



PAID SEARCH PLANNING FOR HOLIDAY SEASON



CONTENTS

INTRODUCTION	3
SETTING UP THE MERCHANT CENTER AND GOOGLE ADS	3
THE BASICS	4
KEYWORDS	4
CAMPAIGN	4
CAMPAIGN TYPE	4
AD GROUPS	4
BID	5
QUALITY SCORE	5
AD RANK	5
CPC (COST-PER-CLICK)	5
CONVERSION	5
DAILY BUDGET	5
PREPARE YOURSELF	6
CHECK YOUR PRODUCT FEED SETUP	6
OPTIMISE YOUR PRODUCT FEED	7
SET A BUDGET	8
PICK YOUR KEYWORDS	8
SET YOUR KEYWORD MATCH TYPES	8
SET YOUR DESTINATION	9
GET ANALYTICAL	9
TEST, TEST AND TEST AGAIN	9

INTRODUCTION

2020 has been a strange year to say the least and the way businesses react to the changes can be the difference between success and failure. Paid search (PPC) has seen a huge upturn and with added importance placed on eCommerce it goes without saying that this should form part of your forward strategy.

In the past we have covered setting up a Google Ads account and using the Merchant Center and this eBook will give you a quick recap before looking at setting up a Product Feed, optimising that Product Feed and looking at your Shopping Campaign structure moving into the busiest time of the year for online retailers.

Let's begin...



SETTING UP THE MERCHANT CENTER AND GOOGLE ADS

In order to run a PPC campaign and online advertising as a method of reaching a new audience, you will need to set up a Google Ads (formerly Google AdWords) account. There are other avenues for PPC such as Bing Ads and social media advertising (like Facebook Ads), but for the sake of this post we'll focus on Google Ads – the market leaders.

In order to create a Google Ads account, you'll need an email address and website for your business. For those businesses or individuals who already use a product from the Google suite of tools such as Gmail then you can just use your Gmail address to populate this. Those businesses that are yet to set up or push live their website can still advertise on Google, using AdWords Express.

THE BASICS

Once you have set up your account it is handy to get to grips with some of the basics. The below terms should act as a handy PPC glossary for you to ensure you know where you are looking and what for. The most common terms are:

KEYWORDS

These are the words or phrases that user type into Google, which trigger an ad to appear. When setting up an ad campaign, you should pick a list of keywords that you think people might search for when they want what you have to offer. This will be based on your wider keyword strategy and don't forget to look at competitors for inspiration.

CAMPAIGN

An ad campaign on Google AdWords is made up of your ad groups. It's generally what you first set-up when you advertise, and it helps you organise your different paid advertising efforts. You can run multiple campaigns at any time from your Google account.

CAMPAIGN TYPE

Your campaign type is where you want your ads to be seen. Google has:

- “Search Network only” (which means Google search only)
- “Display Network only” (which means your ad shows up in Google's Display network of websites, videos, YouTube, Blogger and more. This is also known as AdSense)
- “Search Network with Display Select” (which is a combo of search and display)

AD GROUPS

An ad group is your set of keywords, budgets and targeting methods for a particular objective, within the same campaign. For example, if you are running an ad campaign for a shoe sale, you could set up ad groups to target for online sales, women's shoes and men's shoes. You can have multiple ads in each ad group.



BID

This is the maximum amount you're willing to pay when someone clicks on your ad. You only pay when someone clicks on your ad to visit your site or call you.

QUALITY SCORE

This metric tells you how relevant your keywords are to your ad — and to your landing page. A good Quality Score can lower your bid costs and improve your ad rank in the search results.

AD RANK

This metric helps determine where your ad will show up, relative to other ads, when it's triggered to appear on Google. Your rank is determined using your bid, your Quality Score, and other factors.

CPC (COST-PER-CLICK)

The actual amount you pay when someone clicks on your ad. Something to note here is that you don't necessarily pay your entire bid price for every click — it just sets up a range of possible costs-per-click you might pay.

CONVERSION

A conversion takes place when someone who has clicked your ad goes on to take another action you've designated as important — like making a purchase, signing up for a newsletter, or calling you.

DAILY BUDGET

Your daily budget is what you're willing to spend per day per ad. Your daily cost is based on a daily average per month, so don't be alarmed if your spend varies from day to day.



PREPARE YOURSELF

In order to best prepare your account for the holiday period of trading you should look at breaking down all of the products you wish to advertise or sell down into separate categories. This could be (and probably should be) done to match the navigation of your site. Look at any dropdown menus you have or subpages as a starting point.

There are two levels of organization within a Google Ads account: campaigns (the higher level) and ad groups (the lower level), it is worth noting that in this second area you can have multiple ad groups in each campaign).

Campaigns represent larger categories in your business, and ad groups represent smaller, more specific sets of products or services. A good example of this is as follows:

Campaign 1: Cyber Monday

Ad Group 1: Technology

Ad Group 2: Gifts

Ad Group 3: Games Consoles

Campaign 2: Christmas

Ad Group 1: Cards

Ad Group 2: Gifts

Ad Group 3: Decorations

CHECK YOUR PRODUCT FEED SETUP

Google has recently published a specific document relating to getting your ad accounts ready for the busy holiday season, in it they list the following points as the most important to consider ahead of campaign launch:

- Upload a test feed to resolve issues early with File uploads.
- Upload new feed at least 5 business days prior to sales event.
- Include all product variants in your feed.
- Do not include any promotional text in title/ description/ images.
- Provide correct GTIN of the products. If you don't know the GTIN, refrain from providing it. Do not add any questionable GTIN.
- Price, Currency, Language on landing page and in the feed are consistent.
- Keep content on your landing page consistent for all locations. Do not change the site content based on IP, locations, browsers, devices, etc. Consider using stable LP for Shopping ads (not affecting other traffic sources).
- For planned site outage, please follow these recommendations.
- Confirm your Tax + Shipping settings are set up at the Account or Item Level.
- Merchant Promotions are usually reviewed within the same day after uploading, but we recommend submitting up to 72 hours prior to Holiday launch.
- Recommend testing promotions ahead of peak weeks.

OPTIMISE YOUR PRODUCT FEED

All products are automatically assigned a product category from Google's continuously evolving product taxonomy. Providing high-quality, on-topic titles and descriptions, as well as accurate pricing, brand, and GTIN information will help ensure your products are correctly categorised.

Follow these guidelines to make sure you submit high-quality data for your products.

- **Use only a predefined Google product category.** You can choose to submit either the ID or the full path of the product category. If you want to submit your own product category, use the `product_type` attribute.
- **Use the one category that best describes your product.** Choose the category based on your product's main function. For example, even though an MP3 player might have other functions, like a clock, its main function is as an MP3 player. So you would use the MP3 player category: Electronics > Audio > Audio Players & Recorders > MP3 Players (233).
- **Use the most specific category possible.** For example, an MP3 player charger, use the MP3 player accessories category: Electronics > Audio > Audio Accessories > MP3 Player Accessories (232). Don't just use: Electronics (222)
- **Use categories published after August 2011.** Don't use categories that were published before August 2011.

Google also recommends that you consider the following:

- **Why "Title" is important.** Avoid vague titles, include relevant attributes that are important when searching for that product, front load important attributes.
- **Why "Product Type" is important.** Provide precise classification signals describing the Product, include more granular product information. Google Product Category can be used as well (Google will automatically assign one if it is not defined by you); both attributes are optional.
- **Check Googlebot crawling capabilities (check robot.txt file).** If Google can't crawl the landing page or image, your items will not be eligible to show.

SET A BUDGET

With Google Ads, you control how much you spend using two different settings: your daily budget and your bids.

Your budget is the amount you want to spend on each campaign per day. Your bid is the amount you're willing to spend on a keyword if someone searches for that term and then clicks your ad.

PICK YOUR KEYWORDS

The goal when picking keywords is to choose terms that you think people will search for when they're looking online for what you offer. In addition, you want your keywords to be as relevant as possible to the ad they trigger and to the landing page people will arrive at if they click that ad.

SET YOUR KEYWORD MATCH TYPES

"Keyword match type" is a setting in Google Ads that lets you further refine when your ad will show up on Google. The following is how Google lists the five options:

- **Broad Match:** The "broad match" setting shows your ad for searches that contain your keywords in any order, and for related terms. This option shows your ad in the broadest variety of searches, and is the default setting for all campaigns.
- **Broad Match Modifier:** This setting allows you to specify that certain words in your broad-match keyword must show up in a user's search to trigger your ad. So, if your keyword is "high fiber wool yarn" and you wanted to make sure "wool" and "yarn" were always present in a search, you could ensure that by adding a plus sign (+) before those words. So, your broad match modifier keyword would be: high fiber +wool +yarn.
- **Phrase Match:** This option shows your ad for searches that contain your exact keyword, or for searches that contain your exact keyword plus words before or after it. (If your keyword is "wool yarn" you might also show up for "fine wool yarn" or "wool yarn for sale near me.") To choose this option, you should add quotation marks around any keywords, ie "wool yarn".
- **Exact Match:** When you choose exact match, your ad will only show if someone searches for the exact word or phrase you choose. For this option, put brackets around your keyword, eg: [wool yarn].
- **Negative Match:** This match option allows you to exclude undesirable words or phrases from triggering your ad, weeding out irrelevant traffic. For instance, if you only sell high-end yarn, you might want to exclude words like "bargain" or "cheap." You can do so by putting a minus sign in front of the words you don't want to show up for, eg: -cheap, -bargain.

SET YOUR DESTINATION

Your landing page is where potential customers arrive after clicking on your ad. Choose wisely the pages you want to send your traffic and make sure that it is relevant to the ad and that it will show up in the search based on the keywords contained on the page.

GET ANALYTICAL

Connect your account to Google Analytics. This is a great way to get even more insights into how people interact with your ads and website. It can also highlight any problems, if people arrive at your site but then immediately click away for example, your ad might not be reaching the right people or you might be taking them to the wrong area of your site.

TEST, TEST AND TEST AGAIN

Remember to check back in frequently to keep an eye on which ads and keywords are bringing you the most clicks and conversions. Over time, you should start to see which strategies are helping you meet your goals. Testing is key and is a good way to build your future strategy.



GET IN TOUCH WITH US TODAY

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Organic Search (SEO) Team of the Year 2020, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

HOW CAN WE HELP YOU?

CONTACT US



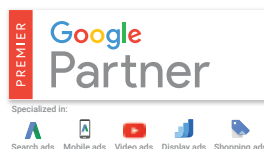
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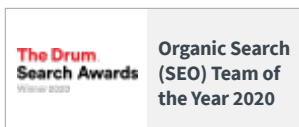
OUR ACCREDITATIONS



The Drum
Recommended



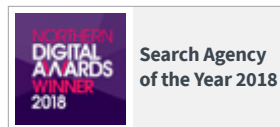
OUR AWARDS



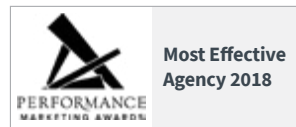
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OUR TECHNOLOGIES

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