“A Beginner’s Guide to the Google Display Network”

Read this guide and learn how to advertise on Google’s Display Network, so you open up a whole new channel of traffic, leads and customers.

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SEARCH VS. DISPLAY

Most people, who think about advertising in Google AdWords, think about the Search ads displayed in the search engine results (see example below of Search advertisers highlighted in red).

However, Search advertising is only half of Google AdWords. The other half is the Google Display Network, which includes millions of websites that you can display ads on. The image below is an example of some text ads on a website within Google’s Display Network.
As you can see in the example above, the text ads are highly relevant to the webpage content. For example, there’s a very good chance that anyone reading a website about a dog-naming service would also be interested in the ads about dog training or puppy housebreaking. This is why Google’s Display Network can work really well for some businesses.

Plus, according to DoubleClick Ad Planner, the Google Display Network reaches over 83% of unique internet users around the world! So if your prospects are online, then there’s definitely a way to target them on the Google Display Network.

I’m sure this all sounds great, but there is a catch. To explain the catch, let’s compare Display versus Search advertising.

With Search advertising you have the ability to display your ads at the precise time your prospect is asking for your product or service. For example, when someone types in Google, “real estate attorney in NYC,” then she is really asking for more information about real estate attorneys in New York City. So an ad about your real estate law firm is extremely relevant and the prospect is eager to learn more.
With Display advertising, you’re not showing your ads when your prospect is requesting more information about you or your products and services. In fact, you’re more than likely interrupting your prospect when she is in the middle of reading, listening or watching a video. Now the website may be an article about how to hire a real estate attorney and in that case your ad would be highly relevant. However, the prospect didn’t explicitly ask for your information by typing it into Google. See the difference?

Display advertising is interruption marketing and because of that fact, your ads need to be written differently than your Search ads. In other words, what works in Search will not always translate to Display. Display ads need to be more compelling, engaging, and eye catching than Search ads because you’re pulling your prospect away from the website she was visiting.

Plus, Display ads will have vastly different conversion rates than your Search ads. For all of these reasons, you need to create a separate campaign for Display versus Search. Let’s now dive into how to get a Display campaign set up.

**BASIC CAMPAIGN SETUP**

The setup is similar to your Search campaign except for a couple settings. In the image below you’ll see that you need to select Display Network only so your ads will only target the Display Network and not the Search Network.
Next scroll down and select the devices you want to target. I recommend you only select Desktop and laptop computers and Tablets with full browsers (see image below). If you have a mobile optimized website and you want to attract prospects on mobile devices, then create a separate campaign for Mobile devices with full browsers. It’s best to keep devices in separate campaigns so you can optimize your ads and landing pages accordingly.

Once you select your devices, then select your locations and languages. As you can see from the image above, I selected United States. Again, I recommend you only target one country per campaign. This will allow you to customize and optimize your ads and landing pages for each country and language.
Scroll down to the bidding section and start your campaign with “I’ll manually set my bids for clicks” (see image below). Once your campaign has been running for a while and you are generating over 15 conversions per month, then I recommend you switch bidding to “Focus on Conversions” (aka Conversion Optimizer).

Google’s Conversion Optimizer will automatically adjust your bids based on many factors such as geography, time of day, website conversion history, user demographics, etc. It’s impossible to manually bid on all of the factors Google will automatically consider, which is why I always recommend you test Conversion Optimizer as soon as possible on the Display Network.

The next section is the Delivery method, which you’ll want to set to Standard to start your campaign. Once your campaign is consistently generating conversions and you’re confident the campaign is profitable, then you can switch this to Accelerated. Accelerated will ensure you get as much traffic that is available on the Google Display Network.

Scroll down and you’ll see Ad Extensions. If you’re a local business and you want to attract local customers, clients, or patients, then I recommend you use the location extension. Google will automatically add your address to the ad to improve the ad
relevance for your prospects. These extensions will make your ad stand out versus your competitors.

Select your Google+ Local (formerly Google Places) account if you already have one set up. Alternatively, you can manually enter in your address if you do not have a Google+ Local account (see image below).

Plus, you can also add your phone number to your ad (see image above) so that prospects can call you directly from the ad without clicking through to your website. On mobile devices this phone number will be a clickable number to make it even easier to contact you.

The next section is pretty straightforward. If you want to select an end date when your ads should shut off then you can schedule your campaign (see image below).

Next, you can select your ad rotation. To start I recommend you select “Rotate evenly” so that all of your ads get a fair shot (see image below). Then once you have conversion
data, you will want to switch this setting to “Optimize for conversions” so that Google uses the ad that generates the most conversions for your campaign.

Below Ad rotation is a setting called Frequency capping. If you are bidding for impressions (i.e. the number of times your ad displays) rather than bidding for clicks, then set this to 3 impressions per day per ad group. That way, Google will only show your ad at most 3 times to the same person in one single day and you won’t waste money on showing ads to the same person.

If you’re bidding for clicks using the settings highlighted in this guide, then you can safely ignore this setting.

Finally, the last setting is social extensions (see image above). If you have a Google+ page with a lot of +1’s then I recommend you include your +1 button and annotations. Your Google +1’s will add credibility and social proof to your ads, which in turn will improve your click through rates.

Once you have completed all of these settings, then click on the Save and continue button and you will be done with the basic set up. The rest of your campaign set up is similar to a Search campaign, but the specifics depend on how you want to target prospects on the Display Network. So let’s move on to your targeting options.
Display Targeting Options

Google’s Display Network gives you many different targeting options to ensure you’re reaching prospects interested in your products and services. Here are the 6 main targeting options you can use:

1. Contextual targeting via keywords
2. Placement targeting
3. Behavioral targeting via Remarketing
4. Interest based targeting
5. Topic Targeting
6. Demographic Targeting

Contextual Targeting

Contextual targeting is a way to display your ads on webpages that Google has determined match keywords in your campaign. For example, if you have the keyword “new york city dentist” then Google will display your ads on webpages that include content related to New York City dentists.

Google categorizes all of the millions of websites in the Google Display Network and then matches the relevant websites to the keywords in your campaign. To use contextual targeting simply enter relevant keywords into your campaign using the Display Network tab (see image below).
To find relevant keywords for your business, use Google’s “Contextual Targeting Tool” found in the top navigation under Tools & Analysis (see image below).

**Placement Targeting**

The next targeting option is Placement targeting. A placement is an ad unit on a webpage. So with placement targeting, you’re going to specify the exact ad unit and webpage you want to display your ad on.
For example, if you want to show your ad on every page of dentalcarematters.com, then you would enter that domain as a placement target. Or if you want to only show your ad on one particular page of a website, then you could enter the exact URL of the page you want to target (see image below).
To refine your targeting even further you can use both placements AND keywords in your Display campaign. When used together, your ads will only be displayed on the webpages on the placements you target that Google has determined match the keywords in your campaign. For example, you could target the placement, youtube.com, along with the keyword “teeth whitening,” and your ads will only be displayed on the youtube.com videos related to teeth whitening.

**Remarketing**

Remarketing is a very powerful, cost effective form of behavioral targeting where your ads will only show to prospects who have already visited your website. So in effect, remarketing ads are another way to follow up with prospects (in addition to phone, email, and direct mail) that have yet to convert to customers.
On the next screen click on the “New Audience” button and follow the AdWords wizard to set up your Remarketing Audience List. Then once you have your Audience List and the code is installed on your website, then you can go to the Display Network tab of your campaign and click the Change Display Targeting button. Then scroll down to the Interests & Remarketing section and select your Remarketing Audience List (see image below).

The technology is similar to any analytics program that uses browser cookies. Anyone who visits your website will get a unique cookie that Google can later use to display ads. So the first step to set up a Remarketing campaign in AdWords is to create the code to cookie your visitors. Once a visitor is cookied then AdWords compiles a list called an Audience List. To create an Audience List go to your Shared Library and then click on Audiences (see image below).
As discussed earlier, remarketing can also be combined with keywords and placements to further refine your targeting.

**Interest Based Targeting**

Interest based targeting is another form of behavioral targeting that AdWords provides. AdWords uses website browsing behavior to categorize people into different Interest groups.
For example, if you regularly go to sports related websites like NBA.com, ESPN.com, etc, then you will likely be placed into the Sports Interest category. That way, if you’re a chiropractor and your best prospects are typically interested in sports, then you could target them using the Sports Interest category.

To set up Interest targeting simply follow the same process you used to set up your Remarketing campaign. Instead of selecting a Remarketing List, you’ll select an Interest List.

**Topic Targeting**

Topic targeting is the least specific targeting AdWords provides. AdWords has categorized all of their millions of websites into broad topics to give advertisers a quick and easy way to expand their reach. This shortcut comes at a big expense though because you will not be able to precisely target your ideal prospects. For this reason I do not recommend Topic Targeting.

**Demographic Targeting**

Recently AdWords included demographic targeting for Gender and Age. This data is based on browser behavioral as well as social media data from websites like Google+.

If you cater to men or women or to a certain age group then this may make sense your business. To set up demographic targeting, go to the Display Network tab and then click on the Change Display Targeting button. You’ll see a section for Gender and Age (see image below) where you can specify which gender and age groups you want to target.
Gender
- All genders
- Specific genders
  - Male
  - Female
  - Unknown
  
  Reach a significantly wider audience by showing ads to people whose gender we do not know.

Show ads only to people of the selected genders

Age
- All ages
- Specific ages
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65 or more
  - Unknown
  
  Reach a significantly wider audience by showing ads to people whose age we do not know.

Show ads only to people of the selected age ranges

Save Cancel
Display Ad Options

In the AdWords Search network, you only have one option for ads: Text ads. But on the Display Network, in addition to text ads you can also use static banner ads, dynamic banner ads, video ads, and even the old school WAP mobile ads for cell phones with no built in web browsers.

To create your text or banner ads, simply click the New Ad button on the Ads tab of your campaign and then select Text or Image ad. If you select Image ad then you’ll need to have banner ads designed one or more of the following dimensions:

1. Mobile leaderboard: 320 x 50
2. Banner: 468 x 60
3. Leaderboard: 728 x 90
4. Square: 250 x 250
5. Small square: 200 x 200
6. Large rectangle: 336 x 280
7. Inline rectangle: 300 x 250
8. Skyscraper: 120 x 600
9. Wide skyscraper: 160 x 600

If you do not have a designer and do not want to pay for custom banner ads, then AdWords provides their own tool to create professional static and dynamic banners. This tool is called the Display Ad Builder and you can get to it by clicking the New Ad button. Once you select Display Ad Builder, then you can browse through all the available ad templates to find one you like. Follow the directions to enter in your custom business information, preview your ads, and then click Save to finalize your ads.

It’s really that easy! The Display Ad Builder is a great tool to get very professional ads built in a matter of minutes.
ABOUT

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