

2-1 – Google Adwords: The Mechanics



S1: Hello there and welcome back to the Google Adwords module. In this module, we will be unraveling the mechanics of this vehicle, which is essential to kick start your own campaign and generate your very own traffic

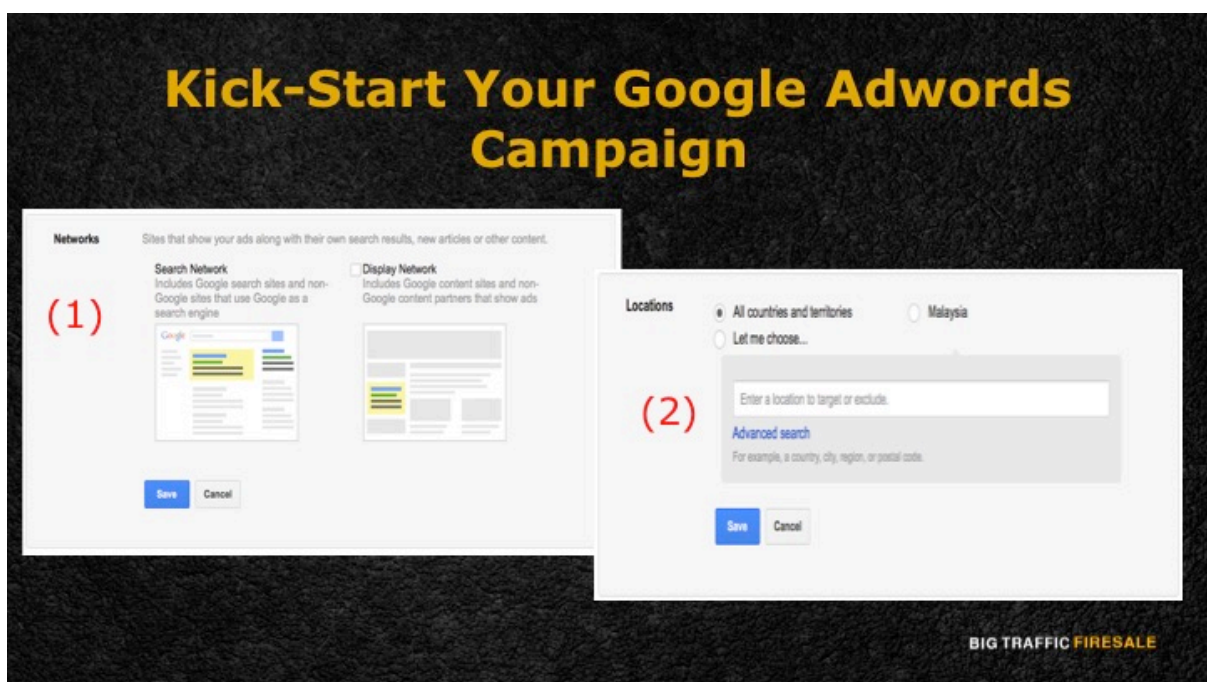


S2: The first vital step to kick-start your Google Adwords journey is to create a Google account. If you already have an existing account, then you're good to

go! But some users prefer to create a new account specifically for their use of Google Adwords so it would not get messy, and it will be more organized.

Once you're logged into your account, click on 'Create your first campaign button'. Then, there are 7 simple steps to kick-start your campaign:

1. Select your campaign type and name
2. Choose the geographic location where you want your ads to appear
3. Select your "bid strategy" and set your daily budget
4. Create your first ad group and write your first ad
5. Insert your keywords into the keyword field in your account
6. Set your maximum cost-per-click
7. Enter your billing information



S3: For the first step, I recommend that you choose the "Search Network only" as your campaign type for starters. Secondly, decide how large or small a geographic area you want to target.

Kick-Start Your Google Adwords Campaign

The screenshot shows two parts of the Google AdWords interface. The top part is the 'Bid' section, where the 'I'll set my bids manually' option is selected. A text input field contains '\$ 0.10' and a 'Suggested bid amount for your budget: \$0.01' is displayed below it. A red '(3)' is placed to the left of the input field. The bottom part is the 'Text ad' section, showing a preview of an ad with the headline 'Your Go To Marketing Guru - Be Your own Marketing Guru', a URL 'www.musemanoe.com', and a 'Learn More' link. A red '(4)' is placed to the right of the ad preview. The text 'BIG TRAFFIC FIRESALE' is visible in the bottom right corner of the screenshot.

S4: Thirdly, change the default bid strategy to “I’ll manually set my bids for clicks” so you can easily work within your budget. Next, when you write your first ad, ensure your keywords are also inserted in the headline.

Kick-Start Your Google Adwords Campaign

The screenshot shows the 'Keywords' section of the Google AdWords interface. A list of keyword suggestions is displayed in blue boxes: 'seo', 'online marketing', 'internet marketing', 'search engine marketing', 'marketing strategy', 'seo services', 'seo company', 'web marketing', 'affiliate marketing', 'e marketing', 'digital marketing', 'seo optimization', 'seo website', 'digital marketing agency', and 'social media marketing'. A red '(5)' is placed to the left of the list. The text 'BIG TRAFFIC FIRESALE' is visible in the bottom right corner of the screenshot.

S5: The fifth step is to paste in your keywords. Start with just one set and add plus signs (+), brackets ([]) and (“ ”) to see how many search results you’ll get.

Kick-Start Your Google Adwords Campaign

Your budget Specify how much, on average, you'd like to spend per day. You're charged only when someone clicks your ad.

USD \$ 0.10 per day

(6) You can always change the amount. The currency type (USD) will be set for your entire account and can't be changed.

[Save](#) [Cancel](#)

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S6: The sixth step is to set your maximum CPC within your budget. For starters, remember to always scale.

Kick-Start Your Google Adwords Campaign

Google AdWords

(7)

✓ About your business ✓ Your first campaign **Payment**

Payment
Provide your payment information below. Remember, you won't be charged until your ad starts showing and people start clicking it.

Your ad

Your Go To Marketing Guru - Be Your own Marketing Guru
www.musemancer.com
[Learn More](#)

Daily potential reach
0 Clicks

Budget and bidding
\$0.10 daily budget
AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

Payment information

Billing country United States

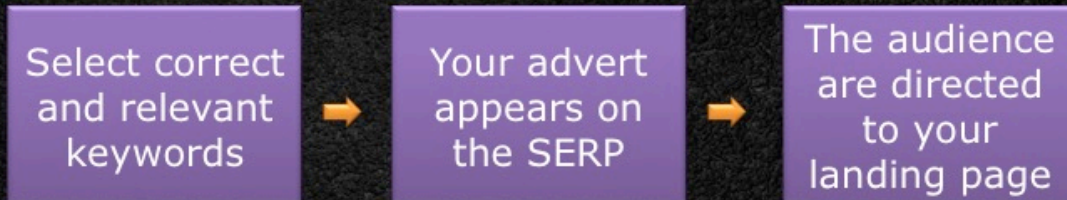
Time zone (GMT-07:00) Pacific Time

Timezone applies to your entire account and cannot be changed later.

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S7: Finally, your ads will start showing once you've confirmed your payment. Now you're set!

Google Adwords: Keywords



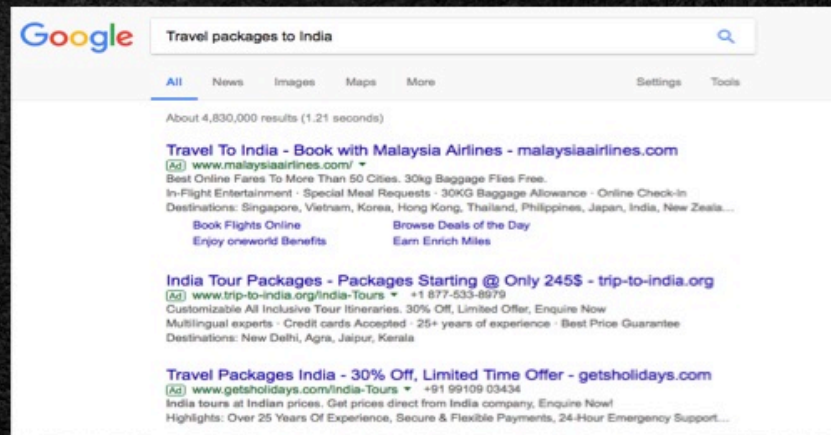
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S8: When you are already set up, it's time to delve into the building blocks which is understanding what makes Google Adwords work: KEYWORDS.

Selecting the correct and relevant keywords to direct the audience to your landing page is key.

As the advertiser, you select a keyword that a searcher might type in when they search for their particular interest on the Google search engine. Then, you create an advert that will appear on the SERP based on the keywords.

Example Of Google Adverts Search Results



S9: Let's illustrate an example. When a person searches for 'Travel Packages To India' on the search engine, adverts may appear alongside the search either at the top or on the right hand side of the SERP. Organic search results will also appear amongst the ads where some people may or may not notice the difference between the two.

You Are Competing Against Other Marketers

- ▶ You are not the only one bidding for a place in the SERP, other companies are also bidding for a spot.
- ▶ The more you pay-per-click, the higher chance your advert appears in the SERP.
- ▶ Google measures your ad not only based on the bid, but also the quality score.

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S10: When you choose to venture into the Google Adwords scene, bear in mind that you are not the only company wanting to serve adverts for that

particular keyword/keywords. Other companies with the similar niche can also bid for a spot in the SERP.

The truth is if you want your ad to appear at all, you would have to compete against other marketers. The more you pay-per-click, the higher chance your advert appears in the SERP. However unlike real life bidding it is not just the highest bid for price that is taken into account for the projection of your ad. Google also measures your ad by 'quality score,' which we will unravel in the next chapter.