

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 22**, and I hope you're ready to get back to work today! On Day 20 we started talking about paid advertising and I gave you a lot of "getting started" information. Now I want to get specific and talk about specific options and specific platforms. Today we're going to talk about PPC advertising (*paid advertising option*) using Google Ads (*paid advertising platform*).

We've already talked about what PPC advertising is specifically, so let's look at what Google Ads is specifically.

Google Ads is Google's online advertising platform that allows businesses to display ads on Google's search results pages, YouTube, and its partner sites in the Google Display Network (*you get to pick where you want your ads to be displayed between these three things*). It operates on a pay-per-click (*PPC*) model, meaning advertisers pay each time a user clicks on their ad.

How much do you pay? That depends on the keyword you want to show up for. It varies **GREATLY!**

Here are is what you need to know to get started with Google Ads...

1. Account Creation: You start by creating an account on the Google Ads platform.

2. Campaign Creation: Within your account, you can create multiple campaigns. Each campaign can have its own goal (*like website visits, sales, app downloads*), budget, location targeting, and other settings.

3. Ad Groups: Within each campaign, you can set up ad groups, which contain sets of keywords and associated ads. Ad groups allow you to group related keywords together and write ads specifically for them.

4. Keywords and Bidding:

Keywords: You select keywords relevant to your business, which are words or phrases users might type into Google when looking for products, services, offers like yours.

Bidding: You decide how much you're willing to pay each time someone clicks on your ad (*cost-per-click or CPC*). Google Ads uses an auction system, where advertisers bid on keywords.

5. Ad Rank and Placement: Google doesn't simply place the highest bidder's ad at the top. It calculates an "*Ad Rank*" for each ad, based on bid amount, Quality Score, clicks, etc.

The ad with the highest Ad Rank gets the top position, and the rest follow according to their Ad Rank.

6. Ad Formats: Google Ads offers various ad formats...

Search Ads: Text-based ads that appear on Google Search results.

Display Ads: Visual ads shown on websites and apps in the Google Display Network.

Shopping Ads: Product listings that appear when users search for products.

App Promotion Ads: Encourage users to download your app.

7. Payment: You're charged based on interactions with your ads. The most common method is CPC, where you pay when someone clicks on your ad. However, there are other methods like cost-per-thousand-impressions (CPM) or cost-per-acquisition (CPA).

8. Measuring and Optimization: Google Ads provides detailed performance reports. You can see metrics like clicks, impressions, conversions, and more. Based on this data, you can optimize your campaigns by adjusting keywords, bids, ad copy, and other elements.

9. Policies and Guidelines: Google has specific guidelines and policies for ads to ensure they're of high quality and relevant to users. Ads violating these policies can get disapproved.

Here's the deal... Google Ads is a dynamic and comprehensive platform that allows businesses to reach potential customers at the moment they're searching for products, services, solutions, etc. It requires continuous monitoring and optimization to ensure the best results and return on investment.

It's **A LOT**, but when you master this, you can turn on traffic anytime you want to anything you want.

I highly recommend that you spend some time **LEARNING** how to use Google Ads. There are lots of great tutorials on YouTube and even Google has a free course you can go through at <https://skillshop.withgoogle.com/googleads>

When you feel like you have at least an understanding of using Google Ads, then jump straight in and try it. You can set a daily budget you can afford, track your results, and actually **LEARN** by **DOING!**

Okay... That's a wrap for Day 22! At this point your brain should feel like it's going to melt. Paid advertising has a sharp learning curve, but don't let that stop you from jumping in and learning what you need to learn to use it! I'll see you tomorrow with another rundown on a different paid advertising option.

And as always, you can post all questions in our **LearningIM.com Discussion Group** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz