What's in the book?

This book is about how you can integrate Google Ads into your marketing program to cost effectively increase your sales!

You'll discover how the Google Ads program works and the different Google networks that are available to you.

If you've never heard about Google Ads, or you have and want to learn more, there's something in this book for you. It's been written to provide readers with proven advice about how to successfully integrate Google Ads into their business marketing plans.

WELCOME & CONGRATULATIONS!

Just by downloading this book—and scrolling through the collection of tips, field-tested strategies and best practices inside—you're on your way to building a Google Ads campaign to successfully grow your business.

Read on and you'll learn important tips about how you and your organization can:

- **Build a successful marketing program - Driven by Google Ads!**
- **Develop a Google Ads strategy designed for results;**
- **Better define who you want to reach and what you want them to do.**
- **Lower your advertising spend, while increasing your sales.**

Why we wrote this book

The explosion of the internet has transformed the way companies develop new business today. And, the domination of Google, the world's largest search engine, has changed the marketing landscape forever. Using Google Ads can be a cost effective marketing medium for you, if your efforts are applied in a strategic and measureable way. Although Google provides an enormous amount of training on their site, it can be overwhelming and difficult to navigate. In addition, 98% of Google's income comes from Google Ads, so one must be careful to ensure that your interests are in play rather than Google's.

This book is meant to provide a road map for Google Ads success. It's based on tried and proven techniques that we implement not only for our clients but also to grow our own business. By using Google Ads to drive new business, you can eliminate many traditional marketing methods, and reduce your overall marketing costs.

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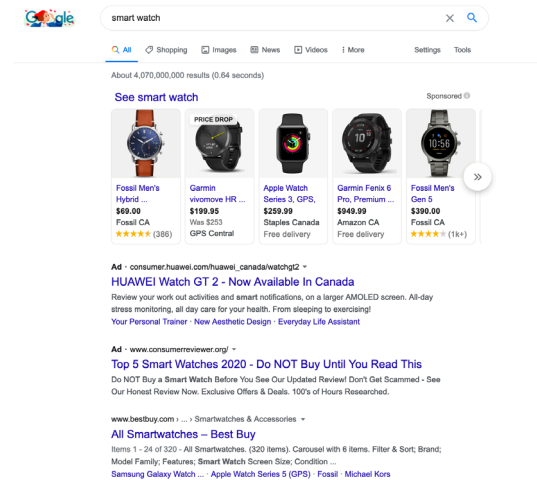**1. SEARCH NETWORK**

2. DISPLAY NETWORK

The Two Google Networks: Search & Display

The first thing to understand about Google advertising is that: Google offers 2 distinct networks to promote your products or services on the web. The most commonly known one is the **"Search Network"**. This is where prospects search for information in the Google search engine, and if their search terms match the terms that an advertiser wants to be found for, Google shows the advertiser's ad on the search results page. Google does not charge the advertisers to show these ads, they only pay if a searcher actually clicks on the ad that links to their website (this is also known as "Pay Per Click" advertising). Because of this, the Google Search Network offers an extremely cost effective way to drive interested prospects to an advertiser's website.

In addition to the Search Network, Google also provides another opportunity for advertisers known as the **"Display Network"**. The Display Network (Also known as the content network) is where Google matches an advertisers ad with a web page featuring articles similar to an advertiser's offering. With this approach prospects aren't necessarily searching for results, however, Google searches for pages and content on websites across the net and then places ads that relate to those pages. Since an advertiser's ad is aligned with a relevant page, there is a high probability that readers might be interested in the advertiser's offering too. Should the reader click on the ad, as with Search, then the advertiser pays for the click and the reader goes to the advertisers website.

Both networks offer advertisers a fantastic vehicle to drive traffic to their website, however, each network requires a different approach in order to be successful. When setting up your campaigns, you should **always approach the Google Search & Display Networks separately** and design each campaign according to what works best for each network.

GOOGLE SEARCH NETWORK

GOOGLE DISPLAY NETWORK

WATCH OUT!

In the "campaign settings" Google has an option to run your campaign in both the Search and the Display Network, and many advertisers do select that option. However, due to the distinctly different ways that these 2 networks operate, this approach is not effective or recommended.

Google Networks

1. SEARCH NETWORK

How Much Does it Cost?

As previously mentioned, the beauty of Google advertising is that it works on a "Pay Per Click" basis. That means Google will show your ads across their Search Network for free, and you only pay when someone clicks on your ad.

The price paid for a click is based on an auction system that Google runs every time an ad is clicked. The cost per click is based on the number of companies that want to be found for each search term, or keyword. So in other words, your ad is competing against other advertisers for the same keyword. Typically, the higher the bid, the higher your ad will rank on the page. There are other factors beyond price though that Google considers when determining how high to rank your ad. Google determines a "Quality Score" for each ad based on a number of factors.

• Your maximum Cost Per Click
• Your ad's click through rate
• The quality of your ad copy
• The relevancy of your website landing page (that's the page that searchers will land on when they click the ad). We'll talk more about relevant landing pages in chapter 5.

The minimum bid cost is $0.01 and there is no maximum, however, each advertiser decides the maximum that they're willing to pay for a click and you'll never pay higher than $0.01 over the bidder below you. With that said, if one bidder has a much higher quality score than another bidder, they may rank higher on the page and pay less than the bidder below them. In this way, Google rewards advertisers with quality ads and quality landing pages. More about these 2 components later in chapter 4 & 5.

What's a Quality Click?

When companies first start planning their Google Ads campaign, their goal is often to try to gain as many clicks as possible. That may appear like a worthy goals to start, however, remember that every click costs money. Therefore, if your clicks don't convert into a desired result (i.e.: gather a new lead, make a sale, etc…), you'll end up spending money that won't provide a satisfactory return.

The advanced strategy is to focus on click quality rather than click quantity. In order to improve the quality of clicks, your campaign must be targeted and focused. Start by defining whom you're trying to reach and what you expect them to do. If the goal is lead generation, then a quality click means a prospect provides their contact information. If your goal is making an online sale, then a quality click must lead to a transaction.

Once you know whom you're targeting and what you want them to do (after they've clicked) your campaign approach can start to come into focus. Taking the time to figure these details out first will not only help with your campaign creation, it will also reduce your overall campaign spend. The more narrowly focused your Google ad messaging, the better you can speak to your prospects and the higher the quality click. If you have multiple offerings and or multiple markets, it's better to break them into multiple campaigns. Setting your account up this way gives you the flexibility to be very specific in your advertising messaging.

> "In order to improve the quality of clicks, your campaign must be targeted and focused"

Location Targeting

As with all effective marketing, we need to start by defining our target market, and geographical area is typically one of our first considerations. Google advertising offers us access to their global reach, but what if you're not interested in marketing to the world? *(In fact, the majority of Google advertisers are small to medium sized businesses that sell to local or regional markets)*

Google Ads' technology allows you to aim your advertising campaign toward a specific geographical region or a set of regions that you define. We can set our campaign to target a specific city, region, province/state or even country! Perhaps your target market is primarily one city but also includes people who live within the surrounding area of that city. Google's location targeting allows you to define your target market as a geographic area within a radius around a specific area. For example: You could define your market to include people who live in Chicago and within 100 miles of Chicago!

The beauty of this flexible location targeting, is that it allows us to not only target your existing markets, but also to easily aim toward new markets and grow your reach, when we're ready to do so!

> **TO-DO LIST:**
> - Determine what a quality click would be for you
> - Decide how far reaching your campaign should be

The Power of Keywords

People use Google search to learn about specific topics, and they find answers by typing "keywords" into the Google search bar. More than 70% of all Google searches are from people seeking information about a particular subject. That means advertising on Google is an extremely effective way to reach prospects looking for information about your product or service. As an example: If you sell insecticide to kill lawn grubs, Google makes it easy to show your ad to people looking for answers on "How to kill lawn grubs"!

The trick is to align your ad's messaging with the keywords that your prospects are searching for. How do you do that? The best place to start is by using Google's "Keyword Tool". Google provides advertisers with access to a tool that will tell you what "keywords" people are actually searching for, and how often they're doing so. This tool gives you statistics on the number of monthly searches for specific keywords. This access to real search results takes away the guesswork and helps to determine which keywords are most likely to get the best results.

WATCH OUT!
*Many people choose keywords that they think people will be searching for. The truth is that those keywords **may or may not** be the most popular ones to use. Using the keyword tool can verify your ideas and offer you alternatives that may be more effective!*

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SETTING UP YOUR KEYWORD MATCH TYPES

Keywords are what Google uses to trigger your ads, however, we can tell Google how specific we want those keywords to be, before Google presents our ad. For example, perhaps we want to be found when someone enters a variation on our keyword or even enters similar keywords. Alternatively, we may only want Google to show our ads to keyword searches that exactly match our keywords.

To address these options, Google allows us to choose a keyword "match type" to determine whether or not a searched keyword will trigger our ad. These settings apply to each keyword in our campaign and help control how closely a person's search terms need to be in order to trigger our ad. You can choose one or more matching option for a keyword, however, if you don't specify a particular matching option, Google defaults your keywords to "broad match" format – which is the most flexible option.

"If you don't specify a matching type, Google defaults your keywords to broad match"

HERE'S A SUMMARY OF GOOGLE'S MATCH TYPES AND HOW THEY WORK:

Broad Match types allows your ad to show searches for keywords + misspellings, plurals, similar phrases, variations and similar types of keywords.

- Example keyword: kitten
- Searches that can match: Kitten, kittens, kitten photos, adopt a kitten, cats or baby cat

Modified Broad Match type allows your ad to show only when searches include our broad match keyword (or close variation of our broad match keyword) + additional terms.

- Example keyword: "adopt kitten"
- Searches that can match: adopt a kitten, how to adopt kittens, best kitten to adopt

Phrase Match type allows your ad to only show for searches that include the keywords we've specified, in the exact order specified, but can also include other words before or after our keywords (not in between).

- Example keyword: adopt a kitten
- Searches that can match: adopt a kitten, adopt a kitten handbook, how to adopt a kitten

Exact Match type allows your ad to only show for searches that only use that exact keyword and no other words.

- Example keyword: "adopt a kitten"
- Searches can only match: adopt a kitten

USING NEGATIVE KEYWORDS

There are times however, where we might not want our ads to show at all. In those instances, we use negative keywords to keep Google from showing our Ad. Negative match type ensures that your ad doesn't show for any search that includes that negative term.

- Example negative keyword: free
- Searches that won't match any search that includes the term "free" ie: adopt a kitten for free

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Broad match can be useful to buy research. With broad match your ad will match to many queries, and those search queries can give you excellent insight into search behavior.

With phrase and exact match, your keywords are refined to very specific searches and consequently you'll experience much lower traffic. That said, the searches that do trigger your ads will often provide a much higher click through rate (which also improves your "Google Quality Score" as previously discussed in Chapter #1). If you are budget oriented, then using exact & phrase match keywords will offer you a cost effective approach, but it will definitely limit your exposure and results.

TO-DO LIST:
- **Make a list of keywords that you think your prospects might use for search**
- **Use Google's keyword planner tool to verify your list and find new keywords**
- **Determine what match type best suits your campaign goals and budget**

Creating Wide & Deep Keyword Lists

Once you've defined your top keywords, through keyword research, you'll know what your prospects are searching for. These are known as "wide" keywords and often represent the top level of your keyword list. The next step is to drill down and create a "deep" keyword list that will include variations on your "wide" keyword list. To do this we need to think like a prospect and determine the different ways they might be searching for our product or service. Most searches tend to fall into 4 main categories:

1) Product searches: For example – Digital Camera
2) Brand searches: For example – Nikon Digital Camera
3) Features searches: For example – 8 Megapixel Digital Camera
4) Services searches: For example – Sales of Digital Camera

Try to think of as many scenarios as you can, within these categories, to build out your deep keyword list. The more variations on your top keywords, the broader your reach will become. For some of your keywords it may be worthwhile including common abbreviations of keywords that Google might not consider, for example: Industry jargon is often specific to niche markets and may be well known by your prospects.

AD GROUP BEST PRACTICES

Since keywords are the basis of all "Search" campaign results, the next step is to organize your keywords into groups. When organizing keywords together, it's important to keep each group tightly themed. Google allows you to have multiple ad groups within one campaign and multiple keywords per group, so take advantage of that by tightly organizing similar keywords together into separate ad groups. Do not use the same keyword in different groups, as that forces Google to choose which ad to serve. Keeping our keywords together in "themed" groups allows us to name each group accordingly and helps to improve our campaign organization.

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AD COPY BASICS

With your keywords tightly themed into separate ad groups, you can now write effective ads for each individual group. Your ad copy should be crafted to specifically include keywords from each group. Your keywords, ad groups and ads should all have a common theme running through them. The closer you align these 3 elements, the better your chances are for campaign success. In addition to improved results, Google will also rate your ads with a higher "Quality Score" (previously discussed in Chapter #1).

Ads are simply made up of text words! Google allows 3 lines of headline text each with a maximum of 30 characters, and 2 descriptive sentences made up of a maximum of 90 characters to use in order to create our ad copy describing your offering. Given these restraints, the challenge is to create ads that will not only motivate clicks but motivate the right clicks (Our ideal prospects).

In chapter 2 we talked about quality clicks verses quantity clicks. The key is to create ads that pre-qualify our prospects. Since ads are triggered by keywords, make sure those keywords appear at least once in your ad copy. You should also spell out to the searcher what they'll find when they click on your ad. If you're trying to generate leads then consider offering access to a free valuable resource, as a "lead magnet", that the searcher must "sign up" for to access it (More on that on page 11 – The Advanced Strategy Part -1). Make sure that you include actionable terms like "sign up to receive…", that way you're managing a searcher's expectations. When they land on the page they will be expecting to "sign up" to access your offering. In this way, your ad also disqualifies anyone who isn't willing to provide his or her contact info, and you haven't paid for a "curious click". Your ad should aim to answer a searcher's question & motivate them to click. Regardless of your offering, your ads should always be engaging and include a strong "Call to Action" to increase your response.

WATCH OUT!

Google has copy and content policy rules that one must comply with in order to ensure that your ads won't be rejected. There are a number of restrictions that one must observe when writing Google ads and there are too many to list here, however, here are a few examples:

1) *You can capitalize the first letter of each word but cannot capitalize all letters in a word. ie: FREE (exceptions are acronyms) would be disapproved*
2) *Any claims that you make must be backed up on your landing page*
3) *Proper spelling & grammar is required*
4) *Only use one exclamation point per ad and it cannot be in the headline*
5) *Proper punctuation (i.e.: Cannot bullet point each line to stand out)*

RESOURCE TIP!
ProClick Marketing can set up an effective Google Ads campaign for you, and we also provide monthly campaign management services too! Click below "blue button" to schedule your one-on-one consultation to find out more!

Landing on Solid Ground

When creating your ad, the last step is to define where prospects will land once they click on your ads. This important step is often overlooked and not given the attention it really needs. Many advertisers will set up their Google Ads to click through to their company's home page. That can be a mistake! For example: A large electronics store would typically have a website structured to include specific sections for each different type of product they sell. If their Google ad is for Panasonic Plasma TV's, then the click should go to the page on their site about plasma TV's. If not, and the searcher lands on their home page, they would then be required to further search the site to find what they're really looking for! That could easily translate into the searcher deciding to just click off the page because they can't be bothered navigating around the site. The advertiser's results would then be; The advertiser paid for a click and immediately lost the prospect. In addition, part of your Google "Quality Score" is based on the relevancy of your landing page to your ad. If Google determines that your landing page is not closely aligned with your ad, they'll lower your overall Quality Score, which of course affects your ad's ranking and cost per click.

WHAT EXACTLY IS A LANDING PAGE?

A landing page is the specific web page that Google sends your traffic to once a searcher clicks on your ad. In a successful campaign, the landing page is one of the most important components, because you're paying for someone to look at it. The goal of the landing page is to motivate a searcher to act upon or respond to our offering (i.e.: Exchange their contact info for a lead magnet resource, purchase a product, or pick up the phone to call you, etc…) In any case, Google calls this desired response or action, "a conversion" (More on conversions and tracking conversions later in this chapter).

"The goal of the landing page is to motivate a searcher to act upon or respond to our offering"

PAGE DESIGN AND LAYOUT

Landing pages should be designed to engage the visitor and motivate them to take advantage of your offering. Well-crafted landing pages use a combination of powerful sales copy, engaging visual design and relevant content that ties back to your Google ads. Just as your keywords, ad groups and ads must be tightly themed; the final component should also be a landing page that unites everything together. Your landing page design is extremely important, because the better your page is designed the higher your conversion rates will be!

Remember: Your page should have only one goal and that is to get prospects to take action on your "offering"!

MEASURE YOUR RESULTS

Another huge benefit of Google Ads is that it offers statistics that measure results. When a searcher completes a required action (a conversion), Google offers the ability to track that activity and quantify those results. These actions appear in your Google Ads dashboard statistics. Through these statistics, you can see how many searchers clicked on your ad as well as how many actually completed the action that we wanted them to take. A page's conversion rate is the total number of prospects who took action out of the total number of people who visited the page. If for example, 100 people visited your landing page and 50 people provided their lead information, then the page conversion rate would be 50 percent.

✱ **SPECIAL NOTE:** In order for Google to be able to track your conversions there is some web code that must be added to your website.

Through Google's statistics, we can easily analyze the traffic to our page and determine the actions that each visitor takes. These results are useful to help us 'tune our offer'.

For Example: If your page receives a large number of visitors, but few completed the required "action", this suggests that improvements are needed to be made to the landing page to increase the conversion rate.

Alternately, if the number of visitors is low, meaning few people clicked on our ad, then perhaps the ad may need to be fine-tuned to increase traffic to the page.

✱ **SPECIAL NOTE:** If you are interested in having robust web traffic measurement across your entire site (not just the Google Ads pages) you should consider incorporating Google's Analytics into your website. By applying a Google Analytics code across your entire site you'll be able to analyze all types of activity on your website. In addition, both your Google Ads and Analytics accounts can be linked for improved reporting on your Google Ads campaigns.

TO-DO LIST:
- **Create an effective landing page that will engage searchers and capture conversions**
- **Implement Google Ads conversion tracking into your campaign and website**
- **Integrate Google Analytics tracking for improved campaign measurement**

RESOURCE TIP!
ProClick Marketing can design and create an effective landing page for you (including web form integration), as well as set up your Google conversion tracking and Google Analytics too! Click below "blue button" to schedule your one-on-one consultation to find out more!

Advanced Strategy Part-1
Using The Right Motivator
– A "Lead Magnet"

If generating new leads is what constitutes quality clicks for you, then Google Ads offers the perfect platform to drive qualified prospects toward you. We know that our prospects are searching for information about our product or service, so the key is to provide them with answers to their quest. This type of marketing is known as education based marketing and it's a very powerful way of positioning your firm as an expert in your field, while differentiating you from your competition. With more than 70% of all searches being "information gathering", by offering a "free" information based resource as your lead magnet, for example, you'll move from marketer to educator. To make this approach work though, your first priority must be to offer a valuable "lead magnet" to the prospect.

"Education based marketing is a very powerful way to position your firm as an expert"

Just as you can't catch a mouse with a T-bone steak, you won't attract your prospects by offering something they don't perceive holds any value for them. This is an important key to remember: This type of lead generation campaign relies on having a lead magnet that your prospect perceives as being valuable, which in turn, will motivate them to act. If the lead magnet is too weak, or poorly targeted, fewer prospects will respond.

So why is this type of marketing so effective? Because it gives people what they want when they're actually looking for it. It's matching supply with demand at the ultimate level!

As mentioned on page 8 "Ad Copy Basics", we discussed offering a free valuable resource as a "lead magnet" that a searching prospect must "sign up" for to access it. If the resource matches what your prospects are looking for, they'll be more than happy to provide their contact information in exchange for it. By setting up your Google campaign to drive traffic in this way, 2 key things will happen:

1) You'll be gathering new leads, which can be added into your sales process and followed up with.
2) You're connecting with warm leads, interested in your product or service, who are much closer to a sale than any cold called lead.

THE LEAD CAPTURE MECHANISM

Thanks to today's technology, this exchange of lead magnet for contact info can be easily managed through a landing page web form. This is a form that the prospect fills in to access the resource you're offering. The typical process is: Prospect inputs their contact info into fields of the form and then clicks a submit button. Once submitted, the form triggers an automated response that sends an email out to the new lead with information on how to access their lead magnet. At the same time the new leads contact information is automatically added into your database and you're notified of the exchange.

WATCH OUT!

Your contact form also plays a key role in your Google campaign too, as it is the actual mechanism that captures the vital lead contact information. Don't treat it as an afterthought by throwing any old form onto your page. Your form is an active, essential component of the campaign and should be designed to make the exchange as inviting as possible. Strategy is needed when designing an effective form as it can definitely aid in improving your conversion rates.

WATCH OUT!

*The purpose of an webinar is to provide real value to your prospects, that said, it must also support the interests of your company. An effective webinar must provide a balance between prospect education and company marketing. **BEWARE** - You don't want your webinar to be perceived as a company marketing piece. Providing value must be your first priority! Weaving your offering into the content while educating your prospects is a much better approach.*

LEAD MAGNET SUGGESTIONS

There are a variety of options that can be used as lead magnets, including: e-Books, product specification and information packages, access to exclusive videos and webinars to name just a few.

WEBINARS

Well-crafted webinars, however, have had a proven track record for lead generating success. When properly created, webinars are powerful because they can position you as an expert in your industry. They provide a platform to showcase the benefits and value of your offering, while educating prospects of the unknown hazards that may lie ahead. By becoming a "trusted advisor" you earn the confidence of a prospect by helping them make the right purchase decision. Webinars are also an easy lead magnet to access. A simple registration form on your landing page is all that's needed to provide prospects with access to your webinar.

TO-DO LIST:
- **Create a lead magnet for your Google lead generation campaign**

# Advanced Strategy Part-2 Automating Your Lead Follow-up

WHY AUTOMATE?

The core idea of automated marketing is to use software to automate various manual marketing tasks, such as registering for a webinar. We need a way to quickly and efficiently deliver access to our resource to the new leads who've responded to our offer, and "marketing automation" provides immediate response to prospect inquires anytime, anywhere, and can do so around the clock and around the globe. There are a number of web based monthly subscription "auto-responder" options available, and the prices vary depending on the level of sophistication they offer.

But don't stop there…

Now that you have captured a leads email address through webinar registrations (See page 11 - Lead capture mechanism), why not take marketing automation to the next level! The real power of automation is the ability to nurture your new leads with an automated follow up sequence. By setting up a series of automated follow up emails, you can begin to build a relationship with your new leads. Once a lead is added into the sequence, they can start receiving valuable regular communication from you automatically through emails scheduled over an extended period of time. The key to automated communication success though, remains the same as with your initial resource – We need to provide value to our leads or they'll simple perceive our emails as marketing material – or worse as spam!
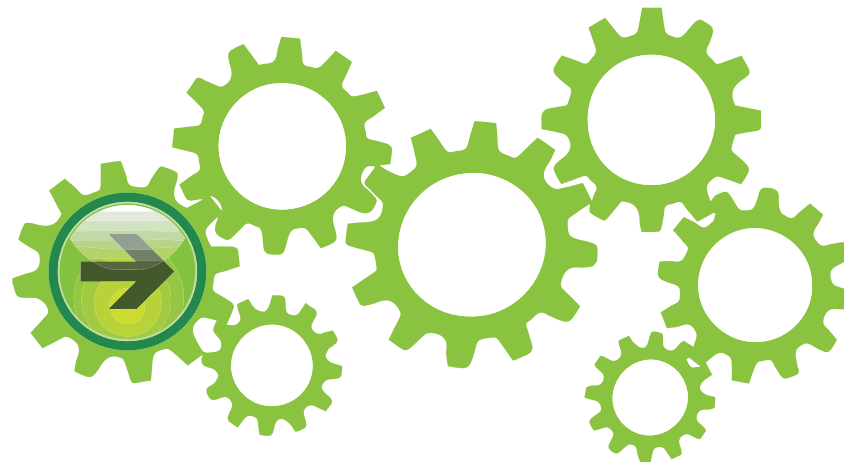
"Marketing automation" provides immediate response to prospect inquires anytime, anywhere, and can do so around the clock and round the globe"

UNCHAIN YOUR SALES FORCE

An automated system is a perfect match for your Google Ads campaign, and for your overall marketing program. By setting certain marketing activities on automation, you can free up your sales force. Instead of spending a substantial amount of time performing repeated manual tasks, you enable your sales team to focus on other tasks that require their expert skills. Marketing automation provides more time for your sales team to pursue leads, make follow-up calls and meet with other prospects.

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TOP THREE REASONS FOR AUTOMATED FOLLOW-UP:

1) Improved client/prospect engagement – Automated continuous contact with your clients and prospects will keep them engaged and you can inform them of unique sales opportunities as they become available.

2) Reduction of repetitive tasks – The manual tasks of your marketing efforts can be time consuming and require repetitive action. With automation, your organization can focus on marketing strategy, rather than marketing implementation.

3) Direct impact on sales quality – Sales results are enhanced through improved customer communication. The dynamic functional ability of automation allows you to segment your client base and deliver unique targeted marketing messages accordingly.

TO-DO LIST:
- **Set your lead magnet delivery on autopilot with marketing automation**
- **Automate your client/prospect follow up communication to improve your sales ratios**

# Google Networks

2. DISPLAY NETWORK

Display Network, YouTube & Mobile Devices

Up to this point we've focused specifically on Google's Search Network, however, Google has a secondary Network that is just as powerful as the Search Network!

The Display Network is often unknown & overlooked by many advertisers, and this can be a huge mistake. As mentioned earlier, when setting up your campaign there is an option to run your campaign in both networks - but don't be fooled - The Display Network runs completely differently from the Search Network because prospects on the Display Network aren't searching - they're surfing! Google places ads on web pages with content that relate to the ads, readers are therefore exposed to ads that are relevant to what they're reading about and may consequently be interested in what the advertisers have to offer.

This approach is called ad placement and requires a completely different campaign set up to be effective. As with Search, keywords and negative keywords can play a role but Google manages them much differently. In addition to text ads, the display network allows advertisers to use image, interactive and video ads. These ads do not have the same character length restrictions that Google imposes on the Search Network ads. The Display Network is vast and also offers opportunities on video based sites like YouTube. Google owns YouTube and has integrated Google Ads marketing into it. Video, as a medium for advertising, is exploding and it must not be overlooked when planning your Google advertising campaign.

Finally we wanted to touch on the mobile network. That includes all Personal Device Assistants (PDA's) such as Smart Phones and Tablets.
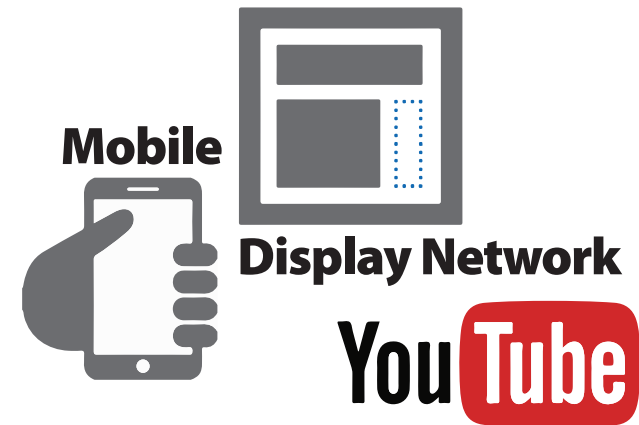
Search Mobile devices is exploding and exceeding that search done on desktop. What that means for advertisers is that we must embrace this medium if we want to effectively reach all prospects. Not all websites display on mobile devices the same way that they do on desktop and face significant readability issues because they have not been designed for the hand held experience. As a result of this explosion of mobile search, all websites should be designed to be responsive and able to display properly on mobile devices.

Google offers opportunities to advertise on all mobile devices and allows you to choose which type of device you want to advertise on. As with Search and Display campaigns, you should address your campaigns for mobile technology separately, to effectively manage your searchers expectations. Prospects that click through to your site from a mobile device should land on a mobile version of your site to avoid click abandonment.

Remembering that the purpose of a landing page is to motivate a searcher to act upon or respond to our offering (i.e.: Exchange their contact info for a resource, purchase a product, pick up the phone to call you, etc…). In many cases, mobile search differs from desktop search. Often mobile searchers are comparing pricing or looking for local area options, therefore, mobile marketing requires a different approach. As with all Google marketing, we must consider our prospects intentions first and then create our mobile ads and mobile landing pages accordingly.

AUTHOR'S SUMMARY

ProClick Marketing is a Certified Google Partner company providing Google Ads Training and Google Ads managment services to businesses and not-for-profits. Our focus is to help organizations increase their leads and sales through implementing proven marketing systems. Since 2003, we have been evolving our digital marketing services within this fast and ever changing marketing world that we now operate in. Successful marketing looked completely different in 2003 from what it does today and things will look very different again in 2030. With the advent of the internet the whole world changed, and Google is presently the dominant giant in the search engine market, with over 80% of the world's search now running through Google.

ProClick recognized these changes and understands that buyers today start their buying process with a Google online search, and the information they find helps their buying decision. With that understanding ProClick Marketing has evolved to serve the needs of today's online marketer. Our services include complete Google Ads training, Google Ads campaign management and digital marketing support services.

Author's Special Note: This book's primary focus has been Search Network basics and how to integrate Google Ads Search into a lead generation campaign. We hope this brief overview has been helpful and has inspired you to consider putting the power of Google Ads into your next marketing program.

To understand the full power of Google Search though, I recommend exploring deeper into the many other features that weren't covered in the book. These are definitely a must for anyone interested in maximizing their Google Ads campaign results and reducing their marketing spend:
My recommendations for further research include:

• Step-by-step: How to create and monitor your Google Ads account
• Profitable bid strategies
• Advanced optimization techniques
• Advanced geographic targeting
• Demystifying Google's "Quality Score"
• Testing techniques that will increase profits
• Google Ads Reports: Extracting actionable information

RESOURCE TIP!
Click below "blue button" to schedule your one-on-one consultation to find out more!