

Types of Search campaigns; Dynamic search & product listing Different types of location targeting

Course Objectives

Objectives:

- To make students understand functions of search engine marketing, strategy, performance analysis and real-life execution.
- To make them understand different types of search campaign & their targeting strategies.

Search campaign type

- Search campaigns allow you to place ads across Google's vast network of search results. You can show ads to people actively searching online for your products and services. A Search campaign is one of the campaign types available to you in Google Ads.

PPC search campaign

- Pay-per-click — or PPC advertising — is the most common form of paid search. Using a PPC campaign means companies don't pay anything until someone clicks on their ad. This makes it an affordable way to advertise and ensures your ads reach users who are actively searching for your company's services or products.

Types of Google Ads are there

- Search ads
- Display ads
- Shopping ads
- Video ads
- App ads
- Discovery ads
- Local Services Ads
- Performance Max ads
- Smart ads

Dynamic Search

- Dynamic Search Ads headlines are dynamically generated headlines that target relevant searches based on the user's search and the text that's most relevant to your landing page or domain.

What is a product listing page?

- A product listing page (PLP) is a page on a website that presents a list of products based on a category or search query. This page is an essential element of the eCommerce experience as it funnels site visitors to product detail pages and closer to conversion. Often referred to as “category pages,” PLPs are also rich with metadata, and because each product links back to a category page, they can heavily influence SEO rankings and internal link building strategies.

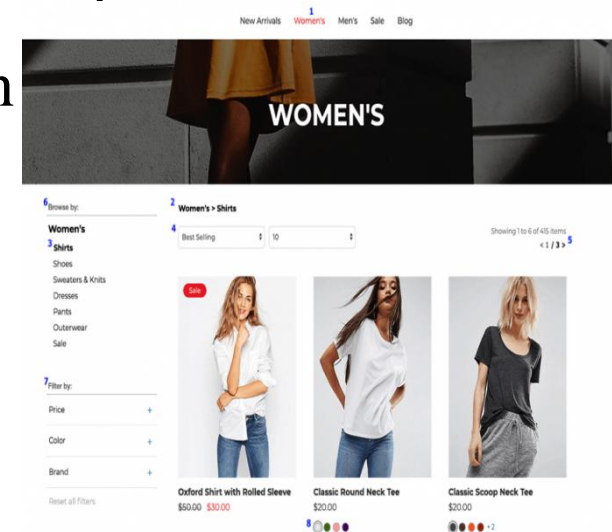
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- Today, the majority of E-Commerce traffic is sent to product listing pages, either from an email campaign, social media, or advertisement. Therefore, it's important to ensure the PLP experience is carefully designed to:
- Promote product discovery
- Encourage user engagement
- Decrease time to purchase



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- With hundreds – if not thousands – of potential products listed, users need to be able to quickly and efficiently scroll and sort through results
- Product listing page design
- There are a number of ways to enhance product listing pages, with optimization and personalization helping shoppers narrow down a given selection products.



Components of a PLP on a retail site

- **Category name:** The top navigation menu is fixed across all site pages, and on a PLP, a design element is added to highlight which category the PLP in view falls under to better orient the shopper.
- **Breadcrumbs:** Breadcrumbs display what parent category or sub-categories the list of products belong to, offering users an easy way to navigate back and forth between different product listing pages for deeper browsing.
- **Pages:** Users can browse through multiple pages if enough SKUs match the criteria of the PLP using this navigational element. Additionally, an option to view items by 10, 50, or 100+ products per page can offer flexibility for shoppers based on their preferred browsing method.
- **Browse by:** If a PLP has sub-category pages that fall below it, users can navigate to more specific category pages using this menu bar.

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- **Filter menu:** This menu bar displays the various filtering options available for further refinement of the listing page by attributes such as price, color, style, in-store availability, brand, and more.
- **Product Details:** Below each product on a PLP, brands typically include the item name, price (or range), and available colors. This can be customized to also include customer ratings, any promotional offers associated with the product, and more.

Steps in creating an ad Campaign

1. Select your advertising objective and choose a goal

- The first step in creating a new campaign is choosing your advertising objective. After you choose this objective, you will be guided in choosing your goals. This goal will help you determine the best campaign type to reach your intended audience.

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CREATE IN MY ACCOUNT

- Sign in to your Google Ads account.
- On the left-side menu, click Campaigns.
- Click the plus button , then select New campaign.
- Select your advertising objective for the campaign.
- Choose your campaign type and click Continue.
- Scroll down, then choose your conversion goals and click Continue.
- Click Add another goal to include more goals.
- Click the delete button to remove goals.

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2. Select a campaign type

- Your campaign type determines the places online where customers will find your ads.
- Each campaign type has a different setup and set of best practices. Refer to the guides included at the end of these instructions to finish setting up your campaign.
- Select a campaign type. If you selected a goal, you'll be given the options for the best campaign types to achieve it.

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- If your campaign type has subtypes, choose one.
- Click Continue.
- You'll be taken to a new page to select your settings, set up ad groups, and create your ads. Follow the guides below to complete these steps based on your campaign type.
- You may see messages that guide you to ensure certain settings aren't preventing your ads from running. Try to fix any potential issues before publishing your campaign.
- If you encounter an error message while creating a new campaign, fix those errors before you go any further as this may prevent you from publishing your campaign.

Location targeting

- A setting that lets you choose your target locations to reach out to your customers. Learn how to target ads to geographic locations.
- By default, your ads can show to people in, regularly in, or who've shown interest in your targeted locations. For example, if you own a bakery in Paris and choose Paris as a targeted location, your ads can show to people located or regularly in Paris, or to people who have expressed interest in Paris bakeries (now or in the past). Alternatively, you can use other location options to limit the location types you target

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- For most campaign types, you can choose locations for your ads to show. For example, you can choose entire countries, areas within a country like cities or territories, and even a radius around a location. You can also choose your Business Profile locations. Google Ads may also suggest related locations that you can choose to target based on your current settings.
- You can also select locations to exclude in your campaigns if you don't want your ads to show in specific regions.
- Location targeting helps you focus your advertising to help find the right customers for your business, and will hopefully help you increase your profits as a result.

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Keep in mind

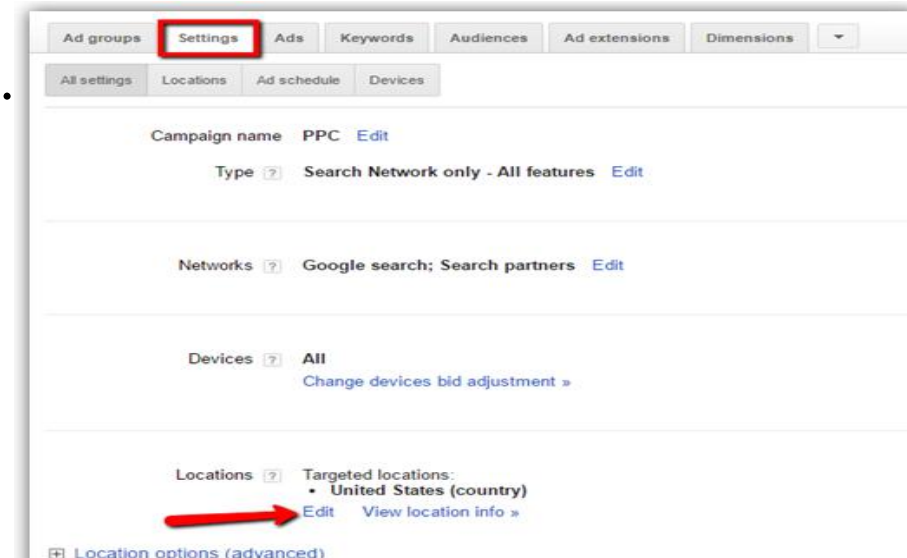
- Location targeting is based on a variety of signals, including users' settings, devices, and behavior on our platform, and is Google's best effort to serve ads to users who meet your location settings. Because these signals vary, 100% accuracy is not guaranteed in every situation.
- As always, you should check your overall performance metrics to help ensure your settings are meeting your advertising goals and change them accordingly.

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- Geo-targeting is a tactic which allows your ads to appear in those geographic location where you'll find the right customers, and restrict it in the areas where you don't – this will help your return on investment (ROI) to grow. We can also say that, geo-targeting is important if you want the maximum outcome from your restricted advertising spend. It has a great impact on one company's PPC performance. By using Google Ads targeting options you can target entire countries, areas within a country like cities or territories, or even a radius nearby a location

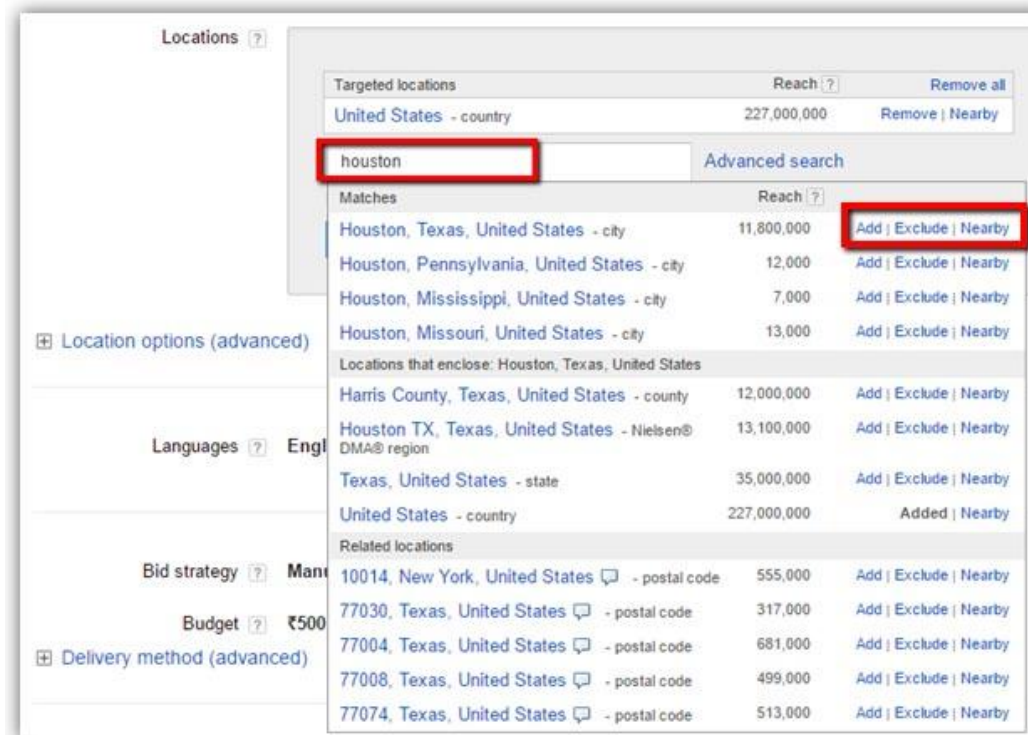
Setting up Geo-targeting

- Since, you have understood what geo-targeting is and how it functions. Now you must be wondering how to set up geo-targeting in Google Ads? It's simple but before starting you should first know that geo-targeting can only be setup at campaign level and not at ad group level. First of all, select the campaign you wish to target then Go to the “Settings tab”. Now, go down to Locations section and get on edit.



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- Go to “search tab” and start typing your preferred location. It will show you the location in menu. Option includes country, city, postal code etc.



Targeted locations		Reach	Remove all
United States - country		227,000,000	Remove Nearby
houston			
Matches		Reach	
Houston, Texas, United States - city		11,800,000	Add Exclude Nearby
Houston, Pennsylvania, United States - city		12,000	Add Exclude Nearby
Houston, Mississippi, United States - city		7,000	Add Exclude Nearby
Houston, Missouri, United States - city		13,000	Add Exclude Nearby
Locations that enclose: Houston, Texas, United States			
Harris County, Texas, United States - county		12,000,000	Add Exclude Nearby
Houston TX, Texas, United States - Nielsen® DMA® region		13,100,000	Add Exclude Nearby
Texas, United States - state		35,000,000	Add Exclude Nearby
United States - country		227,000,000	Added Nearby
Related locations			
10014, New York, United States - postal code		555,000	Add Exclude Nearby
77030, Texas, United States - postal code		317,000	Add Exclude Nearby
77004, Texas, United States - postal code		681,000	Add Exclude Nearby
77008, Texas, United States - postal code		499,000	Add Exclude Nearby
77074, Texas, United States - postal code		513,000	Add Exclude Nearby

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- Here, you have three options for each location:
- 1. **Add-** When you click add the location you have entered will be added to your list of targeted location.
- 2. **Exclude-** You should click exclude if you want to stops your ad from appearing in any location.
- 3. **Nearby-** This helps you add list of nearby locations.

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- Click on “advanced search” to know more features. You can see all your targeted locations being highlighted on the map, also you can zoom in and zoom out to see the sub location more clearly.



UNDERSTANDING GEO TARGETING OPTIONS
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SEARCH
 Go to “search tab” and start typing your preferred location. It will show you the location in menu. Option includes country, city, postal code etc.

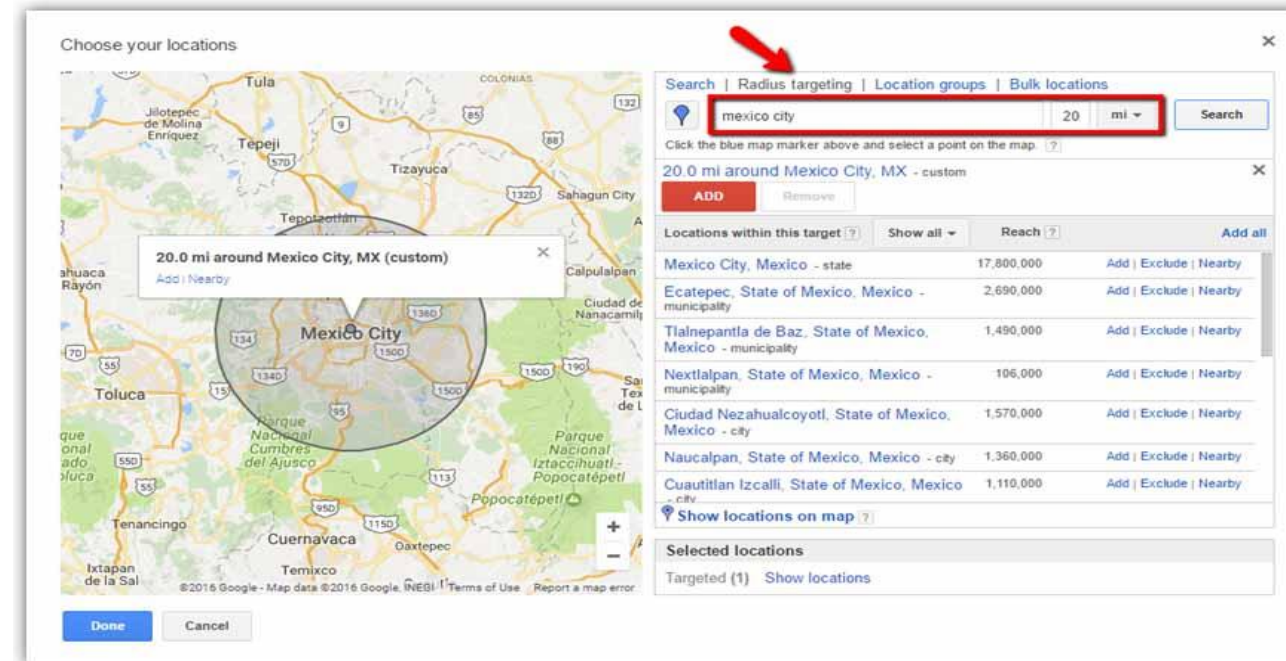
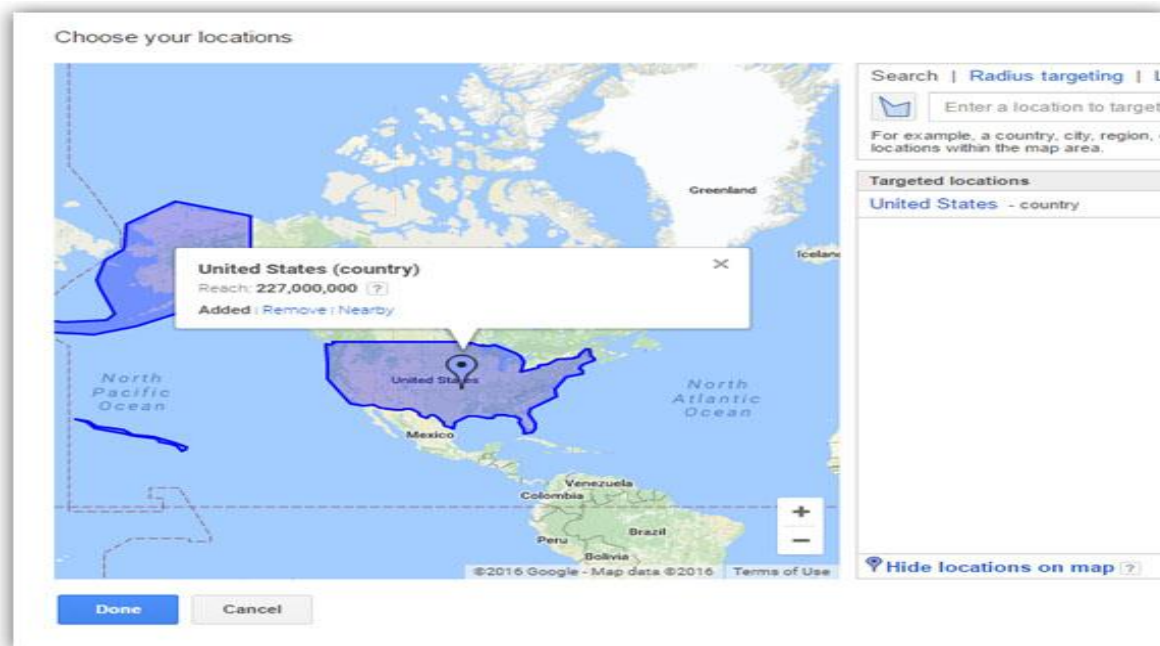
RADIUS TARGETING
 This option lets you target a radius around your preferred location. Radius targeting can be useful for local business.

LOCATION GROUPS
 This option lets you target places of interest, such as airports, commercial centers and universities. You can even target via demographic, reaching areas that fits selected income tiers.

BULK LOCATIONS
 This option lets you add, exclude or remove 1000 of locations in a bulk just in one go. You can also add the desired country code or zip code.

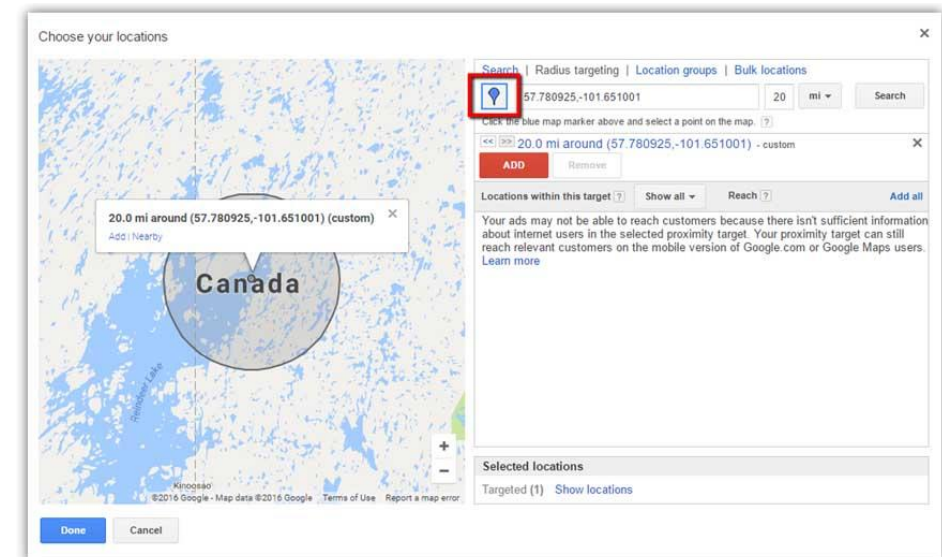
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- **Radius targeting-** This option lets you target a radius around your preferred location. Radius targeting can be useful for local business. You just have to enter the preferred location and set a mile radius around that location.



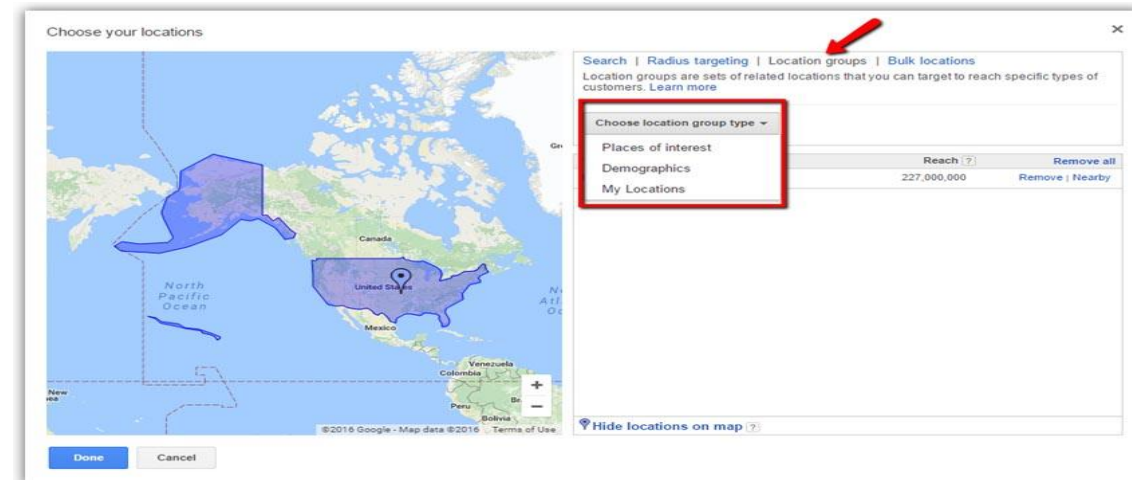
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- Google Ads also gives you the option to generate custom radius. Go to blue maps pin icon and click on the preferred location at the map, which will be the midpoint of the radius. You can adjust this midpoint, by just clicking around it. You can also adjust the mile/kilometer radius according to your need.



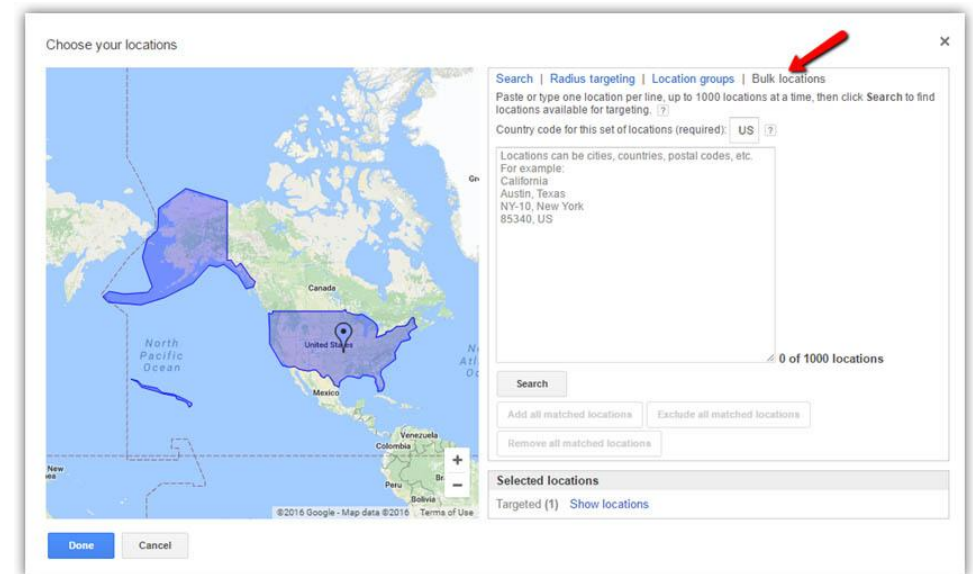
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- **Location groups-** This option lets you target places of interest, such as airports, commercial centers and universities. You can even target via demographic, reaching areas that fits selected income tiers. Remember that these options allows you narrow your targeting. In other words, we can say that it prevents people outside of your chosen locations and other criteria.



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- **Bulk locations-** This option lets you add, exclude or remove 1000 of locations in a bulk just in one go. You can also add the desired country code or zip code. All you need to do is one of these two things- just type or paste the locations you want to target.

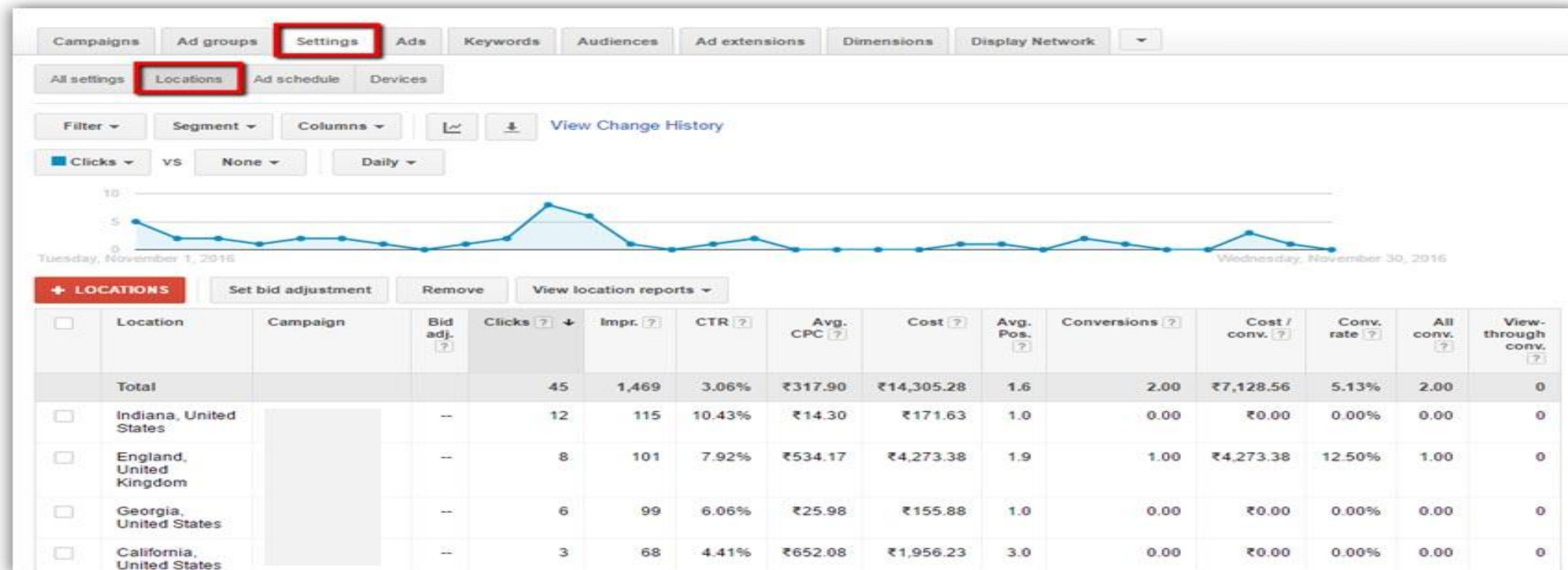


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- Click on “Done” to apply the changes.
- **Optimizing your Geo-targeted Campaign**
- As soon your campaign starts running, you can check which locations are generating the most traffic. Go to the Settings tab within the campaign for which you’d like to see stats and select “Locations”. Here you can view standard information such as clicks, impressions, average cost-per-click (CPC), and average position, as it applies to each of your specified locations

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- After analyzing campaign performance for different targeting locations, you can then apply bid adjustments in “Bid adj” column to increase or decrease bids by a percentage.



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- Go to “Search terms” under “Keyword tab” and here you’ll be able to see Search terms report to identify which keyword searches activated your ads. If any keyword is discovered which is of not your target locations, activating your ads. Then, you can exclude these keywords by ticking the check box next to them and then choosing Add as negative keyword.

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- Tips and Tricks
- • Always target the locations where your potential customers are.
- • Exclude certain locations, because it can be as important as targeting them.
- • Try to include the name of your target location in your ad, if possible in the title.
- • Enable location extensions and call extensions in your local ads so that customers will be able to find and contact you more easily.

Conclusion

- Following these steps, tips and tricks can help you run a fairly successful Google Ads campaign. As we all know, Google Ads offers a wide range of options for geographic targeting. You can utilize them to specify the regions where you want your ads to be exposed and where to not according to your business. So that you could highly target your audience for maximum profit. Additionally, you can also modify campaigns by adding bid adjustments, using income targeting, and setting location options. Also make sure that you're targeting the region most significant to your business, brainstorm how you can work further in geographic targeting features to best reach your audience.

Course Outcome

- Students understand functions of search engine marketing, strategy, performance analysis and real-life execution.
- Understand different types of search campaign & their targeting strategies which can help them to execute the effective planning for online promotion..

Thanks