You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
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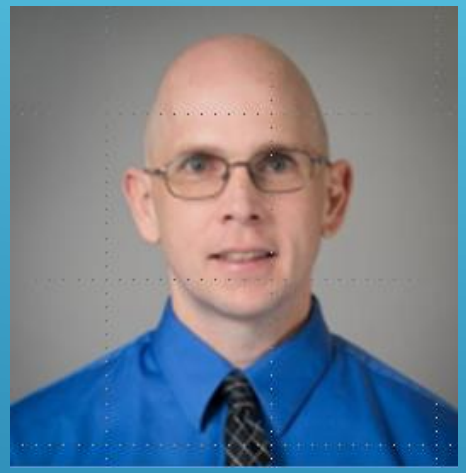
Putting Google Ads to Work For You



I can help you be found!

Your Web Page is 1 of a Trillion Pages

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3 Promises Today

1

TACTICS

You will learn tactics you can use today make Google Ads more efficient.

2

ANSWERS

There are no stupid questions. This stuff is confusing and always changing.

3

UNDERSTANDING

Google Ads capabilities & choices.

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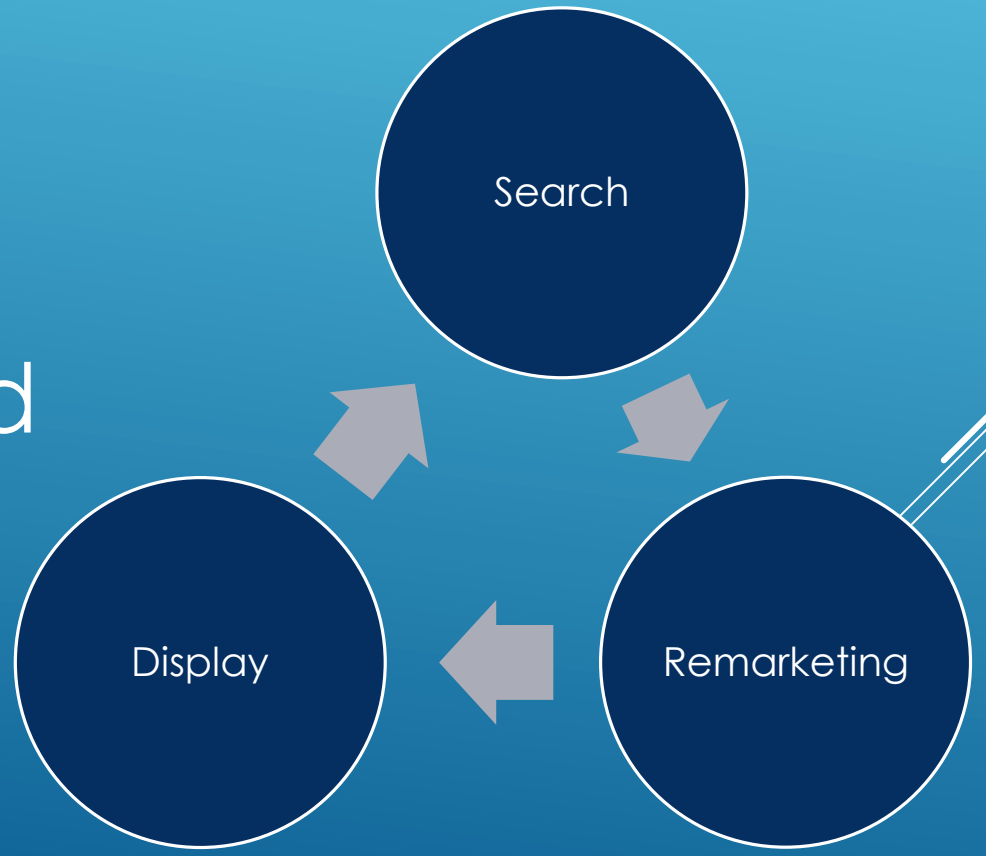
How You Can Get Googled & Grow Your Business in 2019

- ✓ Gets you found
- ✓ Gets you connected
- ✓ Keeps you relevant



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Why?

- **40%** of brands planned to increase their PPC budget for 2019
- **65%** of buyer-intent keywords are paid clicks
- **46%** of the total clicks go to the top three paid advertising positions
- Businesses typically **make $3 for every $1.60 spent** on Google Ads
- The average CPC in Google Ads is **$2.69** on the search network and **$0.63** on the display network

https://seotribunal.com/blog/ppc-stats/

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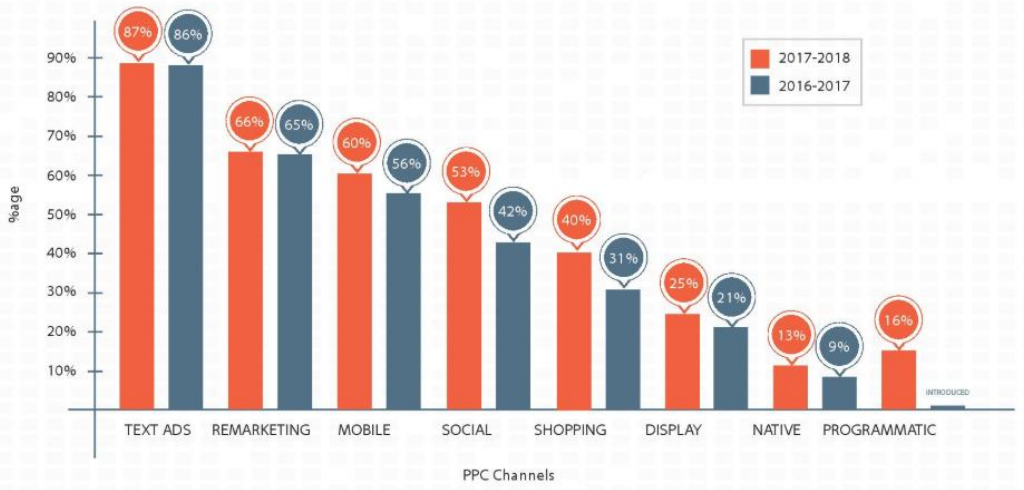
PPC SUCCESS

Advertisers' approach toward the PPC Market

	GOOD	FAIR	POOR
2017-18	84%	15%	1%
2016-17	80%	11%	7%

The MOST Effective PPC Channels in 2017-2018 Vs. 2016-2017



https://www.socialmediatoday.com/news/2018-ppc-industry-statistics-infographic/526250/

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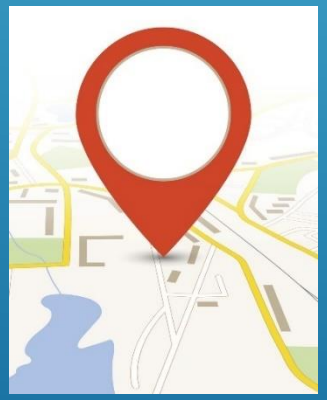
Types of Paid Search Ads

Search Phrase



Location

Interests

The Sales Process

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Consistent Concept

Keyword → Ad Copy → Landing Page

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Keyword Matching

Google Ads Help

Describe your issue

Use a broad-to-narrow strategy

WRONG WAY

WRONG WAY

When choosing the appropriate match type for a keyword, we typically recommend using a *broad-to-narrow* strategy.

First, start off with *broad match* keywords to maximize the potential to show your ads on relevant searches. Broad match is the default type of keyword, so if you've already added keywords, chances are you don't have to do anything special to make them broad match. Learn more about adding keywords.

WRONG WAY

Next, monitor your keywords' performance over time. If you find that your ad shows up for too many irrelevant variations of your keywords, try adding negative keywords to specifically stop some of those irrelevant matches. You can also make your keyword match types more specific to narrow down your audience even more. Learn more about monitoring your ads and keywords.

WRONG WAY

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Keyword Matching

Match type	Special symbol	Example keyword	Ads may show on searches that contain:	Example searches
Broad match	none	women's hats	Misspellings, synonyms, related searches, and other relevant variations.	• buy ladies hats • women's clothing
Broad match modifier	+keyword	+women's +hats	All the terms designated with a + sign (or close variations of those terms) in any order. Additional words may appear before, after, or between the terms.	• women's scarves and hats • winter hats for women
Phrase match	"keyword"	"women's hats"	Matches of the phrase (or close variations of the phrase) with additional words before or after.	• blue women's hats • buy women's hats • women's hats on sale
Exact match	[keyword]	[women's hats]	Exact matches of the term or close variations of that exact term with the same meaning.	• women's hats • ladies hats • hats for women • hats women

Exact Match not exact anymore

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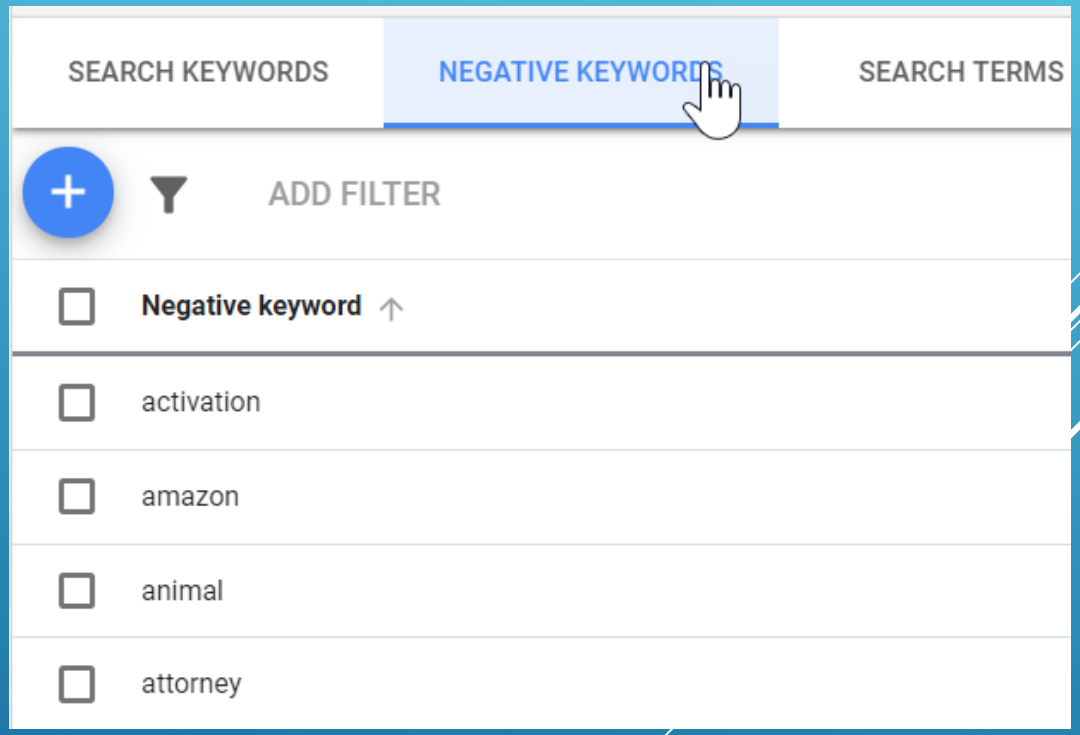
Negative Keywords



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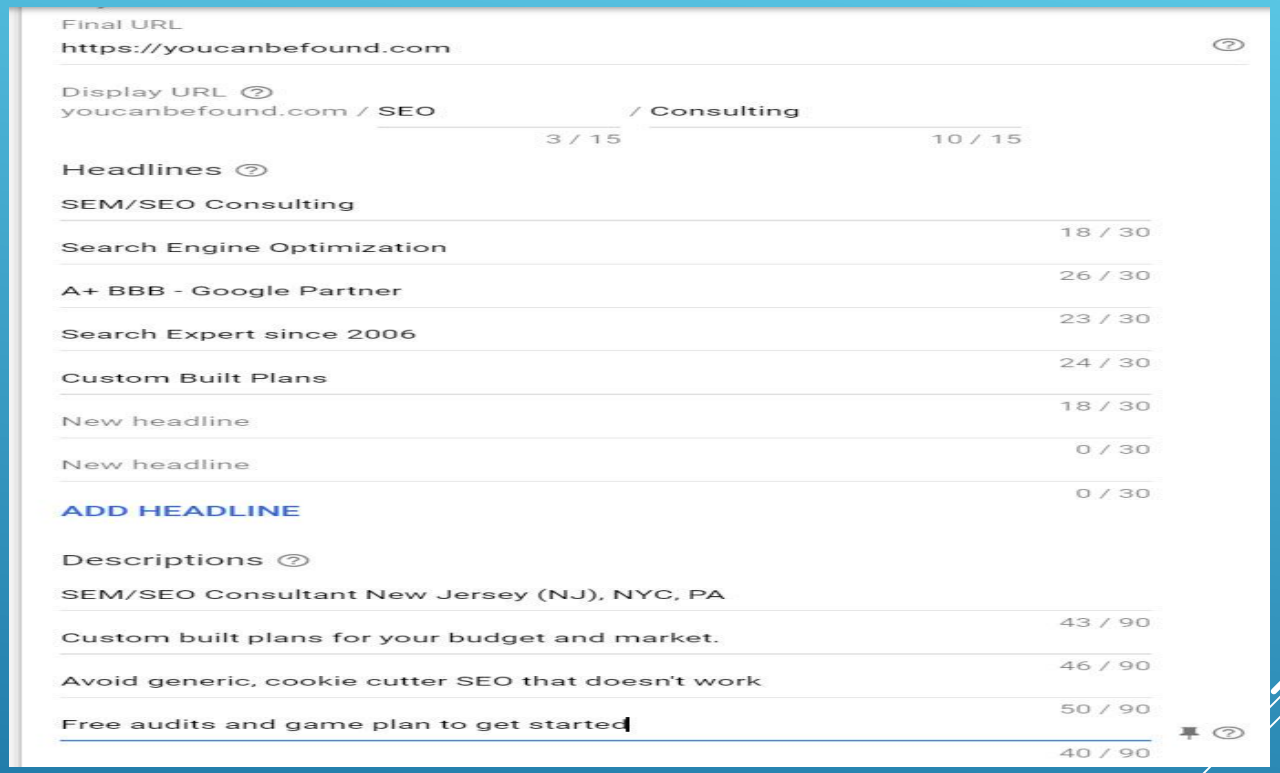
Ad Format


Final URL
https://youcanbefound.com
Display URL
youcanbefound.com / SEO / Consulting
3 / 15
10 / 15
Headlines
SEM/SEO Consulting
Search Engine Optimization
18 / 30
A+ BBB - Google Partner
26 / 30
Search Expert since 2006
23 / 30
Custom Built Plans
24 / 30
New headline
18 / 30
New headline
0 / 30
0 / 30
ADD HEADLINE
Descriptions
SEM/SEO Consultant New Jersey (NJ), NYC, PA
Custom built plans for your budget and market.
43 / 90
Avoid generic, cookie cutter SEO that doesn't work
46 / 90
Free audits and game plan to get started
50 / 90
40 / 90

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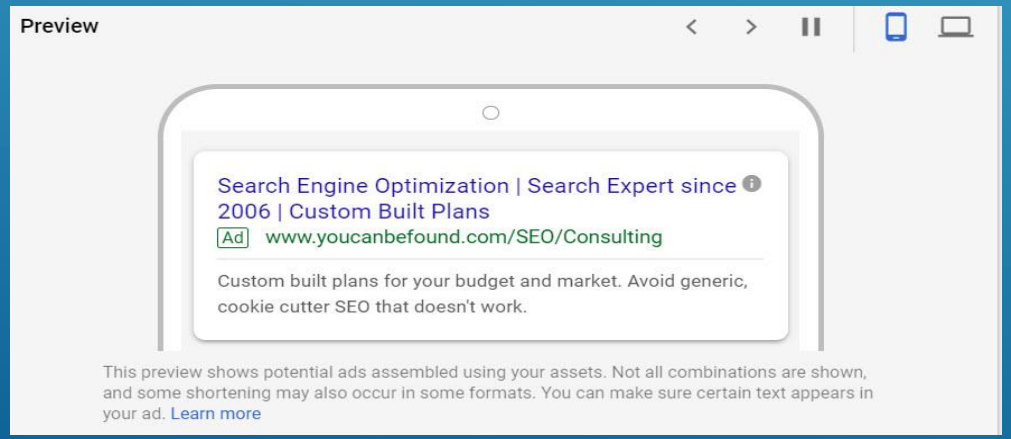

Important

- Responsive search ads are in beta and may not be available to all Google Ads advertisers.
- According to the Google Ads Terms & Conditions for features in beta, you may not disclose any non-public information.
- Responsive search ads will learn and improve over time, so make sure to regularly monitor the performance and status of your ads.
- Responsive search ads are currently available to all advertisers in English, French, German, Spanish, Japanese, Dutch, Portuguese, Italian, Russian, Swedish, Polish, Danish, Turkish, Norwegian and to select advertisers in all other languages.
- If you have text that should appear in every ad, you must add the text to either Headline position 1, Headline position 2, or Description position 1.

Landing Page

- Matches Concept
- Call To Action
- Easy To Use/Buy/Sign Up
- Trust Signals
- Clear Navigation to Help/Other Options/Choices
- Fast/Secure

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Campaign Structure

Campaign	Adgroup	Keywords/Ads
Daily Budget	Concept	Matching
Geo Target	Expanding	Landing Pages

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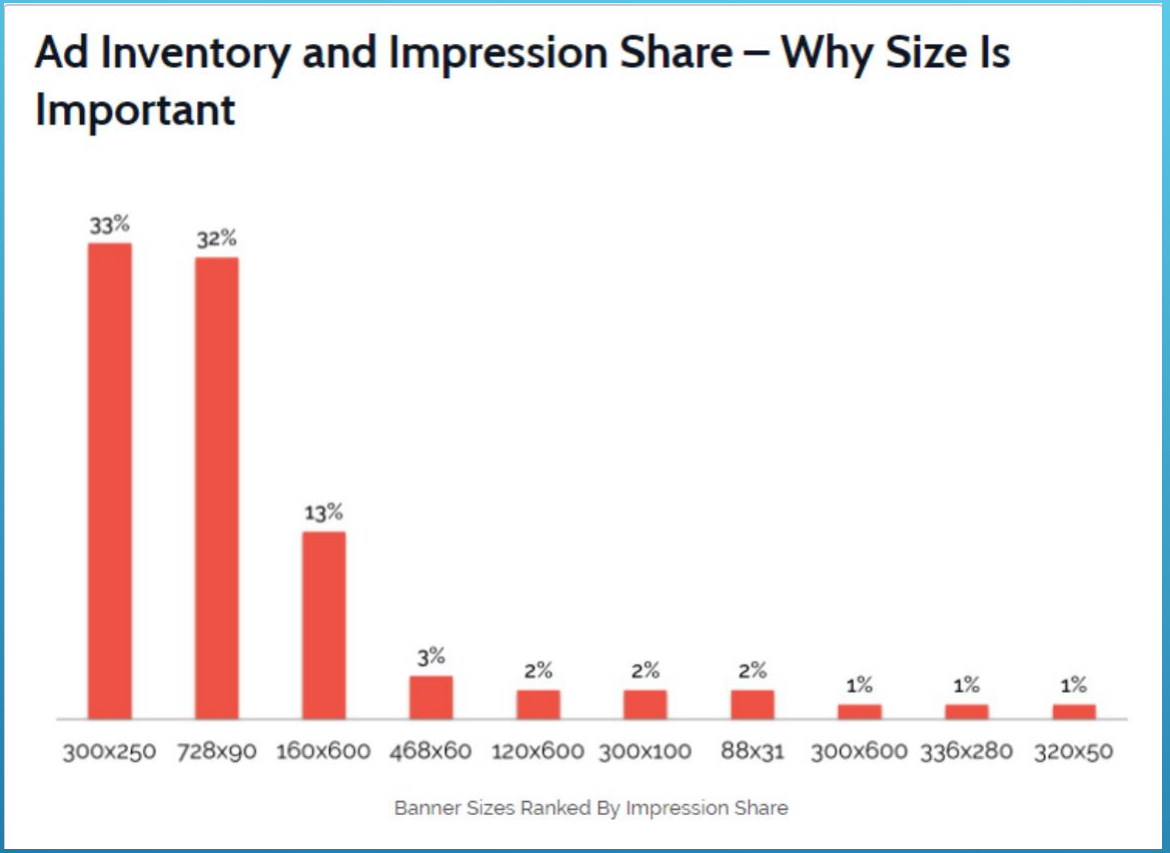
Display Ads



https://adespresso.com/blog/google-ads-size/

Image sizes for image ads

Help article - Google Ads Editor

Image sizes for **image** ads. You can upload **image** ads with the following **dimensions** in **Google** Ads Editor. The **size limit** for all **image** ads is 150 kilobytes. Note.

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Google Ads

3 Things We Learned

1

KEYWORDS

Avoid broad keyword matches & use negatives

2

ADS

Match your ad copy to the keyword and landing page

3

STRUCTURE

Ensure proper budget spend with campaigns and adgroups

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jeremy@youcanbefound.com
for questions or a consultation.

Slide Deck at: youcanbefound.com/**NNGAds**

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