


Tips for success with Google Ads

Hansel McKoy, Wednesday 8th July 2022



digitalculturenetwork.org.uk



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About

Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown.

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Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub



Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



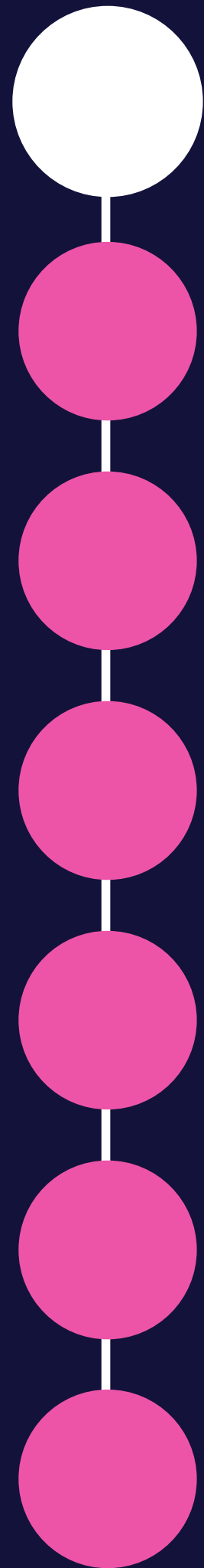
Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago





How Google Search Ads work?

What is Google Ad Grants?

Best Practice Tips (Part 1)

Break

Best Practice Tips (Part 2)

Summary


Q&A



What are Google Ads?



Google Ads








arts galleries near me


×





 All

 Maps

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 More

Tools

About 785,000,000 results (0.61 seconds)

Ad · <https://www.artgalleria.com/>

[artgalleria.com - Art Database Software](#)

Beautiful, Affordable And Easy To Use Software To Manage Your **Art** Business. Free 14-day Trial. Sign Up Today! Cloud-based, free updates. Free setup & data import.

[For Artists](#)

Modern Tools To Grow Your Career As an Artist. Get Started Today!

[For Galleries](#)

Explore the Platform To Efficiently Run And Grow Your Art Gallery.

[For Collectors](#)

Easily Manage Your Art Collections! Discover Our Range of Solutions.


[Contact us](#)

Fill Out the Form Or Call Us To Know More About Our Platform.

<https://www.visitlondon.com/> > ... > Tourist attractions

[10 best art galleries in London](#)

10 best **art galleries** in London · Tate Modern * Free · The National **Gallery** * Free · Royal Academy of **Arts** * · Tate Britain * Free · Hayward **Gallery** * · Barbican **Art** ...
[Serpentine Galleries](#) · [Hayward Gallery](#) · [The Saatchi Gallery](#) · [Whitechapel Gallery](#)

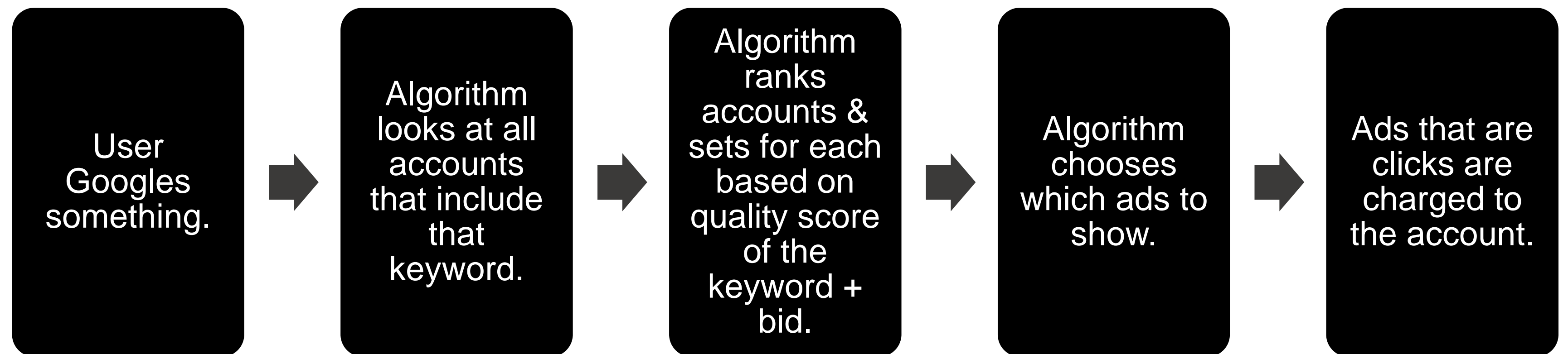


Organic Results



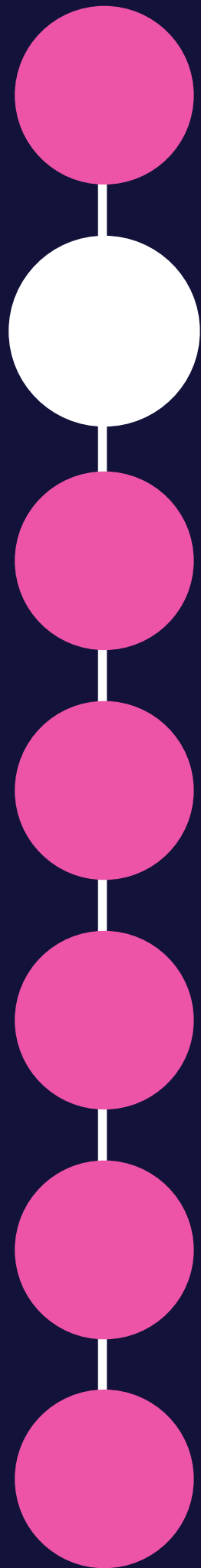
25% of people
click on the
ad.

These ads allow organisations to extend their reach and drive traffic to their website.



Being the highest bidder is not always the right strategy as relevance and quality need to be optimised first.





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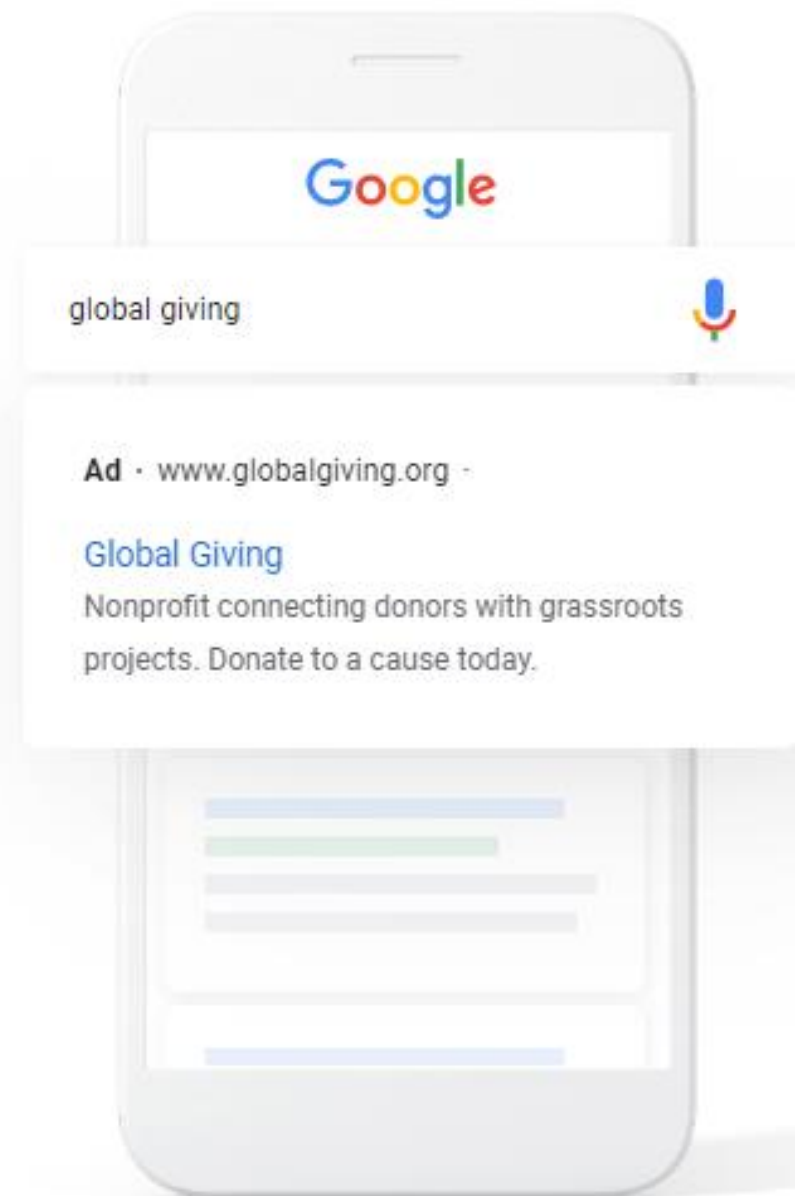
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What is Google Ad Grants?



Ad Grants is free Google Ads advertising credits for charities. The Google Ad Grants programme gives charities the opportunity to reach audiences who are actively seeking information about their cause.

Setting up Google Ad Grants

Apply

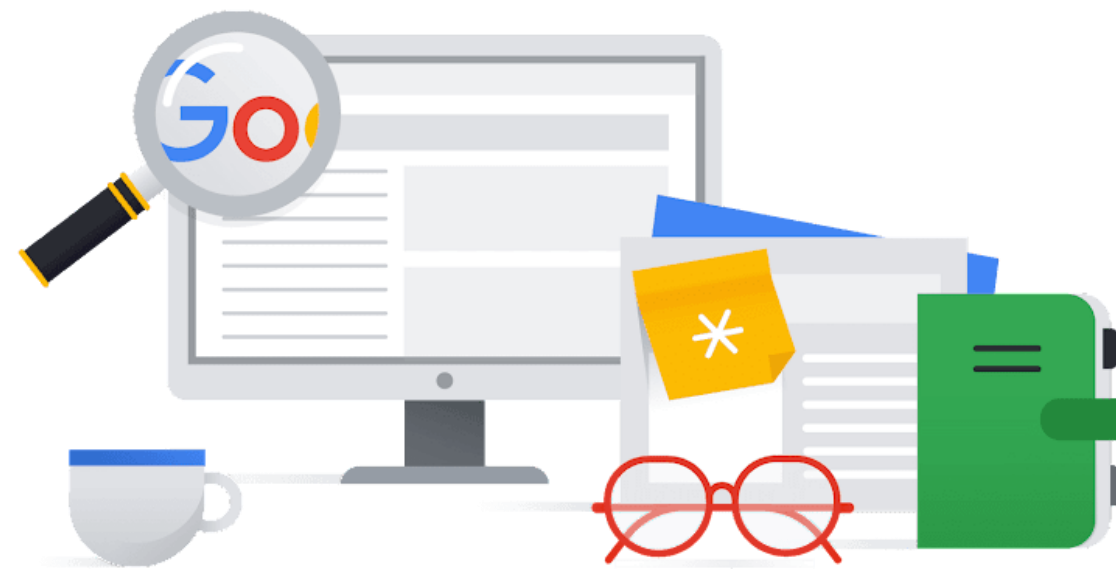
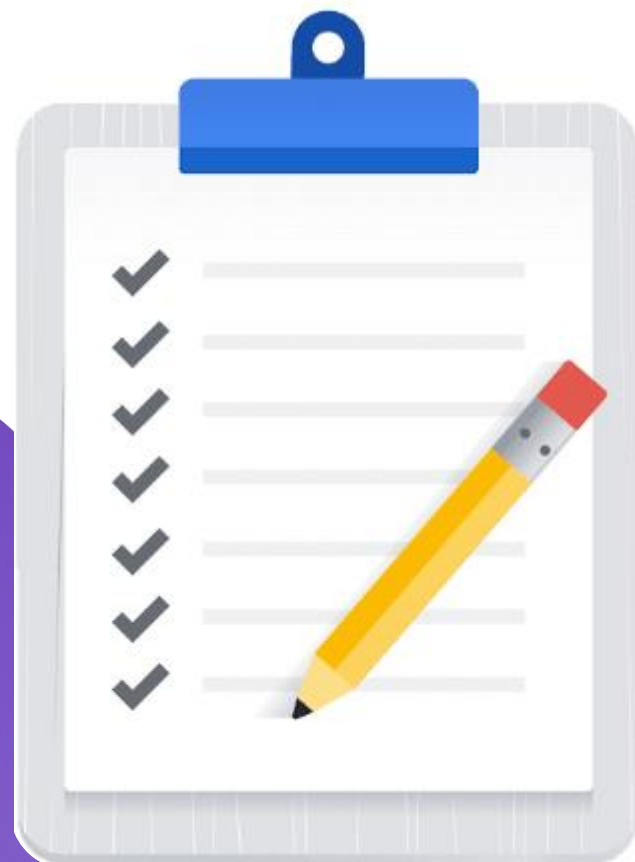
1

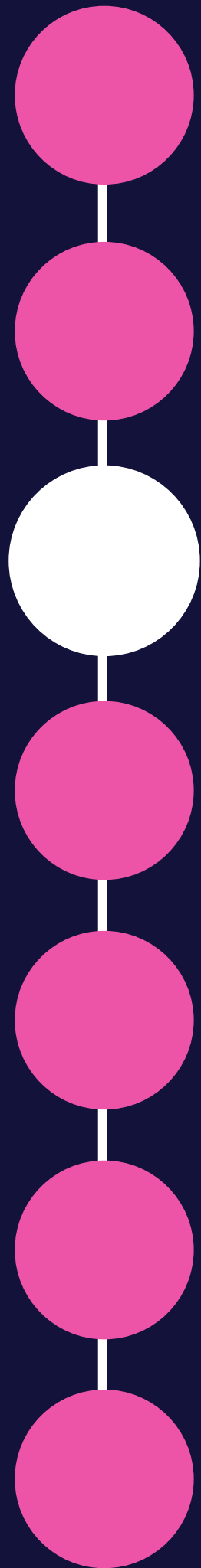
Activate

2

Launch

3





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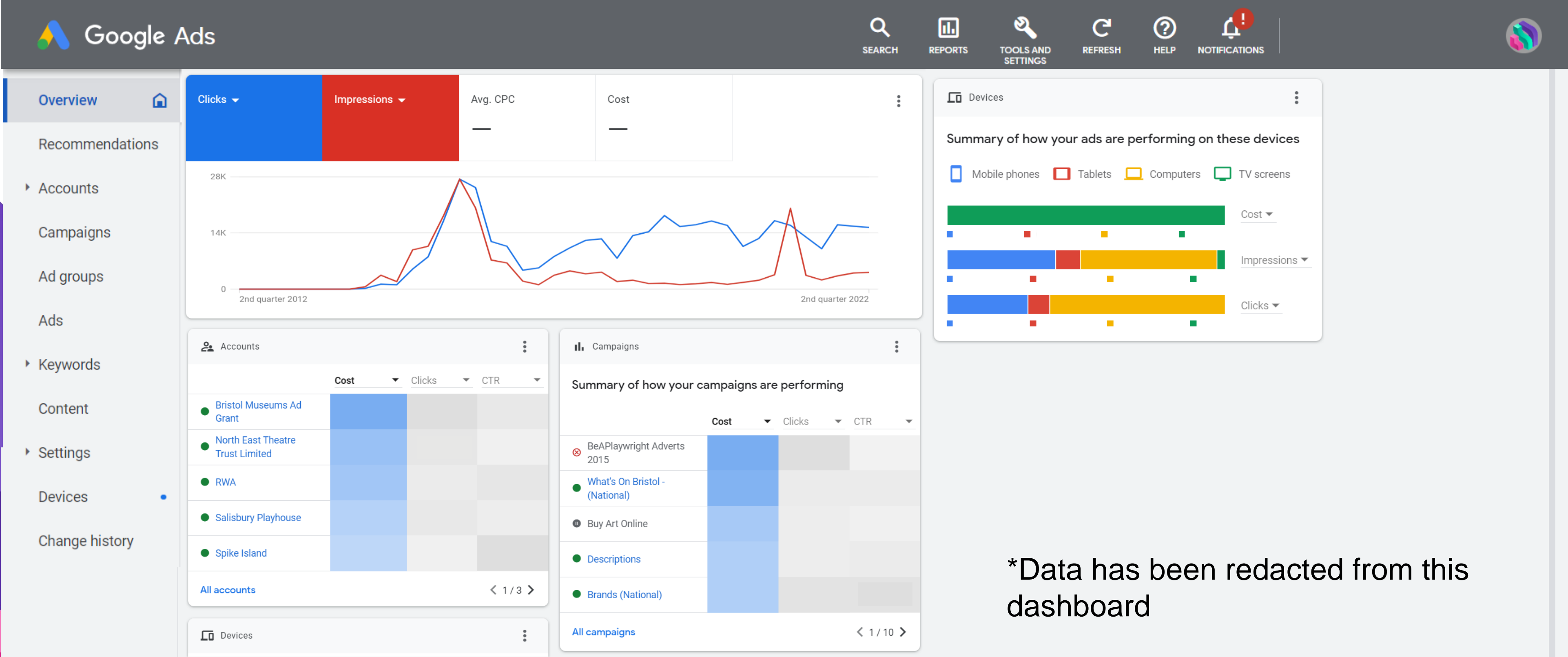
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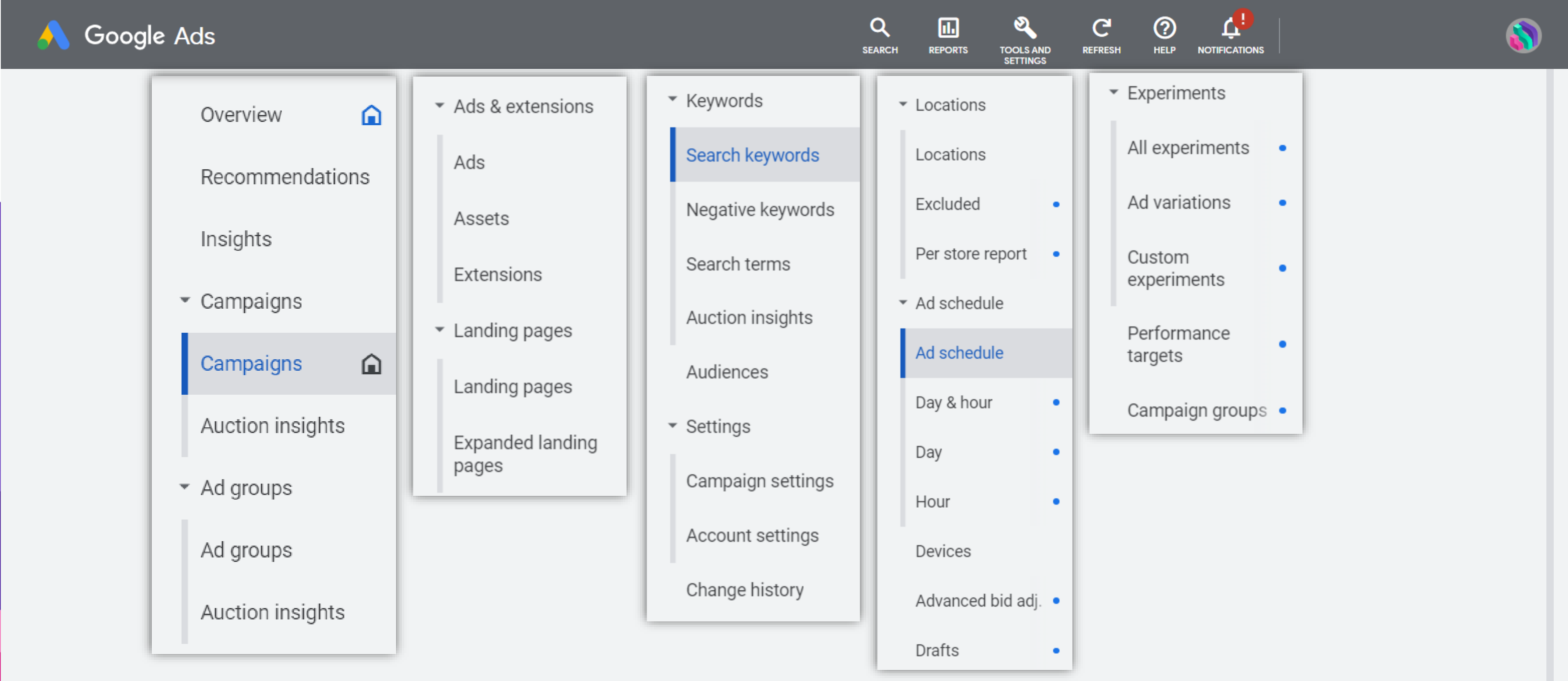
Q&A

What does Ad Words look like?



*Data has been redacted from this dashboard

Navigating the interface



What is a campaign?

SEARCH

REPORTS

TOOLS AND SETTINGS

REFRESH

HELP

NOTIFICATIONS

6,000

3,000

0

Nov 2012

+ New campaign

Resume campaign draft

Load campaign settings

☐ Brands (National)

☐ Online Exhibitions

☐ What's On Bristol - (Na

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

Sales

Drive sales online, in app, by phone, or in store

Leads

Get leads and other conversions by encouraging customers to take action

Website traffic

Get the right people to visit your website

Product and brand consideration

Encourage people to explore your products or services

Brand awareness and reach

Reach a broad audience and build awareness

App promotion

Get more installs, interactions and pre-registration for your app

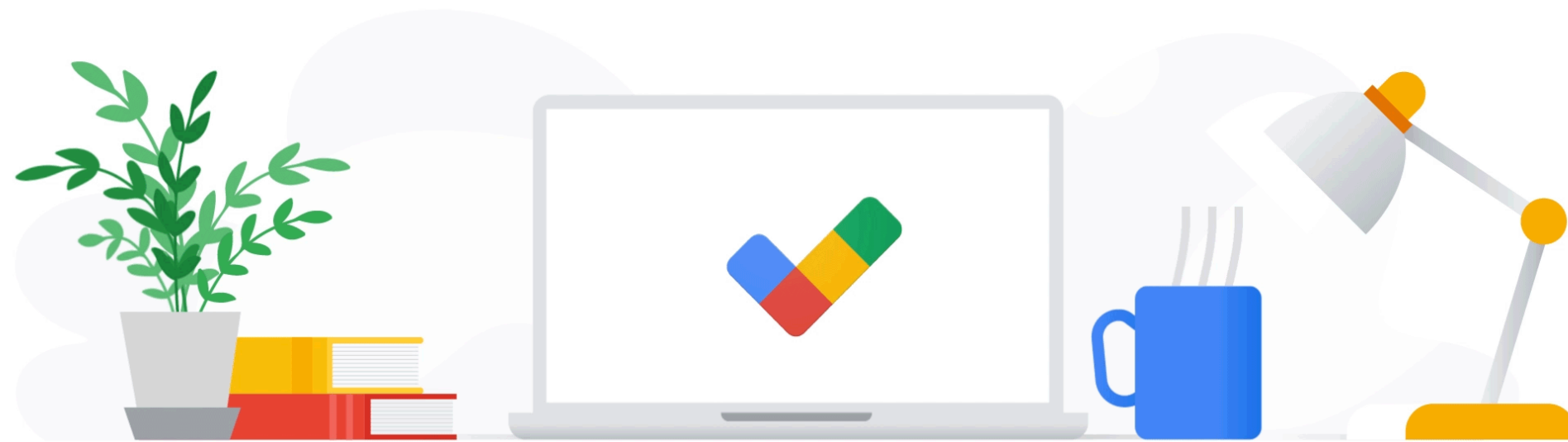
Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.

Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

Understanding “Best Practice”



Google wants to help your organisation grow. These insights and tips form the foundation for successful Google Ads campaigns.

Most important Ad Words considerations

Start with a solid account structure

Test bid strategies

Use negative keywords

Target ads to specific geographic locations

Use long-tail keywords

Consider PPC (pay-per-click) within your wider marketing strategy

1. Start with a solid account structure

Good account structure helps you get better results with easier management, reporting, and quicker updates.

Accounts			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords




Your account is associated with a unique email address, password, and organisational information.




Accounts			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

Campaigns organise your Ad Groups and give you a picture of how much you're spending.



Accounts			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

Ad Groups contain one or more ads that share similar keywords.



Accounts			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

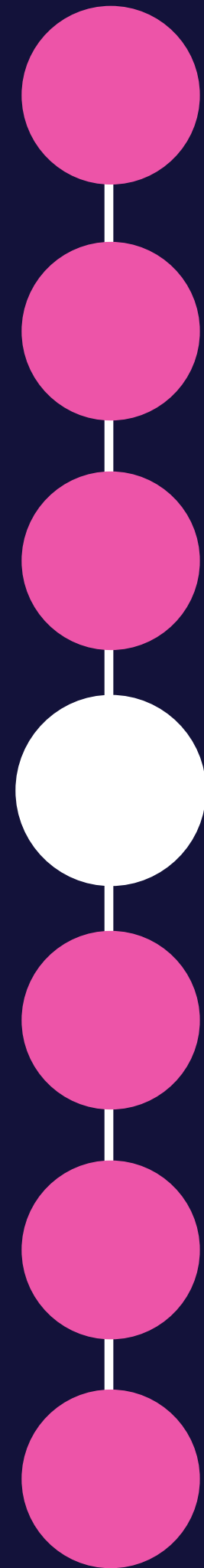
In practice, a museum may create an Ad Grants Campaign for an upcoming exhibition with four Ad Groups.

The topic of
the exhibition

Informational
searches and
questions

Similar
exhibitions

Locational
keywords



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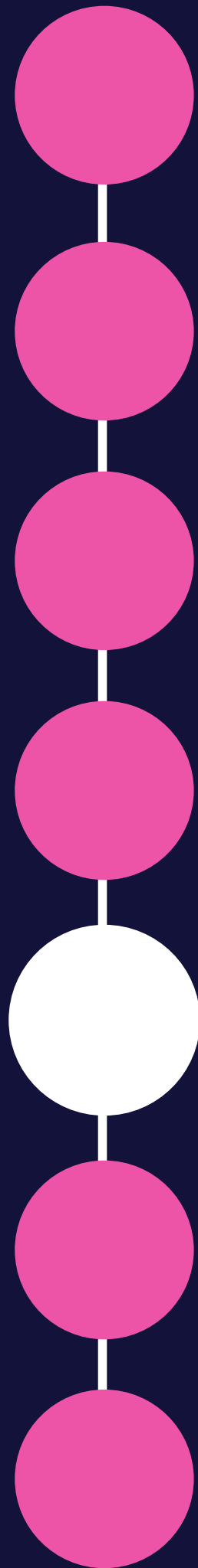
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2. Test bid strategies

Google Ads offers several bid strategies that are tailored to different types of campaigns. Depending on which networks your campaign is targeting, and whether you want to focus on getting clicks, impressions, conversions, or views, you can determine which strategy is best for you.



Adopt a ‘test and learn’ approach, trying out new bidding strategies for a month or two to see how performance changes.

Recommended

Conversions

Conversion value

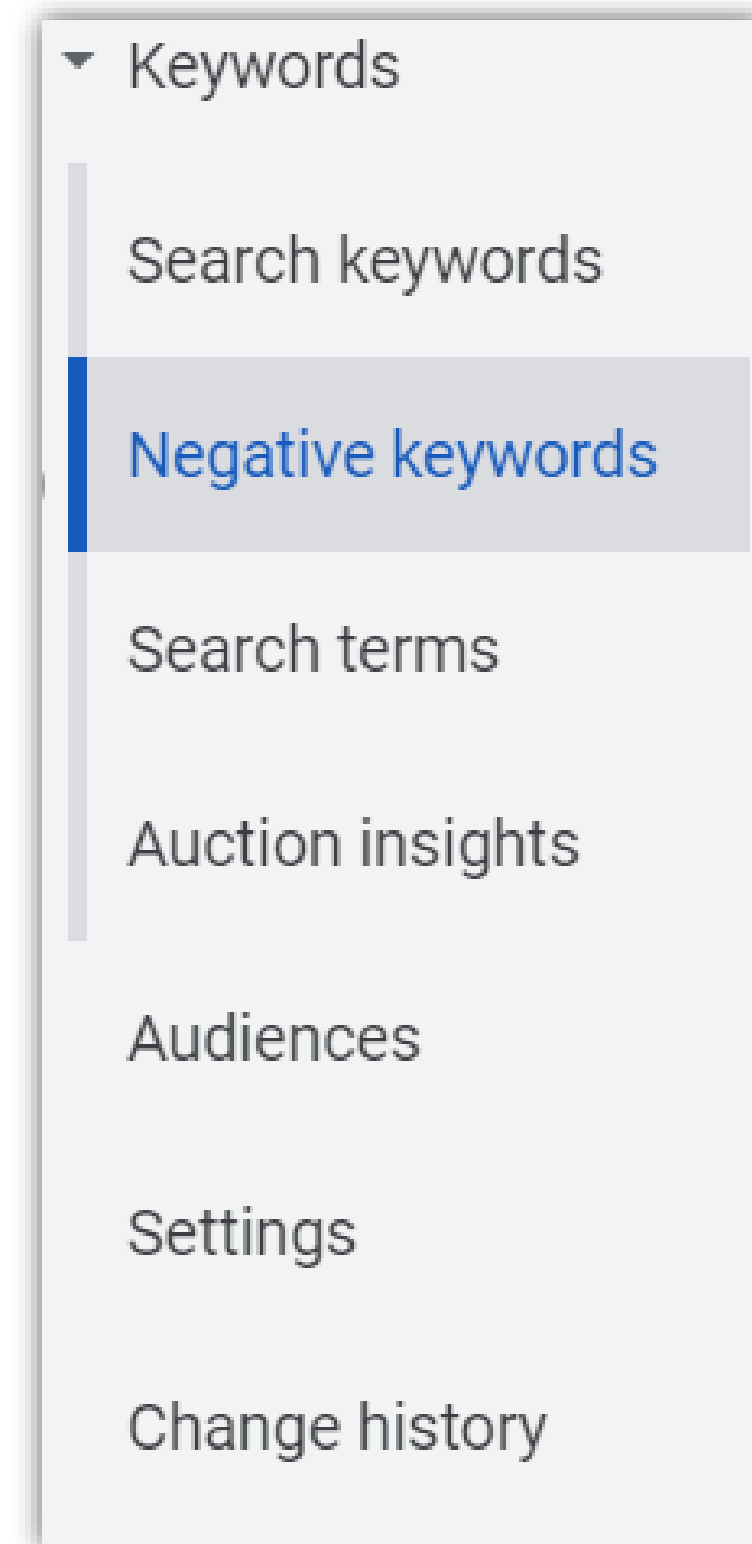
Clicks

Other optimization options

Impression share

3. Use negative keywords

Negative keywords let you exclude search terms from your campaigns and help you focus on only the keywords that matter to your customers. Better targeting can put your ad in front of interested users and increase your return on investment (ROI).



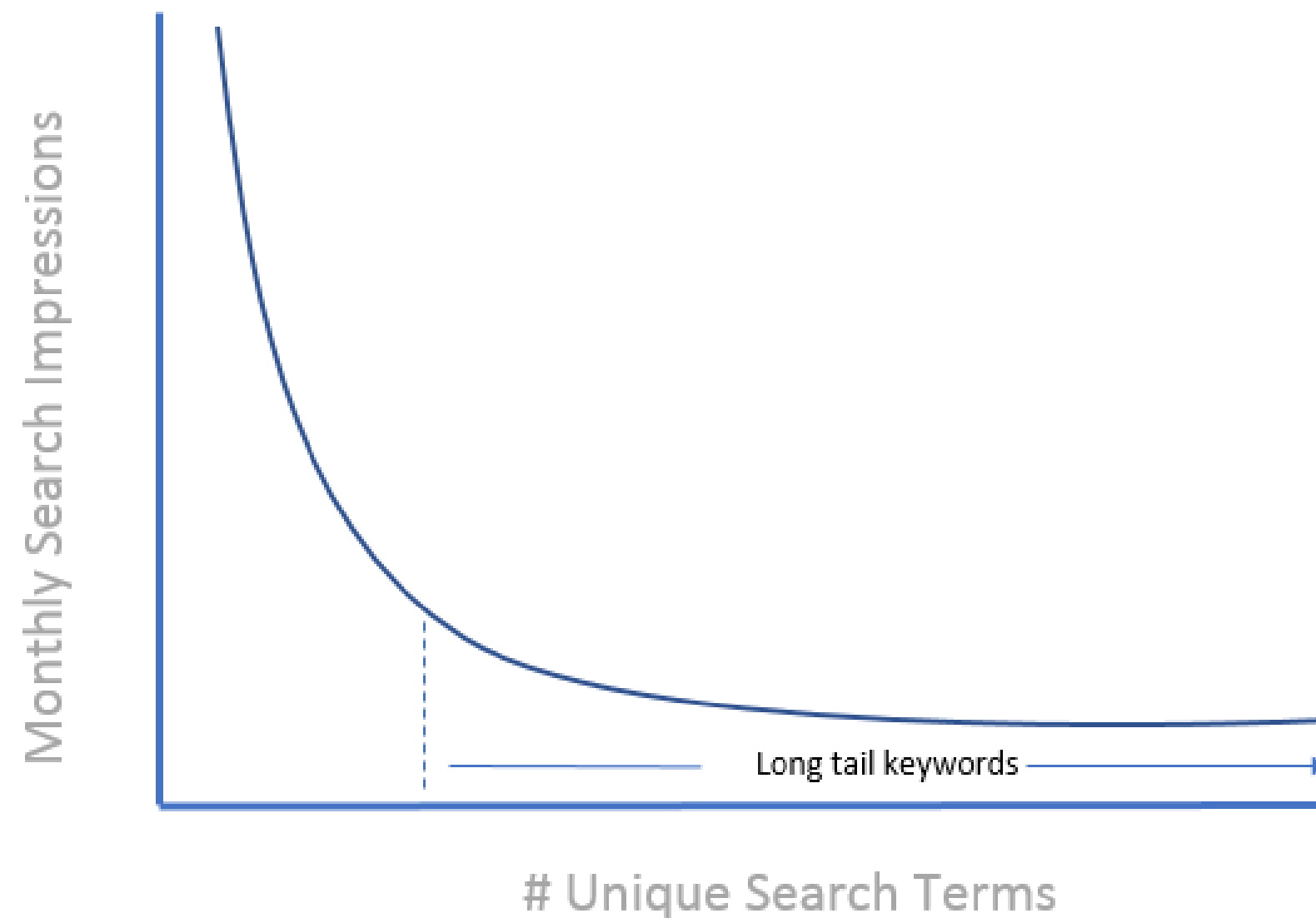
4. Target ads to specific geographic locations

Google Ads location targeting allows your ads to appear in the geographic locations that you choose: countries, areas within a country, a radius around a location, or location groups, which can include places of interest, your business locations, or tiered demographics.



A decorative graphic in the bottom right corner featuring overlapping purple and pink shapes, including a 3D cube.

5. Don't forget long-tail keywords



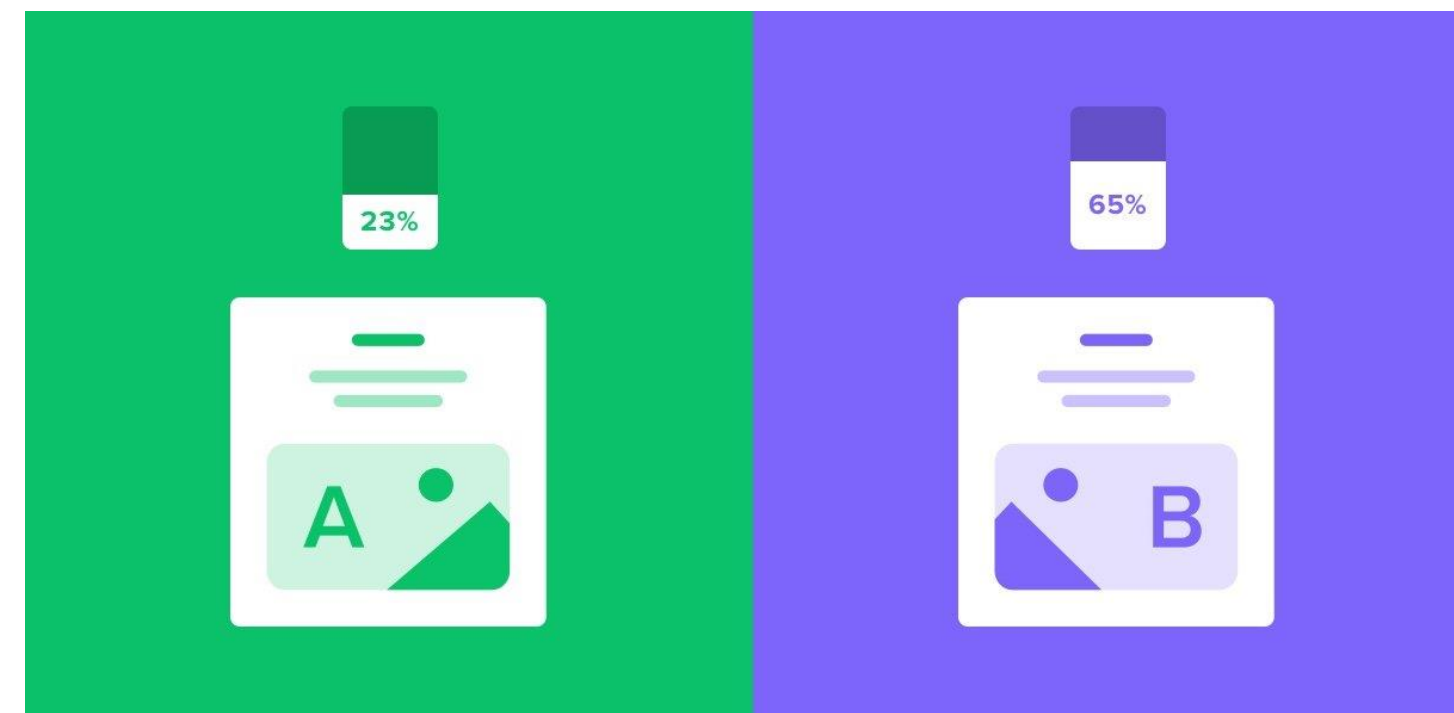
“local art galleries looking for artists”

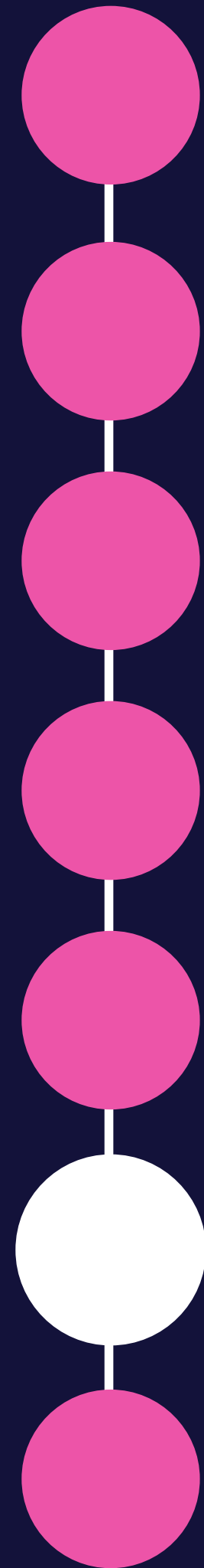
“local art galleries that sell paintings”



6. Utilising PPC within a wider strategy

Consider using PPC within your wider business strategy. Ad Words is a powerful tool due to its targeting and how quickly we're able to gather results.





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How can we measure success?

Setting up and monitoring
conversion tracking

Measuring your Return
on Investment

Finding the most
productive keywords

Checking the quality
score

Using reports

Recap



Digital Culture
Network



Creating your first campaign is a
simple step by step process.

Organisation saves time and
money.

Test and learn.

Factor in the what you don't want to
be visible for.

Location is key!

Your ads should be specific and relevant to your services.

Think about the bigger picture.

Ad Grants is an opportunity for
every arts and culture organisation!

Get in touch

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digitalculturenetwork.org.uk

Join the conversation

@ace_dcn
#digitalculturenetwork





Digital Culture Network