Data Driven Design Academy

Course 3: Google Adwords 101

This will be a workshop - please log on to our
Wifi: ESPACESNET Password: espaces2012

datadriven.design

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Paul Hickey

DATA DRIVEN DESIGN

WEB DESIGN | DEVELOPMENT | MARKETING

Data Driven Design Academy

Course 3: Google Adwords 101

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WEB DESIGN | DEVELOPMENT | MARKETING

DATA DRIVEN DESIGN
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TODAY'S LEARNING TARGETS:

1. Why are we here? A look at the data.
2. Google Adwords Express
3. Google Adwords
4. Other Cool Things You Can Do With Adwords:
    a. Display Ads / Remarketing
    b. Google Shopping Ads
    c. YouTube Ads
    d. Google Analytics Preview (Linking to Adwords)

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WHY GOOGLE ADWORDS?

FIND CUSTOMERS WITH AN INTENT TO PURCHASE / INTENT TO FIND A SERVICE IMMEDIATELY

Marketers can immediately get to:

- Search Engine Results Pages (vs. Traditional SEO)
- Various Google Partner Websites

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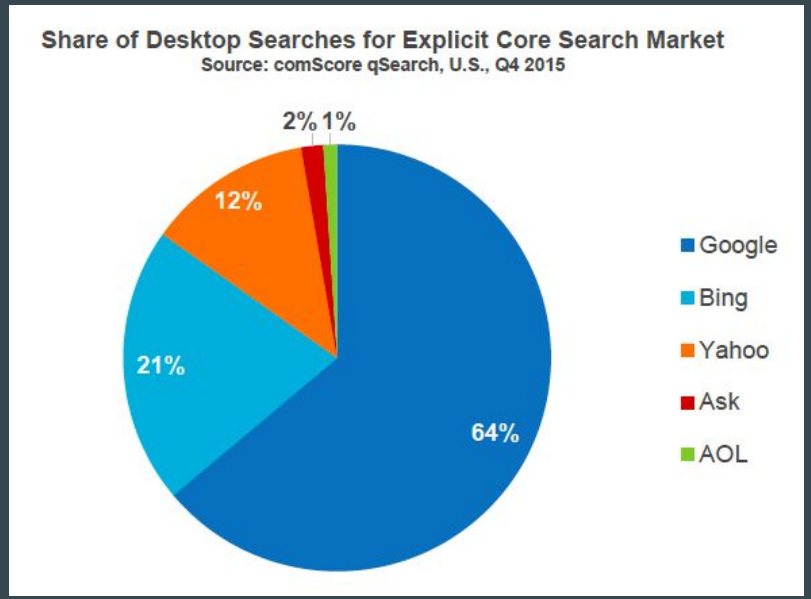
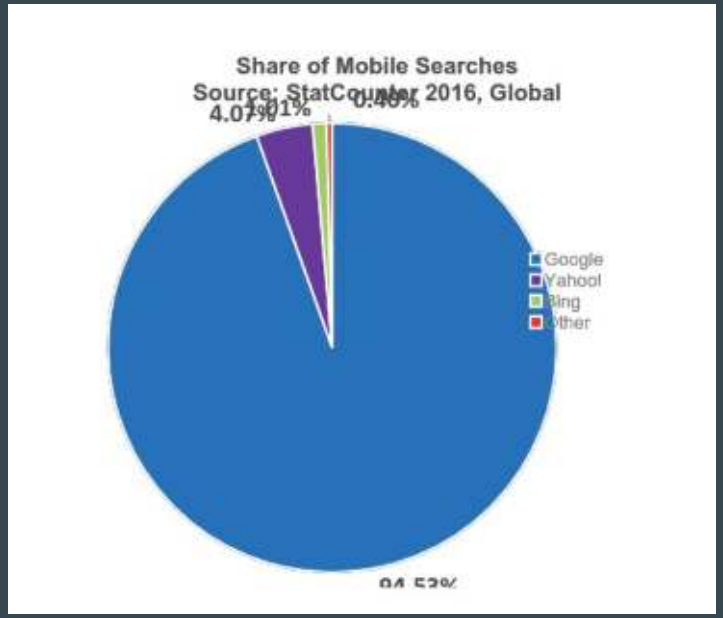
THE DATA

GOOGLE DOMINATES WHILE BING/YAHOO HAS NICHE VALUE





THE DATA

SMARTPHONE OWNERS USE LOCATION-BASED SERVICES

THE DATA

"I WANT TO GO" MOMENTS: OPPORTUNITY TO CONNECT

MOST USED DEVICE IN "I-WANT-TO-GO MOMENTS"

of people use their phone in their I-want-to-go moments.

WHAT HAPPENS IN "I-WANT-TO-GO MOMENTS AFFECTS PURCHASE DECISIONS"

HOW TO THINK OF “GOOGLE ADWORDS”

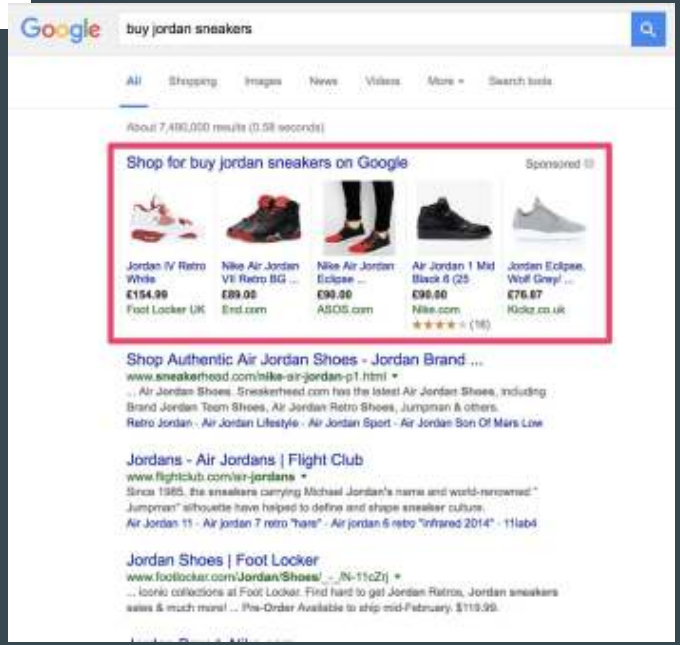
www.datadriven.design

AN AD PLATFORM THAT INCLUDES VARIOUS WAYS TO PLACE ADS ACROSS THE INTERNET.
SEARCH ENGINE PLACEMENTS (MOST COMMON)

Google AdWords

< CONTEXTUAL ADS

GOOGLE SHOPPING ADS >



HOW TO THINK OF “GOOGLE ADWORDS”

www.datadriven.design

AN AD PLATFORM THAT INCLUDES VARIOUS WAYS TO PLACE ADS ACROSS THE INTERNET.
ALSO INCLUDES ADS ON PARTNER WEBSITES (DISPLAY NETWORK) AND YOUTUBE.

Google AdWords

Google Display Network

YouTube

GOOGLE ADWORDS EXPRESS

PROS TO ADWORDS EXPRESS

(DIFFERENT AD PRODUCT THAN ADWORDS / MANAGED THROUGH ADWORDS PLATFORM)

1. SEARCH ENGINE PLACEMENTS (CONTEXTUAL)
    a. (YOUR AD LOOKS THE SAME AS REGULAR ADWORDS)
    b. Allows you to get in the same rotation as competitors with larger budgets
2. Half the CPC (more bang for your buck)
3. 80-90% of your ads will show on the Google Search Engine Results Pages
4. 80-90% of your ads will show on Mobile Devices (which is where website traffic is trending on a 40% growth rate year over year across websites Data Driven Design has Google Analytics Access to
5. Automatic Verified Phone Call tracking for seamless success reporting

GOOGLE ADWORDS EXPRESS

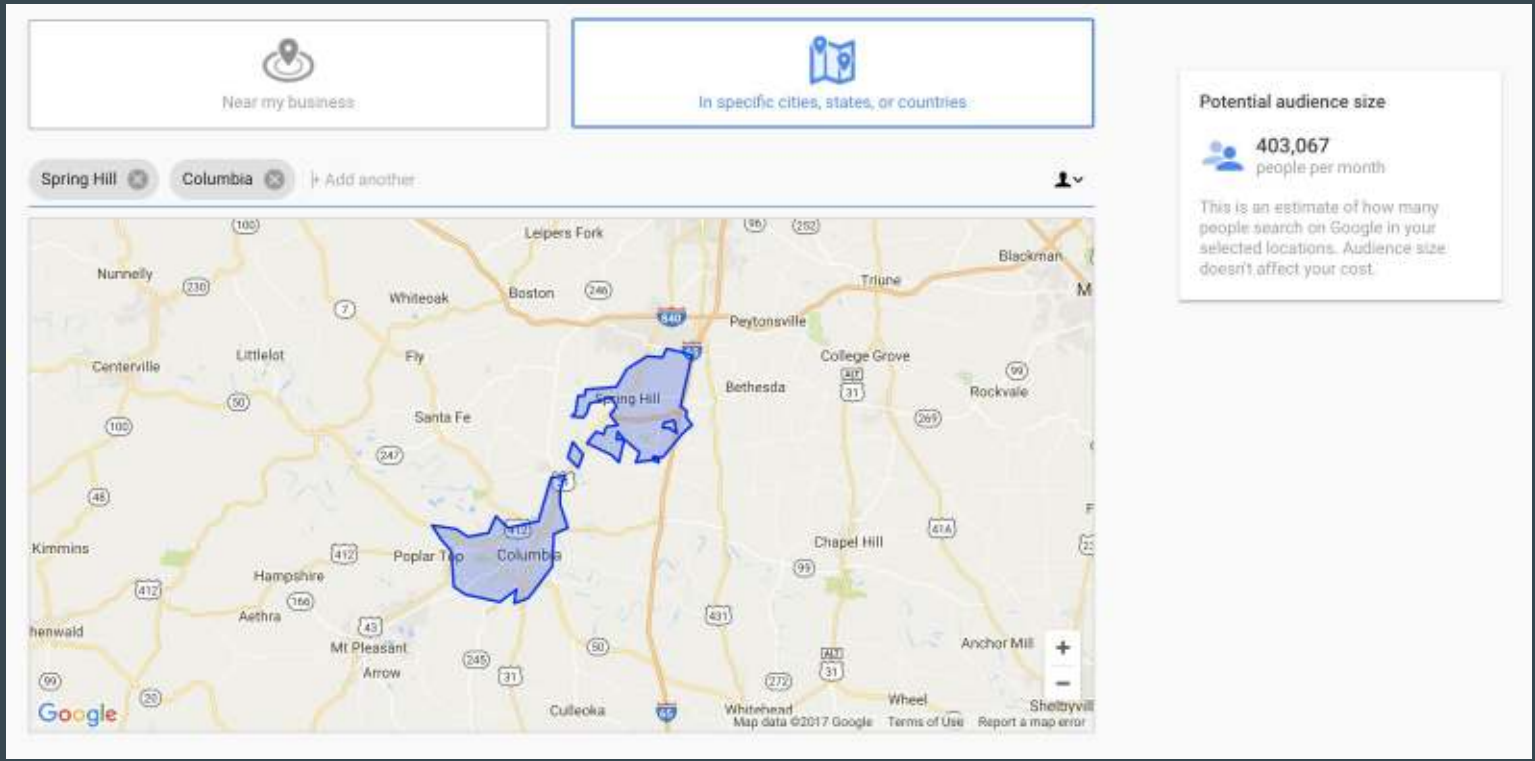
LIMITS TO ADWORDS EXPRESS

1. Cannot control search engine placements (no bidding, no scheduling)
2. Limited Control over Keywords You Show For (you tell Google what kind of business you are, and Google does the rest.
3. Your presence is limited (your ad can't show all the time)
    a. Google decides when to show your ad
    b. (You can pause various days)

GOOGLE ADWORDS EXPRESS

THE BEST SOLUTION FOR BUSINESSES TO:

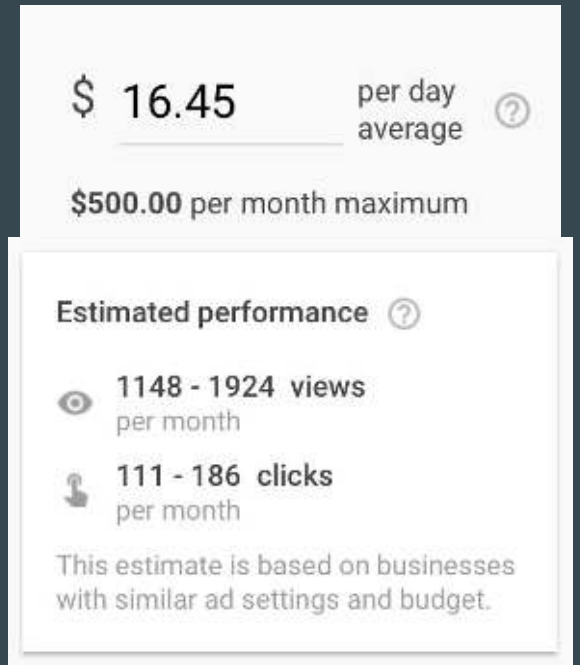
1. DEPLOY ADS QUICKLY IN A TARGET GEO. RADIUS

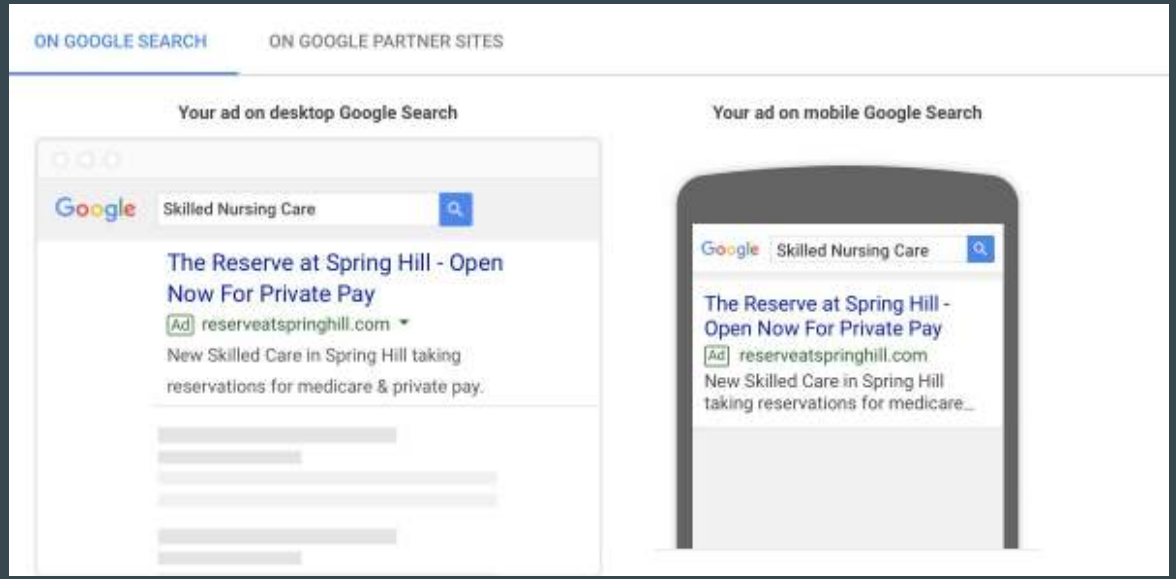


GOOGLE ADWORDS EXPRESS

THE BEST SOLUTION FOR BUSINESSES TO:

2. SHOW IN RELEVANT SEARCH ENGINE PLACEMENTS ON MOBILE DEVICES AT A VERY LOW COST PER ENTRY (CONTROLLED BUDGET)

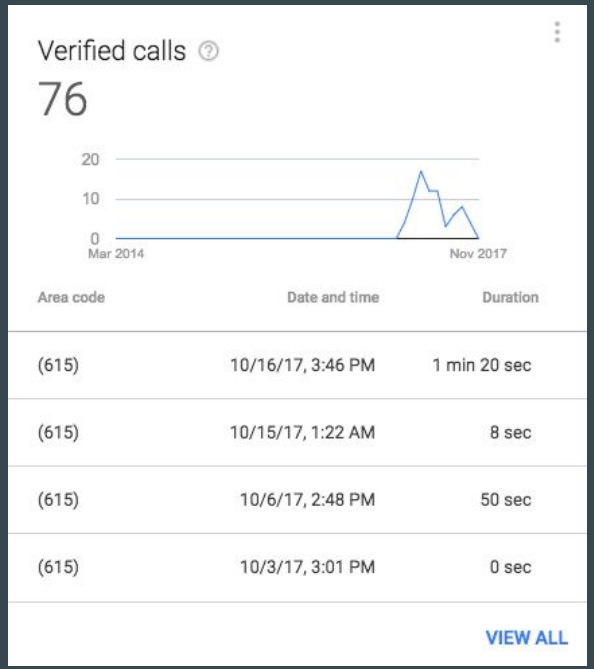


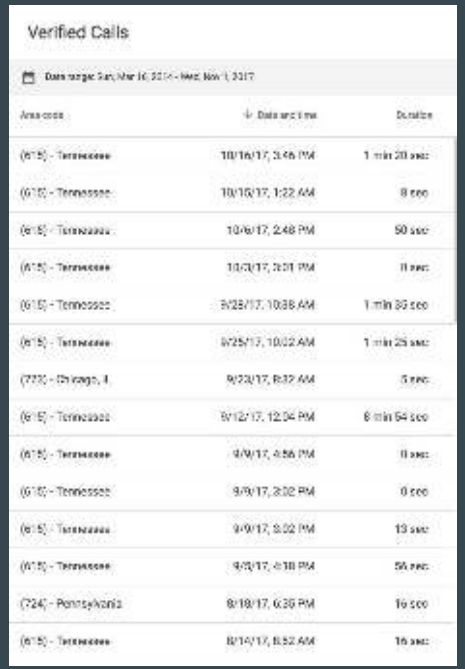


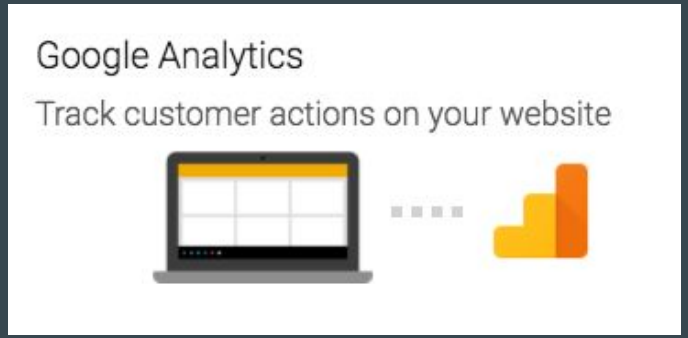
GOOGLE ADWORDS EXPRESS

THE BEST SOLUTION FOR BUSINESSES TO:

3. GENERATE PHONE CALL LEADS AND TRACK REAL DATA WITH EASE





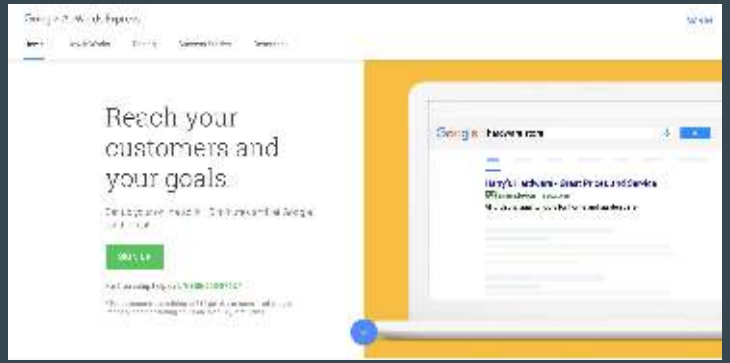


GOOGLE ADWORDS EXPRESS

BEST FEATURE: EASE OF USE

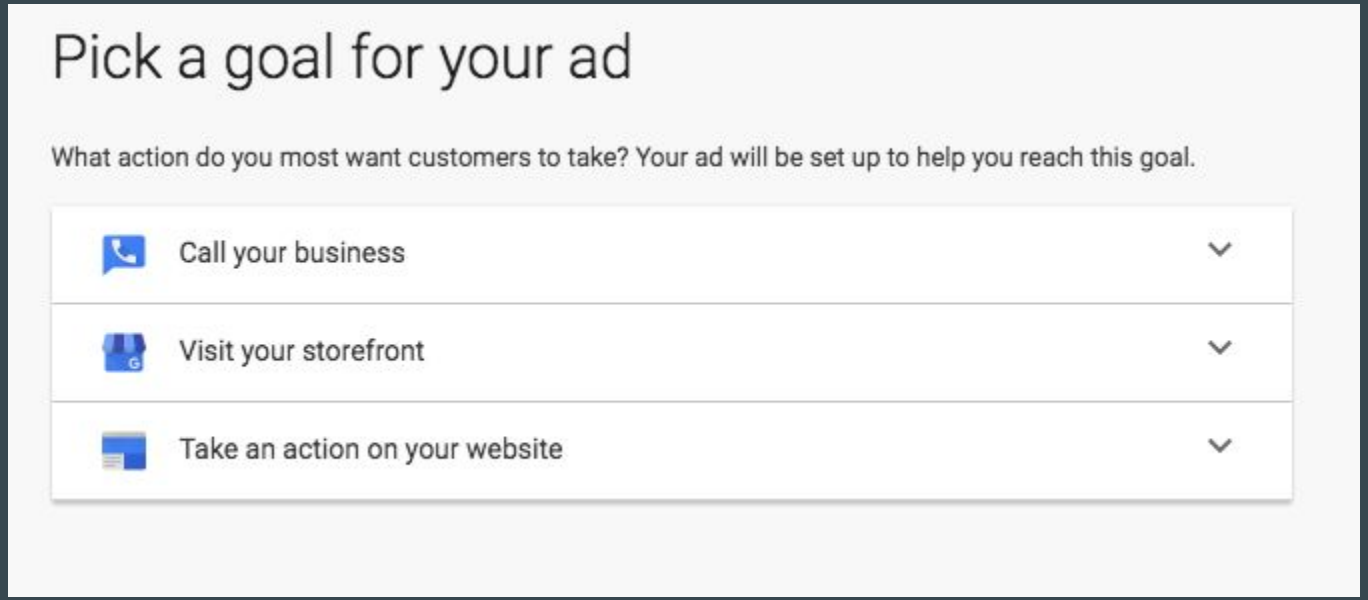
LET'S BUILD AN AD TOGETHER

1. USE A CURRENT GMAIL ACCOUNT / ADWORDS ACCOUNT IF YOU HAVE ONE.
   a. Visit - https://adwords.google.com/express/plus
   b. Create new one - https://www.google.com/adwords/express/



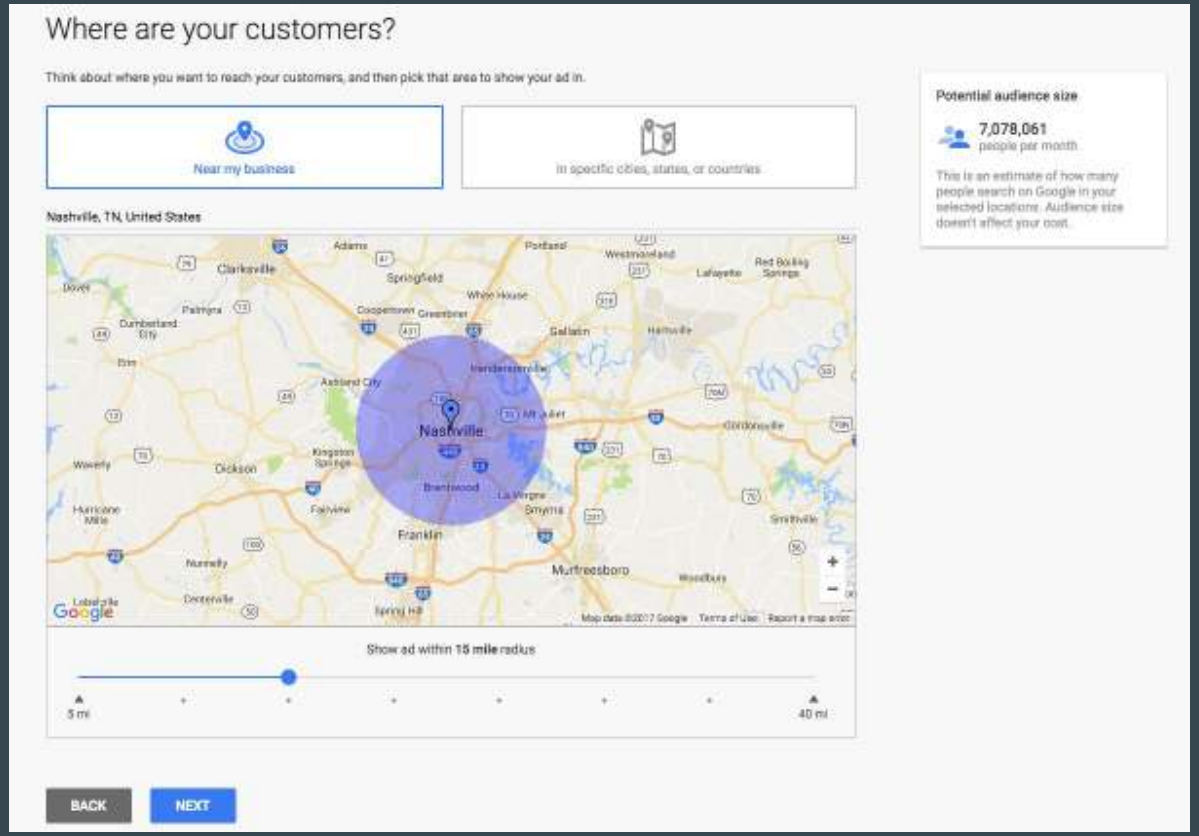
GOOGLE ADWORDS EXPRESS

2. ONCE YOU'RE IN...



GOOGLE ADWORDS EXPRESS

3. GEO RADIUS



GOOGLE ADWORDS EXPRESS

4. TYPE OF BUSINESS (PHOTOGRAPHY SERVICES EXAMPLE)

Define your product or service

What language do you want to advertise in?

English

What product or service do you want to promote in this ad?

- Print Shop
- Digital Printer
- Commercial Printer
- Photographer

Show your ad to people looking for

- [x] Photographer
- [ ] Family Photographer
- [ ] Wedding Photography
- [ ] Photography/Portrait Studio
- [x] Photo Editing
- [x] Event Photography
- [ ] Senior/Graduation Photographer
- [ ] Maternity/Baby Photography
- [ ] Children
- [x] Commercial Photography
- [x] Business Photographer
- [ ] Corporate Portraits
- [x] Healthcare Photography
- [x] Architectural Photography

+ ADD ANOTHER

You can always change products or services later.

BACK NEXT

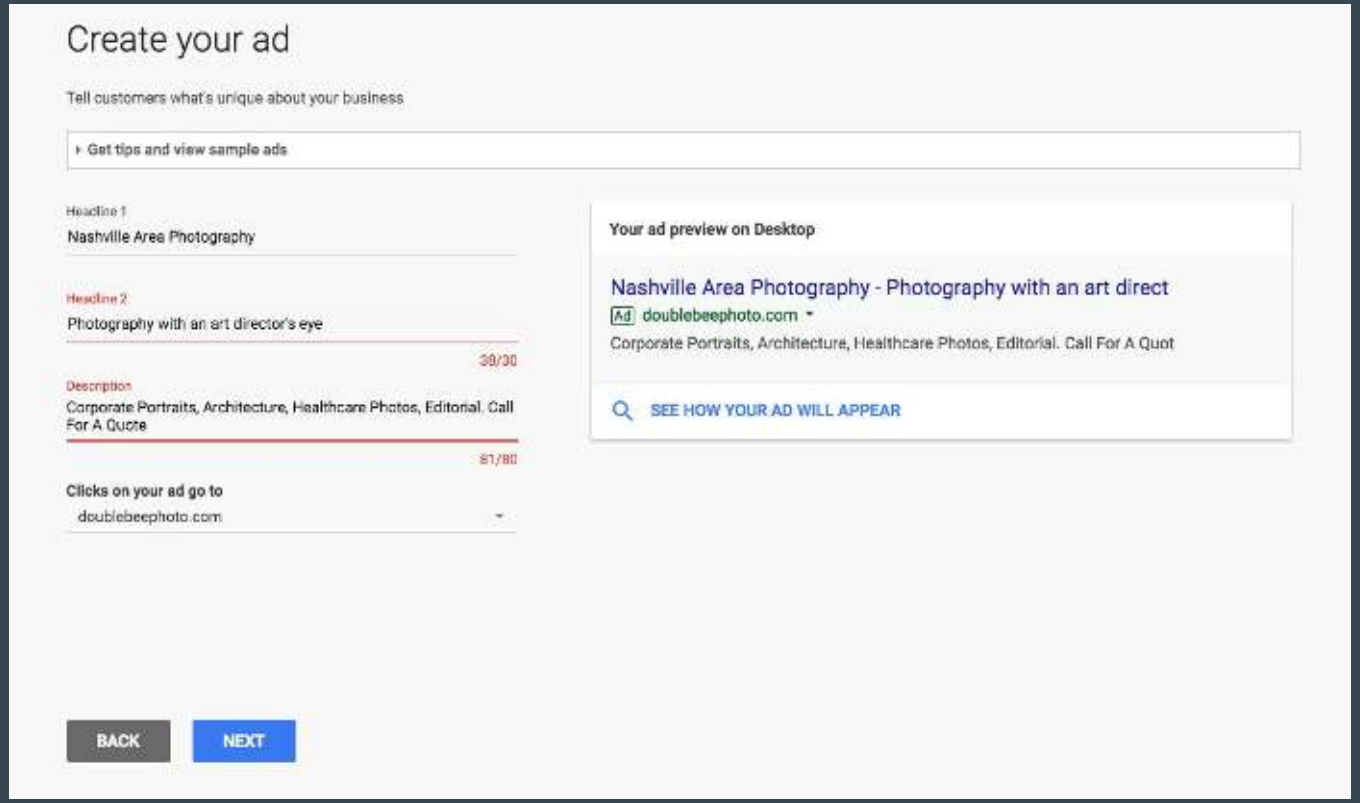
Potential audience size

27,214
people per month

This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.

GOOGLE ADWORDS EXPRESS

5. CREATE YOUR AD (NOTE: CHARACTER LIMITS)



GOOGLE ADWORDS EXPRESS

6. ADD A PHONE NUMBER (IMPORTANT)

Add a phone number

Have customers phone you directly from your ad.

Phone number

(615) 351-4627

Turn on verified calls. Learn more

- Get more accurate call tracking with a forwarding number
- Gain insights into the time, duration, and location of calls
- You'll hear this message when you get a call from your ad:

Listen

BACK NEXT

Your ad preview

Nashville Area Photography - Photography with an art d

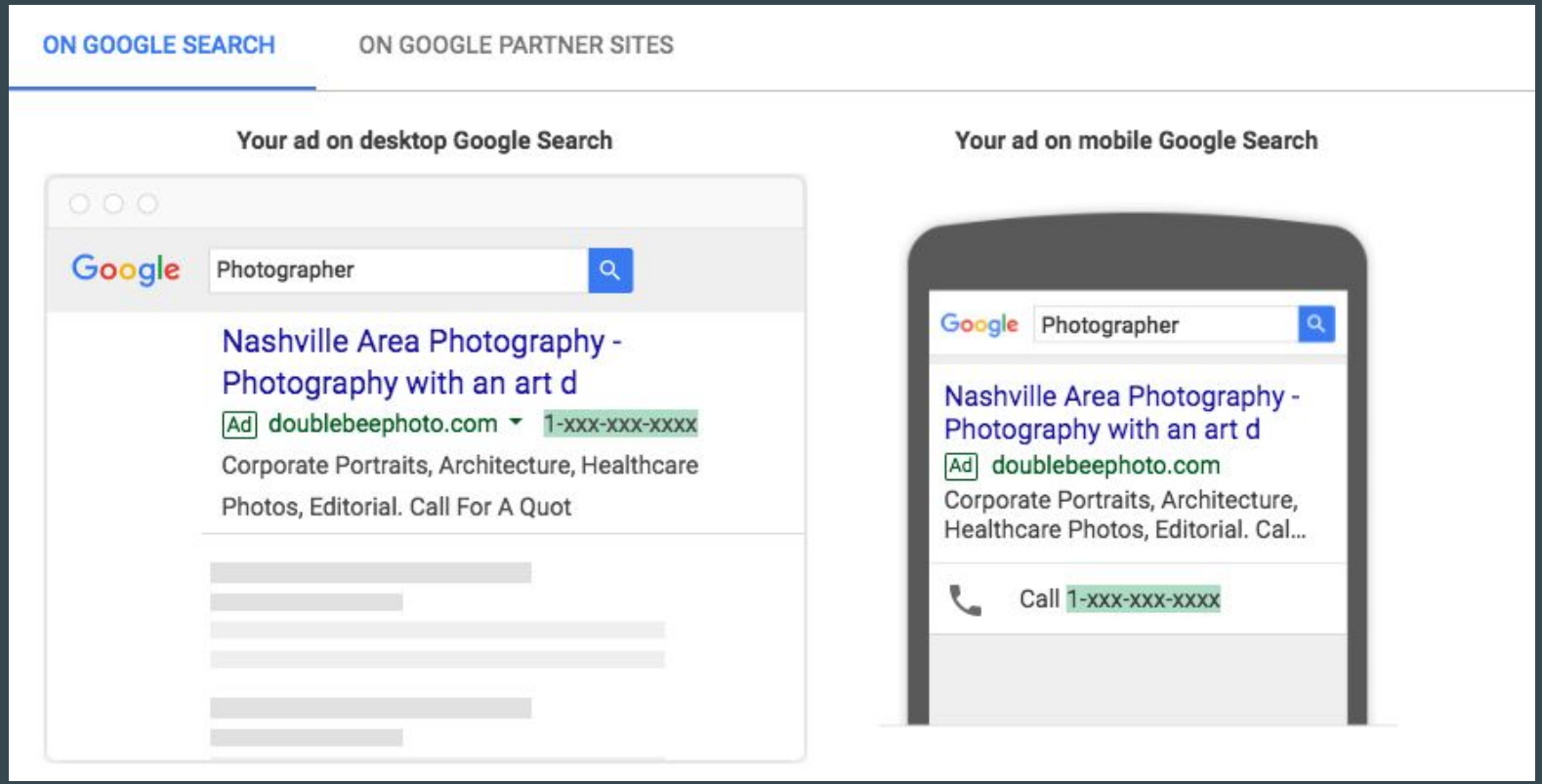
Ad doublebeephoto.com 1-xxx-xxx-xxxx

Corporate Portraits, Architecture, Healthcare Photos, Editorial. Call For A Quot

SEE HOW YOUR AD WILL APPEAR

GOOGLE ADWORDS EXPRESS

7. SEE HOW YOUR AD WILL APPEAR (ON SEARCH ENGINE PAGES)



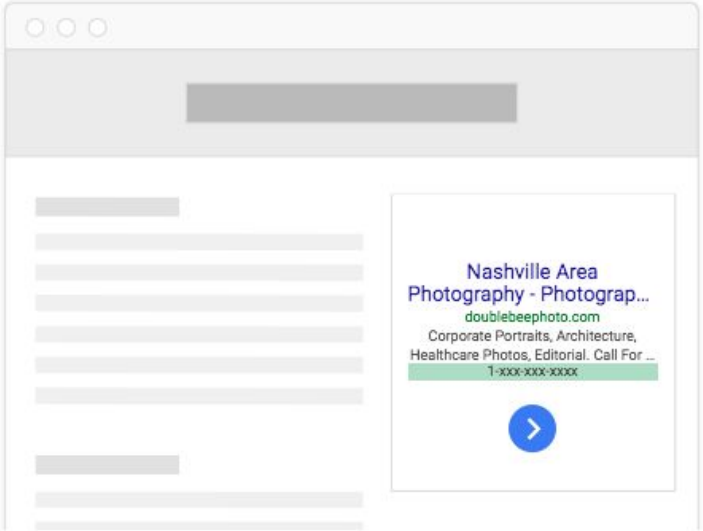
GOOGLE ADWORDS EXPRESS

7. SEE HOW YOUR AD WILL APPEAR (ON PARTNER SITES)

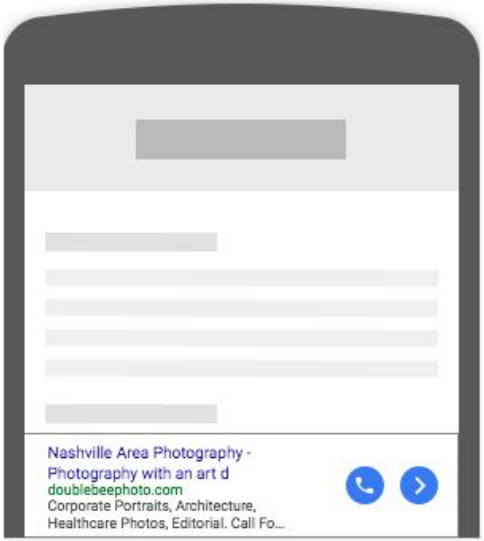
ON GOOGLE SEARCH | ON GOOGLE PARTNER SITES

Google partner sites (also called the Google Display Network) are a group of more than 2 million websites and mobile apps that partner with Google to show ads. Your ad is automatically matched to related websites and apps.

Your ad on desktop Google Partner Sites



Your ad on mobile Google Partner Sites



GOOGLE ADWORDS EXPRESS

8. SET YOUR BUDGET (DAILY)

Set your budget

Set the amount you'd like to spend.

$ 4.93 per day average

$150.00 per month maximum

typical competitor budget range

Estimated performance

2469 - 4156 views per month

101 - 170 clicks per month

This estimate is based on businesses with similar ad settings and budget.

How your budget works

What you pay for
Pay only when people click your ad or call your business.

How much it costs
Costs vary for each click, but you won't spend more than your monthly budget.

If you change your mind
Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.

BACK NEXT

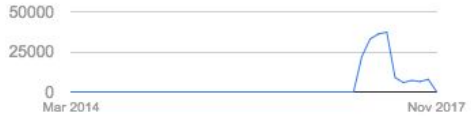
GOOGLE ADWORDS EXPRESS

9. THE RESULTS / DATA (WHERE YOUR AD IS SEEN)

Mar 16, 2014 - Nov 1, 2017

Views

164,853



Your ad was viewed on

Devices

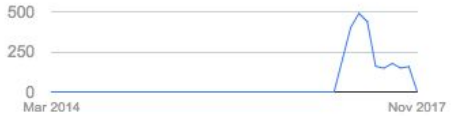
Smartphones	92%
Tablets	3%
Computers	5%

Google sources

Google Search	19%
Google Partner Sites	81%

Clicks

2,327



Your ad was clicked on

Devices

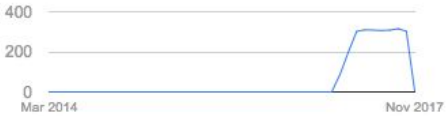
Smartphones	90%
Tablets	4%
Computers	7%

Google sources

Google Search	43%
Google Partner Sites	57%

Amount spent

$2,439.41



Your budget was spent on

Devices

Smartphones	87%
Tablets	2%
Computers	11%

Google sources

Google Search	91%
Google Partner Sites	9%
Other Sources	0%

GOOGLE ADWORDS EXPRESS

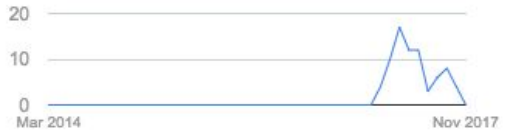
10. THE RESULTS / DATA (WHAT PHRASES YOU SHOW FOR | CALLS)

Search phrases
413 Total

Phrases	Views	Clicks
nashville printers	7333	222
printing	3727	93
nashville poster	2551	93
photo printing	2436	57
printing printing	1535	46
print services	1767	39
custom t shirts	401	27

MANAGE ALL

Verified calls
76



Area code	Date and time	Duration
(615)	10/16/17, 3:46 PM	1 min 20 sec
(615)	10/15/17, 1:22 AM	8 sec
(615)	10/6/17, 2:48 PM	50 sec
(615)	10/3/17, 3:01 PM	0 sec

VIEW ALL

GOOGLE ADWORDS

PROS TO ADWORDS

1. CONTROL SEARCH ENGINE PLACEMENTS (CONTEXTUAL)
2. Full control over bidding (first position; top of page 1; page 1)
3. Full control over keywords (match types)
4. Greater Ability to Expand Your Contextual / Brand Message / Value Prop.
    a. Ad Extensions
5. Greater Campaign Organization Capabilities
    a. Streamline your campaigns
    b. Prevent cannibalization
    c. Automation of keyword bidding, scheduling, device targeting, geo targeting (and raising bids against these factors)
6. Ability to optimize ads for conversions vs. clicks
    a. Uses Google's data to identify customers who are more likely to convert/purchase vs. view and leave.
7. Ability to run tests / gather data / optimize

GOOGLE ADWORDS

CONS TO ADWORDS

1. Far more expensive | Borderline “overpriced”
2. Larger budget required for any results
3. Very low click through rate (1%-3% is “high”)
4. Limited based on actual search volume,
5. Costs / bidding constantly changing, like stock market
    a. making projections pretty obsolete
    b. requiring intense outside help (agency help)
6. Hard to scale
7. Plateau’s quickly

GOOGLE ADWORDS

CAMPAIGN DEVELOPMENT

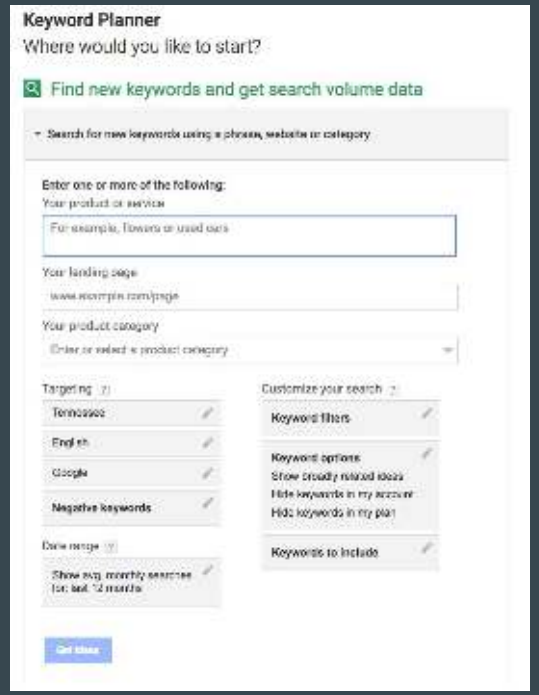
Ad Group Structure & Strategy

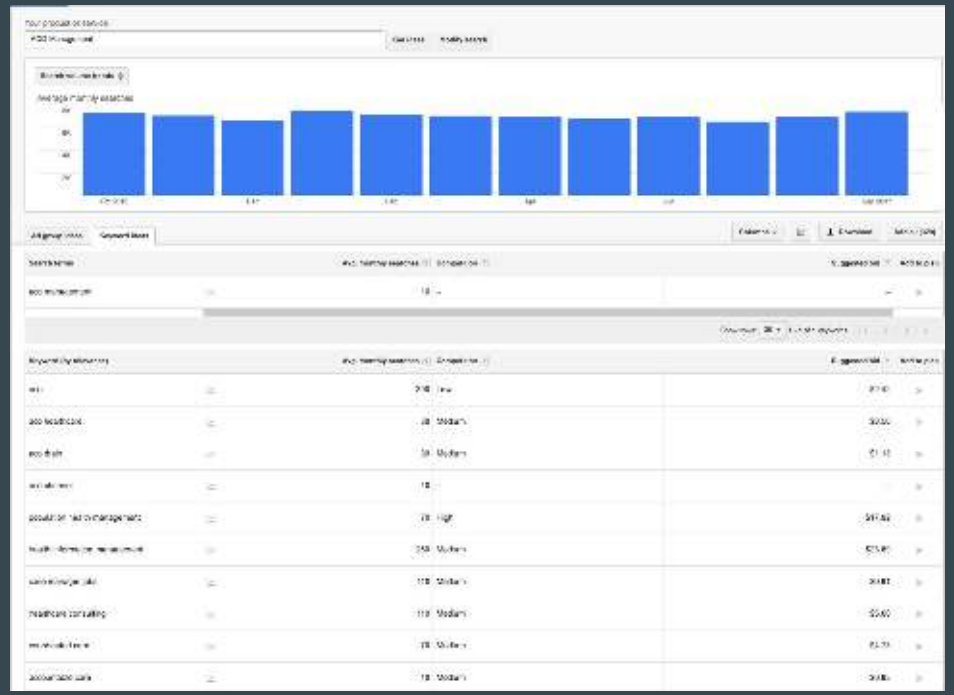
- Ad groups generally contain 20-30 keywords that are closely related and reflect consumer intent.
  - What aspect of the product or service is the user searching for?
  - Can the keywords be addressed in the ad copy?
  - Do the keywords reflect content on the landing page?

GOOGLE ADWORDS

KEYWORD SELECTION

GOOGLE ADWORDS KEYWORD PLANNER TOOL | SHOWS SEARCH VOLUME





ACO Management
vs.

Accountable Care
vs.

Health Information
Management

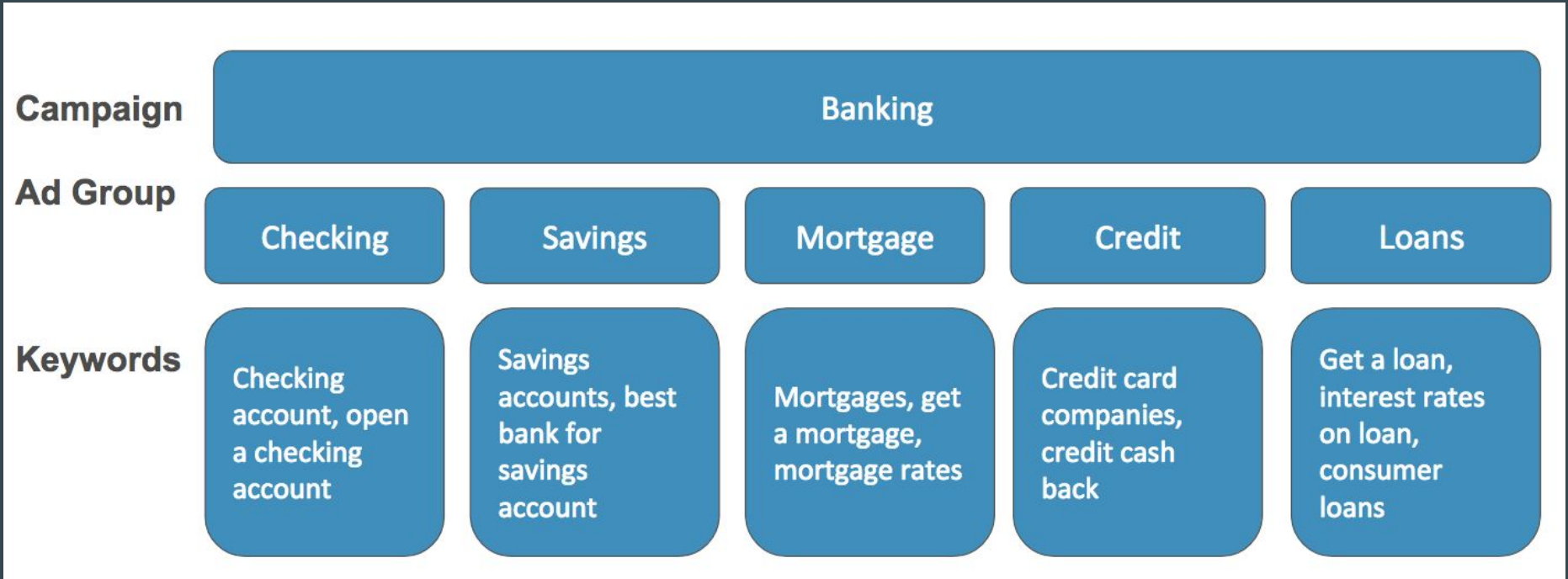
vs.

Population Health
Management

GOOGLE ADWORDS

EXAMPLE STRUCTURE

Ad Group Structure & Strategy



GOOGLE ADWORDS

WRITING YOUR ADS | PICKING YOUR LANDING PAGES

Quality Score

- Variable used by Google, Yahoo, and Bing that can influence both the rank and cost per click of ads. Every time a search query is going to trigger an ad, the ad rank listing is determined by a formula run:
  - Bid * Quality Score
  - Nobody outside Google knows the weight of each in the overall equation, but having a high quality score will give:
    - Higher Ad Rankings
    - Lower Costs

GOOGLE ADWORDS

WRITING YOUR ADS | PICKING YOUR LANDING PAGES

High Quality Score

PNH is a serious disease. - PNHSource.com
Ad www.pnhsource.com
Increase Your Knowledge. Learn more about the effects of PNH

Keyword: **pnh**

Showing ads right now?

No

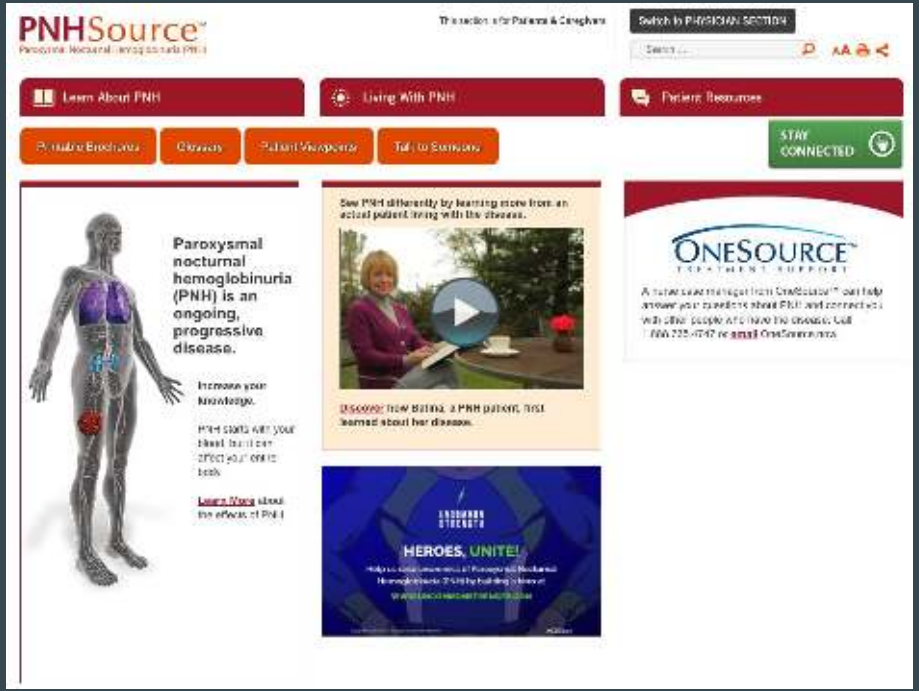
- Your ad isn't scheduled to run right now. What can I do?

Quality score - Learn more

7/10

Expected clickthrough rate: **Below average**
Ad relevance: **Above average**
Landing page experience: **Above average**

Content on landing page mirrors ad and keyword



GOOGLE ADWORDS

WRITING YOUR ADS | PICKING YOUR LANDING PAGES

Low Quality Score

Keyword not mentioned once on page copy or URL

iron deficiency anemia	PNH Information for Physicians	Testing for PNH	Rarely shown due to low quality score

Keyword: **iron deficiency anemia**

Showing ads right now?

No

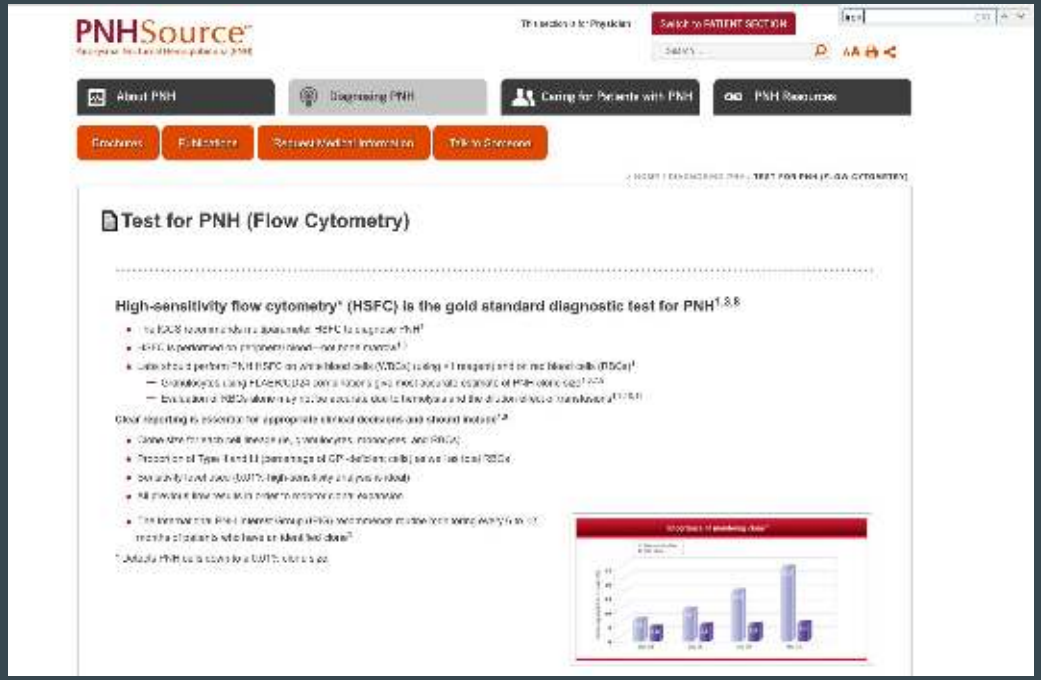
- Your ad isn't scheduled to run right now. What can I do?

Guide me: Add keywords

Quality score - Learn more

1/10

Expected clickthrough rate: **Below average**
Ad relevance: **Below average**
Landing page experience: **Below average**



GOOGLE ADWORDS

THINGS YOU CAN DO TO INCREASE YOUR BRAND MESSAGE AND QUALITY SCORE

Ad Extensions
Definition

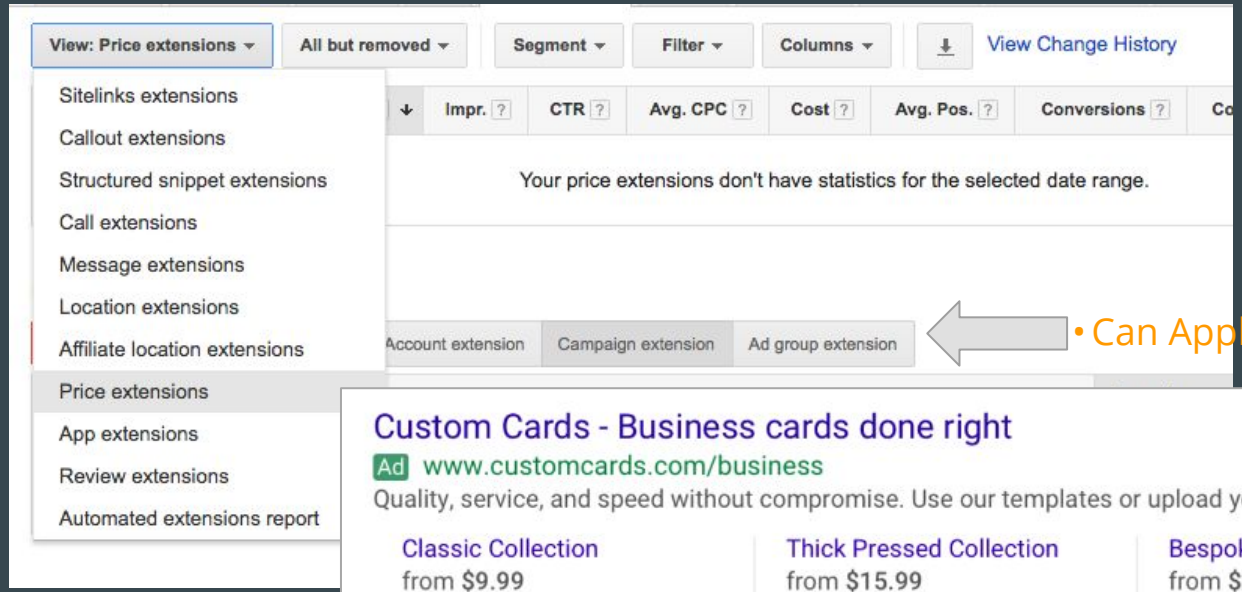
- Ad extensions are additional pieces of information about your business, like a phone number or link to a specific page on your website, you can add to your ads.
- Ad extensions are free to add to your ads, with the usual charges for any clicks you get.
- They also explain why ads can look different :)

GOOGLE ADWORDS

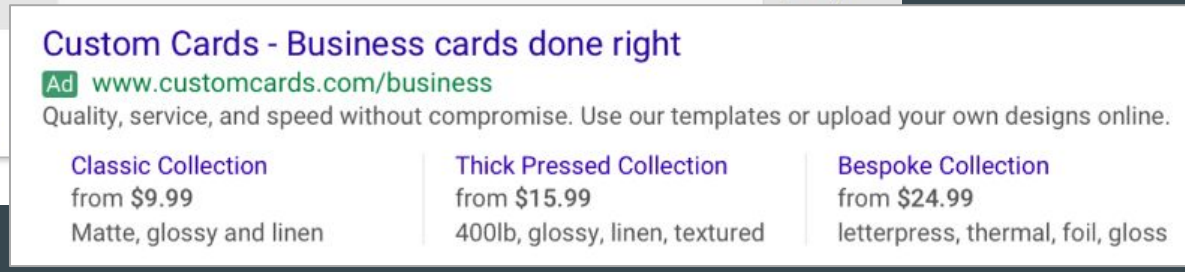
THINGS YOU CAN DO TO INCREASE YOUR BRAND MESSAGE AND QUALITY SCORE

- Call Extension
- Location Extension
- Review Extension
- Sitelink Extension
- Callout Extension
- Price Extension

Ad Extensions
Types



- Can Apply at any level



GOOGLE ADWORDS

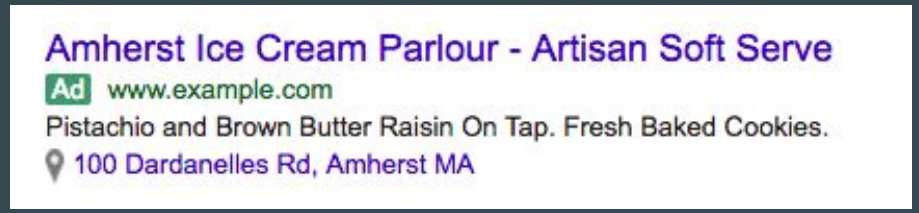
CALL EXTENSIONS

- Call extensions let you add phone numbers to your ads, which can increase click through rates by 4-5%
- When call extensions show, people can tap or click a button to call you business directly
    - Requirements: A business phone number where all calls will be directed

GOOGLE ADWORDS

LOCATION EXTENSIONS

- Location extensions can help people find your locations by showing your ads with a map, your address, or the distance to your business
- People can click or tap your extension to get to your location page, which includes the most relevant business information in one place. Location extensions may also include a phone number or call button
    - Requirements: A google my business account with up-to-date information on all business locations linked to AdWords account



GOOGLE ADWORDS

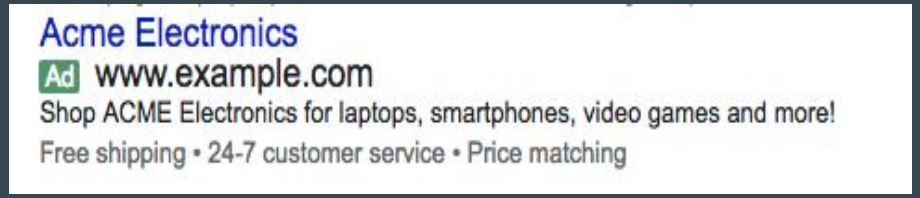
REVIEW EXTENSIONS

- There's nothing better than getting a good review, and customers like to see them too when searching for products and services online
- With review extensions, you can share those positive write-ups, awards, or third-party rankings with potential customers in an additional line of text beneath your ads on Google Search
  - Requirements: A relevant third-party sourced review of your business, verified by Google
  - You can use a paraphrased or exact quote, as long as it's attributed and linked to the published source.

GOOGLE ADWORDS

CALLOUT EXTENSIONS

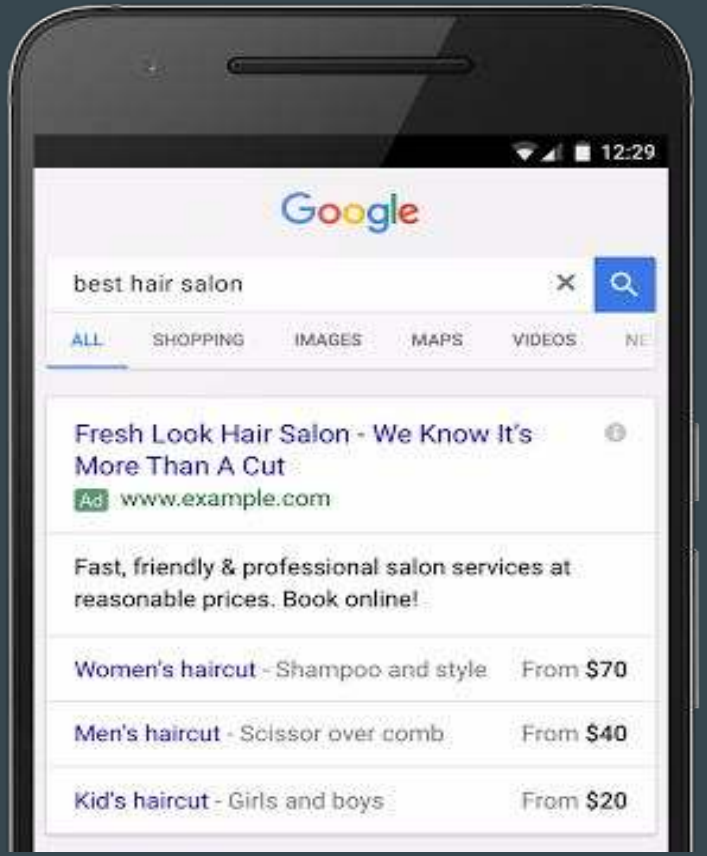
- The callout ad extension lets you include additional text with your search ads
- This lets you provide detailed information about your business, including products and services you offer
  - Requirements: 2-6 25-character limit lines of text highlighting specific products to your business



GOOGLE ADWORDS

CALLOUT EXTENSIONS

- Price extensions showcase your business's offerings in detail, so people can find what they want more quickly through your ad
- Since each price extension listing has its own link, people can tap straight from your extension to what they want on your mobile site
  - Requirements: Your site must be mobile-optimized as price extensions pull data right from your mobile site.



GOOGLE ADWORDS

BIDDING AND POSITIONING

- Google's ad auctions uses quality scores and bids to determine an ad's position
  - Only pay what is minimally required to hold ad position
  - Requires monitoring performance to determine when a bid should raised or lowered

+ KEYWORDS | Edit | Details | Search terms | Bid strategy | Automate | Labels

Keyword	Ad group	Status	Max. CPC	Impr.	Avg. Pos.	Clicks	CTR	Avg. CPC	Match type	Cost	Conversions
Total - all campaign				3,095	1.1	95	3.07%	$8.86	--	$841.92	5.00
"bone marrow"	Bone Cancer	Rarely shown due to low quality score	$18.00	524	1.0	6	1.15%	$8.16	Phrase	$48.95	0.00
bone diseases	Bone Cancer	Eligible	$15.00	363	1.0	9	2.48%	$6.77	Broad	$60.92	0.00
multiple myeloma	Multiple Myeloma	Eligible	$18.00	334	1.0	17	5.09%	$13.83	Broad	$235.06	0.00
cancer in bones	Bone Cancer	Eligible	$15.00	262	1.1	5	1.91%	$8.91	Broad	$44.56	0.00
bone cancer	Bone Cancer	Eligible	$15.00	261	1.1	3	1.15%	$5.31	Broad	$15.93	0.00

GOOGLE ADWORDS

OPTIONS FOR BIDDING AND POSITIONING

- FIRST PAGE
- TOP OF FIRST PAGE
- FIRST POSITION

DATA POINT: WHEN FIRST POSITION BID IS INVESTED IN, CONVERSIONS INCREASE BY 34%

Below first page bid
First page bid estimate: $4.61

Estimated first position bid is the amount you might need to pay for your ad to be displayed in the first position at the top of the first page of Google search results.

Why it matters: Only the highest-ranked ad can appear in the first position. An ad's Quality Score and bid amount both affect its ad rank.

What to do: We can't guarantee your ad's placement, but if you improve the quality of your ad or meet the estimated first position bid, you can increase your ad's chances of qualifying for a first position placement.

Modify columns

Select metrics

- Performance »
- Conversions »
- **Attributes** »
- Attribution »
- Quality score »
- Bid simulator »
- Google Analytics »
- Competitive metrics »
- ls »

- **Bid strategy** »
- **Bid strategy type** »
- **Final URL** »
- **Tracking template** »
- **Custom parameter** »
- **Est. first page bid** »
- **Est. top page bid** »
- Est. first position bid »
- **Match type** »
- **Keyword ID** »

GOOGLE ADWORDS

DEVICE TYPE BIDDING

- Google enables us to bid different amounts depending on what device the user is on
  - Depending on the campaign and keywords, different devices perform better
  - Tablet bidding implemented in fall 2016

Device	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Computers	–	2,658	51,166	5.19%	$0.36	$962.43	2.6
Mobile devices with full browsers	+ 30%	6,675	90,795	7.35%	$0.45	$2,998.97	2.2
Tablets with full browsers	–	942	16,807	5.60%	$0.34	$321.76	2.7
Total - all experiments		**0**	**0**	**0.00%**	**$0.00**	**$0.00**	**0.0**
Total		**10,275**	**158,768**	**6.47%**	**$0.42**	**$4,283.16**	**2.4**

GOOGLE ADWORDS

GEO-TARGETING LOCATION BIDS

- Geo targeting enables targeting to specific areas
  - State, county, city, zip code, location radius
- Location bids allow for higher bidding in areas where performance is stronger

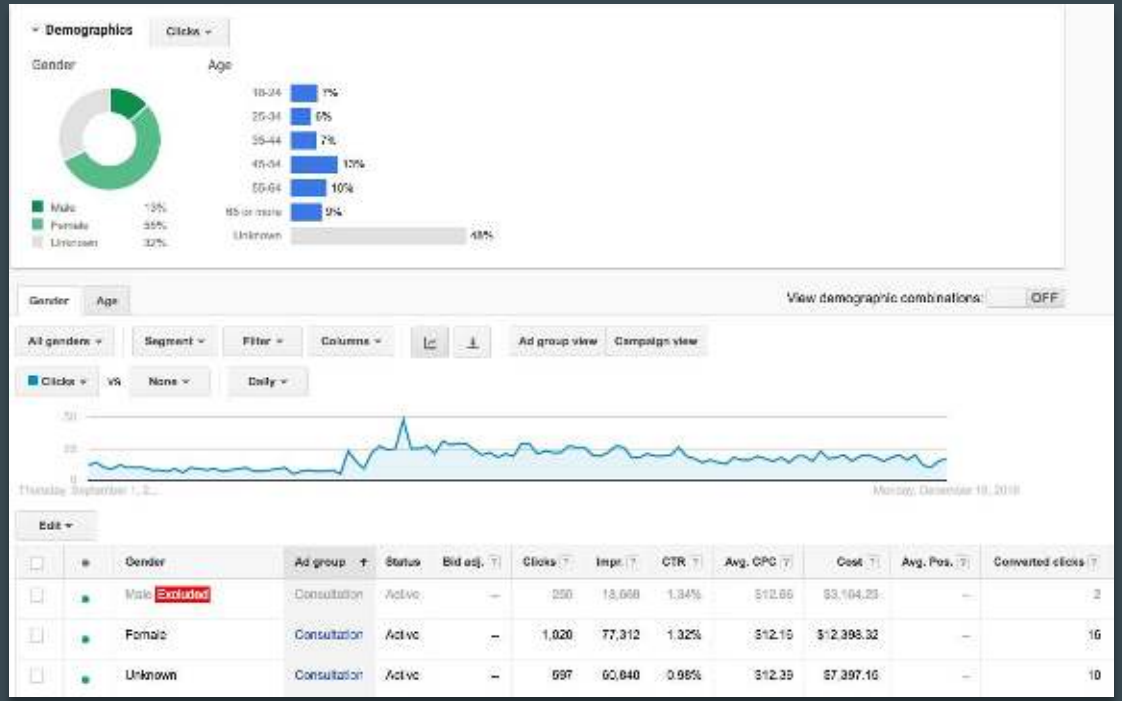
+ LOCATIONS | Set bid adjustment | Remove | View location reports

Location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
Total		2,026	34,995	5.79%	$2.07	$4,185.73
Indianapolis IN, Indiana, United States	–	235	5,611	4.19%	$2.67	$628.60
5.0 mi around Lafayette, US	+ 20%	249	5,111	4.87%	$2.20	$548.29
5.0 mi around Muncie, US	+ 20%	179	3,589	4.99%	$2.48	$443.64
Howard County, Indiana, United States	–	77	1,700	4.53%	$3.09	$237.57

GOOGLE ADWORDS

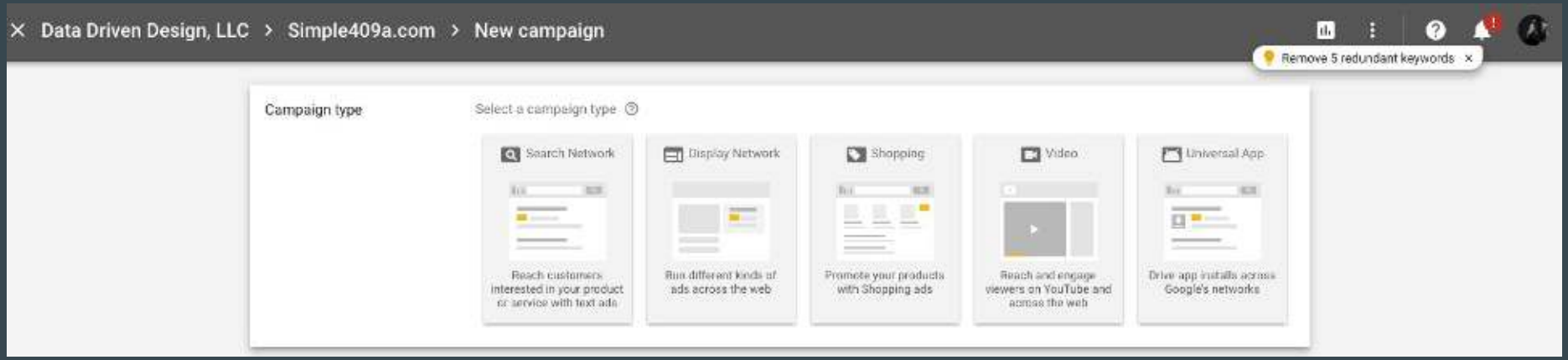
DEMOGRAPHIC TARGETING

- View performance data by age and gender within ad groups
- Adjust campaigns accordingly



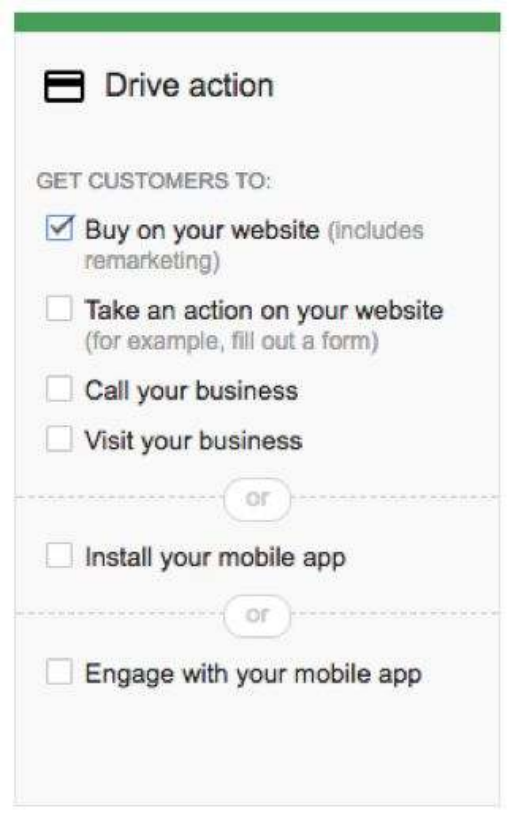
GOOGLE ADWORDS

HOW TO DO OTHER COOL STUFF IN ADWORDS :)



GOOGLE ADWORDS

DISPLAY ADS / REMARKETING



- Remarketing lists for search ads (RLSA's) allow us to target users who have already interacted with the website or completed a specified action
  - We can target those users exclusively with tailored ad copy

GOOGLE ADWORDS

DISPLAY ADS / REMARKETING

Display keywords – show ads on sites related to your keywords. 19 ideas
Interests & remarketing – show ads to people based on their interests. 4 ideas
Use a different targeting method

Interests & remarketing

In-market audiences | Ideas | All

Search by related term or phrase | Search

In-market audiences: 493

- Business Services
- Computers & Peripherals
- Consumer Electronics
- Dating Services
- Education
- Employment
- Event Tickets
- Financial Services
- Gifts & Occasions
- Home & Garden
- Real Estate
- Software
- Sports & Fitness
- Telecom
- Travel

Selected: 4

In-market audiences: 4

- Primary & Secondary Schools (K-12)
- Beauty Products & Services
- Dating Services
- Travel

Weekly available impressions
Display Network
100M - 500M Impressions

Targeting methods
Interests & remarketing (4)

This is just an estimate of your initial targeting reach and doesn't take into account automated targeting methods or bid, budget and device settings.
Learn more

GOOGLE ADWORDS

DISPLAY ADS / REMARKETING

Narrowed further by **Demographics** ?

GENDER	AGE	PARENTAL STATUS
☐ Male	☐ 18-24	☑ Parent
☑ Female	☑ 25-34	☐ Not a parent
☐ Unknown ?	☑ 35-44	☐ Unknown ?
	☐ 45-54	
	☐ 55-64	
	☐ 65 or more	
	☐ Unknown ?	

Reach a significantly wider audience by showing ads to people whose Age, Gender, and Parental status we do not know.

GOOGLE ADWORDS

DISPLAY ADS / REMARKETING

Narrowed further by **Placements**

Websites

modernmom.com | Search

bellybelly.com...	1.5K - 2K
health-and-par...	0 - 1K
womenshealthca...	0 - 1K
pregnancyvideo...	0 - 1K
yourduedate.co...	1K - 1.5K
womenshealthca...	0 - 1K
pregnancy-info...	0 - 1K
pregnancy-baby...	0 - 1K
cafemom.com	450K - 500K
thestir.cafemo...	400K - 450K
mobile.cafemom...	450K - 500K
mommyish.com	0 - 1K
hotmomsclub.com	30K - 35K

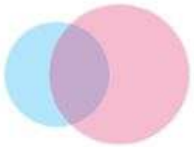
+ Multiple placements

Selected: 5

Websites: 5

- mothering.com
- todaysparent.com
- firstforwomen.com
- parents.com
- cafemom.com

Weekly available impressions
Display Network
100K - 500K Impressions



Targeting methods

- Placements (5)
- Interests & remarketing (4)

- Available impressions
  100K - 500K

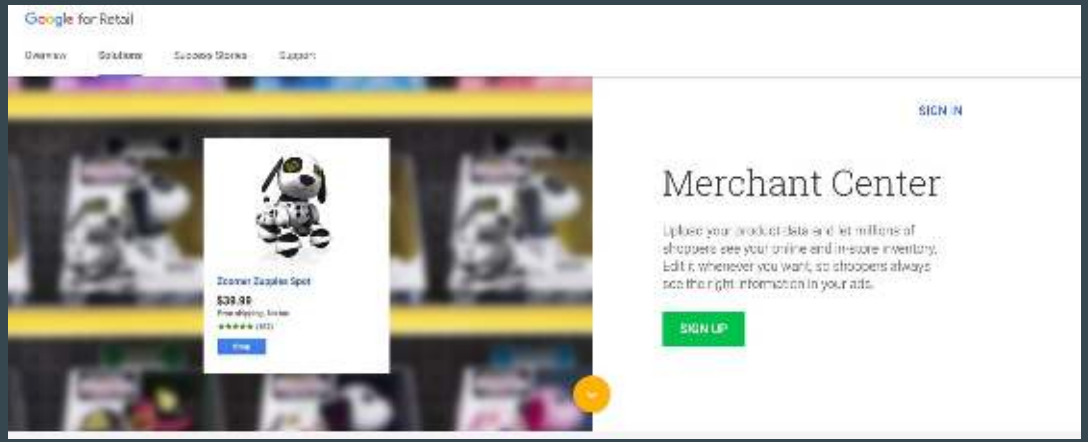
Your targeting is very limited. Your ads might not show to many people.
Learn more

This is just an estimate of your initial targeting reach and doesn't take into account automated targeting methods or bid, budget and device settings.
Learn more

GOOGLE ADWORDS

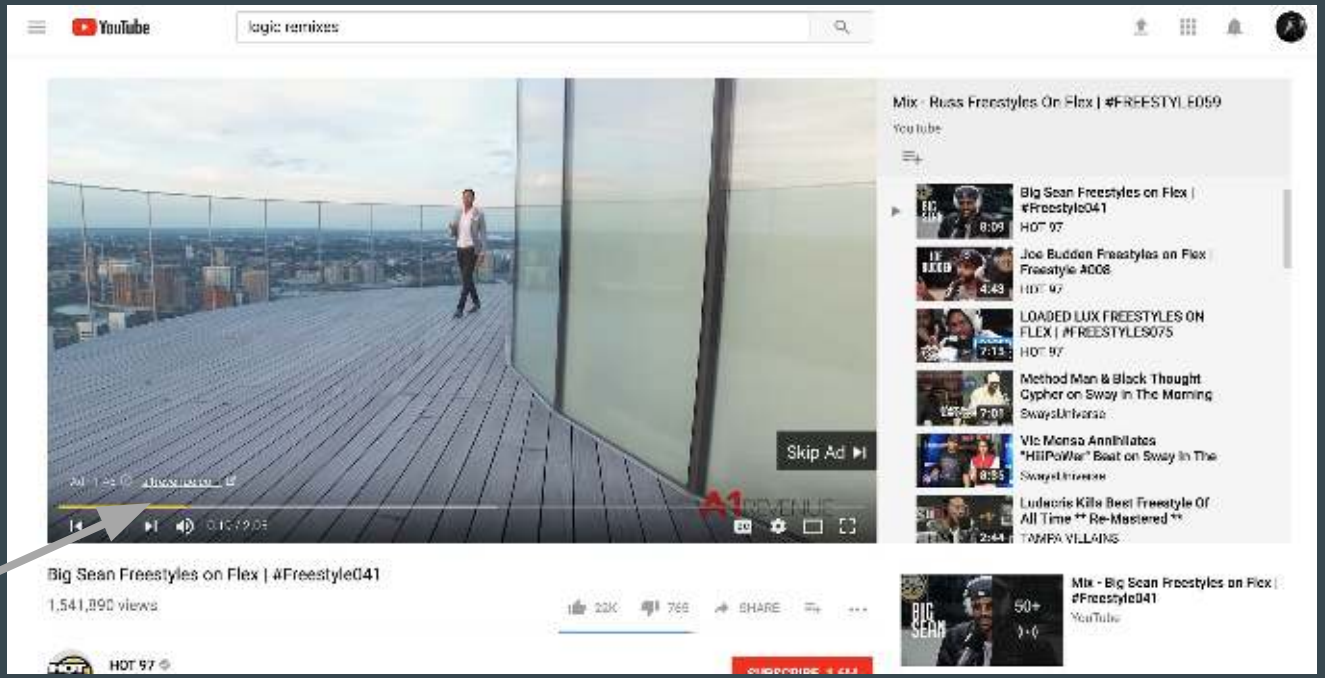
GOOGLE SHOPPING ADS

- Requires Google Merchant Center Account
- Shopify has feed set-up
- WooCommerce has feed set-up
- Magento has feed set-up
- You can have your programmer automate feed or manually update

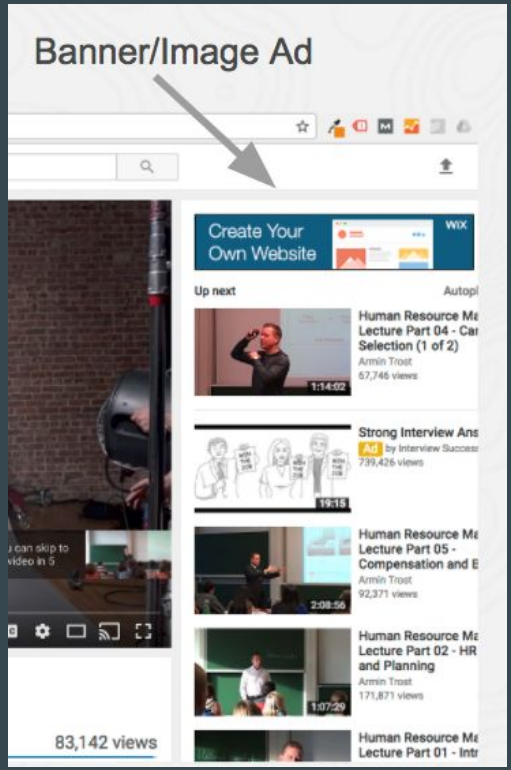


GOOGLE ADWORDS

YOUTUBE ADS



Video ad before desired video plays



GOOGLE ADWORDS

GOOGLE ANALYTICS PREVIEW (LINKING ADS)

- Linking to Google Analytics Puts Data In Both Places
- Allows for conversions to be tracked
- Allows for Adwords campaigns to be optimized for conversions, not clicks

Default Channel Grouping	Acquisition			Behavior			Conversions All Goals	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	1,217 % of Total: 100.00% (1,217)	82.33% Avg for View: 82.33% (0.00%)	1,002 % of Total: 100.00% (1,002)	72.56% Avg for View: 72.56% (0.00%)	1.64 Avg for View: 1.64 (0.00%)	00:00:49 Avg for View: 00:00:49 (0.00%)	20.46% Avg for View: 20.46% (0.00%)	249 % of Total: 100.00% (249)
1. Organic Search	541 (44.45%)	82.52%	447 (44.61%)	76.16%	1.78	00:01:04	23.48%	127 (51.00%)
2. Paid Search	247 (20.30%)	92.31%	228 (22.75%)	80.97%	1.41	00:00:34	12.15%	30 (12.05%)
3. Email	233 (19.15%)	68.24%	159 (15.87%)	48.93%	1.82	00:00:43	30.47%	71 (28.51%)
4. Direct	139 (11.42%)	89.93%	125 (12.48%)	83.45%	1.27	00:00:36	10.79%	15 (6.02%)
5. Referral	45 (3.70%)	68.89%	31 (3.09%)	68.89%	1.58	00:00:28	11.11%	5 (2.01%)
6. Social	12 (0.99%)	100.00%	12 (1.20%)	83.33%	1.17	00:00:09	8.33%	1 (0.40%)

Google Analytics Product Linking

Link Google Analytics to your other accounts to get the most out of your data.

Linked Products

AdWords

Actively linked. Sending and receiving data.

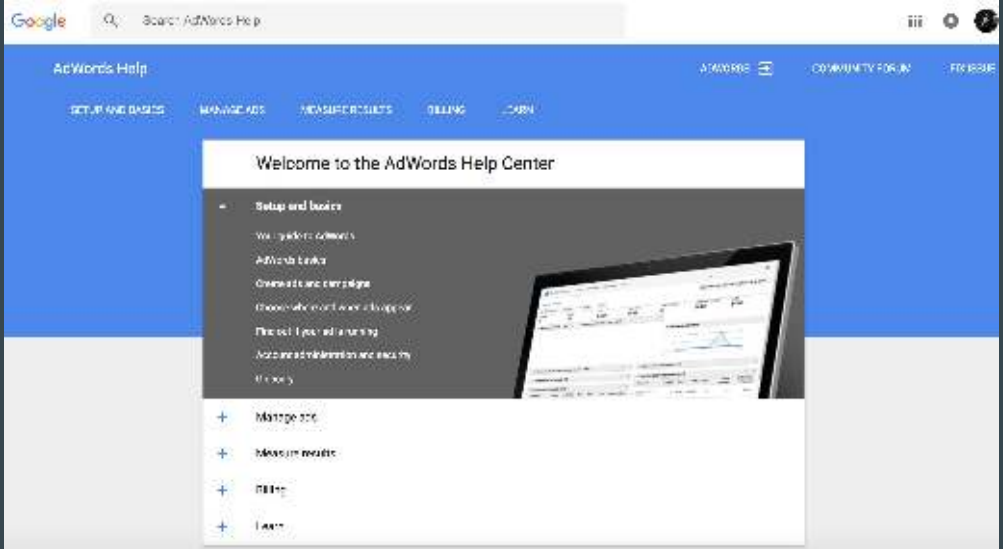
AdWords is an online advertising program that helps you reach customers and grow your business. Improve your ad campaigns and analyze the entire customer journey - from ad click to conversion.

DATA DRIVEN DESIGN
WEB DESIGN | DEVELOPMENT | MARKETING

TODAY'S LEARNING TARGETS:

1. Why are we here? A look at the data.
2. Google Adwords Express
3. Google Adwords
4. Other Cool Things You Can Do With Adwords:
    a. Display Ads / Remarketing
    b. Google Shopping Ads
    c. YouTube Ads
    d. Google Analytics Preview (Linking to Adwords)

Recommended Resources



https://datadriven.design/blog

https://support.google.com/adwords

DATA DRIVEN DESIGN

WEB DESIGN | DEVELOPMENT | MARKETING