

Wise Guys

How to succeed at
Google PPC



Google



|




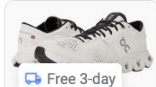



The Google logo, consisting of the word 'Google' in its signature multi-colored font (blue, red, yellow, blue, green, red).A search bar containing the text 'running shoes' and a magnifying glass icon on the left.

running shoes

All Shopping Maps Images News More Tools

About 2,600,000,000 results (0.86 seconds)

Ads · Shop running shoes

 <p>SALE</p> <p>Brooks...</p> <p>\$89.95 \$100</p> <p>Brooks Runni...</p> <p>★★★★☆ (146)</p>	 <p>Free 3-day</p> <p>On Cloud X...</p> <p>\$139.95</p> <p>Zappos.com</p> <p>★★★★★ (2k+)</p>	 <p>Brooks...</p> <p>\$130.00</p> <p>Brooks Runni...</p> <p>★★★★★ (9k+)</p>	 <p>adidas Swift...</p> <p>\$90.00</p> <p>adidas</p>	 <p>White Knit...</p> <p>\$159.00</p> <p>nobullproject...</p> <p>Free shipping</p>
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Ad · <https://www.nike.com>

Shop Nike.com - Shop Nike Tennis Shoes

Gear Up For Your Training Routine & Active Lifestyle With **Athletic** Apparel From Nike. Get All The Gear You Need For Your Best Season Yet. Shop Tennis **Shoes** Now.



01

What is PPC?

Informal definition: An online advertising method where it's free to show up and you only pay for actual site visitors

02

Why Run PPC Ads?

How many of you click on PPC ads?



Why Run PPC Ads?

Free impressions

Control budget closely

Works with small budgets

Easily track results

Easily calculate profitability

Control targeting closely

03

What are my
ad options?


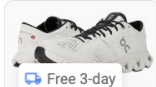





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Ad Options

Search Ads

Shopping Ads



☰
🔍


[News](#)
[Live](#)
[Weather](#)
[WKYT Investigates](#)
[Latest Video](#)
[Sports](#)
[Previous Newscasts](#)
[Everyday Kentucky](#)

Jessamine County held a second bake sale to benefit Ukraine on Saturday.

People in Lexington joined others across the country in handing bag fulls of expired pills to volunteers, who will have them properly discarded.

exercise rider Callie Witt died Friday morning in a freak accident at Keeneland.

SPORTS




▶ Wan'Dale Robinson drafted 43rd overall by the New York Giants

Updated: 22 hours ago | By Lee K. Howard

Last season, Robinson hauled in 104 receptions for 1,334 yards and seven touchdowns

LEXINGTON




▶ Friends, family honor Lexington police officer killed in line of duty

Updated: 20 hours ago | By WKYT News Staff

Twelve years ago Friday, Lexington police officer Bryan Durman died after being struck by a hit-and-run driver while on duty.

LEXINGTON




▶ Lexington hosts clinic to help people clear their criminal records

Updated: Apr. 29, 2022 at 9:31 AM MDT | By Chelsea Jones

The City of Lexington is hosting Clean Slate Lexington Friday at Central Bank Center to allow people who had run-ins with the law, a second chance by

vrbo



Vacation homes for whoever you call family

Find yours



Save up to 15% and go.*
Change scenery, not standards.

*Discount applies to pay later base rate. Taxes and fees excluded. Additional terms apply.

Book Now





Ad Options

Search Ads

Display Ads

Shopping Ads





Ad Options

Search Ads

Display Ads

Shopping Ads

Video/YouTube Ads



04

Where to start?



Try Paid Search First

Highest purchase intent

Highest conversion rates

Quick, easy set up that doesn't require a lot of creative

05

How do I set up
an account?



Account Build Out - Account

Account

Each
company
needs their
own account



Account Build Out - Account

American Horse Publications



Account Build Out - Campaigns

Account

Campaign #1

Campaign #2

Campaign #3

Control:
Locations
Audience
Languages
Bidding
Budget

Account Build Out - Campaigns

American Horse Publications

2022 Conference

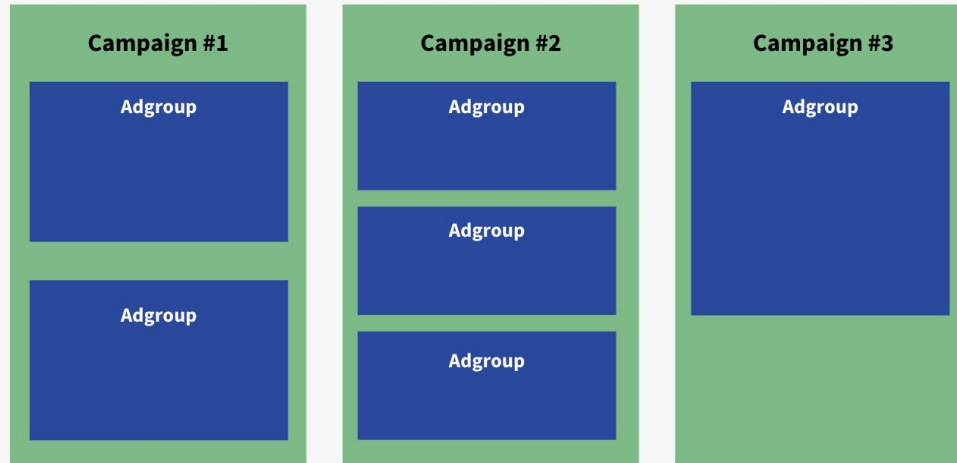
Careers

Membership



Account Build Out - Adgroups

Account



Account Build Out - Adgroups

American Horse Publications

2022 Conference

Attend

Sponsor

Careers

Post a Job Listing

Looking for Job

Internships

Membership

Become Member

Account Build Out - Keywords

Campaign #1

Adgroup

keyword
keyword
keyword
keyword
keyword

Keywords
should be
closely
related

Account Build Out - Keywords

2022 Conference

Attend

ahp conference

attend ahp conference

equine media conference

Account Build Out - Ad

Campaign #1

Adgroup

keyword
keyword
keyword
keyword
keyword

Ad - <https://ads.google.com/> * (877) 944-9455

Create Your Google Ads account - Get Free Google Ads Support

Keyword Planner lets you find the most effective keywords for your PPC activity.

How Google Ads Works

Increase Website Traffic From Home
Learn How To Advertise Online

Advertise Efficiently

What Does Google Ads Cost?
Only Pay For Results

Amplify Your Online Sales

Customers Search Local on Google
Write An Ad & Pick Your Keywords.

Reach Customers From Home

Get Started With Google Ads
Your Customers Are Online

Ad text that
is engaging
& contains
keywords

Account Build Out - Ad

2022 Conference

Attend

<https://www.americanhorsepubs.org/2022-Conference>

2022 AHP Conference - Equine Media Conference

Register to attend the 2022 AHP Conference Back to the Bluegrass. Join us for 2 days of education, special events, and networking with other equine media professionals.

Account Build Out - Landing Page



Lexington Griffin Gate Marriott Golf Resort & Spa, Lexington, Kentucky – May 12-14, 2022

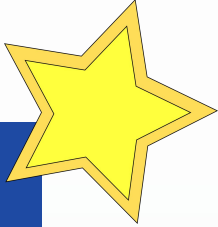
Networking for media professionals who are passionate about horses.

The annual AHP Equine Media Conference is for members only and includes two days of educational sessions plus special evening events on Thursday, Friday, and Saturday. Networking is key to building relationships in the equine media industry.

What makes a good landing page?



If you do this correctly, your ads campaign will have a significantly higher chance of being successful

A yellow five-pointed star with a black outline, positioned in the upper right corner of the blue text box.

If you set your Google Ads up
correctly, you will show up
higher and pay less.

06

What is the goal of Google Ads?



#1 Goal of Google Ads

Get exposure & views

Views lead to clicks

Clicks lead to sales

#1 Goal of Google Ads

Get more sales at a profitable level

How do you make money from your site?

Where does the value come from?

How much is each action worth to you?

If the math works, trust the machine

Paid \$500 to get 100 people to your site

**You got 5 people to buy a saddle for
\$300 each for a total of \$1500 in sales**

For every \$1, \$3 out

If the math works, trust
the machine

Then scale as it makes sense



Final Questions?



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Contact for free PPC or SEO audit