

Google Adwords- Fundamentals & Importance

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Digital Marketing is winning the hearts of both businesses and customers in India. A business uses Digital Marketing for competitive advantage and customers prefer the same because it is handy. There are several companies in India that are successfully running Digital advertising campaigns as their marketing strategy. When we speak of Digital advertising, Google AdWords takes the first line.

Google AdWords is an advertising service provided by Google for a business that wants to display ads on Google and its advertising network. The AdWord programs run with budget and keywords. This study shows the detailed know-how of Google Adwords& and Keywords. It also explains how Google AdWords can be used to improve the brand image of any company.

Keywords: Digital Marketing, Google AdWords and Keywords

Introduction

Google AdWords is now a google ad. Google AdWords is an online advertising service provided by Google. The adword program run with budget and keywords. Anyone with a Google account can sign up for Google ads for free and Google charges only when someone clicks on the ads. In short anyone lose money only when their advertisement is working.

Evaluation of Google Ads

The year wise milestone of Google Ad is given below:

2000: Google started AdWords platform with the inspiration of GoTo.com, the ads were showing only on the right side of with the starting price \$10 CPM for the bottom, \$12 for middle and \$ 15 for top.

2002: Google launched Adwords select; The beginning of Pay per Click (PPC)

2005: Google Adword joined with Adsense targeting display traffic post and there comes the introduction of Quality Score where the minimum bid was required to make the keyword active or inactive.

2012: Google now acquired YouTube and introduced the Google Shopping which enhanced the campaigns.

2016: Shift of google ads to mobile phones

2018: Google Adwords renamed as Google Ads with a new logo

What before opening a Google Ad Account?

- First and foremost you need to have a google account and it is better to have a google account separate to your business for which you are going to start an ad
- As a business, you need to decide about your business goal including whether to increase the number of leads, to make people aware of your brand or to increase your return on interest. Prioritize your goal and move further.
- Once you decide on the goal, you need to think of your budget. If you're a beginner in business as well as in Google ads then start with a small budget and then expand. You also need to decide whether you want to have a monthly budget or weekly, this again can be decided according to your business and income.

A brief on How to start a Google Adwords

The major steps are:

1. Keyword Research
2. Set up a Campaign
3. Set up an Adgroup
4. Set up Adwords

The points are made clear below

The keyword research can be done using the keyword planner a free tool by Google Adword, but to get access to Keyword Planner one must start with a first campaign.

Set up a campaign

- Once you have a Google account you need to go to adwords.com and click on start now
- For beginners, it is preferred to ignore the above commands and just click on experienced with Google ads
- You will be shown with 3 options of Search ads, Display ads, and Universal App. As a

fresher, it's better to go for search ads as you will be with a limited budget and you have an emergency product or service

- Under that select your goals whether for sales, leads or website traffic then you need to type the website address (URL address).
- A new page will come up and you will be asked to give the campaign name, so now you can give a name for your ad and preferably let the name be related to your company or product
- Next will be asked about networks so here you can uncheck include in Google search partners both in search network as well as display network to save your money and show your ads only on Google.
- Later you will be asked about the location and to save your money it's always better to select your exact location.
- Language, let it be English
- Next you will be asked to select your budget and always start with a low budget. In the delivery method, select standard as you will need your ad to appear throughout the day
- Next in the bidding column, you need to choose the maximum CPC limit
- To save some more money, you go to additional setting and there you select the ad schedule and there you can choose in what timings of the day your ad can be shown on the Google search result
- Now click on save and continue

Setup Ad groups

- After you have clicked on save and continue you will be taken to the new page called set up ad groups
- Here you need to give your ad group name
- Down there you will be giving the Keywords. It may include Broad Match, Phrase Match, and Exact Match
- Now you can click on save and continue

Creating the Ad

- Now you need to type your company URL
- You need to write the headline, always be creative in writing the headlines
- You also need to write a description of your service or product
- Now add your credit/ debit card information in the respective places
- Finally click on submit and you are

done with the work of setting an adword campaign

Keywords and Keyword Planner

Keywords are what people search for and what your content has. It is a particular word or phrase that describes the contents of a webpage. Good content can attract more web searchers.

Keyword planner

- As you know Keyword searcher is the free tool provided by Google AdWords to set the right keyword according to the number of searches.
- In your right side of the google campaign page you will get menu tool and under that elect keyword planner
- As you are fresher, you can click on Find new keywords
- Here you need to give keywords which you think is more used to search for your product and click on the get started
- Here the planner will provide with the monthly search of that keyword and what is the level of competition for that keyword
- Here it is always good to select the highest searched keyword with low competition

Types of Keywords

- Broad Match

A broad match helps your ad to show to someone who searches for that keyword as well as other related topics can also be searched. For eg: If you have given broad match keyword as Bag, the ad can be shown for the searches like school bag, bag packers, etc. The broad match will help you to reach a large audience

- Phrase match

It is a keyword setting that allows your business ad to show only when someone's search includes the exact phrase of your keyword or nearby variations of the keyword. Here the point is that you can add a word before or after the keyword. Here the close or nearby words include misspelling, plural or singular acronyms.

- Exact Match

Exact match keywords help to show your ad to customers who are searching for your exact keywords or close variants of your exact keywords. Here the point is that the meaning of the keywords must be same. Here

your ads may appear when the meaning of someone's search matches the meaning of your keyword.

Concepts or words to be remembered

Pay per click (PPC): It can also be called Cost per click. It is an advertising model used to drive traffic to the website where the company which has advertised will pay the publishers like Google, Bing, Yahoo only when the ads are clicked.

Clicks: How much traffic you are drawing to your ads

Impression: How many times your ads have displayed in your search results

CTR: Click to Rate, It is calculated by Clicks/ Impression

Spend: Always remember your spend should not go over and above your budget
Conversion: Which keywords generated you the traffic

Conversion Rate: Conversion/ Clicks

Importance or Advantages of Adwords to a Business

- A business can run Google ads according to their budget, a business with good profit can always choose to run ads for a long time with a huge budget and vice versa
- As a business, you can target your customers according to the location, interest, age group, etc.
- You can keep track of your advertisement or you can measure your ad's performance
- For beginners, Google AdWords itself provides free tools like keyword planner which can help you to do keyword research
- Google ads provide faster result than Search Engine Optimization(SEO)
- You can measure your Return on Investment (ROI) i.e. the conversion rate can be calculated.
- A good brand exposure in front of the people who are searching for a similar product or services like your business.

Conclusion

Google ads can become an advertisement tool when you know the basics of it and how it works. In the initial days, the working of AdWords may confuse you or put you in trouble but said and done nothing comes easier. The first month of your AdWords you may find it difficult or you may not see your ad showing off in your search results, now all you need to do is go back to your campaign and recheck the things and correct it.

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