

Google Adwords

Google Adwords is Google's advertising tool to enable anyone who wants to advertise on Google to create, manage and monitor their own adverts.

How Google AdWords works

You create your ads

You create ads and choose keywords, which are words or phrases related to your business.



Keywords are what people search for on Google.

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.



Your ad appears beside relevant search results.

You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!

Reach more customers

Expand your reach through the content network

With hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display AdWords ads, the Google content network can reach users all over the web to help you drive conversions. Choose from text, image, and video formats to communicate your message.

Target the right user in the right context

Using your keywords, Google's contextual targeting technology can automatically match your ads to web pages in their content network that are most relevant to your business. For example, an ad for a digital camera may show up next to an article reviewing the latest digital cameras. If you want greater control, use placement targeting to hand-pick specific sites or sections of sites you want your ads to appear on.

Measure and optimize your results

With the Placement Performance Report, you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimisation (optimization) or exclusion.

Costs and payment

AdWords puts you in complete control of your spending.

Set your budget

There's no minimum spending requirement - the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

CPC (Cost Per Click)

Google charges advertising on a 'cost per click' bidding fee rate. You pay when a browser clicks on your advert, and the amount will depend on what other advertisers in your area are willing to pay. E.g. A basic scenario for coffee retailers in NZ might be \$1.20 per click, and with a \$10 a day budget they could expect approx. 8 clicks from browsers.

How much should I pay for each 'click'?

Choosing the amount you pay per 'click' (Cost Per Click) is up to you, but is influenced by a wide variety of factors and will vary depending on your objectives.

- How competitive is your market?
- What key words do you want to use in your ads?
- Where do you want your ads to appear?
- How valuable is the source of the ads?
- How many times do you want your ads to appear?

Pay only for results

You're charged only if someone clicks your ad, not when your ad is displayed.

For local businesses

Local and regional targeting

Set your ads to appear only to people searching in a particular state, city, or region. Now it's easy to target online customers within, say, 25 miles of your front door.



Define a custom area to target around your business.

More than 200 million times a day, people use Google and its partner sites to find what they're looking for. Make sure they find what you're selling. With Google AdWords you create your own ads, choose keywords to tell us where to show your ads and pay only when someone clicks on them.

Who can use Adwords to advertise on Google

Anyone can open an Adwords account and start advertising with Google. Every click in a search engine marketing campaign represents attention from a person who is *searching* for something. You want to identify and target clicks that are *both* inexpensive *and* valuable to make it worth your spend.

Each click costs you money, each mistake costs you money.

We hope this information has been helpful.

EasyWeb can assist in setting up your Google Adwords account, or manage your complete Google advertising campaign. <mailto:info@easy-web.co.nz>