

Section 4: Creating Your Ads - Overview:

In this section, I'm going to go through the evolution of how ads appear in Google and believe me, it's very, very interesting. I'm also going to go through the best practices for writing killer ad text. It's really important you understand how to write ads which are going to generate your business clicks. We're going to look at how to create your first Google ad from scratch, I'm going to cover everything you need to know when it comes to ad rotation, and I'm also going to cover how you can create an ad schedule to suit your business. So let's hop straight into this section.

Section 4: The Evolution Of How Ads Appear In Google:

Before we dive into the fine details of going through exactly how to create a Google Ad, I thought it would be really good to go for the evolution of Google Ads. Google Ads have changed so many times over the years and the way they look in Google is always changing. This is how a Google ad used to look in the year 2000. Some of you may be quite familiar with how this Google actually looks. It was quite clunky, and messy, the ads always stood out. We had ads on the right-hand side of the page with a nice little colored section behind it. We had ads up at the top. We had a whole banner up here as well, just really, really old-fashioned Google. Google has since moved on from this layout and went to this layout in 2007. As you can see, they removed the colored blocks on the right-hand side of the screen, and actually added this massive colored section behind the top three, which indicated these were ads.

So as you can see, back in the day it was very, very easy to spot a Google ad, which if you think about it is not really a good thing for Google. If Google knows that top results are ads, then people are less likely to click on them because they're paid advertisements. As a result, Google is going to make less money, as less people are clicking on their ads. So over time, Google has been changing the ads constantly to ensure they're not as obtrusive. This is another example of what Google went through in 2017, and 2018. You can see that they removed the whole colored section and what they've done instead was simply add a little colored ad icon right next to the URL. As you can see, this is a lot less obvious than what they used to have in the past. However, Google went one step further and they actually removed the colored section.

This is what it used to look like not too long ago, and if you look carefully, you can see the top three results for this keyword, women's boots, are all actually ads. It is quite hard to see since they removed the colored background. However, if you do look closely, you can see indeed

these are actual ads. However, that wasn't enough to satisfy Google, so they've gone one step further and what we have now to date is a black ad text which literally just says ad, with no background color at all. As you can see, what we have at present is a lot less obtrusive than what we first had when Google launched Google Ads in the year 2000. The main aim of Google is to get more people clicking over to the ads. What does that mean for you as a Google Ad advertiser?

Well, it's actually a good thing as there are a lot of people out there who aren't too fond of Google Ads, and they just see it as a scam. I don't want to click any website at the top if it's an ad. However, since your ad now blends in with the organic section a lot better, people are going to click over onto your ad without knowing it's an ad in the first place. What does that mean for you? It means more clicks over to your website and your landing pages, and more eyeballs on your website and your brand. It's all good news for us.

The only people who really suffer from these updates are people who are just doing SEO, and people who are trying to pay for it in the organic section, which is a section you see below the paid advertisements. But the main takeaway of this video is that Google Ads are always changing. Just be aware of that, and anytime I do see any big Google update in regards to ads, what I will do is I will make a post in the Facebook group and make you all aware of that. But that is it for now and I'll see you in the next video where I'm going to walk you through the best practices for curating killer Google Ads. I'll see you there.

Section 4: Best Practices for Writing Killer Ad Text:

Google Ads best practices. Before we go over to our Google Ads account and actually create our first Google Ads, I wanted to go through the best practices first. Understanding this is going to help you so much when it comes to creating your first Google Ad. Let's dive into it.

A great technique you can use when creating your Google Ad is going to be highlighting what makes your company unique. As you can see, I've gone onto Google and I typed in the keyword teeth whitening London. The ad in position one says white teeth in 10 minutes, UK award-winning whitening kits. The ad below that says Crest Teeth Whitening Strips Next Day Post seven days a week. From me not knowing much about teeth whitening and who's the best company, how long should it take? Straight away from me, from a customer perspective, white teeth in 10 minutes sound absolutely crazy and I don't see any other company stating that. As a result, I'm by default going to associate this as a USP with this company. On top of that, they go

on to say the UK award-winning whitening kit. This company can whiten your teeth in 10 minutes and they also use a UK award-winning whitening kit. These are two USPs for this company.

If I actually carried up this search and I was looking to get my teeth whitened, I would actually end up clicking the top ad as it has more appeal to me, primarily because of the titles they're using. White teeth in 10 minutes and they use an award-winning whitening kit. That has to be a USP as the company below has no mention of how long it takes to whiten your teeth. On top of that, they don't mention that they use award-winning whitening kits. They might do in reality, however, as they haven't stated that in the title, there's no way of me knowing. Where the ad at the top has made it very clear and as a result, I have associated that as a USP with that company. USP stands for a unique selling point for those who aren't aware.

As you can see, highlighting what makes your company unique, or at least comes across as unique is going to help you a lot when it comes to generating more clicks on your ads. Another good strategy you can utilize is to focus on the benefits and not the features. This is so, so important. As you can see from the screenshot, I went over to Google and I typed in slipped discs Essex, Essex being my local county in the United Kingdom and slipped discs indicating that I have a painful problem in my back. The ad at the top of Google says slipped discs, get expert pain relief fast. The reason why this ad is so good is it focuses on the benefits of the service and not the feature. I have a slipped disc, right? My back is in a lot of pain. This ad is telling me I can get expert pain relief fast. They're not just going to relieve my pain, they're going to do it fast.

As a result, this ad is completely talking about the benefits of the service and not the features. If the ad was going to talk about the features, it could say things across the lines of we can see within 30 minutes, fast consultation, one-on-one. Although those examples are good, it's still nowhere near as powerful as focusing on the benefits.

Let's imagine you go into a shop that sells vacuums and then the salesman comes up to you and he says, "We have this amazing vacuum. It's got twin turbojet suction power 500, 24-hour battery life, blah, blah, blah, blah." Shouts all those features and facts down your ears. Then on the other hand, you have another salesperson who comes up to you and say, "Hey, we have the best Hoover on the market. It has the highest suction power possible and it Hoovers up dirt better than any other Hoover out there on the market. On top of this, it's very lightweight so it's very easy for you to carry upstairs and also clean the upstairs of your house." Which one sounds more appealing? The guy just shouts all the facts down your ears about suction power,

which in reality actually doesn't mean that much, or the person telling you you can get the best Hoover on the market, which is going to make cleaning so much easier?

When you're creating your ad text, make sure you focus on the benefits and not the features. Another good strategy to use is to include prices, promotions, sell within offers as much as you can in your Google Ad text. I went over to Google and I typed in a memory foam mattress. We have an ad at the top of the page, which says the biggest ever discount, 40% off Ergoflex memory foam. Then we have the ad below, which says 10 best memory foam mattresses, UK's top mattress brands. If I'm looking for a memory foam mattress, which I actually was a few months ago, then I'm going to be more inclined to click the top result as the top result is mentioning a massive discount and promotion they're having. Where the website below who's running the ad, they don't mention anything to do a promotion or a discount, even though they might actually be having one. Can you see how this plays a big difference?

Let's imagine you are the company at the bottom, compareyourmattress.com, and you're running 50% off on your website. If you don't state that in your ad, how are potential people supposed to be aware of your discount? The answer to that question is they're not going to be aware. If you do offer any discounts on your products if you've got any sales promotions, any offers, do you make sure you include that in your ad text to make it crystal clear to people who are searching for the products and services that you offer?

The most important element is to understand if your landing page is relevant. What I mean by relevant is, is it relevant to the term you are bidding on? If someone goes onto Google and they type in a memory foam mattress if they click your ad, are they going to land on a page which is all about memory foam mattresses, or are they going to land on a page which is about memory foam pillows? You need to make sure that the customer journey makes sense. It might sound very simple, but there are so many people that get this wrong. They'll bid on a keyword, such as a red raincoat. However, when the person clicks the ad, they actually land on the page which shows raincoats in multiple colors. It shows blue ones, greens yellows. The person didn't type in those colors. Only serve the user what they typed in. This way you can ensure your ads perform to the optimum level and they produce the most amount of conversions and sales for your business.

Lastly, another good strategy you can use is to add scarcity and urgency in your Google Ad text. This could be things like sale ends tonight, last chance to get 40% off, or even selling fast. These are just free ideas. Adding scarcity and urgency is best used when you're running discounts as you can tie the discount into the scarcity text as well, such as the middle one, last chance to get 40% off. If you're looking for a product and you see a website offering 40% off the

product you're after and they let you know, this is the last chance to get 40% off, that's going to apply a bit of subconscious pressure, which may end up pushing you across the line to purchase that product. It's simple but it's very, very powerful.

Now we've gone through the best strategies, it's time to head over to our Google Ads account and I'll show you exactly how you can create an ad from scratch. I'll see you there.

Section 4: How To Create Your First Google Ad:

In this video, I'm going to show you how you can create your first Google ad. To create your ad, what you need to do is go into your ad group and then go to the ad extensions. Let's go to ad groups on the left-hand side. And as you can see, we now have our first ad group, which is one we created earlier on in the course, ceiling fans for the theme room. Let's give that a click and then what we want to do now next go over to the left-hand side pane again, click ads and extensions and just ensure you have ads selected. As you can see on this page, we now have the opportunity to add multiple ads. To add an ad, you can either click right here or you can click the blue plus icon up here as well. They both do the same thing.

Let's give this a click and then we want to make sure we go for the top one, which is going to be a text ad. A text ad is a typical ad we've been looking at so far in this course and is the one you most likely see when you're on Google, carrying out a search or a query. Let's click this now. And as you can see, we have a few options such as the final URL headline one, two, three, display path, description one and description two. Before we start writing our ad, we need to determine who we want to target in the first place. And as we've already done all of our keyword research and we split our keywords up by theme, for us, it's going to be super easy. We've already done all the legwork already. We've done all the research and we've categorized all our similar keywords by a similar theme.

As we've already uploaded all of our keywords to do with the theme room, we are going to be creating an ad for the theme room. We need to create ads for all of these keywords. You can see we've got some keywords to do with bathrooms. We've got a bedroom. We can scroll down and we have a living room, we have a little girl room, a large room and a small room. Essentially what we need to do is cover as many of these topics within this theme as we can, when creating an ad. This will ensure when someone goes on Google and they type in ceiling fans for bathrooms or ceiling fans for bedrooms, they are going to see an ad which addresses

specifically what they typed in. Let's head over back to Google and we're going to create our first ad covering all of the keywords, targeting the word large.

As we have large, quite a few times, we've got it here and we have it again down here. Let's go over to Google and make a start. The first thing first, is the final URL, which is an option at the top. This is the URL the person is going to land on once they clicked your ad. As we're creating an ad about large fans, what we need to do is make sure the landing page is relevant to the keyword we're bidding on and the keyword we mention in our ad text.

Let's go back over to our example website, Hygiene Supplies Direct. Let's go over to the fans and then go into the ceiling fans. And here we have all of the ceiling fans. Now, this isn't my website and I can't control exactly what fans show on what page. However, for the purpose of this training video, let's just imagine that the page I'm on now is all to do with ceiling fans for large rooms. Every fan on this page is going to be a large one and it doesn't have any small ones. What I would do is I would copy my URL. I would go back to the Google Ads and I'd put that URL as the final URL as this is a URL people are going to land on once they click the ad.

The next option is going to be headline one. What we want to do now is start crafting our main text, which most people are going to look at when they view our Google ad. Your headline one is going to be the first line of text you see in your Google ad. Like I said in the previous video when it comes to best practices, I like to focus on the benefits of the product and not the features. Instead of saying something along the lines of twin motor, high-powered fan or something like that, all to do with the features, what I like to do is focus on the benefits. Now, if someone is buying a ceiling fan, then that tells me that this person is most likely going to be hot. And as a result, they want to buy a ceiling fan to help them cool down. If I want to focus on the benefits of the product, what I could say is, "Stay cool with our ceiling fans." If I could spell the word ceiling correctly, ceiling fans. Take off the word S as I reach my character limit.

As you can see, when you start typing in your headline on Google Ads, you actually have a 30-character limit per headline. You need to be a bit creative sometimes and just make sure you fit within the boundary. Our headline says, "Stay cool with our ceiling fan." Our headline two, I'm going to say, "Suitable for all large rooms." We've got two characters left so what I've done is I've basically addressed a keyword we're targeting, which is large rooms. I've got a ceiling fan already covered in the first headline. And in the third headline, what I want to do is maybe add something a little bit unique to my business or just something along the line that will get the customer to click my ad and actually purchase a fan. Maybe something along the lines of, "Next day delivery available." Next-day delivery is available as if you're hot and you're trying to purchase a fan, knowing the fan is going to come the next day might give you a bit of an

incentive to click the ad and actually buy a fan from our website instead of one of the competitors.

Once you're happy with the headline you have chosen, the next thing to do is to go to your display path. Now, your display path isn't a URL the customer lands on, that is your final URL. The display path is a URL that Google shows a user on Google. As you can see, at the moment we have hygienesupplydirect.com. This is what the user sees. However, bear in mind, that we're going to be targeting people who've gone onto Google and typed in, best ceiling fan for living rooms or ceiling fans for large rooms. What we want to do is make sure our final URL is relevant to what the person searched for. What I'm going to do is edit the display path to try and include some of the keywords a person searched for. What I'll do for path one, I'll put in, "Ceiling fan," and then I'm going to put in, "large rooms," like so. As you can see, our display URL now says, "hygienesuppliesdirect.com/ceilingfans/largerrooms." This ad's further reassurance to the user that the page they're going to land on, is all about what they searched for, which is ceiling fans for large rooms.

Now the last two options we have is description one and description two. Typically what I like to do in a description is just reconfirm what I'm already saying in the main headline. Most people don't actually even read your description, they just read the main headlines, which is why it's super important to get those spots on. However, you also want to fill in your description as it's going to make your ad take up more real estate on Google's page. For the description, we can go something along the lines of, "Get a reliable ceiling fan and stay cool this summer. Free delivery on orders over 40 pounds."

For description two, we can go for, "Quick and easy checkout." That's quite a bonus to have. A lot of websites are really clunky when it comes to the checkout process, so just saying that our website is quick and easy to checkout. And then I'm going to go on to say, "Orders placed before 2:00 PM arrive the next working day." As you can see, I've only used 75 characters of my 90. In the ideal world, you want to try and get as close as you can to the 90, as it's going to make sure your ad takes up more space.

As you can see at the moment, we have our ad right here, we have our description below and at the moment we have three lines in our description. If I actually use up all of my characters, so I'll just keep on typing. You can see it's actually given me a whole nother line. What this does, it makes my ad taller and takes up more real estate, which is going to make it more likely to generate more clicks. Just bear that in mind, when it comes to creating your description, but just for the purpose of this training video, I'm going to leave it how it is for now.

Once you've created your ad and you're happy with it, the next thing to do is click save and create the next ad. You should always create two ads for a specific keyword. The reason being is because when you have two ads, Google is actually going to show both ads in rotation and you can get data on which ad is performing the best. For example, your first variation might have 100 impressions, which basically means 100 people have seen your ad and it might get 10 clicks, which is a 10% click-through rate. However, your second variation might get 50 clicks with the same amount of impressions, which means that ad performs a lot better as people are clicking that ad more often. However, if you don't have two ads, you won't know which is the correct one. Sometimes you might sit there and say, "Yep, I just created the best Google ad ever. It's got the best headline, the best description." However, in reality, that ad doesn't actually perform the best.

There's no way of knowing which ad is going to be a good-performing ad and which is going to be a bad-performing ad. This is why we want to create two different ads. When it comes to creating your second ad, what you want to do is only have one variable. What that means is don't go out there and change every single thing. All we want to do is change one thing. Let's change one of the headlines and keep all of the rest of the same. That way we can be super clear and see exactly why one ad is performing better than the other. Let me just come off this and click cancel and then click yes, leave, just to make sure I can see what I've done for my first ad.

What I'm going to do is come over here and create a new ad. The reason why I went back is just to see the headlines I used for my first ad. Let's give that a click and then go to the text ad once again. And as you can see, when you come back, it actually populates your ad with all of the information you used in your previous ad. When it comes to creating another variation, it's actually very easy to do.

In the first variation, in the first headline, I said, "Stay cool with our ceiling fan." What I'm going to do in my second variation, is change this to, "Ceiling fans to cool you down." A different variation, but I'm essentially saying the same thing. However, some people might resonate with this headline better than the other one. Now I've got two different variations for the same keyword. Let's save this ad. Once our ad has saved, I'm going to scroll down and click cancel, yes, leave. And now you can see what you have our two different ads targeting the same keyword and the only thing that changes between them is going to be our first headline, stay cool with our ceiling fan and ceiling fans to cool you down.

What I'm going to do now is do exactly the same thing, but I'm going to do it for another different topic. Let's go back to my keyword research template, and make sure I'm on the right theme. And as we can see, we have the best ceiling fan for the living room. You got living room up there, we've got living room again. We've got a living room right here as well. What I'm going to do this time is create a Google ad for all the people typing in anything to do with the living room. Let's go back to Google and let's create a new ad. Go for a text ad.

And the first thing I want to do is obviously go over to my website and make sure I have a URL which shows fans, which are all to do with the living room. Again, for the purpose of this training video, let's just pretend it's the same URL. However, if it is your website, do be sure to pick the best URL possible. Let's go back to Google Ads and leave in that same URL as before. For the first headline, we're going to change it to, "Ceiling fans for living rooms." One character to spare, which is good. And then for the second line, we're going to go for, "Stay cool this summer." I think it sounds okay. Next-day delivery available, this can remain as absolutely fine. For the display path, I want to change it to suit the search intent, which is all about living rooms. What I'm going to do is change this part right here, large rooms to living rooms like so. Now we have ceiling fans for living rooms. Perfect.

The description is, "Get a reliable ceiling fan and stay cool this summer. Free delivery on orders over 40 pounds. Quick and easy checkout. Orders placed before 2:00 PM arrive the next working day." The descriptions, I can actually leave them as is, as there's no in fact, mention of what room this fan is going to be for. Once you're happy with your ad, go ahead and click save and create your next ad. And of course like before, scroll down and then click cancel, yes leave and then add another ad, which is going to bring up the same ad text you used on your previous ad. However, as you can see in this instance, it hasn't actually done that. I know that because the headline two says large rooms. The last and we created was all about living rooms. This is actually the perfect time to show you exactly how you can copy your ad to create another variation if this method does not work.

You simply want to come off this. Click cancel, yes leave. And then whilst you're on this page, what you want to do is simply select the ad you want to copy, which is going to be this ad as this is the one which references the keyword living room. Let's select the ad by checking this box right here. And then we're going to go up to edit and then click copy. Once we've copied this ad, we want to close the box and then simply do a command V to paste or control V if you're on a Windows computer. Once we've done that, we want to click done right here. And it's really important you tick this box if it already exists in your destination, create a duplicate. If you don't tick this box, then Google is not going to copy the ad for you as you already have exactly the same ad within this ad group.

Let's click paste. This is now going to copy the ad within the other three ads we can see below. And as you can see, we now have our new ad right at the top. This ad is in bold because it's a duplicate of our previous ad. What we want to do is click the pencil icon to go into the ad so we can edit one of the headlines so it's a little bit more unique. Our first ad said, "Ceiling fans for living rooms." For this variation, let's change this ever so slightly and let's go for, "Living room ceiling fans. Like so and then click save ad. And now this is going to be our second variation for the keyword targeting living room. Essentially what you want to do is do this for all of your different types of keywords within one theme. Once you've done enough ads to cover all of your keywords in one theme, you want to go back to your Google Ads account, create a new ad group, add in your keywords and then do the same thing for a different keyword theme.

For example, I could do exactly the same process, all to do with keywords which are all about ceiling fans and lights. But essentially that is how you create your first Google ad. If we go back to our Google Ads account, just go through to the overview and then let's go to one of our campaigns but we only have one campaign so let's go into that campaign for domestic fans. And then let's go into the ad group, which is all about rooms, the one we just created. And I want to show you something on the keyword selection page. This is the page which shows all of our keywords.

If you want to get to this page, you simply just go to keywords on the left and then click search keywords and this will show you all the keywords we added to our Google account. And again, these are just the keywords we've copied from our spreadsheet. However, now we've added our keywords in, Google actually gives us a bit more information about these keywords under the status column. As you can see, this keyword is eligible to show. However, with the keyword below it, great room ceiling fans, I am currently below the first-page bid. My max cost per click I put down was three pounds per click. However, Google is telling me if I want to be on page one for this keyword, I need to increase my maximum cost per click to five-pound 40, otherwise, my ad is not going to show.

It's always a good idea just to look through all of your keywords and just make sure you review the data and look at what keywords you can and which ones you cannot bid on. For example, this keyword might not be a good keyword for me anyway. Maybe it's just too expensive and the product doesn't sell for that much money. What I would do is simply click the keyword, go to the top, edit and then click remove and that is going to remove this keyword from my Google Ads account. If you ever did want to see the keywords you remove, all you need to do is go to the top where it says all but removed and then simply click all and it's going to show you all of the keywords you've ever had in this ad group.

Section 4: Ad Rotation - Everything You Need To Know:

Ad rotation. So in this video, I want to go through the two options you have when it comes to rotating your ads. So let's head over to the Google Dashboard. So to access your Google Ad rotation settings, what you need to do is go to your overview and then go to settings on the left-hand side. And then we have this column right here, which says, "Add rotation." So by default, Google always selects the top one, which is going to be, "Optimize, prefer best performing ads." The option below that is, "Do not optimize and rotate ads indefinitely." The last two options are no longer supported. So when you're viewing this in your Google Ads account, you could just have the two options at the top. So to understand exactly what these two options mean, let's head over back to our PowerPoint slides and I'll walk you through a live example.

So let's imagine we have two ads within our Google Ad group. And also within that ad group, we have a few keywords we are bidding on, such as a big ceiling fan, ceiling fans for large rooms, ceiling fans for big rooms, and so on, and so on. Now, all of these keywords come to result in any of our ads being triggered. So if someone goes onto Google and they type in, "Big ceiling fans," then Google can either show the user our first ad or our second ad. The whole concept of ad rotation is letting Google know exactly what ad we would like them to show to the user. Now, let's just imagine that all our keywords added up in total over the course of a month result in 100 clicks. So if we went for the first option, which was, "Optimize, preferred best performing ads," and our bottom ad generated the bulk of the clicks that month. So let's just imagine our bottom ad generated 70 clicks that month and our top ad only generated 30 clicks.

What that means is our bottom ad is now our best performing ad. And as a result, Google is no longer going to show our first ad, it's only going to show our second ad to the user. Now on the surface level, that might seem great as the ad that's getting the most clicks is going to be shown the most. However, what you have to bear in mind from our perspective as a business, doesn't actually give us that much information. The 30 people that clicked our first ad and went over to our website, could have ended up actually buying one of our products. Whereas the other 70 people, could have literally clicked our ad, went over to our website and bought literally nothing. So whilst it can sound great to optimize for the best-performing ad, it's not always the best thing to do. What I advise you do instead is to do not optimize and rotate your ads indefinitely.

This way, no matter what happens with your ads in terms of the amount of clicks they're getting, so your CTR, this way you can view all the data yourself and see exactly which ad is generating more conversion, so more calls and more inquiries for your business, and then make that the

most visible ad. This is actually way more effective and way smarter than leaving it up to Google to decide who's only going to be using the CTR as the main metric to decide which ad is performing the best. Do bear in mind, that the longer you are running your Google Ads, the more data and the more information you're going to have. So in the future, you are more than fine to go for the optimizer option. However, in the first instance, I do not recommend that. However, the choice is completely yours. If you'd rather not go into your Google Ads account and see what ads are performing the best, generating the most clicks and the most conversions, then you may just want to go for optimize your ads.

However, as we're trying to learn Google Ads and be smart Google advertisers, it's probably not the best decision. We want to be proactively involved in our Google Ads account to ensure we're getting the best results possible. So what I'm going to do is go back to my Google Ads account. I'm going to go to ad rotation and I'm going to click, "Do not optimize, rotate ads indefinitely." And as you can see, I have this warning message here from Google, "Lower-performing ads will run about as often as higher-performing ads for an indefinite period of time. This option is not recommended for most advertisers." Absolutely fine. I'm going to click, "Save." And all I'm going to do is log into my Ads account every single week, depending on how many clicks you're getting. If you're getting a lot of clicks, you may need to log in every other day.

But essentially, you need to log into your Ads account and just measure how many clicks your ads are getting. So that is very easy to do. All you need to do is go into your ad settings and then click, "Ads." And then on the right-hand side, you can see how many clicks you're getting, your impressions, your CTR, which is your click-through rate. You can actually click the column right up here and you can add the metric which we need to add, which is going to be conversion. So I'm going to show you how you can set up conversion tracking later on in the course. But for now, just make sure you have the box conversion ticked and then click, "Apply." And this is going to add a column in your overview, which shows you how many conversions you're getting. So over time, you'll be able to see exactly which ads are generating the most conversions for your business.

Section 4: Ad Schedule - How To Select The Days and Times You Want Your Ads To Show:

Ad schedule. Within your Google Ads account, you have the opportunity to create an ad schedule just for your campaigns. So, by default, if you don't create an ad schedule, then what Google is going to do is show your ad every single day of the week, so Monday to Sunday, and

24/7, as well. So, what you want to do is make sure you go into your Ads account and create an ad schedule.

So an ad schedule gives you the opportunity to say, "Hey, Google, only show my ads on Mondays." Maybe, "Only show up on Tuesdays, Wednesdays." And so on, and so on. You can also tell Google to only show your ad between specific timeframes, such as from 9:00 AM to 5:00 PM, which might be the hours that your business operates. However, you can also go over your business operation timeframes, and say from 9:00 AM to 9:00 PM. The choice is completely up to you. So let's head over to our Google dashboard and I'll show you exactly how you can create an ad schedule for your campaign.

So, once you're logged into your Google ads account, what you need to do is go to the overview section of your account, and on the left-hand side, you'll see we have an ad schedule right here. So let's give that a click and expand the menu. And as you can see, we have three options, or we have four in total, sorry. We have an ad schedule, day and hour, day, and then an hour. The one you want to focus on is going to be the top one, ad schedule. So to create a schedule, all you need to do is click edit ad schedule, and then we now need to slip the campaign type which you want to apply the schedule to. So as we only have one campaign, it's going to be this one right here, domestic fans.

But before I click this and get into all the details, it's really important to note that when you create an ad schedule, it's only going to apply to the campaign you select. So if I apply my ad schedule to this campaign, and then three months later down the line, I create a new campaign, this ad schedule is not going to be live on that campaign. So do bear that in mind if you intend on creating multiple campaigns later down the line. So let's go ahead and click domestic fans.

And as you can see, by default, it says all days, and from 12:00 to 12:00, which is 24 hours a day. So we can actually click the drop-down arrow and see multiple options. So we can tell Google to only show our ad to users Monday to Friday, which would be weekdays, we can say Saturday to Sundays, which would be the weekends, or we can go for one of the below options and pick a specific date. So I'm going to go from Monday to Friday, and I'm going to go for 9:00 AM to 5:00 PM. So let's go to 9:00 AM right here, and then scroll down to 5:00 PM, which is going to be 1700, like so.

So I get a lot of questions from people saying, "Should I show my ads from the time my business opens?" Yes, that is a good idea. However, you can also make your ad show maybe

half an hour before your business opens. So if you open at 9:00 AM, then you can show your ad from 8:30, just in case you want to target anyone who's getting into the office early, and you want to ensure you have the visibility and you have an ad in front of those eyeballs. It all comes down to preference.

As it's a new account and to set up an account from scratch, we won't have any data to base our decisions on. However, when you've been running your ad for a long time, you can actually look at your ad schedule and see exactly what hours of the day are producing the most amount of clicks. For example, you could find out that Mondays at 2:00 PM, is when the majority of people are carrying out a search and seeing your ad. So you may want to allocate more of your budget to that specific day and time. However, let me just add a specific day just to show you how to do that. So let's say we want our ads to run on Monday, and we want them to run from 1:00 PM to 2:00 PM, only on Monday. So 1:00 PM, like so, and I need to find 1400 for 2:00 PM, like so. So this is telling Google now to show my ads on Monday to Fridays, and on Mondays only from 1:00 to 2:00.

So as we have Monday in there twice, this is going to be a bit conflicting, because in the top line we're telling Google show ad from Monday to Friday from 8:30 to 5:00 PM, and then we're also telling Google actually on Monday, just show it between 1:00 and 2:00. So if you wanted to run your ad from Monday to Friday, so all weekdays, but on one specific day you want to go for a timeframe, then what you need to do is add each day individually. So I would add Tuesday, and I would simply put in 8:30, like so, and then go for 5:00. And then do exactly the same thing for every day. So add Wednesday and then at another one for Thursday and Friday and so on. So hopefully that gives you a good idea of exactly how you can customize and make your own ad schedule.

If you want to delete any of the options you've just added, all we need to do is go to the right-hand side and then click the X icon. Once you're happy with the ad schedule, you've created, all you need to do is click save, and that is now going to be added to your campaign. And as you can see, we can get tons of information about all of our ad schedules, such as how many clicks they're getting, how many impressions that ad is getting, so how many times the ad is being seen, the click-through rate, the average cost per click, the overall cost, and so on and so on.

The average cost per click is actually quite interesting to look at it, as there's actually a lot of client accounts I've looked at where the average cost per click has been cheaper on a specific day than it has in comparison to another day. So I highly recommend you set up an ad schedule

and then review the data every month, just to see exactly what's going on in your account, and that way you'll be able to make smart optimizations in the best way possible.