

DIGITAL
MAIN ST.



PLEASE MUTE YOUR MIC

DIGITAL MAIN ST.

Google

 **shopify**

 **Microsoft**

 **intuit quickbooks**



FACEBOOK



Square

 **TORONTO**

Canada

This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Ontario 

Program created by

 **tabia**



GOOGLE ADS FOR SMALL BUSINESSES



Digital Main Street

Helping main street businesses grow by adopting digital tools and technologies



Support

The Digital Transformation of small main street businesses and business owners



Provide

Businesses with the knowledge and guidance needed to make informed decisions as they increase their level of digital adoption



Empower

Main street business owners to become smart consumers as they undergo digital transformation



Create / Build

Connected cities where main street businesses have a high level of digital adoption

Introductions

Jackie Michie



Emily Hines



In this session



- What are Google Ads and how do they work
- Types of Google Ads
- Tips for Small Business Owners
- Google Ads Set Up Walk-through
- Where to go for more information
- Question Period



HOW DO GOOGLE ADS WORK?



HOW DO GOOGLE ADS WORK?



Define keywords,
create ad copy



User enters one
of your keywords
into Google
search



Google Ads uses
an algorithm to
determine which
organization's ad
to show and in
which order



User sees your
ad according to
Google Ads
ranking in
search results



User clicks on
your ad and is
taken to a page
on your website.

HOW DO GOOGLE ADS WORK?

The screenshot shows a Google search for "homes for sale seattle". The search bar at the top contains the text "homes for sale seattle" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Maps", "Shopping", "News", "Images", "More", "Settings", and "Tools". The search results are displayed below the tabs, with a message "About 2,280,000 results (0.77 seconds)".

Paid Results (Red Box):

- Seattle Homes for Sale - Listings Updated Every 15 Min - redfin.com**
(Ad) www.redfin.com/Seattle
Start searching All **Seattle Area Homes**. Book a Tour or Contact an Agent today.
Full-Service Agents · Full service, 1/2 the Fee · Reinventing Real Estate · Free Home Tours
Types: Homes, Condos, Townhomes
Seattle Open Houses 1% Seattle Listing Fee
Seattle Condos for Sale Can You Afford A House?
- Quadrant Homes Presents - New Homes in the Seattle Metro**
(Ad) www.quadranthomes.com/washington/seattle-metro (425) 728-7232
Explore Our Collection of Communities in the **Seattle Area**. Make an Appointment!
Homes Designed for Life · Local Builder for 47 Yrs · Premium Homes & Locations
Harbor Hill in Gig Harbor · Mountain Aire in Poulsbo · Canton Crossing
- MLS Real Estate Seattle - TheMLSonline.com**
(Ad) www.themlsonline.com/
Official Site of TheMLSonline.com View All 41,000 WA Area Listings
Buy A Home · Events Calendar · Home Loan Process · Sell A Home

Organic Results (Green Box):

- Seattle Real Estate - Seattle WA Homes For Sale | Zillow**
<https://www.zillow.com/seattle-wa/>
Zillow has 597 **homes for sale** in **Seattle WA**. View listing photos, review sales history, and use our detailed real estate filters to find the perfect place.
Single family homes for sale in ... · Seattle WA Waterfront Homes ... · Short Sale
- Seattle, WA Real Estate & Homes for Sale | Redfin**
<https://www.redfin.com/city/16163/WA/Seattle>
Instantly search and view photos of all **homes for sale** in **Seattle, WA** now. **Seattle, WA** real estate listings updated every 15 to 30 minutes.
Seattle Cheap Homes · Seattle Homes with Pools · Seattle Recently Sold Homes
- Seattle, WA Real Estate - Seattle Homes for Sale - realtor.com®**
https://www.realtor.com/realestateandhomes-search/Seattle_WA
Search **Seattle, WA** real estate for sale. View property details of the 1115 **homes for sale** in **Seattle** at a median listing price of \$669950.
West Seattle Homes for Sale · Downtown Seattle · Seattle Land · Central Seattle

Paid Results

Powered by Google's AdWords program, these ad listings can earn 5-30% of all the clicks made by searchers for this keyword.

On average, across all queries, paid results receive ~2.8 clicks per 100 searches, 1/20th of what the non-paid, organic results get.

Organic Results

Powered by Google's search algorithms, these listings can earn 70-95% of the clicks made by searchers for this keyword.

On average, across all queries, organic results receive ~54 clicks per 100 searches, 20X more than what the paid, AdWords results get.

Your website and Ad quality have a huge impact on the cost of your Google Ads and their effectiveness

HOW DO GOOGLE ADS WORK?

Impressions

- Number of times Google Shows your Ad

Pay-per-Click (PPC)

- Google only charges you when someone clicks on your Ad

Quality Score

- How closely your keyword relates to your ad and how closely your Ad relates to your page content





TYPES OF GOOGLE ADS



SEARCH VS. DISPLAY ADS



Google

car leasing offers

About 129,000,000 results (0.55 seconds)

Ad · www.rivervaleleasing.co.uk/Car/Leasing ▾ 01273 433480

Delivered Free Of Charge | Car Leasing Offers Available

With Over 10,000 Vehicles, Challenge Us to Beat Any Price, **Leasing** Costs Include Road Tax. The UK's Leading **Car Leasing** Specialists, Providing The Very Latest & Best **Leasing Deals**. 5* Trust Pilot Review. Every Price Range. Part Exchange Available. Get a Quote.

[Special Offers](#) · [Four Wheel Drive Leasing](#) · [Car Leasing Brands](#) · [Premium Car Brands](#)

Ad · www.autotrader.co.uk/ ▾

Brand New Car Leasing Deals | Free Home Delivery In The UK

Search 1000s Of **Deals** From The UK's Leading **Lease** Providers In One Place. Customise Your Terms To Find Great **Deals** On Your Next **Car** At **Auto** Trader. Enquire Now.

[New Car Deals](#) · [New & Second Hand Cars](#) · [Find A Car Dealer](#) · [Configure Your Car](#)

Ad · www.leaseloco.com/ ▾

Car Leasing Deals at LeaseLoco | Compare Millions Of Deals

Wide Range of Business **Car Leasing Deals**. Choose your **Car**, Monthly Budget & More. Find...

Life's better with the perfect partnership. usbank

Magazine Newsletters food network

Recipes Healthy Back to School Bits Club Worst Cooks in America Full Episodes ON TV NOW

Home / FN Dish / News / 2018 / 9

FN DISH Trending News, Tips, Tails and Recipes From Food Network

'Hangry' Has Officially Made It Into the Dictionary

Merriam-Webster's wordniks have given the informal adjective their official blessing.

By Amy Butler

It seems only yesterday – although it was, in fact, **three years ago** – that the Hangry was added to the Oxford Dictionaries. Now the word has made it into Merriam-Webster Dictionary.

Hangry is an informal adjective meaning "irritable or angry because of hunger" but of course you already knew that because, as Merriam-Webster noted in a announcement, "new words are added to the dictionary only when they have already been used by many people—often initially by specialists or subculture."

It's worth noting that Hangry is one of more than 840 words Merriam-Webster's stringing into its official mix.

Several of those words are food related. Such as? Well, you can now drink a **zuko** and eat some **zuko**, as well as dip a chip in some **guac** – loaded with **avil**, naturally.

WHAT'S COOKING Our 10 Most-Popular Recipes Right Now

LEANPLUM

Un Engagement & Growth With Emojis

Get report

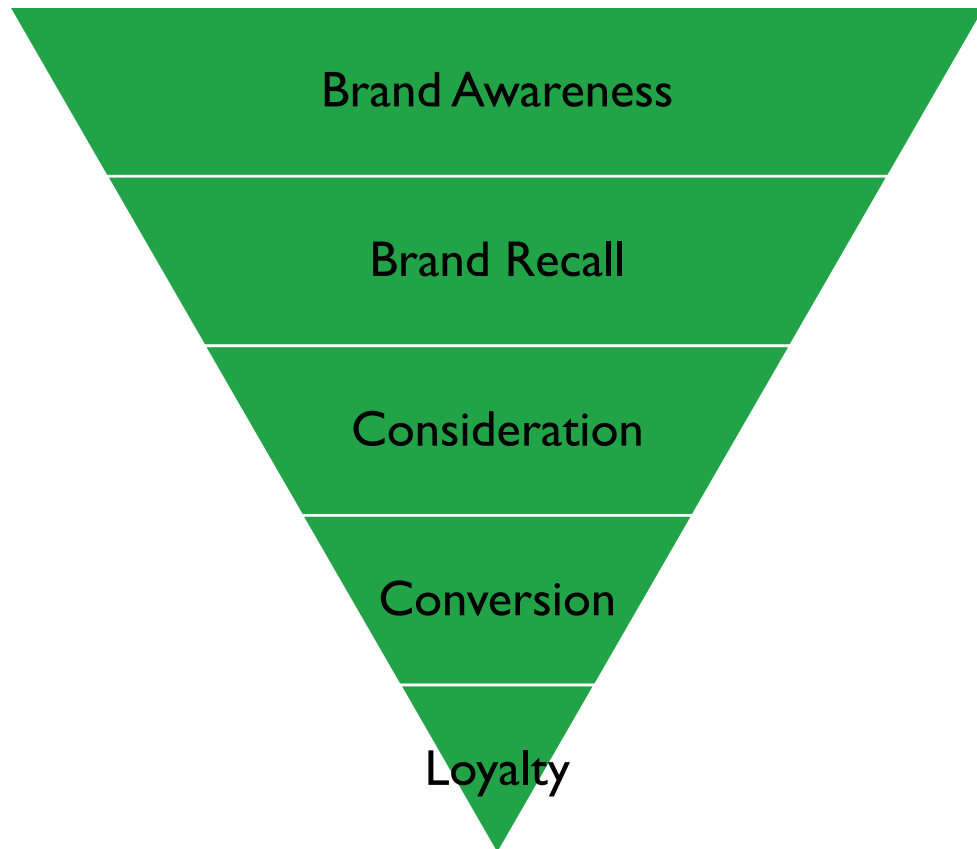
LEANPLUM

Leanplum is a Leader

2018 Gartner Magic Quadrant Mobile Marketing Platforms

Get report

SEARCH VS. DISPLAY ADS



Display Ads

Smart Ads

Display Ads

Display Ads

Pros: Less expensive & allow for photo and video support

Cons: Usually less relevant and less likely to lead to a conversion

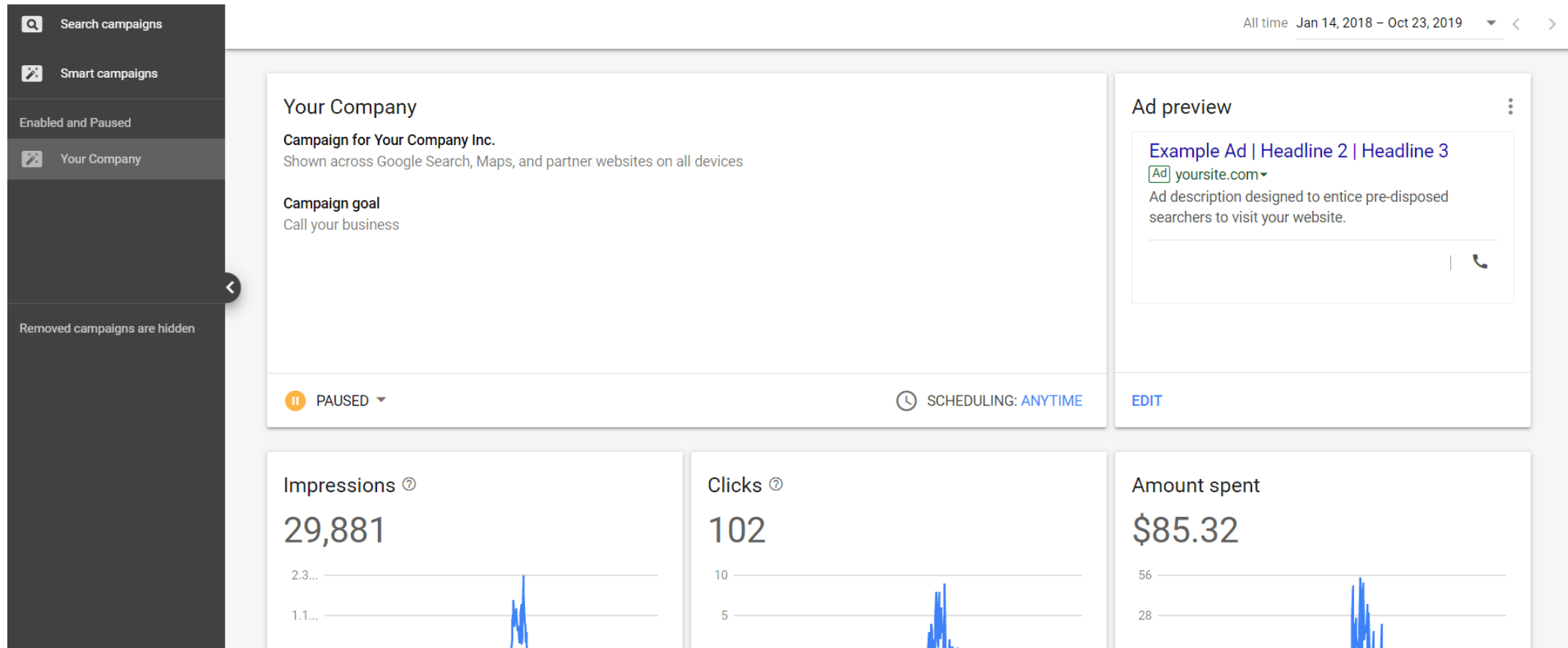
SMART CAMPAIGNS VS. GOOGLE ADS

Smart Campaigns	Google Ads
Build simple automated campaigns Easy to use & low maintenance Write ads and set a daily average budget Great for small business owners	Build customized campaigns More difficult to use & high maintenance Write ads and bid on keywords Better for big organizations



We will focus most of the presentation on Smart Campaigns – an ad solution for small businesses

SMART CAMPAIGN DASHBOARD



Focused on ease-of-use, simplicity and a high-level view of the ad and its results

GOOGLE ADS DASHBOARD

Keyword Planner

Get forecasts and review plan

Enter a bid
\$ 1.43

Enter daily budget
\$ Optional

Get detailed forecasts

Back to

Targeting ?

All locations

English

Google

Negative keywords

Date range ?

Get forecasts based on: Next 7 days
Showing daily forecasts

Add keywords Edit Match types

<input type="checkbox"/> Keyword	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
<input type="checkbox"/> boot leg jeans	\$1.43	0.00	16.80	\$0.00	0.0%	–	2.26
<input type="checkbox"/> boyfriend jeans	\$3.00	465.95	8,573.00	\$503.68	5.4%	\$1.08	1.81
<input type="checkbox"/> denim jeans	\$1.43	324.26	4,607.24	\$165.38	7.0%	\$0.51	1.73
<input type="checkbox"/> ripped jeans	\$1.43	440.65	7,869.14	\$196.49	5.6%	\$0.45	1.94
<input type="checkbox"/> skinny jeans	\$1.43	464.84	8,024.28	\$244.20	5.8%	\$0.53	2.29
<input type="checkbox"/> slim jeans	\$1.43	131.10	1,895.84	\$65.39	6.9%	\$0.50	2.34
<input type="checkbox"/> wide leg jeans	\$1.43	66.10	872.76	\$40.63	7.6%	\$0.61	2.55

Focused on granularity and customization of every part of the campaign and its results

FACEBOOK/INSTAGRAM ADS VS. GOOGLE ADS

Advertisers can reach audiences based on demographics, location, behaviour and interests		HOW IT WORKS	Ads are displayed based on keywords used in a search. Also known as AdWords or Pay Per Click (PPC)	
Creating brand awareness and reaching potential customers at the start of their buying journey		BEST FOR		Reaching people who are ready to buy and those who know what they're looking for
Building email lists, generating leads and attracting business prospects		GOALS		Generating sales. With PPC it's easy to measure return on investment
Content can potentially reach everyone who has a Facebook account		REACH		Focused on people who search for specific keywords and phrases



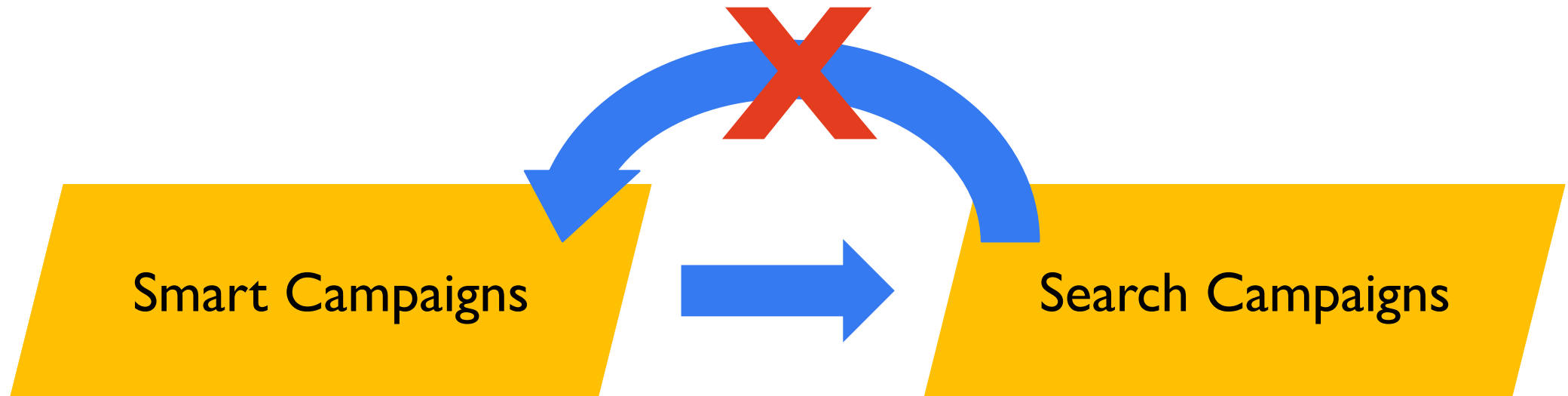


GOOGLE ADS TIPS FOR SMALL BUSINESS OWNERS



SMART CAMPAIGNS ARE EASIER TO USE

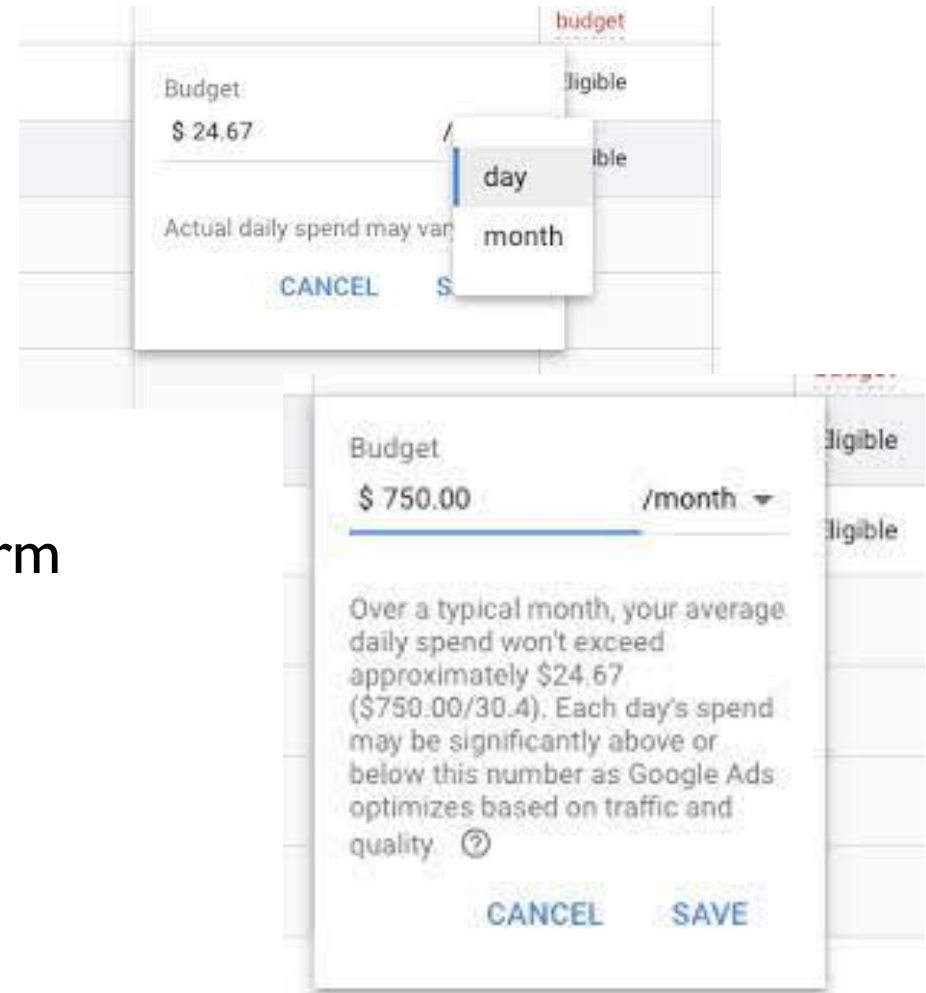
- Switch to Smart Campaigns – create a new Google Ads account if you have to



MAKE THE MOST OF YOUR BUDGET

Set a realistic budget

- \$10-\$15 a day minimum
- Pause low performing ads
- Pause ads when you're out of stock/can't perform services in lockdown
- Turn off irrelevant keywords

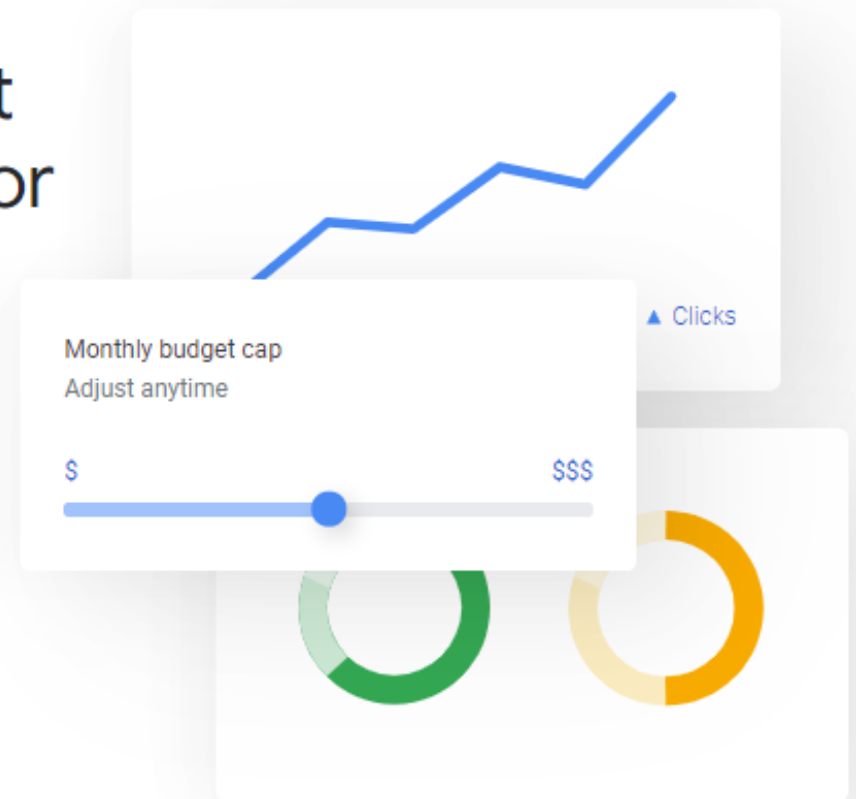


MAKE THE MOST OF YOUR BUDGET

Typical Cost Per Click:

- Google Search Network: \$1-\$2
- Google Display Network: <\$1

Set a budget
that works for
you

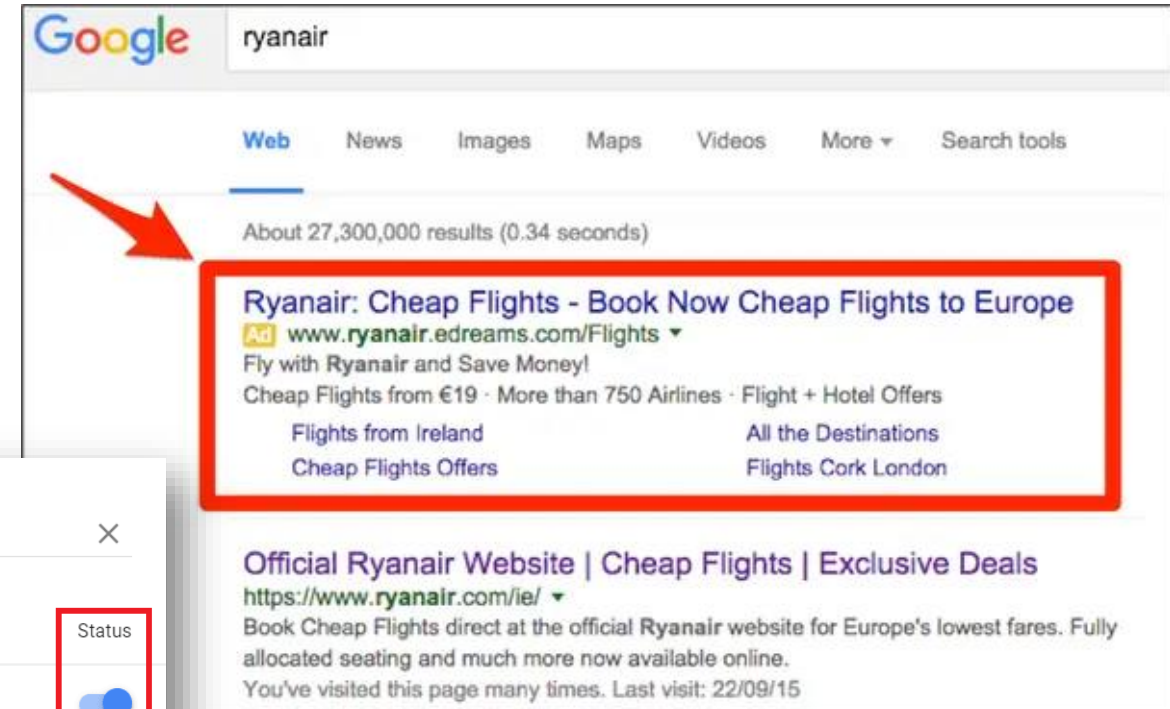


CAREFULLY CHOOSE YOUR KEYWORDS

Remove unnecessary keywords

- Business Name
- Vague or too broad
- Double Meanings

Search phrases ②				×
Find search phrases				
Phrases	Impr.	↓ Clicks	Status	
renovate apartment	16	8	<input checked="" type="checkbox"/>	
carpenter san jose	38	3	<input checked="" type="checkbox"/>	
carpenter hourly rate	31	3	<input checked="" type="checkbox"/>	
your company inc	0	0	<input checked="" type="checkbox"/>	
				CANCEL SAVE



You can gather this information from SEM Rush or Keyword.net

KEEP IT SHORT AND SWEET

Carefully follow the Character Limit when writing your Ad Copy

Ad • www.sweetboutique.ca/

Traditional Italian Bakery - Located in
Vaughan - sweetboutique.ca

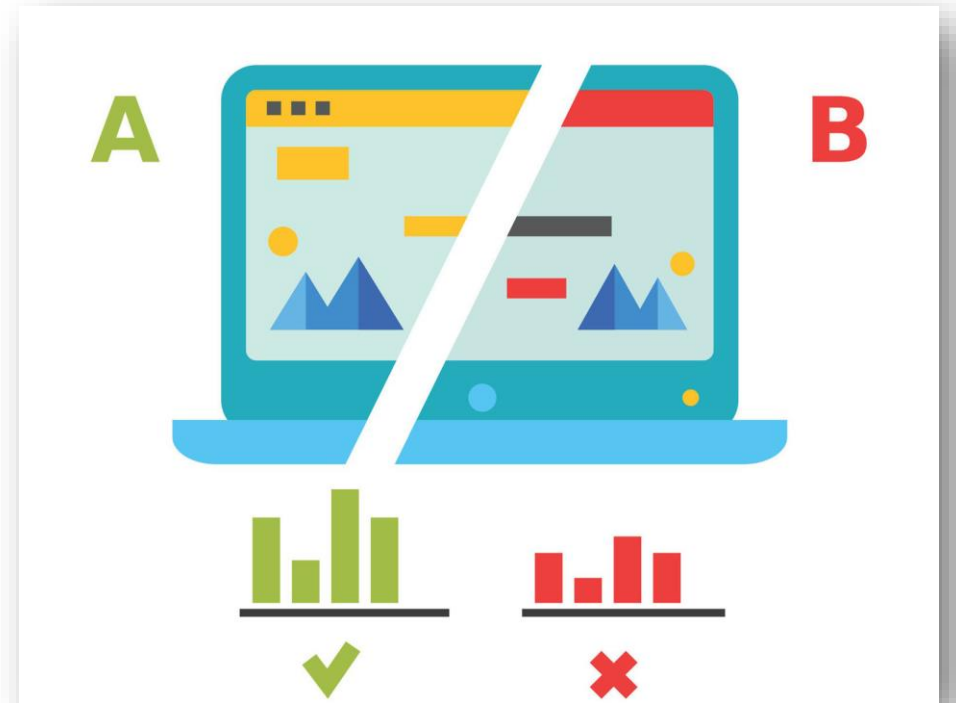
From donuts & pastries to customized cakes, we
focus on high-quality Italian baked goods. Browse
our collections of fresh bakery goods with...

Field	Character Limit
Headline 1	30 Characters
Headline 2	30 Characters
Headline 3	30 Characters
Description 1	90 Characters
Description 2	90 Characters
URL Path	15 Characters Each

DON'T PUT ALL YOUR EGGS IN ONE BASKET

Run Alternate Ads

- Run similar Ads to try out A/B Testing without having to create another campaign (and allocate more budget)
- Better performing ads will be shown more over time
- Save money and make your ads more effective



WRITE TARGETED ADS

Create ads that target specific use cases or specific types of customers

- Avoid language that is too general or vague - try to solve a very specific problem for a very specific target customer rather than trying to be all things to all people
- Give customers a reason to click on your ad (instead of competitors)
- Use the words *Your, Free, Now, Get, Online, Our, Save, Best, Shipping, and You* in the ad copy (shown to be very effective!)

LEAD YOUR CUSTOMER TO THE NEXT STEP

Make specific landing pages for each of your Ads

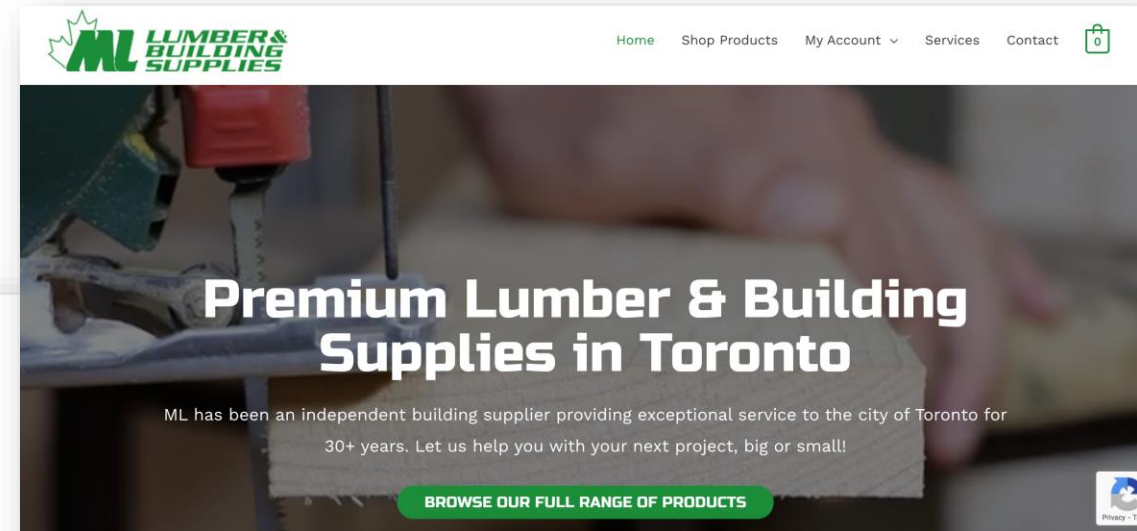
- Promotion/Product/Service/Need/Use-Case Specific
- Don't waste money on irrelevant clicks
- Create an integrated buying experience

Ad · www.mllumber.ca/ ▾ (647) 735-4088

ML Lumber & Building Supplies - One Stop Shop

For all your **building** needs, we have it all. Call Now. Get A Quote. High Quality **Supplies**. Professional Services. 20+ Years In Business. View Products. Highlights: 30+ Years Of Experience, Consultation Available, Independent **Building** Supplier.

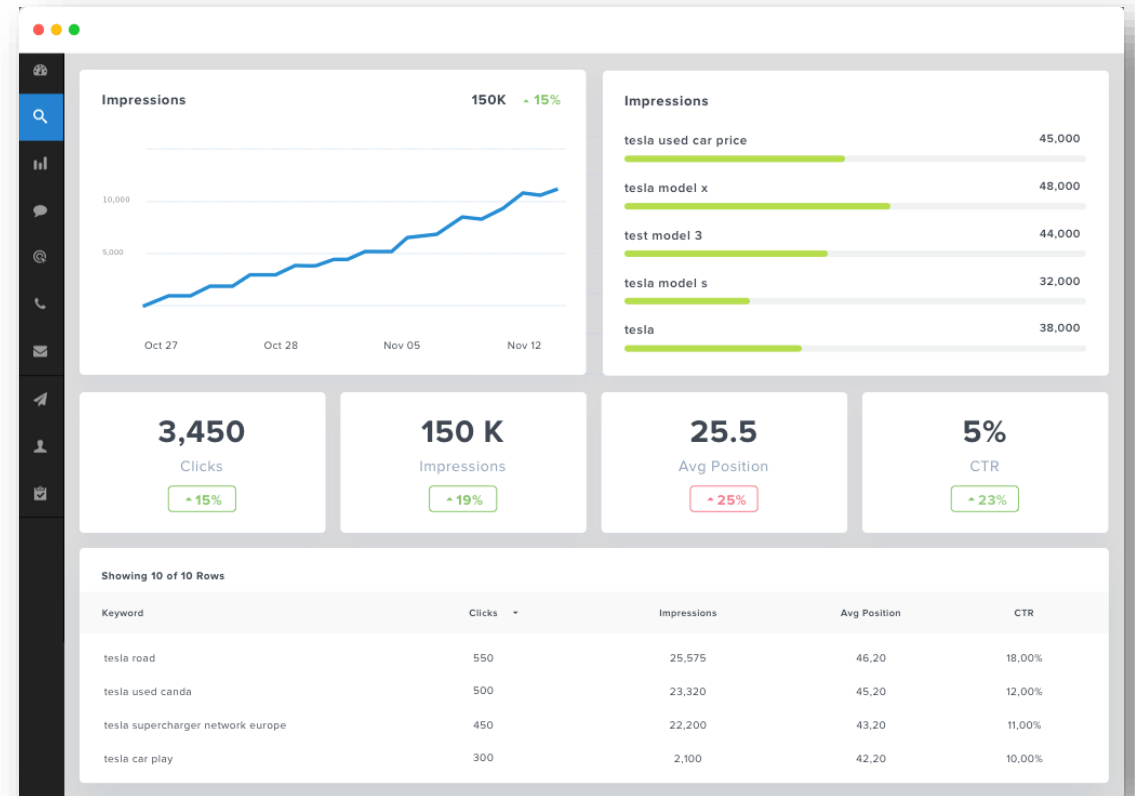
[Contact Us](#) · [ML Lumber New Blog Launch](#) · [Metal Studs ML Lumber](#) · [Services](#) · [Concrete](#)



DON'T "SET IT AND FORGET IT"

Measure your Results and Make Changes

- Set reminders to check in on Google Ads results periodically
- Use insights from Google Analytics & Search Console to create and update Ads
- Don't let your Ads sit





A SHORT WALK-THROUGH



ESTABLISHING YOUR GOAL

What's your main advertising goal?



Get more calls



Get more website sales or sign-ups



Get more visits to your physical location

NEXT

Set up your campaign quickly by linking accounts

☐ Yes, use info from this Google My Business account

The Junction BIA

☒ No, don't use this info

BACK

NEXT

ADDING YOUR INFORMATION

OK, give us your business name

Your business name

This helps us show your ad when people search for you by name

BACK

Tell us where people go after they click your ad

Your website

<https://thebirchcliff.shop/>

advertising, and enter the most relevant page of your website. This might be your specific page.

NEXT

Thanks! People come here after they click your ad

MOBILE DESKTOP



WRITING YOUR AD

Now it's time to write your ad

Headline 1

Headline 1

10 / 30

Headline 2

Headline 2 (Optional)

20 / 30

Headline 3

Headline 3 (Optional)

21 / 30

Description 1

This is where you will describe your business and services.

59 / 90

Description 2

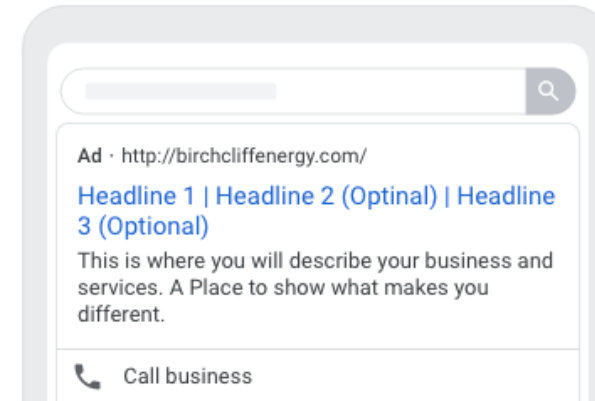
A Place to show what makes you different

40 / 90

☒ Show a call button in your ad

Canada ▼

Phone number



WRITING YOUR AD: EXAMPLE

Now it's time to write your ad

Headline 1

Birchcliff Energy Bars

22 / 30

Headline 2

Energy You Can Trust

20 / 30

Headline 3

Since 2000

10 / 30

Description 1

Birchcliff Energy Bars are all-natural, organic and locally sourced.

68 / 90

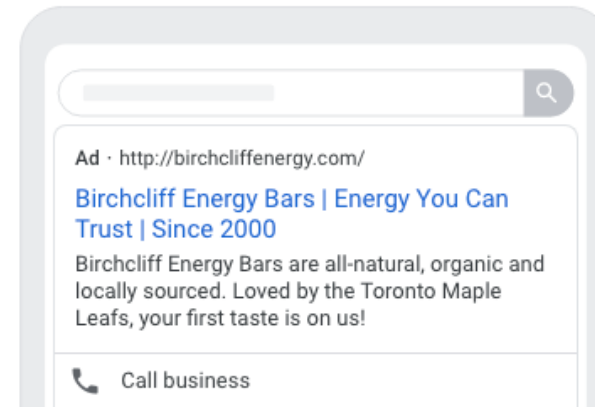
Description 2

Loved by the Toronto Maple Leafs, your first taste is on us!

60 / 90

☒ Show a call button in your ad

Canada Phone number



ADDING YOUR KEYWORDS

Add keyword themes to match your ad to searches

[+ New keyword theme](#)

Suggested keyword themes:

[+ nursery](#) [+ canadian oil sands stock](#) [+ gas company](#)

Advertise in English ▼

Give us a few keyword themes and we'll show your ad for similar relevant phrases. [Learn more about keyword themes](#)

Add keyword themes to match your ad to searches

[energy bars](#) [organic food](#) [protein bar](#) [+ New keyword theme](#)

Suggested keyword themes:

[+ nursery](#) [+ canadian oil sands stock](#) [+ gas company](#) [+ power bars](#)
[+ nutrition bar](#) [+ energy snacks](#) [+ healthy energy bars](#)
[+ vegan energy bars](#) [+ peanut butter energy bars](#) [+ healthiest nutrition bars](#)
[+ healthy food](#) [+ organic products](#) [+ organic eggs](#)
[+ organic vegetables](#) [+ natural food](#)

Advertise in English ▼

DEFINING YOUR AUDIENCE

Up next, show your ad in the right places

☐ Advertise near an address

☒ Advertise in specific zip codes, cities, or regions

Mississauga ✕ Oakville ✕ Pickering ✕

Toronto ✕ Niagara-on-the-Lake ✕

Add a zip code, city, state, or country



SETTING YOUR BUDGET

Set a budget to get the results you want

☐ Select a budget option

☒ Enter your own budget

Currency: Canadian Dollar (CA\$) ▼

CA\$ 3

daily average · CA\$91 monthly max

Get an estimated 50-130 ad clicks each month



▲ With a budget lower than your competitor range, your ads may not get you noticeable results.

Set a budget to get the results you want

☐ Select a budget option

☒ Enter your own budget

Currency: Canadian Dollar (CA\$) ▼

CA\$ 10

daily average · CA\$304 monthly max

Get an estimated 190-420 ad clicks each month



PAYMENT AND CONFIRMATION

Review your campaign to be sure it's right

Campaign name

Birchcliff Energy Bars

Campaign goal

Website traffic

Your website

http://birchcliffenergy.com/

Business name

The Birchcliff

Ad text

Birchcliff Energy Bars | Energy You Can Trust | Since 2000 | Birchcliff Energy Bars are all-natural, organic and locally sourced. | Loved by the Toronto Maple Leafs, your first taste is on us

Phone number

4166679898

Locations

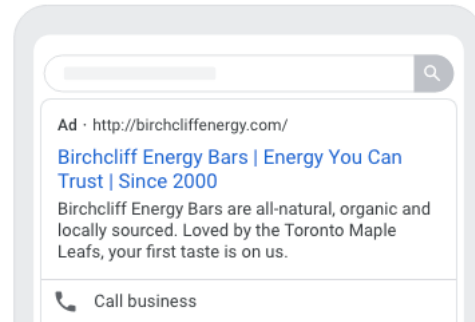
Mississauga, Oakville, Pickering, Toronto and Niagara-on-the-Lake

Keyword themes

organic food, protein bar, energy bars

Budget

CA\$10.00 daily average · CA\$304.00 monthly max



Confirm payment info



Billing country

Canada



Time zone

(GMT-04:00) Toronto Time

Time zone applies to your entire account and cannot be changed later.



Introductory offer

Promotional code

APPLY

☐ Yes, send me performance tips, promotional offers, surveys, and invitations to try new features

☐ No, don't send me performance tips, promotional offers, surveys, and invitations to try new features

Customer info



Account type ?

Organization



Name and address



ADDITIONAL RESOURCES



Additional Resources

- Google Skillshop – learn more about Google Ads
- Google Ad Settings – see what Google knows about YOU
- Google Trends – see what search terms are trending
- Keyword Planner – Free tool to help you choose keywords
- Google Analytics – Measure your Results
- Google Search Console – See what people are searching to find you

Want To Learn More?



Digital Main Street:
www.digitalmainstreet.ca

1. DMS Courses:

<https://digitalmainstreet.ca/dms-courses/>

2. Digital Service Squad Sign-Up

info@digitalmainstreet.ca

3. ShopHERE:

<https://programs.digitalmainstreet.ca/shophere-signup>

4. DMS Tools:

<https://digitalmainstreet.ca/tools/>



QUESTIONS?



DIGITAL MAIN ST.

Google

 **shopify**

 **Microsoft**

 **intuit quickbooks**



FACEBOOK




Square

 **TORONTO**

Canada

This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Ontario 

Program created by

 **tabia**