

**SportClips**<sup>®</sup>  
HAIRCUTS

Advanced Google Ads - 2019

## Outline

---

In today's webinar we will be covering the following topics.

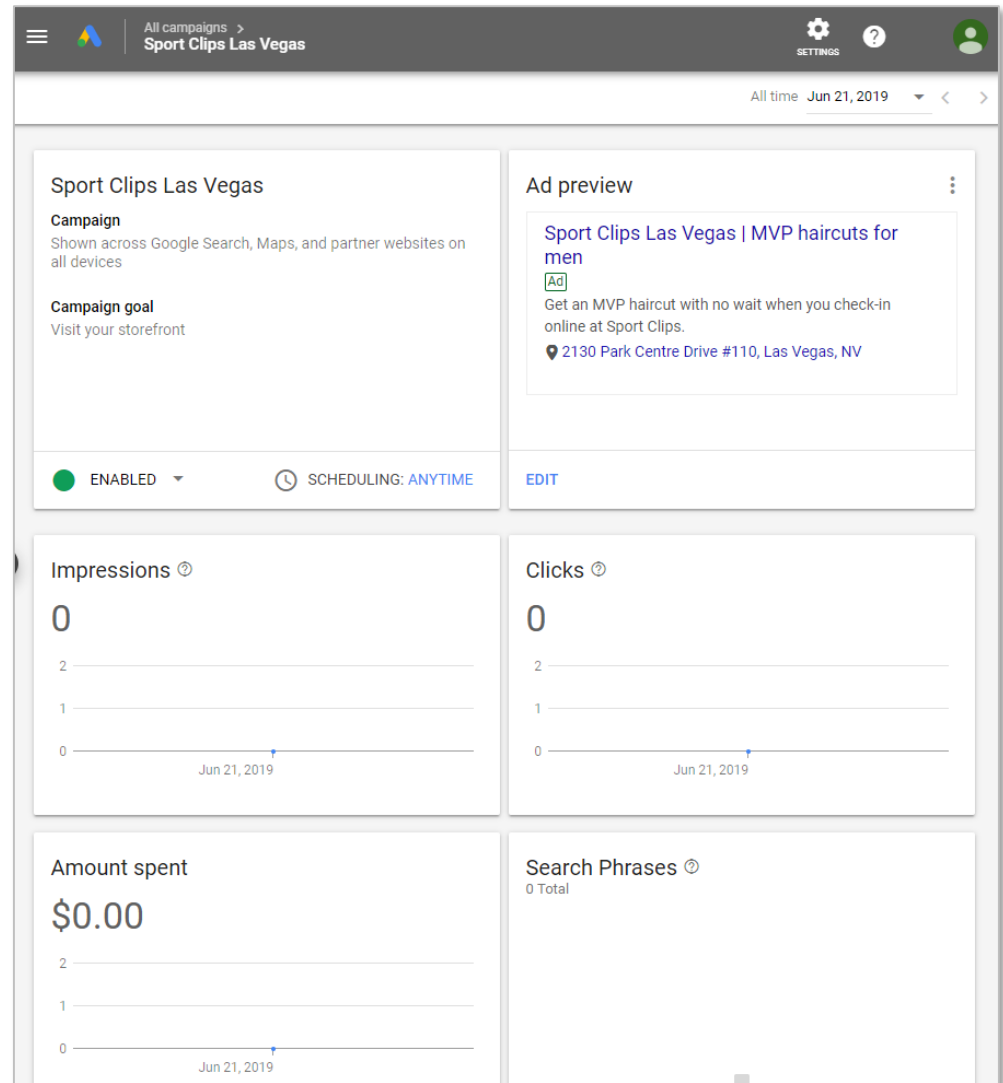
- 1) How to switch to **Expert Mode**
- 2) How to **navigate campaigns & ad groups** in Expert Mode
- 3) How to add **new ad campaigns & ad groups**
- 4) How to **create an ad** in Expert Mode
- 5) How to **keep your ads local**
- 6) How to add **ad-extensions** to your new ads
- 7) How to **add keywords** to your ad group
- 8) How to **limit your ads** to specific **demographics**
- 9) How to set your ads to only show at **specific times**
- 10) How to **manage** your campaign & ad group **settings**

## Google Ads

This is what the dashboard for the **Google Ads Express / Smart Campaign** that we setup in our previous webinar.

This dashboard offers **information** about the ads that you are running, but these ads do **not** offer **a lot of control** over your ads or account.

If you would like to have more control over the ads that you want to run (which will be better optimized than Google's Smart Campaign) you will want to **change your account to Google Ads Expert Mode**.



## Google Ads

To get more control over your ads, click the settings gear and then click on **'Switch to Expert Mode'** by clicking the gear icon (red arrow) and then clicking 'Switch to Expert Mode' (blue arrow).

The screenshot shows the Google Ads interface for a campaign named "Sport Clips Las Vegas". The top navigation bar includes a menu icon, the Google logo, and the text "All campaigns > Sport Clips Las Vegas". In the top right corner, there is a "SETTINGS" gear icon (indicated by a red arrow) and a help icon. A dropdown menu is open from the settings gear, showing options: "Billing & payments", "Account access", "Preferences", and "Switch to Expert Mode" (indicated by a blue arrow). Below the settings menu, the campaign details are visible: "Sport Clips Las Vegas", "Campaign for Sport Clips Las Vegas", "Shown across Google Search, Maps, and partner websites on all devices", and "Campaign goal: Visit your storefront". The campaign status is "ENABLED" and the scheduling is "ANYTIME". An "Ad preview" section shows a sample ad for "Sport Clips men" with the text "Get an MVP haircut with no wait when you check-in online at Sport Clips." and the location "2130 Park Centre Drive #110, Las Vegas, NV". Below the ad preview, there are four performance metrics: "Impressions" (0), "Clicks" (0), "Amount spent" (\$0.00), and "Search Phrases" (0 Total). Each metric has a small chart showing data for "Jun 21, 2019".

## Google Ads

This pop-up is just a warning alerting you that you are going into Expert Mode.

Once you go into Expert Mode you will no longer have access to your old dashboard, but **the new dashboard has everything the old one has and more.**

When you are ready, go ahead and click 'Switch to Expert Mode'.

The screenshot shows the Google Ads interface for 'Sport Clips Las Vegas'. The top navigation bar includes 'All campaigns > Sport Clips Las Vegas', 'SETTINGS', and a user profile icon. The main content area is divided into several sections: 'Sport Clips Las Vegas' (Campaign for Sport Clips Las Vegas, Shown across Google Search, Maps, and partner websites on all devices, Campaign goal: Visit your storefront), 'Ad preview' (Sport Clips Las Vegas | MVP haircuts for men, Ad: www.sportclips.com, Get an MVP haircut with no wait when you check-in online at Sport Clips, 2130 Park Centre Drive #110, Las Vegas, NV), 'Impressions' (0), 'Amount spent' (\$0.00), and 'Search Phrases' (0 Total). A white pop-up dialog titled 'Switch to Expert mode' is overlaid on the interface. The dialog contains the text 'Expert mode is for marketing pros that need' followed by a bulleted list: 'Specialized campaign types', 'Adjustable bidding strategies', and 'Custom ad groups'. Below the list, it states 'All your existing Smart campaigns keep their current settings'. At the bottom of the dialog, there are two buttons: 'SWITCH TO EXPERT MODE' and 'STAY IN SMART MODE'. A red arrow points to the 'SWITCH TO EXPERT MODE' button. A blue gear icon is also present in the dialog.

## Google Ads

Welcome to Google Expert Mode. We can now view **custom reports**, add and remove **ad extensions**, set your ad to show to specific **demographics** and other advanced settings.

In this slide, the **red arrow** indicates what campaign you are currently looking at.

If you would like to see a dashboard of stats like your previous dashboard, click on 'Overview' in the left hand nav (**blue arrow**).

The screenshot shows the Google Ads interface. At the top, the 'All campaigns' tab is selected, indicated by a red arrow. A red banner at the top states 'None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.' The left navigation menu shows 'Campaigns' selected, indicated by a blue arrow. The main content area displays a table of campaigns for the date range 'Jun 20 - 21, 2019'. The table shows one campaign, 'Sport Clips Las Vegas', which is 'Paused'. The table also includes summary rows for 'Total: Campaigns', 'Total: Account', and 'Total: Smart campaigns'. The table columns are: Campaign, Budget, Status, Campaign type, Impr., CTR, Cost, and Clicks. The 'Sport Clips Las Vegas' campaign has a budget of '\$3.29/day \$100.02/...', a status of 'Paused', a campaign type of 'Smart', 0 impressions, a CTR of '-', a cost of '\$0.00', and 0 clicks. The table also shows summary rows for 'Total: Campaigns', 'Total: Account', and 'Total: Smart campaigns'.

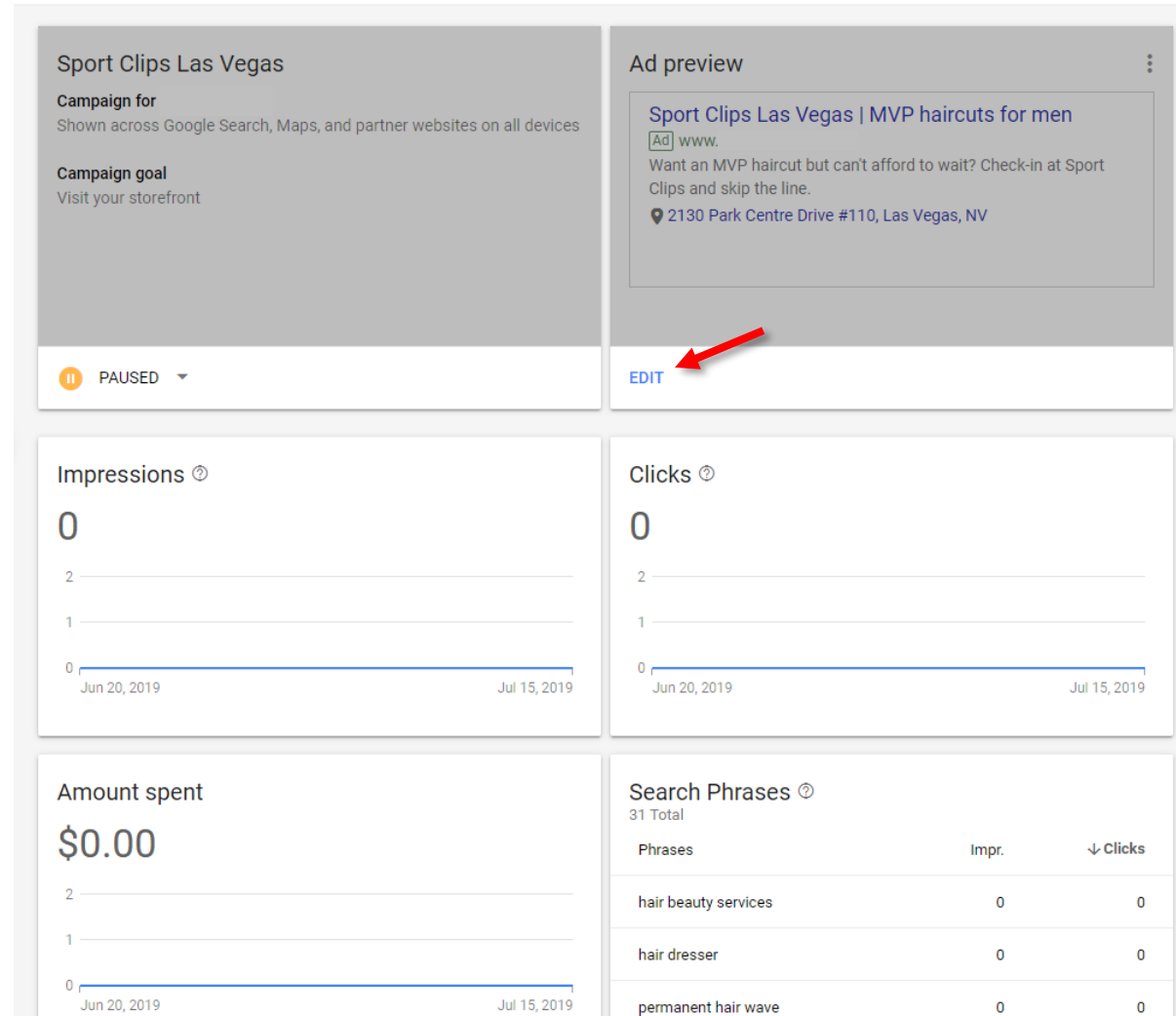
Campaign	Budget	Status	Campaign type	Impr.	CTR	Cost	Clicks
<input type="checkbox"/> Sport Clips Las Vegas	\$3.29/day \$100.02/...	Paused	Smart	0	-	\$0.00	0
Total: Campaigns				0	-	\$0.00	0
Total: Account	\$0.00/day			0	-	\$0.00	0
Total: Smart campaigns				0	-	\$0.00	0

## Google Ads

From here you can see how your **current ad** is doing or edit the ad settings of the campaign.

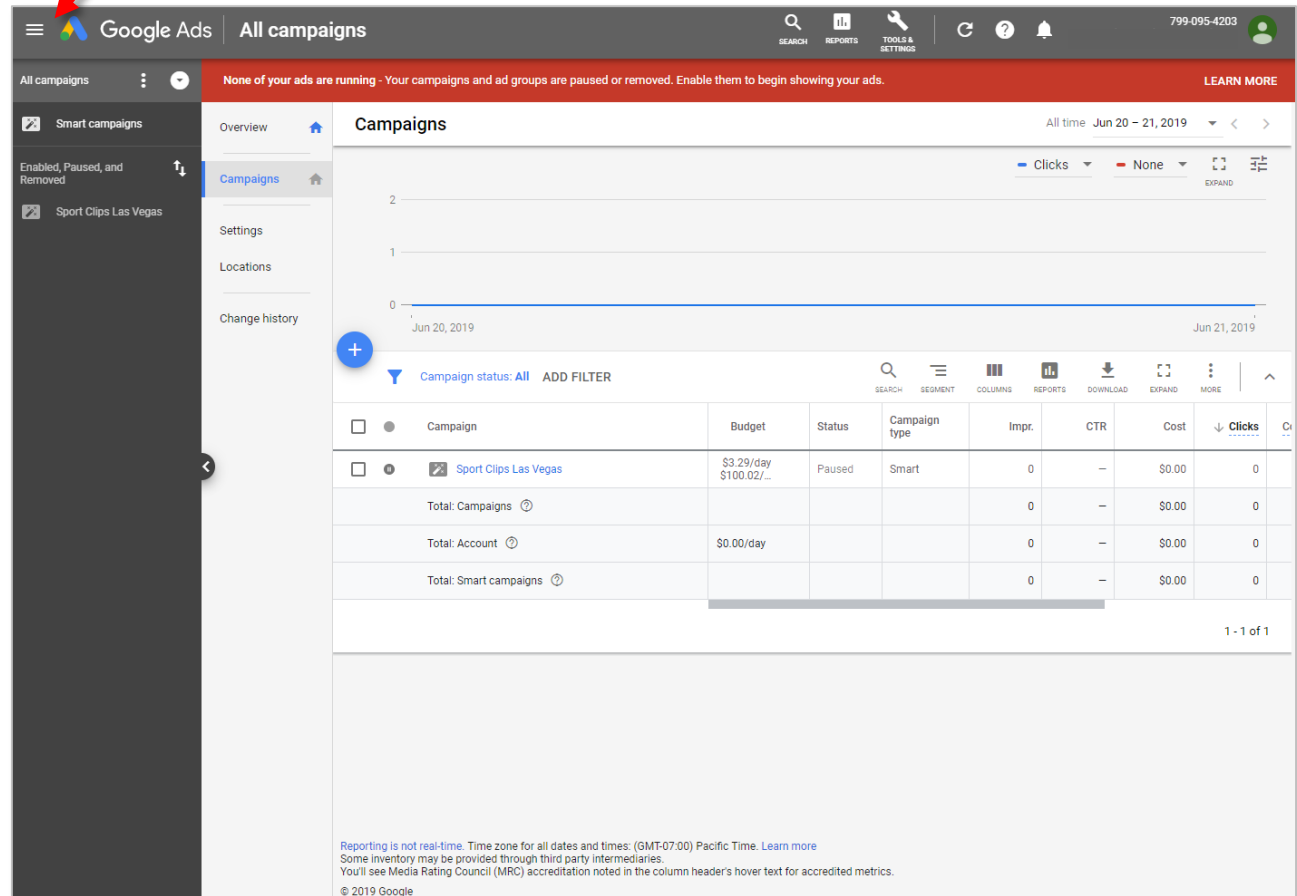
You will still be limited in what you can edit because this is still a **Smart Campaign** ad where **Google handles the heavy lifting** for you.

So in order to get access to the **advanced tools** we need to **create a new campaign** and ad.



## Google Ads

To remove some of the confusion in the navigation system I am going to click the 3 lines (red arrow) to close the black side navigation as it's not really needed.



The screenshot shows the Google Ads interface for 'All campaigns'. A red arrow points to the three-line menu icon in the top left corner. The interface includes a navigation sidebar on the left, a main content area with a chart and a table, and a top navigation bar. The table below shows campaign data for 'Sport Clips Las Vegas'.

Campaign	Budget	Status	Campaign type	Impr.	CTR	Cost	Clicks
<input type="checkbox"/> Sport Clips Las Vegas	\$3.29/day \$100.02/...	Paused	Smart	0	—	\$0.00	0
Total: Campaigns				0	—	\$0.00	0
Total: Account	\$0.00/day			0	—	\$0.00	0
Total: Smart campaigns				0	—	\$0.00	0



## Google Ads

So go back to all campaigns (blue arrows) and click on the blue button with a plus inside it (red arrow) to add a new campaign.

All campaigns

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Overview [Campaigns](#) Settings Locations Change history

Campaigns

All time Jun 20 - Jul 15, 2019

Clicks None

+

Campaign status: All ADD FILTER

Campaign	Budget	Status	Campaign type	Impr.	CTR	
<input type="checkbox"/> Sport Clips Las Vegas	\$3.29/day \$100.02/...	Paused	Smart	0	-	\$
Total: Campaigns				0	-	\$
Total: Account		\$0.00/day		0	-	\$
Total: Smart campaigns				0	-	\$

1 - 1 of 1

## Google Ads

This time we are going to create a **text search ad** that appears in above the organic results in a Google search result **and** will appear in **Google Maps** results.

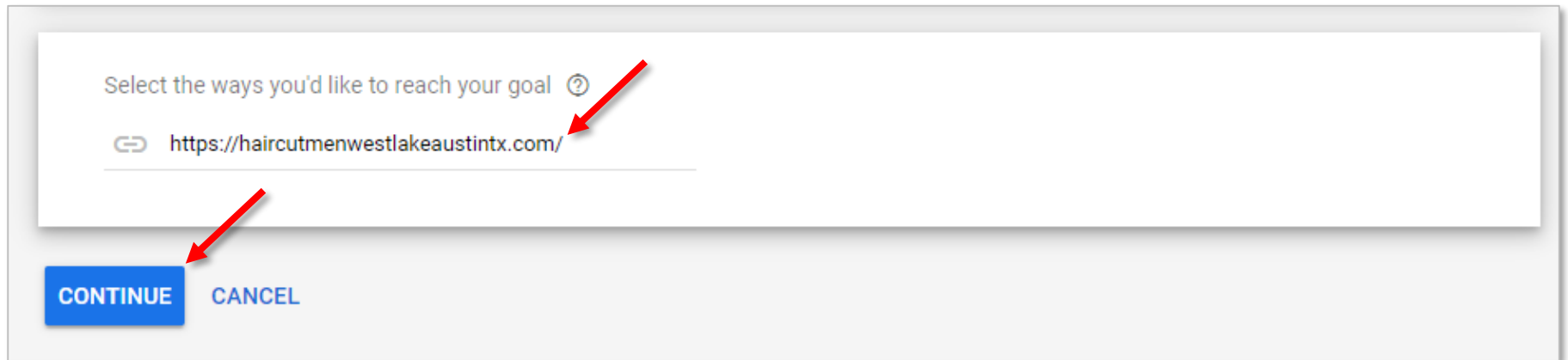
To get started I'm going to select the goal of '**Website traffic**' and then click '**Search**' to create a search campaign.

The screenshot shows the Google Ads setup process. The top section, titled "Select the goal that would make this campaign successful to you", contains seven goal options: Sales, Leads, Website traffic, Product and brand consideration, Brand awareness and reach, App promotion, and Create a campaign without a goal's guidance. The "Website traffic" goal is selected, indicated by a blue border and a blue dot in the top right corner, with a red arrow pointing to it. The bottom section, titled "Select a campaign type", contains four options: Search, Display, Shopping, and Video. The "Search" campaign type is selected, indicated by a blue border and a blue dot in the top right corner, with a red arrow pointing to it. At the bottom of the interface are two buttons: "CONTINUE" and "CANCEL".

## Google Ads

---

After you select 'Search' for your campaign type you will need to paste in your website URL (e.g. <https://haircutmenwestlakeaustintx.com/>) and click Continue.



Select the ways you'd like to reach your goal ⓘ

<https://haircutmenwestlakeaustintx.com/>

**CONTINUE** CANCEL

The screenshot shows a white input field with a light gray border. Inside the field, the text "Select the ways you'd like to reach your goal" is followed by a help icon (a circle with a question mark). Below this, there is a URL "https://haircutmenwestlakeaustintx.com/" preceded by a chain-link icon. A red arrow points from the top right of the input field down to the URL. Below the input field, there are two buttons: a blue button with the text "CONTINUE" and a gray button with the text "CANCEL". A red arrow points from the top left of the "CONTINUE" button down to the "CONTINUE" text.

## Google Ads

**Name your campaign** so that it is different than any other currently running campaign.

**Uncheck the checkbox** next to the 'Display Network'. We're only going to be creating **text ads** in this campaign that will also appear in Google maps.

General settings

Type: Search    Goal: Website traffic

Campaign name: TX102 Austin - Westlake

Networks

**Search Network**

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners

**Display Network**

Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet

Include Google Display Network

Don't miss the opportunity to reach more people across 3 million sites and apps

## Google Ads

This next step is **important**. Scroll down to 'Targeting and audiences' and click the radio button in front of 'Enter another location'.

This will open up a field to type something into. Type in the **zip code** of your store.

Targeting and audiences  
Choose who you want to reach

Locations

Select locations to target ⓘ

All countries and territories

United States and Canada

United States

Enter another location

Targeted locations (1)

78746, Texas, United States postal code

Reach ⓘ ×  
397,000 ×

🔍 Enter a location to target or exclude [Advanced search](#)

For example, a country, city, region, or postal code

▾ Location options

This is important because if you do not set this area limitation your ad will be trying to compete at a **national level** and you want your ad to **only appear in your city** or surrounding cities.

## Google Ads

Click on the city information that Google returns based on your zip code search and then click the blue 'TARGET' link as seen in the screenshot.

Once selected you can add other cities in the same manner or continue creating your ad.

Targeting and audiences  
Choose who you want to reach

Locations

Select locations to target ⓘ

- All countries and territories
- United States and Canada
- United States
- Enter another location

78746 [Advanced search](#)

Matches	Reach ⓘ	
78746, Texas, United States postal code	397,000	<a href="#">TARGET</a> <a href="#">EXCLUDE</a> <a href="#">NEARBY</a>
Locations that include: 78746, Texas, United States		
<input type="radio"/> West Lake Hills, Texas, United States city	81,000	
<input checked="" type="radio"/> Austin, Texas, United States city	7,340,000	
<input type="radio"/> Travis County, Texas, United States county	7,460,000	
<input type="radio"/> TX-25, Texas, United States congressional district	1,820,000	
<input type="radio"/> Austin TX, Texas, United States Nielsen® DMA® regions	8,010,000	
<input type="radio"/> Texas, United States state	35,400,000	
<input checked="" type="radio"/> United States country	254,000,000	
<input type="radio"/> People in your excluded locations		

Select a location

## Google Ads

Scroll down to 'Budgeting and bidding' and **enter your daily spend** as we discussed in the previous Google Ads webinar.

Feel free to leave the fields in the '**Bidding**' section empty for now as they are optional and could limit your campaign to a bid so low that it will not show in your area.

We **can** also **limit the bid maximum** **after the campaign is created**, we will show you how to do that later in the webinar.

**Budget and bidding**  
Define how much you want to spend and how you want to spend it

**Budget**

Enter the average you want to spend each day

\$ 5.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Delivery method

**Bidding**

What do you want to focus on? ⓘ

Clicks ▾

Recommended for your campaign

Maximum CPC bid limit (optional) ⓘ

\$

Based on the selections, this campaign will use the **Maximize clicks** bid strategy ⓘ

Or, select a bid strategy directly (not recommended)

Clicks are when someone clicks on your ad. [Learn more](#)

## Google Ads

---

Scroll down to get to the '**Ad extensions**' section. The functionality of some of the ads extensions are automatically set for you with Google's Ads Express that we went over in the previous webinar. In this more advanced text search ad **we will be able to control these manually.**

### Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions      Add additional links to your ad      ▼

Callout extensions      Add more business information to your ad      ▼

Call extensions      Add a phone number to your ad      ▼

Location extensions      Locations synced from ventblotiquebusiness@gmail.com (set at account level)      ▼

[+ Ad extension](#)



## Google Ads

Before we setup **sitelinks** let's take a look at what sitelinks are.

Sitelinks are **additional links** that will appear below your text ad.

These links will point to pages deeper into the website.

The screenshot shows a Google search for "sport clips". The search results include a text ad for SportClips.com with the following details:

- Ad:** www.sportclips.com/
- Description:** Cutting Edge Stylists & Hairstyles With MVP Haircut Experience. Online Check In Available! Relaxing Treatment. Beard Trimming. Free Neck Trim. Men's Hair Care Products. Steamed Towels. Services: MVP Experience, Triple Play, Extra Innings.
- Location:** Pismo Beach · 2 locations nearby
- Sitelinks:**
  - Check In Online:** Visit The Nearest Sport Clips & Get In Line, Online Now!
  - MVP Experience:** Enjoy Our Precision MVP Haircut, Steamed Towels, & Beard Trimming.
  - Find A Store:** Locate The Nearest Store & Check In Online.
  - Sport Clips Products:** Buy Our Quality Hair Products & Address Your Unique Hair Needs.

Red arrows in the image point to each of the four sitelinks.

The real reason we want Sitelinks in our ads is to **take up more screen space**, to make our ads stand out more and **push our competitors listings down** lower on the page of the search results.

## Google Ads

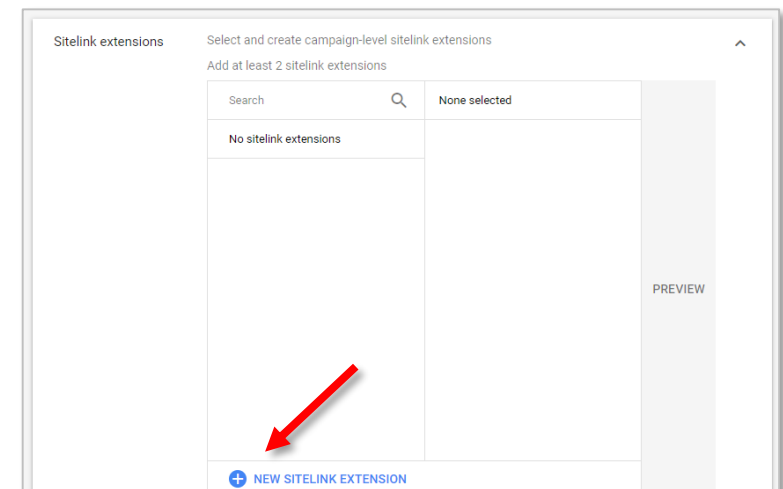
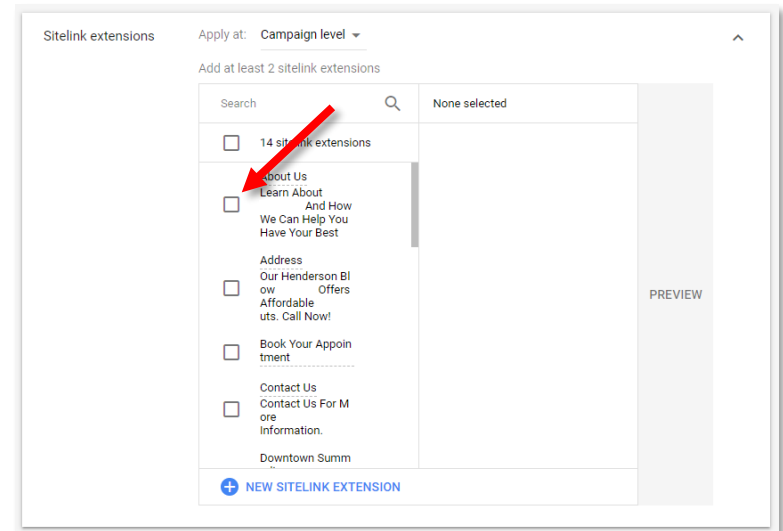
Expand the site link extensions.

Sometimes Google Ads takes a look at your website and **suggests some** of the more visited **pages on your website** as possible ads extensions as you can see in the example at the top.

Other times Google Ads does not suggest any sitelinks as seen in the image in the bottom right.

**Select or create at least 4 sitelinks** to pages on your website \* that are not the home page. Suggested pages are:

- About Us
- Map and Hours
- MVP Experience
- Products



\* Sitelinks can only point to pages on your website's domain which means you **cannot** point Sitelinks to the Online Check-in website or the get directions link.

## Google Ads

To create a new sitelink, click on the blue **'New sitelink extension'** text and **enter the information about the page\*** you want the sitelink extension to point to as seen in the example below.

Add new sitelink extension

Sitelink 1

Sitelink text

About Us

---

Description line 1 (recommended) 8 / 25

Learn about what makes us different ?

---

Description line 2 (recommended) 35 / 35

Sports on TV & guy-smart stylists

---

Final URL 33 / 35

<https://haircutmenwestlakeaustintx.com/about-us> ?

\* Sitelinks can only point to pages on your domain which means you **cannot** point Sitelinks to the Online Check-in website or the get directions link.

## Google Ads

When you have at least 4 sitelinks in place you can move on to **Callout extensions**. Call extensions allow you to show **non-promotional information** about your business as additional text in the ad. I've added the following to my ad:

- **No appointments necessary**
- **Online check-in**
- **Open 7 days a week**

Callout extensions

Select and create campaign-level callout extensions

Add at least 2 callout extensions

Search	3 selected	CLEAR ALL
<input checked="" type="checkbox"/> 3 callout extensions	Open 7 days a week	✕
<input checked="" type="checkbox"/> No appointments necessary	Online check-in	✕
<input checked="" type="checkbox"/> Online check-in	No appointments necessary	✕
<input checked="" type="checkbox"/> Open 7 days a week		

[PREVIEW](#)

[+ NEW CALLOUT EXTENSION](#)

## Google Ads

Once you have finished the Callout extensions, we want to **skip Call extensions** (because we don't want calls coming into the store) and **click the '+ Add extension'** link below Call extensions.

### Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions [About Us, Map & Hours, The MVP Experience, Products](#) ▼

Callout extensions [No appointments necessary, Online check-in, Open 7 days a week](#) ▼

Call extensions [Add a phone number to your ad](#) ▼

  [Ad extension](#)

## Google Ads

Now click the **'+ Location extensions'** so that we can get our ads to show in Google Maps!

### Ad extensions

- + Structured snippet
- + App extension
- + Message extensions
- + Promotion extensions
- + Price extensions
- + Location extensions

by showing additional information on your ads

[About Us, Map & Hours, The MVP Experience, Products](#) ▼

[Appointments necessary, Online check-in, Open 7 days a week](#) ▼

[Phone number to your ad](#) ▼

SAVE AND CONTINUE

CANCEL

## Google Ads

Select 'Use account-level location extension'.

### Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions [About Us, Map & Hours, The MVP Experience, Products](#) ▼

Callout extensions [No appointments necessary, Online check-in, Open 7 days a week](#) ▼

Call extensions [Add a phone number to your ad](#) ▼

Location extensions  Use account-level location extension (synced from [sociallymedia@sportclips@gmail.com](#)) ▲

Use campaign-level location extension

## Google Ads

Now with our extensions in place you can click **'Save and Continue'**. We will add **more extensions later** in this webinar.

### Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions [About Us, Map & Hours, The MVP Experience, Products](#) ▼

Callout extensions [No appointments necessary, Online check-in, Open 7 days a week](#) ▼

Call extensions [Add a phone number to your ad](#) ▼

Location extensions  Use account-level location extension (synced from [\[redacted\]@gmail.com](#)) ▲

Use campaign-level location extension

[+ Ad extension](#)

**SAVE AND CONTINUE**

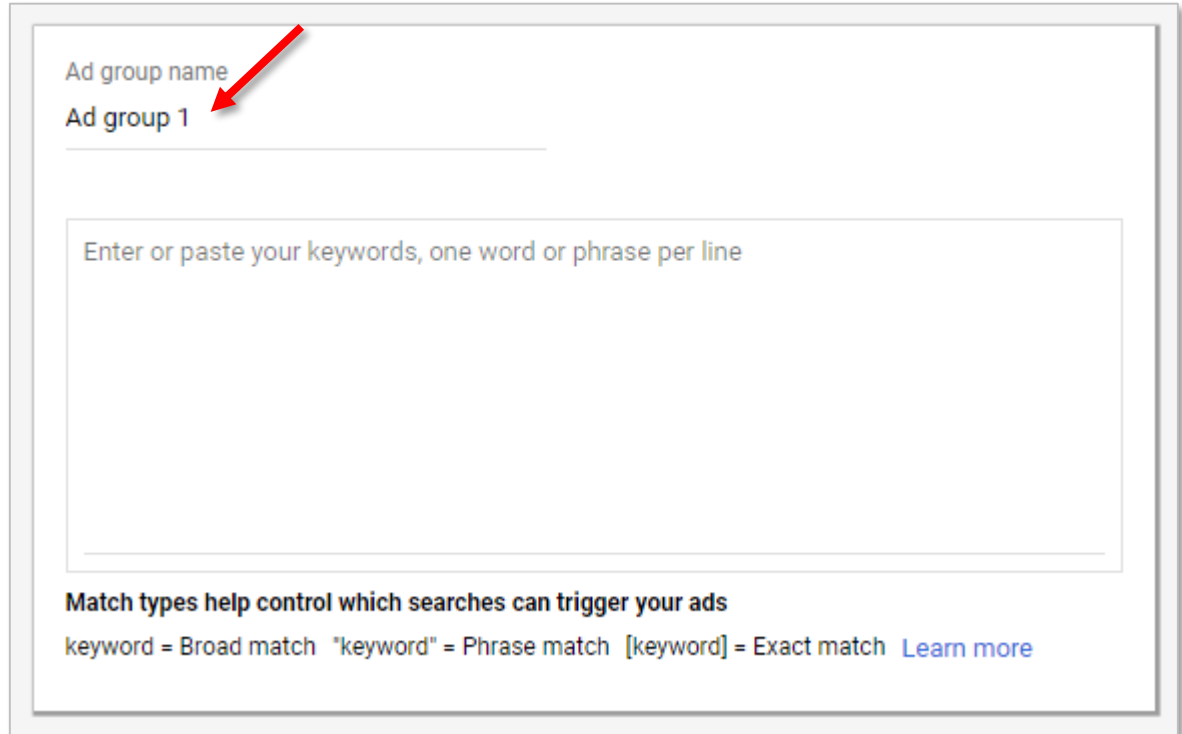
CANCEL



## Google Ads

At this point you can name your ad group for clarity if you would like. The name is only to help you distinguish the different ad groups.

In this example I just left the name 'Ad group 1'.



Ad group name  
Ad group 1

Enter or paste your keywords, one word or phrase per line

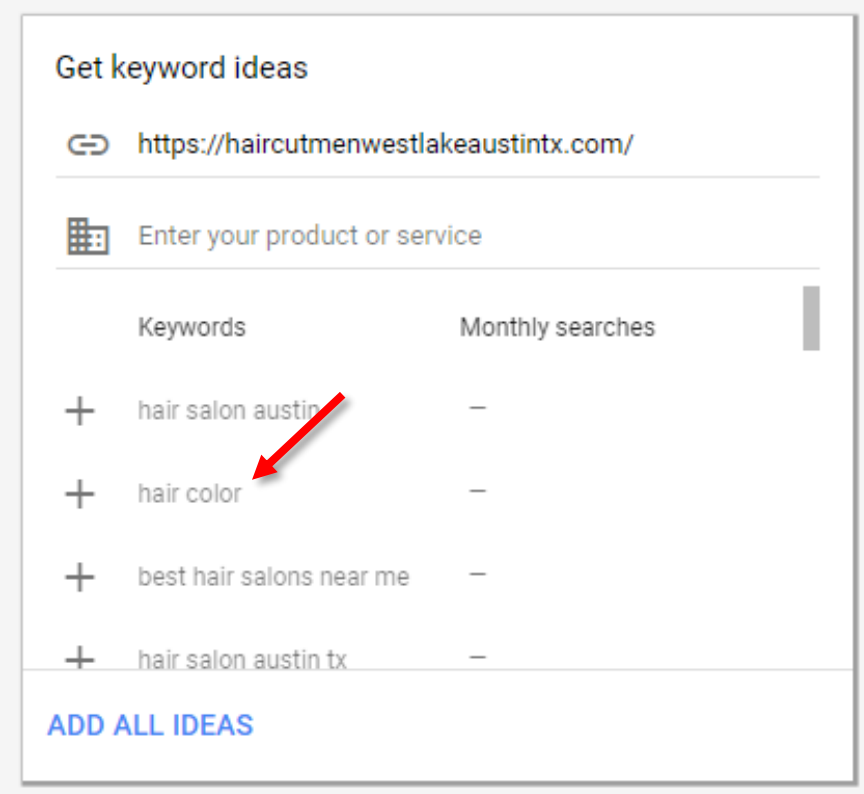
**Match types help control which searches can trigger your ads**  
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

## Google Ads

On the right side of the screen you should see **Google's recommended keywords** include phrases such as 'hair color' and 'virtual makeover'.

This is one of the **flaws** with the **Ad Express or Smart Campaigns** that we created in our first webinar as these keywords would probably be used by Google for your ad.

So our ads may be showing in some searches that are **not relevant** to what Sport Clips does. With an advanced campaign we are creating here will give us **more control over** our **keywords**.



The screenshot shows the Google Ads 'Get keyword ideas' interface. At the top, there is a URL: <https://haircutmenwestlakeaustintx.com/>. Below the URL is a search bar with the placeholder text 'Enter your product or service'. The main content is a table of keyword suggestions. A red arrow points to the 'hair color' keyword.

Keywords	Monthly searches
+ hair salon austin	-
+ hair color	-
+ best hair salons near me	-
+ hair salon austin tx	-

ADD ALL IDEAS

## Google Ads

Here is the list of keywords I used. Some might be redundant but better to be broad at the beginning.

barber  
barbershops  
+boys haircuts  
+mens haircuts  
+guy haircuts  
[haircuts for men]  
"hair cut men"  
[mens haircuts]  
+mens hair salon  
"sport clips"  
"sportclips"  
[hair cuttery]  
[great clips]  
[supercuts]  
[fantastic sams]

Ad group name

Ad group 1

[haircuts for men]  
"hair cut men"  
[mens haircuts]  
+mens hair salon  
"sport clips"  
"sportclips"  
[hair cuttery]  
[great clips]  
[supercuts]  
[fantastic sams]

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Note, I did include some competitors in our keywords list. You can do that, you just **cannot use competitor names in your ads** themselves. As your landing pages will not have your competitor's names on them, you will not outrank your competitor's Google Ads results should they be using Google Ads as well.

## Google Ads

When done entering your keywords you can go ahead and click 'Save and Continue'

Ad group name  
Ad group 1

[haircuts for men]  
"hair cut men"  
[mens haircuts]  
+mens hair salon  
"sport clips"  
"sportclips"  
[hair cuttery]  
[great clips]  
[supercuts]  
[fantastic sams]

Match types help control which searches can trigger your ads  
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

+ NEW AD GROUP

SAVE AND CONTINUE

### Get keyword ideas

<https://haircutmenwestlakeaustintx.com/>

Enter your product or service

Keywords	Monthly searches
+ hair salon austin	-
+ hair color	-
+ best hair salons near me	-
+ hair salon austin tx	-

[ADD ALL IDEAS](#)


## Google Ads


The next step is to **create your ad** for this campaign. Remember, as we are only running text ads in this campaign you will **not need to upload any images**.


I'm not going to spend a lot of time here because we **covered this** in the **previous Google Ads webinar** which you can find at:


<https://sportclips.com/webinar>


When you have entered your ad click 'Done' (blue arrow). Enter any additional ads that you want and when you are completely done click 'Save and Continue' (red arrow).


New text ad 


Final URL   
<https://haircutmenwestlakeaustintx.com/>


Headline 1   
Sport Clips Haircuts of Austin

Headline 2   
MVP Haircuts for Men 30 / 30

Headline 3   
West Woods Shopping Center **NEW**

Display path   
www.haircutmenwestlakeaustintx.com / Path 1 / Path 2 26 / 30

Description 1   
Want an MVP haircut but can't afford to wait? 0 / 15 0 / 15

Description 2   
Check-in at Sport Clips and skip the line. **NEW** 45 / 90

Ad URL options 42 / 90

**DONE** CANCEL

**SAVE AND CONTINUE**

## Google Ads

You are now done making your Google Ads Search Ad. You can click 'Explore Your Campaign'.

Google Ads | Start reaching more people

Congrats! You're all done.

We'll review your campaign, usually within an hour. After it's approved, you can edit your campaign and check its progress.

[EXPLORE YOUR CAMPAIGN](#)

**Resources**

- [Download the mobile app](#)  
Manage ads while you're on the go  
Android app | iOS app
- [Learn more](#)  
Get answers to your questions  
Visit the Help center
- [Contact us](#)  
Monday - Friday: 9 AM to 9 PM  
1-866-246-6453

© 2019 Google

# Google Ads

You will have more control over your new campaign than you had over the old campaign.

We'll walk you through some of the more **useful features** of the Expert Mode dashboard.

The screenshot shows the Google Ads Expert Mode dashboard for a campaign. The top navigation bar includes 'Google Ads | All campaigns' and various utility icons. A notification states 'Your promo code is active'. The main overview section displays a line chart for performance from Jun 21, 2019, to Jul 18, 2019, with a sharp spike on Jul 18. Below the chart is a table of metrics:

Clicks	Impressions	Avg. CPC	Cost
1	7	\$2.38	\$2.38

The left sidebar contains navigation options: Overview, Recommendations, Campaigns, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Advanced bid adj., Change history, and Drafts & experiments.

The 'Keywords' section shows a table of keyword performance:

Keyword	Cost	Clicks	CTR
*sport clips*	\$2.38	1	20.00%
barber	\$0.00	0	0.00%
barbers	\$0.00	0	0.00%
[fantastic sams]	\$0.00	0	0.00%
[hair cuttery]	\$0.00	0	0.00%

The 'Most-shown ads' section displays an ad for 'Sport Clips Haircuts of Austin | MVP Haircuts for Men' with 7 impressions, 1 click, and a 14.29% CTR.

The 'Landing pages' section shows the URL <https://haircutmenwestlakeaustintx.com/> and a preview of the landing page on a mobile device.

The 'Devices' section shows performance by device type: Mobile phones (0.0%), Tablets (0.0%), and Computers (100.0%).

## Google Ads

Moving between campaigns and ad groups can be **confusing** at first. Just remember you can always reset back to all campaigns and then drill down through the campaigns and ad groups like we are showing here.

We are looking at '**All campaigns**' at the moment, but if you have multiple campaigns and want to limit the view to see just one campaign you can start by clicking 'All campaigns'.

The screenshot shows the Google Ads interface for 'All campaigns'. A red arrow points to the 'All campaigns' tab in the top navigation bar. The main content area displays a table of ads. The table has columns for Ad, Campaign, Ad group, Status, and Ad type. The first row shows an ad for 'Sport Clips Haircuts of Austin | MVP Haircuts for Men | West Woods Shopping...' with a status of 'Approved' and an ad type of 'Expanded text ad'. Below the table, there are summary rows for 'Total: All but removed ads', 'Total: Account', and 'Total: Search campaigns'. The bottom of the page includes a footer with reporting information and a copyright notice for 2019 Google.

Ad	Campaign	Ad group	Status	Ad type
<input type="checkbox"/> Sport Clips Haircuts of Austin   MVP Haircuts for Men   West Woods Shopping... www.haircutmenwestlakesustinx.com Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.	TX102 Austin - Westlake	Ad group 1	Approved	Expanded text ad
Total: All but removed ads				
Total: Account				
Total: Search campaigns				



## Google Ads

Click on the 'Campaigns' link (blue arrow). All of your campaigns will appear in a list on the right side of the screen. I only have 1 campaign in this Google Ads property. To select your campaign click the campaign name (red arrow).

The screenshot shows the Google Ads interface for 'All campaigns'. The left sidebar contains navigation links: Overview, Recommendations, Campaigns (highlighted with a blue arrow), Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, and Advanced bid adi. The main content area shows a graph for 'Jun 21, 2019' and a table of campaigns. The table has columns for Campaign, Budget, and Status. A red arrow points to the campaign name 'TX102 Austin - Westlake'.

Campaign	Budget	Status
<input type="checkbox"/> ● TX102 Austin - Westlake	\$2.50/day	Eligible (Learning)
Total: All but removed campaigns ⓘ		
Total: Account ⓘ		
Total: Search campaigns ⓘ		

## Google Ads

Now that your campaign is selected, if you click on 'Ad groups' (blue arrow) you will see a list of your ad groups.

To limit your view to just one ad group you can click that ad group on this screen (red arrow). I only have 1 ad group in this campaign.

Overview ● Enabled Status: Eligible (Learning) Type: Search Budget: \$2.50/day [More details](#)

Recommendations **AD GROUPS** AUCTION INSIGHTS

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Jun 21, 2019

Ad group status: All but removed ADD FILTER

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Ad group type	↓ Clicks	Impr.
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group 1	Eligible	Standard	20	407
Total: All but removed... ?					20	407
Total: Campaign ?					20	407

## Google Ads

Let's start looking at our new ad group by clicking on 'Ads & Extensions' in the left hand nav bar (red arrow).

Now if we look up in the **top breadcrumbs** area we can see that we are now seeing the specific information for 'Ad group 1' inside of the 'TX102 Austin – Westlake' campaign.

Google Ads interface showing the 'Ad group 1' page for the 'TX102 Austin - Westlake' campaign. The left navigation bar has 'Ads & extensions' highlighted with a red arrow. The top breadcrumbs show 'All campaigns > TX102 Austin - Westlake > Ad group 1'. A blue arrow points to 'Ad group 1' in the breadcrumbs. The main content area shows a table of ads with columns for Ad, Status, Ad type, Clicks, Impr., CTR, Avg. CPC, Cost, and Conversions. Two ads are highlighted with dashed blue boxes: 'TEXT AD' and 'RESPONSIVE SEARCH AD', both marked as 'Recommended'. A third ad is marked as 'Approved' and shows performance metrics.

Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conver
+ TEXT AD Recommended ⓘ								
+ RESPONSIVE SEARCH AD Recommended ⓘ								
Sport Clips Haircuts of Austin   MVP Haircuts for Men   West Woods Shopping... www.haircutmenwestlakeaustintx.com Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.	Approved	Expanded text ad	1	9	11.11%	\$2.38	\$2.38	
Total: All but removed ads ⓘ			1	9	11.11%	\$2.38	\$2.38	
Total: Ad group ⓘ			1	9	11.11%	\$2.38	\$2.38	

## Google Ads

You can also see where you can add a new ad if you want to (**blue arrow**). As the intent is for us to create text ads in this campaign I would **not** want to create a responsive search ad.

A **responsive search ads** include multiple **images and logos** for Google to fit into different places. As mobile search ads do sometimes include images, a responsive ad will not hurt. I personally would put my responsive ads in a **separate campaign** for **more control** and **easier reporting**.

The screenshot shows the Google Ads interface for 'Ad group 1' under the campaign 'TX102 Austin - Westlake'. The 'Ads' tab is active, displaying a table of ads. A blue arrow points to a '+ TEXT AD' button in the table, indicating where to add a new ad. The table also shows a '+ RESPONSIVE SEARCH AD' button. The table columns include Ad, Status, Ad type, Clicks, Impr., CTR, Avg. CPC, Cost, and Conver.

Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conver
+ TEXT AD Recommended ⓘ								
+ RESPONSIVE SEARCH AD Recommended ⓘ								
Sport Clips Haircuts of Austin   MVP Haircuts for Men   West Woods Shopping... www.haircutmenwestlakeaustintx.com Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.	Approved	Expanded text ad	1	9	11.11%	\$2.38	\$2.38	
Total: All but removed ads ⓘ			1	9	11.11%	\$2.38	\$2.38	
Total: Ad group ⓘ			1	9	11.11%	\$2.38	\$2.38	

## Google Ads

I changed over to the Extensions tab (red arrow). Here we can see all of the extensions we created when we built the ad.

We can add a new extension by clicking on the blue circle with the plus in it (blue arrow). For example, if we were running a promotion, we could add a promotion extension that runs for a specific time period that would display inside the ad itself.

The screenshot shows the Google Ads interface for a campaign named 'TX102 Austin - Westlake'. The 'Extensions' tab is selected, showing a list of extensions. A blue arrow points to the plus icon in the 'Ads & extensions' tab, and a red arrow points to the 'EXTENSIONS' tab. The table below shows various extensions like Sitelink, Location, and Callout.

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion
Sitelink extension									
<input type="checkbox"/> About Us Learn about what makes us d... Sports on TV & guy-smart styl...	TX102 Austi...	Campaign	Approved	1	6	16.67%	\$2.38	\$2.38	0.0
<input type="checkbox"/> Map & Hours Find out our store hours And a map to our location	TX102 Austi...	Campaign	Approved	1	8	12.50%	\$2.38	\$2.38	0.0
<input type="checkbox"/> The MVP Experience Let us make you feel like an ... Get a hot towel & massaging ...	TX102 Austi...	Campaign	Approved	1	7	14.29%	\$2.38	\$2.38	0.0
<input type="checkbox"/> Products See what product lines we ca... We carry products for hair & b...	TX102 Austi...	Campaign	Approved	1	7	14.29%	\$2.38	\$2.38	0.0
Location extension									
<input type="checkbox"/> social.media.sportclips@gma... Business name filter: Sport Cl...	Account	Account	-	-	-	-	-	-	-
Callout extension									
<input type="checkbox"/> No appointments necessary	TX102 Austi...	Campaign	Approved	0	5	0.00%	-	\$0.00	0.0
<input type="checkbox"/> Online check-in	TX102 Austi...	Campaign	Approved	0	5	0.00%	-	\$0.00	0.0
<input type="checkbox"/> Open 7 days a week	TX102 Austi...	Campaign	Approved	0	5	0.00%	-	\$0.00	0.0
Total: Sitelink extensions				1	8	12.50%	\$2.38	\$2.38	0.0
Total: Callout extensions				0	5	0.00%	-	\$0.00	0.0
Total: Location extensions				1	7	14.29%	\$2.38	\$2.38	0.0

1 - 8 of 8

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

## Google Ads

You can also **delete extensions** by clicking the **checkmark** next to the extension and then **clicking on 'Remove'** when the blue edit bar appears.

It's also good to understand that **Google does not always show all extensions** when it delivers an ad. Ad extensions vary based on the **platform** searched, **keyword intent** and other factors.

Overview: Enabled Status: Eligible (Learning) Type: Search Budget: \$2.50/day More details

Recommendations: ADS EXTENSIONS AUTOMATED EXTENSIONS All time

Ad groups: 1 selected Remove Add to

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
Sitelink extension							
<input checked="" type="checkbox"/> Map & Hours Find out our store hours And a map to our location	TX102 Austi...	Campaign	Approved	12	76	15.79%	\$1.35
<input type="checkbox"/> The MVP Experience Let us make you feel like an ... Get a hot towel & massaging ...	TX102 Austi...	Campaign	Approved	12	77	15.58%	\$1.35
<input type="checkbox"/> Products See what product lines we ca... We carry products for hair & b...	TX102 Austi...	Campaign	Approved	12	76	15.79%	\$1.35
<input type="checkbox"/> About Us Learn about what makes us d... Sports on TV & guy-smart styl...	TX102 Austi...	Campaign	Approved	11	73	15.07%	\$1.35
Location extension							
<input type="checkbox"/> social.media.sportclips@gma... Business name filter: Sport Cl...	Account	Account	-	-	-	-	-
Callout extension							
<input type="checkbox"/> Open 7 days a week	TX102 Austi...	Campaign	Approved	4	46	8.70%	\$0.97
<input type="checkbox"/> No appointments necessary	TX102 Austi...	Campaign	Approved	3	44	6.82%	\$1.11
<input type="checkbox"/> Online check-in	TX102 Austi...	Campaign	Approved	3	47	6.38%	\$1.11
Structured snippet extension							

## Google Ads

As an example of adding an extension I have added a **Structured Snippet Extension** to my ad. A structured snippet is another way to get **additional text added** to your Google Ad that will make it stand out and add interesting information for your potential customers.

Overview Enabled Status: Eligible (Learning) Type: Search Budget: \$2.50/day [More details](#)

Recommendations ADS **EXTENSIONS** AUTOMATED EXTENSIONS All time Jun 21 – Jul 21

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Drafts & experiments

Add structured snippet extension

Add to

Campaign TX102 Austin - Westlake

Extension

Create new  Use existing

Header English Styles

Values

Faux hawks ×

Pompadours 10 / 25 ×

Fades 10 / 25 ×

Chelsea 5 / 25 ×

0 / 25

ADD VALUE

Advanced options

SAVE CANCEL

Mobile

Sport Clips Haircuts of Austin | MVP Haircuts for Men | West Woods Shopping Center [Ad](#) [www.haircutmenwestlakeaustintx.com](#)

Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line. No appointments necessary. Online check-in. Open 7 days a week. Styles: Faux hawks, Pompadours, Fades

[About Us](#)

[Map & Hours](#)

[The MVP Experience](#)

[Products](#)

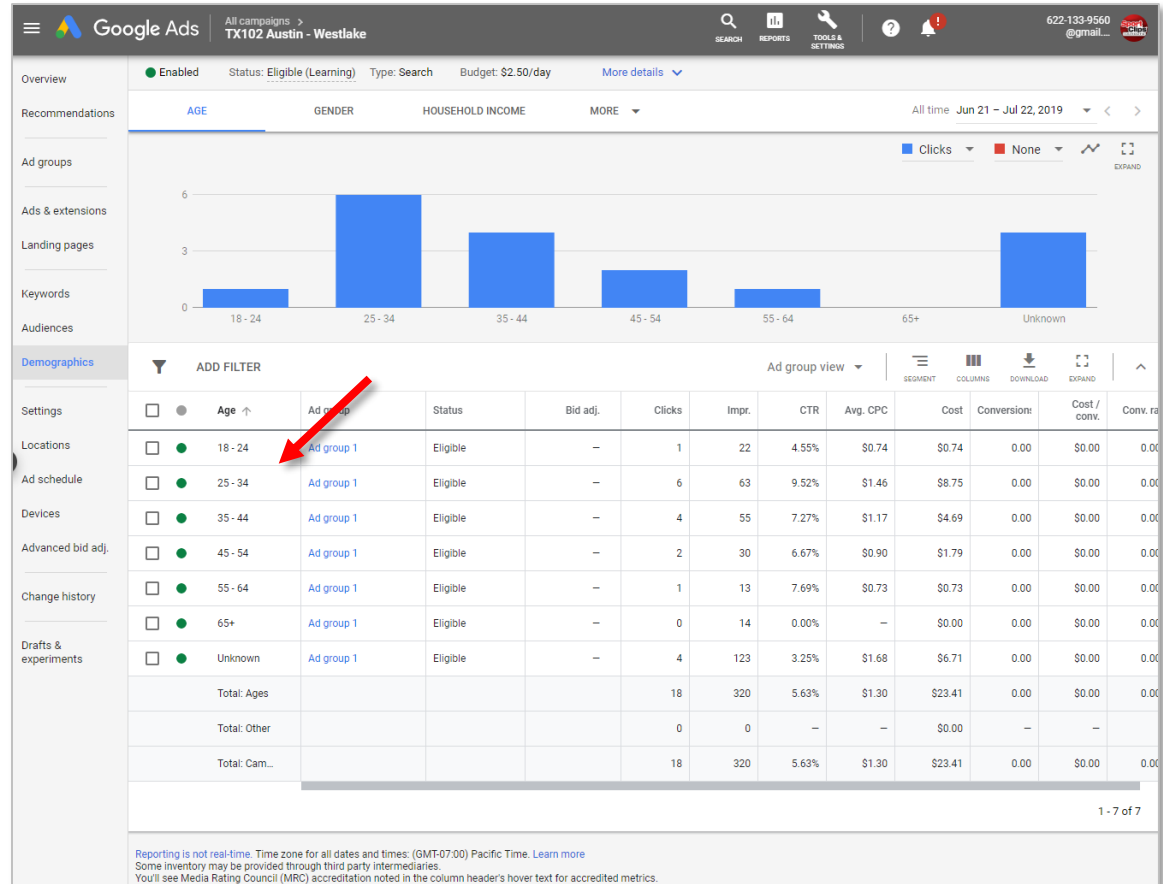
Your ad might not always include all your text. Some shortening may also occur in some formats. You can [learn more](#) about this.

Make sure to keep your extensions are relevant to your business or Google can disapprove your extensions. In this structured snippet example I used the type of snippet called '**Styles**' and listed three **types of hairstyles** and my ad was approved. You could also try '**Service Categories**' and **list the services** your local store offers.

## Google Ads

Another thing we can do is look at the **demographics** of your ad groups and **pause ads** from showing for certain types of people.

**Google does not know everyone's exact demographic**, but they will use usage signals to determine their **best guess**.

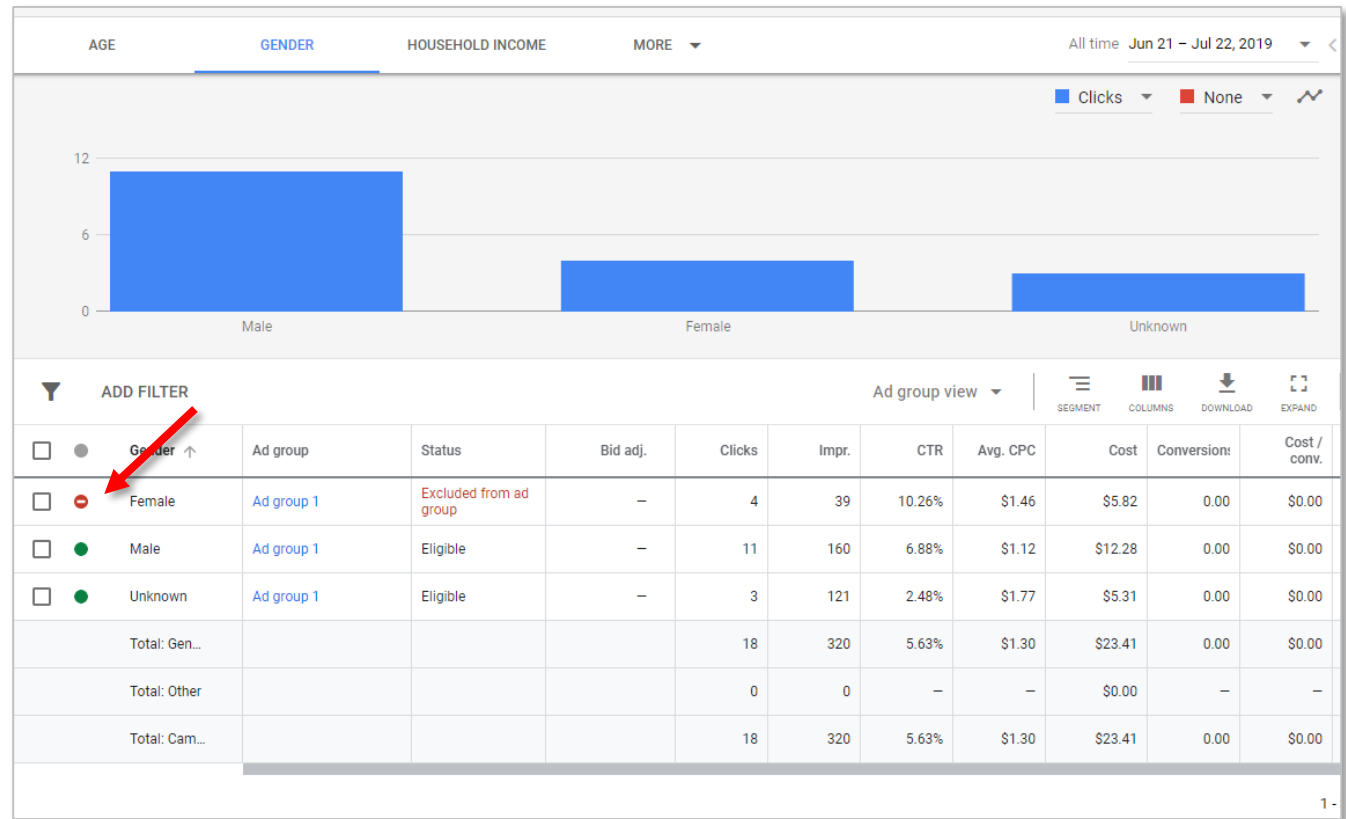




## Google Ads

As mentioned, you can also **exclude users** from your ad groups based on their age, gender, household income or combinations of all three.

In this case I **excluded female viewers** from my ad as an example by clicking the green button and selecting exclude.



The digital team **does not recommend excluding female ad viewers**, we just did it as an **example** to show you how excluding my demographics works.

## Google Ads

Overview

Enabled Status: Eligible (Learning) Type: Search Budget: \$2.50/day More details

AD SCHEDULE DAY & HOUR DAY HOUR All time Jun 21 - Jul 22, 2019

Edit your schedule

Your ads will only run during these times

Mondays - Fridays 7:00 AM to 6:00 PM

ADD

Based on account time zone: (GMT-07:00) Pacific Time  
Saving this removes the settings you changed and adds new ones, resetting any performance data

SAVE CANCEL

Day & time	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv.
Your ads are eligible to appear all days of the week, at all times of the day									

+ EDIT AD SCHEDULE

You can also go to the **ad scheduler** that allows you to setup your ad to only **show during open hours** so your ads won't appear at 1am in the morning when it is very unlikely that a user is looking to get a haircut. Just **set the days and times** that you want your ads in this ad group to run and click '**Save**'.

## Google Ads

Google Ads does **not** currently allow you to **exclude** showing ads based on the **user's device** type, such as mobile phone or desktop. You can however **adjust your bids** up or down on the device type of your choosing.

I would only suggest this after you have run your ad for a few months, **if you notice that ads in this specific ad group are not effective via one of the device type options.**

You can then set the bids lower so they show less on the device that isn't converting as well.

Overview    Enabled    Status: Eligible (Learning)    Type: Search    Budget: \$2.50/day

### Devices

8  
4  
0  
Jun 21, 2019

Level: Campaign    ADD FILTER

<input type="checkbox"/>	Device	Level	Added to	Bid adj.	Ad group bid adj.
<input type="checkbox"/>	Mobile phones	Campaign	TX102 Austin - Westlake	- ☒	None
<input type="checkbox"/>	Computers	Campaign	TX102 Austin - Westlake	- ☒	None
<input type="checkbox"/>	Tablets	Campaign	TX102 Austin - Westlake	- ☒	None
		Total: Ca...	?		

## Google Ads

The final area that we are going to show you in Google Expert mode is where the general **settings** are at both the **campaign** and the **ad group** level.

First let's start with the campaign. To get to the **campaign level** settings click 'All Campaigns' (**red arrow**) and then click the 'Campaigns' (**blue arrow**) and then the campaign you want to edit (**purple arrow**).

The screenshot shows the Google Ads interface for 'All campaigns'. The left sidebar contains navigation options: Overview, Recommendations, Campaigns (highlighted with a blue arrow), Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, and Advanced bid adj. The main content area shows a table of campaigns. A red arrow points to the 'All campaigns' header. The table has columns for Campaign, Budget, Status, Campaign type, Clicks, and Impr. The first row is for 'TX102 Austin - Westlake' with a budget of \$2.50/day, status 'Eligible (Learning)', and 20 clicks. Summary rows show 'Total: All but removed campaigns', 'Total: Account', and 'Total: Search campaigns'.

Campaign	Budget	Status	Campaign type	Clicks	Impr.
<input type="checkbox"/> Campaign					
<input type="checkbox"/> TX102 Austin - Westlake	\$2.50/day	Eligible (Learning)	Search	20	407
Total: All but removed campaigns				20	407
Total: Account				20	407
Total: Search campaigns				20	407

## Google Ads

To get to the Campaign settings, click on the **'Settings'** link in the left hand navigation (red arrow). On the settings page you can: **change the name** of the campaign, change the **budget**, add an **end date** to the campaign and set a **maximum click cost** that you are willing to spend on the campaign (blue arrow). After making a change in the expanded section that you are editing click **'Save'** (purple arrow).

Google Ads interface showing the Settings page for a campaign named TX102 Austin - Westlake. The page displays various settings including Campaign status (Enabled), Goal (Website traffic), Networks (Google Search Network, Search partners), Locations (78746, Texas, United States (postal code)), Languages (English), and Budget (\$2.50/day). The Bidding section is expanded, showing 'Maximize clicks' as the bid strategy and a 'Maximum CPC bid limit (optional)' of \$ 2.90. A red arrow points to the 'Settings' link in the left navigation. A blue arrow points to the 'Maximum CPC bid limit' input field. A purple arrow points to the 'SAVE' button at the bottom right of the expanded bidding section.

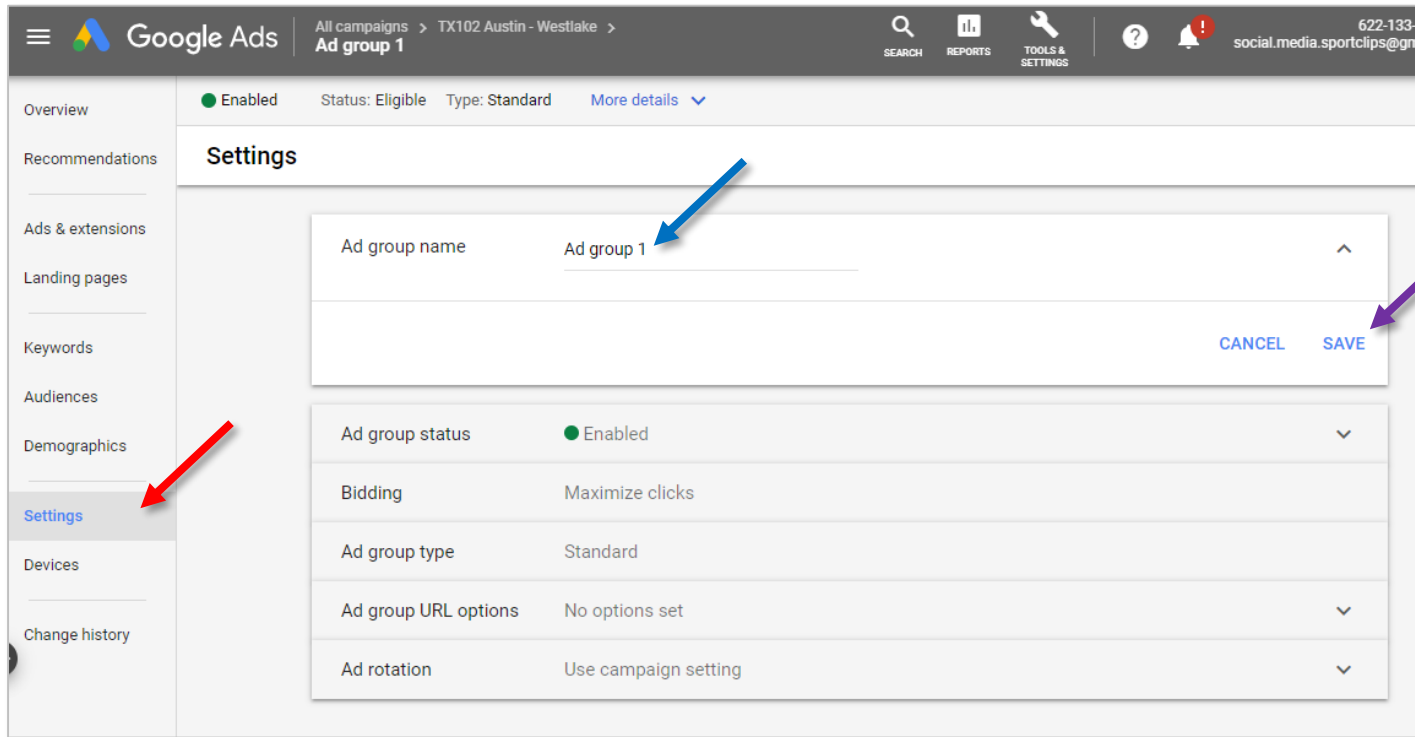
## Google Ads

To get to the settings at the **ad group** level click 'Ad groups' (red arrow) and then click the **ad group** that you want to edit (blue arrow).

The screenshot shows the Google Ads interface for campaign TX102 Austin - Westlake. The left sidebar contains navigation options: Overview, Recommendations, Ad groups (highlighted with a red arrow), Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, and Advanced bid adj. The main content area shows campaign details: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$2.50/day. Below this is a chart for 'Clicks' on Jun 21, 2019. A table below the chart shows performance metrics for 'Ad group 1' and totals.

	Status	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost
Ad group 1	Eligible	Standard	20	410	4.88%	\$1.23	\$24.65
Total: All but removed...			20	410	4.88%	\$1.23	\$24.65
Total: Campaign			20	410	4.88%	\$1.23	\$24.65

## Google Ads



Again, click 'Settings' (red arrow). Now you can edit the more limited ad group settings. The above image shows how you would change the name of the ad group (blue arrow) and how to save your change by clicking 'Save' (purple arrow).

## Google Ads

---

We have shown some of the **advanced options** that you can only set during an **advanced Google Ads campaign** that you cannot change with a Smart Campaign or Google Ads Express.

This gives you **more control** over **where** and **when** your ads can be seen and **to whom** your ads get shown to.

In our **next webinar** we will cover getting inciteful data from **Google Ads Reports** and **Google Analytics** to show you how you can adjust your ads for maximum efficiency.

So to recap, with Google Ads Expert Mode we can:

- Switch to Expert Mode
- Navigate Campaigns & Ad Groups
- Adding A New Campaign & Ad Group
- Creating a Text Search Ad on Expert Mode
- Targeting by Zip Code
- Add Ad Extensions
  - Site Links Extensions
  - Call Out Extensions
  - Location Extensions
  - Structured Snippet Extensions
- Keyword Creation
- Demographic Targeting
- Ad Scheduling
- Device Targeting
- Settings Management