

Step-by-step guide on A2

Dr. Lisa Tam 😊

First, please watch our teaching videos on A2.

- https://www.youtube.com/playlist?list=PL4SkIJEiV1E1z_Zg1DUHav42YsVwzX1Tp&disable_polymer=true
- Read the assessment guide and the tutorial slides.
- Also watch the lecture recordings.

Please be reminded that there are many different ways to complete the assessment. Some are more efficient. The recommendations in this guide are for your reference only.

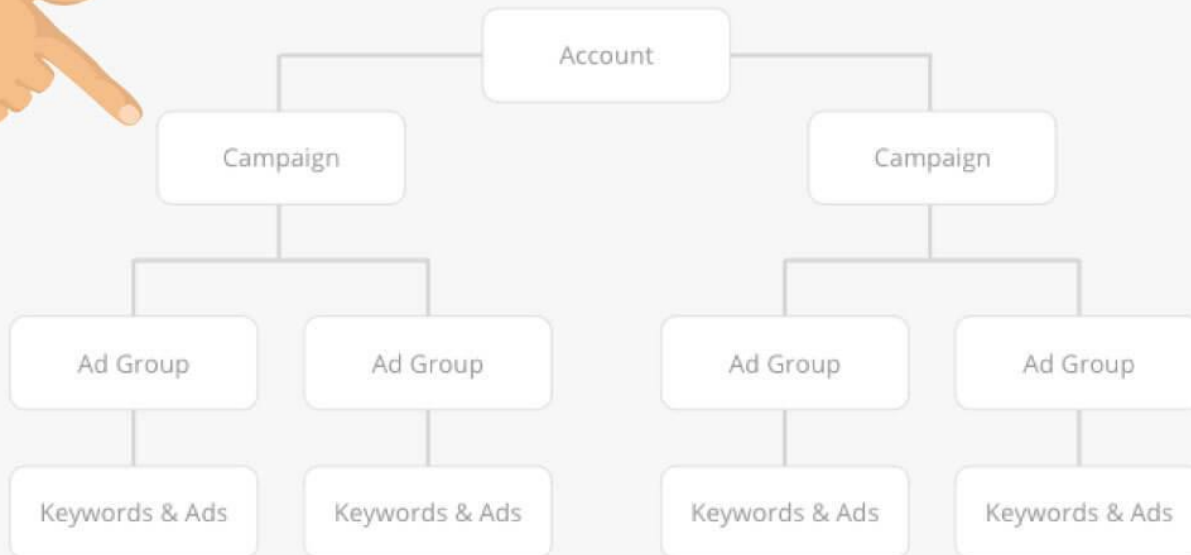
Think about the assessment.

Two files should be submitted:

- A Word file (400 words) on Justification of Search Strategy (e.g., how did you come up with the campaigns, ad groups and keywords?)
- An Excel file (please use the template on Blackboard)

You need to look at the client's website, think about potential “keywords” and group them into “ad groups” (which should be categorised into “campaigns”).

General AdWords Structure



On the contrary, you can also think about “campaigns” first and develop “ad groups” and “keywords” afterwards. You are required to have 100 keywords. Each ad group should have 2-10 keywords. You can decide on the number of campaigns.

It is important to note that “high value keywords” are not the same as expensive keywords (high volume search keywords). They are the “niche” keywords that best describe what our client does and offers. We want “targeted traffic”.

<https://www.quora.com/What-are-high-value-keywords>

Marks	4.5-5	4-4.4	3.5-3.9	2.5-3.4	Below 2.5
Search Volume Estimates and Budget Breakdown (5 marks)	You demonstrate strong skills in budget management based on your chosen keywords. Across the campaign, you achieve significant search volume across both low and high volume keywords whilst maintaining CPC efficiency.	You demonstrate good skills in budget management based on your chosen keywords. Across the campaign, you achieve high search volume across both low and high volume keywords whilst maintaining relatively efficient CPCs.	Your budget management is good, based on your chosen keywords. You achieve good search volume and maintain acceptable CPC efficiency.	Your budget management is acceptable. However, your chosen keywords do not provide ideal search volume or CPC efficiency.	You fail to provide appropriate search volume estimates and budget.

According to the CRA, you will need to have a combination of low and high volume keywords.

It is important to ensure the budget is utilised adequately (especially because nonprofits receive \$10,000 spend on the Google AdWords grant). If you under-spend, please do not under-spend too much.

Keyword Research and Account Structure

You should enter 100 keywords here.

[illegible]

Each keyword can be broken down into more keywords to include different match types, such as broad match, phrase match and exact match.

[illegible]

Be aware of this special symbol. In your list of 100 keywords, you will need to include this (assuming that you will be using different match types).



Match type	Special symbol	Example keyword	Ads may show on searches that:	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variation, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase (or close variation)	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term (or close variation)	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>

For example,

Health system can be

- health system (broad match)
- +health + system (broad match modifier)
- "health system" (phrase match)
- [health system] (exact match)

Then, it will be considered four different keywords (in our 100 keywords required for the assessment).

Classify your keywords into campaigns and ad groups. There should be 2-10 keywords in each ad group. Thus, you should have at least 10 ad groups.

For example,

I can name an ad group “health system.” Under this ad group, I have 2-10 keywords related to “health system”.

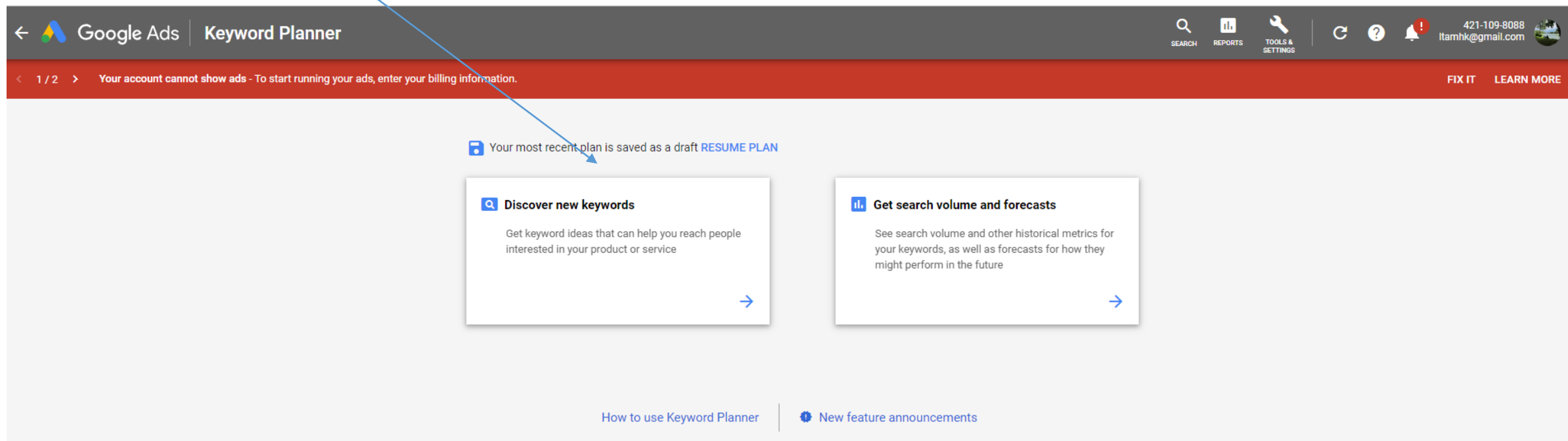
And campaigns should be broad.
For example, I can have a campaign
named “health system and policy.”
Under it, I can have ad groups
related to health system and health
policy.

[illegible]

To complete the “Keyword” part of the Excel template, go to “tools and settings” and “keyword planner” in Google AdWords.

The screenshot displays the Google Ads interface. At the top, the header includes the Google Ads logo, 'All campaigns', and navigation icons for Search, Reports, and Tools & Settings. The 'Tools & Settings' icon is highlighted with a blue arrow from the text box above. Below the header, a red banner states 'Your account cannot show ads - To start running your ads, e'. The left sidebar shows 'All campaigns' with a filter for 'Enabled and Paused', listing 'health system' and 'Website traffic-Search-1'. The main content area is titled 'Overview' and shows 'Campaign status: All; Ad group status: All'. Below this, there are two large blue and red boxes labeled 'Clicks' and 'Impressions', both showing '0'. A line graph is visible at the bottom, spanning from 'Sep 4, 2019' to 'Sep 10, 2019'. A dropdown menu is open from the 'Tools & Settings' icon, showing categories: PLANNING (Performance Planner, Keyword Planner, Ad Preview and Diagnosis), SHARED LIBRARY (Audience manager, Bid strategies, Negative keyword lists, Shared budgets, Placement exclusion lists), BULK ACTIONS (All bulk actions, Rules, Scripts, Uploads), MEASUREMENT (Conversions, Google Analytics, Search attribution), SETUP (Business data, Policy manager, Account access, Linked accounts, Preferences, Google Merchant Center), and BILLING (Billing summary, Billing documents, Billing settings).

Go to “Discover new keywords”



The screenshot shows the Google Ads Keyword Planner interface. At the top, there's a dark grey header with the Google Ads logo and 'Keyword Planner' text. To the right of the header are navigation links: SEARCH, REPORTS, TOOLS & SETTINGS, and a user profile section with a phone number (421-109-8088) and email (ltamhk@gmail.com). Below the header is a red banner with a message: '< 1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information.' with links 'FIX IT' and 'LEARN MORE'. The main content area has a light grey background. At the top of this area is a message: 'Your most recent plan is saved as a draft RESUME PLAN'. Below this are two white cards. The first card is titled 'Discover new keywords' with a magnifying glass icon. It contains the text 'Get keyword ideas that can help you reach people interested in your product or service' and a blue arrow pointing right. The second card is titled 'Get search volume and forecasts' with a bar chart icon. It contains the text 'See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future' and a blue arrow pointing right. At the bottom of the page, there are two links: 'How to use Keyword Planner' and 'New feature announcements'.

← Google Ads | Keyword Planner

SEARCH REPORTS TOOLS & SETTINGS

< 1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information. FIX IT LEARN MORE

Your most recent plan is saved as a draft [RESUME PLAN](#)

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service →

Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future →

[How to use Keyword Planner](#) | [New feature announcements](#)

Type in the potential keywords that belong to the same ad group. After typing one keyword, click “enter” to enter another one. And click “Get results”.

Google Ads

Keyword Planner

SEARCH

REPORTS

TOOLS & SETTINGS

421-109-8088

ltamhk@gmail.com

1 / 2

Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

LEARN MORE

Your most recent plan is saved as a draft [RESUME PLAN](#)

Discover new keywords

START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business

health system

healthcare system

australian health system

australia health system

Add another keyword

☒ Include brand names in results

Enter a domain to use as a filter

https://

GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

How to use Keyword Planner

New feature announcements

Select the keywords you wish to add to your plan.

Please choose the keywords that have a figure.

Google Ads Keyword plan

1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information.

Locations: Australia Language: English Search networks: Google Last 12 months Sep 2018 – Aug 2019

health system, healthcare system, australian health system, australia health system Including brand names

Broaden your search: + health + private health insurance + affordable health insurance

3 selected Add to plan Adding to new ad group Exact match ADD KEYWORDS

Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
☒ australian health system	100 – 1K	Low	–	A\$2.91	A\$3.37
☒ health system	100 – 1K	Low	–	A\$1.72	A\$7.21
☒ healthcare system	100 – 1K	Low	–	A\$2.91	A\$6.49
Keyword ideas					
☐ my health record	10K – 100K	Low	–	A\$1.17	A\$2.92
☐ primary health network	1K – 10K	Low	–	–	–
☐ ehr	100 – 1K	Low	–	A\$1.46	A\$5.74
☐ integrated health	100 – 1K	Low	–	A\$1.22	A\$4.05
☐ my health record australia	1K – 10K	Low	–	A\$1.34	A\$4.62
☐ smart health	100 – 1K	Low	–	A\$0.02	A\$0.02
☐ australian healthcare system	100 – 1K	Low	–	A\$2.48	A\$3.05
☐ cadence health	100 – 1K	Low	–	A\$1.31	A\$3.07
☐ australia's health 2018	100 – 1K	Low	–	A\$1.72	A\$2.91

Enter this “search volume” into the Excel spreadsheet. Note that different match types of the same keyword have the same search volume.

Keyword plan

1 / 2

Your account cannot show ads - To start running your ads, enter your billing information.

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Locations: Australia

Language: English

Search networks: Google

Last 12 months

Sep 2018 - Aug 2019

Q

health system, healthcare system, australian health system, australia health system

Including brand names

Broaden your search:

+ health

+ private health insurance

+ affordable health insurance

3 selected

Add to plan

Adding to new ad group

Exact match

ADD KEYWORDS

☒ Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
☒ <u>australian health system</u>	100 - 1K	Low	—	A\$2.91	A\$3.37
☒ health system	100 - 1K	Low	—	A\$1.72	A\$7.21
☒ healthcare system	100 - 1K	Low	—	A\$2.91	A\$6.49
Keyword ideas					
☐ my health record	10K - 100K	Low	—	A\$1.17	A\$2.92
☐ primary health network	1K - 10K	Low	—	—	—
☐ ehr	100 - 1K	Low	—	A\$1.46	A\$5.74
☐ integrated health	100 - 1K	Low	—	A\$1.22	A\$4.05
☐ my health record australia	1K - 10K	Low	—	A\$1.34	A\$4.62
☐ smart health	100 - 1K	Low	—	A\$0.02	A\$0.02
☐ australian healthcare system	100 - 1K	Low	—	A\$2.48	A\$3.05
☐ cadence health	100 - 1K	Low	—	A\$1.31	A\$3.07
☐ australia's health 2018	100 - 1K	Low	—	A\$1.72	A\$2.91

[illegible]

Give the ad group (that includes all these keywords) a name.

Google Ads | Keyword plan

< 1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information.

Locations: Australia Language: English Search networks: Google Last 12 months Sep 2018 – Aug 2019

health system, healthcare system, australian health system, australia health system Including brand names

Broaden your search: + health + private health insurance + affordable health insurance

3 selected Add to plan Adding to new ad group Exact match ADD KEYWORDS

Keyword (by relevance) ↓

Keywords you provided

	Monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
☒ australian health system	100 – 1K	Low	–	A\$2.91	A\$3.37
☒ health system	100 – 1K	Low	–	A\$1.72	A\$7.21
☒ healthcare system	100 – 1K	Low	–	A\$2.91	A\$6.49

Keyword ideas

☐ my health record	10K – 100K	Low	–	A\$1.17	A\$2.92
☐ primary health network	1K – 10K	Low	–	–	–
☐ ehr	100 – 1K	Low	–	A\$1.46	A\$5.74
☐ integrated health	100 – 1K	Low	–	A\$1.22	A\$4.05
☐ my health record australia	1K – 10K	Low	–	A\$1.34	A\$4.62
☐ smart health	100 – 1K	Low	–	A\$0.02	A\$0.02
☐ australian healthcare system	100 – 1K	Low	–	A\$2.48	A\$3.05
☐ cadence health	100 – 1K	Low	–	A\$1.31	A\$3.07
☐ australia's health 2018	100 – 1K	Low	–	A\$1.72	A\$2.91

Create new ad group

health system|

CANCEL CREATE

Choose whether or not you want to include more match types to the selected keywords. If you do, you will need to click each and click “add keywords”. Alternatively, you could have entered the different variations of keywords based on search types when you did “discover new keywords”.

1 / 2

Your account cannot show ads - To start running your ads, enter your billing information.

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Locations: Australia Language: English Search networks: Google Last 12 months Sep 2018 – Aug 2019

health system, healthcare system, australian health system, australia health system Including brand names

Broaden your search: + health + private health insurance + affordable health insurance

3 selected Add to plan Adding to new ad group Exact match ADD KEYWORDS

Keyword (by relevance)	Search volume	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
☒ australian health system	100 – 1K	Low	–	A\$2.91	A\$3.37
☒ health system	100 – 1K	Low	–	A\$1.72	A\$7.21
☒ healthcare system	100 – 1K	Low	–	A\$2.91	A\$6.49
Keyword ideas					
☐ my health record	10K – 100K	Low	–	A\$1.17	A\$2.92
☐ primary health network	1K – 10K	Low	–	–	–
☐ ehr	100 – 1K	Low	–	A\$1.46	A\$5.74
☐ integrated health	100 – 1K	Low	–	A\$1.22	A\$4.05
☐ my health record australia	1K – 10K	Low	–	A\$1.34	A\$4.62
☐ smart health	100 – 1K	Low	–	A\$0.02	A\$0.02
☐ australian healthcare system	100 – 1K	Low	–	A\$2.48	A\$3.05
☐ cadence health	100 – 1K	Low	–	A\$1.31	A\$3.07
☐ australia's health 2018	100 – 1K	Low	–	A\$1.72	A\$2.91

Broad match

Phrase match

Exact match

So, I have got keywords in my plan. What now?

Search Volume Estimates and Budget Breakdown

Click on "Plan Overview"

You will see this info for my ad group "health system"

Google Ads | Keyword plan

< 1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information. [FIX IT](#) [LEARN MORE](#)

Plan settings ⓘ Locations: Australia Language: All languages Search networks: Google Next month: Oct 1 – 31, 2019

Keyword ideas
Grouped ideas
Plan overview
Ad groups
Keywords
Locations

[CREATE CAMPAIGN](#) [Download](#)

Your plan can get **21** clicks for **A\$37** and a **A\$4** max. CPC ⓘ

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position	
21	460	A\$37 Daily Budget: A\$1.65	4.6%	A\$1.76	1.5	+ Add conversion metrics

Keywords

	Cost	Clicks	Impressions
australian health system	A\$10.23	5	82
health system	A\$7.52	4	120
australian health system	A\$5.29	3	43
healthcare system	A\$4.97	5	82
healthcare system	A\$3.18	2	69

Forecasts over the next year [Clicks](#)

September 11, 2019 September 2, 2020

Classify your keywords into campaigns and ad groups. There should be 2-10 keywords in each ad group. Thus, you should have at least 10 ad groups. In this Excel tab, you will include the search volume estimates and budget breakdown for each ad group.

[illegible][illegible]

Clicks Impressions Cost CTR Avg. CPC Avg. Position

21 460 A\$37 4.6% A\$1.76 1.5

(Annotations: Daily Budget A\$1.65, Add conversion metrics)

Type this information into the Excel template.

Please note that “campaign” and “ad groups” are connected with the “keywords” tab in this Excel template. You do not need to enter anything.

SEARCH VOLUME ESTIMATES & BUDGET BREAKDOWN

[illegible][illegible]

This is the
“keywords” tab.

This column is also connected with the “keywords” tab. You will not need to enter anything.

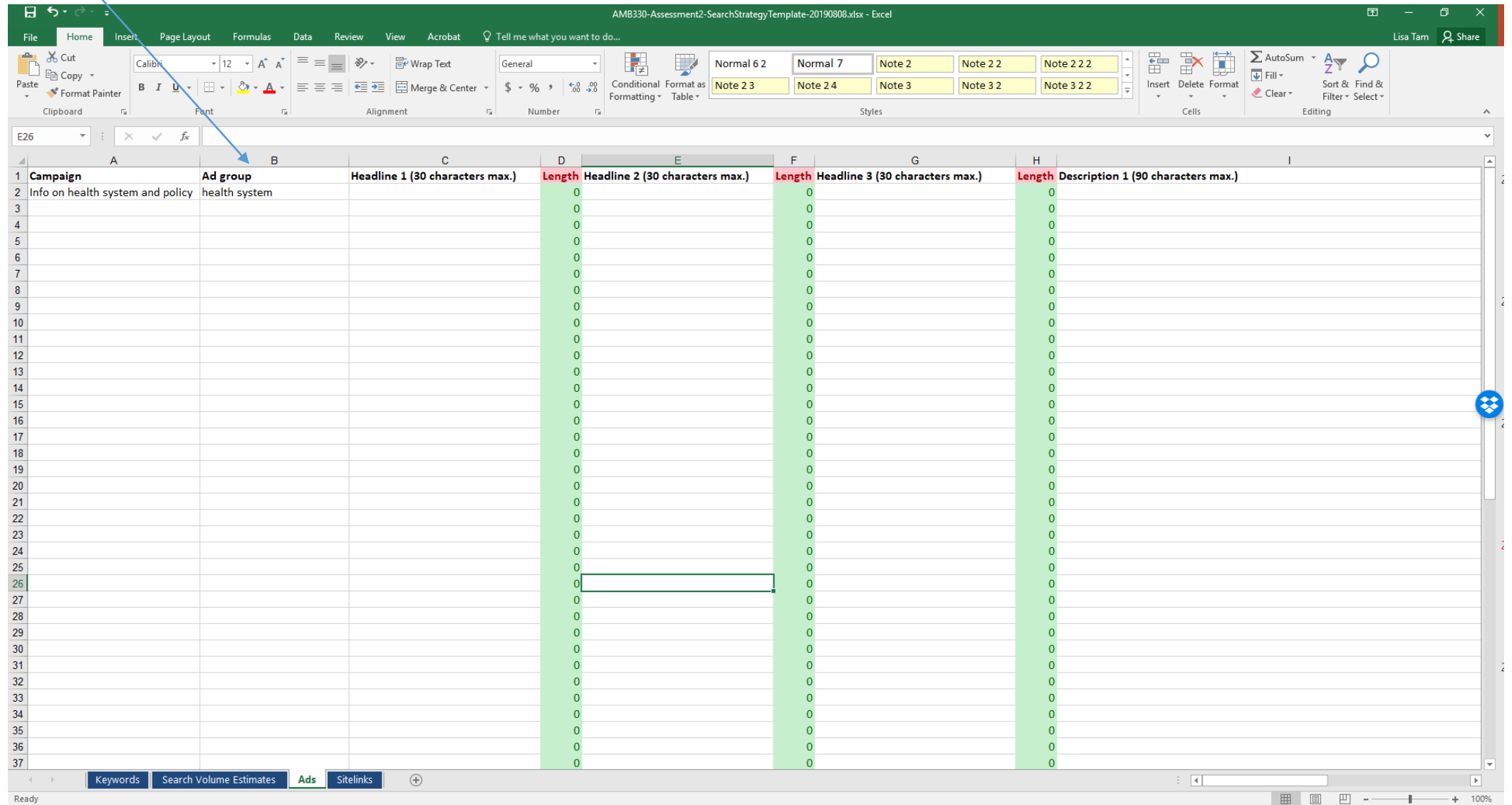
If you have multiple ad groups within one campaign, add up the “cost” of each and enter it here.

SEARCH VOLUME ESTIMATES & BUDGET BREAKDOWN

[illegible][illegible]

Ads

You will need one ad
for each ad group.



AMB330-Assessment2-SearchStrategyTemplate-20190808.xlsx - Excel

File Home Insert Page Layout Formulas Data Review View Acrobat Tell me what you want to do...

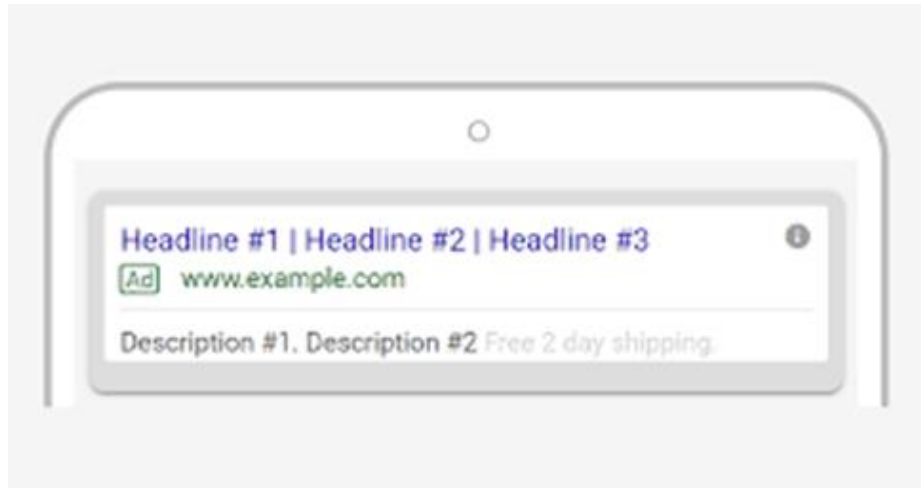
Clipboard: Cut, Copy, Paste, Format Painter. Font: Calibri, 12, Bold, Italic, Underline, Text Color, Background Color. Alignment: Wrap Text, Merge & Center. Number: General, Currency, Percentage, Decimals. Styles: Normal 6 2, Normal 7, Note 2, Note 2 2, Note 2 2 2, Note 2 3, Note 2 4, Note 3, Note 3 2, Note 3 2 2. Cells: Insert, Delete, Format. Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select.

1	Campaign	Ad group	Headline 1 (30 characters max.)	Length	Headline 2 (30 characters max.)	Length	Headline 3 (30 characters max.)	Length	Description 1 (90 characters max.)
2	Info on health system and policy	health system		0		0		0	
3				0		0		0	
4				0		0		0	
5				0		0		0	
6				0		0		0	
7				0		0		0	
8				0		0		0	
9				0		0		0	
10				0		0		0	
11				0		0		0	
12				0		0		0	
13				0		0		0	
14				0		0		0	
15				0		0		0	
16				0		0		0	
17				0		0		0	
18				0		0		0	
19				0		0		0	
20				0		0		0	
21				0		0		0	
22				0		0		0	
23				0		0		0	
24				0		0		0	
25				0		0		0	
26				0		0		0	
27				0		0		0	
28				0		0		0	
29				0		0		0	
30				0		0		0	
31				0		0		0	
32				0		0		0	
33				0		0		0	
34				0		0		0	
35				0		0		0	
36				0		0		0	
37				0		0		0	

Keywords Search Volume Estimates Ads Sitelinks

Ready 11:55 AM 100%

What are Headlines 1, 2 and 3?



Google

google adwords

All News Images Videos Shopping More Settings Tools

About 3,110,000 results (0.34 seconds)

Google.com | Google AdWords | Find New Customers

Ad adwords.google.com/AdWords 0333 254 0411

Google AdWords Can Grow Your Business. Try Online Advertising Today. Used by 1m+ Businesses. Free Help to Start. Only Pay for Clicks. Promote Your Website. Set Your Own Budget.

Log In To AdWords
Already an AdWords Customer?
Log in to Your Account Now.

Get Started with AdWords
Sign up to Google AdWords
Our experts can set you up for free

How It Works
Find Out How to Get More Customers
By Advertising on Google

Pricing
With Google AdWords, You Only Pay
For The Clicks You Receive

What are Descriptions 1 and 2 and Destination URL?

Create an ad

To get started, just write your first ad below. Remember, you can always create more ads later. [Help me write a great text ad.](#)

Headline

Description line 1

Description line 2

Display URL

Destination URL

Destination URL

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad

[Web Design Services](#)
[www.example.com](#)
Promote Your Business Online.
Launch Your Site Today. Contact Us!

Top ad

[Web Design Services - Promote Your Business Online.](#)
[www.example.com](#)
Launch Your Site Today. Contact Us!

Ad extensions expand your ad with additional information like a business address or product images.
[Take a tour.](#)

What are URL Paths 1 and 2?

Final URL ?

Headline 1 ?

Headline 2 ?

Path ? / /

Description ?

It is not a clickable link and is not the same as the destination URL. It simply helps users know where the ad will direct them.

New expanded text ad | [Switch back to standard text ads](#)

Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Text ads have been expanded to give you more headline and description space. [Learn more](#)

Final URL ?

Headline 1 ?

Headline 2 ? 0

Path ? / /

Description ?

[Ad URL options \(advanced\)](#)

Use Numbers

keywords + explanation

Ad preview: Your ad might look different on various browsers or devices. For example, its text may be shortened to fit a narrow screen. [Learn More](#)

Mobile ad

A/B Test Expanded Texts Ads - 6,000,000+ AdWords Ads Tested
adbasis.com/testing/Expanded-Ads
The World's #1 Testing Platform for Search, Social, Display, and Remarketing.

Desktop ad

A/B Test Expanded Texts Ads - 6,000,000+ AdWords Ads Te...
adbasis.com/testing/Expanded-Ads
The World's #1 Testing Platform for Search, Social, Display, and Remarketing.

Sitelinks

You will need to create 4 sitelinks for one of the ads.

ACCOUNT SITELINKS

You will need to write four (4) sitelinks, which should show off different elements of the client's site and product range. If the "LEN" column goes red, your text is too long.

[You will also need to make sure your sitelinks meet Google's editorial standards for SEM ads. For details, check the guide, or click here to go there directly.](#)

Link Text	LEN	Description Line 1	LEN	Description Line 2	LEN	Destination URL
Maximum of 25 Characters		Maximum of 35 Characters		Maximum of 35 Characters		Sitelink Landing Page
	0		0		0	
	0		0		0	
	0		0		0	
	0		0		0	

The screenshot shows the Excel interface with the 'Sitelinks' tab selected. The spreadsheet contains instructions and a table for creating account sitelinks. The table has columns for Link Text, LEN, Description Line 1, LEN, Description Line 2, LEN, and Destination URL. The LEN columns are currently showing 0, indicating that the text is within the character limit. The Destination URL column is labeled 'Sitelink Landing Page'.

What are sitelinks?

pizza hut

Web

Maps

News

Shopping

Images

More ▾

Search tools

About 58,500,000 results (0.44 seconds)

PizzaHut.com - Pizza Hut® Flavor Dippers

Ad

www.pizzahut.com/ ▾

Order Big Flavor Dippers Now for Just \$12.99 & Get a Free 2L Pepsi.

Pizza Hut has 21,873 followers on Google+

Order Online

Choose from a Wide Selection of Your Favorites and Order Online Now

Free Cheesesticks

Join Hut Lovers Today and Get Free Cheesesticks with 1st Online Order

Pizza Hut® Fight Night

Enjoy Fight Night w/ 2 Lg 2-Topping Pizzas & Breadsticks for \$19.99.

Custom Pizza

You Can't Go Wrong With a Custom Pizza Built from Our All-New Menu

Excited About Expanded Ads? - Get Started With Preview Tool

Ad

www.expandedtextads.com/2-Headlines/LongDescription ▾

Start Building Awesome Ads. Impress Your Boss and Clients with Screenshots.

Show 2 Headlines

Sitelink1 description first line

Sitelink1 description second line

80 Character Description

Sitelink3 description first line

Sitelink3 description second line

30-Character Headline

Sitelink2 description first line

Sitelink2 description second line

Automatic Domain Name

Sitelink4 description first line

Sitelink4 description second line

Please email me at l.tam@qut.edu.au if you
have any questions 😊