

4th EDITION

COMPLETE GUIDE

 Google Ads

- Complete guide
- Uncomplicating the Google Ads
- Get results

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INTRODUCTION

Google Ads: What it is and How it Works

Google Ads is an advertising tool offered by Google that allows advertisers to promote products and services quickly and efficiently on the Internet. The great advantage is that you only pay when someone interacts with the ad, whether by clicking to visit the website, viewing content or calling the company. The main strength of Google Ads is to make ads appear at the moment when users are looking for exactly what the company offers. Whether on computers or mobile devices, Google Ads ensures that people find the ads at the right time.



The Potential of Google Ads for Businesses of All Sizes

Google's potential as an advertising platform is immense, given that it is the largest search engine in the world. The expression "google it" has already become a common term in people's vocabulary, indicating the frequent use of Google to obtain answers and information on various subjects. Companies that know how to take advantage of this moment when users are searching can offer solutions to their problems very effectively. In Brazil, for example, Google holds 96.29% of the search market share, demonstrating its dominance.

Advantages of Using Google Ads to Advertise

Google Ads offers numerous advantages for those who want to advertise online. One of the most important is the ability to target audiences very precisely. This means that companies can display ads only to people who have shown interest in products or services related to the one being advertised. In addition, the platform offers a way to accurately measure return on investment (ROI), allowing for continuous adjustments to improve performance.

Targeting Strategies in Google Ad

Cost-per-click (CPC) is an important metric within Google Ads, and it tends to increase over time due to the entry of new competitors. However, Google Ads remains one of the best options for obtaining a quick and measurable return. Optimizing campaigns is essential to avoid unnecessary costs.

Investment Control and Success Metrics in Google Ads

While the cost of advertising on Google Ads may seem high, the platform still offers an advantage over other traditional media such as television, radio, and billboards. This is because, in addition to being cheaper, advertising on Google Ads allows for accurate measurement of results. You can start with a small budget and increase it as you see results.

Google Ads Return on Investment (ROI) Assessment

Using Google Ads wisely can help businesses quickly achieve their marketing goals. Whether it's increasing sales, generating leads, or increasing brand visibility, Ads offers features that make it possible to efficiently manage campaigns. It's also a highly adaptable platform that can be used by small, medium, and large businesses.



Cost and Competitiveness Considerations in Google Ads

As Google Ads evolves, so do the methods for achieving better results. Continuous optimization is one of the most important factors in ensuring that costs remain low and returns remain high. Analyzing data, adjusting strategies, and staying up to date on best practices are essential tasks for any business looking to succeed with Google Ads.

HOW TO CREATE A GOOGLE ADS ACCOUNT?



Setting Up Your Google Ads Account

To get started with Google Ads, the first step is to create an account. You'll need a valid email address and a website to link to. There are two main ways to set up your account: Smart mode, which is simpler and ideal for beginners, and Expert mode, which has more advanced features for detailed campaigns.

When you create your account, you'll need to provide your website name and address. The platform will show you an example of how your ad will look to users, ensuring that they land on the page you set up.

Creating Your First Campaign

Once you've set up your account, it's time to launch your first Google Ads campaign. First, you'll set your main objective, such as generating more phone calls, increasing online sales, or driving more visitors to your physical store. Once you've chosen your objective, you'll need to set your daily budget, which is the maximum amount you're willing to spend per day.

Google automatically adjusts your spending so that you don't exceed your monthly budget, even if you're performing better or worse on certain days.



Keywords Selection

Keywords are crucial for your ads to appear when users search for terms related to your business. The platform allows you to create different ad groups to organize specific products or services. You can also add negative keywords to prevent your ad from appearing for irrelevant searches.

The next step is to create your ads, which can be text, graphic banners, or videos. Make sure your ads are aligned with your campaign objective to maximize results.




Optimization and Ad Groups

You can now create multiple ad groups within a single campaign, allowing you to target different sets of keywords more effectively. At this stage, you'll also set a daily budget for each ad group, and Google will automatically optimize the budget allocation for the best-performing ads.

Finally, when creating your ads, it's important to make sure they're engaging and persuasive, based on your target audience. Give them a final review and publish your campaign.

GETTING TO KNOW GOOGLE ADS





Once you've created your Google Ads account, it's essential to understand the platform's core concepts. Google Ads is divided into different advertising networks: the Search Network, the Display Network, and the Video Network (YouTube Ads). Each network serves a specific purpose, and choosing the right network depends on your campaign objective, whether it's increasing sales, generating leads, or increasing brand visibility.

Research Network

The Google Ads Search Network is one of the most popular, as it allows ads to appear in Google search results. These ads are displayed to people who are actively searching for terms related to your business. They are mainly used to increase direct sales or generate qualified leads.

The position of ads on the Search Network depends on an auction, where factors such as ad quality, keyword relevance and maximum bid influence visibility.

Display Network

The Display Network allows ads to be displayed on Google's partner sites, known as publishers. Unlike the Search Network, ads on the Display Network are shown to users while they browse content that interests them, not necessarily while they are actively searching.

This type of network is ideal for increasing brand awareness or for remarketing, where ads are shown to people who have previously visited your site.

YouTube Ads

YouTube is the most popular video platform in the world, and as part of the Display Network, it allows video ads to be displayed while videos are playing on the platform. There are different ad formats on YouTube, including short videos and skippable ads after a few seconds.

Local Campaigns

Local campaigns are ideal for businesses that have physical locations and want to attract more customers to their stores. They allow ads to appear on Google Maps or in searches for nearby stores, increasing the chance of conversion for users who are looking for services or products locally.

Audience Segmentation

One of the biggest advantages of Google Ads is its ability to precisely target your audience. In addition to defining your audience based on location, language, and online behavior, the platform also offers the option to create “lookalike audiences,” which are people with similar profiles to your existing customers.

Remarketing

Remarketing is a powerful technique for maintaining engagement with people who have previously visited your website or interacted with your brand. Using this strategy, your ads will be shown to these users again while they’re browsing other websites or watching videos on YouTube.

Google Shopping Ads

For online stores, Google Shopping is a great tool that allows you to display detailed product ads, including images, prices, and descriptions, directly in Google search results. This makes it easier for users to make a purchase decision and attract clicks from users with a clear intention to buy.

Ad Extensions

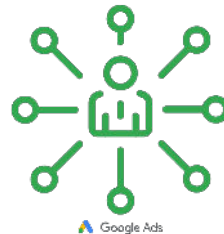
Ad extensions are additional features that allow you to include additional information, such as phone numbers, links to specific website pages, or store addresses. They increase visibility and click-through rates by making your ads more informative and engaging.

Conversion Optimization

To ensure your ads are delivering the results you want, Google Ads offers conversion optimization tools. You can track important actions on your site, such as form completion or purchases, and adjust your campaigns based on the data collected to improve performance.

YouTube Ads and Ad Formats

On YouTube, you can choose from different ad formats: skippable ads, non-skippable ads, and bumper ads (short videos). Each format serves a different purpose, such as brand awareness, engagement, or direct conversion. The format you choose depends on your campaign objective and target audience.



YouTube Ad Formats

On YouTube, ads can be served in a variety of formats, depending on the campaign objective. There are three main types of ads:

1. **Skippable in-stream ads:** These ads are shown before, during, or after other videos, and the user can skip after 5 seconds. You only pay when the user watches at least 30 seconds of the video or interacts with the ad.
2. **Non-skippable in-stream ads:** Ads up to 15 seconds long that the user cannot skip. This type of ad is charged per thousand views (CPM).
3. **Bumper ads:** These are short videos, up to 6 seconds long, which also cannot be skipped and are charged by CPM.

Video Feed Ads

In-feed video ads appear as suggestions in search results or on the YouTube homepage. They include a thumbnail and short description and are great for product and brand consideration campaigns. You pay when a viewer clicks to watch the video.

Out-stream Ads

Out-stream ads appear on mobile devices only, and they appear on partner sites and apps outside of YouTube. These videos start playing without sound and their main goal is to increase brand reach.

Google Shopping

For e-commerce businesses, Google Shopping ads are an excellent tool for promoting products. They display an image of the product, price, store name, and other relevant information directly in the search results. These ads are set up through Google Merchant Center, where you submit product data.

Advantages of Google Shopping Ads

Google Shopping ads offer greater precision for users, who see a preview of products before they even click on the ad. This generates more qualified leads, since people who click already have a greater interest in the product.

Remarketing on Google Ads

Remarketing allows you to reach people who have previously visited your website by showing them ads while they are browsing other websites or watching videos on YouTube. This increases the chances of conversions, as these people have already shown prior interest in your products or services.

Similar Audiences

Another interesting feature is the creation of similar target audiences, which are people with profiles and behaviors similar to those who have already interacted with your brand. This helps to expand your reach and attract new customers with a high chance of conversion.

Ad Extensions

Extensions are tools that increase the visibility and impact of your ads. They allow you to add extra information such as links to specific pages, phone numbers, addresses, etc. This improves your click-through rate and provides useful information directly in search results.



Call Extensions

These extensions are ideal for businesses looking to generate phone calls. By including a phone number in your ad, users can click through and call your business directly. This option is especially useful for services that rely on direct customer service.

Price Extensions

Price extensions display the prices of products or services directly in your ad. This gives users a clear idea of the cost before they even click, which can increase click relevance and reduce bounce rates on your site.

Customer List Ads

With the Customer List Ads feature, you can create targeted campaigns that target people who are already your customers. Using an email list, you can run personalized ads on Google, YouTube, or Gmail to re-engage customers or promote exclusive offers to them.

Price Extensions

Price extensions are designed to display prices directly in the ad, making it easier for users to make a decision before they even click. This increases the relevance of clicks and reduces the bounce rate, since the user is already aware of the costs before visiting the website.

Call Extensions

Call extensions are perfect for campaigns focused on driving phone calls. They allow your business's phone number to be displayed directly in your ad, making it easy for users to click and call your business instantly, especially on mobile devices.

Location Extensions

For brick-and-mortar businesses that rely on local traffic, location extensions are essential. They display information such as your business address, distance to the location, and even a map showing where your business is located. This increases your chances of attracting nearby customers who are looking for services or products in the area, improving your business's visibility locally.

App Extensions

App extensions are especially useful for businesses looking to drive downloads of their apps. They add a button to your ad that takes the user directly to the app store, making the download process easier.

Additionally, you can target your audience based on operating system (iOS or Android), ensuring your ad is displayed to the right devices.

Lead Form Extensions

Ideal for lead generation campaigns, lead form extensions allow users to fill out information directly in the ad, without needing to be redirected to another page.

This convenience increases the chances of capturing information from potential customers. However, this extension is only available to companies that meet certain Google criteria, such as having a good track record of compliance with the platform's policies and a website that complies with privacy rules.



HOW GOOGLE ADS WORKS



How the Auction Works in Google Ads

Every time someone searches on Google, the Google Ads system runs an auction to determine which ads will appear and in what position. Unlike a regular auction where the highest bidder wins, Google also takes into account ad relevance and landing page experience.

Quality Score is a crucial factor, and includes click-through rate (CTR), ad relevance, and user experience on the landing page. Advertisers who provide a good user experience can earn higher rankings with lower bids.

How Google Calculates Cost Per Click (CPC)

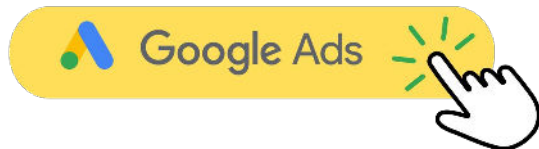
Cost per click is not determined simply by the advertiser's maximum bid. The actual CPC an advertiser pays is based on the advertiser's bid below, divided by the advertiser's current Quality Score, plus one cent.

This means that if you have a higher Quality Score than your competitors, you will pay less per click, even if your maximum bid is the same or lower than theirs.

The Importance of Quality Score

Quality Score is a metric that reflects the relevance and usefulness of your ad to users. It is made up of three main factors:

- **Expected CTR:** Google's assessment of the likelihood that the ad will be clicked.
- **Ad relevance:** How closely the ad content matches the search intent.
- **Landing page experience:** The quality of the page users are directed to after clicking your ad.



Landing Pages and User Experience

Landing pages play a significant role in the success of a Google Ads campaign.

- **Content relevance:** The page must match the ad message and provide clear and valuable information.
- **Usability:** Navigation should be easy, and the page should be responsive, especially on mobile devices.
- **Loading time:** Pages that load quickly reduce bounce rates and improve user experience.

Ad Extensions

Ad extensions increase the visibility and engagement of your ads at no additional cost.

- **Location extensions:** Show your business address and a map to help users find your business.
- **Call Extensions:** Allow users to click to call your business directly.
- **Price extensions:** Display the price of products or services directly in the ad.

How to Improve the Experience of a Landing Page

1. **Consistency with the ad:** The content of the page must be directly related to what was promised in the ad.
2. **Relevant and original content:** Offer detailed and useful information about products or services.
3. **Fast Loading:** A page that loads quickly keeps users engaged.
4. **Ease of navigation:** Make sure users can easily navigate the page, especially on mobile devices.

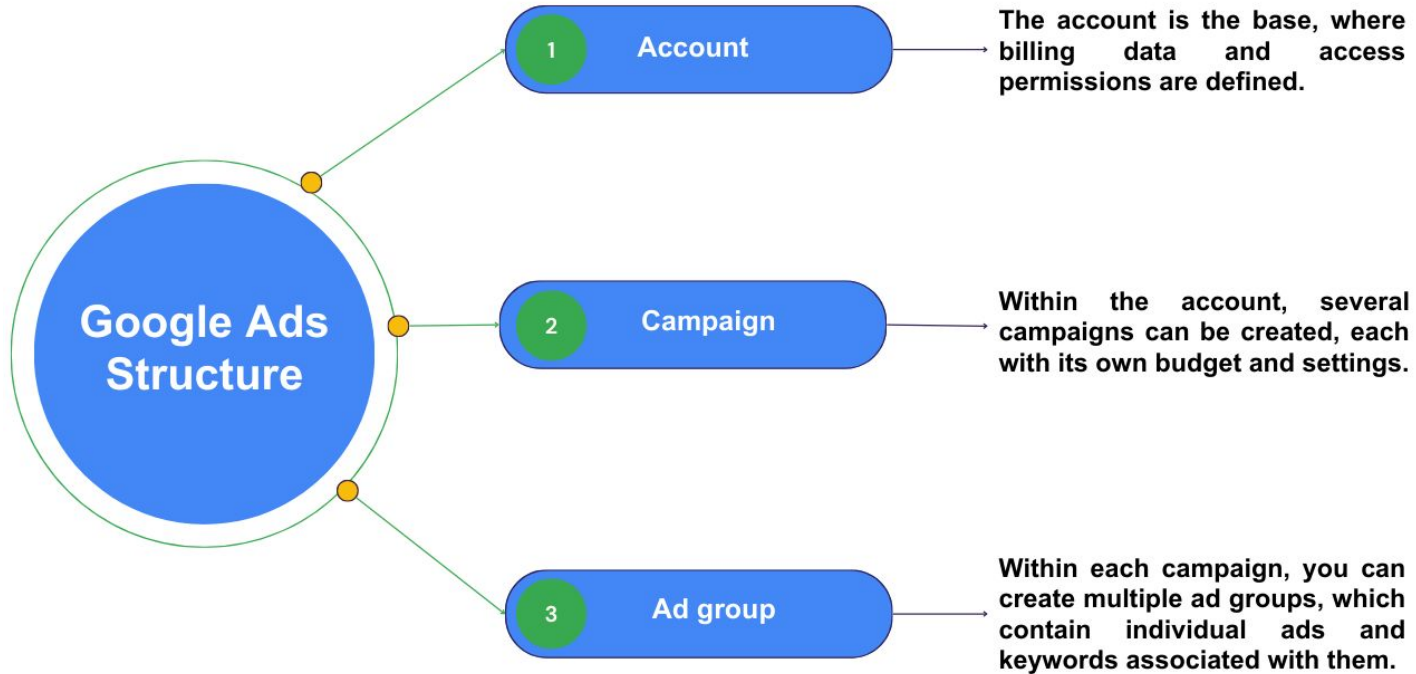
The Ad Auction and Calculating Real CPC

In the Google Ads auction, your ad position is determined by your Ad Rank, which is a combination of your maximum bid and Quality Score.

The actual CPC you pay will be slightly higher than the bid of the next advertiser below you, adjusted for your Quality Score. This formula encourages advertisers to create more relevant ads.



GOOGLE ADS STRUCTURE





Account Level

At the account level, fundamental aspects are defined, such as:

- Login and billing information.
- Access to tools such as Google Analytics and Google Search Console.
- Alert, language and time zone settings.

Campaign Level

Each campaign has its own budget and settings.

- The campaign type (Search Network, Display Network, etc.).
- Targeting by device, location and language.
- Bidding strategies and ad extensions.

Ad Group Level

At the ad group level, you can target different products or services based on specific keywords. Each ad group can contain multiple keywords and ads, and you can set a default bid for all terms in the group.

Creating different ad groups allows you to better organize your campaigns and improve performance by targeting different audience segments.

Reporting and Performance Analysis

Tracking your campaigns is crucial to optimizing performance. Google Ads offers reporting tools that allow you to analyze metrics like click-through rate (CTR), cost-per-click (CPC), and conversion rate.

These reports can be customized to identify which campaigns are generating the most results and which keywords are most effective.



Keywords and Matches

Keywords are essential to ensuring that your ads appear to the right people. In Google Ads, there are different keyword match types:

- **Broad match:** Ads appear for variations and synonyms of your keywords.
- **Phrase match:** Ads appear for searches that contain the exact phrase.
- **Exact match:** Ads appear only for searches that exactly match your chosen keyword.

Ad Extensions

- **Call Extension:** Allows the company's phone number to be displayed, making it easier for the customer to call directly.
- **Location Extension:** Shows the business address and allows the user to view a map.
- **Price Extension:** Displays the prices of the advertised products or services.
- **Lead Form Extension:** Ideal for generating leads, allowing the customer to submit information directly in the ad.

Conversions Configuration

To measure the success of a campaign, it's important to set up conversions. Conversions can include actions such as:

- Shopping on the website.
- Newsletter subscriptions.
- Phone calls.



Phone Call Conversions

Google Ads allows you to track calls received from your ads, both directly from the SERP and from numbers displayed on your website. You can set a minimum time for a call to be considered a conversion.

Bonus - Tools and Add-ons

In addition to the native Google Ads features, there are additional tools that help improve campaign execution:

- **Google Ads Editor:** An application for managing large accounts and editing campaigns in bulk.
- **Google Scripts:** Allows you to automate tasks in Google Ads using JavaScript scripts.

Remarketing

Remarketing is a powerful strategy that allows you to show ads to people who have previously visited your website or interacted with your brand. This increases your chances of conversion by re-engaging users who have already shown interest in your products or services.

Affiliate Location Extensions

Affiliate location extensions help customers find retail stores that sell their products. This functionality is especially useful for businesses that rely on distribution partners.

Mobile App Campaigns

Google Ads offers specific campaigns to promote mobile apps, allowing your ads to appear on the Search Network, Display Network, and YouTube. The goal of these campaigns can be to encourage app downloads or engage existing users.

These pages cover everything from the basic Google Ads structure to more advanced settings, helping you optimize campaigns for different goals.



HOW TO GET GOOGLE ADS COUPON?



How to Get a Google Ads Coupon?

Google Ads coupons are great for those just starting out in advertising.

1. **Through the Platform:** Google often offers a coupon to new advertisers. When you sign up to the platform and create an account for the first time, Google sends you a promotional code via email as part of the welcome process.
2. **Partner Agencies:** Agencies that are part of the Google Partners program have access to coupons that they can distribute to their clients. These agencies manage a significant volume of accounts and campaigns, and are an additional source of promotional credits.

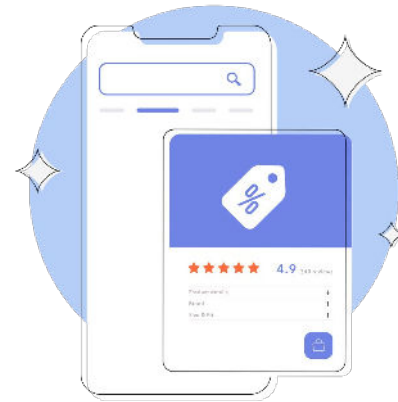
Rules for Using Coupons

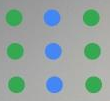
- **Non-Transferable:** It is not possible to transfer the coupon to another CNPJ, it is linked to the original registration.
- **Validity Period:** Most coupons are valid for up to 14 days after activation.
- **Single Use:** Each coupon can only be used once and cannot be reused.

Utilização do Cupom e Créditos

When you use Google Ads and invest an initial amount, such as \$250, the system can offer you an equivalent credit to encourage better results. A progress bar within the platform shows how much of the promotional offer has been used, and the credit is activated when the bar is completely filled. This means that, in addition to enjoying the benefits of the platform, you can earn promotional credits simply by using Google Ads frequently.

These coupons offer a great opportunity to experiment and optimize campaigns, especially for small businesses or those just starting out in digital advertising.





CONCLUSION

Now that you understand how **Google Ads** works and its advantages, it's time to apply this knowledge to create your first campaign. **Google Ads** is a powerful tool for reaching your audience at the right times, whether they're searching for products, services or information. For beginners, a great tip is to use the coupons that Google itself makes available to new users.

By using the platform, you can reach your audience at different points in their decision-making journey, enabling you to create highly effective campaigns. The key to success with **Google Ads** is to start small, continually optimize, and expand as results are measured.

Efficient Planning and Execution

Strategic planning is crucial to any digital marketing campaign. By using **Google Ads** effectively, you can achieve fast and measurable results.

Over time, **Google Ads** becomes a valuable tool for testing keywords, identifying the ones that generate the highest conversions, and better understanding your audience's behavior. This information can be used not only to improve your advertising campaigns, but also to optimize your digital marketing practices as a whole.

Final Tips and Considerations

As a final tip, remember to not only plan your **Google Ads** campaign, but also monitor and optimize it constantly. Continuous monitoring and tweaking your campaigns will ensure that you get the best possible return on your investment.

With this integrated strategy, your company will be able to maximize the impact of your **Google Ads** campaigns, attract new customers and generate tangible results in an efficient and scalable way.

