

1. As we haven't used Google Ads before, how much set-up is required to start using this? Do we need to add Google Ads code or install anything on our website first?

To start running the ads, not much setup is required. To run them effectively I would recommend having conversions set up. This can be setup using Google analytics or tag manager. James Akers (Data Tech Champion) can help you with this if you are not sure.

2. Does having minimal SEO on my website affect the effectiveness of my Google Ads?

No, it shouldn't make a difference. However, your website should be recognisable enough for a user to reach your website and do the action you want them to make.

3. I have seen paid-for services to help manage Google Ads. What cost would be reasonable and what service should we expect in return?

Normally, they will charge a retainer fee of about £300-500 a month, or they can charge based on the ad spend they are managing. It is something along the lines of 20% of your ad spend. Sometimes it can be a combination of both.

You should expect them to set up and monitor your ads to make them profitable. Ideally, you should be getting a good return on investment after about month 3, or spending £2000-£3000. They should be giving you clear data to show whether the campaign is working effectively or not. If you are spending less than about £500 a month, it may not be worth having an agency.

4. Can you have different ads within one Ad Group?

No, you cant. Google will test different variations for you. But if you want a different ad it will have to be in a separate ad group. Google got rid of this feature a couple of years ago.

5. Why do you like to not show ads on search networks?

I find most of the customers you want are from google search. If someone is using a different search engine, they are less likely to convert.

6. Do you set a separate budget for the different ad groups or is it all under one umbrella?

Normally the budget is set with the Campaign, so all the ad groups within 1 campaign will share the budget you set.

7. Do the descriptions get rotated separately from the titles? So they match up differently?

Yes, over time Google will find the best combinations that convert with the description and the headlines.

8. We have a main website for our music charity, and also offer national Mental Health First Aid training through a sub-domain. To try to drive training sales, is it best to advertise the main website then link to the sub-domain, or directly to the sub-domain?

You should advertise directly to the page that is most relevant. It sounds like in this situation it would be your sub domain.

9. Does using third parties for tickets and shop affect how this would work or will google still treat it as our own website?

It will still work like normal, however it gets more difficult to track data if you dont have access to the analytics on the 3rd party website.

10. What cookies (additional to GA) do Google Ads use?

The cookies are detailed here: <https://business.safety.google/adscookies/>

11. Any tips on how to best optimise the webpage we're directing them to so that we can drive sales?

Clear call to action, and testimonials, as well as videos.

12. What makes a good keyword?

Something that is specific, has a good volume above 1000 monthly searches, and includes the intent for what you want the user to do. If they are looking to "buy tickets", that is a great keyword because they are ready to buy and actively seeking to.

13. How many keywords can you have?

You can have as many as you want but you should keep each ad group quite specific, and have between 10-15 keywords. If you have more than that, then chance are they can be separated out into different ad groups.

14. Is Google Analytics helpful for this to know what people are already searching to find us? For a keyword search, what time should you use? The past month? Or a longer duration to see trends?

Google search console would help in this. Google analytics won't really give you much search data.

15. I find it difficult to know where to start with keywords. Any tips for coming up with a starting point? How many searches should I aim for when selecting keywords?

Use a keyword planner. Put your website link in the keyword planner search box, and google will give you keywords that are relevant. You can use this as a starting point.

16. Do you need to consider keywords when writing your headlines and descriptions?

Yes, your headlines and descriptions need to match your keywords.

17. Does the free Google Ad Grants work the same way for paid-for Google Ads?

There are different strategies involved. However, setting it up is the same. The free one restricts you when it comes to keywords and what you can rank for.

18. Who is eligible for the free google ads grant?

You should be eligible as long as you have a registered charity number. You can speak to Monica about this (ad grants Tech Champion) who can provide you with more detail.

19. Can you list a few specific locations?

Yes, you can.

20. If I google search “ the best museum ever”, it doesn’t come out the same result as yours. Is there different setting or presentation we have to be aware of when we prepare our google ad in order to maximize the reach we can make?

It doesn’t come up the same as the ads weren’t live, and the example used in the webinar was for demonstration purposes only.