

Unlock the power of **Google Ads** for your business





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Your Presenters

Get to know us

Our Group Today

Let's get to know you

Q1: Have you ever run Google Ads for your business?

Our Group Today

Let's get to know you

Q2: Does your business mainly
sell Products or Services?

Our Group Today

Let's get to know you

Q3: What does your business do?

Please drop in your website in the chat

Agenda

Today we'll talk about...

- Planning for marketing
- Setting up a free Google My Business profile
- Understanding Google Search & Shopping Ads
- Search trends for your business
- Campaign design and budgeting
- Common mistakes to avoid

Plan for Marketing

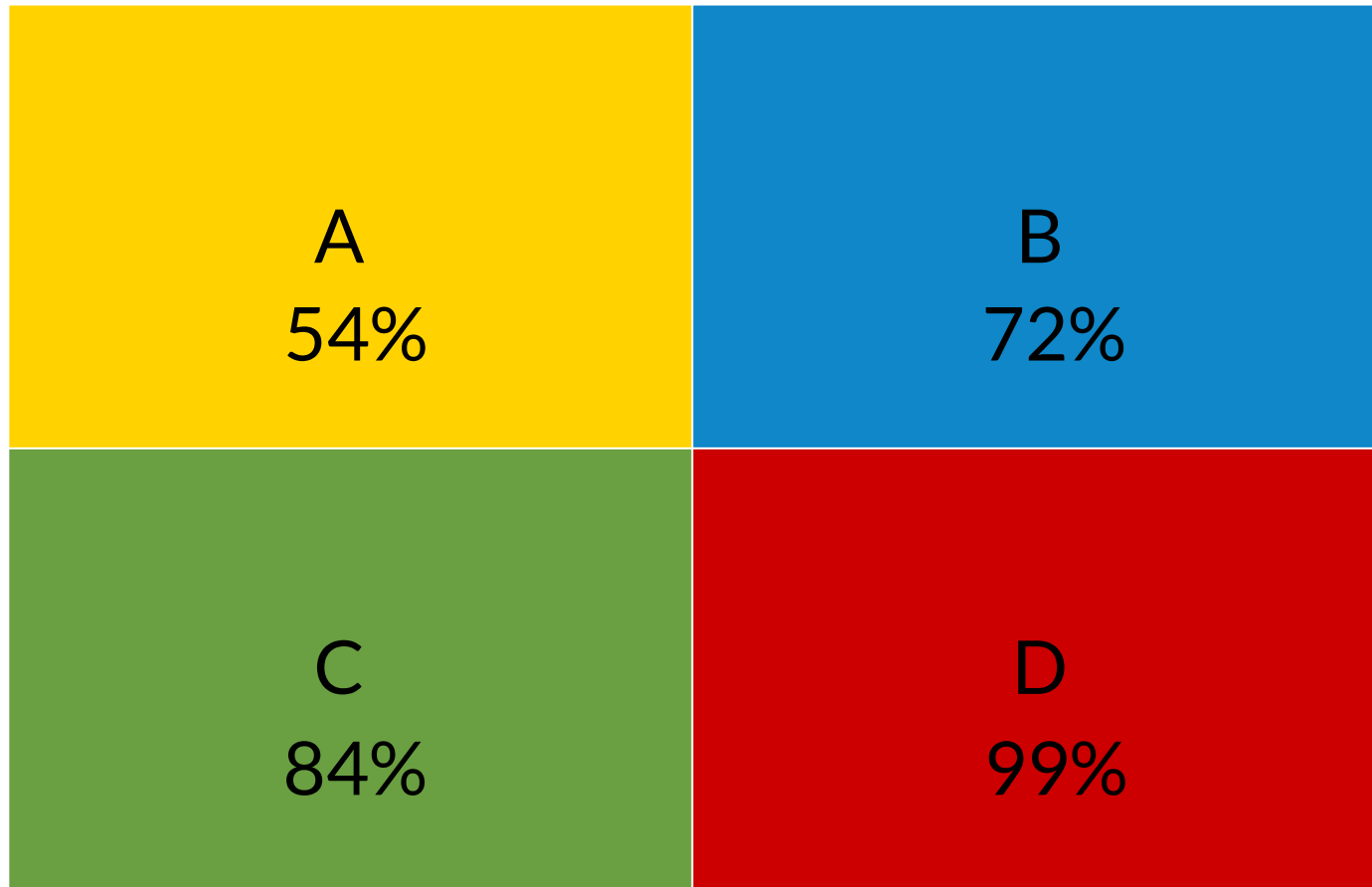
As part of your business plan



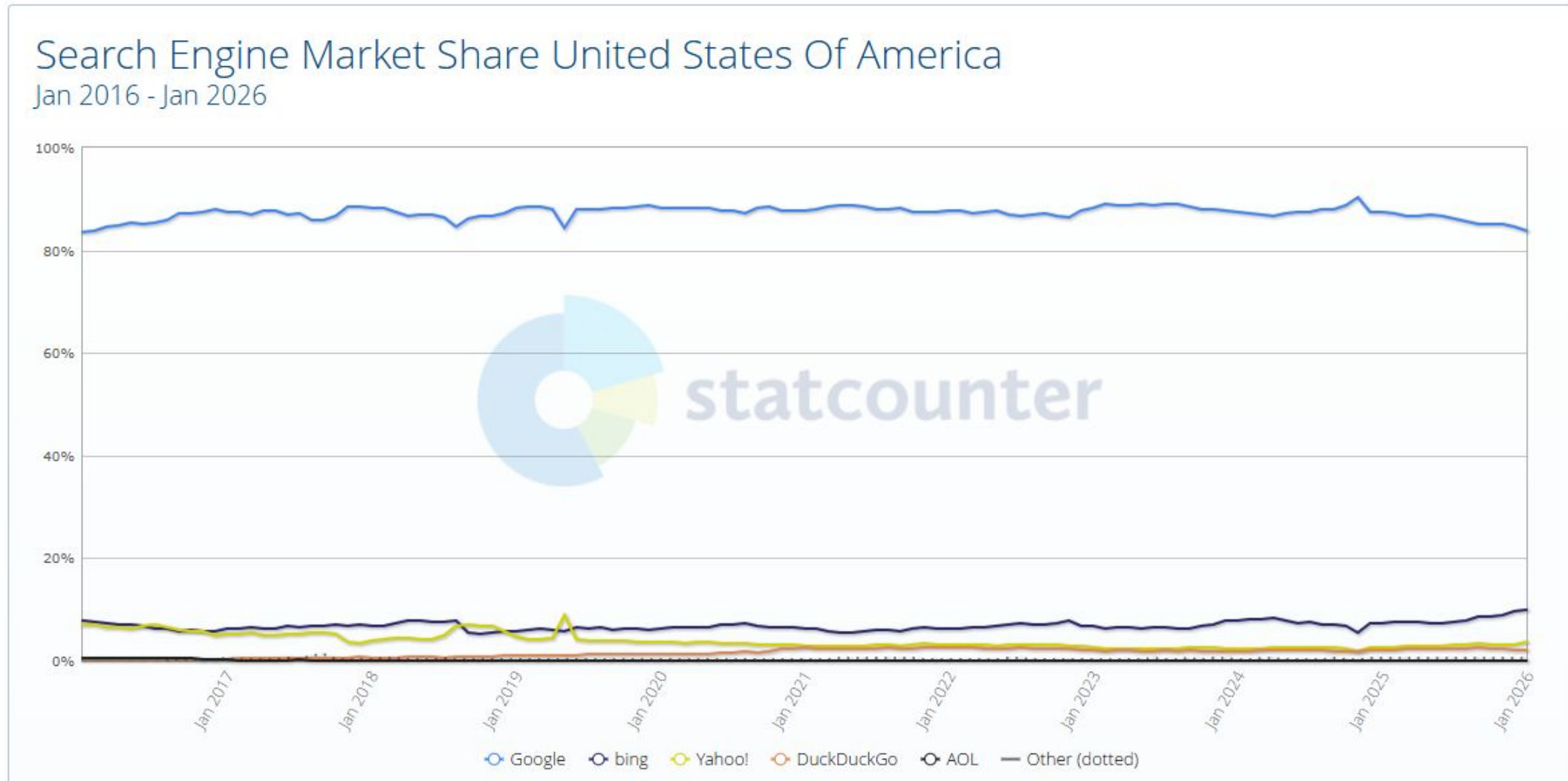
Build from the Inside Out



What % of people use Google vs other engines in the United States?



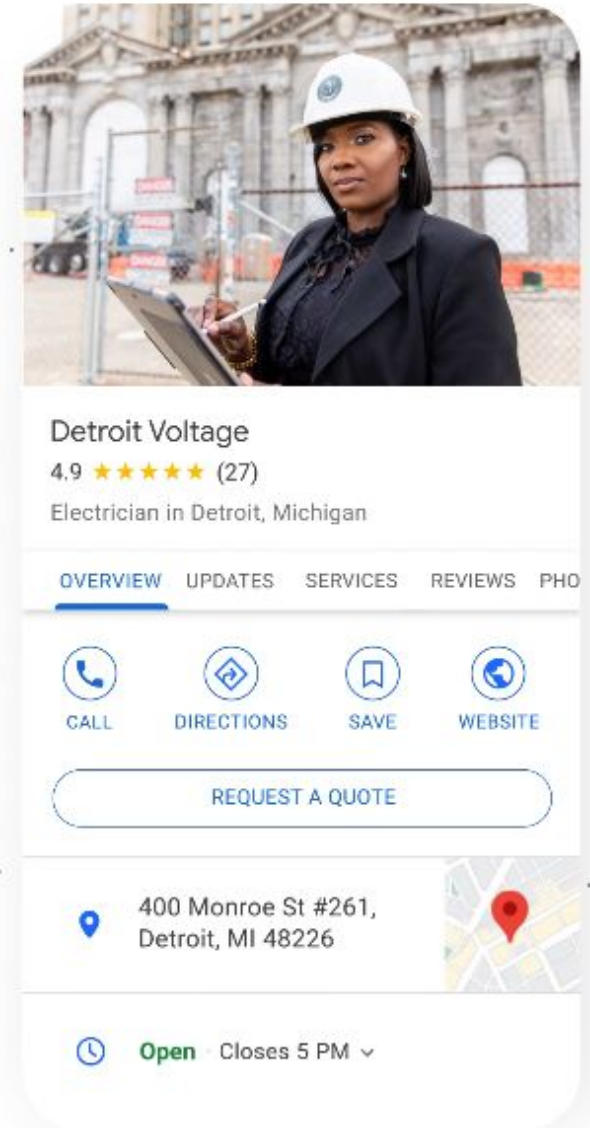
What % of people use Google vs other engines in the United States?



Google My Business profile

- Your business appears in Google Search and Google Maps
- Gives people a one-click way to call you, visit your website, book appointments - and get directions!
- You can customize with photos, business info, and service offerings
- Instill confidence through positive reviews
- It's FREE

Go to: google.com/business





273_{MM}
shop
online

81%
research
online

60%
start with
search

Get to know the Customer

Results for Seattle, WA 98102 · Choose area

Sponsored

CustomInk https://www.customink.com › custom › t-shirts

No Order Minimum - T Shirt Orders

Custom Ink Offers a Range Of Customized T-Shirts That Fit Your Needs. Design Online Now! We Help You To Design & Order Customized Products For Your Clubs, Reunions & More. Top Brands Available. High Quality Products. Over 400 Styles Available. All-Inclusive Pricing.

Custom T-Shirts

Create Your Own Custom Shirts. Over 190 Million Shirts Printed.

Design Yours Today

Use Our Designs or Upload Your Own. With Low Prices & Free Shipping.

T-Shirts

Classic Styles & Comfortable Fits Custom T-Shirts & Great Group Gear

Sponsored

rushorderteeshirts.com https://www.rushorderteeshirts.com

Custom T-Shirts - No Minimum Orders

RushOrderTees Is The Fastest Way to Get Your Custom Apparel Delivered - 99.9% On-Time Rate

★★★★★ Rating for rushorderteeshirts.com: 4.9 - 10,926 reviews - Return policy: Most items 45+ ...

Sponsored

VistaPrint https://www.vistaprint.com

No Minimum | Use Coupon Code: TEEDEAL

VistaPrint® is Here to Help You Create Custom T-shirts Your Clients & Coworkers Will Love. New Customers Get 15% Off Bella +Canvas and 30% Off Fruit Of The...

Custom One https://customoneonline.com › pages › screen-printing-s...

Same Day Custom T-Shirt & Screen Printing Seattle,

Sponsored



Custom Fruit of the Loom... \$0.99 imprint.com (9k+)

Custom T-Shirt Next... \$3.00 RushOrder... (6k+)

Custom Printed Dri... \$0.99 imprint.com (2k)



Gildan T-Shirts Cust... \$2.69 DiscountMu... \$75 off \$500+ (9k+)



Custom T-shirts - Soft... \$19.00 Sticker Mule (430)



Custom Gildan Hea... \$0.99 24HourWis... (9k)



Hanes Authentic T... \$6.09 Custom Ink (9k+)



Custom Gildan Ultra... \$15.66 Vistaprint (318)



Custom T-Shirt Next... \$3.00 RushOrder... (6k)

More on Google

2 Sons Plumbing, Sewer, Septic, Electrical, Heating & Air

GOOGLE GUARANTEED Sponsored · 4.9 (2,554) · Electrician · 47+ years in business Open · Closes 8 PM · Serves Seattle · (206) 736-8932 10+ bookings nearby

Get phone number Message Share

Belred Electrical

GOOGLE GUARANTEED Sponsored · 4.8 (3,794) · Electrician · 38+ years in business Open 24 hours · Serves Seattle · (206) 338-0566 25+ bookings nearby

Get phone number Message Share

Reign City Electric

4.6 (121) · Electrician · 3+ years in busin... Open 24 hours · (206) 773-5311 Online estimates

Call Share

Seattle Electricians LLC

4.5 (31) · Electrician · 15+ years in busin... Open · Closes 8 PM · Seattle, WA

Directions Share

As You Wish Electric

4.9 (1,432) · Electrician · 15+ years in bu... Open · Closes 5 PM · Seattle, WA · (206) 785-1059 Onsite services

Book online Website Directions Call



What are Google Ads?

A screenshot of a Google search for "custom t shirt printing". The search bar is at the top with the text "custom t shirt printing" and a search icon. Below the search bar are navigation tabs: "All", "Shopping", "Images", "Videos", "Forums", "Maps", "News", and "More". Underneath these are filter buttons: "Open now", "Near me", "Within 5 mi", "Online", "Cost", "No minimum", "Stores", "For kids", and "Usa". The main content area is divided into two large green rectangular blocks. The left block is labeled "Search Ads" and the right block is labeled "Shopping Ads". At the bottom of the page, there is a small shopping ad for "Custom One" with a red circular icon, a link to "https://customoneonline.com", and a small image of a group of people.

A screenshot of a Google search for "electrician near me". The search bar is at the top with the text "electrician near me" and a search icon. Below the search bar is a large green rectangular block labeled "Local Service Ads". Underneath this block are three local service ads for electricians in Seattle. Each ad includes a profile picture, the business name, a star rating, the number of reviews, and a brief description of services. The first ad is for "Reign City Electric" (4.6 stars, 121 reviews), the second is for "Seattle Electricians LLC" (4.5 stars, 31 reviews), and the third is for "As You Wish Electric" (4.9 stars, 1,432 reviews). Below the ads are buttons for "Call", "Share", "Directions", and "Book online". To the right of the ads is a map of Seattle, Washington, with red location pins marking the locations of the electricians listed in the ads. The map shows various neighborhoods like Ballard, Fremont, and West Seattle.

Why page 1?

Less than 1%

look beyond the first page

Source: Google



Half of the users click on a result

within 9 seconds

Source: Backlinko

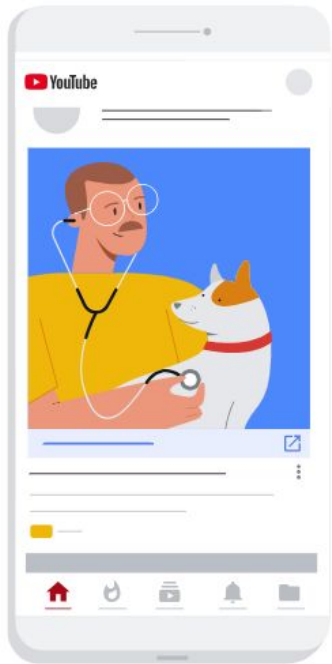


Matching user INTENT with CONTENT

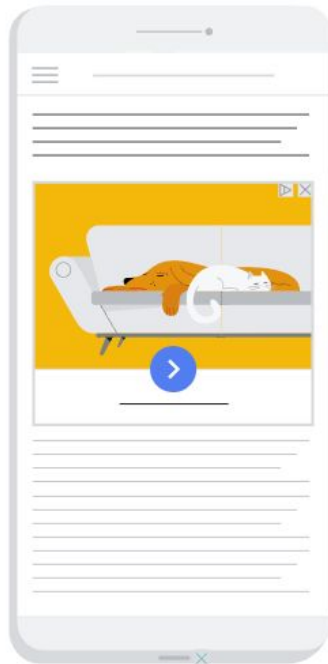
Google Ecosystem



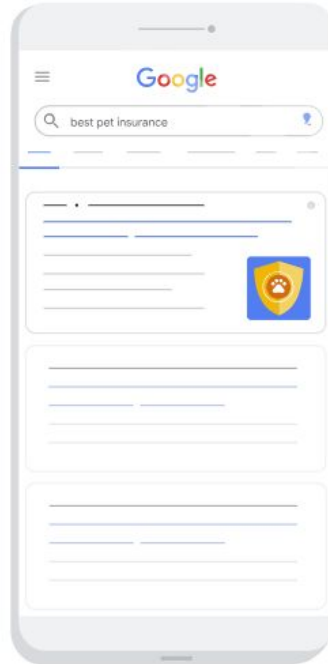
YouTube



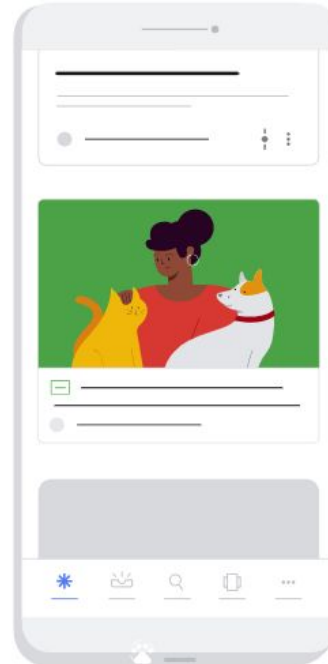
Display



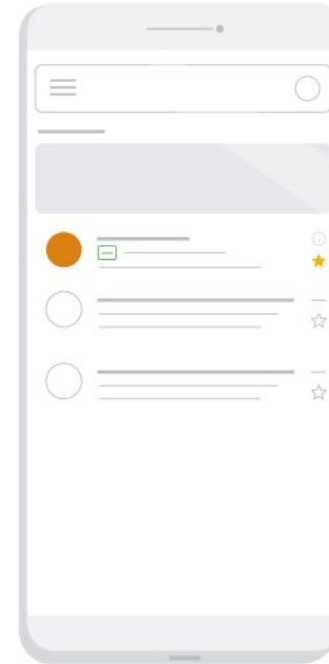
Search



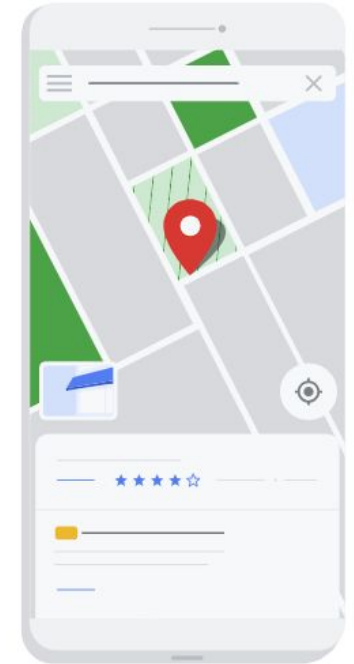
Discover

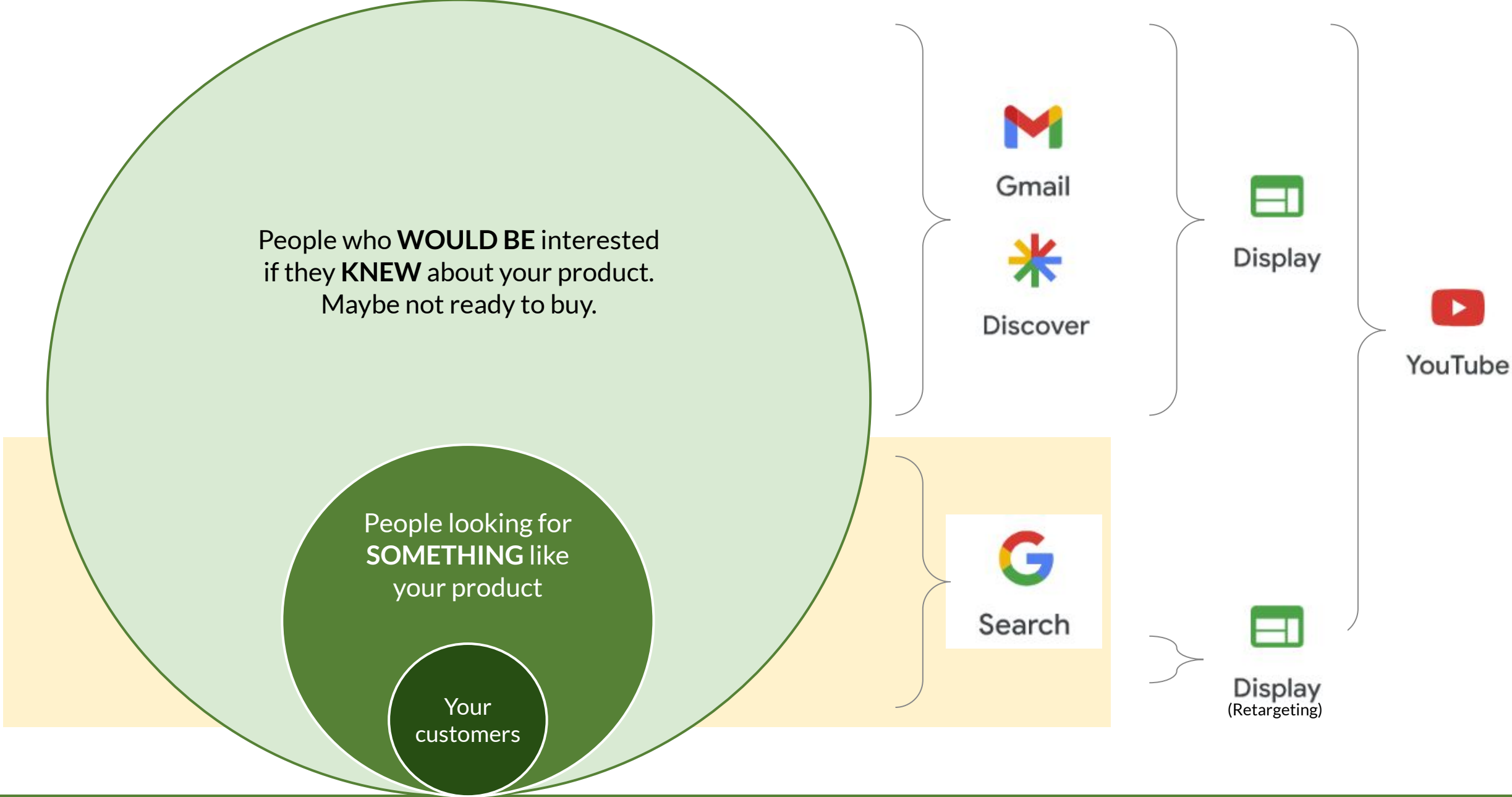


Gmail



Maps





Google Ads



Search

Get in front of high-intent customers at the right time on Google Search



Performance Max

Reach audiences across all of Google with a single campaign.



Shopping

Showcase your products to shoppers as they explore what to buy



Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads



Display

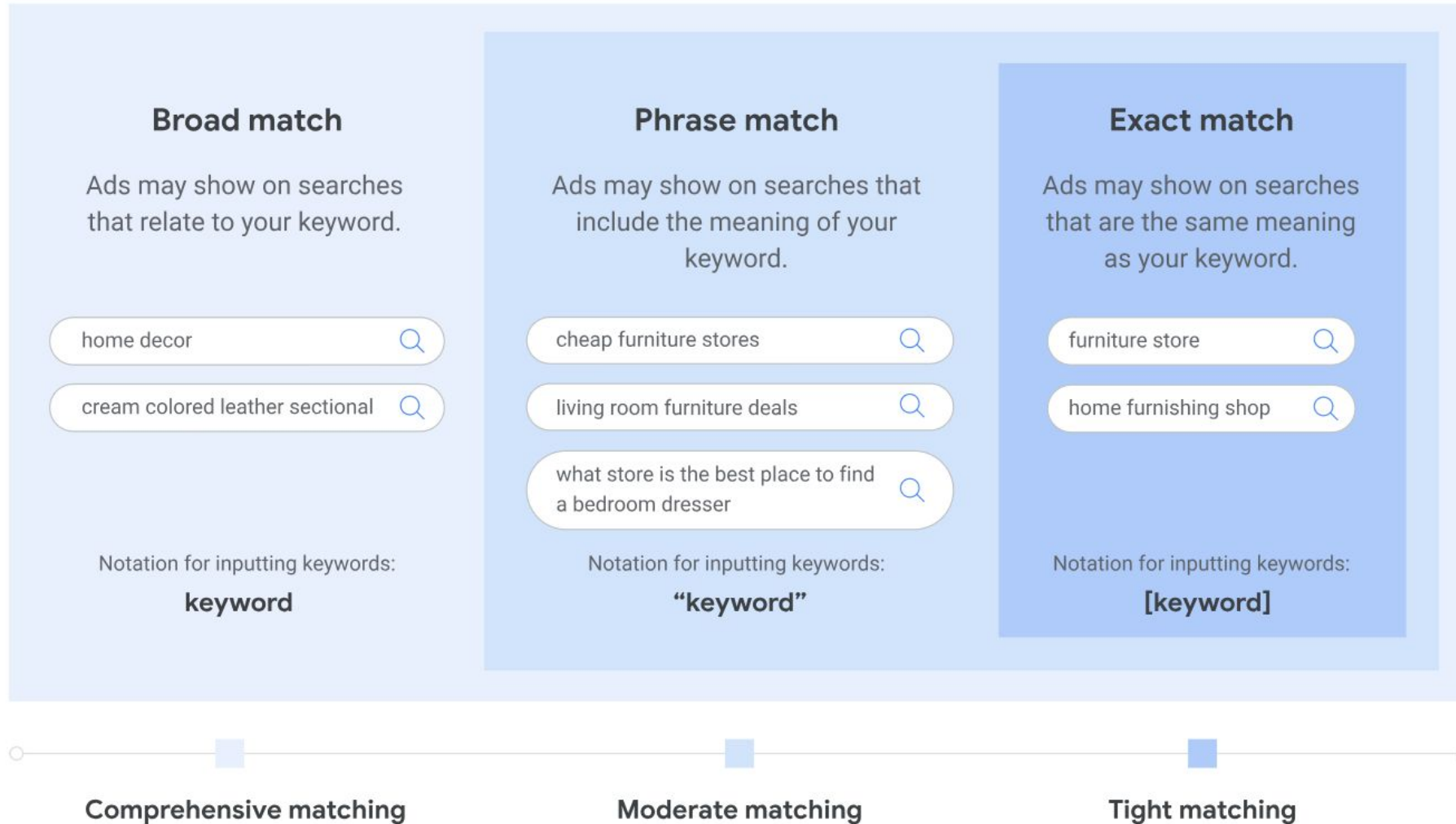
Reach customers across 3 million sites and apps with engaging creative



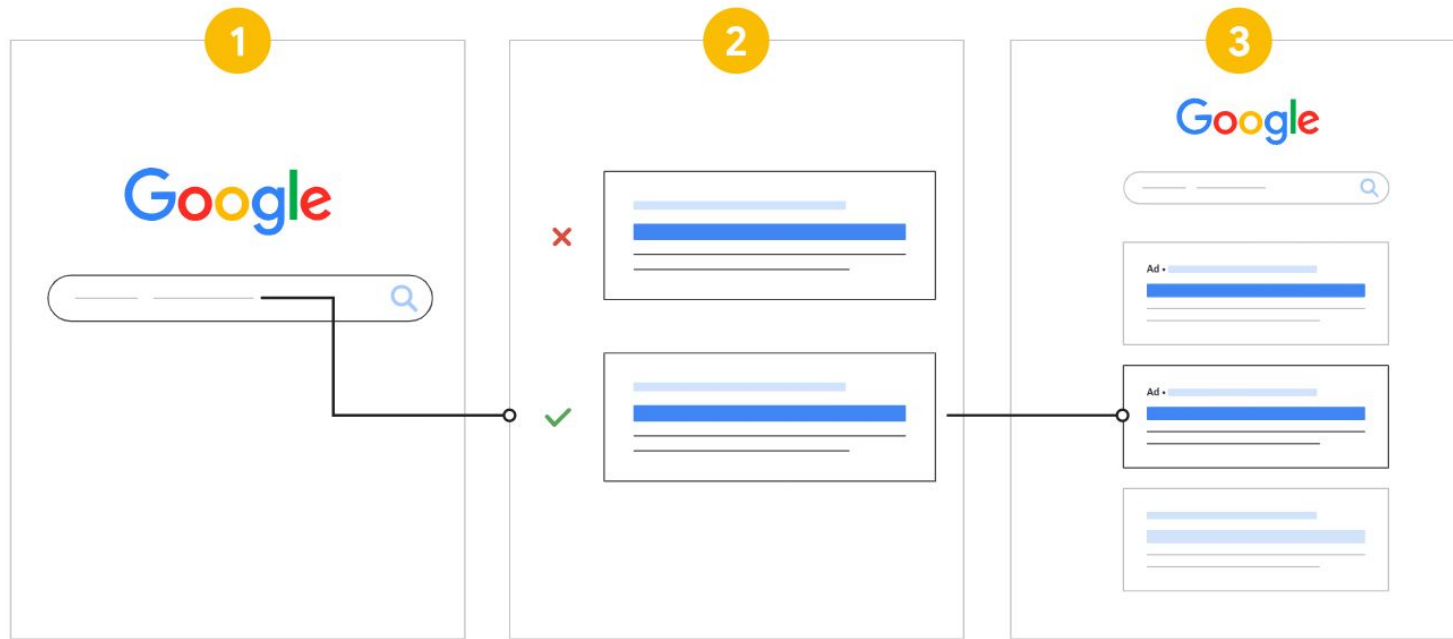
Video

Reach viewers on YouTube and get conversions

Core Concept 1: Keyword Match Types

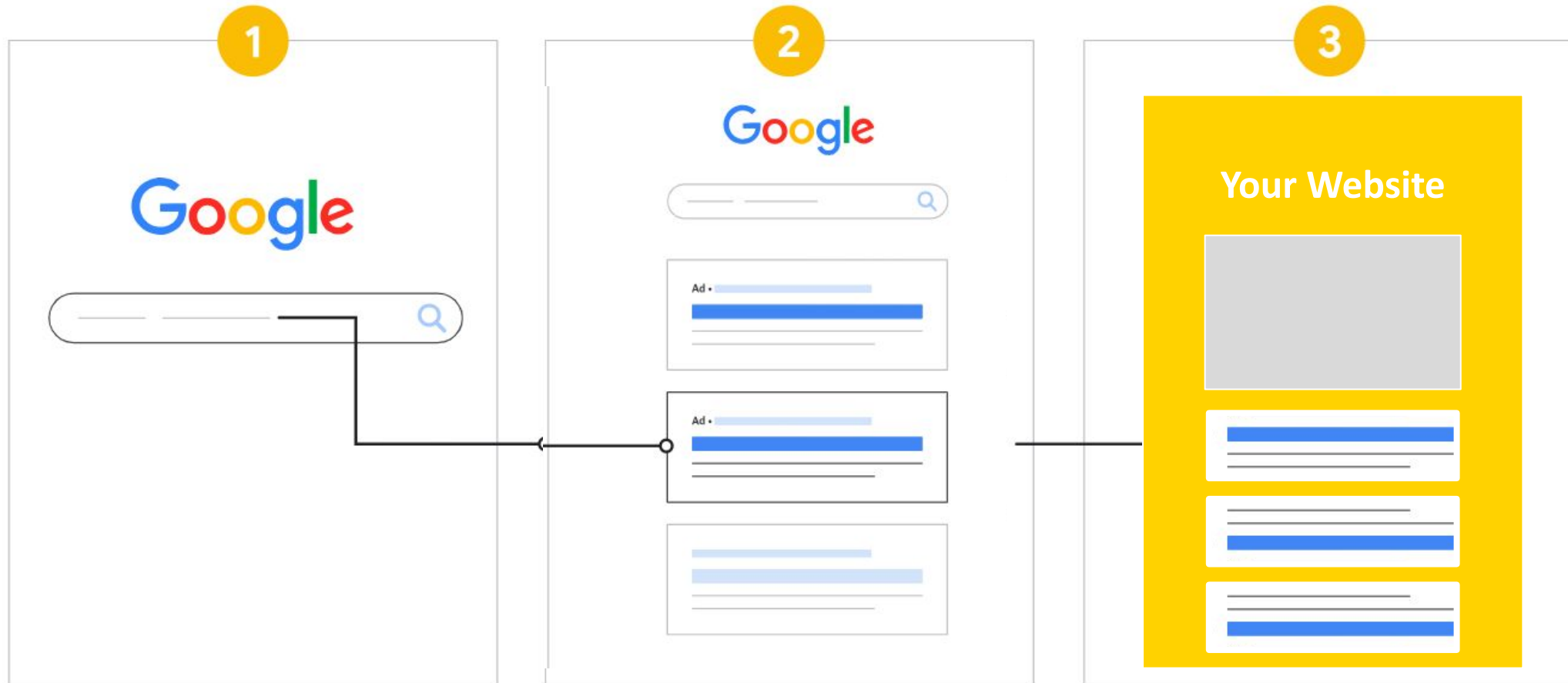


Core Concept 2: Real-time Bidding



- Keywords (Broad, Phrase, Exact)
- Competition + CPC
- Quality score (1-10)
 - Ad relevance
 - Expected CTR
 - Landing page experience

From your Customer's perspective...20 seconds:



Designing a Campaign



1 Set target

Set monthly target for driving new customers

2 High value actions

Identify high value actions on the website

3 Top keywords

Identify 5-10 top keywords for your business

4 Geography

Identify geographic targets and exclusions

5 Budget forecast

Forecast monthly spend and daily run rate

6 Ad content

Draft converting ad messaging

7 90-day outlook

Review what to expect in the first 90 days



- Create
- Campaigns
- Goals
- Tools
- Billing
- Admin
- Planning
 - Keyword Planner
 - Performance Planner
 - Reach Planner
 - App advertising hub
- Shared library
- Content suitability
- Data manager
- Troubleshooting
- Bulk actions
- Budgets and bidding
- Business data

Keyword Planner

Select an active account
Mindbridge Coaching

Discover new keywords
Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts
Get search volume and other historical metrics, plus forecasts for how they could perform

Organize keywords into ad groups
Save time by automatically organizing keywords into ad groups in your account

Plans created by you

Plan	Status	Last modified	Forecast period
<input type="checkbox"/> Plan			
<input type="checkbox"/> Plan from May 15, 2024, 1 PM, GMT-07:00	Draft	May 15, 2024	Jun 1 - 30, 2024 (Next month)

1 - 1 of 1

- Create
- Campaigns
- Goals
- Tools
- Billing
- Admin

- Planning
 - Keyword Planner
 - Performance Planner
 - Reach Planner
 - App advertising hub
- Shared library
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- Data manager
- Troubleshooting
- Bulk actions
- Budgets and bidding
- Business data

Keyword Planner

Select an active account
Mindbridge Coaching



Discover new keywords

Start with keywords | Start with a website

Enter products or services closely related to your business

Enter a site to filter unrelated keywords

Try not to be too specific or general. For example, 'meal delivery' is better than 'meals' for a food delivery business. [Learn more](#)

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

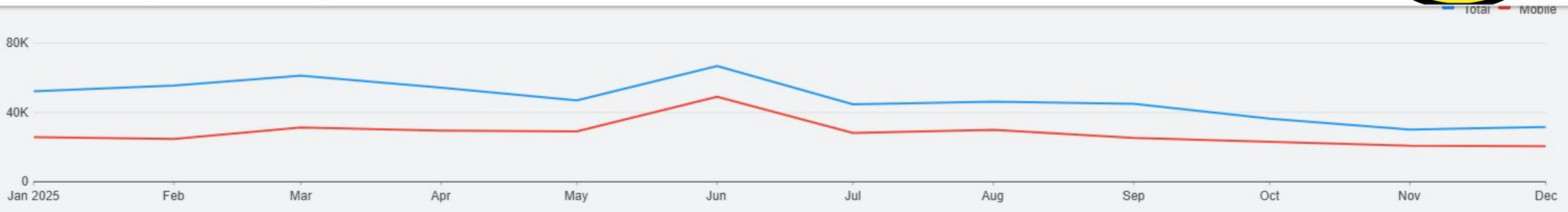
Plans created by you

Plan	Status	Last modified	Forecast period
Plan from May 15, 2024, 1 PM,	Draft	May 15, 2024	Jun 1 - 30, 2024 (Next month)



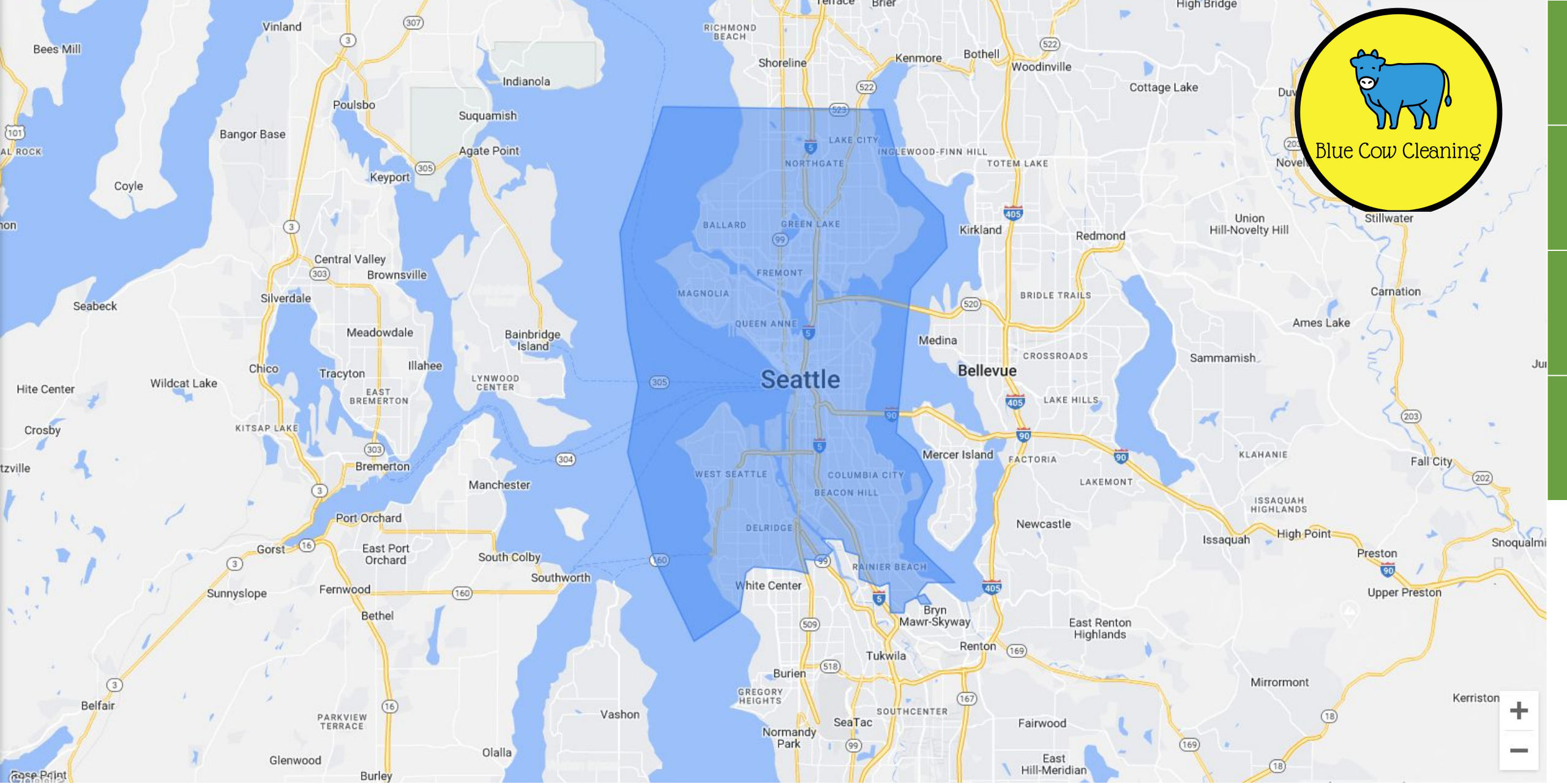
Seattle, Washington, United States
English
Google
Jan - Dec 2025

Broaden your search:
 + cleaning
+ cleaning company
+ cleaning business
+ professional cleaning company
+ commercial cleaning company
+ janitorial company
+ local cleaning company



1 Exclude adult ideas X
Add filter
1,025 keyword ideas available
Columns
Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided							
<input type="checkbox"/> cleaning service	590	+22%	-61%	Medium	\$6.44	\$16.05	
<input type="checkbox"/> housekeeping service	50	+25%	+25%	Low	\$9.23	\$16.97	
Keyword ideas							
<input type="checkbox"/> cleaning services near me	390	-34%	-64%	High	\$6.73	\$21.57	
<input type="checkbox"/> carpet cleaning near me	390	0%	-46%	High	\$4.74	\$15.95	



How to budget for a campaign



Considerations:

- **Capacity** for new customers
- Target **geography**
- **Services** you want to promote
- Expected **lifetime value (LTV)** of a new customer
- **Competition** and average CPCs for your category
- Workable **minimum** ... in Seattle area - \$40/day

BONUS Google fact: Your DAILY budget X 30.4 = Your MONTHLY budget

Ad Copy Elements



<p>Spotless home with Blue Cow 📌 1</p> <p>Required 24 / 30</p>	<p>Your trusted housekeepers</p> <p>26 / 30</p>
<p>Deep clean in Blue Cow style</p> <p>Required 19 / 30</p>	<p>Get your home summer-ready</p> <p>25 / 30</p>
<p>Eco friendly home cleaning</p> <p>Required 28 / 30</p>	<p>After-party cleanup</p> <p>27 / 30</p>
<p>Professional cleaning services</p> <p>29 / 30</p>	<p>Local and reliable</p> <p>27 / 30</p>
<p>Blue Cow cleaning services</p> <p>29 / 30</p>	<p>Home cleaning starting at \$XX</p> <p>27 / 30</p>
<p>Make your home sparkle</p> <p>28 / 30</p>	<p>Top rated cleaning service</p> <p>25 / 30</p>
<p>Schedule your cleaning today</p> <p>29 / 30</p>	<p>Make your home shine</p> <p>29 / 30</p>
<p>Expert home cleaners</p> <p>24 / 30</p>	



Get your home ready for the season with Blue Cow Cleaning, local and reliable.

Required 83 / 90

Create a healthier living space. Deep clean with Blue Cow team and our eco-friendly products.

Required 86 / 90

Let us do the dirty work for a spotless home. Quality cleaning from dedicated professionals.

89 / 90

A pristine and stress-free home is just a call away. Schedule online or call us today.

89 / 90

In the platform:

your keywords

your landing page

ad preview

headlines

Ad group: Land and Lots Loans
2025 Loan Campaign

Keywords:

Try adding a few more unique headlines or unpinning some assets



Ad strength
Good

- Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- Make your headlines more unique [View ideas](#)
- Make your descriptions more unique [View ideas](#)
- Add more sitelinks [View ideas](#)

With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads.

Final URL

Final URL

This will be used to suggest assets for your ad

Display path

cloudburstfinancial.com

9 / 15

8 / 15

Headlines 15/15

For optimal ad performance, include these keywords in your headlines

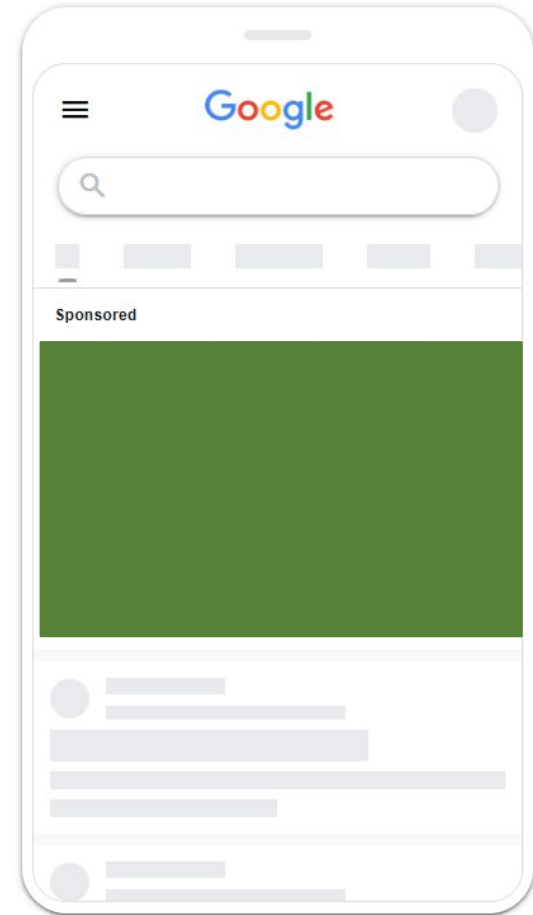
[More ideas](#)

Required

27 / 30

Preview

[Share](#) [Preview ads](#)



Responsive Search Ads



home cleaning

Ad • _____

eco friendly cleaning

Ad • _____



housekeeper

Ad • _____

professional cleaning service

Ad • _____



What to expect in the first 90 days



30

Learning

- Google gathers data
- Keyword optimization
- Campaign goal - **Maximize clicks**
- Initial campaign metrics
- Troubleshooting

60

Optimization

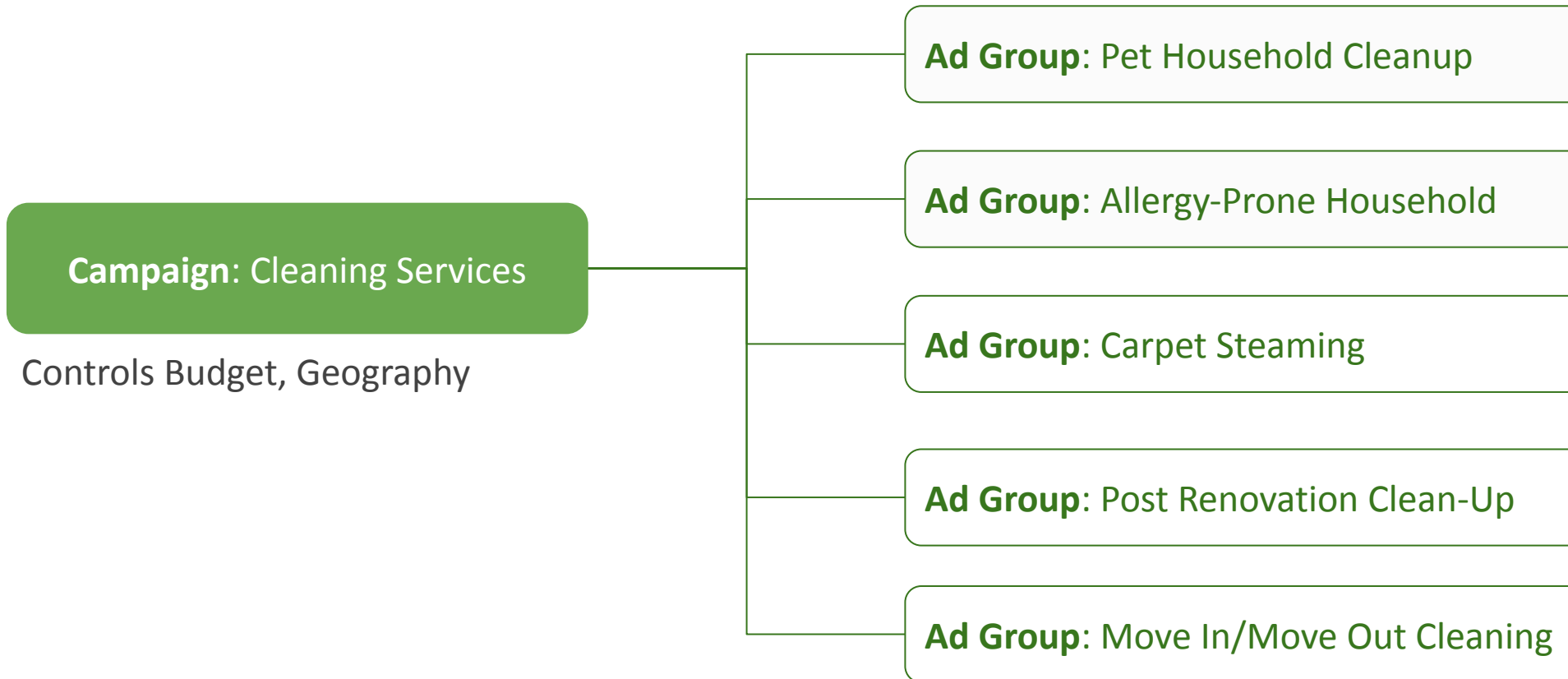
- Search demand insights
- Ongoing keyword refinement
- Evaluate geography
- Adjust ad copy
- Infuse new assets

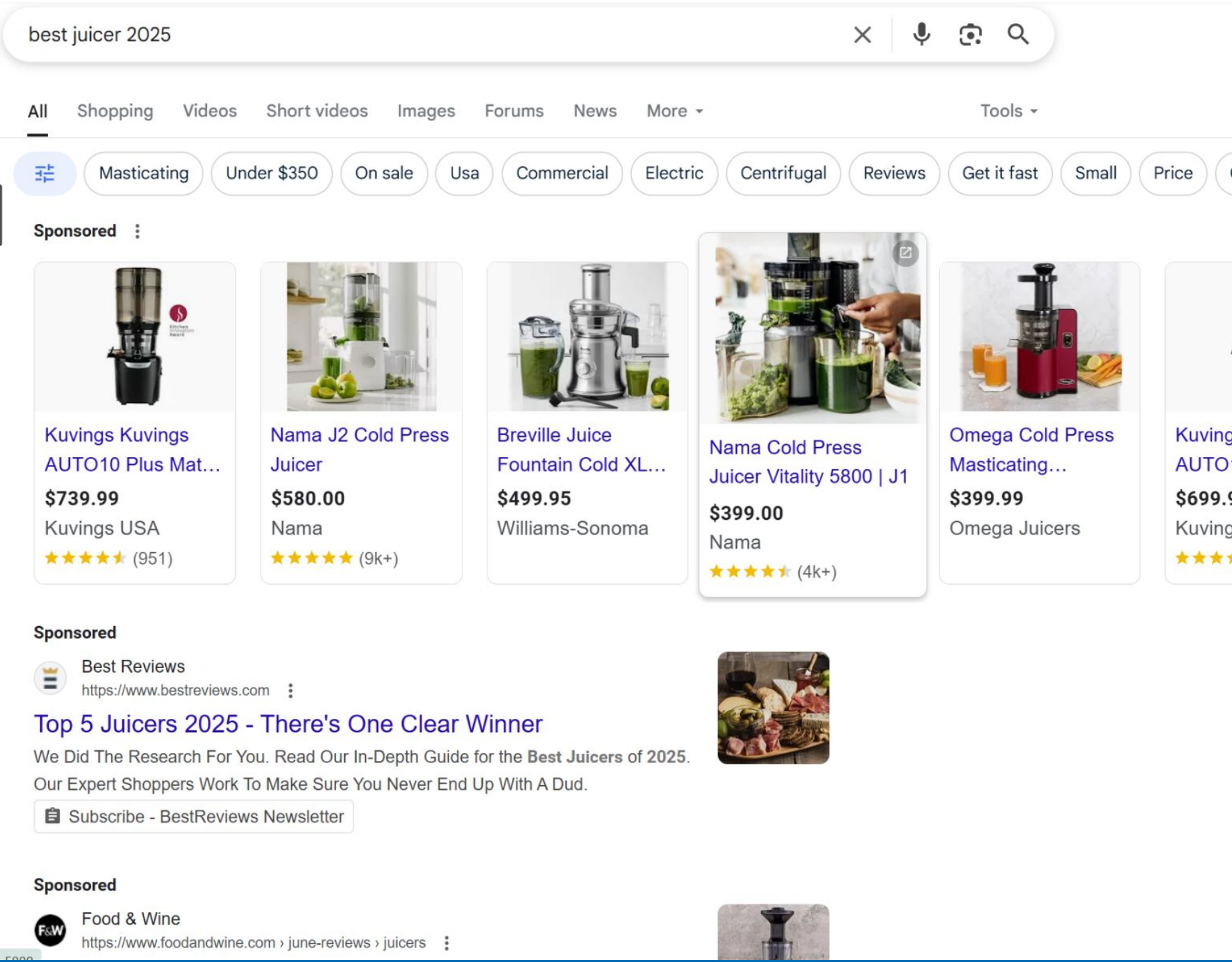
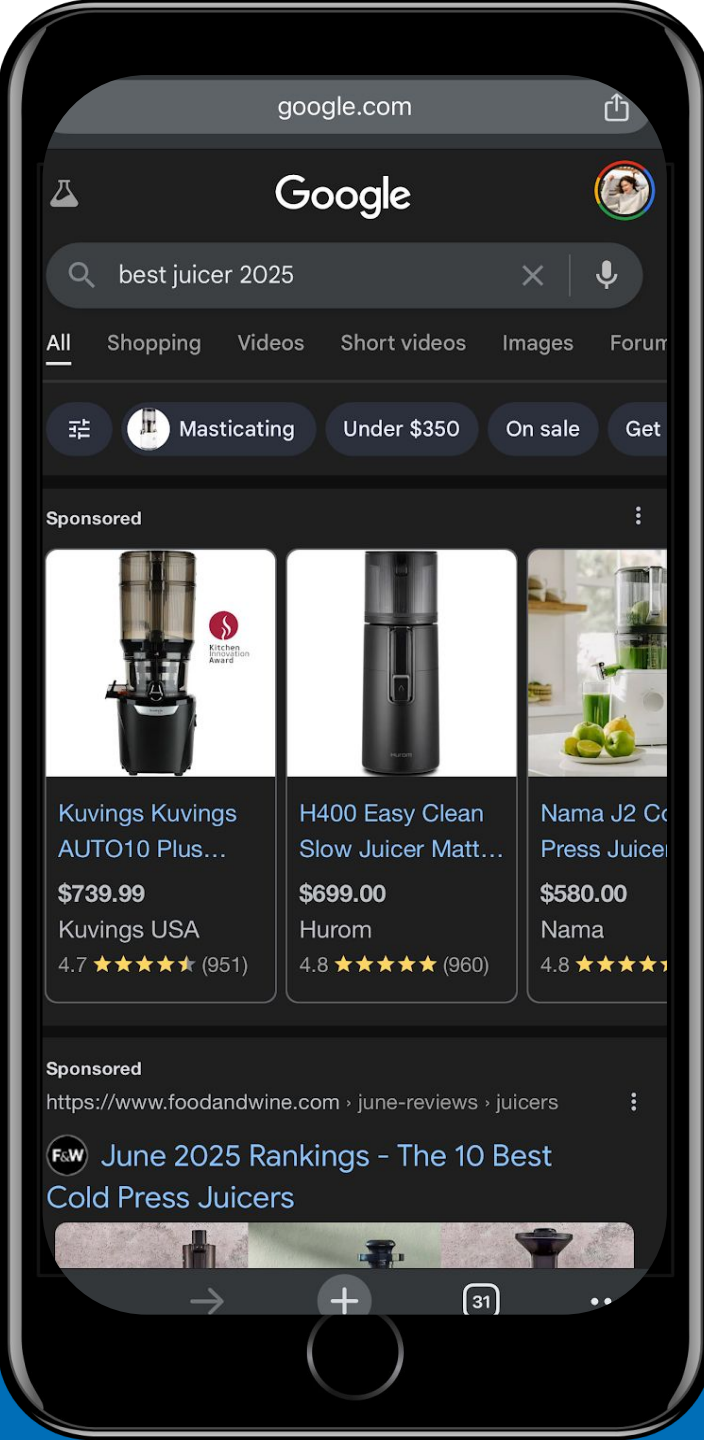
90

Conversion push

- Campaign goal - **Conversion**
- Audience insights
- Setting benchmarks
- Budget recommendations
- Ongoing optimizations

Using Google Ads as a Market Research Tool





How about Ecommerce?



Search

Get in front of high-intent customers at the right time on Google Search



Performance Max

Reach audiences across all of Google with a single campaign.



Shopping

Showcase your products to shoppers as they explore what to buy



Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads



Display

Reach customers across 3 million sites and apps with engaging creative



Video

Reach viewers on YouTube and get conversions



Shopify

Ecommerce platform for inventory and order management



Google Merchant Center

Platform for staging product info before advertising on Google



Google Ads

Platform for managing Google + YouTube ad campaigns

Common Online Store + Marketing Configuration

5 Common mistakes to avoid when running Google Ads

1. Fully relying on Google's recommendations
2. Not setting up conversion tracking
3. Not using Negative Keywords lists
4. Not connecting Ad Content to Landing Page Content (20 second test)
5. Expecting results too soon (plan for 90 days)

BONUS for today's attendees:

FREE 30-minute marketing consultation

Q&A

What questions do you have?

Connect with us:

sandra@marketingworks.io
marina@marketingworks.io

www.marketingworks.io



Keep SCORE Washington District Thriving

- SCORE Washington District has lost its SBA funding and must now self-fund operations.
- Your donation enables SCORE to continue to provide **mentoring, workshops, and business support** to entrepreneurs like you
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- Make a **tax-deductible donation today** — visit <https://www.score.org/seattle/about/donate> or scan the QR code to give now

