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GROW YOUR BUSINESS WITH HELP FROM GOOGLE – Adwords and Analytics

JUSTIN EMIG

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WEB TALENT MARKETING

NATIONAL NOTARY ASSOCIATION

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HELLO

I am Justin Emig

- Holds 10 digital marketing certifications
- Has 9 years of digital marketing experience
- “Googles” for a Living
- Reads A LOT, tinkers, and thinks about the Future
- Obsessed with the consumer in the intersection of retail and digital

WebTalent MARKETING

GET TO KNOW ME A BIT MORE.

AGENDA

- **Google AdWords**: Leverage Paid Search advertising to reach target audiences with less than $300 a month in advertising spend.

- **Google Analytics**: A free tool to understand more about the people who come to your website.

- **Bonus**… If time permits.

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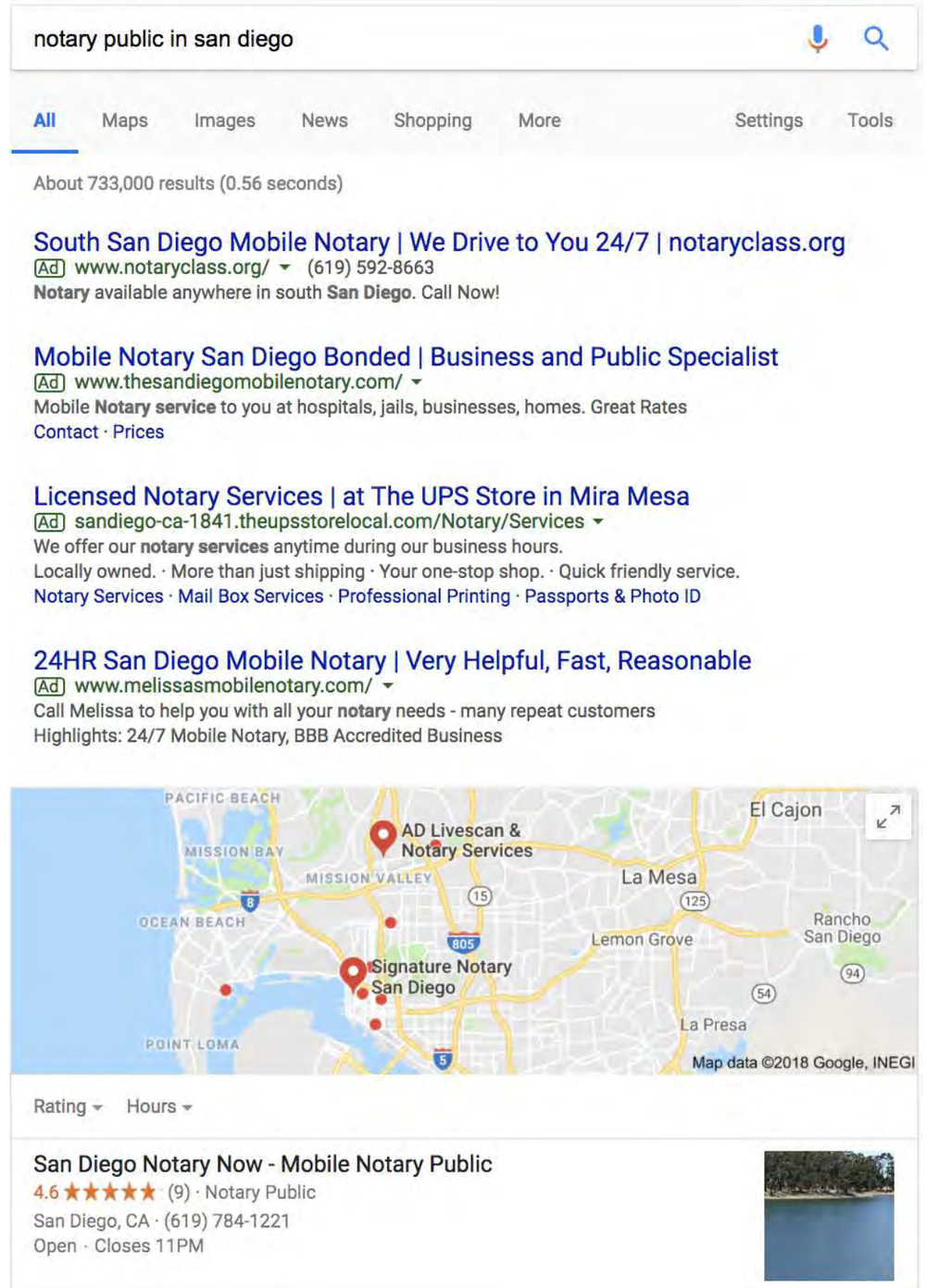
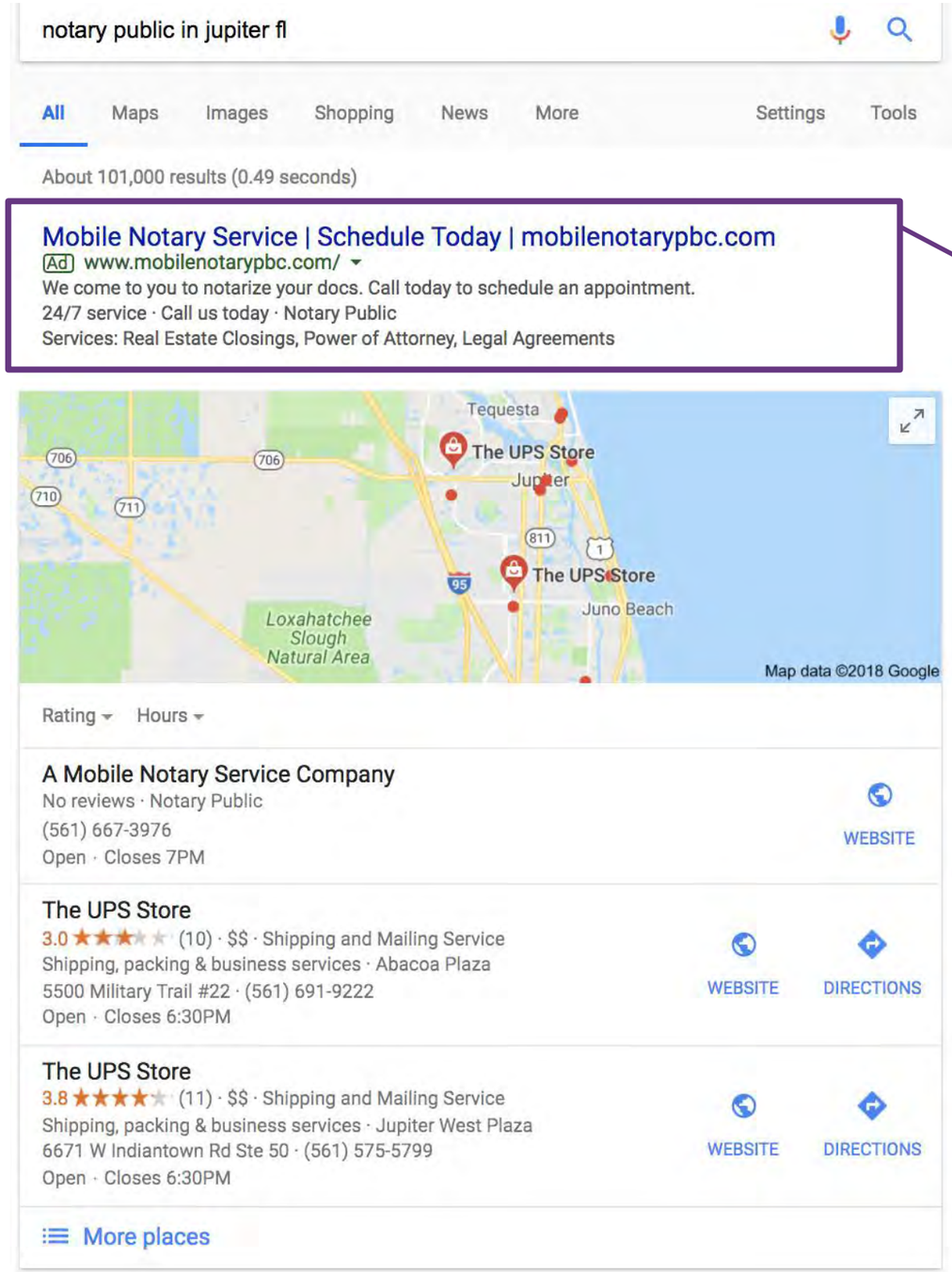
GOOGLE ADWORDS:
LEVERAGING PAID SEARCH TO REACH A LARGER AUDIENCE

WHAT IS GOOGLE ADWORDS?

- Google's advertising platform.
- Essentially an auction, done in real time. Think real estate. You bid on the space (keywords) that you want, in order to reach the audience you want to reach.
- You bid on specific keywords or combinations of keywords.
- Shown above the Organic Results (even Maps).
- Is there a budget requirement? No.
  - Everything is cost per click and you set budget limits.
  - Spend as little or as much as you want.
  - Have done it for $250 per month all the way up to $1 million per month.

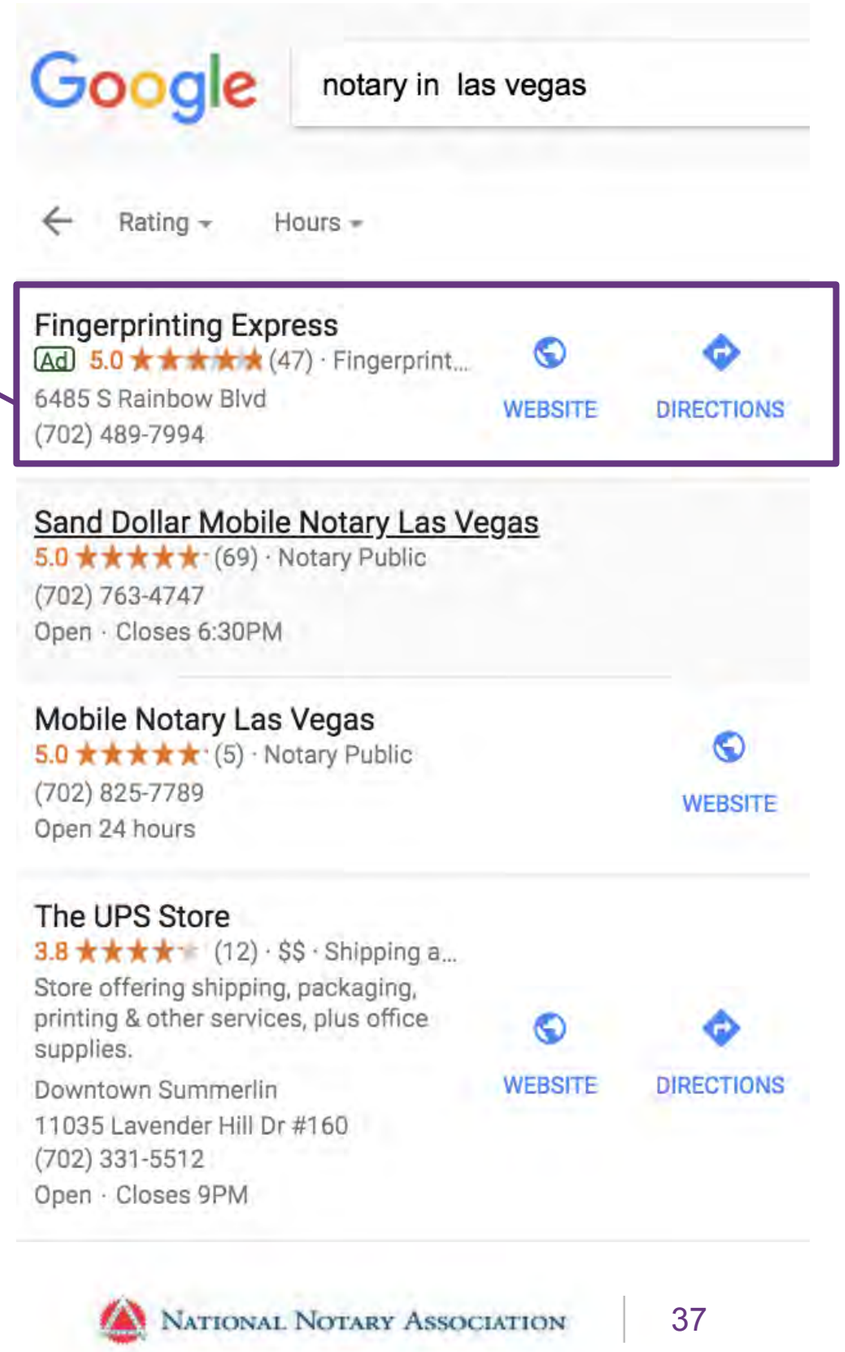


WHAT IS GOOGLE ADWORDS?

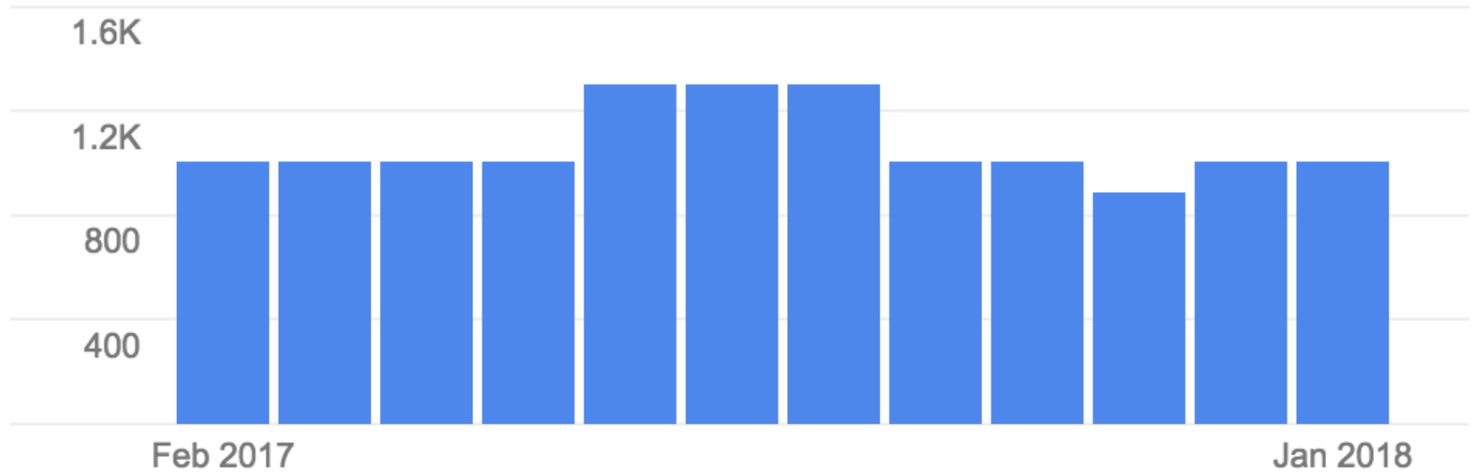


These are paid ads.

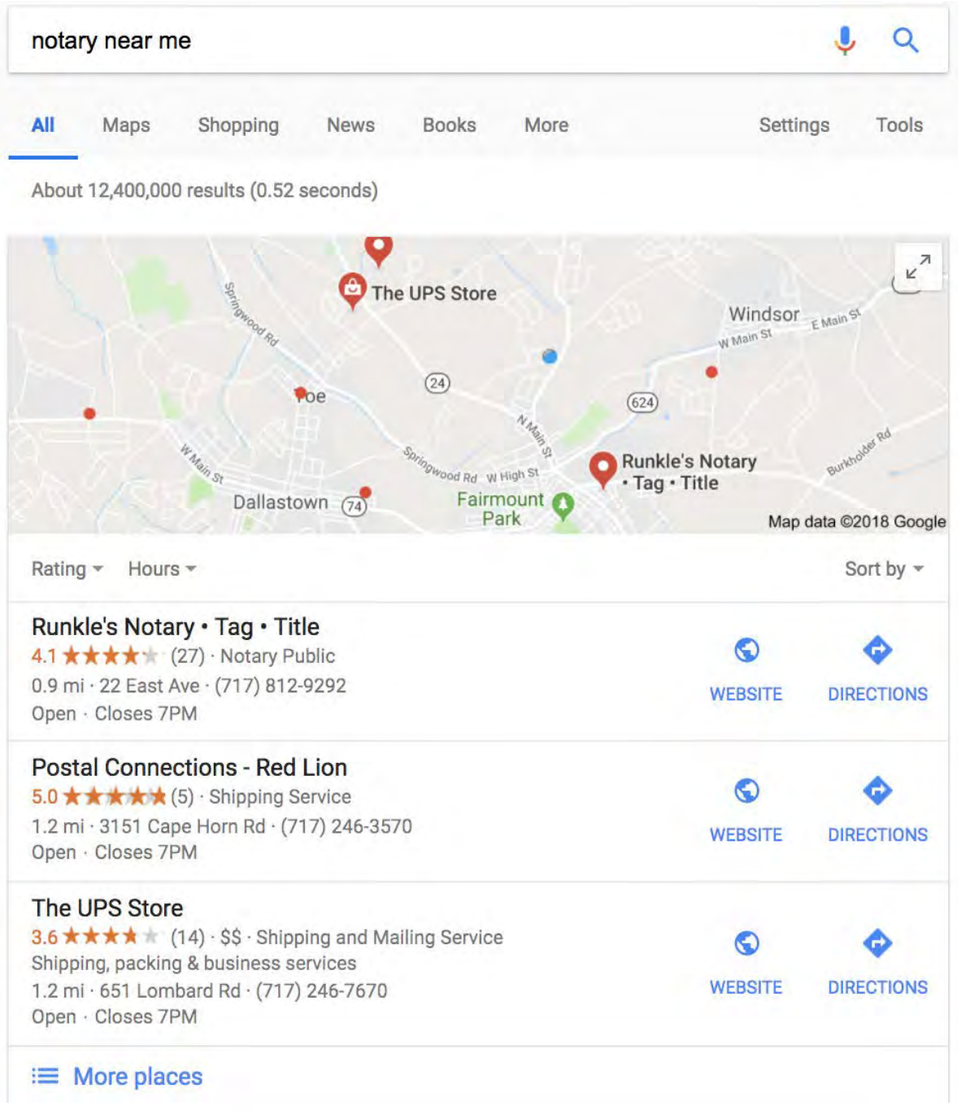
Organic Listings



WHY IS ADWORDS WORTH IT?



- This is the amount of monthly searches for the query… Notary near me… in Lancaster County, PA (population of 500k).
- The intent of that particular query is strong for someone who wants to visit a brick and mortar Notary.
- You have the ability to place an ad for your business at the top of that page, above maps for that keyword. Top results receive approximately 30% of all clicks.



ADWORDS CAMPAIGN OPTIONS

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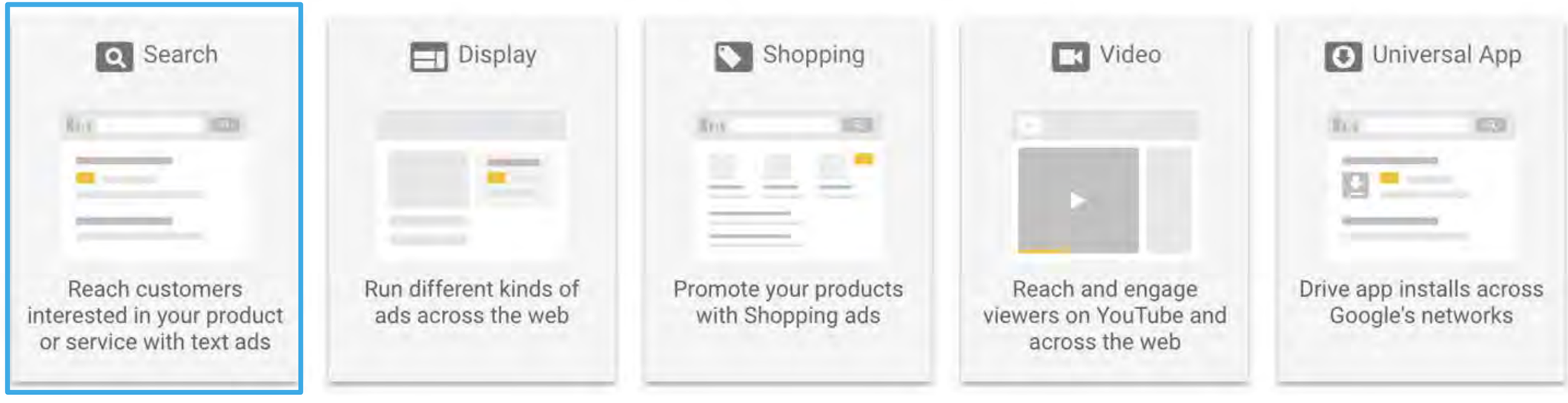
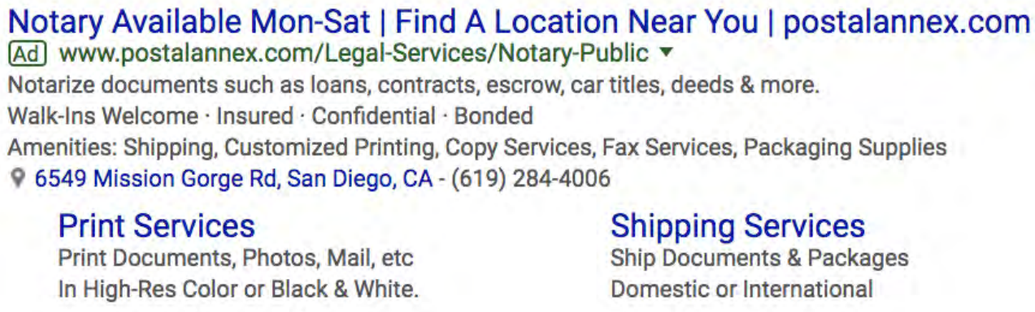
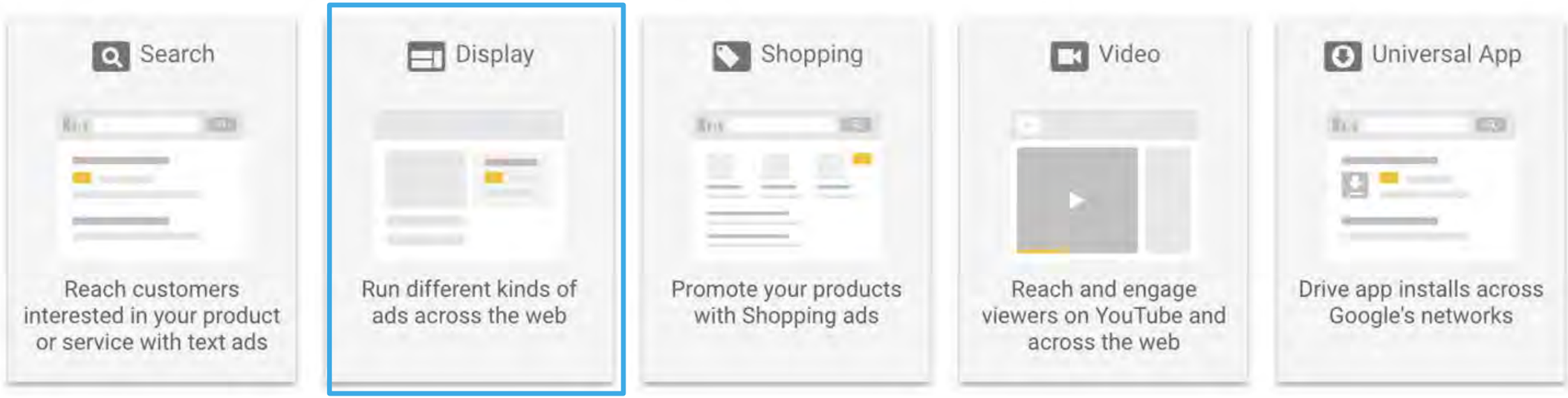
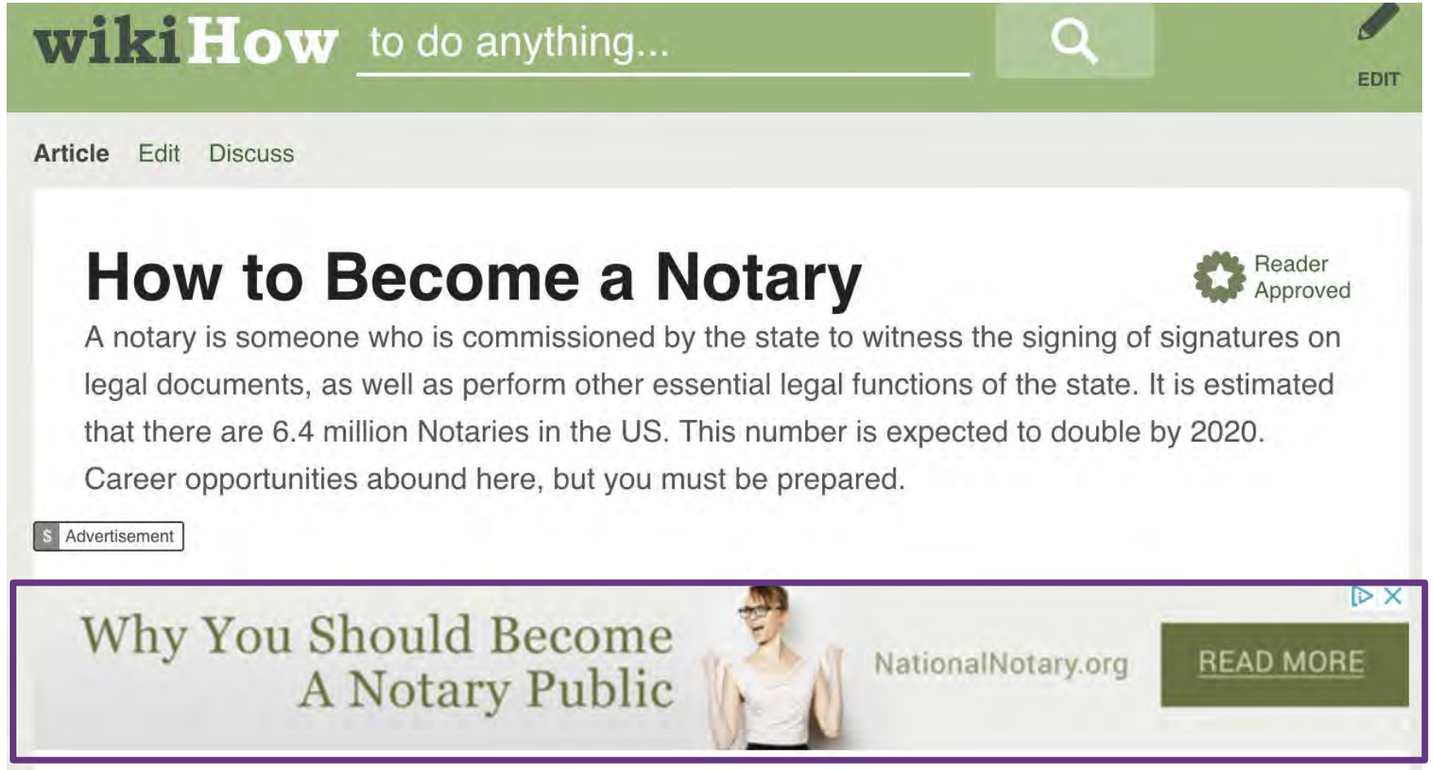




- Estimated Bid Amount for Notary Near Me within Lancaster County = $0.76 per click.
  - This means for $300, you could earn 394 clicks, which means 394 more people visiting your website, learning about your services and potentially visiting your location.
  - That is also only bidding on ONE keyword. Think of all the potential keywords.

ADWORDS CAMPAIGN OPTIONS

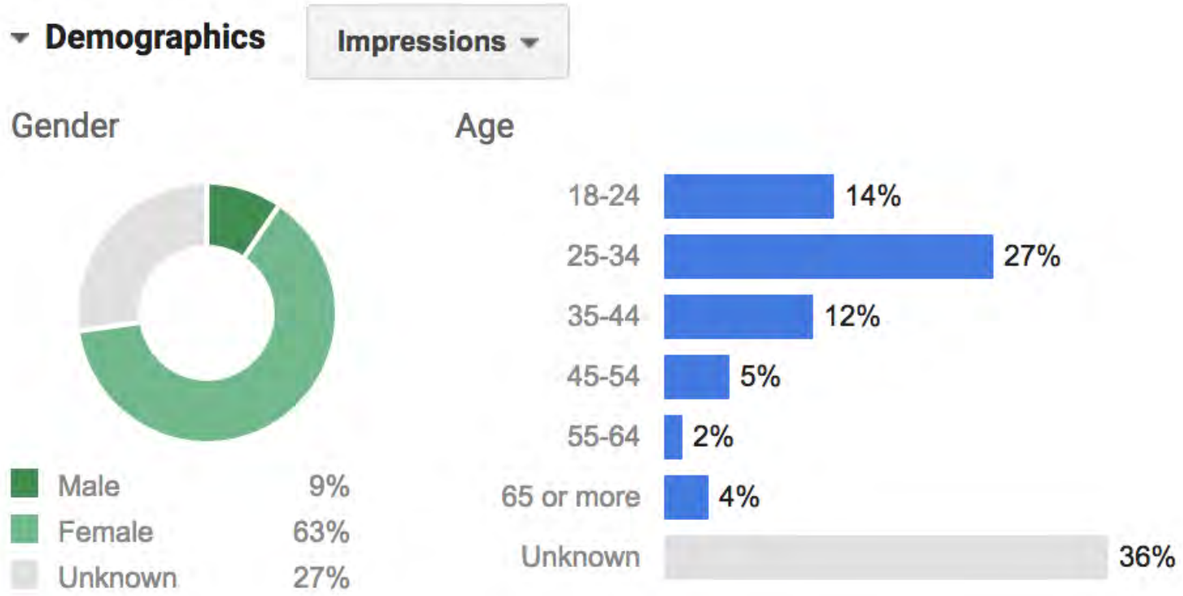


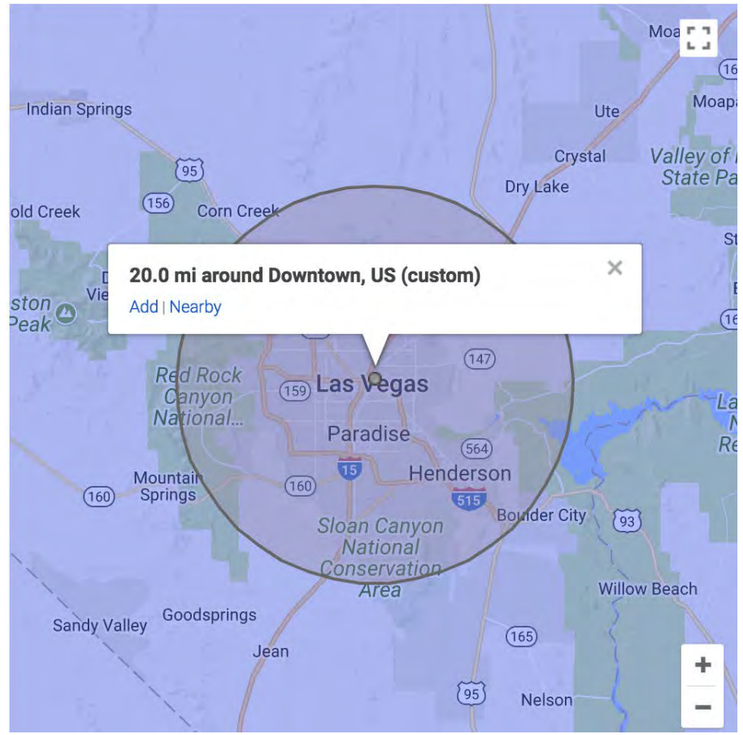


- Display ads are banner ads on particular websites throughout the internet. Google is able to place ads on over 300 million websites.

- Targeting is available based upon:
  - Topics
  - Interests
  - Demographics
  - Keywords

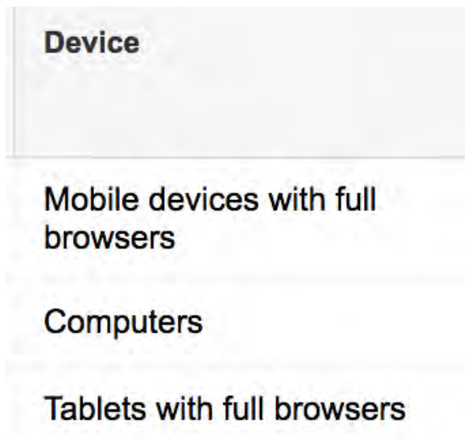
ADWORDS TARGETING OPTIONS





- AdWords provides you the ability to target via:
  - Geography (down to zip code)
    - Radius, county, Nielsen DMA
  - Device
  - Age and Gender Demo
    - Parenting also available for display campaigns

- Targeting allows you to reach a specific audience and control costs.



ADWORDS

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Country/Territory	Region	Metro area	City	Most specific location ?
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Apopka	32712
United States	Georgia	Savannah GA	Brooklet	30415
United States	California	San Francisco-Oakland-San Jose CA	San Jose	San Jose
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Kissimmee	34743
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Orlando	32812
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Orlando	32839

Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
144	1,804	7.98%	$0.51	$73.99	2.3

- You are able to understand performance, down to a zip code level.
- This allows you to understand where clicks originate and who saw your ads.
- Top level performance also available.

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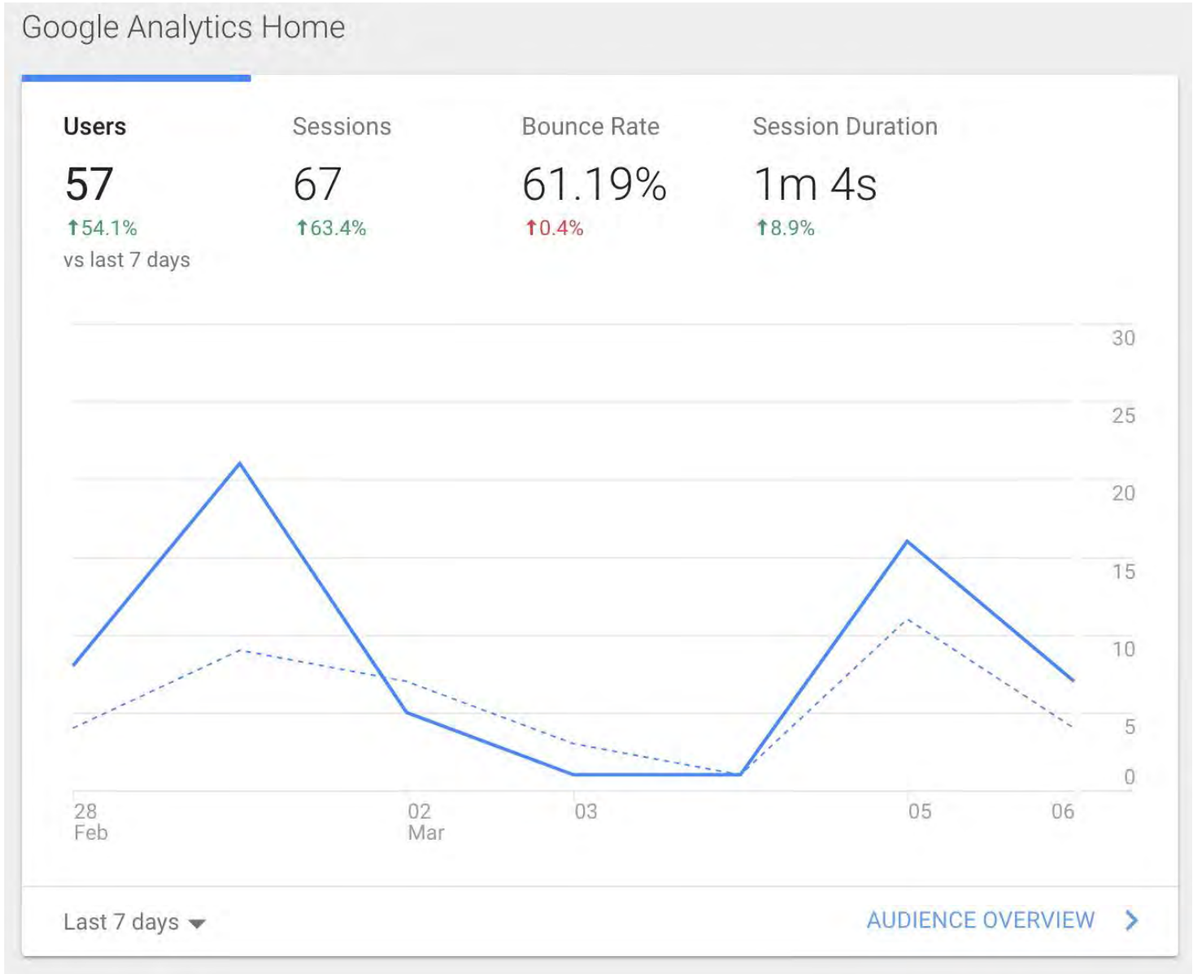
GOOGLE ANALYTICS:
UNDERSTAND MORE ABOUT YOUR AUDIENCE

WHAT IS GOOGLE ANALYTICS?

- Google Analytics is a free tool from Google that provides you information about your consumer's interaction with your website.

- Information available includes:
  - Geographic location (down to city)
  - Device (mobile vs. desktop vs. tablet)
  - Demographics (age, gender, parental status)
  - Topics (items they are interested in i.e. news)
  - What pages they are visiting on your site
  - Social Networks (did they come to your site from Facebook, etc.)
  - Length of stay on your site, etc.

- This information is to be used to help you understand who is finding your website and what they are doing.



WHAT SHOULD YOU USE GOOGLE ANALYTICS FOR?

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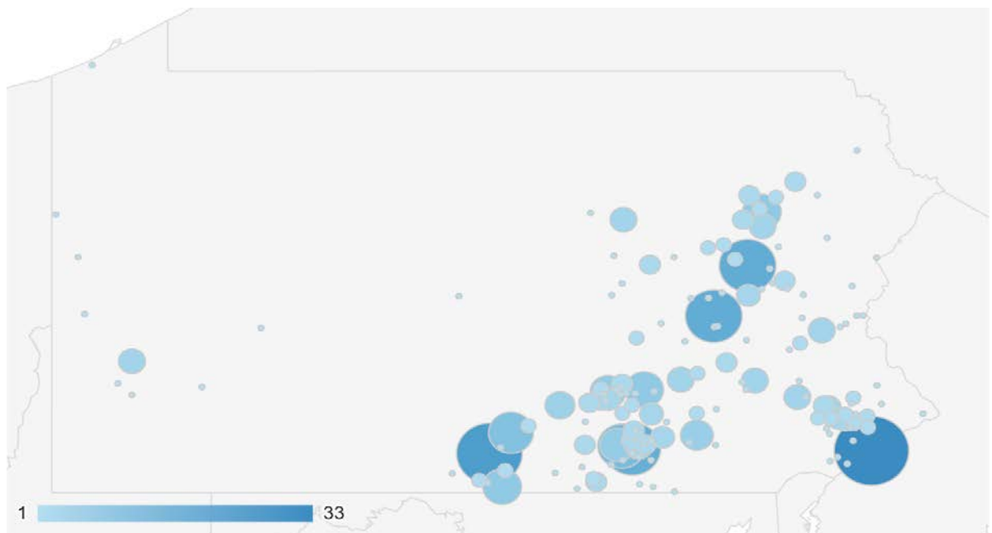
- Understand what channels (Google Organic, AdWords, Facebook, etc.) are bringing people to your website.

- Understand if you are reaching people within your geographic radius (people who could physically come to your location).

- Learn which pages on your website people are viewing the most. This could help you further improve those particular pages to attract even more.



Source / Medium	Users	New Users	Sessions
	663 % of Total: 100.00% (663)	571 % of Total: 100.00% (571)	776 % of Total: 100.00% (776)
1. google / organic	**387** (57.93%)	321 (56.22%)	464 (59.79%)
2. (direct) / (none)	**81** (12.13%)	71 (12.43%)	88 (11.34%)
3. bing / cpc	**76** (11.38%)	68 (11.91%)	86 (11.08%)
4. bing / organic	**60** (8.98%)	51 (8.93%)	68 (8.76%)
5. google / cpc	**30** (4.49%)	28 (4.90%)	34 (4.38%)
6. yahoo / organic	**16** (2.40%)	15 (2.63%)	17 (2.19%)

WHAT SHOULD YOU USE GOOGLE ANALYTICS FOR?

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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	21,510 % of Total: 0.74% (2,901,153)	18,254 % of Total: 0.84% (2,181,691)	00:01:57 Avg for View: 00:01:15 (55.97%)	14,671 % of Total: 1.93% (759,766)	78.99% Avg for View: 57.41% (37.60%)	66.16% Avg for View: 26.19% (152.61%)
1. /blog/rabbitry-part-2-tanning-hides/index.php	**1,629** (7.57%)	1,280 (7.01%)	00:02:34	1,277 (8.70%)	79.64%	76.37%
2. /blog/homemade-summer-sausage/index.php	**1,189** (5.53%)	1,072 (5.87%)	00:02:18	1,071 (7.30%)	89.26%	88.06%
3. /blog/paper-gardening-grow-successful-garden-now/index.php	**871** (4.05%)	826 (4.53%)	00:02:24	717 (4.89%)	83.96%	79.45%
4. /blog/power-failure-can-light-life/index.php	**863** (4.01%)	778 (4.26%)	00:02:25	694 (4.73%)	74.35%	69.06%
5. /blog/how-to-make-hand-dipped-candles/index.php	**748** (3.48%)	614 (3.36%)	00:03:11	607 (4.14%)	77.76%	74.73%
6. /blog/light-your-home-without-electricity/index.php	**692** (3.22%)	613 (3.36%)	00:02:08	530 (3.61%)	80.00%	72.69%
7. /blog/25-ways-flour-sack-dishtowels/index.php	**654** (3.04%)	584 (3.20%)	00:02:48	576 (3.93%)	86.81%	83.79%

- Understand what pages visitors are getting to on your site. Provides you insight into the pages receiving all the attention, so you can optimize and devise ways to increase these metrics.

- It is key to understand time they spend on the page vs. the amount of words you have on that page. If it is a lengthy page, less than 1 minute isn't good.

WHAT SHOULD YOU USE GOOGLE ANALYTICS FOR?

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Device Category	Acquisition		
	Users	New Users	Sessions
	506,269 % of Total: 100.00% (506,269)	469,791 % of Total: 100.18% (468,952)	759,786 % of Total: 100.00% (759,786)
1. desktop	**224,913** (44.02%)	206,213 (43.89%)	331,189 (43.59%)
2. mobile	**212,841** (41.65%)	198,437 (42.24%)	315,389 (41.51%)
3. tablet	**73,225** (14.33%)	65,141 (13.87%)	113,208 (14.90%)

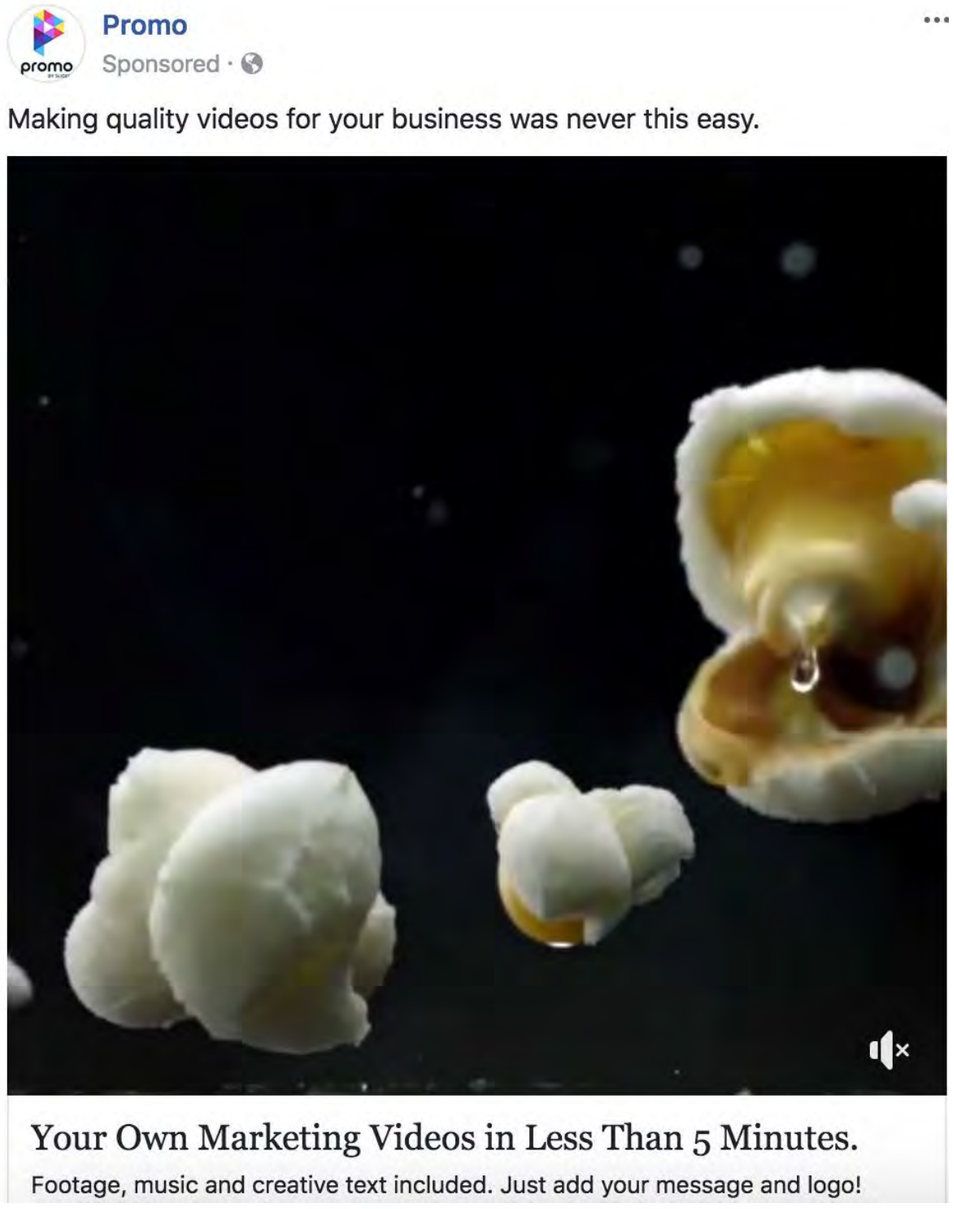
Mobile Device Info	Users
	287,012 % of Total: 56.69% (506,269)
1. Apple iPhone	**102,178** (35.58%)
2. Apple iPad	**50,067** (17.43%)
3. (not set)	**10,460** (3.64%)
4. Samsung SM-G930V Galaxy S7	**4,815** (1.68%)
5. Samsung SM-G955U Galaxy S8+	**3,546** (1.23%)
6. Samsung SM-G900V Galaxy S5	**2,393** (0.83%)
7. Samsung SM-N950U Galaxy Note8	**2,352** (0.82%)
8. Microsoft Windows RT Tablet	**2,334** (0.81%)
9. Samsung SM-G920V Galaxy S6	**2,030** (0.71%)
10. Samsung SM-G950F Galaxy S8	**1,852** (0.64%)

- Understand what devices consumers are using when they come to your website.
- You are able to look at device category, or specific devices (none desktop).
- This is important so that you can replicate the user experience.

BONUS: FACEBOOK ADS

WHAT ARE FACEBOOK ADS?

- Facebook's self-serve advertising platform.
- Ads are not based upon keywords, but based upon targeting criteria.
  - Best targeting in the business (more on that later).
- Displays on the following:
  - In News Feed
  - Right Column (desktop only)
  - Facebook Audience Network (think Google Display Network)
  - Facebook Messenger (Home Screen)
- Pay per click or per impression.



WHY FACEBOOK ADS?

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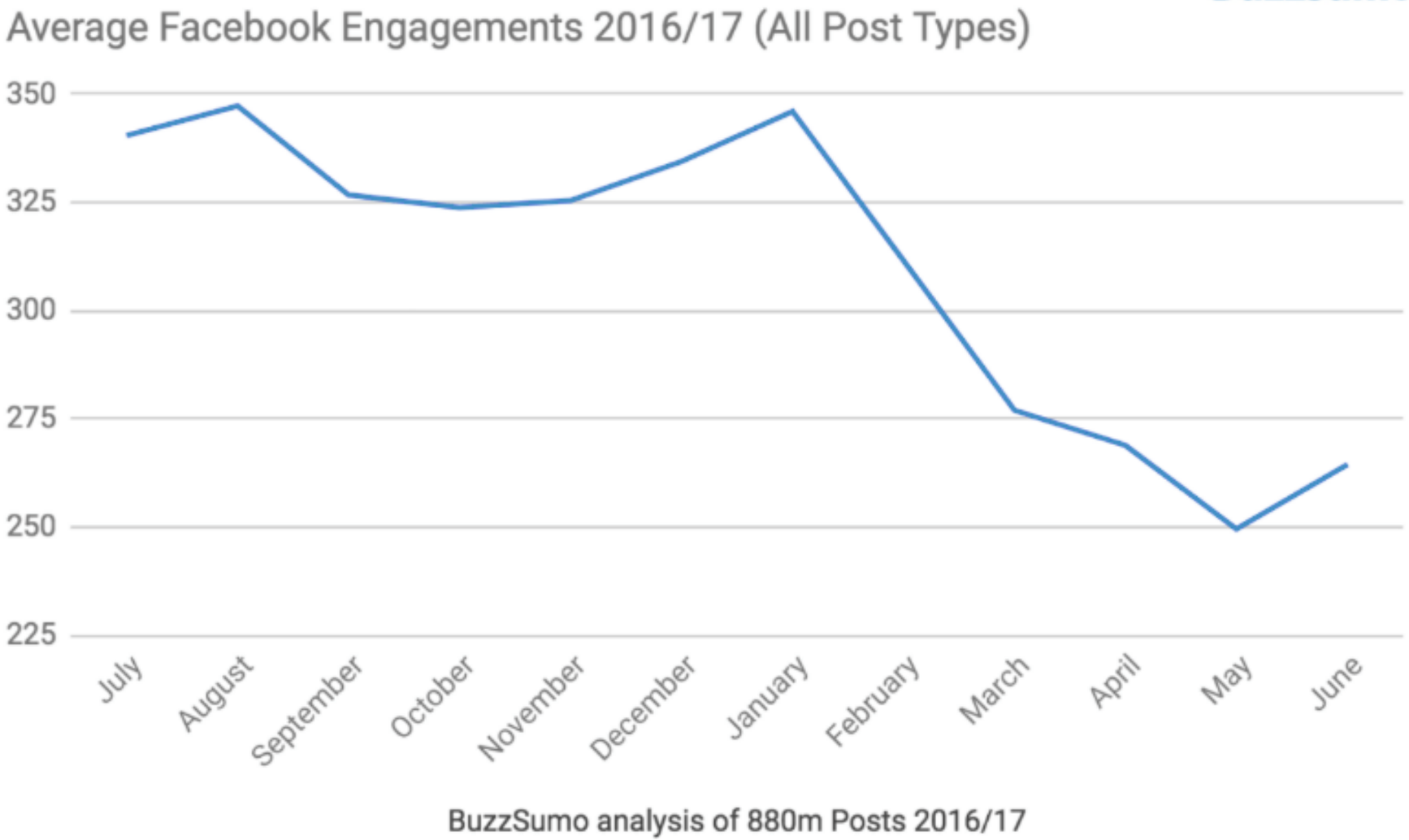
Buzzsumo



- Facebook reach is declining more and more every month.
- New Facebook algorithm (February 2018) further put a dent in this.

FACEBOOK TARGETING OPTIONS

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- Targeting is the most invasive and best in the business. Available for:
  - Demographics -- age, gender, parental status, (age of child), employment status, life event status, homeowner vs. renting, etc.).
  - Purchase behavior (they know what you have purchased).
  - Interest behavior (you 'like' specific pages).
  - Others (Charitable donations, Anniversary dates, Birthdays, Expats, Phone carrier, TV shows, etc.).

HOW DOES FACEBOOK HAVE ALL THIS DATA?

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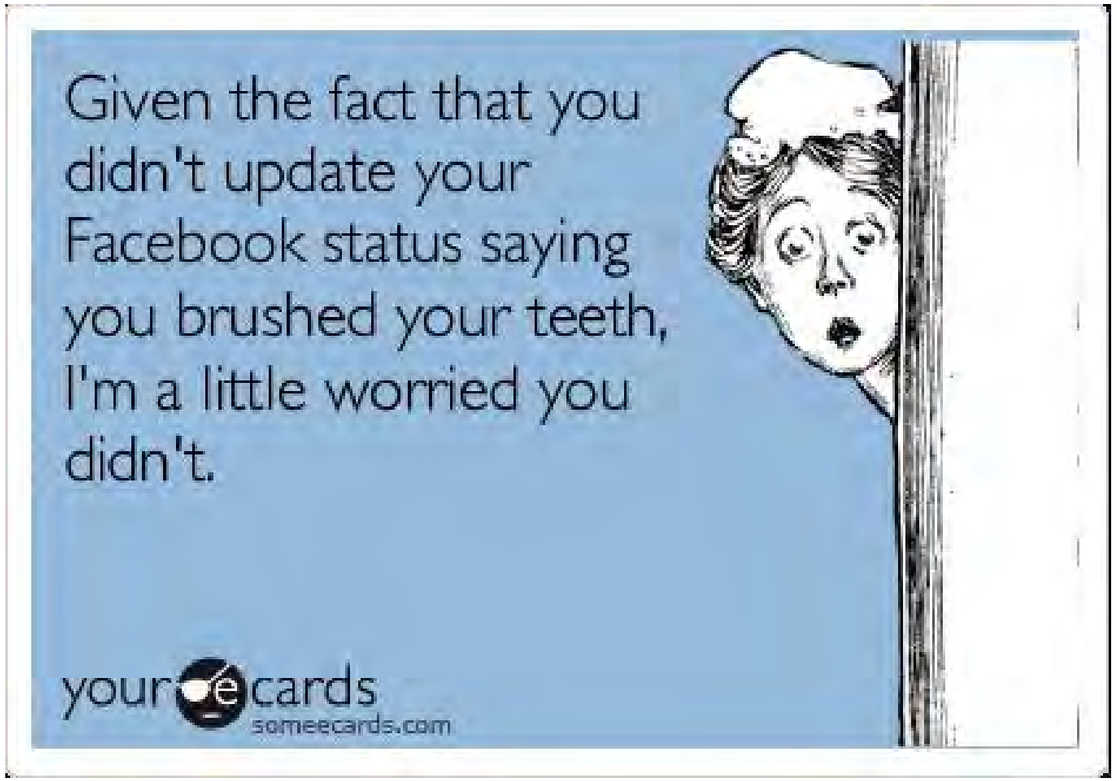
FROM THE USERS



THEY BUY IT

Acxiom
Acxiom is an enterprise data, analytics and software...

CCC Marketing Co.,Ltd.
CCC Marketing is a "Database Marketing Company" which...

Datalogix
Datalogix (DLX) by Oracle Data Cloud helps marketers...

Epsilon
Epsilon is the global leader in creating connections...

Experian Marketing Services Audience Targeting
For over 30 years, Experian Marketing Services has...

Quantium
Quantium brings more data-driven targeted advertising options to...

WHY DO THEY BUY THIS DATA?

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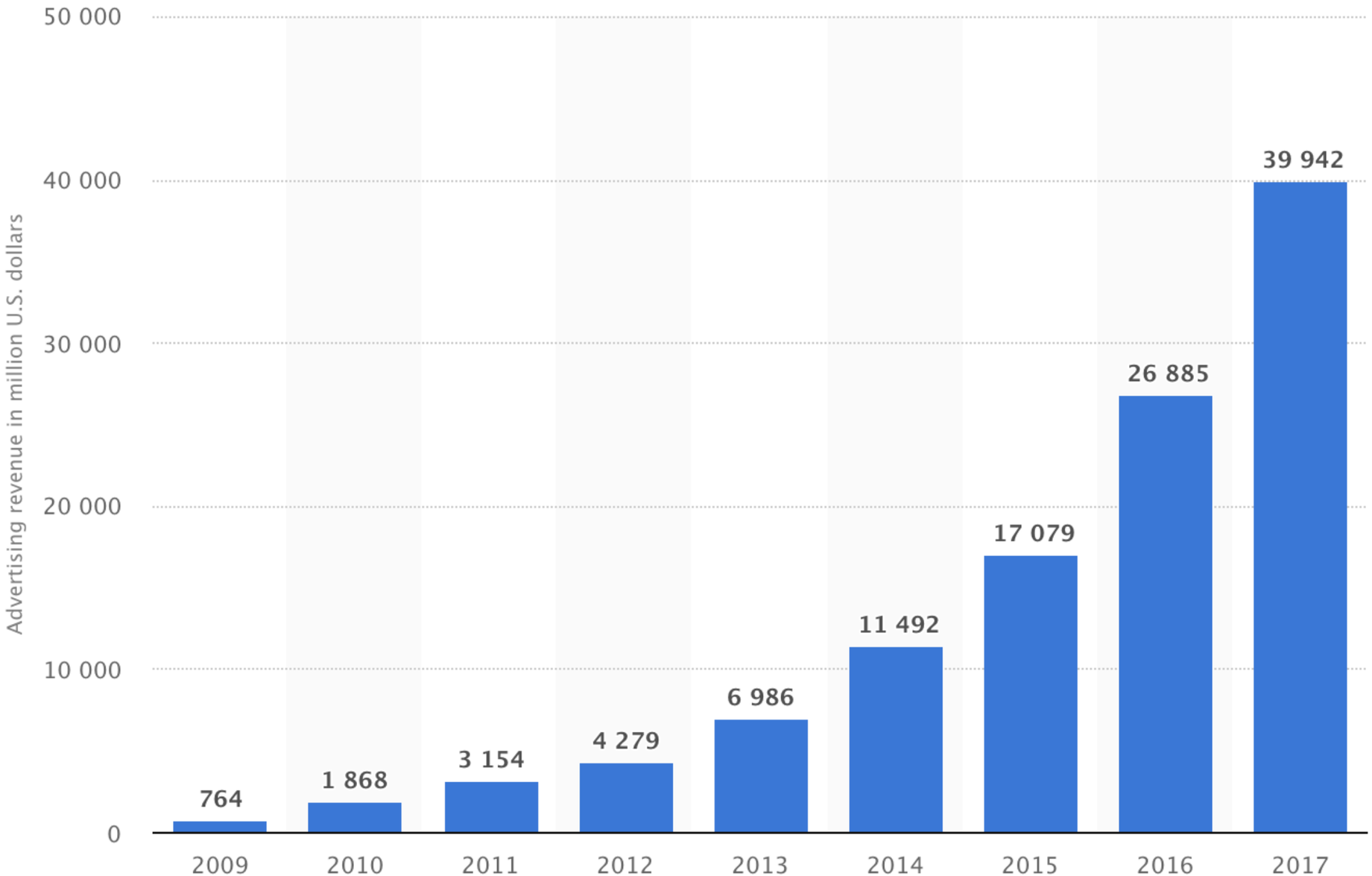

FACEBOOK AD EXAMPLE

- Bowling alley looking to promote a wine league, targeted towards female consumer.

- Were able to target based upon:
  - Geography
  - Age
  - Gender
  - Behaviors
  - Purchase behavior

- Results:
  - 85% of the people who signed up for that league, came from this ad.

- Total Spent:
  - $45.00

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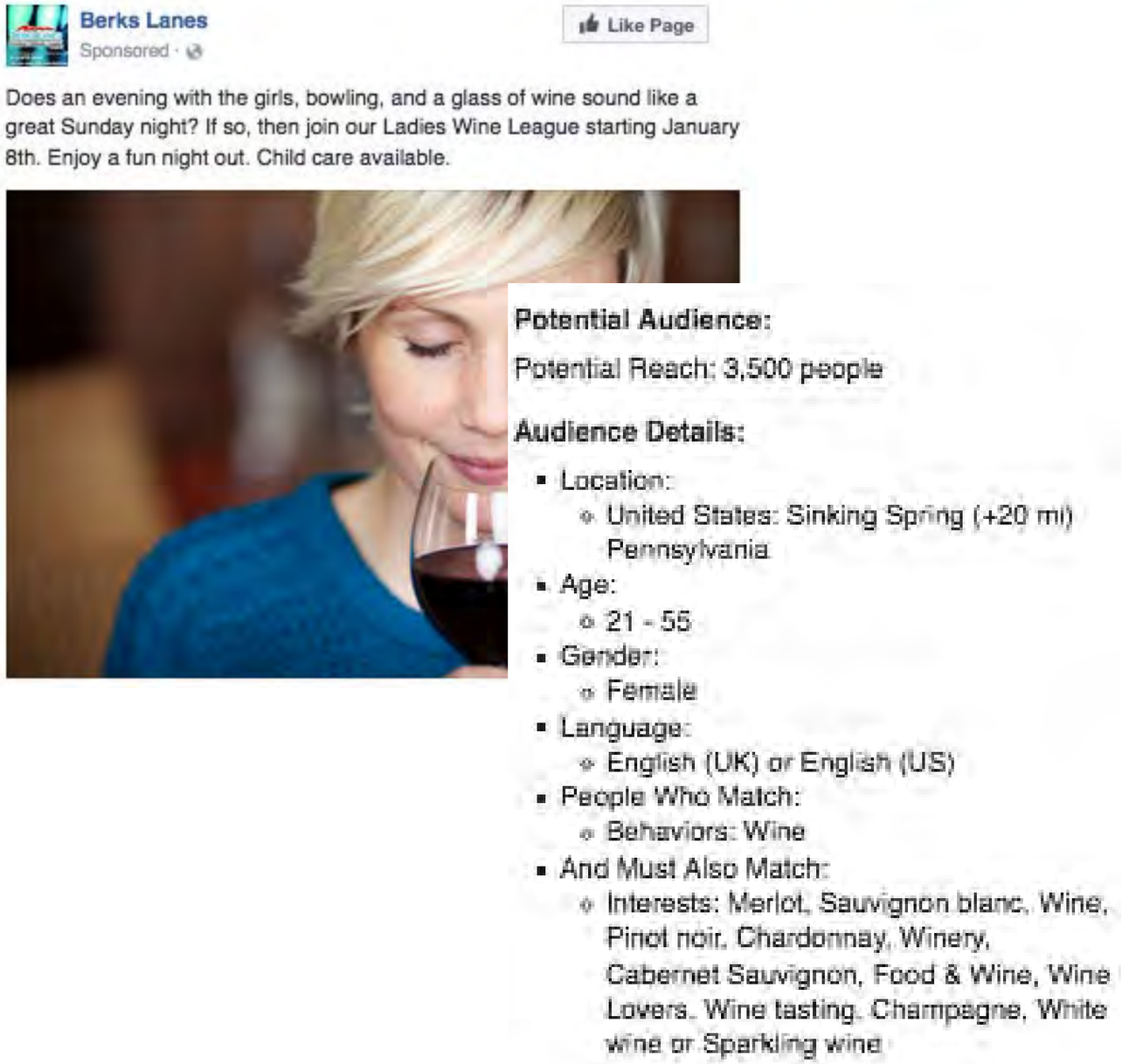

EXAMPLE FACEBOOK AUDIENCES

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Potential Audience:

Potential Reach: 6,000 people

Audience Details:

- Location - Living In:
  - United States: Las Vegas (DMA)
- Age:
  - 21 - 60
- Language:
  - English (All)
- People Who Match:
  - Relationship Status: Separated

Potential Audience:

Potential Reach: 2,100 people

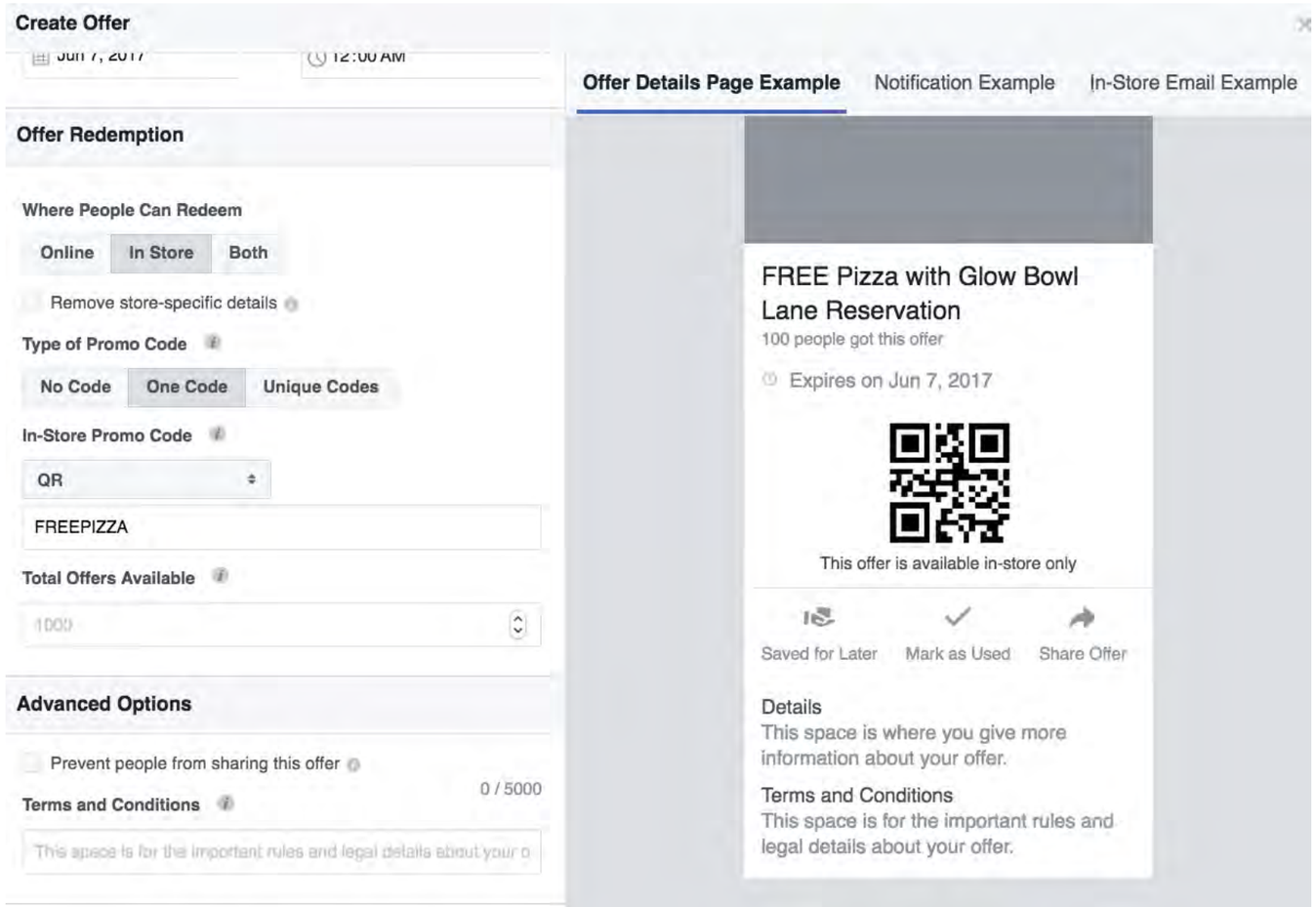
Audience Details:

- Location - Living In:
  - United States: Las Vegas (DMA)
- Age:
  - 21 - 60
- Language:
  - English (All)
- People Who Match:
  - Behaviors: Likely to move
- And Must Also Match:
  - Home Ownership: Homeowners
- And Must Also Match:

THE IDEA IS SMALL, TARGETED AUDIENCES

PROMOTE YOUR OFFER WITH FACEBOOK

- Running a promotion? You are able to use Facebook to have a unique coupon code.
- These are called ‘Offers’ and can be a one time use for individuals, or same code for everyone.
- This does not cost anymore.
- Users store it attached to their Facebook account.



THINGS TO REMEMBER ABOUT FACEBOOK ADS

- The point of Facebook ads is targeting. Small audiences > Big audience.
- Costs are very low, when done effectively.
- People rarely take a direct action from a Facebook ad, but it is about awareness.
  - Reason: Facebook is a lean back, consumption medium. Search is a lean in medium.
- Test, Test, Test.
- Do not set your ads for longer than one month. Decay rate.
- You are able to measure performance in Google Analytics!!

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TAKEAWAYS / RECAP

RECAP

- Leverage Google AdWords to reach a larger audience by bidding on specific keywords most valuable for your business. Perform these searches and see if others are bidding on them. If not, GO!!

- Make sure you are using Google Analytics to understand where people are going on your site and how they got there. Hint: It is free!

- Use Facebook ads as another low cost medium to read your target audience.

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QUESTIONS?

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National Notary Association