value / conv.	
<input type="checkbox"/> All conv.	<input type="checkbox"/> Cost / all conv.	<input type="checkbox"/> All conv. rate	<input type="checkbox"/> All conv. value
<input type="checkbox"/> All conv. value / cost	<input type="checkbox"/> All conv. value / click	<input type="checkbox"/> Value / all conv.	
<input checked="" type="checkbox"/> Cross-device conv.			
<input checked="" type="checkbox"/> View-through conv.			

To track conversions, you need to set up conversion tracking.

Common Key Metrics to Optimise

	Clickthrough Rate	Cost-Per-Click	Conversion Rate	Cost-Per-Conversion
What to optimise	Ad Copy / Images			
Why is this important	Quality Score / Ad Relevance is high, so CPC is reduced			This directly impacts your Return on Investment
How to improve	A/B Test Ad Copies and Images	Gradually test lower bids to see impact on Cost-Per-Conversion	Increase trust signals, reduce number of form fields, simplify checkout process	

Which Ad Will You Stop?

The Objective:
Build Awareness

Ads	Clicks	CTR	CPC	Conversions	Quality Score
Ad 1	3,290	1.93%	\$0.12	0	2
Ad 2	1,110	1.54%	\$0.11	0	6

Which Ad Will You Stop?

The Objective:
Build Awareness

Ads	Clicks	CTR	CPC	Conversions	Quality Score
Ad 1	3,290	1.93%	\$0.12	0	2
Ad 2	1,110	1.54%	\$0.11	0	6

Which Ad Will You Stop?

The Objective:
Drive Sales

Ad Name	Conversions	Impressions	CTR	Cost-per-conversion	Quality Score	Spent
Ad 1	5	5,235	0.60%	\$57.48	2	\$287.38
Ad 2	0	15,239	1.8%	-	5	\$228.12

Which Ad Will You Stop?

The Objective:
Maximise Profit

Ad Name	Conversions	Clicks	CTR	Cost-per-conversion	Conversion Rate	Spent
Ad 1	8	800	0.60%	\$50	10%	\$400
Ad 2	20	100	2.0%	\$80	20%	\$1,600

Google Search Ads Certification

50 questions, 75 minutes

<https://bit.ly/google-search-cert>

**SIGN IN TO YOUR OWN PERSONAL
GMAIL TO KEEP YOUR
CERTIFICATIONS**

Module 5: Google Display Campaign Setup

Create a Display Ads Campaign

Overview

Campaigns

Settings

Locations

Change history

Campaigns

2

1

0

No data

+

Campaign

Filter

Campaign status: All but removed

ADD FILTER

<input type="checkbox"/>	<input checked="" type="radio"/> Campaign	Budget	Status
You don't have any enabled campaigns			
Total: Account		SGD0.00/day	
Total: Search campaigns			

Click the + button

Create a Display Ads Campaign

The screenshot shows the Google Ads 'Campaigns' interface. On the left is a sidebar with navigation links: Overview, Campaigns (selected), Settings, Locations, and Change history. The main area is titled 'Campaigns' and contains a table with columns for Name, Budget, and Status. A callout box with an orange border highlights the '+ New campaign' button in the top-left corner of the table. An orange arrow points from a text box 'Click the + New Campaign' to this button. Below the table, there is a summary section with 'Total: Account' and 'Total: Search campaigns' rows, and a 'NEW CAMPAIGN' button.

Overview

Campaigns

Settings

Locations

Change history

Campaigns

2

1

0

Click the + New Campaign

+ New campaign

Load campaign settings

ADD FILTER

New campaign

Budget

Status

You don't have any enabled campaigns

+ NEW CAMPAIGN








Total: Account

SGD0.00/day

Total: Search campaigns

Create a Display Ads Campaign

Select the goal that would make this campaign successful to you [?]

 Sales	 Leads	 Website traffic	 Product and brand consid
 Brand awareness and reach	 App promotion	 Create a campaign without a goal's guidance	


CONTINUE CANCEL


There are 6 campaign goals. When you select a goal, you'll see suggested campaign settings on the following steps aimed at helping you obtain that goal. Each campaign can use only one goal. Keep in mind the goal you choose should be the main thing you want to achieve for your business.


1. **Sales** - Drive sales online, in app, by phone, or in store
2. **Leads** - Get leads and other conversions by encouraging customers to take action
3. **Website traffic** - Get the right people to visit your website
4. **Product and brand consideration** - Encourage people to explore your products or services
5. **Brand awareness and reach** - Reach a broad audience and build awareness
6. **App promotion** - Get more installs and interactions for your app


Create a Display Ads Campaign


Select the goal that would make this campaign successful to you ?



Sales



Leads


Website traffic


Product and brand consideration


Brand awareness and reach


Conversion


Create a campaign without a goal's guidance

1. Click the + New Campaign

2. Click Continue

CONTINUE CANCEL

For the purpose of simplicity, we will create a campaign without a goal's guidance.

Create a Display Ads Campaign

The screenshot shows the Google Ads campaign creation process. It is divided into three main sections:

- Select a campaign type:** This section contains seven options: Search, Display, Shopping, Video, App, Smart, and Discovery. The 'Display' option is highlighted with an orange box and a blue checkmark. An orange arrow points from the 'Display' icon to the first callout box.
- Select a campaign subtype:** This section contains three options: Smart display campaign, Standard display campaign, and Gmail campaign. The 'Standard display campaign' option is highlighted with an orange box. An orange arrow points from this box to the second callout box.
- Select the results you want to get from this campaign:** This section contains a single option: 'Your business's website'. Below this, there are two buttons: 'CONTINUE' and 'CANCEL'. The 'CONTINUE' button is highlighted with an orange box. An orange arrow points from this button to the third callout box.

1. Click the Display Icon

2. Select Standard Display Campaign

3. Click Continue

There are 3 Display campaign types:

1. Smart - Simple solution to automate targeting, bidding, and ad creation.
2. Standard - Create visually appealing ads that serve across the Google Display Network, on Youtube, and on mobile or in app
3. Gmail - Create ads that show in Promotions and Social tabs of Gmail inboxes. When you click on one of these ads, they may expand like an email.

Create a Display Ads Campaign

Type: Display

Campaign name: Standard Display Campaign

Locations

Select locations to target ?

☐ All countries and territories

☒ Singapore

☐ Enter another location

1. Select Location

2. Click Location Options

Location options

Languages

Select the languages your customers speak

Your ads show to customers with these language preferences, or on sites with these languages.

Enter a language

English Chinese (simplified)

About Location Targeting

Advertisers can target and/or exclude any combination of countries, territories, or regions.

How Does Google Determine the location of the user?

- IP address
- Device location

It is highly recommended to target only 1 location per campaign to allow maximum control over budget and bidding, as well as the most detailed level of reporting of performance.

You can also target bulk locations or radius targeting. Further reading: https://support.google.com/google-ads/answer/1722043?hl=en&ref_topic=3119074

Create a Display Ads Campaign

About Advanced Location Targeting Options

- **Reach people in, or who show interest in, your targeted locations** - This default and recommended option lets you reach people who are likely to be located, or who are regularly located in your targeted location, as well as people who have shown interest in your targeted location. By selecting this default setting your ad can appear to people all over the world, as long as they include the location as a keyword.
- **Reach people in or who are regularly in your targeted locations** - This option lets you show your ads to people who are likely to be located, or who are regularly located in your target area. This does not include people who searched for your target locations but whose physical location was outside the target location at the time of searching.
- **Reach people who are searching for your targeted locations** - This option lets you show your ads to anyone who searches on Google for your targeted location. If a person doesn't specify a location in their search, then the system uses their physical location for targeting.

^ Location options

Target ?

- ☐ People in, or who show interest in, your targeted locations (recommended)
- ☒ People 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

Create a Display Ads Campaign

About Advanced Location Targeting Options

By default, you'll exclude people located in or showing interest in your excluded locations. You have the option to change your default setting to exclude only people who are located in your excluded locations. Let's take a look at our available exclusion options, and examine how they work with some example campaigns.

- **Don't show ads to people in, or who show interest in, your excluded locations** - With this option, we won't show your ads to people who are likely to be located in your excluded location OR who showed interest in your excluded location.
- **Don't show ads to people within your excluded locations** - This option keeps your ads from appearing to people who are likely to be located in the areas you've excluded. People who are outside these areas may still see your ads.

^ Location options

Target ?

- ☐ People in, or who show interest in, your targeted locations (recommended)
- ☒ People 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

Create a Display Ads Campaign

Bidding

What do you want to focus on? ?
Conversions
Recommended for your campaign goal
How do you want to get conversions? ?
Automatically maximize conversions
☐ Set a target cost per action

✓

This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

Or, select a bid strategy directly (not recommended)

Select Bid Strategy Directly

Create a Display Ads Campaign

Bidding

[Back to previous bidding options](#)

Select your bid strategy ?

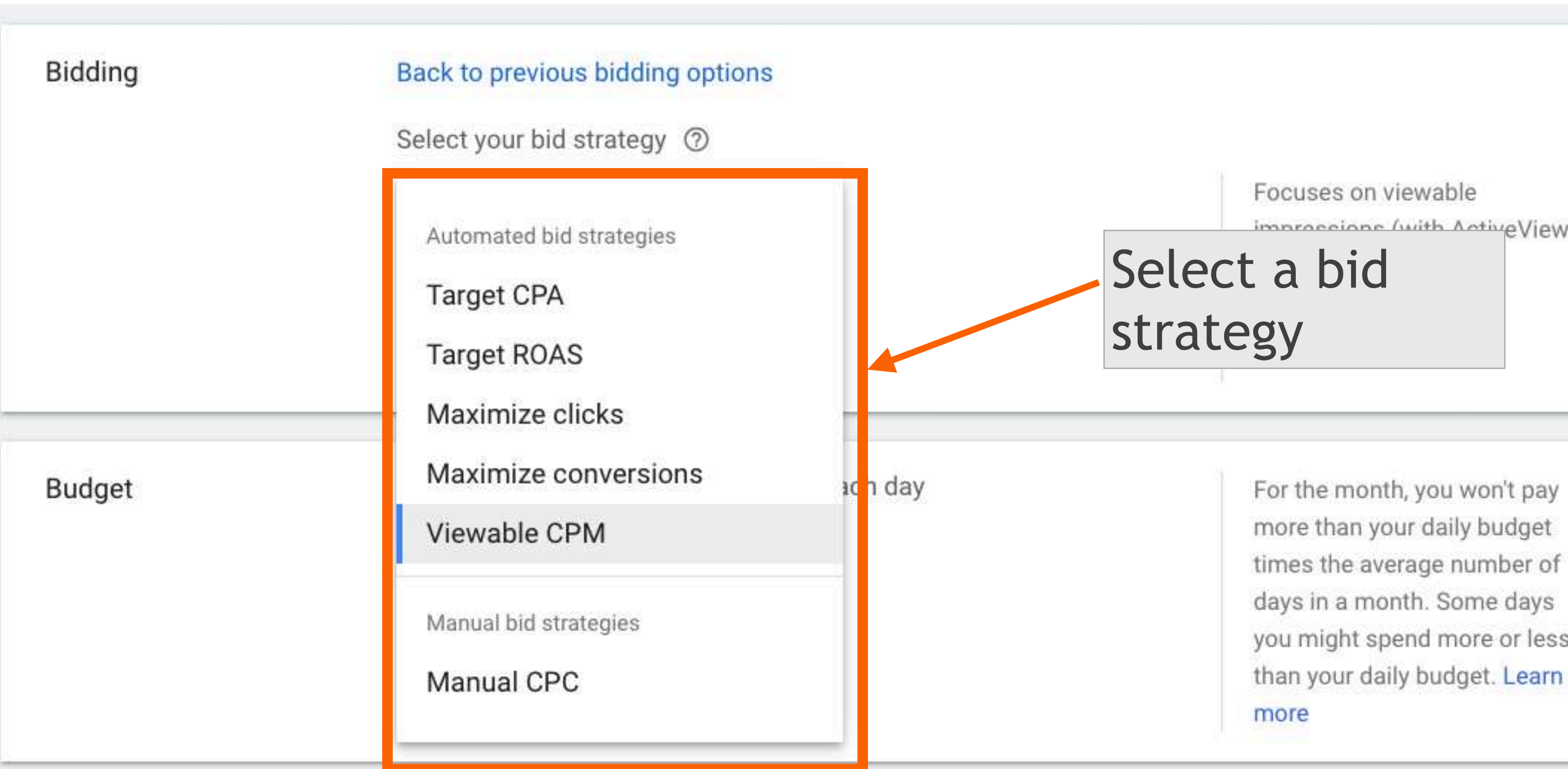
Maximize conversions

Select Maximise Conversions

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

[Learn more](#)

Create a Display Ads Campaign



About Automated bid strategies

- **Target CPA** - 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.
- **Target ROAS** - With "Target ROAS", Google Ads automatically sets bids to help get as much conversion value as possible at the target return on ad spend (ROAS) you set. Some conversions may have a higher or lower return than your target.
- **Maximize clicks** - 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.
- **Maximize conversions** - Google Ads automatically sets your bids to help you get the most conversions within your budget.
- **Viewable CPM** - With viewable CPM, you bid on 1,000 viewable impressions and you pay for impressions that are measured as viewable. An ad is counted as "viewable" when 50 percent of your ad shows on screen for one second or longer for Display ads and two seconds or longer for Video ads.

Tip: It is recommended to select "Maximize clicks" in the early days of your campaign, as you are in the experimental stage and have very little data to try other options such as "Target CPA".

Create a Display Ads Campaign

Budget

Enter the average you want to spend each day

SGD

Enter your daily budget

About Daily Budget

Up to 2 times your campaign's daily budget can be used to show your ads on certain days of the week or certain times of the month based on fluctuations in traffic — but not more than you spend on your campaigns each month. This means that as long as your budget is consistent for an entire month, you won't be charged more than your daily budget multiplied by the average number of days in a month, which is 30.4 (365 days in a year ÷ 12 months).

However, you'll still only be charged up to 2 times your daily budget. For example, if your daily budget is US\$10, and you've accumulated \$23 in costs on a given day, you'll only be charged \$20 per day. The remaining \$3 is returned to you as an overdelivery credit, which you can see in your transaction history.

Calculate based on your average cost-per-click

You can choose a daily budget for each campaign based on your advertising goals.

For example, let's say your cost-per-click is \$0.10 on average, and you'd like around 500 clicks per day. You might budget \$50 per day.

Using this example, here's how you'd figure out your daily budget:

$\$0.10 \times 500 = \50 per day (cost-per-click x clicks per day = Daily budget)

Further reading: <https://support.google.com/google-ads/answer/2375423?hl=en>

Create a Display Ads Campaign

Or, select a bid strategy directly (not recommended)

Budget

Enter the average you want to spend each day
SGD

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend more or less than your daily budget. [Learn more](#)

▼ Additional settings

Click to expand
Additional
settings

Create a Display Ads Campaign

Frequency capping
Limit how many times your ads show to the same user ?

☐ Let Google Ads optimize how often your ads show (recommended)
☒ Set a limit

Limit impressions for each ad to 1 per day

Campaign URL options
No options set

Dynamic ads
☐ Use a data feed for personalized ads ?

Conversions
Account-level conversions setting
Don't include view-through conversions in your "Conversions" and "All conversions" columns

Content exclusions
Opt out of showing your ads on content that doesn't fit your brand

Digital content labels ?	Sensitive content ?	Content type ?
<input type="checkbox"/> DL-G: General audiences <input type="checkbox"/> Content suitable for families	<input checked="" type="checkbox"/> Tragedy and conflict <input checked="" type="checkbox"/> Sensitive social issues <input checked="" type="checkbox"/> Profanity and rough language <input checked="" type="checkbox"/> Sexually suggestive <input checked="" type="checkbox"/> Sensational and shocking	<input type="checkbox"/> Games <input type="checkbox"/> Inactive <input type="checkbox"/> Live streaming YouTube video <input type="checkbox"/> Embedded YouTube videos <input type="checkbox"/> Below-the-fold <input type="checkbox"/> G-mob mobile app non interstitial <input type="checkbox"/> Inactive <input type="checkbox"/> Parked domains <input type="checkbox"/> In-video

While content exclusions are completed to the best of our ability, we can't guarantee that all related content will be excluded.

Frequency capping helps control the maximum number of times an individual user sees your ad on the Display Network.

Dynamic ads enables dynamic remarketing let you show personalized content based on what people have viewed on your website or app. To show content from your website in these ads, set up a data feed.

Content Exclusions let you opt out of showing your ads alongside certain categories of websites, videos, and mobile apps that may not be appropriate for your brand.

Create a Display Ads Campaign

Create your ad group

For more accurate targeting, organize each ad group around a specific theme or message ?

Ad group name

Ad group 1

Targeting

Reach the right people for this campaign. For the best results, automated targeting is on by default.

Automated

✓ Generally, automated targeting can improve campaign performance **up to 20%**

Ad group bid

Enter your viewable CPM bid for this ad group ?

SGD

Click on
Automated and
select Manual

Understanding Targeting Options

Go to <https://bit.ly/display-jul2020>

1. **Research on the various targeting options available.** Provide a short description in your own words, and make an attempt to match the targeting option to campaign goals.
2. **Share what you've learnt with your fellow learners in a class discussion!**

Create a Display Ads Campaign

People: who you want to reach
Define your **Audiences**, **Demographics**, or both

Audiences Select audiences to define who should see your ads. You can create new audiences in [Audience Manager](#).

②

Edit targeted audiences DONE

SEARCH IDEAS (28) **BROWSE** None selected CLEAR ALL

Who they are
(Detailed demographics) >

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

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

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

Select one or more audiences to target.

Demographics Reach people based on age, gender, parental status, or household income ②

Content: where you want your ads to show
Narrow your reach with **Keywords**, **Topics**, or **Placements**

+ CONTENT TARGETING

Select Content Targeting to expand more options

Demographic targeting are based on Parental Status, Marital Status, Education, Home Ownership

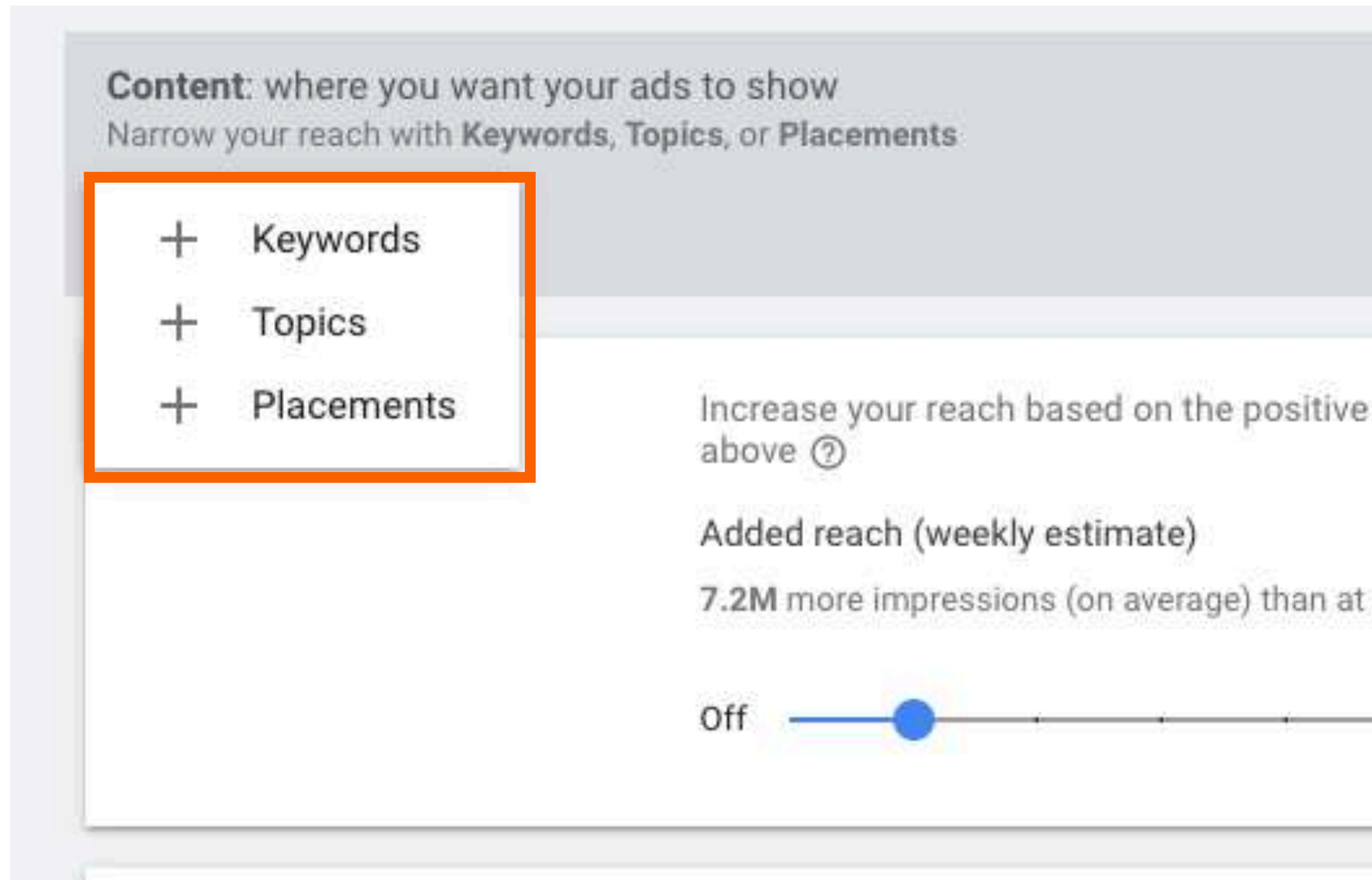
Affinity audiences are based on a holistic picture of their lifestyles, passions, and habits. Affinity audiences have demonstrated a qualified passion in a given topic.

In-market audiences are based on a user's search and browsing history. For example, if someone is constantly searching for accommodation in New York, and looking for places to eat or visit in New York, that user will fall into the In-market audience list for Hotel & Accommodations

Custom intent audiences are built by specifying specific keywords and landing pages you would like to target to help Google build a relevant audience set for you

Remarketing audiences are based on past visitors to your site. For search, this technique is commonly called **Remarketing List for Search Ads (RLSA)**. This helps to pre-qualify searchers by showing search ads to only those who have visited your site before.

Create a Display Ads Campaign



Keywords: Choose words or phrases related to your products or services. The keywords you choose help show your ads on relevant websites, apps, and videos.

Topics: A simple way to place your ads on many webpages, apps, and videos about a certain subject.

Placements: On the Display Network, a placement can be an entire website, a specific page of a site, or a mobile app. On YouTube, a placement can be a channel or a video.

Create a Display Ads Campaign

Targeting expansion

Increase your reach based on the positive targeting and the settings selected above ?

Added reach (weekly estimate)

<1K more impressions (on average) than at manual targeting level

Off  More reach

Targeting expansion helps you to reach more users by letting Google look for high-performing audiences similar to your target. Expanding reach can increase impressions, clicks, and conversions.

Move the slider to the right to reach more people similar to the ones you're already targeting through audiences and keywords.

Move the slider to the left to keep your targeting limited to people you're targeting through audiences and keywords.

Ad group bid

Enter your viewable CPM bid for this ad group ?

SGD

Key in a CPM bid if you selected Viewable Impressions as your bidding strategy

Create a Display Ads Campaign

Create your ads

Create an ad now, or skip this step and create one later. Your campaign won't run without an ad.

 NEW AD

Click on + New Ad

Create a Display Ads Campaign

New responsive display ad

Final URL
<https://www.equinetaacademy.com> ⓘ

Images and logos
Add at least 1 landscape image and at least 1 square image

+ IMAGES AND LOGOS

Videos
optional, but up to 5

+ VIDEOS

Ad strength ⓘ [Leave feedback](#)

Add some images and logos to make your ad stand out

Incomplete

- Images
- Headlines [View ideas](#)
- Descriptions [View ideas](#)

Preview

WEBSITES AND APPS

GOOGLE PROPERTIES

Key ad formats ▼

Example of your image ad at 320x568

⏪ ⏩ ⏸ 📱 🖥

Create a Display Ads Campaign

New responsive display ad

Final URL
<https://www.equinetaacademy.com> ⓘ

Images and logos
Add at least 1 landscape image and at least 1 square image

[+ IMAGES AND LOGOS](#)

Videos
optional, but up to 5

[+ VIDEOS](#)

Ad strength ⓘ [Leave feedback](#)

Add some images and logos to make your ad stand out

Incomplete

- Images
- Headlines [View ideas](#)
- Descriptions [View ideas](#)

Preview

WEBSITES AND APPS

GOOGLE PROPERTIES

Key ad formats ▼

Example of your image ad at 320x568

Enter the landing page URL

Click on + Images and Logos

Create a Display Ads Campaign

162

Choose 15 images and 5 logos to use in your ad ②

SCAN WEBSITE UPLOAD STOCK IMAGES RECENTLY USED YOUR ASSETS (3)

Scan your website for images and logos. Only images and logos that meet our requirements will appear ②

https://www.equinetaacademy.com

We found URLs that you can scan to get more results:

www.facebook.com/equinetaacademysingapore

Image (2 ratios s... 821 × 614 829 × 618 1416 × 600 Logo (1 ratio sel...

twitter.com/equinetaacademy

Digital Marketing Career Handbook

By adding an image, you confirm that you own all legal rights to the image and have permission to share the image with Google for use on your behalf in advertising or for other commercial purposes.

0 / 30

Top Industry Practitioners

Learn Digital Marketing from Experienced Professionals with 10+ Years of Experience Equinet Academy

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or

Impressions

0

Estimated performance

To see estimated performance enter the following settings:

- Bid
- Budget

Leave feedback

1. Select the source of the images

2. Select images to use either as logos or as a main image of your ad

Create a Display Ads Campaign

New responsive display ad

Final URL
https://www.equinetacademy.com

Images and logos

Add at least 1 landscape image and at least 1 square image

Videos
optional, but up to 5

+ VIDEOS

Headlines (up to 5)

Top Industry Practitioners

Headline

0 / 30

Headline

0 / 30

Headline

0 / 30

Headline

0 / 30

+ HEADLINE

Long headline

Learn Digital Marketing from Experienced Professionals with 10+ Years of Experience

83 / 90

Descriptions (up to 5)

Learn Digital Marketing from Experienced Professionals with 10+ Ye

Description

0 / 90

+ DESCRIPTION

Business name

Equinet Academy

15 / 25

Ad strength

Leave feedback

Average

Enter more unique descriptions. Your descriptions are too similar to your long headline.

Images

Headlines View ideas

Descriptions View ideas

Review

WEBSITES AND APPS

GOOGLE PROPERTIES

Key ad formats

< > ||

Example of your text ad - 300x250

Top Industry Practitioners

Equinet Academy

Learn Digital Marketing from Experienced Professionals with 10+ Years of Experience

OPEN

Previews shown here are examples and don't include all possible formats. You are responsible for the content of your ads. Please make sure that your provided assets do not violate policy, either individually, or in combination.

Up to 5 Headlines

Up to 5 Descriptions

Up to 15 Images,
5 Logos,
5 Videos

Create a Display Ads Campaign

164

Preview

WEBSITES AND APPS GOOGLE PROPERTIES

Key ad formats ▼ < > || [] [] []

Example of your image ad at 160x600

Example of your native ad at 480x120

Learn Digital Marketing from Our Trainers with 10+ Years of Industry...

Equinet Academy

Open

Example of your image ad at 300x250

Example of your text ad at 300x250

Top Industry Practitioners

Equinet Academy

Learn Digital Marketing from Our Trainers with 10+ Years of Industry Experience Today!

OPEN

Example of your image ad at 728x90

Top Industry Practitioners

Learn Digital Marketing from Our Trainers with 10+ Years of Industry Experience Today!

Click on the Desktop icon to see the different ad sizes Google automatically generates for you based on the images, headlines, and descriptions you've entered

Create a Display Ads Campaign

Business name
Equinet Academy 15 / 25

Additional format options

Advanced URL options

MORE OPTIONS

Your ads might not always include all your text. Cropping or shortening may occur in some formats. Your custom colors may be used.

ADD TO AD GROUP CANCEL

CREATE CAMPAIGN CANCEL

Click on More Options and select both Call to Action text and Custom colours

Create a Display Ads Campaign

MORE OPTIONS

Call to action text ?

Download

English

Custom colors ?

Main color
#FF5733

Accent Color
#90A026

Example: #ffffff

Example: #4285f4

☒ Show this ad on text and native ad placements, even when publisher settings may override your custom color selections.

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

ADD TO AD GROUP CANCEL

CREATE CAMPAIGN CANCEL

1. Select an appropriate call to action from the dropdown menu

2. Define a custom colour theme for your ads


Install a Color Picker Chrome Extension or use a website like <https://htmlcolorcodes.com/>


3. Click Create Campaign

Create a Display Ads Campaign

Congratulations! Your campaign is ready.

Review your summary

 Jul 12, 2020 – No end date

 Singapore

 English

Campaign goal

No goal selected

Campaign subtype

Standard

Campaign budget

SGD1.00/day

Bid strategy

Maximize conversions

 1 Ad



Click Continue to Campaign

CONTINUE TO CAMPAIGN

Time for your last Mock Quiz!

Google Display Ads Certification

49 questions, 75 minutes

<https://bit.ly/google-display-cert>

**SIGN IN TO YOUR OWN PERSONAL
GMAIL TO KEEP YOUR
CERTIFICATIONS**