Get New Hypnosis Clients from Google, Fast!*

AdWords Quick Guide brought to you by Erika Flint, BA, BCH, A+CPHI

Search Engine Results Page (SERP)

Paid advertisements (ads) are marked with a yellow "Ad" box. They appear at the top, right, and bottom of search pages.

GET YOUR AD HERE, in one of the top 4 spots on the Search Engine Results Page (SERP) to drive potential clients to your website.

Organic - or non-paid search results are displayed after the paid ads. Use Search Engine Optimization (SEO) to increase the ranking of your page on search result pages. This should be done whether you use paid advertising or not.
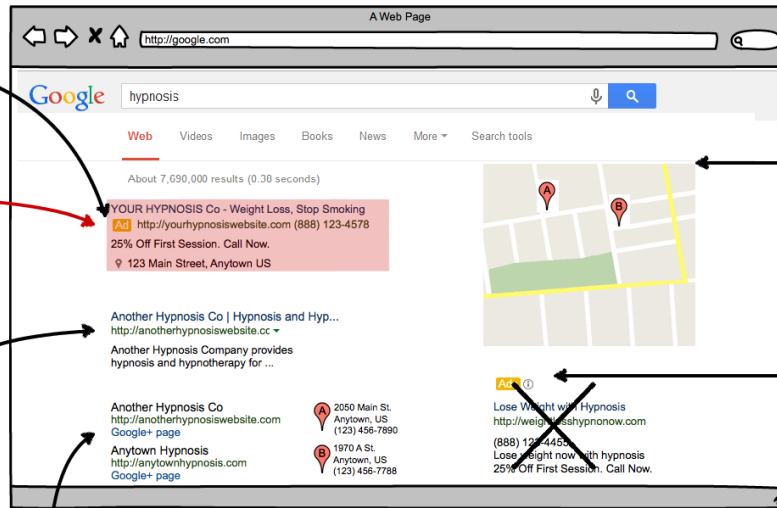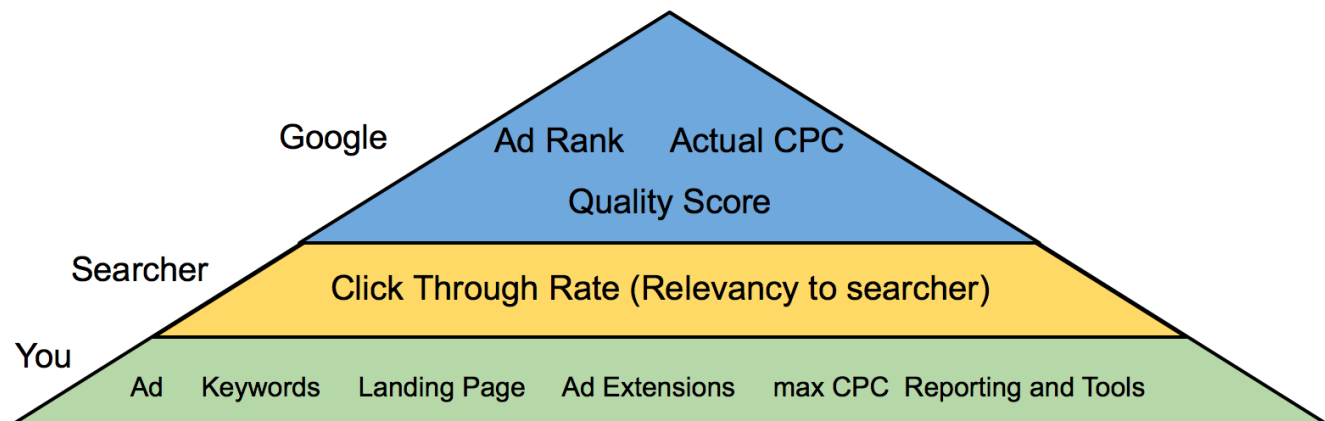

Map of local search results.

Paid Ads **NO LONGER appear** here on the right of the page.

Local results are displayed and referenced on a map on the same page. Make sure you've signed up with Google My Business (google.com/business) to have your page listed here.

AdWords High-Level (simplified) Overview

Google — Ad Rank — Actual CPC — Quality Score

Searcher — Click Through Rate (Relevancy to searcher)

You — Ad — Keywords — Landing Page — Ad Extensions — max CPC — Reporting and Tools

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Quickstart Steps

1 Preparation and Sign up
a. Sign up for supporting services : Google Analytics, Google Webmaster Tools, Google My Business
b. Sign up for AdWords
c. Link AdWords with Analytics, Webmaster Tools, and Google My Business

2 Create Your First Campaign
a. Start with Search Network Only.
b. Narrow audience by your location.
c. Set a budget.
d. Configure Ad Extensions.

3 Create Several Ad Groups and Ads
a. Create one ad group per webpage on your website.
b. Create 2-3 ads per ad group.
c. Ad keywords : 10-35 keywords within each ad group. Use the Keyword Planner to find the best keywords.
d. Create at least 1 mobile ad per Ad Group

4 Test and Enable
a. Use the Ad Preview and Diagnosis Tool to test your ad.
b. Check your Quality Score in AdWords and modify ad, keywords, and landing page if needed.
c. Ensure your URL works.
d. Spell check all of your ads and website.

5 Check in weekly and modify
a. Delete ads that aren't performing well.
b. Experiment with new keywords and ad groups.
c. Check the Search Terms report to find new negative keywords and new keywords, including long-tail keywords.
c. Use Google Analytics and AdWords to analyze performance, including setting up GOALS, and CONVERSIONS and view Search Funnel Report.

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You [what elements you have access to configure and modify in AdWords and your website]

Ad

Hypnosis and Hypnotherapy
Ad yourwebsiteforhypnosis.com
Safe and effective **hypnosis**
25% off First Session. Call Now.
123 Main St, Anytown US 1-888-123-4567
Services Contact Us Weight Loss

Headline 25 chars
Display URL 35 chars
Descripiton 35 chars
Description 35 chars
Location and Phone Extension
Sitelinks Extension

max Cost Per Click (CPC)

- The maximum amount you are willing to bid for a single click.
- A higher bid generally helps you show in a higher ad position on the page (this is called Ad Rank).
- Can be set to manual or automatic, or an advanced method called Cost Per Acquisition (CPA).
- CPA requires that you have Conversion Tracking setup on your website and AdWords Account.

Landing Page

- The page users are taken to when they click on your ad.
- Google uses it to help create your quality score.
- Can be used with Keyword planner to generate an initial list of keywords.
- Ensure your page is available, **relevant**, and responds quickly enough, otherwise your ad will be disapproved.

How to create a Great Ad

- **Tell people why you're different.** Highlight the value you bring and why people should come to you.
- **Incorporate a call to action**, like "Call Now".
- **Use the most important keywords in the ad text**. Search terms are **bolded** in the ad, this gives the ad a better chance of being noticed and clicked on.
- **Use Ad Groups to tailor ads to what users are searching for**.
- Experiment with a few different ads, then keep only the highest performing ones.
- Create at least ONE mobile ad per Ad Group

Weekly Update in 30 minutes or less

- Review and replace lowest performing Ads.
- Improve campaign relevancy and bring up quality score.
- Pause, fix, or kill irrelevant underperforming keywords using more restritive keyword types and negative keyword lists using the Searth Terms Report.
- Check bids and budget - raise bids on keywords with strong performance, lower bids on keywords that aren't working.

Keywords

Name	Formatting	Use	Example	Comments
Broad Match	None	Least restrictive	hypnosis	Can be expensive, but good when used for keyword research
Broad match modifier	+	More restrictive	+hypnosis	Great place to start
Phrase Match	""	Even more restrictive	"hypnosis for weight loss"	Words must appear in the same order with no extra words in between.
Exact Match	[]	Most restrictive	[hypnosis for weight loss]	Will only match exactly - no extra words at all.
Negative match	-	-"diet pills"	Searches without the term	Will not match with any term. Use other modifers in conjunction with other match types

Negative Keywords : A list of keywords that can be used to signal to Google NOT to display your ad.
Long Tail Keywords : Keywords that are 3 words in length or longer, they cost less per click and often drive more conversions.
Best Practices for Keywords : Use the Keyword Planner, Search Terms Report, and Negative Keywords. Find and add as many long-tail keywords as you can.

Google

Quality Score

One of THE MOST IMPORTANT numbers in AdWords account. Google uses it to keep search ads RELEVANT to searchers, aligned with searcher satisfaction.

It determines :
- If your ad will be shown.
- The position (rank) of that ad.
- How much you pay for the click.

> **Quality Score Factors :**
> - #1 factor is the Click Through Rate.
> - Relevancy of keywords, ads, landing pages and display URLs.
> - Overall account history.
> - There's more! Google doesn't share the algorithm.

Ad Rank

- A value used to determine your ad position, and whether your ads will show at all.
- Calculated using your bid amount (max CPC) x Quality Score x Ad Extensions - the actual algorithm is not shared by Google.
- Recalculated each time your ad is eligible to appear.

Actual Cost Per Click

- The final amount you're charged for a click, no more than your preset max CPC.
- If the advertiser below you has the same quality as yours, you'd need to bid a penny more to appear above them.
- Advertisers with higher quality score can end up paying less for a higher rank.

Searcher

Click Through Rate

- The ratio of how often people who see your ad (impression) end up clicking on it. If you have 17 clicks per 1000 impressions, your CTR is 1.7 %.
- Each Ad and KeyWord have their own CTR that you can see in AdWords account.
- A high CTR is a good indication that users find your ad relevant, and you can use it to measure which ads and keywords are more successful.

Reference and Tools

- Google AdWords : adwords.google.com
- Google AdWords Help : support.google.com/adwords
- Google Analytics : analytics.google.com
- Google Webmaster Tools : google.com/webmasters
- Google My Business : google.com/business/
- Ad Preview and Diagnosis Tool : google.com/adpreview
- Keyword Planner : google.com/sktool/
- Search Terms Report : support.google.com/adwords/answer/2472708
- Search Funnel Tool : https://support.google.com/adwords/answer/1722023?hl=en
- Latest version of this document and other tools for getting new clients with google : CascadeHypnosisTraining.com/adwords
- Send an email to erika@CascadeHypnosisTraining.com for the latest FREE updates on getting new clients with google.
- Latest AdWords Updates https://support.google.com/adwords/answer/6151102?hl=en&rd=1