



ALL ABOUT ADWORDS

01 WHAT IS ADWORDS?

AdWords is Google's online advertising platform. Compared to other types of search engine marketing, AdWords is a relatively fast way to drive interested consumers to your website through advertisements targeted at those searching the web with keywords relevant to your business or industry.

THE GORILLA AGENCY

02 HOW DOES ADWORDS WORK?

In a nutshell, AdWords works by compiling keywords relevant to your products or services into various advertisements. AdWords will show your advertisement on Google when someone searches for those or similar keywords.

THE BASICS

WHAT ADWORDS IS & HOW IT WORKS



03 FIRST PAGE VISIBILITY ON GOOGLE

Here's a simple example of how AdWords could help get your website first page visibility on Google:

A marketing company like The Gorilla Agency creates an ad using keywords like “marketing” and “website design.” When a user searches for “marketing company” – Google combs through billions of websites and displays the pages most relevant to this search. As you can imagine, something as generic as “marketing company” will lead to thousands of search results! It's not likely that our website will rank on the first page of Google. Unfortunately for us, 90% of searchers do not continue past this first page! But because we decided to use AdWords, our ad displays at the top of the first page of Google despite the fact that our website may not appear in the top results.

04 HOW DO YOU CREATE ADS WITH ADWORDS?

We start with keyword research to determine which words and phrases people are already using to find products or services like yours. Next we'll compile this list of keywords into a series of AdWords campaigns. Campaigns consist of one or more groups of advertisements with a similar target or theme. For example, The Gorilla Agency could have one campaign for “website building” and another for “graphic design” to promote each of these different services.

Campaigns include various settings for language, location, devices, budget and more. All these tools help us deliver the right message to the right person at the right time.

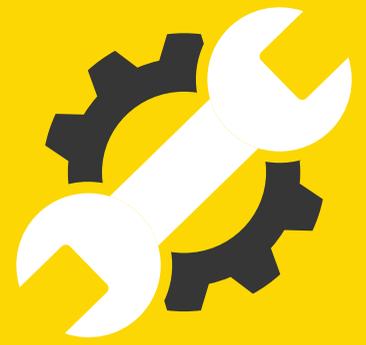
05 AUCTION SYSTEM

AdWords is based on an auction system. The auction determines which ads will appear in the results and where. When someone conducts a search, AdWords combs through all ads with keywords that match the search. The most relevant ads will show.

AdWords specialists like us bid on the keywords we use to create advertisements. Highly relevant keywords for popular industries are very competitive. This means that these keywords also cost more to use in an advertisement.

ADWORDS & YOU

A LOVE STORY IN THE MAKING



06 HOW MUCH DOES IT COST?

Because AdWords is based on an auction system for priced keywords, the cost of the keywords used in your advertisement determines your overall cost. But here's the bonus - you're only charged if someone clicks on your ad!

There are several strategies that factor into creating the most effective ad. Our goal is to utilize the most relevant keywords for the lowest possible cost.

Google also allows you to select a daily budget - the average maximum amount you'd like to spend on a campaign each day. The system will show your ads as much as possible until your budget is met.

07 ONGOING MANAGEMENT

Because the auction process is repeated for each individual Google search, searches can have different results depending on the competition at that moment. It's not unusual to see fluctuation in your ads rank or position depending on the search.

This is why we monitor your AdWords account on a weekly basis. We continually tweak and fine tune your campaigns to make sure we're using the most effective advertisements moment-to-moment in order to reach the best possible consumers for your business.

08 HOW LONG UNTIL I SEE RESULTS?

Once your AdWords campaign is up and running, you can expect to see results within the first month or so.

The speed/degree of results is dependent on a variety of factors like your industry, level of keyword competition and primarily your budget. We'll continue to optimize and refine your campaign over time to maximize effectiveness within this budget.

09 NO ONE REALLY CLICKS THE ADS, RIGHT?

The number one concern we hear about AdWords is something to the tune of: "I never click on the ads and nobody I know does either."

The fact of the matter is that Google would not be profiting tens of millions of dollars off of AdWords revenue if people did not click the ads - a lot of people.

10 READY TO GET STARTED?

The Gorilla Agency is ready to help take your business to the next level by adding AdWords to your marketing arsenal! Even the best website isn't much good without traffic. We'll put our expertise to work to find and drive the most likely customers right to your business through a targeted AdWords campaign.