

Pay Per Lead Client

GOOGLE ANALYTICS & GOOGLE ADS



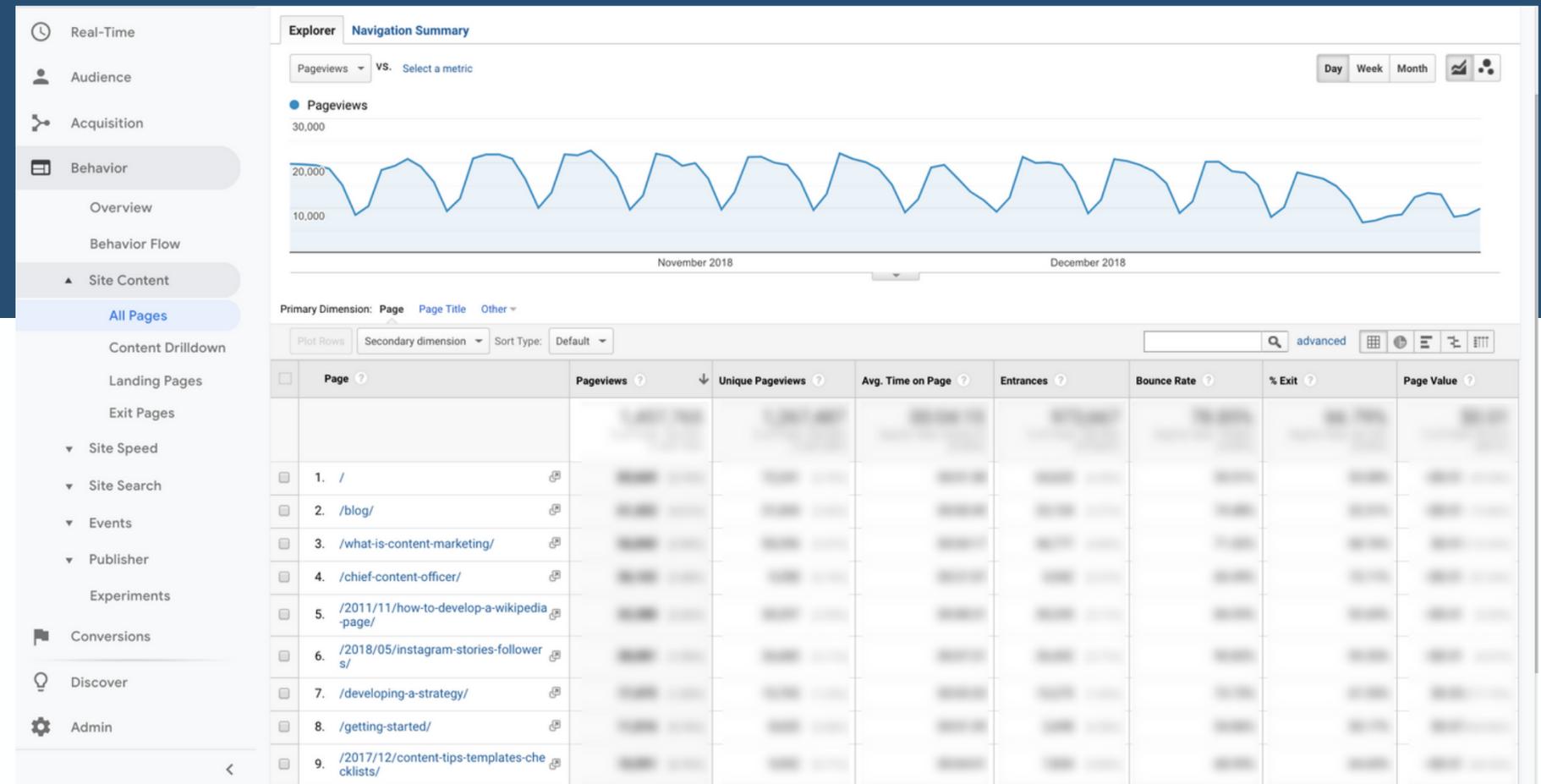
Client's brand name and specifics were left out for privacy reasons



What is Google Analytics?

GOOGLE ANALYTICS IS A FREE TOOL THAT ALLOWS YOU TO TRACK WHAT VISITORS ARE DOING ON YOUR WEBSITE

- You can see information about:
 - Who's on your website in real time
 - Audience insights (new vs. returning users, geographic location, avg. session duration, bounce rate, etc.)
 - What channels your users are coming from (social, organic, paid search, direct)
 - What pages users are spending the most time on
 - Conversion goals

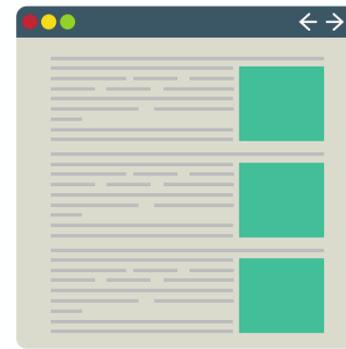


Google Analytics: Most Important Data Points



Analytics for Marketing

- **Acquisition -> All Traffic -> Channels**
 - How much traffic is being driven to your website through different channels?
 - Which channel holds the highest conversion rate?
- **Audience -> Geo -> Location**
 - Where do your site users live?
- **Acquisition -> All Traffic -> Referrals**
 - Which websites refer the most visitors?



Analytics for Site Performance

- **Behavior -> Site Content -> All Pages**
 - Which pages are getting the most traffic?
- **Behavior -> Behavior Flow**
 - Where on my site do visitors drop off?
- **Behavior -> Site Speed -> Overview**
 - How quickly do my pages load?



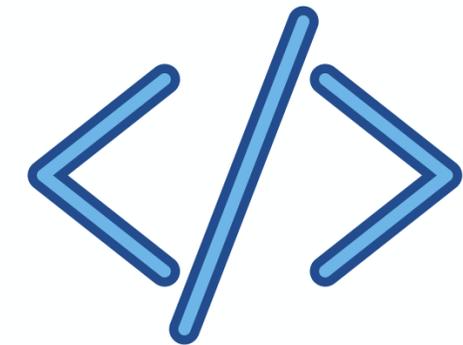
Analytics for SEO

- **Audience -> Overview**
 - How much search traffic is your site getting?
- **Acquisition -> Campaigns -> Organic Keywords**
 - Which search queries do visitors use to find your site?
- **Acquisition -> All Traffic**
 - What channels/sources have the highest bounce rate?

How to Set Up Google Analytics Tags

STEP BY STEP:

1. Set up your Google Analytics account
2. On the bottom left, select **admin & create account**
3. Follow the steps to create an account
4. Once your account is created, select the account in the drop down box.
5. In the property column, click on **tracking info & select tracking code**
6. Copy the tracking code provided
7. Navigate to your Instapage page and click on **settings & then integrations.**
8. Select **analytics & paste in the code**
9. If you have multiple pages, make sure you paste the code onto each page
10. To test the tag, go to your website & then go to Google Analytics & watch the real time user info

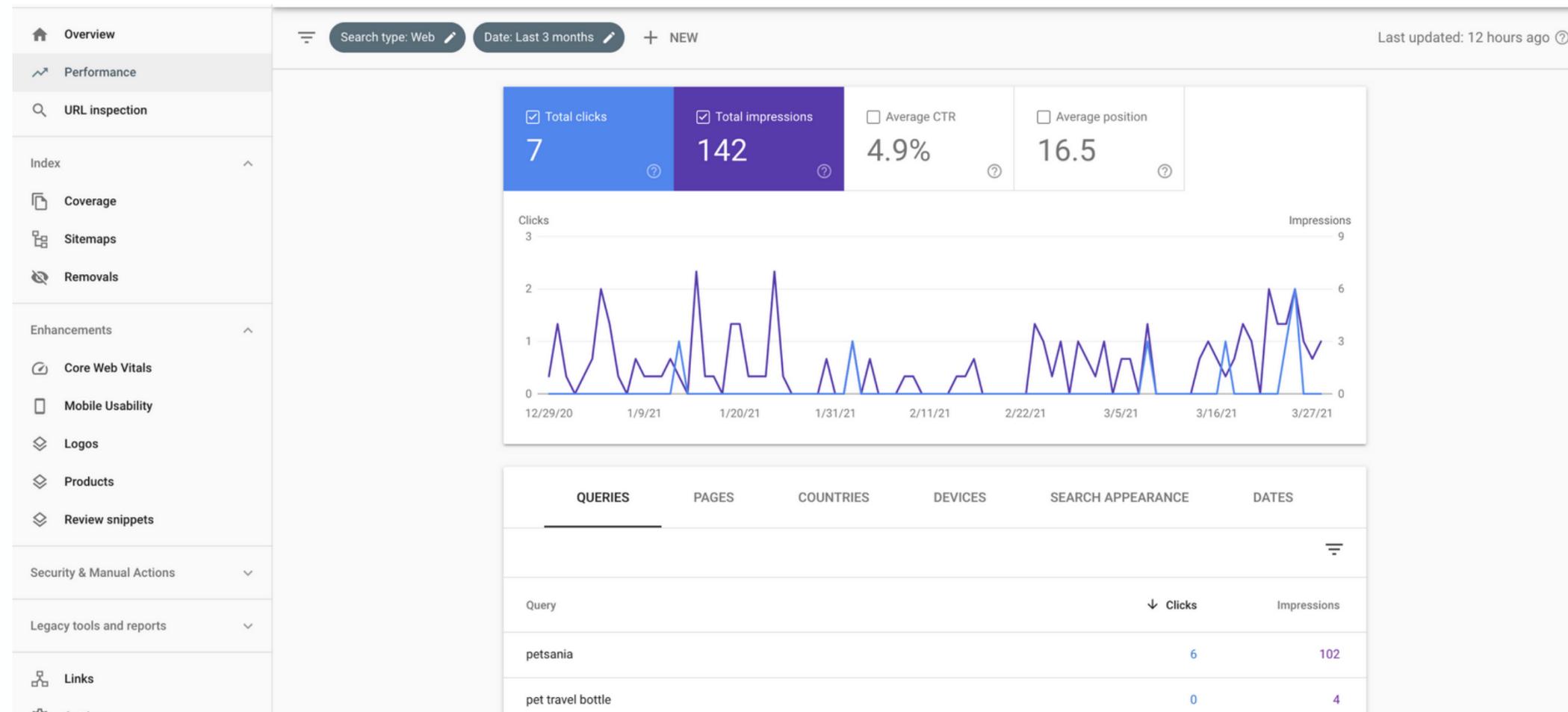


Video of step by step guide:

<https://www.youtube.com/watch?v=TLMgXHU8Lv4>

Google Search Console

A free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. You don't have to sign up for Search Console to be included in Google Search results, but Search Console helps you understand and improve how Google sees your site.

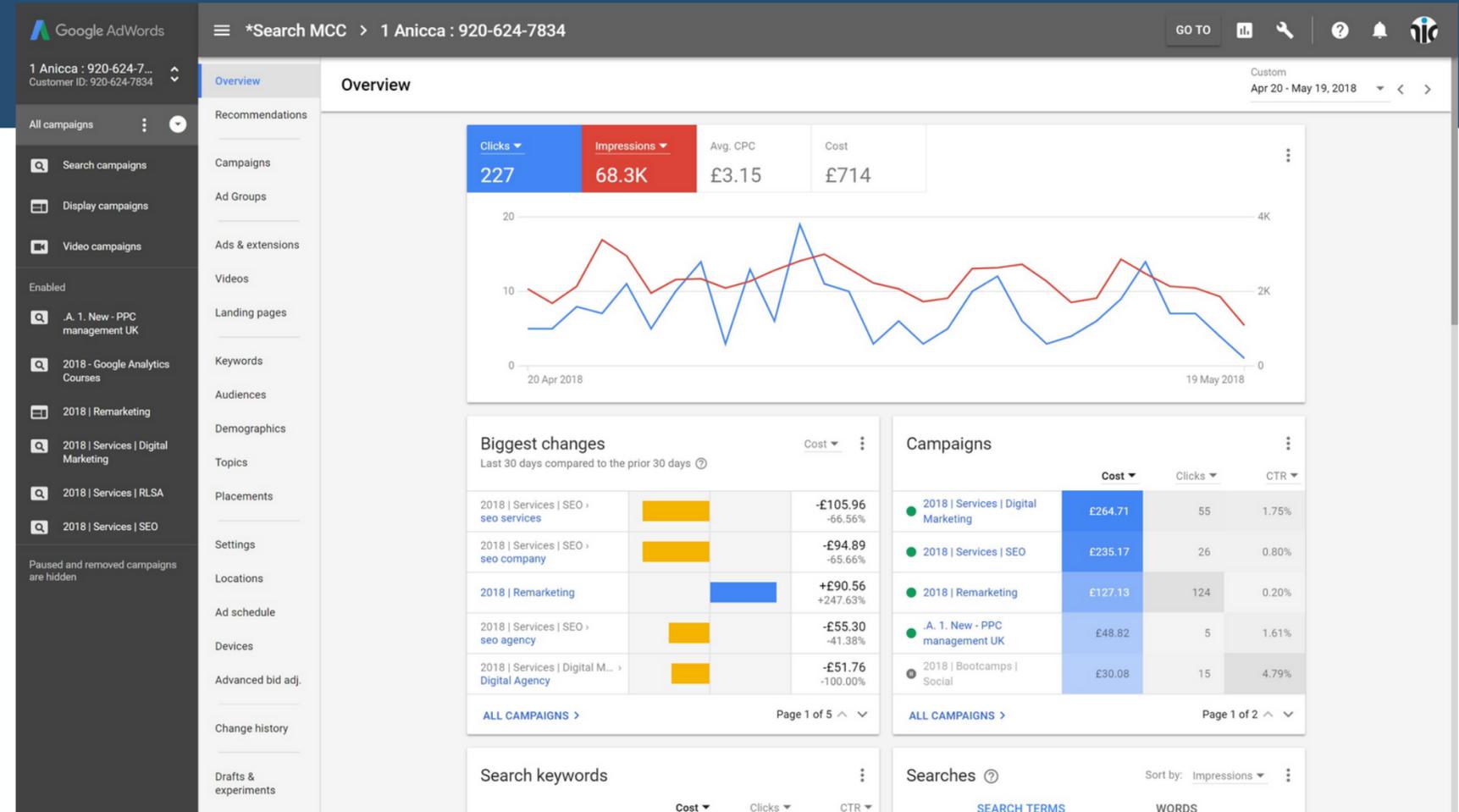


To set up, GSC will provide you with a TXT file, which you'll simply copy and paste into your DNS settings on your domain name website (e.g., GoDaddy, NameCheap, etc.)

What is Google Ads?

GOOGLE ADS IS AN ONLINE ADVERTISING PLATFORM THAT ALLOWS BUSINESSES TO SHOW THEIR ADS TO USERS SEARCHING FOR THAT PARTICULAR PRODUCT OR SERVICE IN REAL TIME.

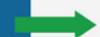
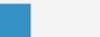
- Google Ads is a PPC model, meaning you only pay when a user clicks on your ad.
- Within the Google Ads engine, you can set up campaigns, ad groups, and keywords.
- This platform will give you all the necessary data you need in order to optimize your account.



Google Ads – Helpful Information

How does Google calculate how much I pay per click?

YOUR PRICE = THE AD RANK OF THE PERSON BELOW YOU / YOUR QUALITY SCORE + \$0.01

| | MAX BID | QUALITY SCORE | AD RANK | ACTUAL CPC |
|--------------|--|--|--|--|
| ADVERTISER 1 | \$2.00  | 10  | 20  | $16/10 + \$0.01 =$ \$1.61  |
| ADVERTISER 2 | \$4.00  | 4  | 16  | $12/4 + \$0.01 =$ \$3.01  |
| ADVERTISER 3 | \$6.00  | 2  | 12  | $8/2 + \$0.01 =$ \$4.01  |
| ADVERTISER 4 | \$8.00  | 1  | 8  | HIGHEST CPC  |

How does Google determine my quality score?

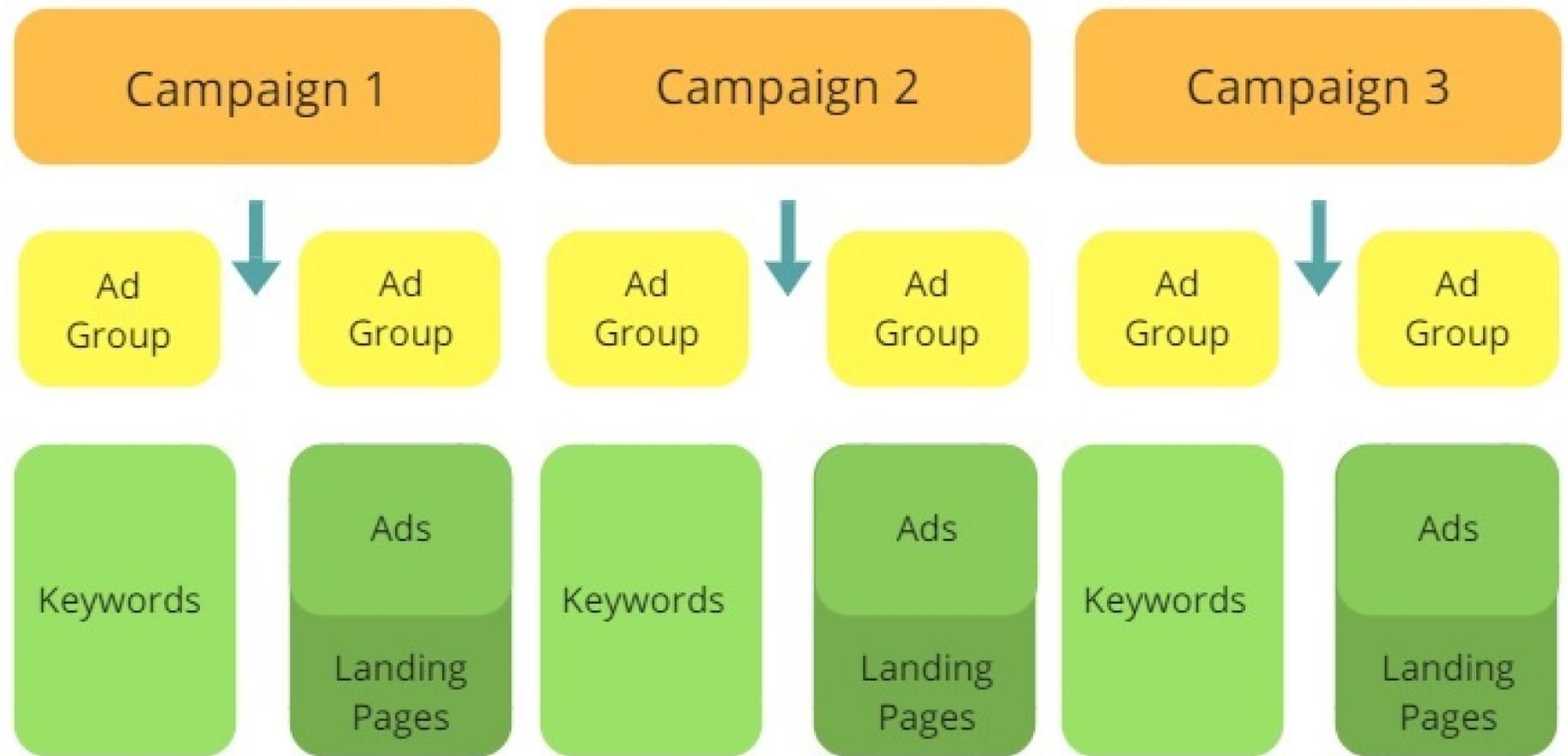


Article on how Ad Rank is determined:

[https://support.google.com/google-ads/answer/1752122?](https://support.google.com/google-ads/answer/1752122?hl=en#:~:text=Ad%20Rank%20is%20calculated%20using,device%2C%20time%20of%20search%2C%20the)

[hl=en#:~:text=Ad%20Rank%20is%20calculated%20using,device%2C%20time%20of%20search%2C%20the](https://support.google.com/google-ads/answer/1752122?hl=en#:~:text=Ad%20Rank%20is%20calculated%20using,device%2C%20time%20of%20search%2C%20the)

Google Ads Account Structure



EXAMPLE

| ACCOUNT | | | | | | | |
|----------------------------------|-----|---------------|-----|-------------------------|-----|-------------|-----|
| Automobile Dealer | | | | | | | |
| CAMPAIGNS | | | | | | | |
| PRODUCTS | | | | LOCAL SERVICES | | | |
| Target: The entire United States | | | | Target: Only NY, NJ, PA | | | |
| Budget: \$150 / day | | | | Budget: \$25 / day | | | |
| AD GROUPS | | | | | | | |
| SMALL CARS | | MID-SIZE CARS | | AUTO REPAIR | | CAR RENTALS | |
| keyword1 | ad1 | keyword1 | ad1 | keyword1 | ad1 | keyword1 | ad1 |
| keyword2 | ad2 | keyword2 | ad2 | keyword2 | ad2 | keyword2 | ad2 |
| keyword3 | | keyword3 | ad3 | keyword3 | ad3 | keyword3 | ad3 |
| keyword4 | | keyword4 | | keyword4 | | keyword4 | |



Keyword Match Types

What are keyword match types?

Each keyword that you're bidding on will be assigned to a match type. What this tells Google is how closely your keyword needs to match with the user's search query in order for the ad to be eligible to show in the auction.

Broad Match

When using broad match, your ad is eligible to appear whenever a user's search query **includes any word in your key phrase, in any order.**

Example: The keyword 'leather desk chair' could trigger 'free desk chairs' or 'leather couches'

PROS: Lots of traffic to site, can help give you new keyword ideas

CONS: Irrelevant clicks, spends budget very quickly

"Phrase Match"

Your ad will only appear when a user queries your key phrase **using your keywords in the exact order you enter them**, but there might be other words in the phrase.

Example: 'Long sleeve dress' could trigger 'long sleeve lace dress'

PROS: More control over the search queries you're showing for, improved CTR

CONS: More expensive than broad match, limited search volume

[Exact Match]

The most specific and restrictive of the keyword match types. Your ad will only show for the exact keyword you're bidding on (plus close variations/synonyms)

Example: 'Yosemite campsite' could trigger 'campsites in Yosemite' because it expresses the same intent

PROS: MOST control, high CTR

CONS: Most expensive, won't be able to get new keyword ideas

Bid Strategies

Bid Strategies are tailored campaigns designed in Google Ads to help you accomplish certain goals. Depending on what your target audience is, you can focus on getting higher click rates, impressions, or conversions.



The Pros & Cons of Every Automated Bidding Strategy in Google

...

[wordstream.com](#) / Dec 19, 2018

WHAT WE NEED:

- Determine your KPIs & goals
- Determine your budget and how long you want to run campaigns for
- Determine how you want everything to be thematically related
- Create campaigns, which will contain your ad groups
- Create 2-3 ads per ad group. Make your keyword lists for each ad group (if budget is small, less keywords is better. General rule for decent size budgets is 10-25 keywords per ad group).
 - Which keyword match types do you want to use for which keywords? (exact)
 - Which bid strategy do you want to use for your campaign? (manual CPC)

Getting Started