

PPC Management can be very confusing and daunting for newcomers to the field. Money is on the line and it's a very competitive arena where lots of people are trying to capitalize on the same keywords for the lowest price possible. Pay Per Click is a science and one you will learn to perfect over time.

This tutorial will teach you what PPC Advertising is and how I setup and manage PPC campaigns to get the biggest bang for my buck without blowing tons of cash. I'm Google Adwords Certified as well through my Web Design company Upstager.com.

First things first, you'll need to know which keywords you want to go after in your PPC targeting efforts. If you haven't already, you'll want to review my guide on Keyword Research and make sure you have a pretty solid list of about 10 to 50 keywords and or long tail keyword strings you want to launch your campaign with. Your budget will depend on the keywords you are targeting as some keywords only suggest .20 cents a click where some can demand up to \$60 per click. Yes, seriously. So using my guide on Keyword Research you should have your list of keywords as well as their suggested PPC bid prices.

What Is Pay Per Click Advertising?

Pay Per Click Advertising, otherwise known as PPC is a way to generate exposure for your product, site or service above organic search results in Google through means of a bid per keyword auction system. Organic ranking being websites that appear in Google due to their metrics meeting Googles requirements for content, relevancy, social signals, bounce rate and a slew of other things Google looks for to determine how high something should appear in Google's results for a particular keyword. Organic ranking takes time, effort and commitment and for those of us who have more money than time to launch a new product or service, we look to PPC.

The screenshot shows a Google search for "cincinnati real estate". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar are tabs for Web, Maps, News, Shopping, Images, and More, along with a link to Search tools. The results section shows "About 34,100,000 results (0.50 seconds)".

PPC ADS

Cincinnati Real Estate - We Have Real Estate In Cincinnati
Ad www.fischerhomes.com/CincyRealEstate
Ready To Move In Now! Call Today.
Variety of Design Options · Search Homes by Price · Single Family Homes
[Homes Ready Now](#) [Communities](#)
[Testimonials](#) [Home Collections](#)

Cincinnati Real Estate - Huff.com
Ad www.huff.com/CincinnatiRealEstate
Search Our Huge Database Of Real Estate In The Cincinnati Area Now!
Hyde Park Homes for Sale: Cincinnati, Ohio

Cincinnati Real Estate - Realtor.com
www.realtor.com/realestateandhomes-search/Cincinnati_OH
Homes for sale and other real estate in Cincinnati, OH. Find Cincinnati homes for sale on realtor.com(R).
[Cincinnati, OH Real Estate ... - Cincinnati Multi-Family Home - Open Houses - 10](#)

Cincinnati OH Real Estate - 2,621 Homes For Sale | Zillow
www.zillow.com/cincinnati-oh/ Zillow
Zillow has 2621 homes for sale in Cincinnati OH. View listing photos, review sales history, and use our detailed real estate filters to find the perfect place.
Sun, Jul 12 [Open House - 1 - 3pm](#) 664 Delta Ave
Sun, Jul 12 [Open House - 2 - 3pm](#) 7224 Lakehill Dr
Sun, Jul 12 [Open House - 2 - 4pm](#) 323 Warren Ave
[Houses for Rent in Cincinnati - Single family homes for sale in ... - Open houses](#)

ORGANIC

The PPC ads appear based on a variety of factors. The highest bidder doesn't always get the top position and if you play your cards right, you shouldn't have to pay top dollar to beat out the others. PPC is setup as an auction, but Google also cares about how well your ads are received by consumers and as such, rewards you with higher position the more active your ad is. So break it down a little bit, if you bid \$2 per click and someone else bids \$2.50 per click and both of your ads appear before 1,000 people and your ad gets more click throughs than theirs, you will be rewarded a better position without having to beat their bid.

Why PPC Marketing is BAD?

PPC can cost you a fortune, especially if you aren't doing things properly. Chances are if you've attempted PPC in the past, you likely didn't see much in the form of results, called Google Support, they had you add a bunch of new keywords and convinced you to increase your budget and you lost all that cash with just a smidgen more results than before. Other more aggressive types may have gone into a bidding war over a keyword thinking they HAD to be #1 which is never a good thing.

PPC marketing does not scale. If you get more traffic, you pay more money in nearly direct proportion to that traffic – your cost per click stays constant, and your overall cost increases. Compare that to search engine optimization, where you invest a fixed amount of time and/or money to achieve a better rank, and your cost per click goes down as you draw more traffic.

Why PPC Marketing is GOOD!

PPC marketing can generate traffic immediately. It's fairly simple and straightforward. Bid enough or work the campaign properly for lower bid costs but higher placement and potential customers will see you first. PPC advertising is fast and effective.

PPC enables you to surpass the most well prepared organic SEO content out there without years of cultivating and content production which costs a great deal of money to achieve.

PPC can also be a bargain hunters dream. It's possible to find niche keywords associated to your product or service that you can get for .10 a click which is a great way to generate relevant traffic without having to bid on the more competitive and thus high cost keywords available.

Pay Per Click is trackable! This is the big thing. With a properly setup PPC campaign you can track the actions of your traffic so you know which keywords are converting. This helps you weed out the non-converting keywords so that you can decrease your overall cost per lead. This is a part of fine tuning your campaign which we will go over later.

How PPC Advertising Can Benefit You

Most businesses can't afford advertising solely through PPC ads because it can get very expensive, especially if you don't have a high margin product or service to justify the ad expense over time. You have to figure out what you stand to gain from generating a click through PPC. What is your goal? Are you looking for home buyers for your real estate website and maybe every \$100 in PPC ads you get a new buyer and potentially a %500 to %2,000 return? Are you selling a new product that grants you \$50 in profit per sale and your conversion cost is around \$25? Then PPC is perfect for you. You just have to figure out what your costs are against your profit and then scale accordingly to figure out if PPC is worth it.

PPC isn't really something you want to dump money into without a clearly defined goal and a way to track and capitalize on your campaign efforts. This means having a solid lead capture system in place on the page you are directing your traffic.

Making PPC Marketing Work For You

So, we now get into the meat of Pay Per Click. How do you setup and engineer a successful PPC campaign?

#1. Track Your Conversions

In order to truly know how well your campaign efforts are working you'll need to know if you are converting the traffic you're buying through leads, sales, etc.

Visitor Fills Out A Form

Visitor Purchase A Product

Visitor Joins a Newsletter

A conversion doesn't have to be a sale, but an action performed that stands to generate income for you at some point. The action has to be worth more than your cost per conversion. Period.

+ KEYWORDS		Edit	Details	Bid strategy	Automate	Labels										
<input type="checkbox"/>	<input type="radio"/>	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions	View-through conv.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/>		Rarely shown due to low quality score	\$1.50	1,068	36,856	2.90%	\$1.20	\$1,279.79	2.0	121	\$10.56	11.35%	139	0	--
<input type="checkbox"/>	<input checked="" type="radio"/>		Below first page bid First page bid estimate: \$2.07	\$1.25	466	17,646	2.64%	\$1.13	\$524.35	3.3	63	\$8.27	13.61%	80	0	--
		Total - all paused and removed keywords			44	1,925	2.29%	\$1.24	\$54.45	3.0	0	\$0.00	0.00%	0	0	
		Total - all enabled keywords			1,534	54,502	2.81%	\$1.18	\$1,804.14	2.5	184	\$9.78	12.03%	219	0	
		Total - all ad group			1,578	56,427	2.80%	\$1.18	\$1,858.59	2.5	184	\$10.05	11.72%	219	0	

2. Write Quality Ads

Many PPC marketers do what is called Split Testing. This is where you run two different ads for the same keyword for a period of time and then go over which ad performs best before deleting the least performing ad and scaling up the other. You want to your ads to draw clicks and the better the ad, the more clicks, the more clicks the lower the cost and ultimately the lower your cost per conversion.

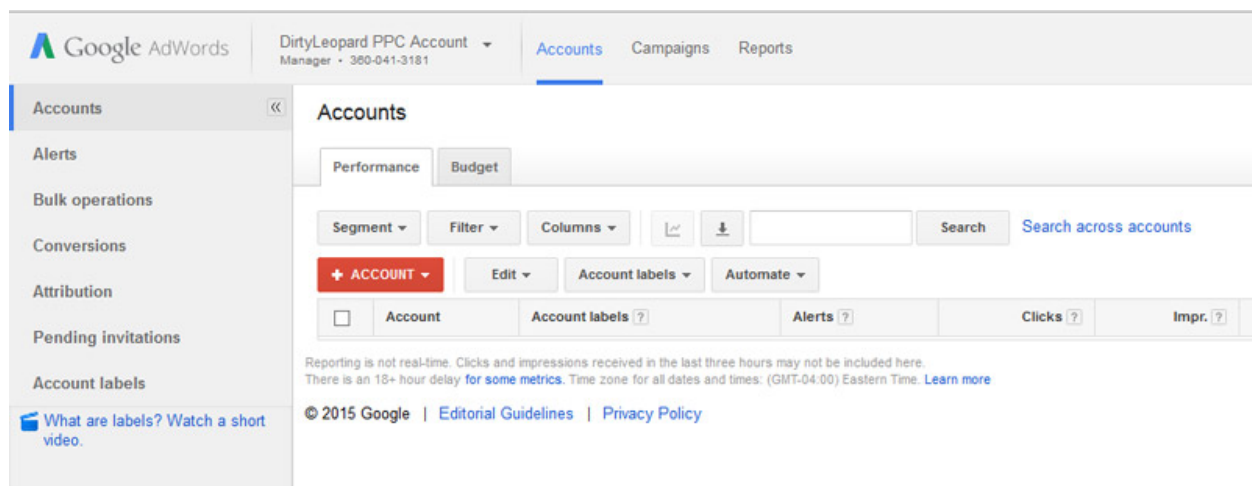
3. Make changes as needed to your campaign!

Your first couple weeks of establishing your PPC campaign will be running split tests and monitoring the performance of keywords. Your goal here is to find out which ads work the best and which are performing and which aren't. This will tell you which ads to get rid of as well as which keywords aren't producing results. You want the lowest cost per conversion ratio you can get so you want to get rid of the trash and scale up on the top producing keywords.

Setting Up Your First Campaign

Now you understand the basics of PPC Advertising so now we are going to start walking you through setting up your first campaign. You will need to setup your Conversion Tracker code once you setup the campaign to get the most out of this tutorial. So, make sure you do that. If you aren't sure how, post a comment here and I will make an addition to this tutorial later if there is enough demand. It's pretty straight forward, especially if you're using WordPress.

When you first log into Adwords, you'll start on the Accounts page.



Click on the Red + Account button. Select New Adwords Account. You'll end up seeing the screen below.

Google AdWords | DirtyLeopard PPC Account Manager • 360-041-3181 | Accounts Campaigns Reports

Accounts

Performance Budget

Create an AdWords account ?

To set up a new AdWords account that will be linked automatically to your MCC, we need to know the time zone and currency of the new account (the currency that once set cannot be changed).

Enter a name for this account (this is the name you will see in your MCC for this client account).

Time zone country or territory: United States

Time zone: (GMT-04:00) Eastern Time

Select a permanent currency for your account.
Review the available [payment options](#) for local currencies before you decide. Not all currencies are available in all areas.

US Dollar (USD \$)

☐ Receive personalized ideas and special offers to help me improve my advertising performance
☐ Receive AdWords newsletters with best practices and offers to evaluate new AdWords products

☐ Invite a user to this account (optional) ?

Your time zone and currency settings can't be changed after you set up your account.
Please review your choices carefully and then click 'Create Account'

Create account Cancel

Name your account based on its focus or business effort. The details here are self-explanatory. Once done, click Create Account button. You'll see the screen below. Then click on the name of your account to begin setting up you first campaign!

Google AdWords | DirtyLeopard PPC Account Manager • 360-041-3181 | Accounts Campaigns Reports

Accounts

Performance Budget

Segment Filter Columns [Icon] [Icon] Search Search across accounts

+ ACCOUNT Edit Account labels Automate

Account	Account labels ?	Alerts ?	Clicks ?	Impr. ?
DirtyLeopard Social Media Automation 283-152-2732	--		0	0
Totals - all 1 clients	--	--	0	0

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)





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Once on the campaign screen, since this will likely be your first campaign you will see this screen. Click Create Your First Campaign.

Welcome to AdWords!

Create your first campaign

Getting started

-  1. Choose your budget
-  2. Create your ads
-  3. Select keywords that match your ads to potential customers
-  4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

Below, you will see several screenshots which are the screens you will see as you scroll down. Let's walk through this step by step.

Type: Search Network with Display Select - Standard

You're ready to create your first campaign!

Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as yo

Campaign name <-- NAME YOUR CAMPAIGN


Type   Search Network with Display Select ▾

**CHOOSE SEARCH NETWORK
FROM DROP DOWN**

☒ **Standard** - Keyword-targeted text ads for the Search


☐ **All features** - All options for the Search Network, w

[Learn more about campaign types](#)


Networks  To choose different networks, edit the campaign type above, or create a new campaign.

✓ **Google Search Network** 

☒ Include search partners

✓ **Google Display Network** 

Go ahead and name your campaign. Should be something relevant to the kind of ad you're going to run. Keep Standard Features and Click the Dropdown and choose Search Network. You could do Search and Display if you have banner ads ready to go but we will keep this focused on just Search Ads for now. Scroll Down.

Locations  Which locations do you want to target (or exclude) in your campaign?

☐ All countries and territories

☐ United States and Canada

☐ United States

☒ Let me choose...

[Advanced search](#)


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

 Based on your targeted locations, you may want to target pages that use these interface languages:

• English

• French

[Target suggested languages](#)

Languages  Choose the language of the sites that you'd like your ads to appear on. Be sure to write your ads in the language that you target, since AdWords doesn't translate ads or keyword

☐ All languages

☐ Arabic

☐ Bulgarian

☐ Catalan

☐ Chinese (simplified)

☐ Chinese (traditional)

☐ Croatian

☐ Czech

☐ Danish

☐ Dutch

☐ Greek

☐ Hebrew

☐ Hindi

☐ Hungarian

☐ Icelandic

☐ Indonesian

☐ Italian

☐ Japanese

☐ Korean

☐ Portuguese

☐ Romanian

☐ Russian

☐ Serbian

☐ Slovak

☐ Slovenian


☐ Spanish

☐ Swedish

☐ Thai


Here is where you can target your ads to appear only for people in specific market locations. If you're a Cincinnati, OH agent, you might select Cincinnati, OH within a radius of 25 miles in the Advanced Search link. That means that even if someone googles "Real Estate" they will only see your ad if they are within the area you have designated. Further down you can choose whichever languages or ethnic groups you want to see your ad.

Scrolling down further you'll come to the budget and bidding. It starts automatically set with Adwords dictating your budget. Let me ask you, if I were a car salesman and you were on a budget, would you hand me your credit card, pick a car and ask me to price it for you and just run your card for whatever I thought was best? Didn't think so. Set this to Manually Set My Bids. This is where this guide will start to get very handy for you before in a minute or two we are going to teach you what makes reading this whole guide worth it.


Bid strategy 

[Basic options](#) | [Advanced options](#)

☒ I'll manually set my bids for clicks


 You'll set your maximum CPC bids in the next step.

☐ AdWords will set my bids to help maximize clicks within my target budget


Default bid 

\$

This bid applies to the first ad group in this campaign, which you'll create in the next step.


Budget 

\$ per day


Actual daily spend may vary. 

Ad extensions


You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

Location 

☐ Extend my ads with location information

Sitelinks 

☐ Extend my ads with links to sections of my site

Call 

☐ Extend my ads with a phone number

Save and continue

Cancel new campaign

Set your default bid to \$2.00 for now and whatever daily budget you are comfortable with. Keep in mind, the first week or two of your campaign will not be the greatest performer. It's going to be the period in which you will learn which keywords are converting into actionable leads/business for you and thus your Cost Per Click will be high at first. It's ok. It's all part of the process.

Ad Extensions

These could prove to be very helpful to you depending on your business. For a Realtor, having your phone number appear under your ad could generate some phone calls, but the flip side to this is you will likely want people to come to your site and use your site to find real estate, and enter their information into your lead capture etc. Give them something to sink their teeth into. My opinion is, adding a phone number to your add can be a distraction and while it may get you a couple calls, it could push lots of others away entirely. It's a psychology thing.

Site links could be used to link people to specific markets within your MLS, so this could be helpful.

Location is important if you're a brick and mortar shop of some kind looking to drive foot traffic.

Once you have all of this figured out, click Save and Continue.

✓ Select campaign settings — Create an ad group

Type: **Search Network with Display Select - Standard**

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name:

Create an ad

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

Headline [?]

Description line 1 [?]

Description line 2 [?]

Display URL [?]

Final URL [?]

URLs for mobile

Mobile URL [?]

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

Side ad

Social Media Auomation
<http://www.dirtyleopard.com>
 Automate all of your social media
 Our Ste by Step Guide Shows You How

Top ad

Social Media Auomation
<http://www.dirtyleopard.com>
 Automate all of your social media Our Ste by Step Guide Shows You How

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

The example above shows you how I would structure my first PPC Ad Group and Ad with the focus keyword being “social media automation”

This will of course vary based on your industry. Let’s say your ad is for “Cincinnati Real Estate” and you want to drive people to use your site to find properties and then submit their contact information to you. I would do something like this:

Type: **Search Network with Display Select - Standard**

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more about how to structure your account.](#)

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Mobile URL [?]

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

Side ad

Find Your Dream Home
www.cincinnatiarealtor.com
 Search the Cincinnati MLS FREE
 Hassle Free search, dedicated agent

Top ad

Find Your Dream Home
www.cincinnatiarealtor.com
 Search the Cincinnati MLS FREE Hassle Free search, dedicated agent

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

Ok, so scrolling down a bit further you will see the place to enter the Keywords you want to target. I am hoping you used my Keyword Research Guide to establish the keywords you want to use and you should know roughly what the

Cost Per Click suggestion is for each and how much traffic to expect per month. Go ahead and plug your keywords in the box like so:

✓ Select campaign settings

2 Create an ad group

☐ Select keywords

Your ad can show on Google when people search for the keywords you choose here. These keywords also determine which managed placements are good matches for your ads.

Tips






- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line.

Cincinnati Real Estate
Cincinnati MLS Listings
Cincinnati Real Estate Listings
Buy a house in Cincinnati
Buy a Home in Cincinnati

No sample keywords available.

The screenshot below shows you a breakdown of the example keywords I just plugged into the Keyword Box above. These are my results from Keyword Planner and show that “cincinnati real estate” is searched for 1,900 times per month with low competition but a \$2.75 per click suggested bid. This means that in reality, there are a lot of people bidding the price of that keyword up for their real estate sites and honestly, it’s such a broad keyword that although it is likely to drive a lot of traffic (at a hefty cost) it probably won’t convert that well, but we can try it.

Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr. share <small>?</small>	Add to plan
cincinnati real estate		1,900	Low	\$2.75	–	»
cincinnati real estate listings		90	High	\$0.87	–	»
cincinnati mls listings		40	Medium	\$0.91	–	»
buy a house in Cincinnati		10	High	\$1.38	–	»
buy a home in cincinnati		10	High	–	–	»

Show rows: 30 ▾ 1 - 5 of 5 keywords
|<
<
>
>|

Now, when we add all of these keywords to our campaign, you can set your max per click budget. I have 1 keyword that is almost \$3 per click, three that are under \$1.00 and 1 for about a buck fifty. What happens is, if you set your max CPC to \$3.00, that just means that you will never pay more than \$3.00 for any of those keywords and if someone is willing to pay \$4 while you're at \$3, they will get the top position. It doesn't mean you won't get ANY position. And this is key. You see, you don't WANT the #1 position for your ads. Everyone thinks you do but what you'll get are all of the happy clickers punching in keywords full of curiosity to see what comes up. Your best position in Google Search rankings is between 2 and 3! Yes, I mean it. I'll explain more in a minute but for now, go ahead and put your max CPC Default Bid at \$3.00

Go ahead and Save and Continue to Billing. Add your Credit card info to your billing section and save that. After all of that is completed, you'll see something like this:

<input type="checkbox"/>	●	Keyword	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	Conversions ?
<input type="checkbox"/>	●	KEYWORD HIDDEN	Rarely shown due to low quality score	\$1.50	1,068	36,856	2.90%	\$1.20	\$1,279.79	2.0	121	\$10.56	11.35%	139
<input type="checkbox"/>	●	KEYWORD HIDDEN	Below first page bid First page bid estimate: \$2.07	\$1.25	466	17,646	2.64%	\$1.13	\$524.35	3.3	63	\$8.27	13.61%	80
<input type="checkbox"/>		KEYWORD HIDDEN	Paused	\$1.25	32	906	3.53%	\$1.20	\$38.50	1.7	0	\$0.00	0.00%	0
<input type="checkbox"/>		KEYWORD HIDDEN	Paused	\$1.25	7	527	1.33%	\$1.34	\$9.38	3.9	0	\$0.00	0.00%	0
<input type="checkbox"/>	×	KEYWORD HIDDEN	Removed	—	5	339	1.47%	\$1.31	\$6.57	4.4	0	\$0.00	0.00%	0
<input type="checkbox"/>	×	KEYWORD HIDDEN	Removed	—	0	5	0.00%	\$0.00	\$0.00	8.6	0	\$0.00	0.00%	0
<input type="checkbox"/>	×	KEYWORD HIDDEN	Removed	—	0	4	0.00%	\$0.00	\$0.00	4.8	0	\$0.00	0.00%	0
<input type="checkbox"/>	×	KEYWORD HIDDEN	Removed	—	0	12	0.00%	\$0.00	\$0.00	5.2	0	\$0.00	0.00%	0
<input type="checkbox"/>	×	KEYWORD HIDDEN	Removed	—	0	1	0.00%	\$0.00	\$0.00	3.0	0	\$0.00	0.00%	0
<input type="checkbox"/>	×	KEYWORD HIDDEN	Removed	—	0	17	0.00%	\$0.00	\$0.00	5.6	0	\$0.00	0.00%	0
<input type="checkbox"/>	×	KEYWORD HIDDEN	Removed	—	0	25	0.00%	\$0.00	\$0.00	3.8	0	\$0.00	0.00%	0

Max CPC – self-explanatory.

Impr – How many times my ad was shown during a search for that keyword.

CTR – Click through rate is big. The higher your CTR, the cheaper you can get better placement for that keyword. You'll see my bid is \$1.50 but the suggested bid for that keyword is actually \$2.50. It says my ad is rarely shown but as you can see, it's shown plenty and in the 2nd position. I don't want the first position and based on my budget, I don't need my ad shown every time it's possible either. I care about getting conversions on a budget, and because my CTR is almost 3%, that's actually considered pretty good and thus enables me to lower my CPC bid and still not only get traffic, but traffic more inclined to convert because I'm not drawing in all of the happy curious clickers at position 1.

The rest of the columns are pretty self explanatory, but what you want to do now is look through and see which keywords are costing you money but not leading to conversions. If they aren't converting, all those clicks are doing is increasing your overall Cost Per Click for your campaign and you don't want that. So, delete the keyword or just pause it from your campaign.

This is where you clean up your campaign to get rid of the keywords that aren't performing and you are lowering your bid on the keywords that ARE performing. Once you have eliminated the keywords that aren't converting for you and lowered your bids on the keywords that are (by .25 to .50 each time while you continue to monitor the performance) you will see your Cost Per Conversion go down, your conversions go up and you will be able to ramp up your budget further knowing that your money is going to keywords that will actually perform.

Does this all make sense? You never want to call Google and ask them what to do. They will help you blow all of your money fast and make sure you never come back again. If you follow this guide, you will be well on your way to Pay Per Click success, no matter your industry.