

## Section 1: Google Forecast

Below is a forecast for some example leather keywords that we recommend Example, inc focus on. Before the forecast is viewed, keep in mind, that Google bases its numbers on average performance of other campaigns similar to the one we are researching. Google does not take into account the ad messaging in the AdWords ad or the landing page the ad is directed to. The relevance between the landing page and ad messaging is just as important to the performance of your campaign as the selected keywords and bid.

To explain the needed budget in our forecast, below are some of the suggested bids example keywords in the United States. In using Google's forecasting tool, a single bid price is only allowed to be set. When a campaign is active, manually set bids for each keyword can be used to optimize the most efficient bid for your budget and maximize keyword click-through rate. Most of the targeted example keywords suggested bids were between \$0.50 and \$4.00. When averaged all together, the average suggested bid was \$0.84 (a few keywords had a higher bid this is why you see "0.00" as a forecast for some keywords). The bid is determined to get an idea of the estimated traffic Example, inc can receive when launching an AdWords campaign for these keywords. When the campaign is started, we will be able to set a specific bid for each keyword to maximize clicks or, after a period of time, conversions and not exceed the budget. Below is a snapshot of the keywords we believe Example, inc should focus on and a rough estimate of the total traffic the Example, inc website can receive in a month.

Enter a bid  Enter daily budget  [Get detailed forecasts](#)

<input type="checkbox"/>	Keyword	Ad Group	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
<input type="checkbox"/>	Example Keyword	Example Ad Group	243.82	839.57	\$12.51	29.0%	\$0.05	1.26
<input type="checkbox"/>	Example Keyword	Example Ad Group	0.00	8.69	\$0.00	0.0%	-	3.67
<input type="checkbox"/>	Example Keyword	Example Ad Group	0.00	14.48	\$0.00	0.0%	-	1.60
<input type="checkbox"/>	Example Keyword	Example Ad Group	60.71	1,175.40	\$9.15	5.2%	\$0.15	1.18
<input type="checkbox"/>	Example Keyword	Example Ad Group	78.04	555.86	\$5.25	14.0%	\$0.07	1.36
<input type="checkbox"/>	Example Keyword	Example Ad Group	1,377.02	7,174.01	\$166.44	19.2%	\$0.12	1.33
<input type="checkbox"/>	Example Keyword	Example Ad Group	187.27	457.42	\$8.85	40.9%	\$0.05	1.56
<input type="checkbox"/>	Example Keyword	Example Ad Group	826.12	4,545.27	\$190.66	18.2%	\$0.23	1.87
<input type="checkbox"/>	Example Keyword	Example Ad Group	88.23	165.02	\$3.53	53.5%	\$0.04	1.54
<input type="checkbox"/>	Example Keyword	Example Ad Group	168.76	2,840.07	\$20.96	5.9%	\$0.12	1.42
<input type="checkbox"/>	Example Keyword	Example Ad Group	374.09	1,884.70	\$34.50	19.8%	\$0.09	1.37
<input type="checkbox"/>	Example Keyword	Example Ad Group	2.43	370.57	\$0.57	0.7%	\$0.23	1.73
<input type="checkbox"/>	Example Keyword	Example Ad Group	3.45	272.14	\$0.73	1.3%	\$0.21	1.84
<input type="checkbox"/>	Example Keyword	Example Ad Group	140.69	1,160.93	\$12.13	12.1%	\$0.09	1.89
<input type="checkbox"/>	Example Keyword	Example Ad Group	939.15	5,839.38	\$132.04	16.1%	\$0.14	1.29
<input type="checkbox"/>	Example Keyword	Example Ad Group	1.00	46.32	\$0.47	2.2%	\$0.47	1.94
<input type="checkbox"/>	Example Keyword	Example Ad Group	107.92	457.42	\$7.80	23.6%	\$0.07	1.48
<input type="checkbox"/>	Example Keyword	Example Ad Group	4.90	124.49	\$1.91	3.9%	\$0.39	1.72
<input type="checkbox"/>	Example Keyword	Example Ad Group	1.33	34.74	\$0.49	3.8%	\$0.37	1.25
<b>Total</b>			<b>4,604.95</b>	<b>27,966.47</b>	<b>\$608.00</b>	<b>16.5%</b>	<b>\$0.13</b>	<b>1.46</b>

Google estimates at set budget of \$20 a day (\$600/month) that Example, inc can receive 4,605 clicks from 19 keywords with a click through rate of 16.5% and an average ad rank position (where your ad will appear on the top of the search result) of 1.46. To be more realistic, a good performing campaign performs around 2% CTR. So, 28,000 impressions at 2% will yield **560 clicks**. By average CPC fluctuates but, from looking at the estimates we can probably say it will be around \$0.84, the average bid.

560 clicks x \$0.84 = \$470. By estimating, Example, inc can expect to receive **560 clicks for around \$470 a month**. Remember AdWords will never exceed your budget and budget can be tailored to your business, your campaign goals and the results you want to achieve.

As a frame of reference, below is a snapshot of the traffic forecast from Google at a

## \$300 a month budget

Google estimates at set budget of \$10 a day (\$300/month) that Example, inc can receive 2,302 clicks from 19 keywords with a click through rate of 16.4% and an average ad rank position (where your ad will appear on the top of the search result) of 2. Again, keep in mind, that CTR will probably be around 1 or 2%.

Enter a bid  Enter daily budget  [Get detailed forecasts](#)

<input type="checkbox"/>	Keyword	Ad Group	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
<input type="checkbox"/>	Example Keyword	Example Ad Group	243.82	839.57	\$12.51	29.0%	\$0.05	1.26
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## Section 2: Primer on Internet Marketing and Google AdWords Campaign

### *Introduction*

Internet marketing is focused entirely on leveraging the power of the Internet. More and more, as people shop for a product or service, they start by going online and doing a search on Google, Bing or Yahoo.

Internet marketing leverages the fact that prospects are seeking you out as a source and resource in helping them make a buying decision or find a service provider that meets their needs. That's the good news. The bad news is that there are hundreds of competing local websites with room for only a dozen or so on page 1, so the internet marketing challenge is how to get your website to be seen and be on page 1.

There are three online Internet marketing options:

- Inbound marketing relying on organic-search engine results.
- Paid search advertising (Google AdWords, Shopping Ads, Follow-Me Ads), the focus of this Primer.
- Banner ads.

### *Organic Search & Search Engine Optimization*

Organic search means that your website (or Facebook page) are displayed on the 1<sup>st</sup> or 2<sup>nd</sup> page of a search result, without having to pay any money to Google, Bing or Yahoo for AdWords.

The most significant influencer of getting a high ranking from a search engine is making sure your website is optimized and the ongoing, addition of rich content (which contains keywords that consumers are likely to search on) about your business.

Blogging and posting content on your website, over time will provide the highest return on investment of almost any other strategy you can employ on your marketing budget, and when integrated with your social media, is even more effective, and if integrated with brand building advertising can be even more effective.

Getting your site to be recognized by the search engines is a process known as search engine optimization (SEO). In addition to content strategy, there is structural work that must be done to the website itself to help improve SEO such as meta tags, optimized content based on keywords, and geo-specific text on the page to name a few. Creating inbound links (links to your website from other websites and directories), adding videos to the website, and effective social media activity, also help you improve your ranking over time. SEO is an ongoing process, not an event, taking several months for this strategy to be effective.

### *Blogging and Other Content*

Content includes such items as blogs, related news articles, videos, case studies, white papers, guide books, buying guides, newsletters, etc.

To incorporate content on your website you require a place to incorporate the content. This is typically done on a Blog page or Landing pages accessed through a call-to-action button (e.g., Download Now), or a Resources page, or News page.

To be effective, the recommended frequency of adding content is a minimum of once per week, plus 1 or 2 social media posts on a weekly basis.

Employing online advertising techniques, such as Google AdWords, can provide a significant boost to your website traffic while you are working to optimize for organic search results through inbound marketing.

Google AdWords or Pay Per Click marketing is a form of internet advertising based on keywords you believe your target market is using to search for your products or services online. As an example, The Marketing Department, a full service advertising agency located in Malvern, PA would assume potential customers could be searching with keywords such as *Marketing Services, Web Design, Graphic design and Inbound marketing*. There are several hundred searches a month on general keywords like these however, larger marketing companies with massive search budgets create a very difficult landscape for local marketing agencies to make waves at the top of a search engine results page. A general rule that exists in Pay Per Click marketing is the more broad and general a keyword is, the more difficult it becomes to compete for against the big competitors in your industry. How do local businesses get a piece of the Pay Per Click traffic? They get more specific.

Essentially, Google AdWords works as an auction system in which you buy the rights to a keyword or keyword phrase that, when typed into a search engine, guarantees that your ad and website will be featured on the first page of the search engine results.

The goal is to choose the correct keywords that target your potential customers. A strong keyword analysis determines the best keyword options for your target audience.

A keyword analysis focuses on 3 core components of a keyword

- **The Average Monthly Searches in a selected geography.** Within a selected geography, Google’s keyword planner provides the monthly average searches a specific keyword has been searched for over the past 12 months.
- **Cost of the suggested bid** – The amount of money that you need to bid to achieve the optimal position and click through rate for that keyword.
- **The Competition for that keyword**- a given assessment on how many other competitors are bidding for that keyword at a given time. The competition is a measurement of the opportunity a keyword has to attract traffic to your web page.

We at The Marketing Department believe that the best AdWords strategy for small to medium sized businesses is to focus on **moderately long tail keywords (2 to 4 words)** with low cost and low competition. Keywords that fall into this category will be more effective than highly competitive keywords. Below is an example of three general keywords, PPC, Graphic Design, web design and there results in Chester County, PA.

Search terms	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]
ppc	210	High	\$3.87
graphic design	110	High	\$18.90
web design	50	High	\$21.37

The 3 keywords have a high competition rating and high average monthly searches. There exists more of an opportunity to draw traffic from longer search terms with low competition for example.

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]
advertising techniques	10	Medium	\$2.66

“Advertising Techniques” receives about 10 searches a month in Chester County, has a low competition ranking and the suggested bid is significantly lower than the 3 example keywords above. This means that, when clicked, the keyword “Advertising Techniques” will only cost \$2.66 as compared to “Web Design” that would cost \$21.37 for a click in a saturated market with high competition. Over the course of a yearlong AdWords campaign, these cost differences can add up.

It is better to target low competition keywords that target prospects looking for something more specific. Bidding on these keywords presents more of an opportunity to receive paid traffic and top of the page position ranking, as compared to side ad (right column) position rankings when Google delivers the search results. This strategy enables cost efficient and effective website traffic development, and allows small companies to compete with larger national companies.

## *The Structure of a AdWords Campaign*

Related keywords are typically grouped into their own ad groups. For example “Web Design” and “Website Design” would reside in the same ad group with the same ad. Each ad group is linked to an ad with messaging related to that ad group’s keywords. An example of the Google ad, pictured below, may have 5, 6 or 100 keywords associated with it.

[Professional Web Design](http://www.npgroup.net/custom-web-design) ✓  
[www.npgroup.net/custom-web-design](http://www.npgroup.net/custom-web-design) ▾  
Experienced & Proven Web Design  
Serving NY NJ CT PA Get Free Quote!

Just know that your keywords and your ads need to be relevant to one another. Your paid search campaign can be penalized by the search engines if your keywords corresponding ad have nothing to do with one another. Ad relevance is a contributing factor in your ad ranking position on the search results page. Try to keep the amount of keywords connected to your ad at a minimum to keep your campaign relevant.

## *AdWords Terminology*

An **Impression** is created each time a keyword is searched and that keyword’s corresponding ad is shown on the search results page.

A **Click** or **Click Through** is counted each time a keyword is searched and that keyword’s corresponding ad is clicked by the reader of the respective ad.

The **Click Through Rate (CTR)** for a keyword is the number of **Clicks** divided by the number of **Impressions**. Click through rate or **CTR** measurements exists at the single keyword level, ad group level and campaign level of a paid search campaign. Click through rate is the tell-tale statistic for the success of the campaign. An industry standard in paid search marketing is to achieve a **1% CTR at the campaign level**. Everything above 1% is considered a successful campaign.

An AdWords campaign starts with defining the keywords for the targeted market, followed by A/B testing to determine which keywords are performing best. The testing is tracked, tweaked and optimized throughout a period of months.

Keywords and ads are tested to see which ones produce the highest click-through rate (CTR).

Landing page (the web page your Pay Per Click ad is linked to) behavior is also assessed to determine how well it is performing.

Once all keywords, ad(s) and landing page(s) are optimized and remain contextually relevant, the search campaign should begin to yield the optimal results with high ad position rankings.

## Section 3: 5 factors the determine ad relevance

Choosing the correct keywords is the foundation to every paid search campaign, but understanding Google's auction system and Ad rank factors can prove to be even more important in creating a successful campaign. Google states that their auction system is a secondary auction. A traditional auction works when the person with the highest bid wins. However, this is not the process Google's ad ranking system or auction system works.

In a secondary auction, an advertiser only has to pay the amount of the 2<sup>nd</sup> highest bidder below them. Google and all search engines for that matter, want the advertiser and the user to both have a good experience. Google, as a search engine, wants to lead people to exactly what they are searching for. Awarding the advertiser with the biggest budget would just be plain wrong. For this reason, having the highest bid is just a small factor in the success of your campaign. In some cases, having the highest bid may not even get your ad in the top 3 positions on a search result. To bring the ad and user together, Google focuses more on a consistent contextual relevance throughout all stages of your paid search campaign. There are 5 main factors that determine where an ad will rank on a search engine results page.

### The Bid

The most obvious factor for a high ad rank in a search campaign is your bid for that keyword or keyword phrase. While doing a keyword analysis, it is very important to draw your attention to the suggested bid Google supplies for that keyword. Bidding this amount for your keyword will keep you competitive and, as you're about to learn, competitive is all you need to be when it comes to bidding as many factors other than high bids will determine a successful ad.

### The Click Through Rate

When you think about a search engine results page there are several opportunities to click on a paid search ad. Every time your ad receives a click, you win the customer and you win Google. Think about a click through as Google would see it. Google knows that something in the context of your ad is causing a higher than average rate of users to choose your ad over all the others. If your ad is creating a better experience than all the other ads it is competing with, Google will take notice in its success. In turn, Google will serve up an ad with a higher click through rate more commonly, because the ads popularity is a tell-tale sign that it brings the user to exactly what they were searching for.

### Ad Relevance

Keyword selection is the first step in creating a relevant campaign, but continuing your relevance throughout your campaign lies within the context of your ad messaging. You must try to place a keyword within your ad context and create messaging that relates to what the customer is searching for. If your ad messaging does not lead the user to click, than ranking in one of the top 3 positions does not matter for users will ignore your ad in the results.

### Ad Formats

Ad formats are enhancements to ads that make a user's experience better and create more relevance to your ad. Ad formats cannot be overlooked as they can set you apart from all other ads and offer a wealth more information about what it is the user is searching for.

### The Landing Page

The landing page is the page that your ad leads to. It is of the utmost importance to have a landing page that is relevant to your ad. Your ad needs to send the user to exactly what they are searching for. If your landing page context does not relate to your ad, your campaign is going to be penalized and, even worse, you're going to receive unwanted clicks and a wasteful budget. Google may not even serve your ad if your ad and landing page are not relevant. Google sees this as essentially lying to the customer and creating a

bad experience. Google wants all users to have a good experience and direct them to exactly what they are searching for. If your ad says something different than your landing page, you are directing a user to a place they do not want to be.

These five components combined determine your ad's **Quality Score**. **Quality Score** is a measurement of how Google sees the Quality of your campaign. During the ad auction, several factors including **Bid** and **Quality Score** determine Ad Rank.

## Section 4: How the AdWords Auction Works

Google's ad auction does not just reward the ad with the highest bid. While the amount that you bid is a certain factor, the **Google auction rewards quality** more than quantity. The work and time you put in to optimize your ads will yield a greater quality score and can ultimately increase more targeted impressions and a lower cost per click. The process in which Google's auction works is quite unique but, very important to understand.

So, how is your ad rank calculated?

In a traditional auction, the highest bidder would be rewarded the highest position. In the Google auction, the bidder only has to pay as much as the bidder above them. As an example, let's look at three ads competing against each other in the auction illustration and their bids.

Bidder 1 bids \$1

Bidder 2 bids \$2

Bidder 3 bids \$3

In the Google auction, bidder 3, who originally bid \$3, would only have to bid \$2, the bid of the second highest bidder. The bid will automatically adjust to maintain position to pay as much as the bidder above them. This guarantees the advertiser never pays more than the maximum bid they are willing to pay. The advertiser determines their maximum bid during the set-up of their AdWords campaign.

Beyond analyzing advertiser's competing bids, Google AdWord algorithm seeks to identify the most relevant ads to the search query. The relevant factors that Google analyzes are based on the following:

1. **Expected Clicked Through Rate**

The auction systems views the popularity history of your ad's performance. The search engine views click history as a vote for a successful ad.

2. **The Landing Page**

After clicking the ad, the page the user is sent to must further explain what the advertiser is offering in their ad.

3. **Ad Relevance**

The text in your ad must be relevant to the search query performed by the user.

4. **Ad Formats**

Enhancements that add to the information in your ad. These can be things like phone numbers, locations and client reviews.

These factors all determine your ad's quality score. The ad auction uses your ad's quality score and your ad's bid to rank your ad position on the search engine results page.

Now, going back to our illustration of three competing bidders and add in their additional ad factors.

Ad Position	BID	Quality Score	Ad Format Impact	Ad rank score
1	\$1.00	High	High – this ad is eligible for several ad formats	15
2	\$2.00	Medium	Medium – this ad is eligible for limited ad formats	10
3	\$3.00	low	No formats – ad has not been optimized for ad formats	5

Even though bidder number three bid \$3, their ad will receive a lower rank than bidder one, who only bid \$1. Bidder one has a more relevant and optimized ad than bidder two and bidder three, making the bid almost a non-factor.

In this case, the winner of the ad rank bid \$1. This means that the top advertiser only has to pay the amount to maintain the top position on the page. The advertiser may have only needed to bid \$0.50 to rank higher than the advertiser in position 2, so that is how much the first bidder will pay, \$0.50.

Although bidder one was willing to pay \$1 the click will only cost \$0.50. The advertiser only has to pay the amount to maintain the position above the next bidder. This final position includes all factors in quality score and bid.

Imagine bidder two goes back into their campaign and makes some quality score improvements. For example, changes to the landing page. Their ad rank may increase to a higher score than Advertiser one. Advertiser two will then out-rank Advertiser one. If everything else stays the same, and advertiser two only bids \$0.45 then, \$0.45 is the bid that is needed to rank in the first position. This is how a good quality score can lower your cost per click.

Be aware that the advertiser in the first position does not set the bid for every position moving down. If the advertiser ranked in position one bid \$0.45 that amount, including their quality score, is the amount that advertiser needed to maintain their position. The amount that is actually paid all depends on the advertiser that ranks above your ad in the ad position.

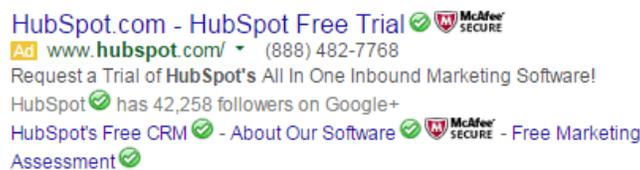
## Section 5: Different Types of Ad Formats

You can look at ad formats or ad extensions as an additional enhancement to the structure of an AdWords ad. A typical AdWords ad looks like this.



A standard AdWords ad contains 25 characters in the headline, 35 characters in the first line of description text, 35 characters in the next line of description text and a display of the URL.

An example of an ad that is utilizing different ad formats/ ad extensions looks like this.

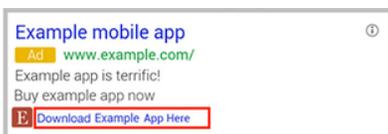


As you can see, HubSpot, a seller in marketing automation software has added a few enhancements to their AdWords ad. They list a **Call extension** that promotes a phone number next to the destination URL, a **social annotation** that shows how many followers HubSpot has on Google+ and some **Sitelink extensions** that show other important pages on the website where a web user can find more information. They have also opted not to use any ad description text and rather use a **Call-out extension** to promote a trial of their software. Using different types of ad extensions and formats can give your ad the upper hand in the AdWords auction, when it comes to ad position and quality score. If your search query triggered both of these ads, which one would you click on, the one with the added extensions or the standard ad above?

There are two different types of **ad extensions**. Some extensions are added manually. And, if Google finds the extension relevant to the search query, other extension types are triggered automatically.

### Manual Extensions

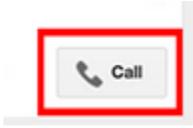
#### App Extensions



[Courtesy of Google](#)

An app extension allows web users to download your mobile app right from your AdWord ad. The app extension can be added to your AdWords campaign by adding your Android Package name or IOS app ID in the App Extensions tab within your AdWords campaign. Using app extensions are beneficial when trying to target mobile web users into downloading a mobile app.

## Call Extensions

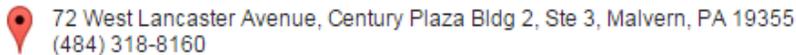


Call extensions allow web users to call directly from your mobile phone or, if they are searching on a desktop, see a listed phone number beside your display URL. Call extensions can be added by clicking the Extensions tab in your ad manager or by linking a Google+ my business account that contains a verified phone number.

You can also build “Call only” ads as part of your AdWords campaign. Call-only ads do not direct web users to a landing page on a click but, only gives web users the option to call.

Call extensions are helpful in service industries or emergency services when a user needs to quickly find a solution to their search query. Any business that requires a call-in order or call-in quote should utilize call extensions and call only ads.

## Location Extensions



Courtesy of Google

A location extension could be added to your AdWords ad to show your business location. A location extension can be added by clicking the Extensions tab in your ad manager or by linking a Google+ my business account to your campaign. Location extensions are beneficial when you do business from an office or business location.

## Review Extensions

### Mushroom Foraging Tours

Ad [www.example.com](http://www.example.com)

Find chanterelle, porcini, oyster mushrooms with a fungi guide!

"So impressed. Brought home a pound of ceps." - [exampleblog.com](http://exampleblog.com)

Review extensions can bring in customer testimonials and reviews from different websites or your own website. This can be added to your AdWords ad through the Extensions tab and clicking review extensions from the drop down. The review source URL is needed to prove the actual review of your product or service. Review extensions can be used to justify something a past customer has said about your business, product or service and strongly directs a web user to click your ad over the other AdWords ads that are triggered by a relevant search query.

## Sitelink Extensions

### Walter's Bakery for Dogs

Ad [www.example.com](http://www.example.com)

Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

Hours

Specials

Biscuits

Special diets

Sitelink Extensions allows you to list alternative pages on your website that a web user can go to directly from your ad. This can be added to your AdWords ad through the Extensions tab and clicking sitelink extensions from the drop down. You need to add the correct URL for your sitelink extension to work. Sitelink extensions can direct the user to other pages on your website that contain more information than your ad's landing page.

## Call-Out Extensions

### Acme Electronics

Ad [www.example.com](http://www.example.com)

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping • 24-7 customer service • Price matching

Call-out Extensions allow you to add offers like "Free shipping" to your AdWords ad. Call-out extensions should be used when you need to add a specific offering to your ad but, not distract the web user from the headline of your ad. This can be added to your AdWords ad through the Extensions tab and clicking Call-out extensions from the drop down menu. For example, here at The Marketing Department Malvern we offer a free 1 hour marketing consultation. A good call-out extension to have for one of our ads would be "Schedule a free 1 hour marketing consultation." Call- out extensions can be used by any business that is running a promotional offer.

## Automated Extensions

Automated extensions can appear within your AdWords ad when a relevant search query is entered by the user. While they are automatically listed by Google, it may require some work to let Google know your ad is eligible to show an automatic extension.

## Consumer Rating Extensions

### Example Brokerage

Ad [www.example.com](http://www.example.com)

Explore The Advantages of Our Brokerage Account

Ratings: Selection 9.5/10 - Sign Up 10/10 - Fees 9/10

Consumer rating extensions allow for consumer ratings to be displayed below your ad. Google extracts their rating extension data from their Google Consumer Surveys. AdWords runs surveys when someone purchases something from Google.

If your business has not received any ratings surveys you can send Google a request or compensate with manual review extensions. Manually added review extensions will always take the place of an automated customer rating extension.

## Previous Visit Extensions

### Aunt Lynne's Jewelry

Ad [www.example.com](http://www.example.com)

Dangly Earrings, Bangles,  
And Rings. All Handmade!

You've visited [example.com](http://example.com) 7 times. Last visit: today

AdWords displays previous visits in your ad when your website has recently received high amounts of traffic.

## Dynamic Sitelinks

### Joe's Used Cars New York

Ad [www.joesusedcarsny.com](http://www.joesusedcarsny.com)

Largest selection of late-model pre-owned vehicles in NYC.

[Schedule a test drive at Joe's Used Cars](#)

Dynamic Sitelinks are auto generated site links that AdWords finds relevant to the search query. If you have already set up your own sitelinks manually, the manual sitelinks will take the place of a dynamic sitelinks. However, leaving the sitelinks to appear dynamically will create opportunity to list the most relevant sitelinks to the search query entered by the user.

## Social Extensions

### Anna's Pet Supplies

Ad [www.example.com](http://www.example.com)

Variety of hamster wheels, personally chosen by Anna!

Anna's Pet Supplies has 136,864 followers on Google+

AdWords will display the amount of followers you have on Google+ following your business. To be eligible for this site extension you must have a Google+ page linked directly to your business and, in most cases, have at least 100 followers on your Google+ page. Social extensions further justify you have a loyal following of customers and an active social media presence.

## Seller Ratings

### Sarah's Designer Shoe Store

Ad [www.sarah-shoes.com](http://www.sarah-shoes.com)

4.0 ★★★★★ rating for [sarah-shoes.com](http://sarah-shoes.com)

Free Shipping, Free Returns on Large Selection of Discount Shoes

Seller Ratings are a 1 to 5 star rating displayed within an AdWords ad. Reviews can appear in your ad when your ad or product listing is shown in Google Products. Google's seller ratings come from Google Trusted stores, a Google certification program, Stella Service, an independent company that rates customer service, ratings from Google surveys and customer reviews on your own website. Seller ratings are more likely to appear when trying to sell a product.

When running an AdWord campaign, it is important to become eligible for all automated extensions and manually set all your manual ad extensions. The more extensions that are relevant to a web user's search query, the more ad extensions will display in your ad. Ad extensions account for a large factor in quality score and can give your ad the competitive advantage it takes to achieve the highest ad position.