

## TUTORIAL 27 SETTING UP A PPC CAMPAIGN WITH GOOGLE ADWORDS

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# Tourism E Kit

The e-kit tutorials are intended to provide tourism operators with access to information about maximising online marketing opportunities.

Tourism NSW **Get Connected** members experience the benefits of having their business listing appear on a range of websites including [www.visitnsw.com](http://www.visitnsw.com) and [www.sydney.com](http://www.sydney.com)

We encourage you to take advantage of the online tutorials, which are designed to assist you to gain further insight into the opportunities for promoting your business in the online environment.

The e-kit has been developed by Tourism NSW, in partnership with the Australian Tourism Data Warehouse (ATDW) and all the Australian State and Territory Tourism Offices.

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## PPC CAMPAIGN WITH GOOGLE ADWORDS

Reading time: 25 minutes

Prerequisite: Pay per click (PPC) 101

This tutorial will give you the knowledge required to set up a pay per click campaign with Google AdWords

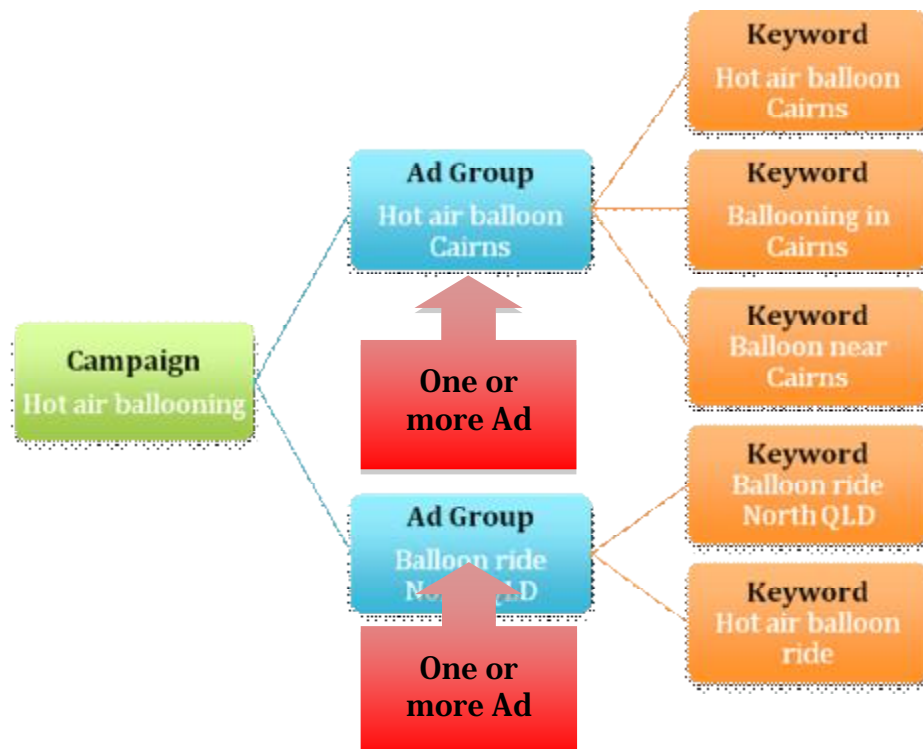
### 1) KEY CONCEPTS

Google is the most widely used search engine. It is therefore recommended that you use Google's pay per click program (AdWords) if you are a beginner in the PPC field. We will use Google AdWords as an example. However, the same principles apply to Yahoo! and MSN.



Screen capture copyright: Google

#### a) Good campaign structure



A PPC campaign is made of many AdGroups, which are in turn made of many keywords. These keywords, when entered by a searcher on Google, trigger the ads that are associated with each AdGroup. Your ads are then displayed on the search engine results page.

*John from Sydney is planning a holiday in Cairns. He researches “Hot air balloon Cairns” in Google and he sees the following ad on the search engine results page:*

### Hot Air Balloon Cairns

View the World from Above

Half-day adventure at AUD310

[www.HotAirBalloonCairns.com.au](http://www.HotAirBalloonCairns.com.au)

Since the ad uses John’s keywords (which become bolded), his attention is immediately drawn to the ad. He is therefore more likely to click on this ad than on another one, which might have different headline where his keywords are not present (e.g. “Balloon Ride North Queensland”).

When web searchers enter their keywords in the search engine, they expect to see them displayed in the search results. To achieve this, you will need to group your ads based on the keywords that trigger them.

MANY UNEXPERIENCED GOOGLE ADWORDS USERS GROUP ALL THEIR KEYWORDS IN ONE SINGLE ADGROUP. THIS IS NOT OPTIMAL AS THE CHANCES THAT THE AD MATCHES THE KEYWORDS THAT TRIGGERED IT ARE VERY SMALL.

## b) Setting up my AdWords account

The steps below will guide you to successfully setup your AdWords account. The AdWords Learning Center ([www.google.com/adwords/learningcenter](http://www.google.com/adwords/learningcenter)) offers many videos we recommend you watch to improve your AdWords campaigns.

- 1) Start by watching the 3 AdWords basics videos at Google AdWords Learning Centre. It will take you 15 minutes [www.google.com/adwords/learningcenter/](http://www.google.com/adwords/learningcenter/) - [section1](#)
- 2) Go to <http://adwords.google.com>
- 3) Click “Try AdWords Now” (top right corner)
- 4) Select the Standard Edition
- 5) Create your account by following the prompts
- 6) Log in to your account on <http://adwords.google.com>
- 7) Follow the prompts again
- 8) You will then be asked to setup your ads. Don’t spend too much time on this as a better way is described under point 9, paragraph 2, and paragraph 3. Do it quickly and follow all the steps. Finalise your payment information. It is best to use the Credit Card Prepay option and charge your account with AUD50.00 to start with.
- 9) It is now time to look into how to best setup your ads! Watch the videos on Getting Started with AdWords: [www.google.com/adwords/learningcenter](http://www.google.com/adwords/learningcenter).

## 2) RESEARCHING KEYWORDS

Keywords research is key to a successful campaign. You will need as many keywords as possible for your ads to be triggered as often as possible.

- 1) Brainstorm and write down all the keywords you have on your mind:

*Hot air balloon, Ballooning Cairns, Balloon ride near Cairns, Hot air balloon ride, Ballooning gift certificates, hot air balloon adventure ...*

Then cluster your keywords in very tight-matching categories (AdGroups). Give the category a name that summarises the keywords.

AdGroups	Hot air balloon	Balloon ride	Gift certificate	Balloon adventure
Keywords	<ul style="list-style-type: none"> <li>• hot air balloon</li> <li>• hot air balloon cairns</li> <li>• air balloon</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• balloon ride</li> <li>• hot air balloon ride</li> <li>• balloon ride near Cairns</li> <li>• cheap balloon ride</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• ballooning gift certificate</li> <li>• buy balloon gift certificate</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• balloon adventure</li> <li>• adventure in a balloon</li> <li>• hot air balloon adventure</li> <li>• ...</li> </ul>

- 2) Use the AdWords keyword tool (log into your account à Campaign management à Tools à Keyword tool). Read the Keyword Tool Tips and also ensure your country is Australia.

You can also use the Quintura tool [www.quintura.com](http://www.quintura.com). It will help you find more keywords.

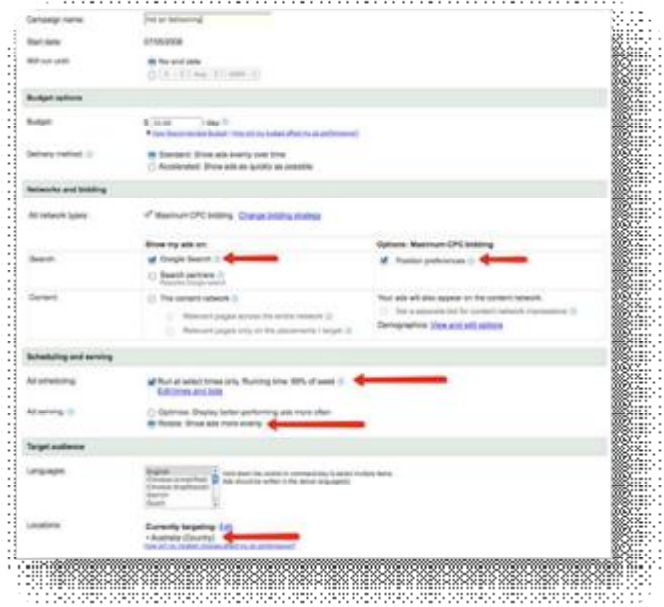
- 3) Add your keywords to your AdGroups. You will probably have discovered many other keywords that you could group into new AdGroups. You should aim at between 6-12 AdGroups to start with.
- 4) Watch the Google Keyword video: <http://services.google.com/fh/files/misc/breeze/378766/index.HTML>
- 5) Refine the matching type of your keywords. Visit: <http://adwords.google.com/support/bin/answer.py?hl=en&answer=6100>
- 6) Source your negative keywords and add them to your AdGroups and campaign:

*For instance, Gold Coast would be a negative keyword for the above Hot air balloon campaign. This will prevent the ads from appearing when someone searches for “hot air balloon Gold Coast”. Other negative keywords would be Melbourne, Perth etc.*

### 3) TIPS FOR ADWORDS SUCCESS

#### a) Account settings

- 1) Ensure your ads are only displayed on Google Search network (otherwise you will be paying too much for very low visibility). If you want your ads to be displayed elsewhere (not only on search engine results page) set up a second campaign with a much lower bidding price.
- 2) Enable position preference. There is no guarantee but it is worth trying.
- 3) Set up your ad scheduling. There is no need for your ads to be displayed at midnight unless your target market is awake and searching at that time.
- 4) Show your ads more evenly because you are going to split test your ads (read under c) Ads below).
- 5) Target your customers by location. Where is your target market located?



Screen capture copyright: Google

#### b) Keywords

Below are some tips to help you with your keywords:

- ü A minimum of 150-200 keywords.
- ü Use negative keywords and appropriate phrase matching:
  - – Gold Coast (negative keyword)
  - hot air balloon, “hot air balloon” and [hot air balloon]
- ü Ensure you use qualifying words with your keywords (e.g. cheap hot air balloon flights, champagne hot air balloon adventure).
- ü Use permutations (e.g. hot air balloon Darwin, Darwin hot air balloon).
- r Don't put a long list of keywords in one single AdGroup.
- r Don't use broad match only.
- r Don't use few negative keywords otherwise your add might appear in an untargeted search.

## c) Ads

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Below are some tips to help you with your ads:

- ü Ensure your ads headlines match the keywords in the AdGroup.
  - ü Ensure your ad directs visitors to a corresponding page (called landing page) on your site. The content of the landing page must be similar to the content of your ad.
  - ü Have 2 ads for each AdGroup. Check which one has the highest click through rate and improve the other one to beat it (this is called split testing).
- r If your ad text doesn't match the keywords in the group it is because there are too many different keywords in the AdGroup.
  - r Don't target the first position: lower positions are often better as people shop around!
  - r Don't direct users solely to the homepage.
  - r Don't use the name of the business in the headline! Use the keywords instead.

Use this tool: [www.splittester.com](http://www.splittester.com).

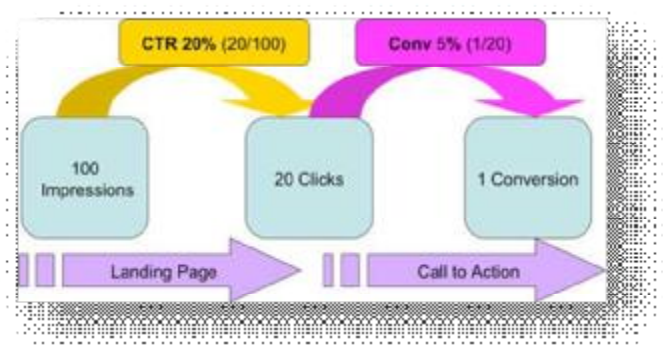
- ü Always rotate and split test your ads.
- ü Capitalise the first letter of important words.
- ü Put the benefit of your product on the 2nd line and the description on the 3rd line.
- ü Create friendly URLs in your ad ([www.HotAirBalloonCairns.com](http://www.HotAirBalloonCairns.com) instead of [www.hotairballooncairns.com](http://www.hotairballooncairns.com)).

## d) Key metrics

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There are two key metrics in PPC: Click through rate (CTR) and conversion rate.

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The click through rate relates to the ad. It is a percentage calculated by dividing the number of clicks by the numbers of impressions (in yellow above). A click through rate of 1% to 5% is generally considered very good. The more targeted your keywords are, the higher click through rate you will achieve.

The conversion rate is a percentage calculated by dividing the number of conversions (people who purchased or contacted you after clicking on your ad) by the number of clicks. To maximise your conversion rate you need to ensure that:

- The landing page's content meets the requirements of the people who visited after clicking on your ad.
- There is a call-to-action (a motivation for people to buy). An example of a call-to-action would be: Click here to book now!

## 4) RELATED MATERIAL

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### a) Related tutorials

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- Bringing people to my site with e-marketing
- Pay per click (PPC) 101

### b) Related websites

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- AdWords Learning Center: [www.google.com/adwords/learningcenter](http://www.google.com/adwords/learningcenter)
- Google AdWords help: <https://adwords.google.com/support/>
- Google AdWords blog: <http://adwords.blogspot.com/>
- [www.searchengineguide.com/paid-search-advertising-ppc](http://www.searchengineguide.com/paid-search-advertising-ppc)
- [www.perrymarshall.com](http://www.perrymarshall.com): subscribe to the free newsletter. His AdWords guide is also excellent and worth buying if you are going to do your own AdWords campaign
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