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## SESSION 5: GOOGLE ADWORDS

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[WWW.GOOGLE4BUSINESS.COM](http://WWW.GOOGLE4BUSINESS.COM)

[WWW.SOCIALNETWORKCONSULTING.COM](http://WWW.SOCIALNETWORKCONSULTING.COM)

[WWW.B2B-IM.COM](http://WWW.B2B-IM.COM)

# SESSION 5: GOOGLE ADWORDS

1. Sign In
  2. Parts
  3. Adword Theory
  4. Create A Campaign
  5. Ads & Parts
  6. Keywords
  7. Measurement
  8. Final Thoughts
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# SECTION 1 - SIGN IN

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*Log into Google and go to [www.google.com/adwords](http://www.google.com/adwords)*

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# SECTION 1 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 2 - PARTS

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*Do you understand the information on the AdWords home page?*

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*What campaign(s) do you want to start?*

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*Who are you trying to engage, exactly?*

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*What adgroups do you want for each campaign?*

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*What keywords are relevant to your business?*

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*What is your budget? Is this adequate for your goals*

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# SECTION 2 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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# SECTION 3 - ADWORD THEORY

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*What is the relationship between AdWords and Google searches?*

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*How do AdWords affect organic searches and places search results?*

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*What should be your benchmark to determine the effectiveness of a campaign?*

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*What AdWords are relevant to your business?*

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*What AdWords do you want to purchase?*

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*What is the pay per click rate for these?*

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*What is your budget?*

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*Will you gain enough customers from the campaign to cover the expense and make a profit?*

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# CHAPTER 3 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 4 - CREATE A CAMPAIGN

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*What geographic area are you targeting?*

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*What types of devices are most relevant for your business?*

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*Is a content network or search network most useful for your business?*

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*What is your budget?*

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*What is your bid?*

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*Once the campaign has run, what worked?*

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*How will you modify your next campaign to maximize return?*

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# SECTION 4 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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# SECTION 5 - ADS AND PARTS

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*What variations do you want to explore in your ads?*

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*What is the focused message for each variation?*

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*What is the customized landing page for each variation?*

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*What extensions are useful to attract your customers?*

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*What affordable adwords are relevant for your targeted customer?*

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*What is the call to action on your landing pages?*

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*Are your landing pages consistent with your product, message and audience?*

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# CHAPTER 5 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 6 - KEYWORDS

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*What keywords are you considering?*

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*How can you craft your campaign to focus on the customers you want?*

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*Are you looking for an exact match or a broad match?*

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*Will modifiers and extensions help your campaign?*

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*What is your budget?*

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*What are the results from your campaign?*

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*How will you modify your next campaign?*

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# CHAPTER 6 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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# SECTION 7 - MEASUREMENT

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*What is your goal? A phone call or email? An appointment?*

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*What campaigns were more successful? Why?*

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*What do you want to change in future campaigns?*

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*What was your campaign cost? What were the results?*

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*Was the campaign cost effective?'*

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*What other purposes did the campaign serve?*

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*What were the other benefits, if any?*

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*Was the campaign effective overall?*

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# CHAPTER 7 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 8 - FINAL THOUGHTS

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*What small first steps do you want to take?*

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*How will you structure your campaign to drive traffic to specific landing pages on your website?*

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*Are your landing pages customized to the campaign, audience and desired action?*

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*What is your call to action?*

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*What are your plans to monitor and assess the campaign?*

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*How can you use this information to improve the effectiveness of your campaigns?*

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# CHAPTER 8 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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