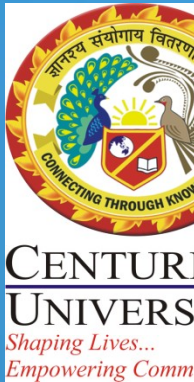


# Digital Marketing & Marketing Communication

## Session - 1

By : Dr. Sisir Ranjan Das



## Google AdWords

### Learning Objectives:

After completion of this session, the learner will be able to know:

- What is understood by AdWords?
- How keyword planning and control is initiated?

### Topics to be Covered:

After completion of this session, the learner will be able to know:

- Meaning of Google AdWords
- Keyword Planning & Control

# About Google AdWords



## What is Google Adwords?

Google Ads (formerly Google AdWords) is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, product offerings, product listings, or videos to web users.

## Where does it work?

It can place ads both in the results of search engines like Google Search (the Google Search Network) and on non-search websites, mobile apps, and video (the Google Display Network).

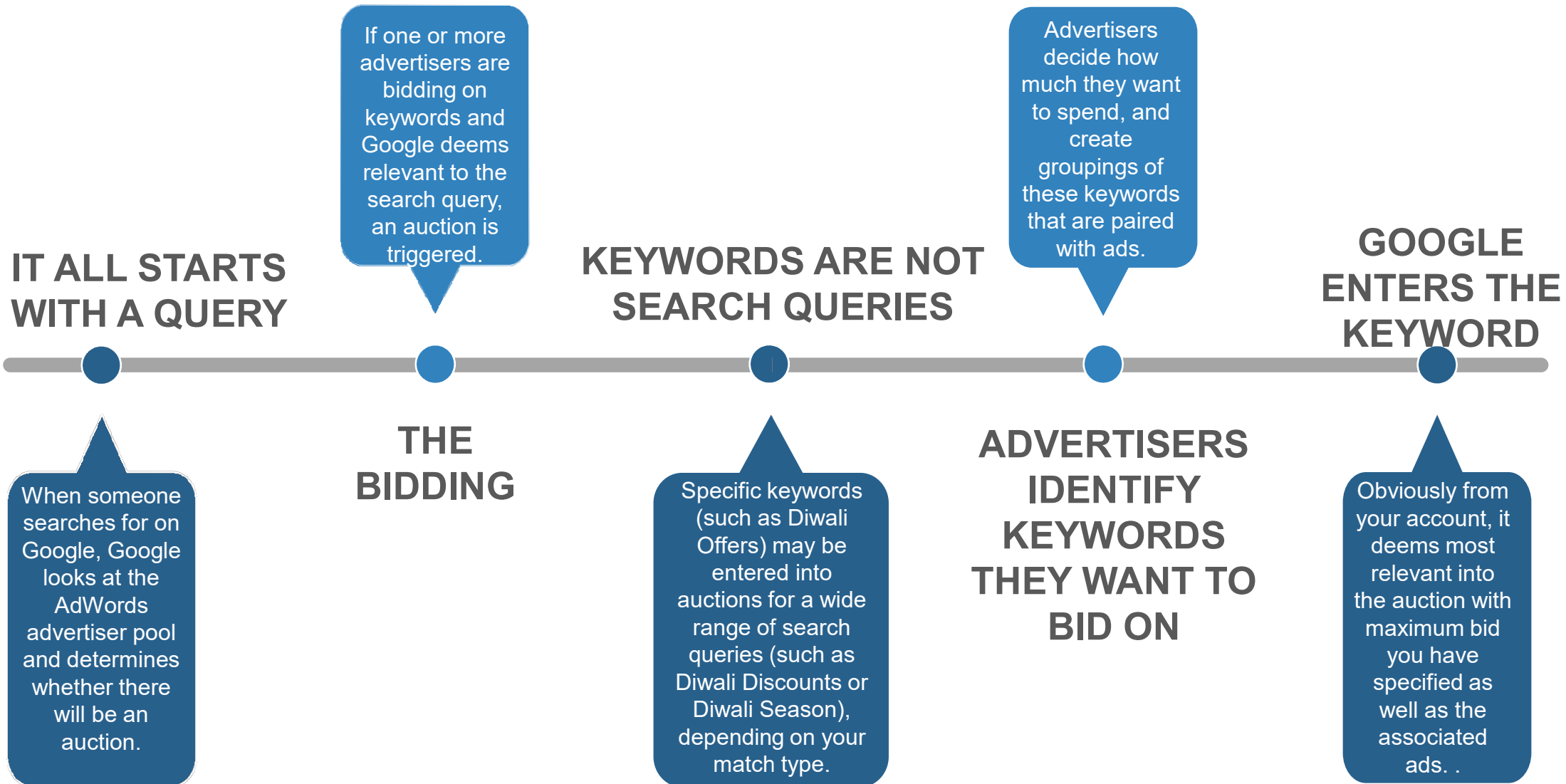
## How does it work?

Services are offered under a pay-per-click (PPC) pricing model. Google Ads' system is based partly on cookies and partly on keywords determined by advertisers.

## What is the cost and what is the revenue?

Google Ads is Alphabet Inc's main source of revenue, contributing US\$134.8 billion in 2019. Whenever a user conducts a search on Google, AdWords runs an auction to determine which ads are displayed on the search results page and the ad's position.

# Auction Process in Google AdWords



# Keyword Planning & Control

## What is Google Ad tool?

It includes: Google Ads Performance Grader, Google Suggest etc.



## What is Google Keyword tool?

Google's Keyword Planner tool offers marketers and advertisers plenty of valuable keyword data, such as related search terms, ad group ideas, keyword suggestions, keyword trend data and more..



## What is keyword planner?

The AdWords Keyword Planner is an incredibly useful and powerful keyword research tool, built into the AdWords interface, that combines two of the most popular former Google Ads tools, the Google Keyword Tool and the AdWords Traffic Estimator



## What is AdWords Traffic Estimator?

AdWords traffic estimations serve as valuable indicators of which AdWords keywords are driving the most paid traffic to your site or triggering the most conversions.

100%

# How to use Keyword Planner?

The AdWords Keyword Planner supports three key use cases:

- Search for keyword and ad group ideas
- Enter or upload keywords to get estimates
- Multiply keyword lists to get estimates



## Look for keyword and ad group ideas

Brainstorm keyword ideas based on individual keyword ideas, or based on your landing page, a product category, or any combination of them.



## View keyword statistics and performance estimates

Specify targeting options that you select such as country, language and search network to inform your keyword estimates.



## Filter keywords

You can narrow your keyword list based on various criteria, such as average CPC and average monthly search volume.



## Additional

You can also include or exclude keywords containing specific terms, and exclude keywords that are already in your AdWords account.

# TIPS FOR KEYWORD PLANNING

## Use Intelligence

Use Competitive Intelligence to Identify Keyword Themes

## Use Wikipedia

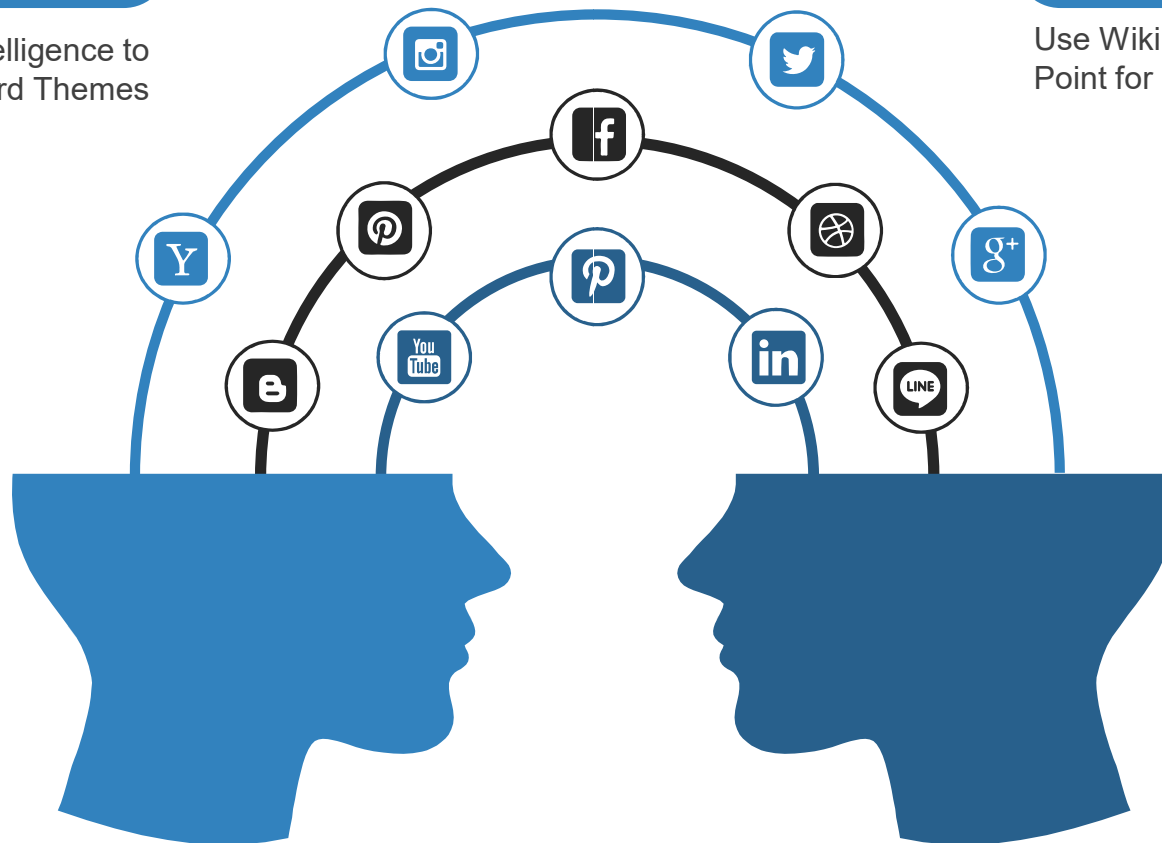
Use Wikipedia as a Starting Point for Keyword Research

## Compare

Compare Keyword Volume Changes Over Time

## Visualization

Visualize Mobile Traffic Trends



# REVIEWING KEYWORD PLAN

## 01

The next step of the Keyword Plan process involves setting a keyword bid and daily budget for your portfolio of keywords and keyword groupings.

Since keyword volume and CPC bid estimates vary wildly based on your budget, bid, location, and other factors, it's important that you provide Google with some information to customize your estimates.

## 02

Sometimes in search marketing, you're lucky to have your own analytics data, for example, a list of top keywords that generate conversions for your website. If you're this fortunate, it would definitely make sense to use those battle-proven keywords rather than the generic keyword suggestions you get from the Google Keyword Suggestion Tool.

## 03

A completely new feature in Keyword Planner which isn't available in either the existing Google Keyword Tool or AdWords Traffic Estimator tools is the ability to mash up and multiply keyword lists. You can add up to 3 lists to mash up, and clicking on the Get Estimates button brings you to the same keyword workbench area.





# Thank You

*My Curiosity is all Yours*

