



MONETIZE YOUR WEBSITE THROUGH GOOGLE

Quest Marketing
Digital Advertising

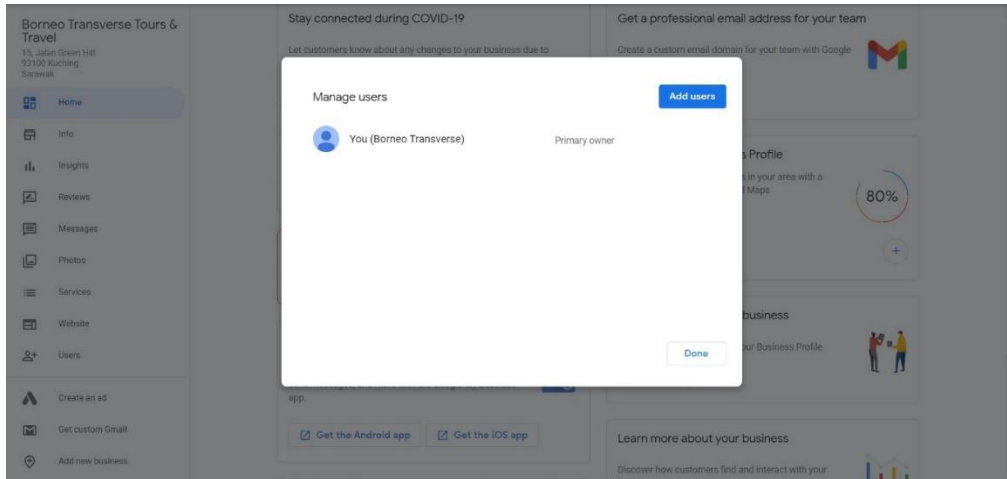
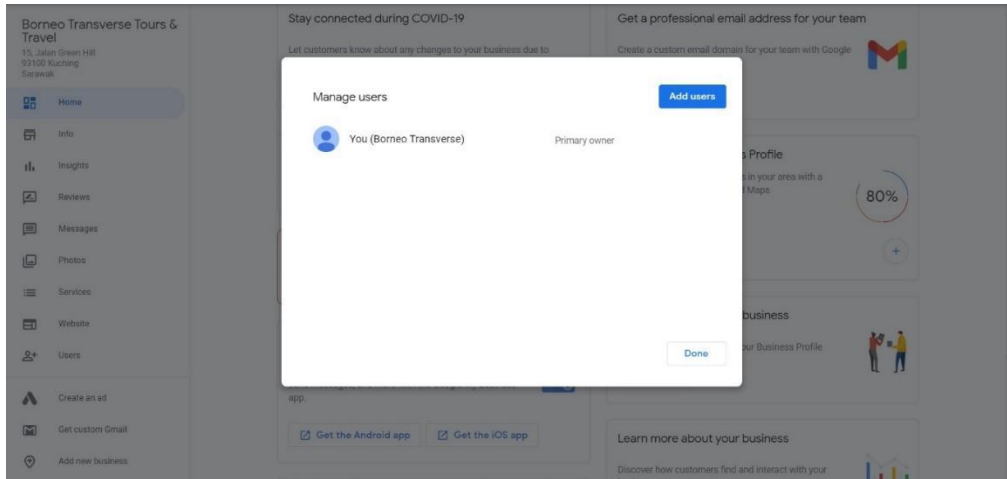


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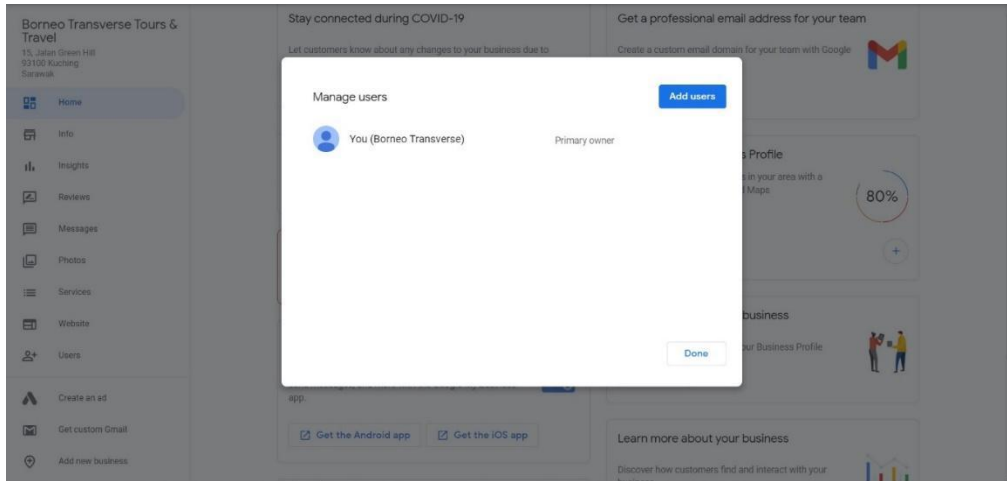


3.1 Verify/claim business.

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3.2 Setup Google My Business Profile.

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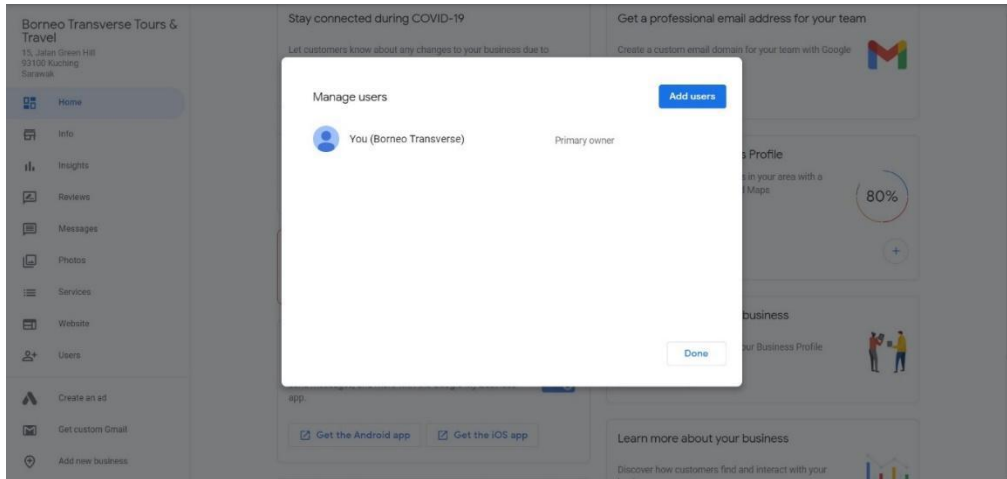
1. Google Ads

Google Ads is a platform for advertisers to promote their business. To create the advertisement, you must create a google ads campaign.

1.1 8 steps to create a successful Google Ads campaign.

- i. **Define your objective.** Each campaign starts by choosing a goal. There are few examples of goals such as sales, leads, website traffic, products, and brand consideration etc.
- ii. **Choose a campaign type.** After selecting a goal, you'll see a list of campaign types. There are few campaign types which are search, display, video, discovery, app, local and shopping. In our case, we will consider a search campaign using keywords/texts and our ad will appear at the front page of google search result page.
- iii. **Set a budget.** You have to set an average daily budget to control the amount that you spend with ad bidding. It can be changing any time.
- iv. **Choose your bidding.** if we selected a campaign goal, when selecting bid type, you will see a recommendation for bidding focus. This is to ensure that your campaign meets your specific goal.
- v. **Add extensions to your ads.** You can add additional information to your ad such as website links, directions, or a phone number.
- vi. **Create ad groups.** You set this when your business has few categories. For example, you do travel tours and car rental. You would like to group your keywords into two different groups. So, each ad group tells the google system to show ads for products on websites that are related to them.
- vii. **Select your targeting.** Help you sharpen your audience targeting so it will be on display for those who are interested in what you have to offer.
- viii. **Set up conversions.** Help you track the actions that you want customers to take on your website.

After knowing the flows of creating a campaign. Now we go into details for each terminology that is in Google ads.



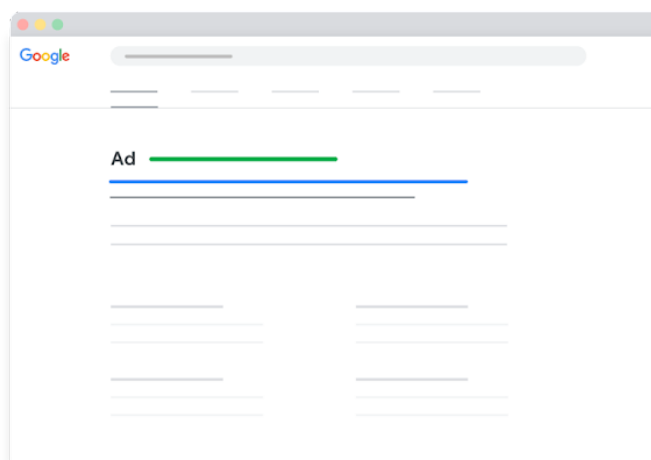
1.2 Search Campaign

Allow you to place ads across Google's vast network of search results. People who are actively searching online for your products and services will see your ads.

- **Benefits**

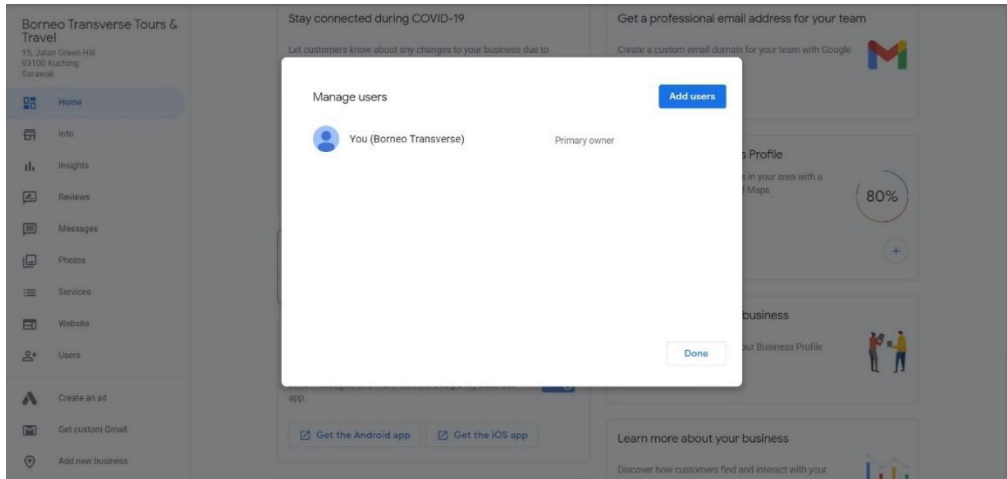
- Helps get more sales, leads and website traffic.
- Target people that are actively searching for products/ services that are related to your business.
- Easy to set up.

Your ad will appear with Google search results and on others search sites when keywords are relevant to a user's search. These ads appear with an "Ad" or "Ads" label on the search result page.



Campaign setting for search campaign

Setting	Descriptions
Campaign name	Name for your campaign. Use a name that clearly describes the theme of the campaign. Campaign name is not visible to your customers
Campaign type	Campaign type is set based on your goals.
Network	Indicate where you want your ad to appear.
Devices	Campaigns target all types of devices
Location and languages	Show to customers in your targeted geographic locations.

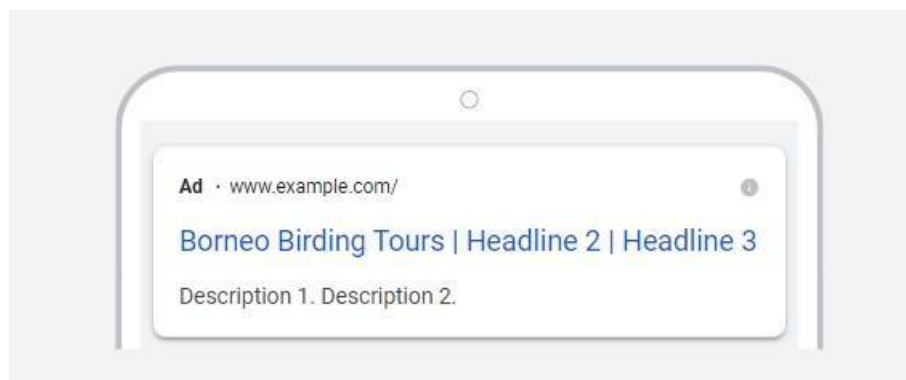


	Recommend choosing the language you serve your customers.
Bidding and budget	Can manually set your bids. There is no minimum budget in google ads. Your bid limit is the most you will pay per click for ads in an ad group. You are allowed to adjust it at any time.
Ad extensions	Include more information with your ads. <ul style="list-style-type: none"> - Location information - Link to page in your website - Phone number
Additional Settings	Optional features to optimize your campaign <ul style="list-style-type: none"> - Schedule: set start and end date - Ad scheduling: choose days/ hours for your ad to show.

2.2 Text ads

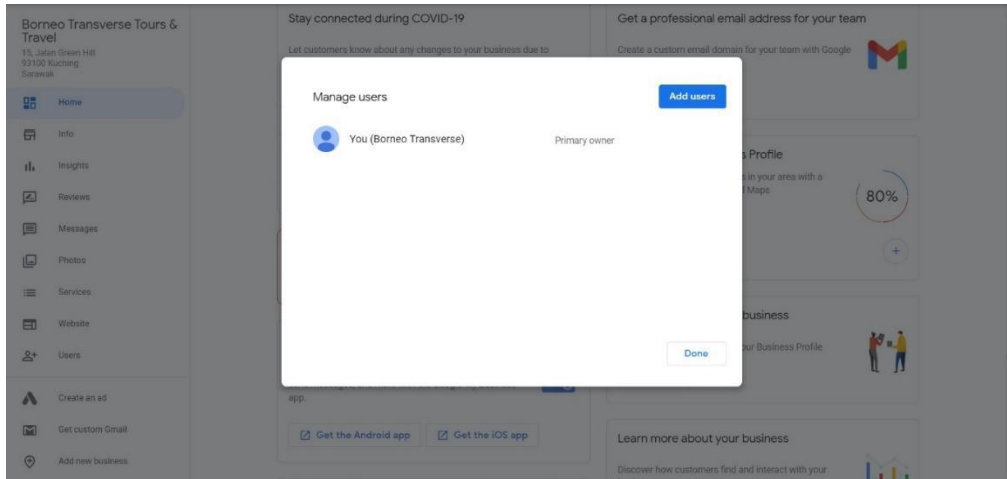
There are three parts of text ads

- headline text
- display URL
- description text



Length Limits

Field	Max length
Headline (max 15)	30 characters



Description (max 4)	90 characters
Path (max 2)	15 characters each

IMPORTANT

- Starting 30 June 2022, no longer be able to create or edit expanded text ads.
- Will continue to serve. Still can see report on their performance
- Still able to pause, resume or remove them if needed.

Question: Why you might not see your search ads

There might not be ads on all search results, although for queries that you are bidding on. To ensure high-quality ad content on search results. Google requires that all ads meet a certain level of quality. Low-quality ads may hardly show even high bids.

1.3 Ads Quality

An estimate of the experience that users have when they see your search ads. Few factors:

- How relevant is your ad text to searches?
- How likely are people to click your ad?
- The quality of experience once they reach your landing page.

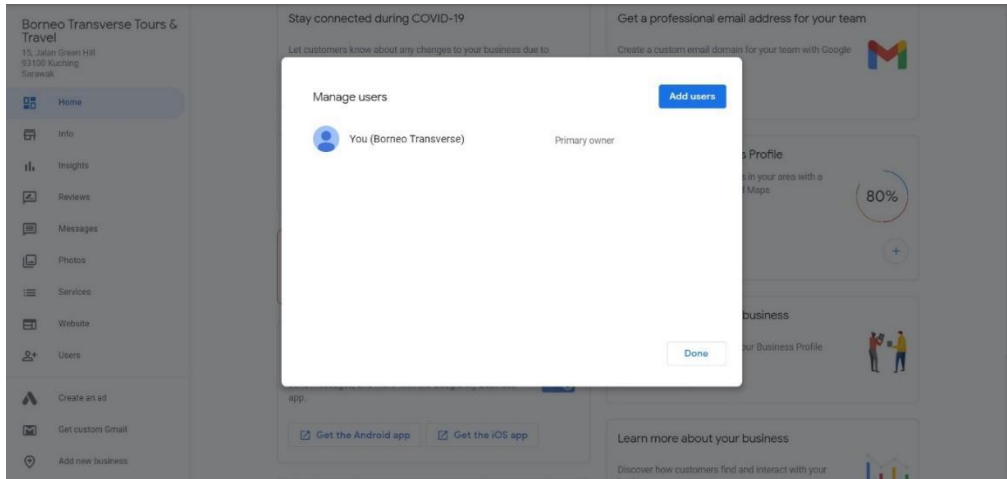
1.3.1 How to improve your ad quality

Quality score is a diagnostic tool that helps you identify your ads quality. This score is measured on a scale from 1-10. Quality Score is based on historical impressions for exact searches of your keywords.

- Check quality score
 - In the left menu of Google ads dashboard, select keywords.
 - In the upper right corner, click the columns icon.
 - Under 'modify columns for keywords' open the quality score section. Choose a quality score with landing page experience, experience CTR or ad relevance.

1.4 Daily spending limits

You set your average daily budgets for your campaign. For example, you set a Rm10 average daily budget. In common situations, your spending won't exceed your budget. Google Ads system will detect that some days the number of traffic is high, so they will exceed your daily budget. The daily



spending limit is your daily budget multiplied by 2 which will be $\text{Rm}10 * 2 = \text{Rm}20$. At the end of the month, the amount you spend on average every day will match your average daily budget.

Eg: Exceeding daily spending limit

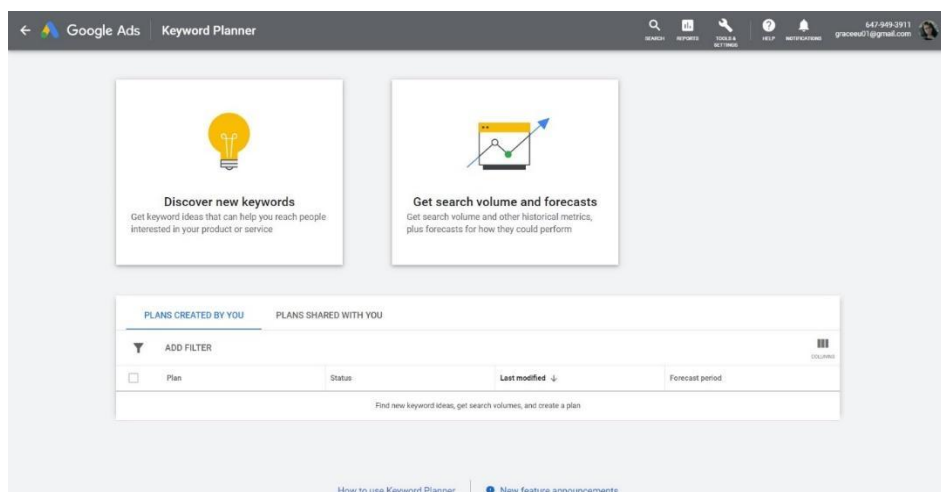
For example, if an advertiser set an average daily budget = $\text{Rm}10$ so the daily spending limit = $\text{Rm}10 * 2 = \text{Rm}20$. Assume that on a particular day, the consumer demand is very high, your campaign receives total clicks that cost $\text{Rm}25$, which is more than the daily spending limit for this campaign. The amount that you need to pay will never exceed your spending limits. Your cost is going to be the daily spending limit, $\text{Rm}20$ and google will cover the remaining.

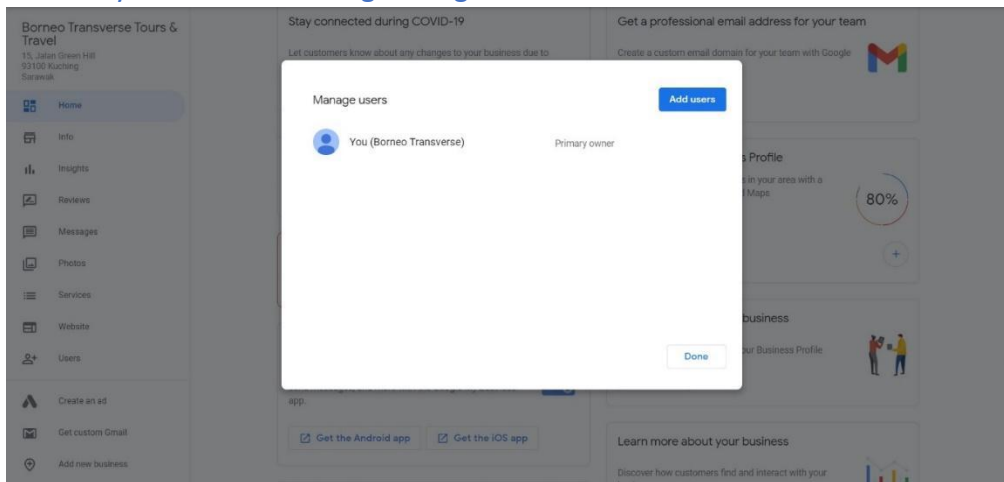
1.5 Monthly Spending limits

The monthly spending limit is the maximum amount you can pay for a campaign over a month. You can calculate it by multiplying the average daily budget you set, by the average number of days in a month, which is 30.4 (365 days in a year ÷ 12 months). If your campaign starts during a calendar month, we will only take into account the days the campaign was running. For instance, if your average daily budget is set to $\$10$, your monthly spending limit is going to be $\$10 * 30.4 = \304 .

1.6 Keywords Planner

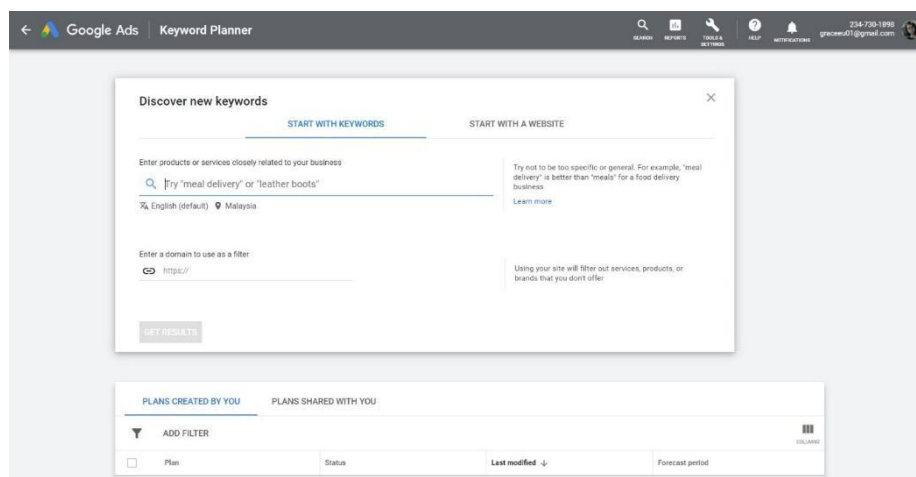
Click the **Tools & Settings** at top right of the homepage and select the keyword planner under planning. In keyword planner, we can find out that there are two features which are **discovering new keywords** and **get search volume and forecasts**.





1.7 Discover New Keywords

Discover new keywords is for advertisers to get new keyword ideas and google will suggest keywords that are related to your service. There are two ways for you to get results. Firstly, advertisers can enter a maximum of 10 keywords that are related or useful to your service. Secondly, you can paste your website URL or competitor website URL. Google will help to filter the information on the website and suggest keywords for you. Advertisers also can choose which location that advertiser wants to focus on. It can be a country, state, or city. You can customize the period, but the default is in the last 12 months.



Interface of Discover new keywords.

Once you enter all the keywords and click *Get Results*. Automatically, Google Ads tells you:

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
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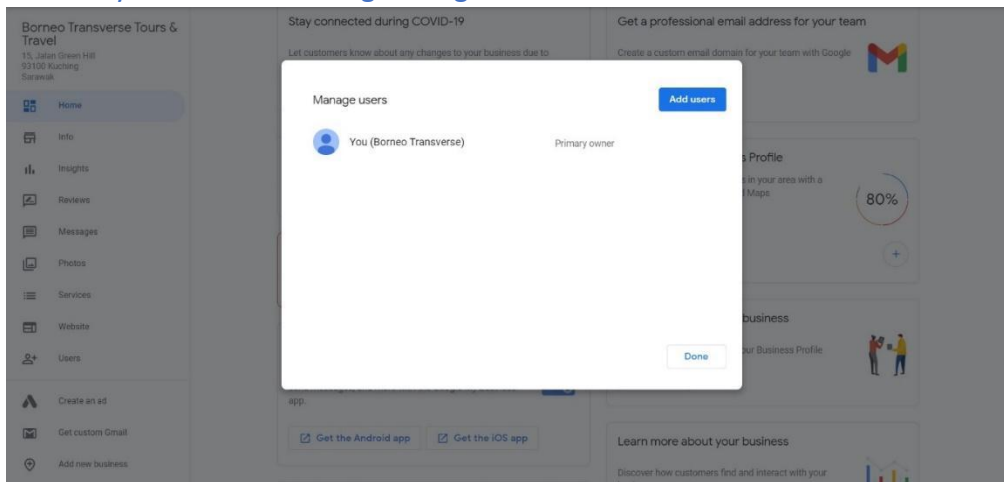
Avg. monthly searches: show the average number of searches for this keyword.

Competition: show how competitive ad placement is for a keyword. The level of competition- low, medium, or high. If Google does not have enough date, it will show dash (-).

Ad Impression share: The number of impressions you have received divided by the total number of searches.

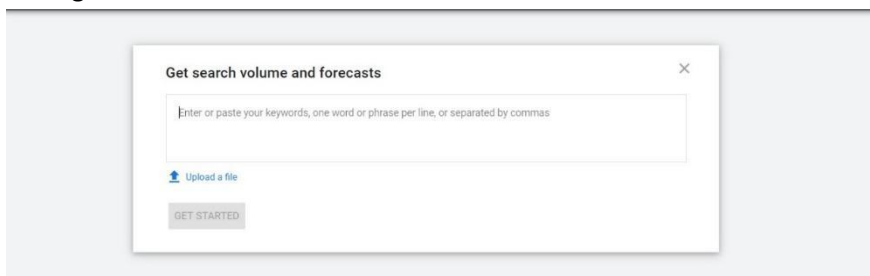
Top of page bid (low range): show the lower range bid that the advertiser had invested.

Top of page bid (high range): show the higher range bid that the advertiser had invested.



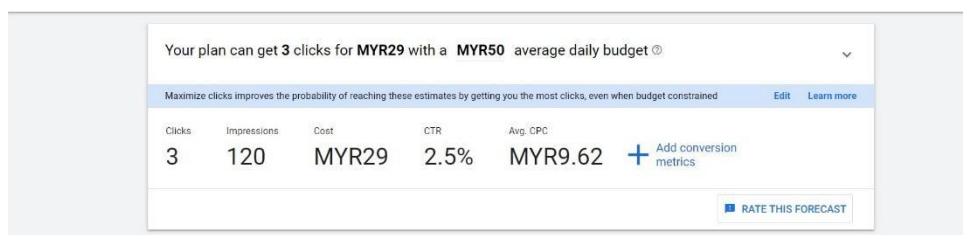
1.8 Get search volume and forecasts

The forecast tool helps to figure out how your keywords will perform optimally. You can enter an individual keyword or a group of keywords. You can also upload a spreadsheet file into the forecasting tool.



Interface of Get search volume and forecasts

Once you have done entering the keywords and click **Get Started**. Automatically, Google will tell you:

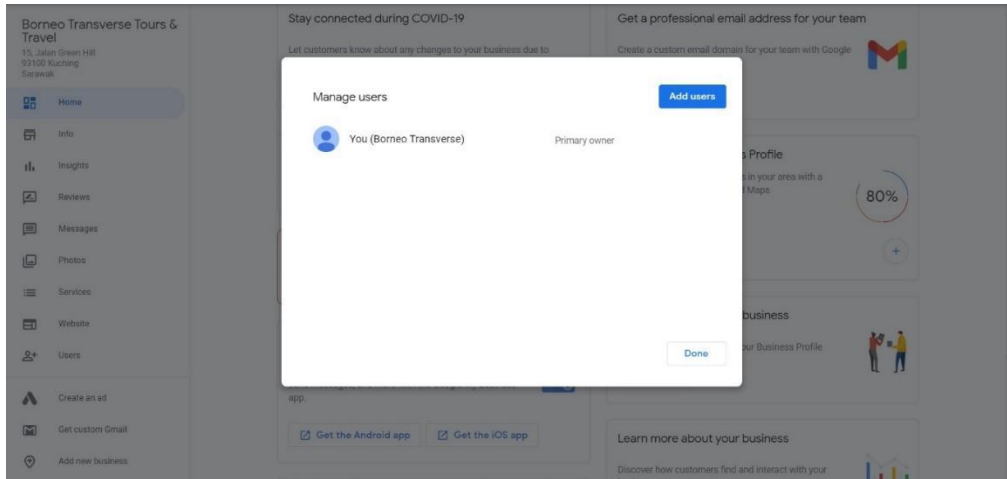


Clicks: The number of clicks your ad might receive each day. A click is counted when someone clicks your ad (blue headline or phone number of a text ad).

Impressions: How often your ad might show in a day. An impression is counted each time your ad is shown on a search result page or other site.

Cost: The average amount you might spend per day for this keyword.

Click through rate (CTR): The ratio of the number of clicks that your ad might receive divided by the number of times your ad might be shown.



Average cost-per-click (Avg. CPC): The average amount you might pay for a click.

URL for Keywords planner in Google Ads: <https://youtu.be/cOGm0ck6ufE>

1.9 Billing and payments

1.9.1 Payment setting for Malaysia accounts.

Automatic payment: You're automatically charged after your ads run, either 30 days after your last automatic charge or when you reach a preset amount (known as your **threshold**), whichever comes first. You can also make payments at any time to control your costs. Note: Google no longer accepts prepaid cards for automatic payments.

1.9.2 Payment Method

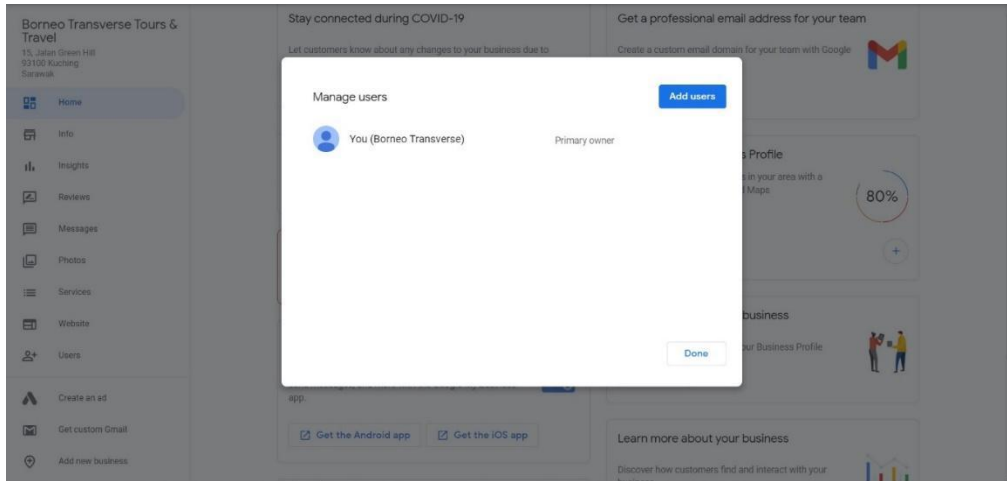
Pay your bills with a credit or debit card. The minimum payment amount that you can make is Rm 40.

1.9.3 Tax

Taxes are applied to your account depending on which country your billing address is located in.

1.10 How the payment threshold works.

Your payment threshold is initially set at a certain amount. Each time your account hits its threshold before the next automatic payment date, your threshold increases. Up to the highest threshold. Thresholds vary per account, country, and currency. This is the example provided by Google Ads Help.



Example


Let's say an advertiser named Alan opens a Google Ads account with a \$50 threshold, and starts accruing costs on Oct. 1. Here's how he'll be charged, and how his threshold will change:

- On October 5, Alan reaches his initial payment threshold of \$50. At that time, we charge him for his costs (which might be slightly more than the payment threshold if he accrued costs quickly). We increase Alan's payment threshold to \$200. A new monthly billing cycle begins.
- On October 23, Alan reaches his new payment threshold of \$200, triggering Google Ads to charge him for costs accrued. Google again raises his payment threshold to \$350, and initiates a new monthly billing cycle.
- On November 20, Alan accrues more than \$350 in charges. Google bills him and raises his payment threshold to \$500.
- Alan's next charge is initiated on December 20, which is the same date of his last automatic charge. If he accrued \$500 in advertising costs before December 20, an automatic charge would have been initiated sooner.

1.10.1 Way to find your payment threshold

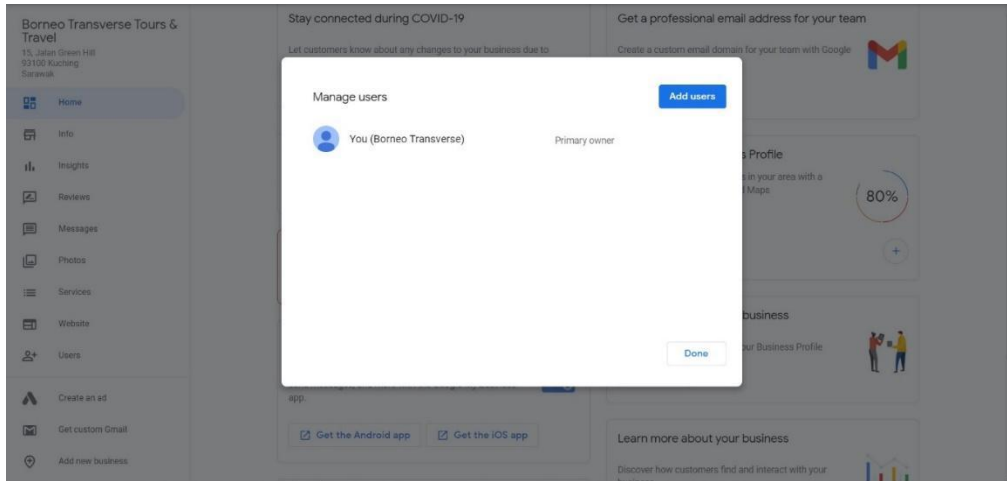
Find your payment threshold

To find out what your payment threshold is, follow these steps:

1. Sign in to your Google Ads account at <https://ads.google.com>.
2. Click the tools icon  and under "Billing," choose **Summary**.
3. Find your payment threshold in the "Your balance" section, under the progress bar.



You won't be emailed or notified when your payment threshold increases, so check this spot to know your current threshold.

If you'd like to be charged less frequently or in larger increments, see how to [change how often you're charged](#).



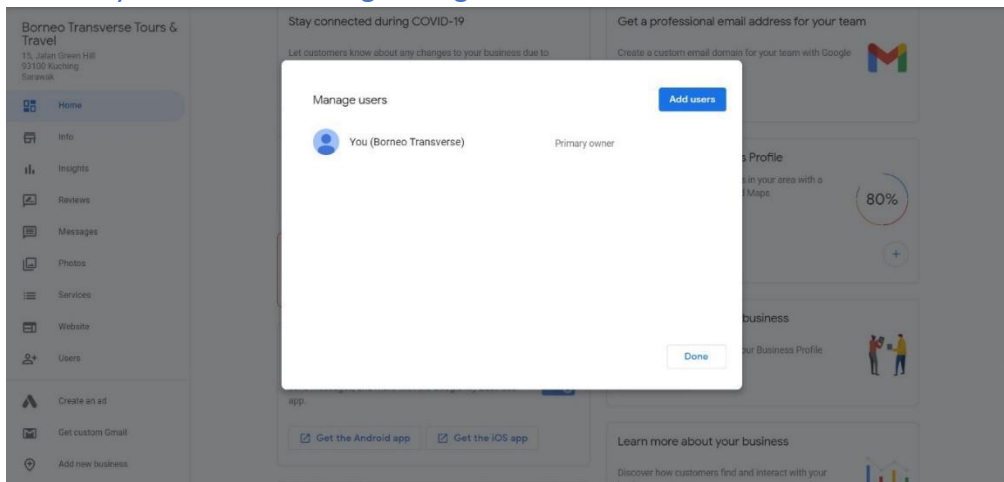
1.10.2 Make changes to your threshold value:

To see if this option has been enabled in your account and make changes to your threshold value, use the following steps:

1. Sign in to your [Google Ads account](#).
2. Click the tools icon  and beneath "Billing," choose Summary. You'll land on the "Summary" page, which shows your current balance.
3. Under the grey progress bar next to your current spend threshold amount, click **Edit threshold**.
4. You'll land on the "Settings" page. Under "How you pay" in the Payment account section you'll see your current threshold limit
5. To see the recommended threshold amount for your account and to change it, click the pencil icon .
6. To set your payment threshold at the recommended amount, click "Use recommended amount" and then click **Save**.
7. You can also set any payment threshold amount up to a recommended value. Once done, click **Save**.

1.10.3 Get invoice, statement, or payment receipt


1. click the tool icon and choose a billing summary.
2. click transactions from the menu on the left, click **view transactions**.
3. Default view is the last 3 months. To view previous activity, adjust the date range.
4. To download the payment receipt, at the top of the table, make sure a detailed **transaction view** is selected.
5. Click the Payment link in the description column.
6. To print the receipt, select **File** and then **Print**.



2. Google Analytics

2.1 4 steps to set up a Google Analytics account.

I. Insert Account details

 Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create an account

Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.

Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

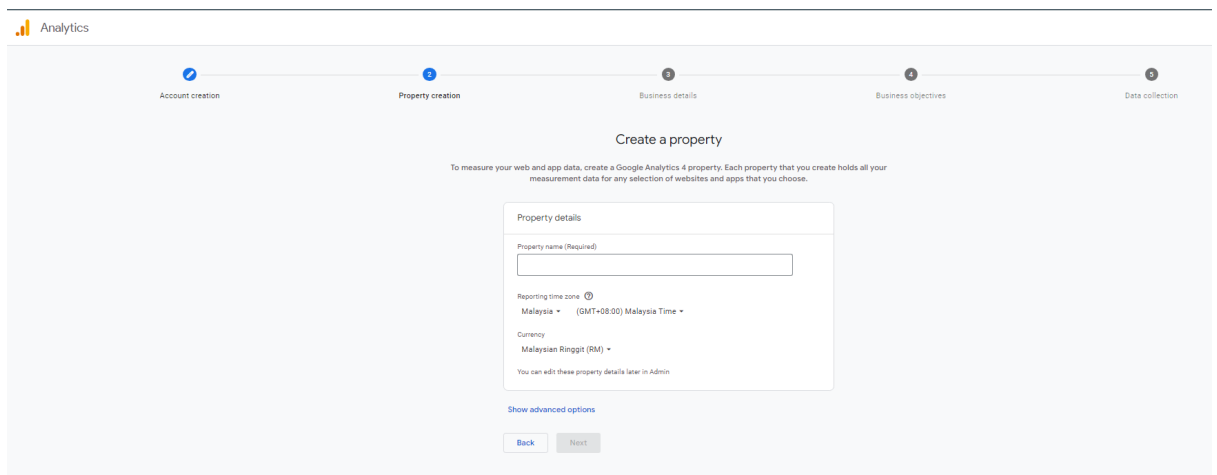
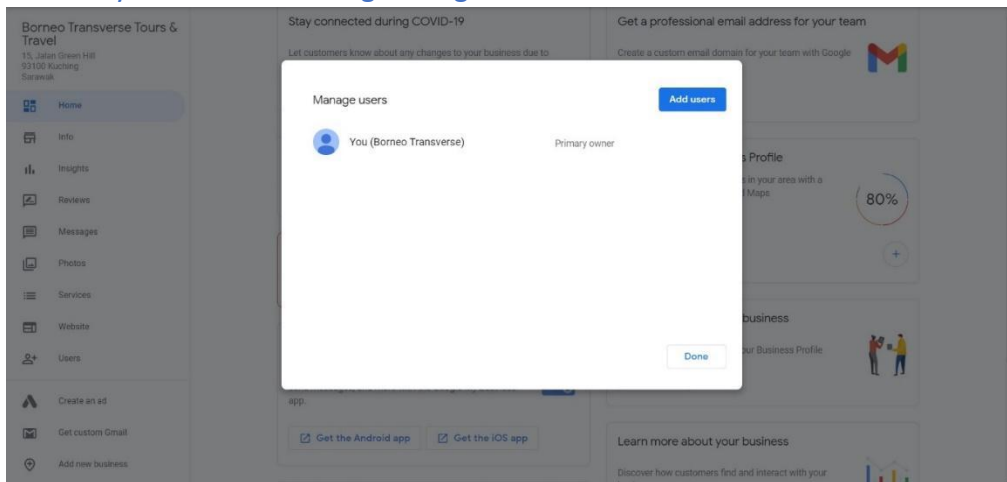
The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

- ☒ **Google products and services**
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced demographics and interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)
- ☒ **Modelling contributions & business insights**
Enable features like predictions, modelled data and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)
- ☒ **Technical support**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Account specialists**
Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimisation tips and recommendations across Google Analytics and other Google products.

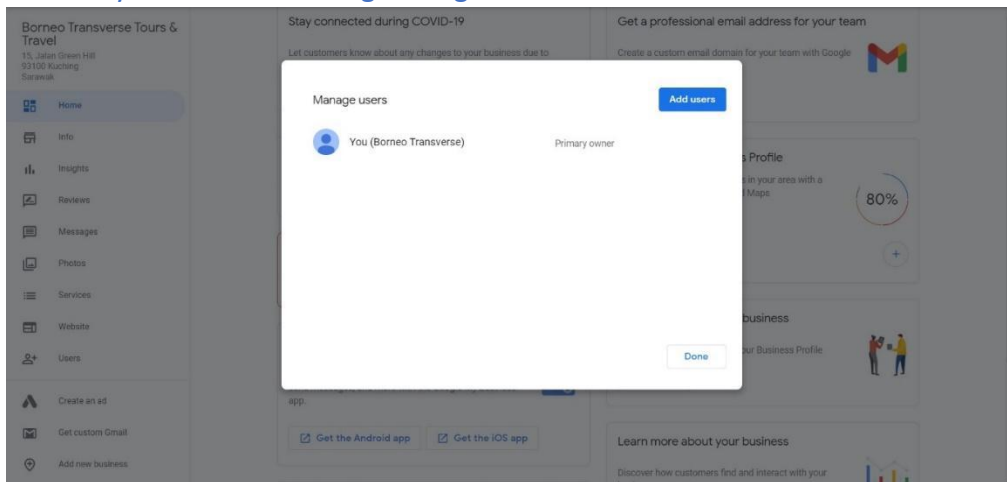
[Learn how Google Analytics safeguards your data](#)

©2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)

II. Create Property details and choose reporting time zone and currency



III. Insert Business details



Analytics

Account creation Property creation **Business details** Business objectives Data collection

Describe your business

Help us to better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)
Select one ▾

Business size (Required)

☐ Small – 1 to 10 employees

☐ Medium – 11 to 100 employees

☐ Large – 101 to 500 employees

☐ Very Large – 501+ employees

[Back](#) [Next](#)

IV. Set a Business objectives

Analytics

Account creation Property creation Business details **Business objectives** Data collection

Choose your business objectives

For reports that are personalised to your business, select the topics most important to you.

☐ **Generate leads**
Analyse visitor metrics and attract new customers

☐ **Drive online sales**
Analyse purchase behaviour and get more sales

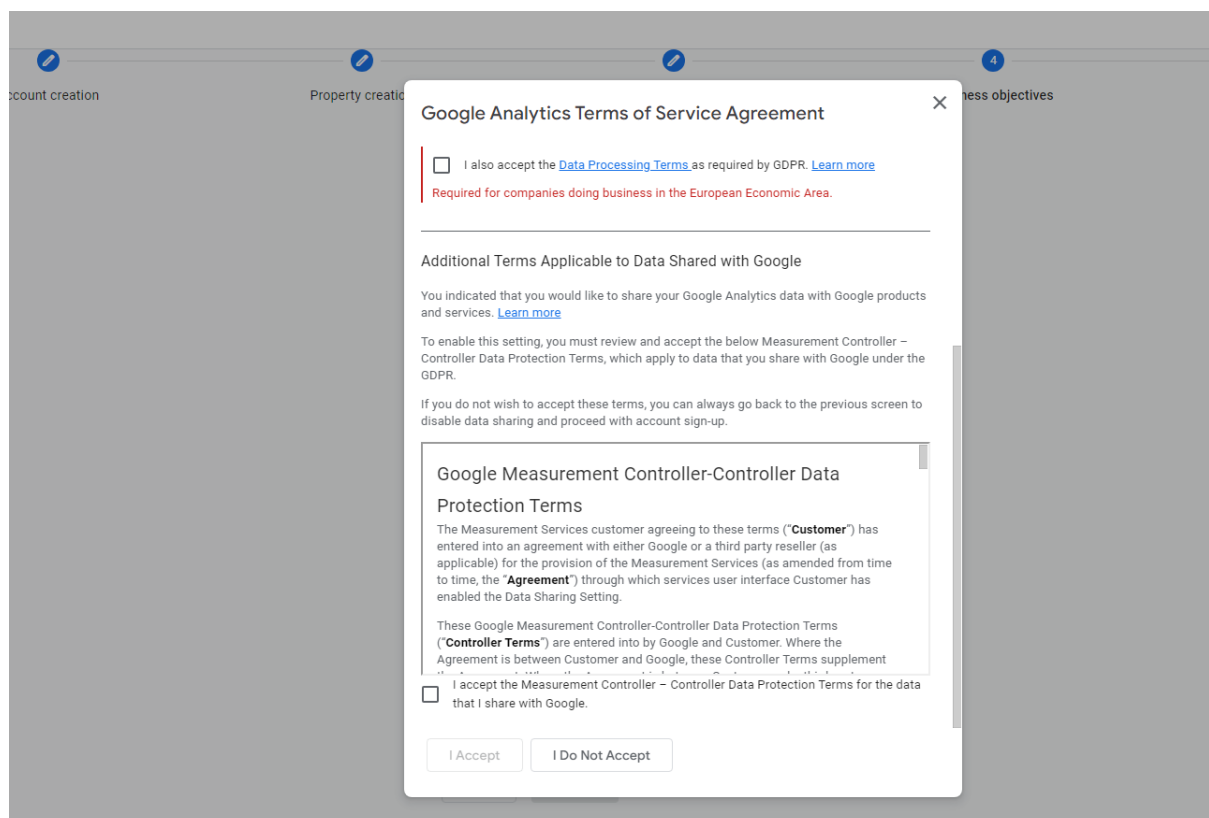
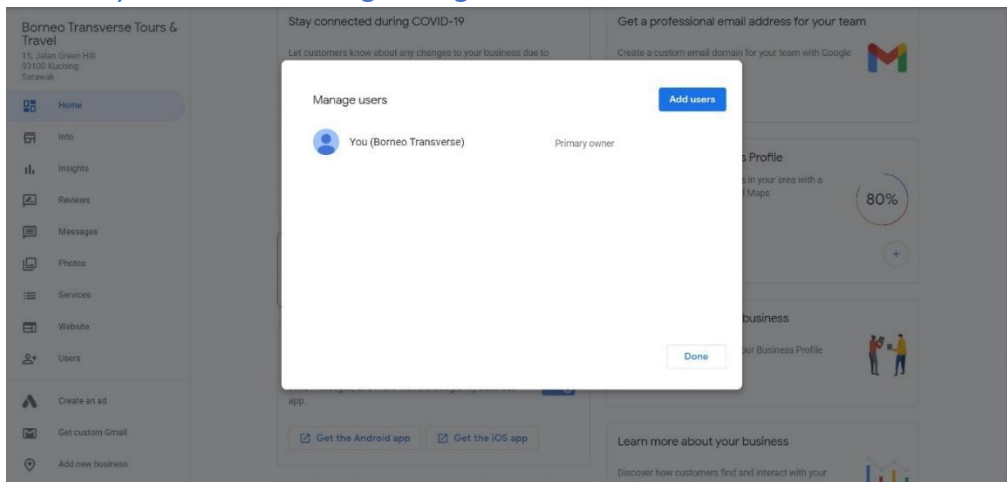
☐ **Raise brand awareness**
Spread the word about your business

☐ **Examine user behaviour**
Learn how people use your site or app

☐ **Get baseline reports**
Multiple types of reports (this option can't be combined with other options)

[Back](#) [Create](#)

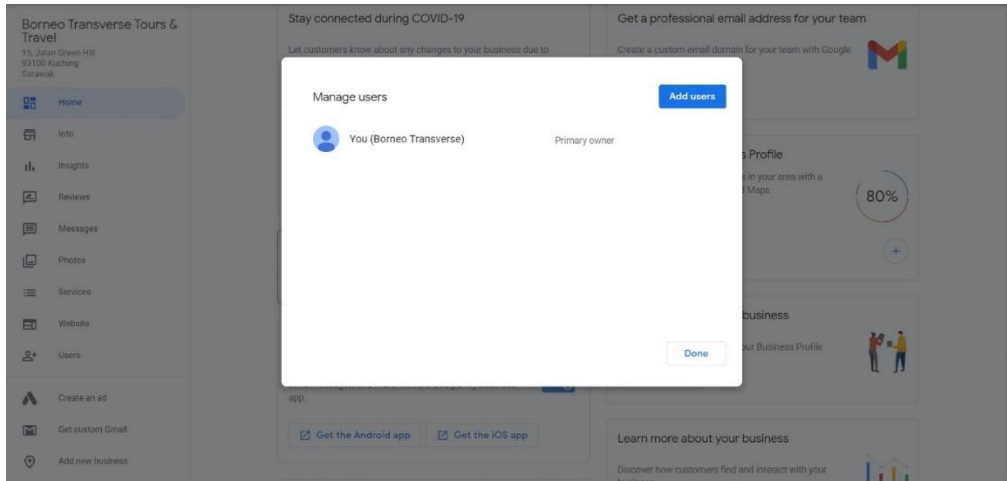
After inserting all the information required, a prompt pop out shows Google Analytics terms. You must make sure that you choose the correct country/region.



2.2 How to link Google Analytics with Google Ads.

To collect users' data in your website, you must link Google Ads with Google Analytics. Here is the tutorial video on how to link it.

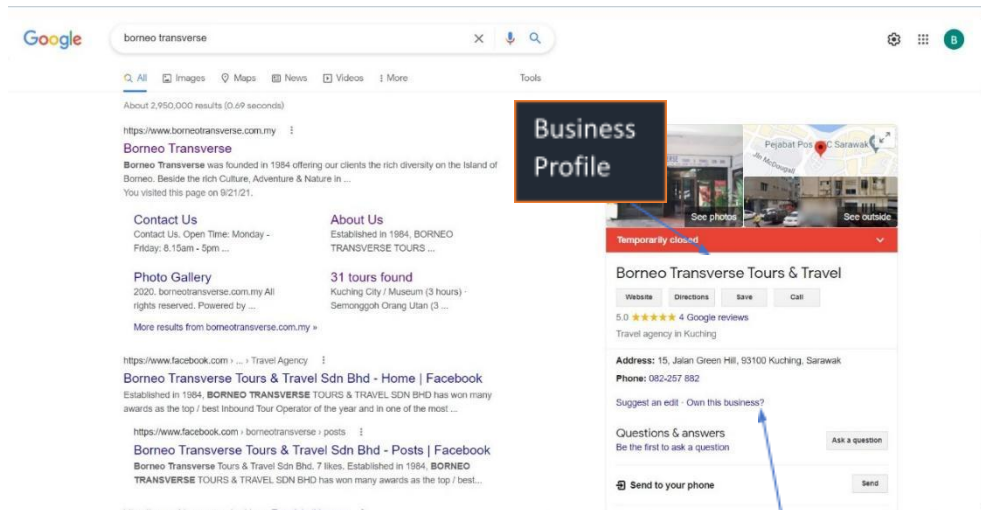
URL: <https://youtu.be/F29lOaXpt5k>



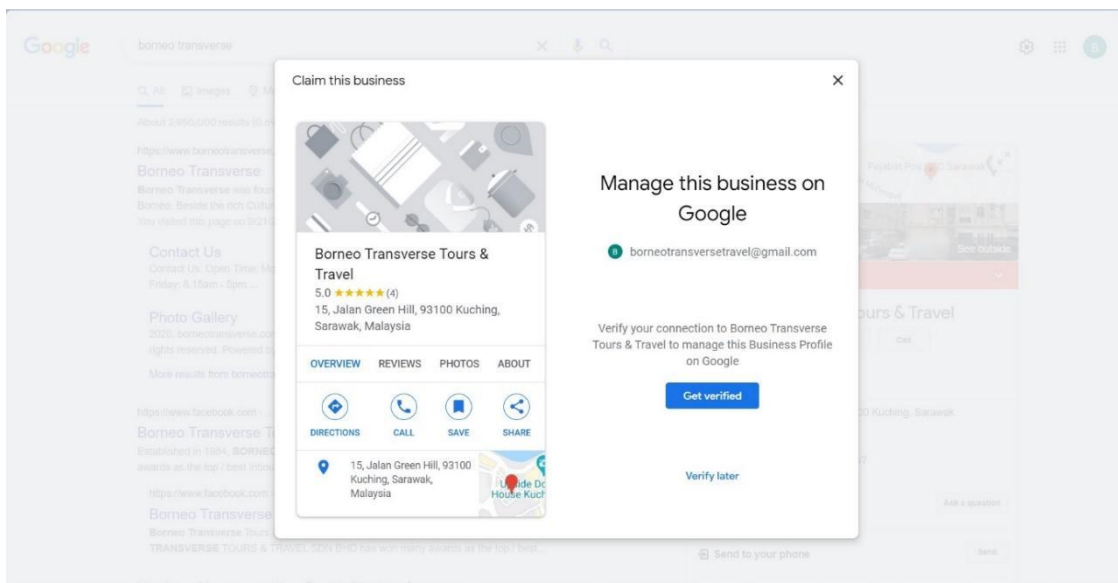
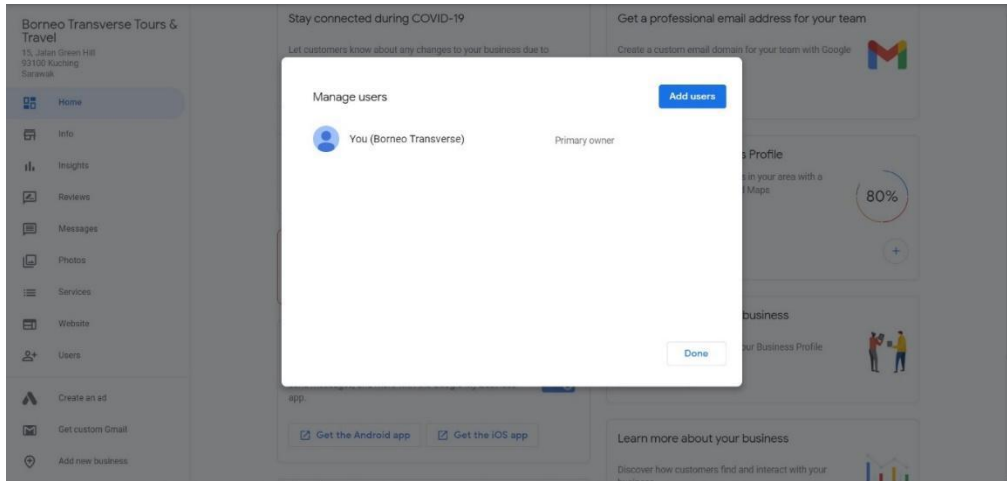
3. Google My Business Profile

3.1 Verify/claim business.

To verify the business profile, you search **Borneo Transverse** in the Google search engine. You will find a business profile of your company at the right of the search result page.



Click / Select **Own this business** to claim the business

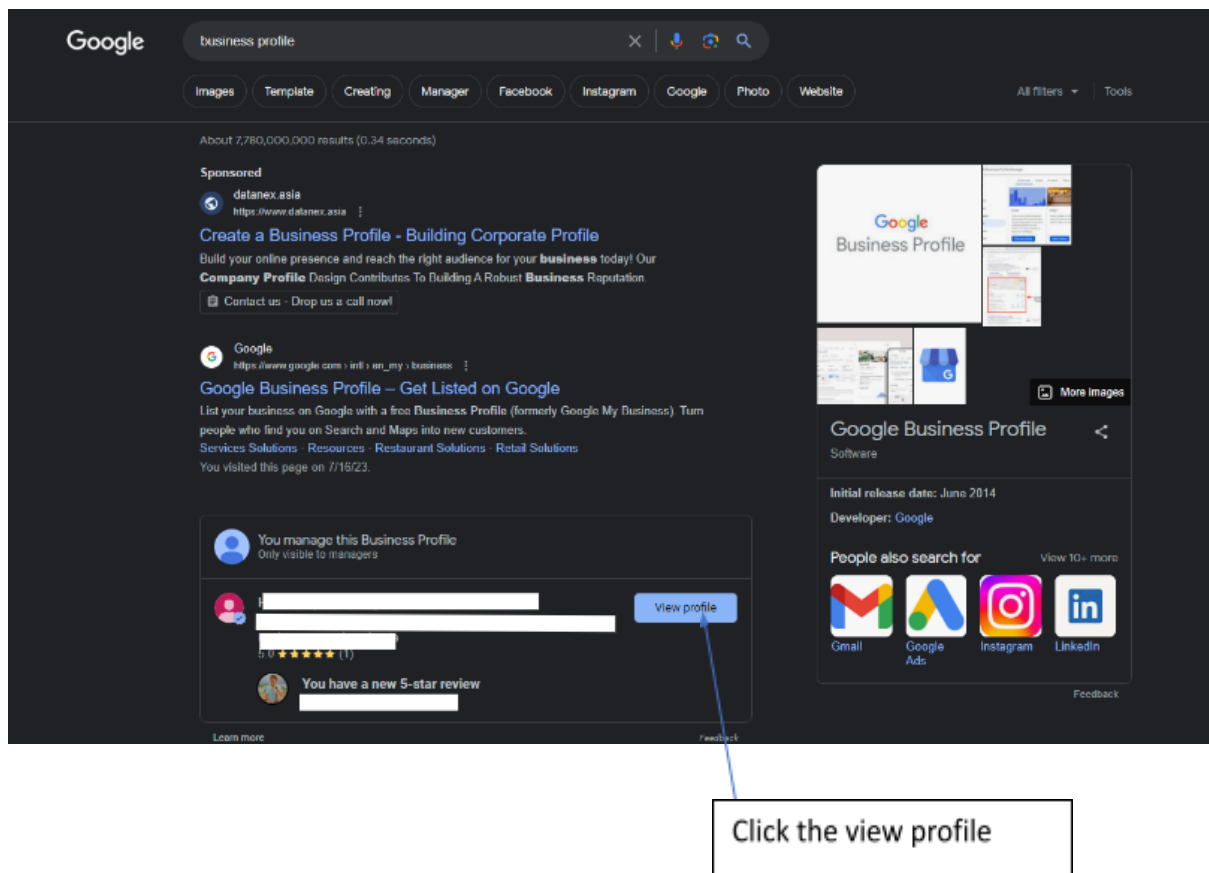
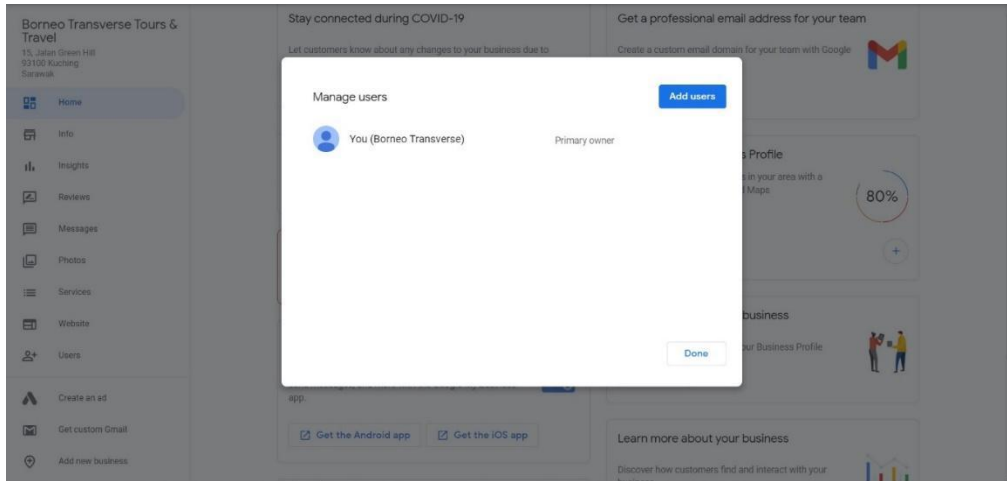


A prompt shown in the image above will appear and click **Get Verified**. You must get your business verified otherwise the information that you manage in Google My business would not be displayed in the business profile.

3.2 Setup Google My Business Profile.

To access the Business profile as a new user, the first step is to sign up for it (<https://business.google.com/create>).

To view the Business profile, you will need to search for a **business profile** and it should display the list of business profile that have been created as shown in the image below. **Click on the view profile.**



After clicking on the view profile, it will show the details of the Business profile. You can manage your Business profile such as edit profile, read reviews, messages, add photo, performance, advertise, hotel details, Q&A, add update, ask for reviews, and see photos as shown in the image below.

Reviews

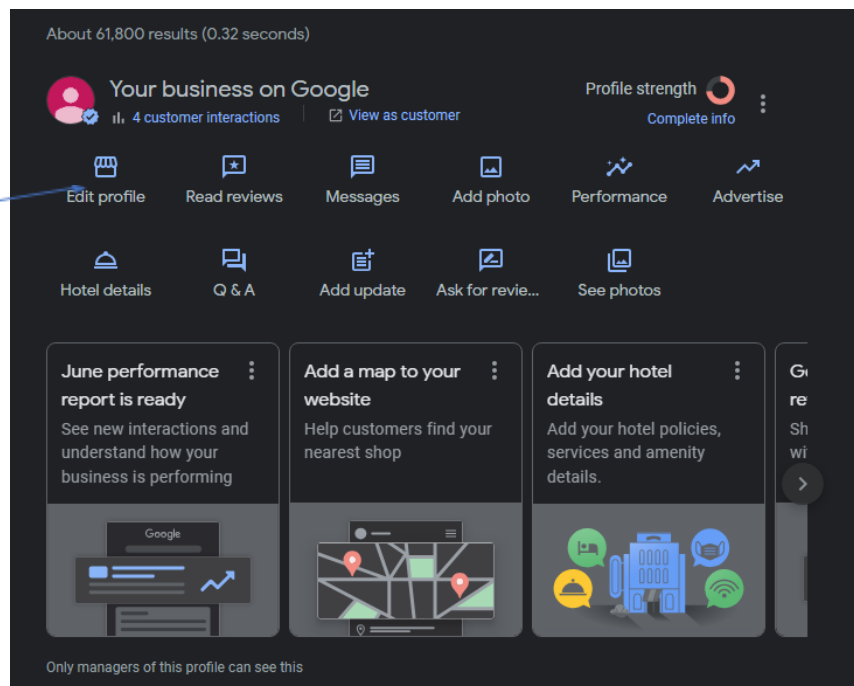
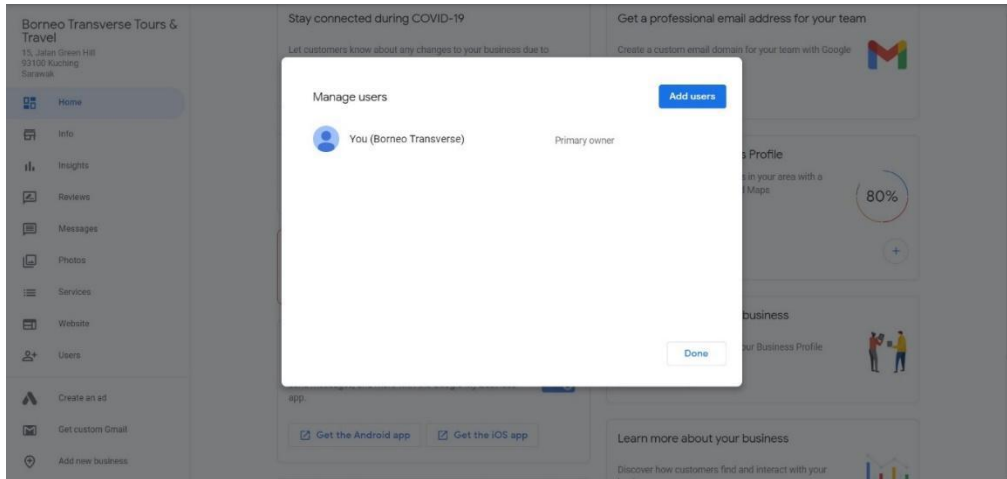
You can reply to the review that your client has written. If there is any negative content or content that you believe violates our content policies, you can flag it for removal. The review will be assessed and possibly removed from your listing.

Messages

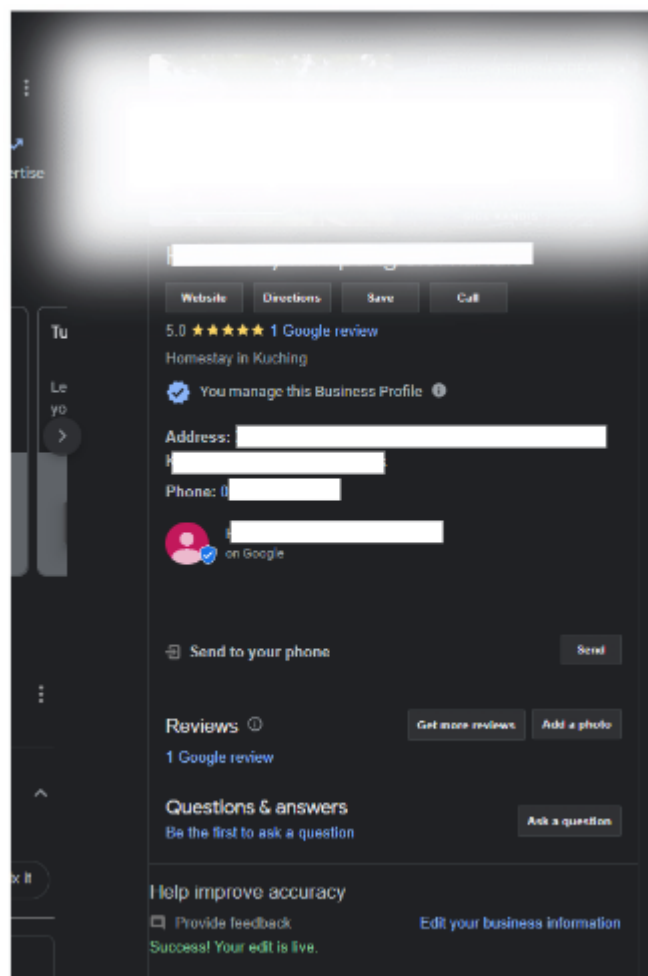
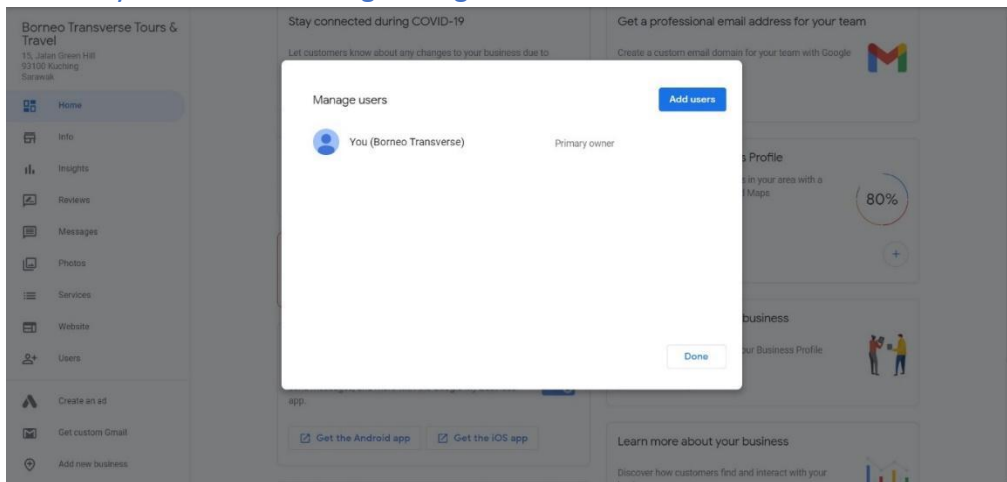
You can answer the question that is asked by a possible client here.

Photos

You can add photos so that users can view it through your business profile.

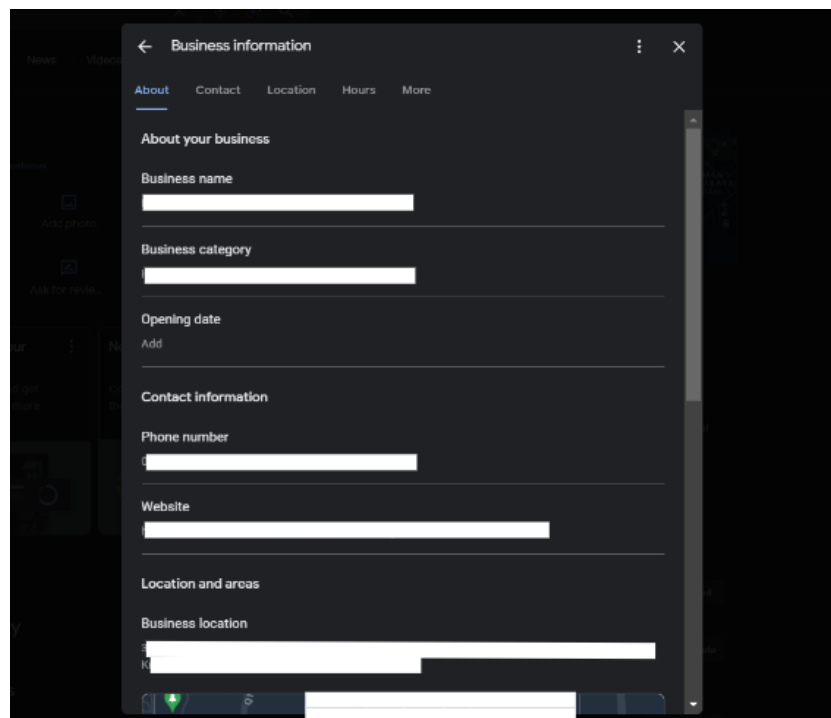
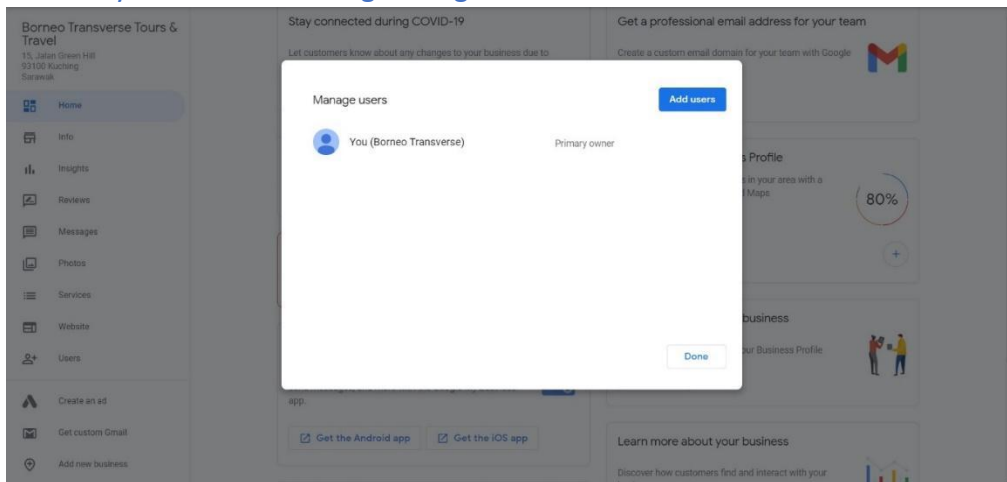


You can also find more details about your business profile on the right side of the web page.

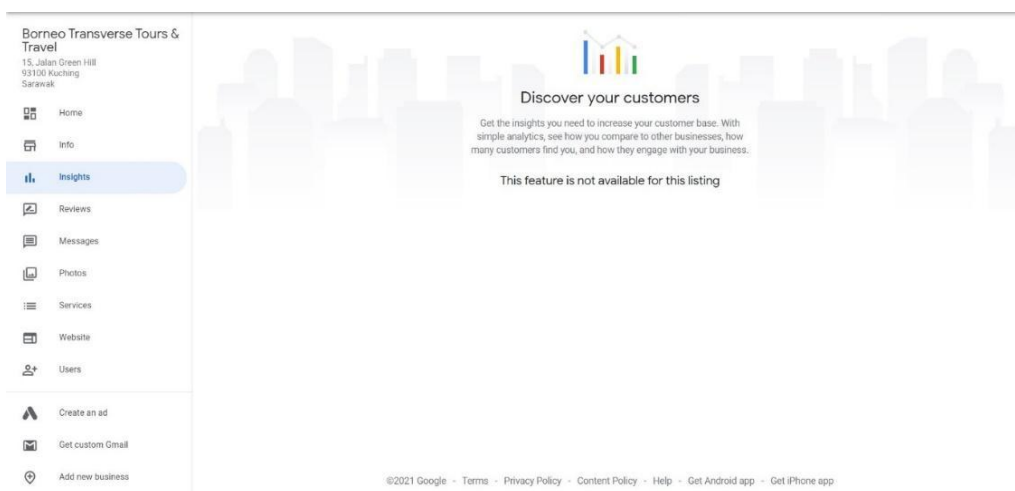


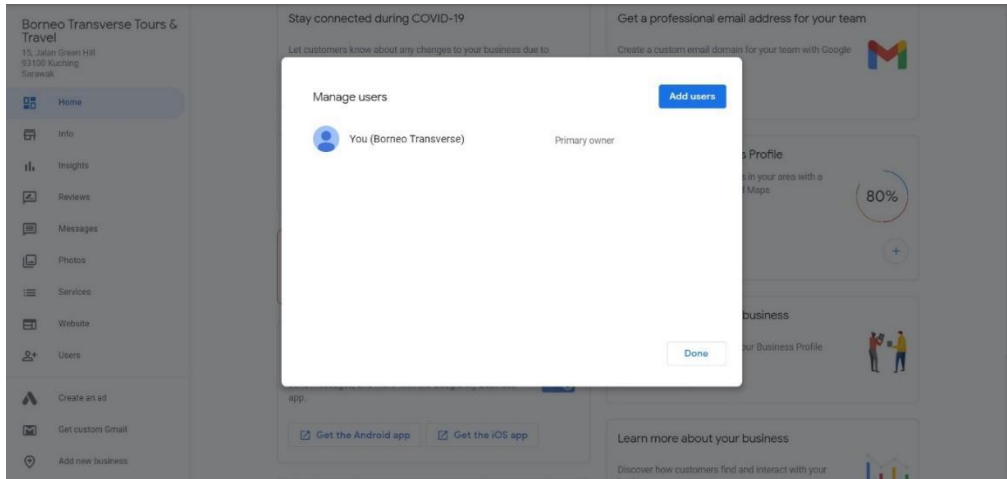
Edit your business profile

To edit your business profile, you can click on the **edit icon** or at the right side of the page as shown in the image above. It will then display the business information as shown in the image below.



Insight focuses on how customers find your profile on Search and Maps, and what they do after they find it.





You can invite new users to manage this business profile. Set a role for new users. There are two options: owner and manager.

URL for Guide on Google My Business: <https://youtu.be/FGUilxEQnpY>