

Prepared by Tri Nuraini  
Jakarta, 17 March 2020

# **Paid Search**



# What is Paid Search?

**Paid search**

belajar coding **keywords**

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Bisa **coding** tidak mustahil. Bukan lulusan IT bukan berarti tidak bisa buat aplikasi. Bergabunglah di kelas intensif Full Stack JavaScript selama 12 minggu sekarang! Bukan IT? Tidak Masalah. Intensive Learning. **Coding** Bootcamp. Brands: Bukalapak, Tokopedia, GOJEK.  
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UI/UX · Digital Marketing · Job Connector · Startup Incubation

**Belajar Coding untuk Pemula | Blog Dewaweb**  
<https://www.dewaweb.com> > blog > belajar-coding-untu... Translate this page  
Jul 24, 2018 - Akhir-akhir ini **belajar coding** menjadi satu hal yang populer. Tapi tahukah Anda kalau Anda bisa **belajar coding** sendiri di rumah?

- The process of **bidding for potential clicks** on an advert you create that is **displayed within the search results page** of most search engines (well, Google)
- Auction, only pay when clicked
- Other names:
  - PPC (Pay per click)
  - SEM (Search engine marketing)
  - Biddable media
- Update 2018:



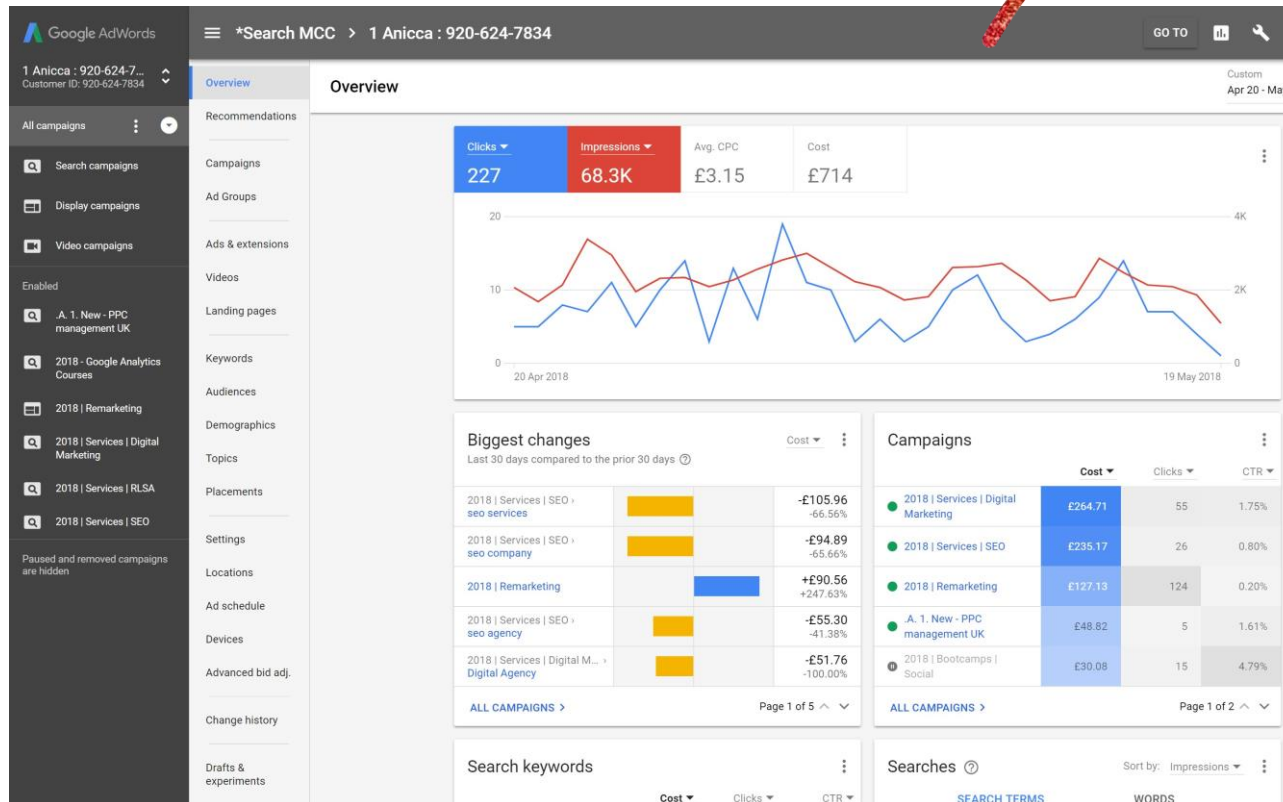
**WATCH THIS!!**

<https://www.youtube.com/watch?v=cOTMWqwUXPU>



# Google Ads

## Dashboard



belajar coding

keywords



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# However, bear in mind..

Google Ads serves different types of ads..

There are three basic types of Google Ads:

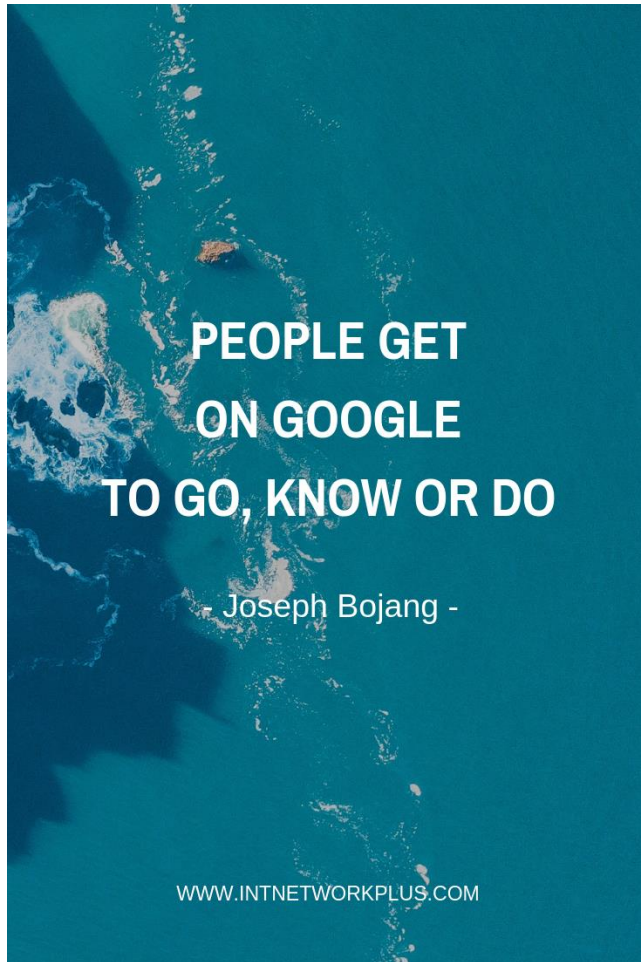


Google Ads

- **Search Network campaigns** - usually text form, these ads can show on Google Search results pages when someone searches for a product or service that's similar to yours
- **Display Network campaigns** - usually image form, these ads appear on websites or apps that your customers visit
- **Video campaigns** - usually 6 or 15 second videos, these ads show right before or during YouTube content

*We'll get back to this next week...*

# Setting up a campaign



Steps to set up Paid Search campaign in Google:

1. **Keyword research**
2. **Campaigns and ads group**
3. **Think strategically**
4. **Ad copy**
5. **Match types**
6. **Quality scores**
7. **Search Networks**



# Essentially, what is your objective?



Get the results that matter to you



## DRIVE WEBSITE VISITS

Grow online sales, bookings, or mailing list signups with online ads that direct people to your website.



## GET MORE PHONE CALLS

Increase customer calls with ads that feature your phone number and a click-to-call button.



## INCREASE STORE VISITS

Get more customers in the door with business ads that help people find your company on the map.

# 1 Keyword Research

- The same principal with SEO (previous chapter), only with **budget**
- **Consider cost per click**

# 2 Campaign and ad group

- A campaign defines your overall budget settings and determines where your ads appear (geographically and network)
- Each campaign ad group should contain similar keywords/phrases

Campaign 1 – cars	Ad group 1 – Fords Ad group 2 – Toyota
Campaign 2 – bikes	Ad group 1 – Harley Davidson Ad group 2 – Triumphs



**WATCH THIS!!**

<https://www.youtube.com/watch?v=jQWrmxsQIM0>

**WATCH THIS!!**

<https://www.youtube.com/watch?v=6hv5hl89RN4>

## 3 Think strategically

- Aligning your journey to the **user needs** and, this means creating a very large and organized set of keywords
- **Spend time to build up your keywords!**

## 4 Ad copy

Field	Max length
Headline 1	30 characters
Headline 2	30 characters
Headline 3	30 characters
Description 1	90 characters
Description 2	90 characters
Path (2)	15 characters each



- Your ad copy matches to the search terms as closely as possible.
- **Google latest update 2019:** <https://support.google.com/google-ads/answer/1704389?hl=en>

**headline**  
**Comprehensive Insurance | Protect Yourself on a Budget | Get Your Free Quote Today**

Ad [www.example.com/insurance](http://www.example.com/insurance)  
Get affordable & trustworthy insurance. 10% discount on all online quotes. Easily compare insurance plans side-by-side in just a few seconds.

**description**

# 5 Match types

**TABLE 6.1** Match types

Match Type	s=Symbol	Keywords for this Match Type	Your Ads Will Show on the Following Searches	Example Searches
Broad match		white socks	These words, similar words and misspelt words	buy socks
Broad match modifier	+	+white +socks	Containing these words in other orders	socks that are white
Phrase match	" "	"white socks"	This phrase and very similar ones	cheap white socks
Exact match	[ ]	[white socks]	The exact phrase and ones that are very close	white socks
Negative match	-	-white	Anything that excludes this word	black socks

- You can tell Google whether you want your ads to appear for just the **exact keywords/phrases** entered or widened it out **‘broad match’**
- Broad match will generate the most traffic, but by its very nature it will be less targeted, therefore the performance maybe not as good ~ quickly get expensive

**WATCH THIS!!**

[https://www.youtube.com/watch?v=HsXhV5Nc\\_qk](https://www.youtube.com/watch?v=HsXhV5Nc_qk)

## 6

## Quality scores

- Google metrics to measure **the quality of the ad**, some factors: how long you have been advertising, your CTR and your ad relevancy.
- The higher the QS, the higher your position potential



traveloka

All Images News Maps Videos More Settings Tools

About 11,800,000 results (0.81 seconds)

**Traveloka - Solusi Traveling | Harga Jujur, Pilihan Lengkap**

**Ad** [www.traveloka.com/](http://www.traveloka.com/)

Kini bisa pesan kereta, beli pulsa & paket internet, tiket wisata di **Traveloka**. Bebas pilih kursi. Semua kelas dan rute. Tanpa kartu kredit. 3000+ review hotel. Tanpa biaya tambahan. Diskon langsung tiap hari. Layanan 24 jam. Promo hotel. Free biaya transaksi.

<p><b>Tiket Pesawat</b></p> <p>Bandingkan Tiket Promo paling Murah di sini dengan teknologi Traveloka®</p>	<p><b>Tiket Kereta Api</b></p> <p>Harga Terbaik, Kemudahan Checkin. Jalan Cerdas Pesan Tiket Kereta.</p>
<p><b>Hotel</b></p> <p>Diskon hingga 25% booking hotel. Ada lebih dari 500 ribu hotel.</p>	<p><b>Xperience</b></p> <p>Ribuan Pengalaman di Seluruh Dunia Tur , Hiburan, Konser, Film, Spa</p>



**Traveling Murah? Tiket.com Aja | Pesan Hotel & Tiket Online.**

**Ad** [www.tiket.com/Traveloka](http://www.tiket.com/Traveloka)

Hotel, Tiket Pesawat, Kereta, Event & Atraksi - Dapatkan di Tiket.com Hari Ini! Promo Setiap Hari Cuma di Tiket.com - Cari Harga Tiket & Hotel Terbaik Sekarang! Rute Terlengkap Up 17000+ Smart Traveler. Smart Roundtrip. Customer Service 24/7. Smart Reschedule.

[Promo Hotel Area Malaysia](#) · [Tiket Pesawat](#) · [Tiket Kereta Api](#) · [Promo Hotel](#)

## 7

## Search Network

- Option “also display ads on our search network”
- Allows to display ads on 3<sup>rd</sup> party sites, reach is enhanced but little control, performance is lower.

# Measurement and Optimization

## TRAFFIC METRICS

- Impressions
- Click
- Click-through rate (CTR)
- Cost-per-click (CPC)
- Average position
- Impression share
- Quality score (QS)

## CONVERSION METRICS

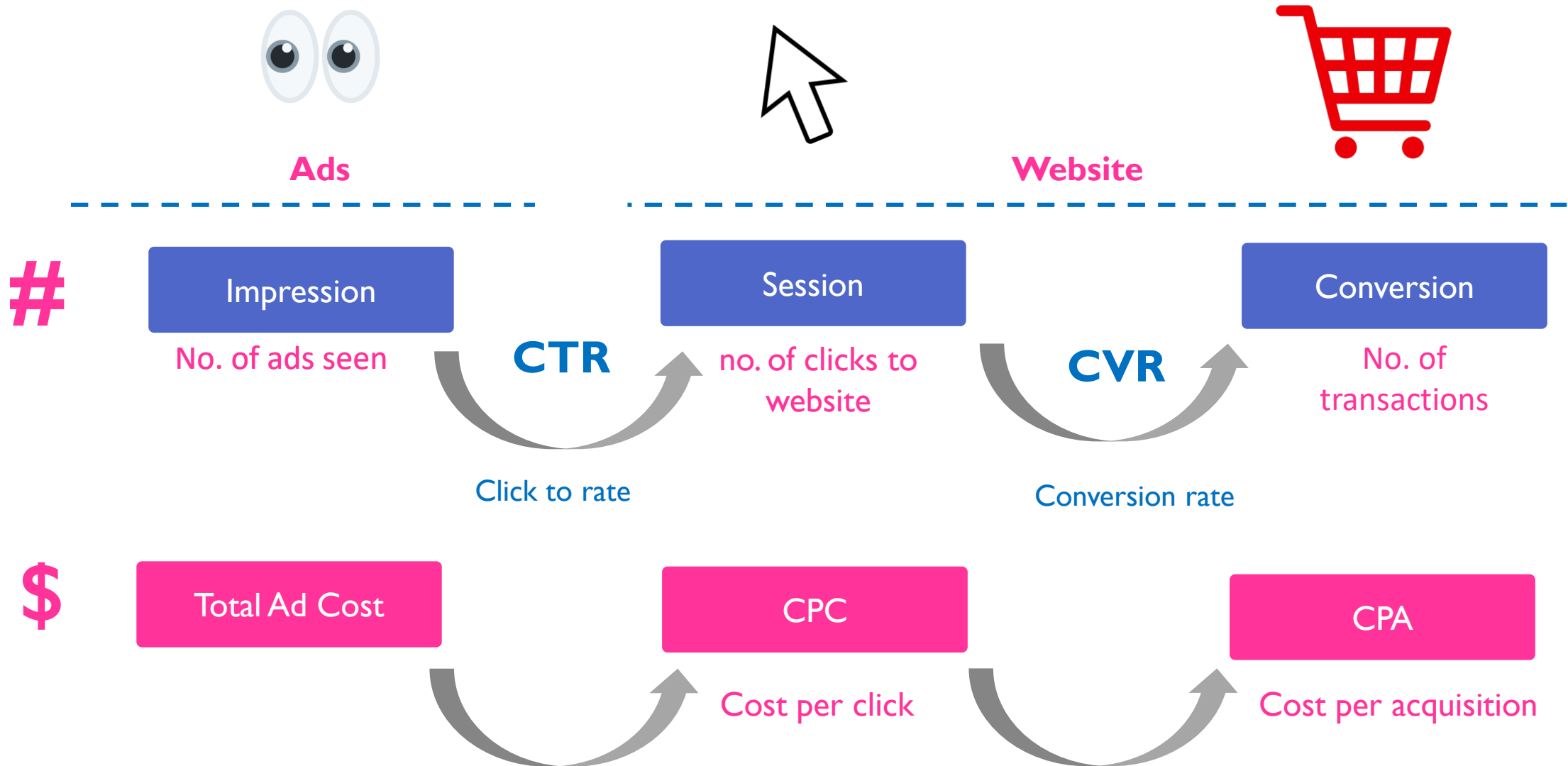
- Revenue generated
- Margin generated
- Orders
- Leads *or conversion*
- Conversion rate (CVR)
- Average Order Value (AOV)

## EFFICIENCY METRICS

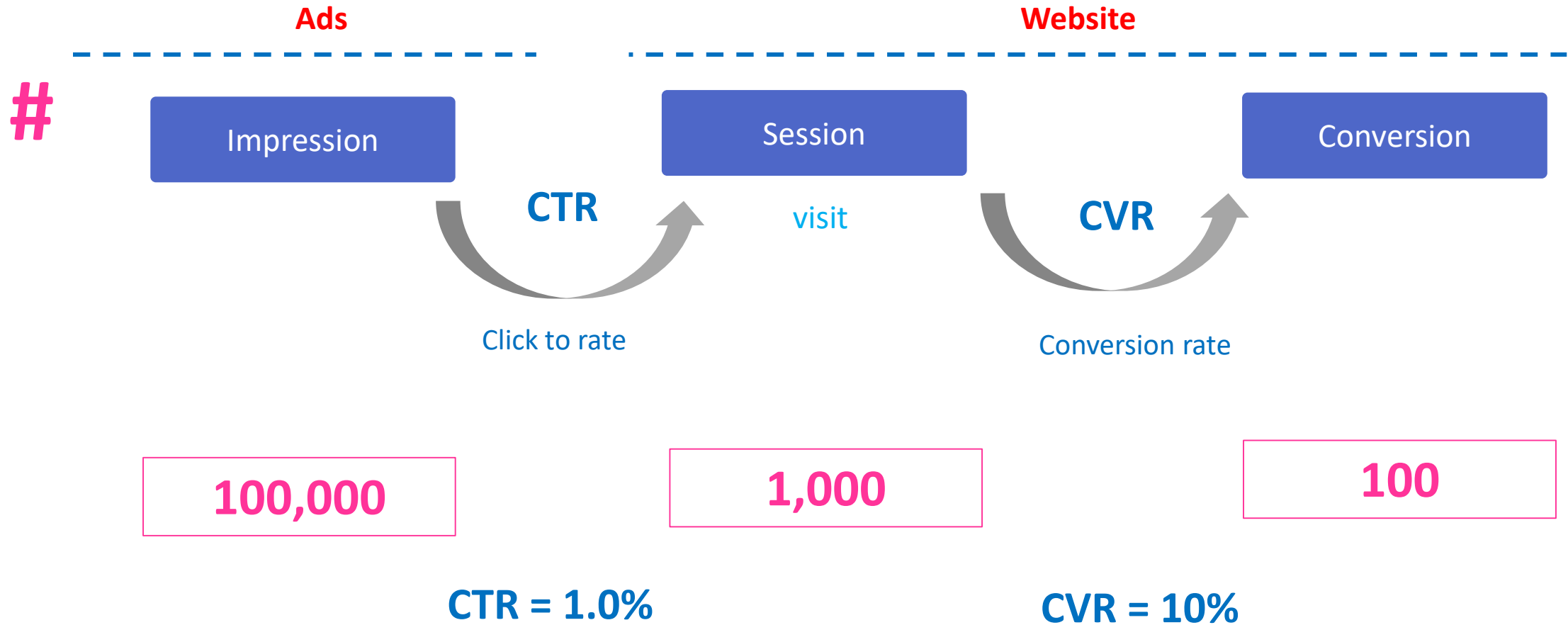
- Return on investments (ROI)
- Cost per leads / order / acquisition (CPL/CPO/CPA)
- Lifetime value (LTV)



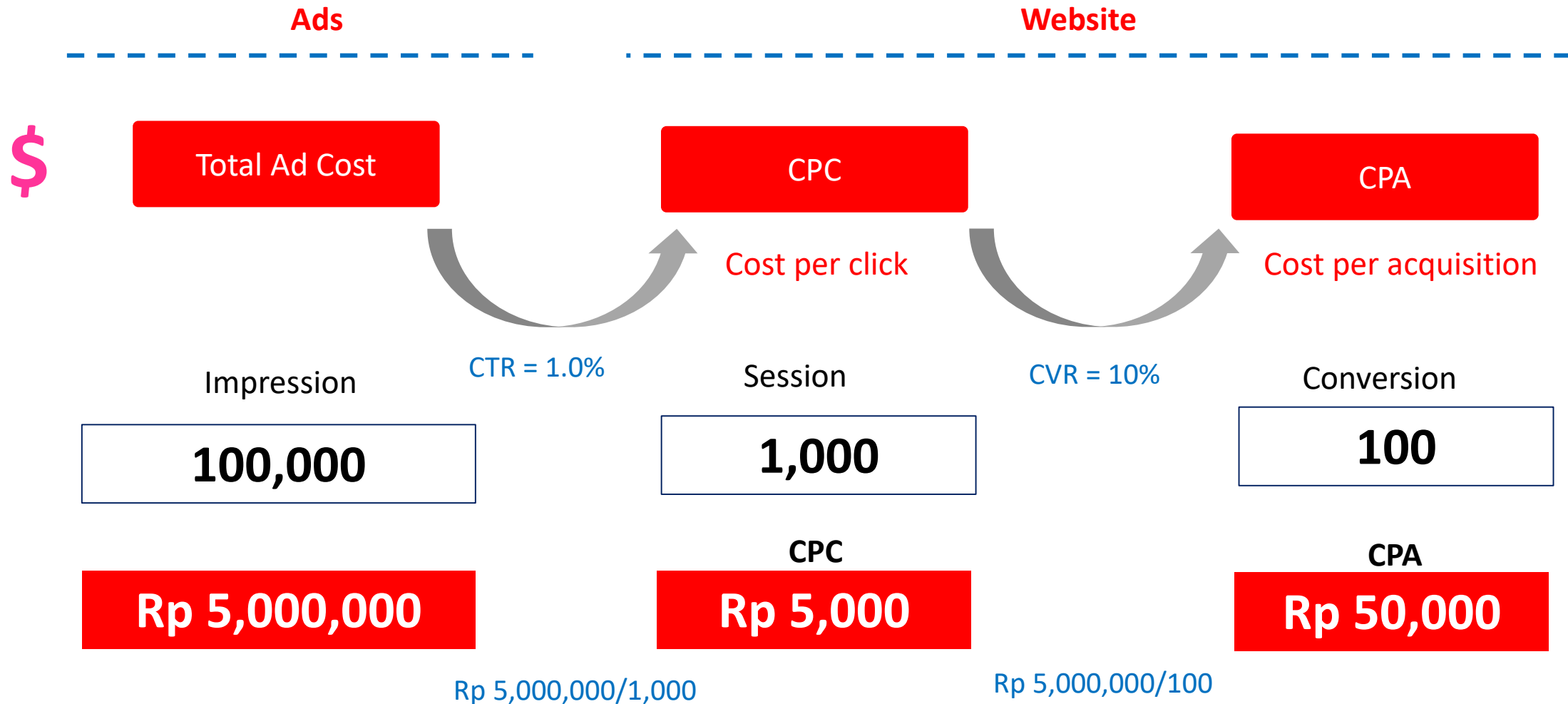
# Measurement for online Ads



# Measurement for online Ads



# Measurement for online Ads



# Advanced paid search

- **Day parting:** custom ads scheduling
- **Site link extensions:** alternative links in ads
- **Star ratings:** automated (real) ratings
- **Click to call:** add phone number
- **Location extensions:** mobile ~ add directions (map)
- **Product list ads (Google shopping)** – shopping list
- **Competitive intelligent:** consider additional tools / software

 **Test, refine, test....**

# Key Terms

- **PPC:** 'pay per click', a term often used instead of paid search.
- **SEM:** 'search engine marketing' – usually refers to paid search.
- **Bid:** an auction-style bid price for your advert's ranking.
- **Keyword:** the word people use to search.
- **CPC:** 'cost per click' – the amount paid for every click on your ad.
- **Ad copy:** the words that make up your ad.
- **Match type:** the way that your keyword is matched to the phrase searched for.
- **Quality score:** a formula that Google uses to determine your ad quality.
- **Publisher:** a site on a network that shows ads from other organizations.
- **Search network:** a network of sites that provide the search results.
- **Metrics:** a measurement (see below for specific metrics).
- **Day parting:** tailoring your campaign to days and times.
- **Site link:** a link to a part of your website; this is one of the extension options.
- **Extension:** these are extra functions you can add to your campaign

# HOMEWORK – group tasks!

Field	Max length
Headline 1	30 characters
Headline 2	30 characters
Headline 3	30 characters
Description 1	90 characters
Description 2	90 characters
Path (2)	15 characters each



1. Continue working with your group on keyword research from previous week

2. Prepare paid search strategy for your brand

- Search ads from branded keywords:
  - Brand keywords: headline + description – take as it is from Google search
- Use 2 of your valuable keywords (from no.1) to create search ads:
  - Keywords 1 : Headline + description
  - Keywords 2 : Headline + description

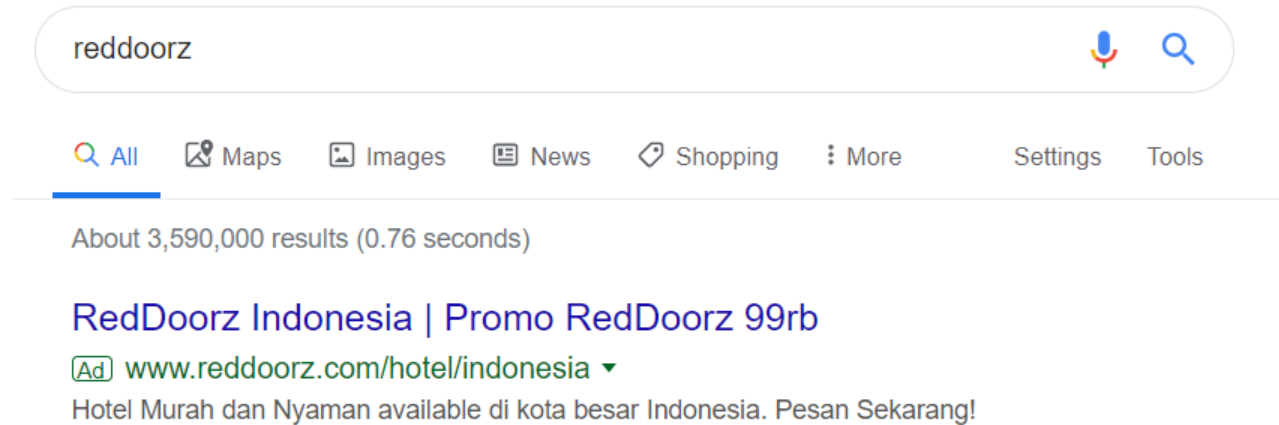
3. Answer this:

- You have budget **Rp 5,000,000** to advertise your brand resulting **5,000 website visit** and **50 sales transactions**.
- How much is the *Cost per Click (CPC)* and *Cost per Conversion/Acquisition (CPA)* of your investment?

# Example no.2

## 1. Branded keywords: “reddoorz”

Take as it is  
from Google  
search



## 2. Valuable keywords: “hotel murah Lombok”

Create your  
OWN from 2  
keywords!



- **Headline:** Hotel murah RedDoorz | Discount s/d 80% | Pasti Nyaman dan Aman
- **Description:** Hotel paling murah di lokasi strategis. Discount 80% mulai dari 100-ribuan. Harga pasti tanpa biaya tambahan. Kamar nyaman, AC, WiFi & gratis breakfast. Pesan sekarang!



**See you next week!**

