



# ADVERTISE ON GOOGLE IN 3 SIMPLE STEPS

AN EASY, STEP-BY-STEP GUIDE

BY ESPERO DIGITAL



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# STEP 1- FUNDAMENTAL UNDERSTANDING OF GOOGLE ADS

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- TYPES OF GOOGLE ADS
- HOW TO SUCCEED ON GOOGLE ADS



# SEO VS SEM

These days, whether you meet someone new or pick up a new product, the first thing you do is to do a Google Search. If you are a business owner launching a new product or starting a new company, one of the most important thing that will bring you the revenue is to be found when potential customers search for products that you are offering. So how do you be found on Google? There's actually 2 ways:

1. Via organic search (through Search Engine Optimisation, SEO)
2. Via advertisements place on Google Search platform (Search Engine Marketing, SEM)

## **What is SEO?**

Search Engine Optimisation (SEO) is basically following techniques that try to understand how Google works and in turn achieve high ranking on Google search results. Google is extremely successful as a search engine (everyone prefers to search on Google) because it always aims to provide users the most relevant results when they search. Base on this objective, Google's search algorithm consider each website/webpage relevant base on criteria such as the site/page's title, the keywords found in the page contents, the number of visitors to that site, and many, many other criteria. If people found you on Google because your site is ranking high for these criteria, then that's consider an organic search. You don't pay Google to be found on their search result.

## **What is SEM?**

Search Engine Marketing (SEM) is paid advertising on online platforms such as Google and social media. Google Ads was previously known as Google Adwords.

# TYPES GOOGLE ADVERTISEMENTS

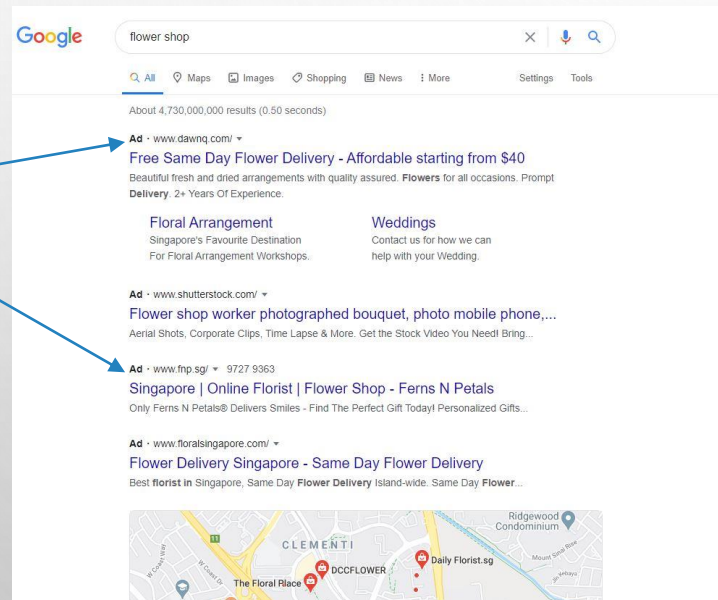
Google provides the following types of advertisements:

1. Search Ads
2. Display Ads
3. Shopping Ads
4. Video Ads
5. App Ads

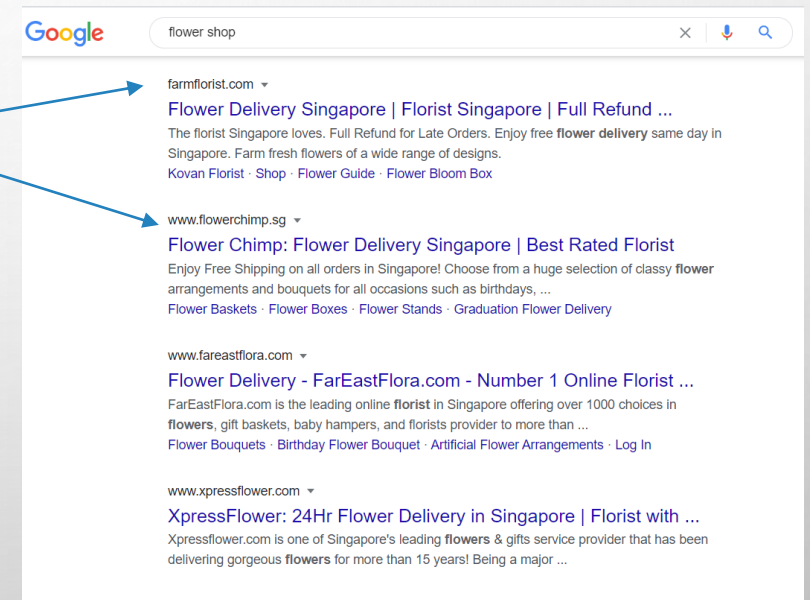
# WHAT ARE SEARCH ADS?

When a user search on [www.google.com](http://www.google.com), the results are in text form. These are Google Search Ads, as shown below. Search Ads are useful to reach out to people who are searching for products that your company offers.

Results  
with “Ad”  
are  
Google  
Search  
Ads



Results  
without  
“Ad” are  
Advertise  
ments

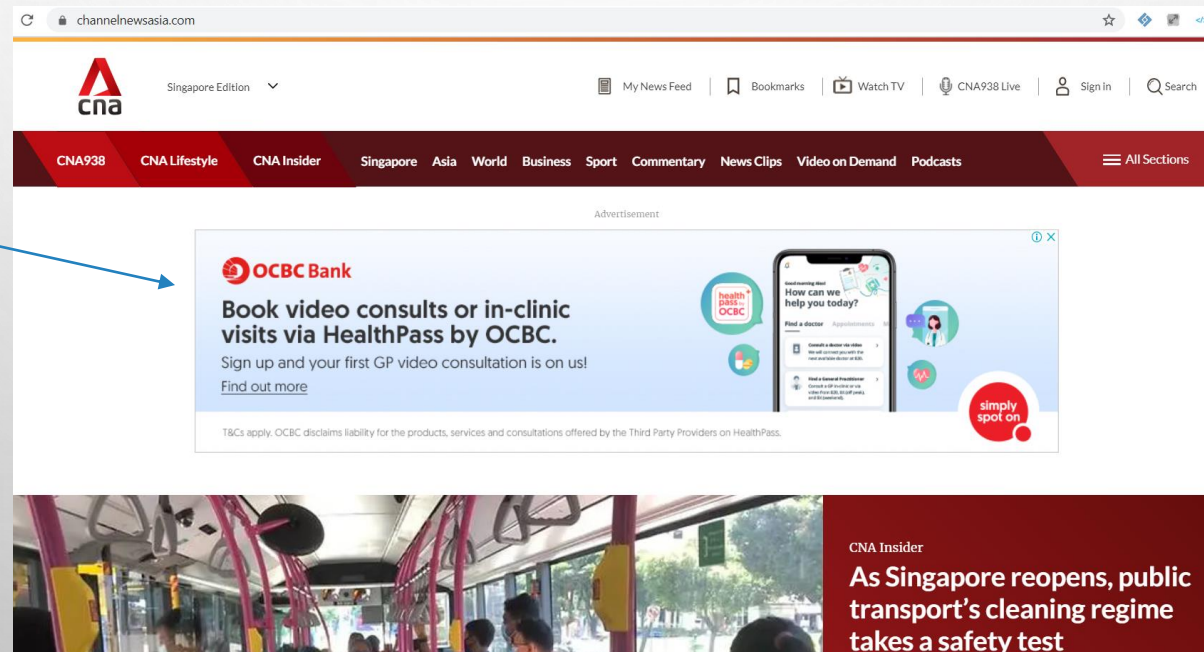




# WHAT ARE DISPLAY ADS?

When a user visit a website, e.g. [www.channelnewsasia.com](http://www.channelnewsasia.com), and see an advertisement, that is a display Ad. This type of advertisements are particularly useful for brand awareness. You push your Ads to people who may not have heard of you.

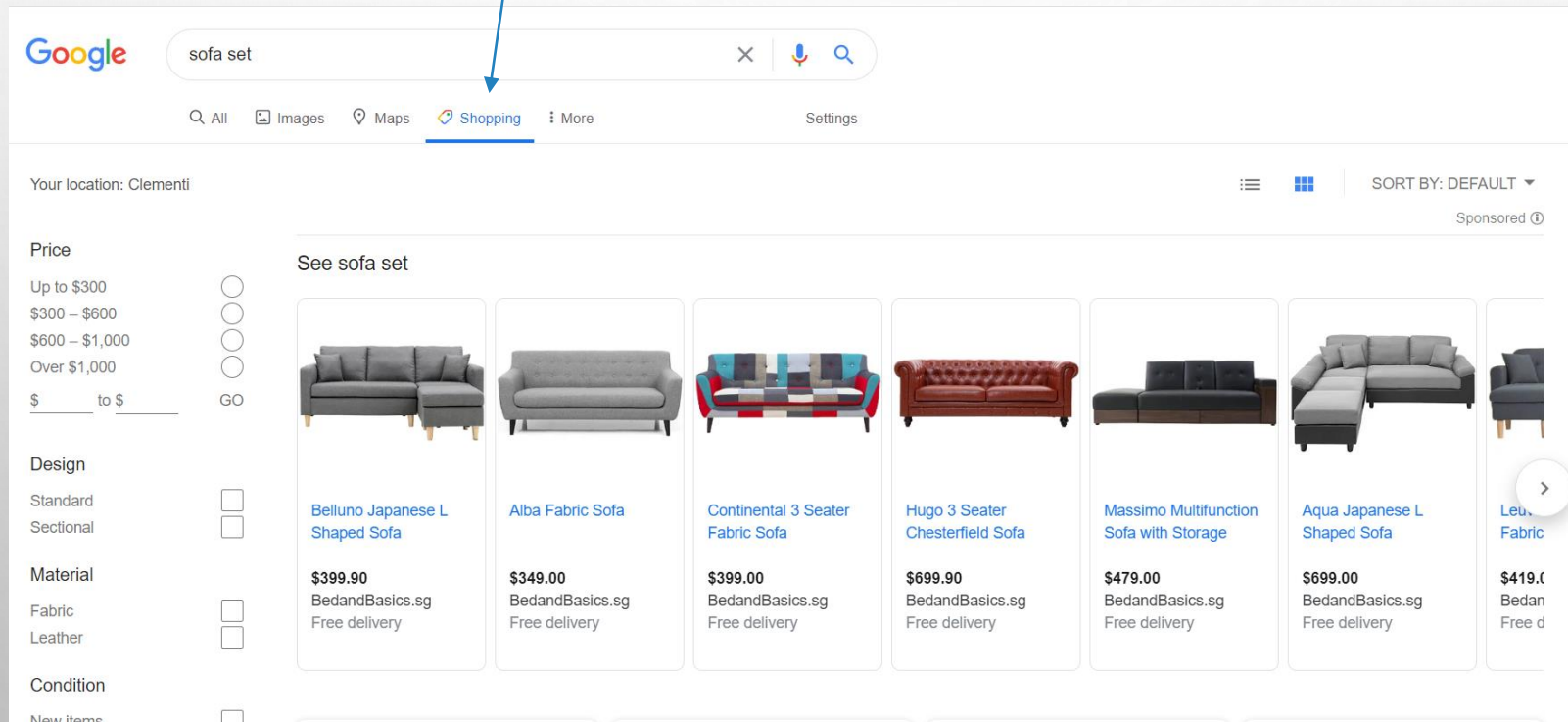
Such Ads are  
Google Display Ads



The screenshot shows a web browser displaying the Channel News Asia website. The URL is channelnewsasia.com. The page features a navigation bar with the CNA logo, 'Singapore Edition', and various utility links like 'My News Feed', 'Bookmarks', 'Watch TV', 'CNA938 Live', 'Sign In', and 'Search'. Below the navigation bar is a red header with menu items: 'CNA938', 'CNA Lifestyle', 'CNA Insider', 'Singapore', 'Asia', 'World', 'Business', 'Sport', 'Commentary', 'News Clips', 'Video on Demand', 'Podcasts', and 'All Sections'. A large advertisement is displayed in the center, titled 'Advertisement'. The ad is for OCBC Bank's HealthPass service, with the headline 'Book video consults or in-clinic visits via HealthPass by OCBC.' and subtext 'Sign up and your first GP video consultation is on us! Find out more'. The ad includes a smartphone mockup showing the HealthPass app interface and a 'simply spot on' logo. Below the ad, there is a red banner for 'CNA Insider' with the headline 'As Singapore reopens, public transport's cleaning regime takes a safety test' over a background image of a bus interior.

# WHAT ARE SHOPPING ADS?

When a user is searching for a product, e.g. “sofa” set, Google can display a range of such products to the users under the “shopping tap”. These are shopping Ads.



The screenshot shows a Google search interface for the query "sofa set". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, the "Shopping" tab is selected and highlighted with a blue underline. A blue arrow points from the text "These are shopping Ads." in the preceding paragraph to this "Shopping" tab. Below the search bar, the location is set to "Clementi". To the right of the location, there are icons for menu, grid, and a "SORT BY: DEFAULT" dropdown. Below the search bar, there are filters for Price, Design, Material, and Condition. The main content area displays a grid of seven sofa products, each with an image, title, price, and retailer information. The products are: Belluno Japanese L Shaped Sofa (\$399.90), Alba Fabric Sofa (\$349.00), Continental 3 Seater Fabric Sofa (\$399.00), Hugo 3 Seater Chesterfield Sofa (\$699.90), Massimo Multifunction Sofa with Storage (\$479.00), Aqua Japanese L Shaped Sofa (\$699.00), and Leu Fabric Sofa (\$419.00). All products are from BedandBasics.sg and offer free delivery.

Google

sofa set

Q All Images Maps Shopping More Settings

Your location: Clementi

Sort BY: DEFAULT

Sponsored

See sofa set

Product Name	Price	Retailer
Belluno Japanese L Shaped Sofa	\$399.90	BedandBasics.sg
Alba Fabric Sofa	\$349.00	BedandBasics.sg
Continental 3 Seater Fabric Sofa	\$399.00	BedandBasics.sg
Hugo 3 Seater Chesterfield Sofa	\$699.90	BedandBasics.sg
Massimo Multifunction Sofa with Storage	\$479.00	BedandBasics.sg
Aqua Japanese L Shaped Sofa	\$699.00	BedandBasics.sg
Leu Fabric Sofa	\$419.00	BedandBasics.sg



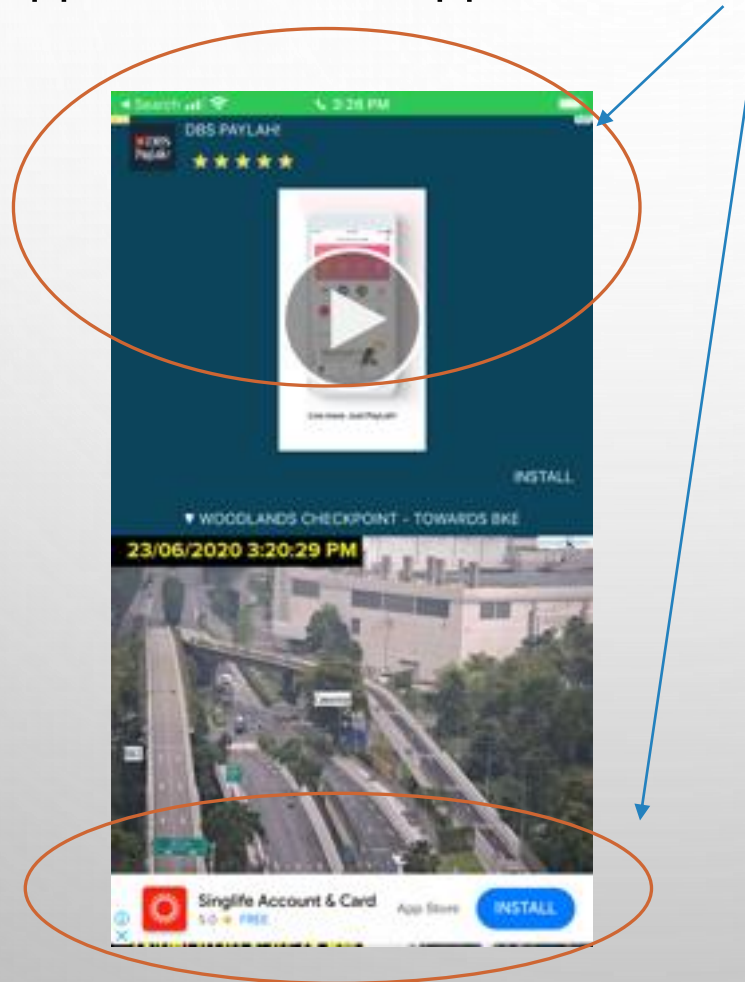
# WHAT ARE VIDEO ADS?

When you watch a video on youtube, you may find advertisements prior to your video. These are video Ads.

The image shows a YouTube video player interface. At the top, there is a search bar and the YouTube logo. The main video area displays a Wix advertisement. The ad features a woman in a white t-shirt with a blue and red geometric pattern, holding a smartphone. The text '4,000 ITEMS' is prominently displayed in white on a blue background. Below the woman, there is a 'Skip Ads' button. The video player also shows the video title '[sub]Egg fried rice::Korean style::a fantastic taste::Ep.07' and the view count '88,886,115 views • Jan 21, 2019'. On the right side, there is a 'Create Your Own Website' banner for Wix, followed by a list of recommended videos including 'Myeongdong / Hamburger Toast / Seoul Korea / Korean...', 'How to make swiss roll cake / Basic roll cake Recipe / Easy...', 'Stir-fried ramen::a wonderful taste::easy recipe::#27', and 'TOP 5 FRIED RICE'.

# WHAT ARE APP ADS?

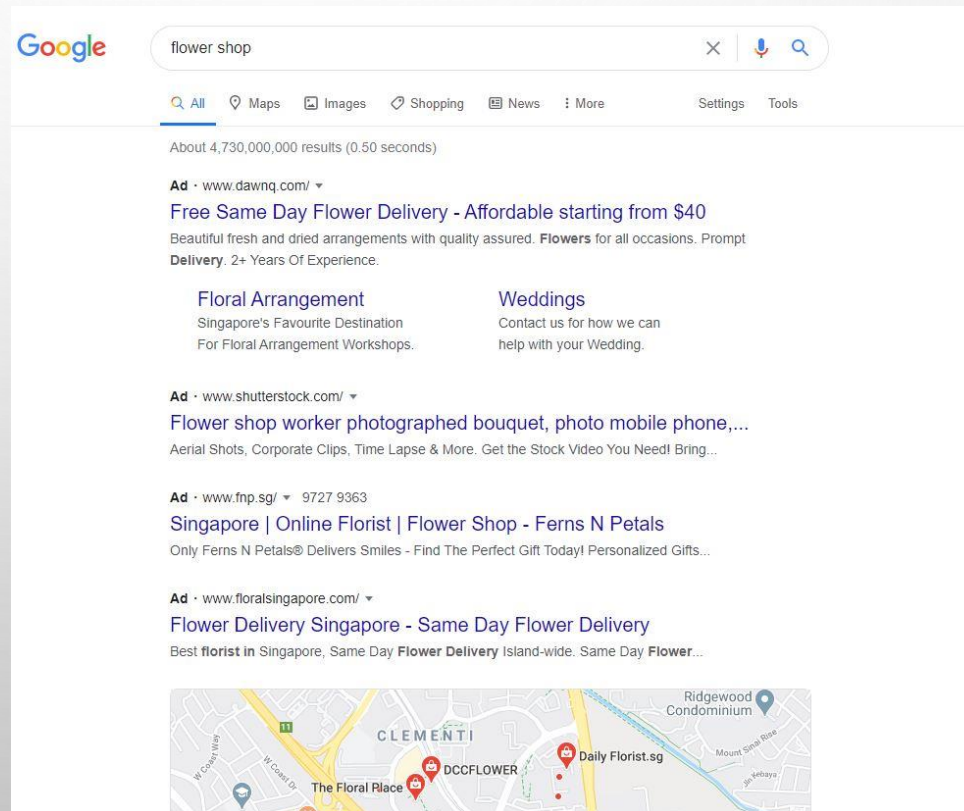
Advertisements that appear on Mobile Apps are APP Ads.



# HOW TO SUCCEED ON GOOGLE ADS?

Before we begin the steps on Google advertising, let's first understand how Google rank an advertisement. This will help ensure that you succeed with minimal expenditure.

Let's begin with an example. When a user search a keyword, e.g. "flower shop", Google displays a list of advertisements as shown below. In the display below, why did Google display [www.dawnq.com](http://www.dawnq.com) able the others?



The screenshot shows a Google search for "flower shop" with approximately 4,730,000 results. The top advertisement is from [www.dawnq.com](http://www.dawnq.com), titled "Free Same Day Flower Delivery - Affordable starting from \$40". Below the title is a short description: "Beautiful fresh and dried arrangements with quality assured. Flowers for all occasions. Prompt Delivery. 2+ Years Of Experience." The ad is divided into two columns: "Floral Arrangement" (Singapore's Favourite Destination For Floral Arrangement Workshops) and "Weddings" (Contact us for how we can help with your Wedding). The second advertisement is from [www.shutterstock.com](http://www.shutterstock.com), titled "Flower shop worker photographed bouquet, photo mobile phone,..." and describes stock video services. The third advertisement is from [www.fnp.sg](http://www.fnp.sg), titled "Singapore | Online Florist | Flower Shop - Ferns N Petals" and describes personalized gifts. The fourth advertisement is from [www.floralsingapore.com](http://www.floralsingapore.com), titled "Flower Delivery Singapore - Same Day Flower Delivery" and describes island-wide delivery. At the bottom of the search results is a map of the Clementi area in Singapore, showing several flower-related businesses marked with red pins: "The Floral Place", "DCCFLOWER", "Daily Florist.sg", "Ridgewood Condominium", and "Mount Sital Rose".

# HOW TO SUCCEED ON GOOGLE ADS?

Each time a user search a keyword, Google runs an auction algorithm which assign a score called Ad Rank to each advertising site. Ad Rank is computed base on several factors that include:

1. The price per click you bid for each click to your webpage (also known as landing page)
2. The title of your Ad and keywords in your webpage (landing page) – your Ad Rank will be higher if the searched term matches the title of your Ad and the keywords in your landing page
3. User's location, device, time of search
4. The competitiveness of the auction
5. Relevancy base on other users' time spent on each site



# GOOGLE ADS STRUCTURE

The next most important to understand is the Google Ads structure. Google Ads is organized into three layers: account, campaigns, and ad groups.

Your account is associated with a unique email address, password, and billing information.

Each campaign has its own budget and settings that determine where your ads appear. You may want to create a campaign for each product you have or for each holiday season promotion. This allows you to set and manage the budget for each promotion.

Account			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords




# GOOGLE ADS STRUCTURE


Within each campaign, you can create several advertising groups called Ad Group. Each Ad Group contains a set of keywords and similar Advertisements (Ads).

For example if you are the store owner of a shoe store selling children's shoes, ladies shoes and men's shoes, you should create an Ad Group for each category. Hence, within the Ad Group for ladies shoes, you can have keywords such as "women's shoes", "ladies' high heel", "ladies' sports shoes", etc.


Account			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

# STEP 2- CREATE & LAUNCH YOUR ADVERTISEMENTS


Select the goal that would make this campaign successful to you 



Sales




Leads




**Website traffic**

Get the right people to visit your website


CAMPAIGN TYPES  
Search • Display • Shopping • Video • Discovery




Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

**CONTINUE** CANCEL

# GET STARTED WITH GOOGLE ADS

Now that you understand the fundamentals of Google Ads, to get started go to: [www.ads.google.com](http://www.ads.google.com) and sign in with a google account (a gmail or other google account). You will led step by step, beginning with selecting what is your goal of this advertisement. This is very important because Google uses machine learning to deliver real results tailored to those goals, like phone calls, actions on their website, and store visits, making it easy to reach more customers.

What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want



Get more calls



Get more website sales or sign-ups



Get more visits to your physical location

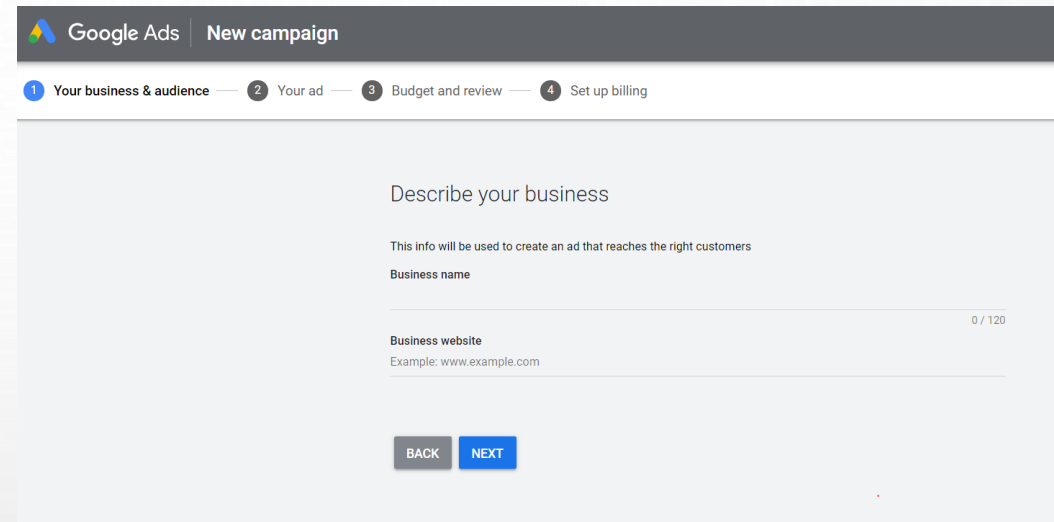
NEXT

Are you a professional marketer? [Switch to Expert Mode](#)

# GET STARTED WITH GOOGLE ADS

You will be led step by step, specifying your business name, website, creating your Ad group and your Ad title and description. You will also be led to enter your credit card details for billing purpose.

Once that is done, the campaign will be in “pending” for a short while as Google review your Ads contents. After that, the campaign will be in “enabled” mode and your Ads can be found on Google search.



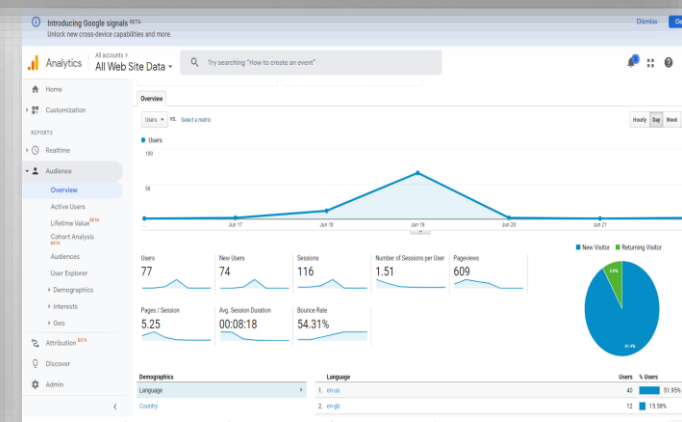
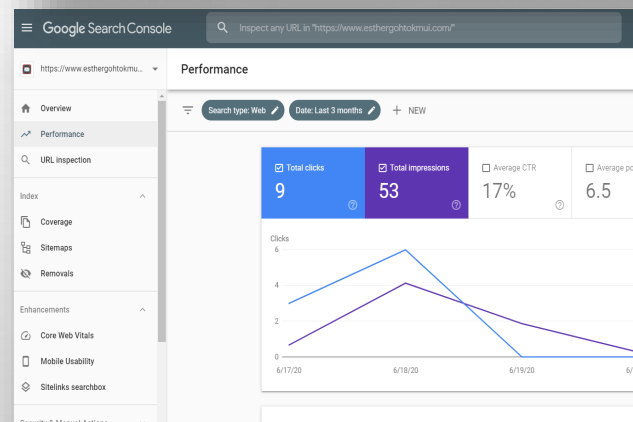
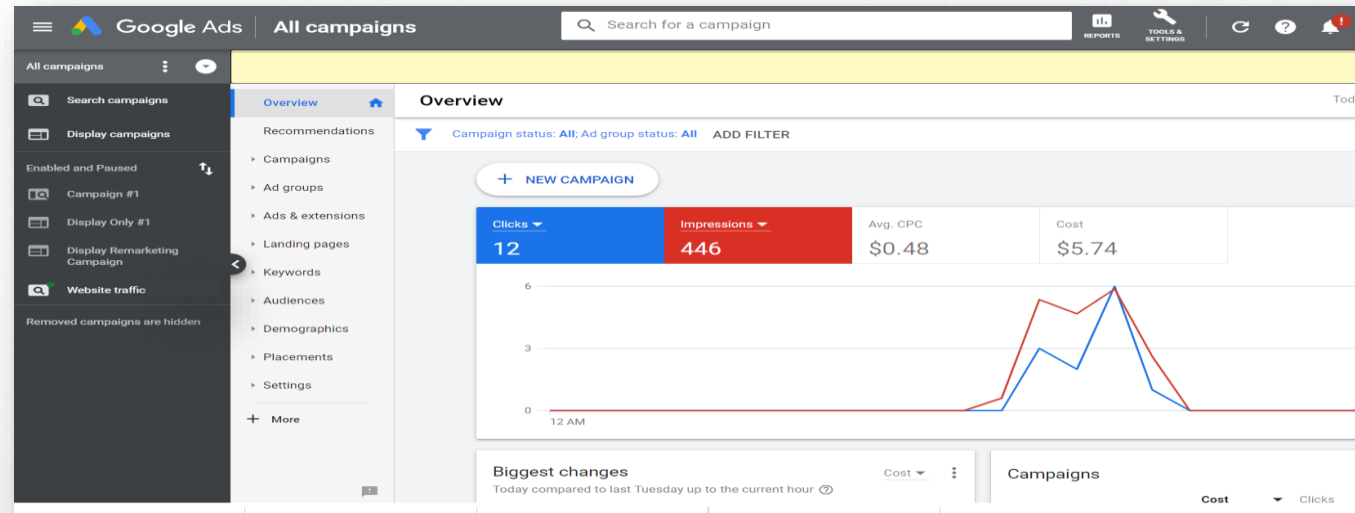
The screenshot shows the Google Ads 'New campaign' setup interface. At the top, there's a dark header with the Google Ads logo and the text 'New campaign'. Below the header is a progress bar with four steps: 1. Your business & audience (active), 2. Your ad, 3. Budget and review, and 4. Set up billing. The main content area is titled 'Describe your business' and includes a sub-header: 'This info will be used to create an ad that reaches the right customers'. There are two input fields: 'Business name' and 'Business website'. The 'Business website' field has a placeholder example: 'www.example.com' and a character count '0 / 120'. At the bottom, there are two buttons: 'BACK' and 'NEXT'.

# SMART VS EXPERT MODE

- When you first get started with a new Google Ad account, you are in SMART mode. The campaign you create is therefore a SMART campaign. The SMART mode is the simplified version of Google Ads. It was designed for Business owners so that the experience is less technical, allowing business owners to focus on analysing the results.
- Google has an Expert Mode which offers the full range of Google Ads features and campaign types. While it gives advertisers more complete control over their bidding strategies, it also requires more complex management. Under Expert mode, you will need to begin with creating your campaign (with budget settings), your Ad Group and specifying your keywords.

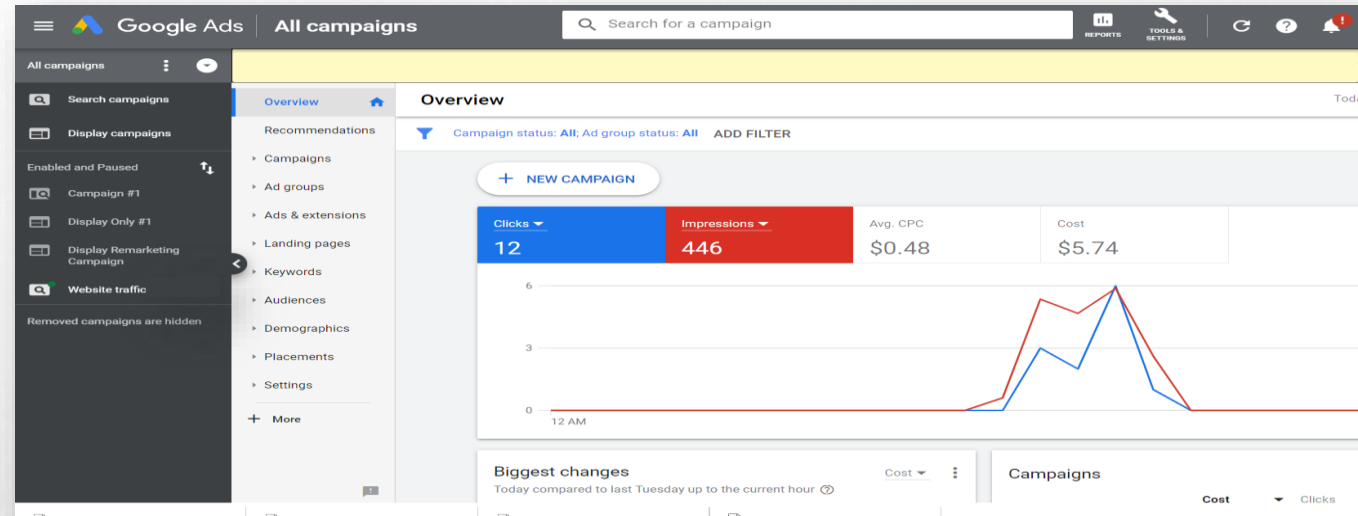


# STEP 3- ANALYSE YOUR AD PERFORMANCE



# GOOGLE ADS DASHBOARD

The Google Ads Dashboard provides very comprehensive insights into your users—location, hour of day, day of week of clicks, the Click through rate, (CTR), Cost per Click and many other data.



# GOOGLE ANALYTICS

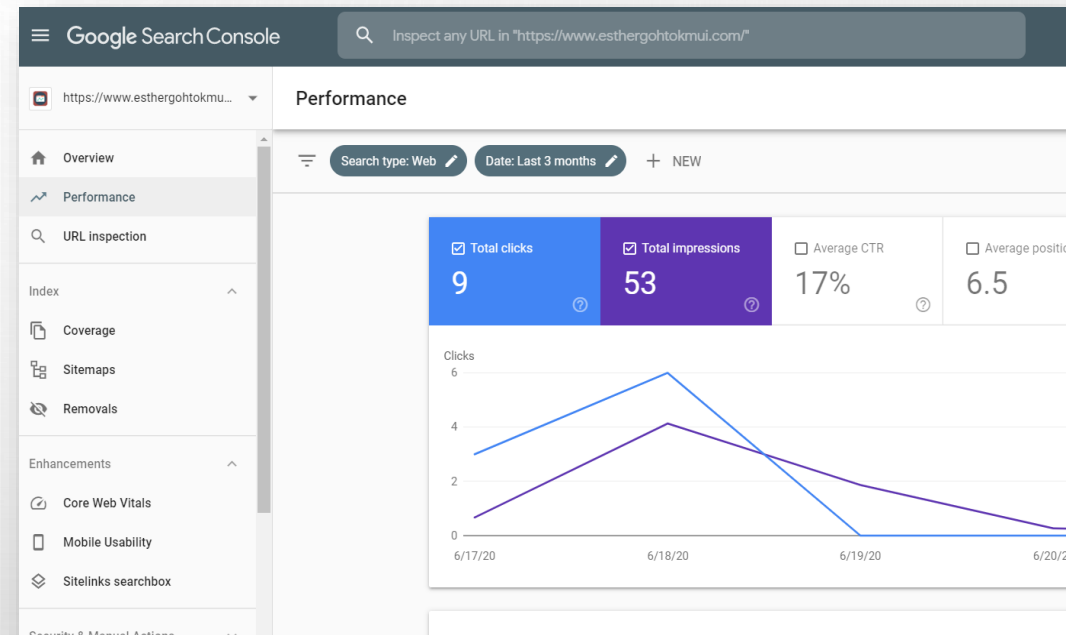
However, to get deeper insights into your site visitors' behavior, link your Google Ads to Google Analytics. This will allow you to drill down to what other pages your users visit when they land on your website. Go to Tools and select "Linked Accounts" followed by "Google Analytics. You will be prompted to create an account with Google Analytics.

The image shows a screenshot of the Google Ads interface. At the top, there is a search bar for campaigns and a 'TOOLS & SETTINGS' icon circled in orange. Below this, a navigation menu is displayed with five main categories: PLANNING, SHARED LIBRARY, BULK ACTIONS, MEASUREMENT, and SETUP. The 'SETUP' category is expanded, and the 'Linked accounts' option is circled in orange. Below the navigation menu, a large grey arrow points down to a grid of four integration options:

- Google Analytics**: Gain insight into the actions people take on your website after an ad click or impression. Import site engagement metrics, track Analytics goals and transactions as conversions, and import Analytics remarketing audiences. [DETAILS](#)
- Google Analytics App + Web & Firebase**: See how your ad campaigns drive app installs, web visits, and actions that people take on your properties. Use Google Analytics events to create or import audiences and conversions data. [DETAILS](#)
- Google Play**: Create remarketing lists based on current users of your app. Track in-app purchases as conversions to gain insight into which ads drive action. [DETAILS](#)
- Salesforce®**: Measure how your online ads drive offline conversions by importing sales funnel data from your Salesforce Sales Cloud accounts. [DETAILS](#)

# GOOGLE SEARCH CONSOLE

Another dashboard to check out is the Google Search Console at <https://search.google.com/search-console/about>. It provides you performance on your website in terms of search results. However, you will need to verify that you own the website to get connected.



# THANK YOU

Thank you for downloading and we hope you have enjoyed reading this ebook on how to advertise on Google. If you need help on advertising on Google, you may contact us at Espero Digital :

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Email: [sales@esperodigital.com](mailto:sales@esperodigital.com)

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