



Practical Exercises

Professional Diploma in Digital Marketing

PPC

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Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Campaign Process – Account Setup</i>
<i>Exercise 1</i>	Create an account on Google AdWords by following the steps below: <ol style="list-style-type: none">(1) Create an email address with a Google account(2) Create an AdWords account by going to https://www.google.com/adwords/get-started/(3) Configure time zone and currency settings(4) Configure payment options(5) Create your first campaign

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Campaign Process - Campaign creation</i>
<i>Exercise 2</i>	Using your newly created Google AdWords account, create a new campaign following the steps below: <ol style="list-style-type: none">(1) Choose campaign name and networks(2) Configure language and location targeting(3) Set daily budget and maximum bid(4) Define ad rotation and delivery options(5) Set a start and end date(6) Decide on ad scheduling preferences

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Keyword Research</i>
<i>Exercise 3</i>	<p>You are a digital marketing specialist in London (United Kingdom), offering services in PPC, SEO and Display advertising. You want to run a Google AdWords campaign advertising these services.</p> <p>Using the Google Keyword Planner, identify at least 20 appropriate keywords to target, to deliver on the above brief.</p> <p>Look at query volumes and suggested bids to estimate competition for your keywords of choice, and structure them into sensible ad groups of similar theme.</p>

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Ad group and ad copy creation</i>
<i>Exercise 4</i>	<p>Using your keyword research from your digital marketing specialist exercise, create new ad groups within your Google AdWords campaign for each group (or theme) of keywords, ensuring you choose the most appropriate match type(s) for your keywords.</p> <p>Create two ads in each ad group for your keywords, ensuring that the ads:</p> <ol style="list-style-type: none"> (1) Are within the Google AdWords character limits (2) Adhere to the Google AdWords advertising policies (3) Are relevant to the keywords within the ad group they correspond to

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Dynamic Keyword Insertion</i>
<i>Exercise 5</i>	Use dynamic keyword insertion within one of your new ads within each ad group. Ensure that the default text is within the character limits, and is relevant to the keywords within your ad group.

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Ad scheduling</i>
<i>Exercise 6</i>	<p>You own a shop that only opens between 9am and 5pm, Monday to Friday.</p> <p>To avoid disappointment for customers who may see your ads outside of these hours, you only want your Google AdWords campaigns to run from Monday to Friday, 9am to 5pm.</p> <p>Within your campaign settings, change the ad scheduling on your Google AdWords campaign so that it only runs between 9am and 5pm, Monday to Friday.</p>

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Reports - Keywords</i>
<i>Exercise 7</i>	<p>Within the Google AdWords interface, download a keyword performance report, following the below steps:</p> <ol style="list-style-type: none">(1) Choose format(2) Add any required segmentation (device, network etc.)(3) Choose frequency(4) Add email address if required

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Reports - Columns</i>
<i>Exercise 8</i>	<p>Within the Campaigns view in Google AdWords, use the 'Columns' button to add the following columns:</p> <ul style="list-style-type: none"> (1) Search Impression Share (%) (2) Daily budget (3) Conversions (4) Conversion Rate <p>And remove the following columns:</p> <ul style="list-style-type: none"> (1) Campaign type (2) Campaign subtype <p>Download a report in this view, choosing your format, frequency and delivery method.</p>

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Reports - Dimensions</i>
<i>Exercise 9</i>	<p>Within the 'Dimensions' tab in Google AdWords, use the report download feature/ button to find the following:</p> <ol style="list-style-type: none">(1) Day of week performance(2) Hour of day performance(3) URL performance

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Reports - Quality Score</i>
<i>Exercise 10</i>	<p>In the Keywords tab within Google AdWords, download a Quality Score report by following the below steps:</p> <ol style="list-style-type: none">(1) Add the Quality Score column to your reporting view(2) Download the report using the download button(3) Choose format, frequency and delivery options

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Search query performance</i>
<i>Exercise 11</i>	<p>Run a Search terms report to see what search queries are triggering your ads to show. The Search terms report can be accessed under the 'Keywords' tab in Google AdWords, and under 'Search Terms' -> 'All'.</p> <p>Use this report to decide if you should add or exclude these search terms as keywords. The 'Added/ Excluded' column will show you if you already have the keywords within this ad group as positive or negative keywords.</p> <p>Best practice is to add all new search terms as Exact Match keywords, as these are exactly the terms your audience searched for.</p> <p>To add new keywords, tick the box beside the search term, then click 'Add keywords' at the top.</p>

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Quality Score – Components</i>
<i>Exercise 12</i>	<p>Within Keywords tab in the Google AdWords interface, find any keywords that have a Quality Score of 4 or lower, by following the steps below:</p> <ol style="list-style-type: none"> (1) Ensure the 'Keyword Status' and 'Quality Score' columns are within your reporting view (2) Add a filter for 'Quality Score Less Than 4' to your view <p>Hover over the 'speech bubble' under 'Keyword Status' to see suggestions for improvement in Quality Score.</p>

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Bidding - Ad group</i>
<i>Exercise 13</i>	Change the bids for each of your ad groups within the Ad groups tab, in Google AdWords. You can change the bid under the 'Max CPC' column.

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Bidding - Keyword</i>
<i>Exercise 14</i>	<p>Create a filter to show all keywords below the first page bid within the Keywords tab in Google AdWords, by following the below steps:</p> <ol style="list-style-type: none"> (1) Under 'Filter', choose 'Keyword Status' (2) Select only 'Below First Page Bid' from the options <p>Next, add the column 'First Page Bid Estimate' from the 'Columns' tab.</p> <p>Finally, increase the bids of those below the First Page Bid to the First Page Bid Estimate, at the keyword level.</p>

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Devices</i>
<i>Exercise 15</i>	<p>Task 1: You are redesigning your mobile site, and due to this you do not want visitors to reach your site on mobile. You would like to prevent users from seeing your Google AdWords ads on mobile. 'Opt out' of Mobile while you are redesigning the site by following the below steps:</p> <ol style="list-style-type: none"> (1) Visit the 'Campaigns' tab (2) Edit Settings (3) Change the bid adjustment for Mobile to '-100%' - this will decrease all bids on mobile to 0, and so your ads won't show on Mobile. <p>Task 2: Your mobile site is now ready to be launched, and you would like to increase the visits to it. You will need to remove the '-100%' bid adjustment on mobile in your Google AdWords campaigns so that they will run on mobile again.</p> <p>Not only that, but you should also increase your bids on mobile so that you will show more often, in a higher position on mobile.</p> <p>Within the Campaign settings, edit the Mobile Bid Adjustment to 20% - so that you are bidding 20% more than your Max CPC/Bid when on mobile.</p>

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Budgets</i>
<i>Exercise 16</i>	<p>Change your daily budget for your campaign using both of the below methods:</p> <ul style="list-style-type: none">(1) Within campaign settings(2) From the Campaigns tab

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Conversion Tracking</i>
<i>Exercise 17</i>	<p>Create a Purchase confirmation conversion within Google AdWords by following the below steps:</p> <ol style="list-style-type: none">(1) Navigate to 'Conversions' under 'Tools' within Google AdWords(2) Create a new conversion for a Purchase on a website(3) Get the conversion tracking code

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>Google Analytics</i>
<i>Exercise 18</i>	<p>Link a Google AdWords and Google Analytics account, ensuring you have met the following pre-requisites:</p> <ol style="list-style-type: none">(1) The email address is the same on both Google AdWords and Google Analytics(2) The email address has 'Administrative' access on Google AdWords(3) The email address has 'Edit' or higher access on Google Analytics

<i>Module</i>	<i>Search Marketing (PPC)</i>
<i>Learning Item</i>	<i>Remarketing - Code Generation</i>
<i>Exercise 19</i>	<p>Create a Google AdWords Remarketing code within the Audiences section of the Shared Library, within Google AdWords.</p> <p>Set the membership duration to 30 days.</p>

<i>Module</i>	Search Marketing (PPC)
<i>Learning Item</i>	<i>User Access</i>
<i>Exercise 20</i>	<p>You are working for a digital marketing agency, managing campaigns for a large number of clients.</p> <p>One of your clients would like access to their Google AdWords account. They do not need to see billing information, or manage other users access levels; they would just like to view (not manage or edit) campaigns and download reports.</p> <p>Using this information, decide which of the Google AdWords access levels is most appropriate for your client.</p> <p>Create a new Google Account for your client and grant them access to Google AdWords as a new user, with the appropriate access level.</p>