

Google Ads

A How-to Guide



Agenda

1. What is Google Ads and how it works
2. Understanding campaigns, budgets & keywords
3. Understanding targeting options
4. How to set up an account
5. How to set up your first campaign
6. Recap

What is Google Ads?

Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief ads, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.



Google Ads

- All advertising must comply with the Central Bank of Ireland's Consumer Protection Code, which you can find a copy of at www.centralbank.ie
- Another important legal requirement is to ensure that your website is compliant with Cookie requirements and the GDPR regulation. Further information on this can be found at www.dataprotection.ie

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Smart



Reach your business goals with automated ads on Google and across the web

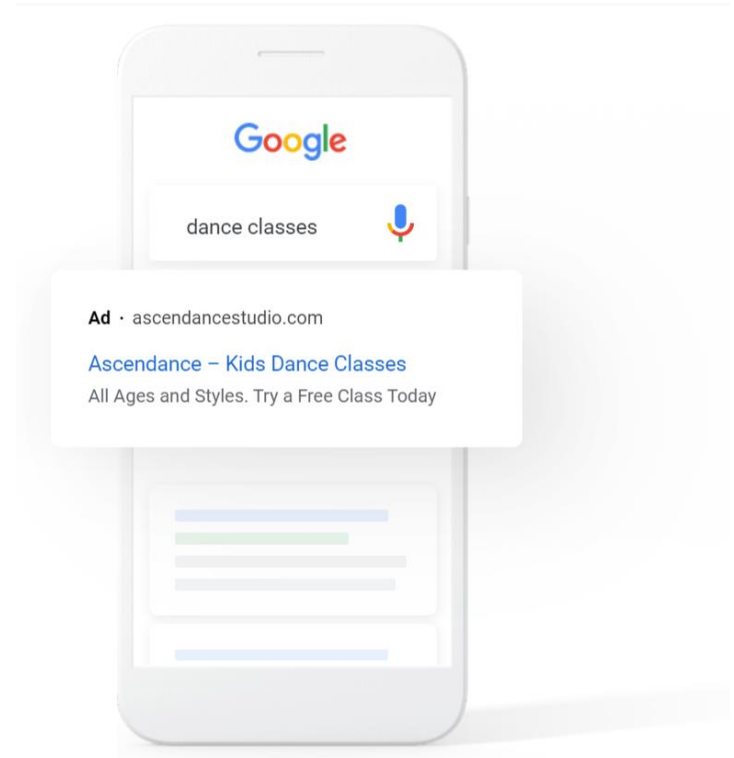
Discovery



Run ads on YouTube, Gmail, Discover, and more

Google Search Ads

- Google Search Ads give you the opportunity to show your company above organic results.
- They can be shown for particular keywords, for people in specific cities/countries.
- The model is PPC (Pay per click), which means you pay for each click to the website.
- You get instant results after starting a campaign.



[life insurance]

When we have the keyword between brackets, this means we're targeting the exact keyword, i.e.

The ad will appear only for life insurance (or keyword with the same meaning).

“life insurance”

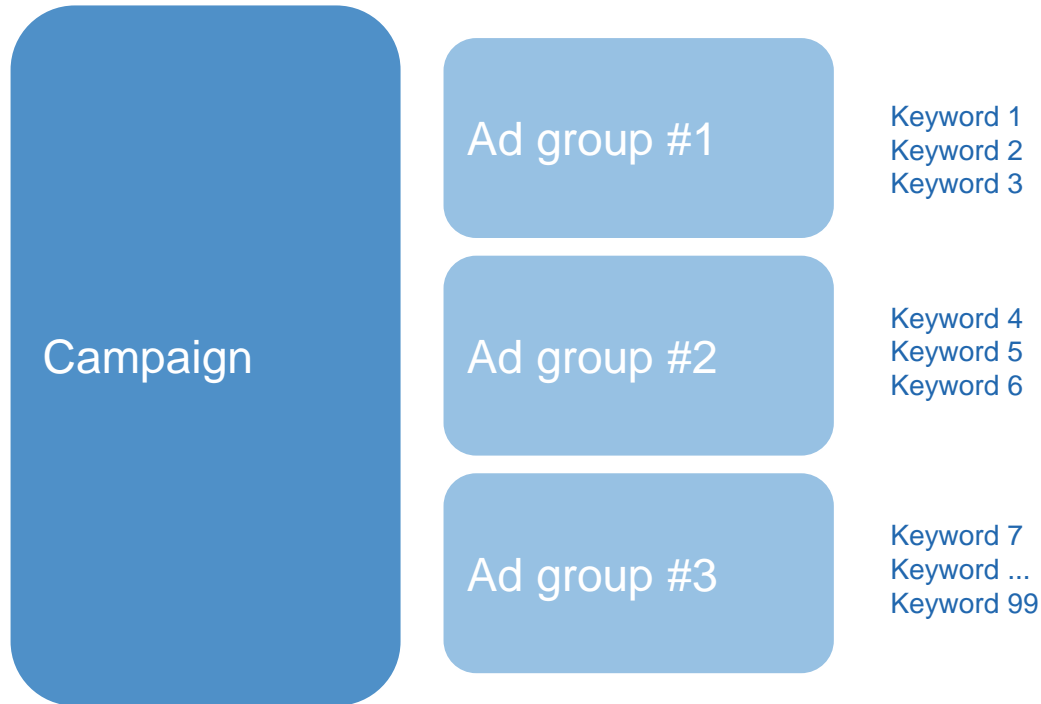
When we have the keyword between quotation marks, this means we're targeting the keyword but can have other words before or after:

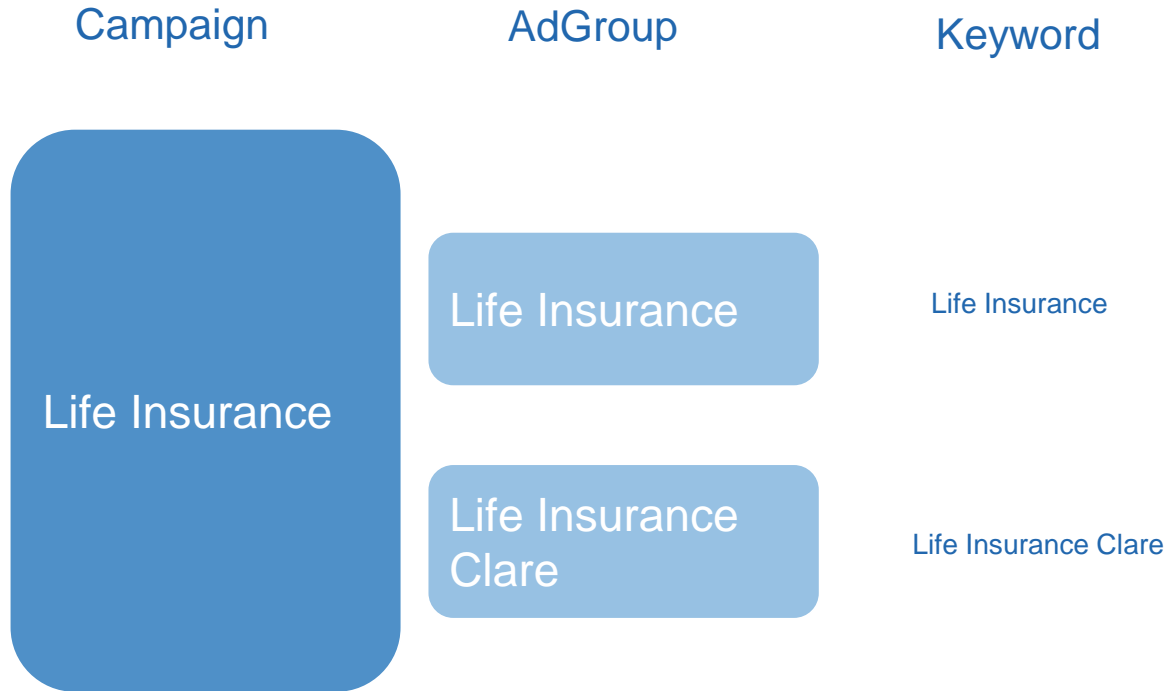
Ireland life insurance calculator
where can I find a life insurance broker

life insurance

When we have nothing added to the keyword, Google can show our ads for a wide variety of searches related to our keyword

examples:
what is the best term insurance
get life cover policy online





Monthly / Daily Budget

If you'll have a monthly budget of €300, this means you can spend approx. €10/day.

Budgets are set at a campaign level.

Targeting

For each campaign you can target the entire country or a particular city (i.e. Dublin, Cork, Galway etc...)

Ads will appear only in that particular targeted area.

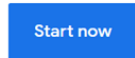
Bidding

There are multiple bidding options (Manual CPC, Maximize Clicks, Target CPA etc.) but we will start with manual bidding, where we can control how much we want to pay for a click.

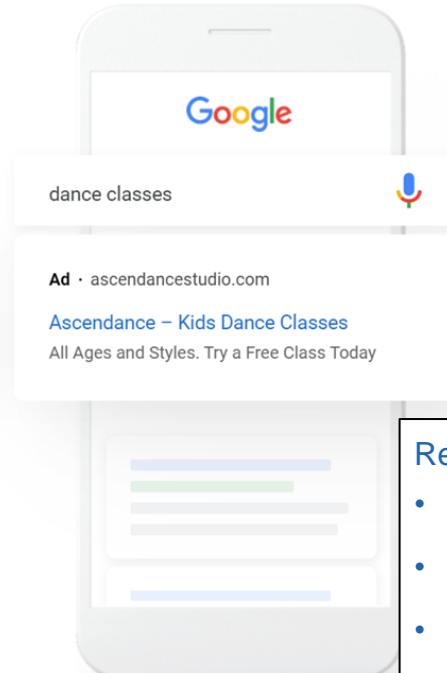


Grow your business with Google Ads

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.



Call to get set up by a Google Ads specialist
[1 800 806 535*](tel:1800806535)
Mon-Fri, 9am-6pm




Requirements:


- a Google account
- your company details
- a credit card


Google Ads | Start reaching more people ? 276-758-9235 demo.wolfgang@gmail.com D

- Select campaign settings
- Set up ad groups
- Create ads
- 4 Set up billing

Confirm payment info


 Billing country
Ireland ▼


 Time zone
(GMT+01:00) Ireland Time ▼
Time zone applies to your entire account and cannot be changed later.

 Introductory offer
Promotional code APPLY

- Yes, send me performance tips, promotional offers, surveys and invitations to try new features
- No, don't send me performance tips, promotional offers, surveys and invitations to try new features

Customer info

 Account type ?
Business

 Tax information ? ✎
Tax status: Business

Your First Campaign

Congratulations!

Now your first campaign is set up.

Google usually reviews ads in under 24 hours, so then you'll see your ads live.

RECAP

Recap

- Google Ads is a great platform to promote your business and get instant results.
- You can pick the best keywords and choose how much you're willing to pay for each click.
- You can be as targeted as you'd like – you can target a specific city or county.
- Tailor your ad messaging as best as possible with your audience in mind. Show your USPs in the ad copy and utilize relevant ad extensions, so you'll have a higher chance at getting the click.
- Keep an eye out for recommendations in the Google Ads account so you can improve your account performance.

Thank you

