

# Google Ads

Advertising Options





# Google Ads - SERP

The screenshot shows a Google search for 'google adwords'. The search bar at the top contains the text 'google adwords' and the Google logo. Below the search bar, there are navigation tabs for 'All', 'News', 'Apps', 'Videos', 'Images', 'More', and 'Search tools'. The search results are categorized into 'Paid' and 'Organic'.

**Paid**

About 28,200,000 results (0.41 seconds)

**Google AdWords™ - Be Found In More Online Searches**  
Ad [www.google.com/AdWords](http://www.google.com/AdWords)  
We'll Help You Get Started Today  
Styles: Search Ads, Banner Ads, Video Ads, Mobile Ads, App Ads  
Services: Google AdWords, AdWords Express, Google Display Network, YouTube Video Ads, Google ...

**How AdWords Works**  
Write An Ad & Pick Your Keywords.  
See How To Set Up Your Advertising.

**What Does It Cost?**  
Set Your Own Advertising Budget.  
Pay Only When Your Ad Is Clicked.

**Organic**

**Google AdWords | Google (PPC) Pay-Per-Click Online Advertising**  
<https://www.google.com/adwords/> Google

Advertise locally and attract customers with the products that they're searching for. Get your pay-per-click ad on Google today with AdWords.

**Google AdWords | Google**  
Advertise with Google AdWords ads  
... Sign in to continue to ...

**Google Keyword Planner**  
Keyword Planner is a free AdWords tool that helps you ...

**Google AdWords Costs**  
Signing up for Google AdWords is free. ... so your costs will ...

**Google AdWords**  
Over a million businesses rely on Google AdWords. Here's why ...

**Advertising Works**  
Learn how Google AdWords works and ... It's easy to get started ...

**Start an AdWords Account Today**  
Sign up today and start increasing your ... and support from an ...

[More results from google.com »](#)

## Search Engine Results Page

- *Sponsored Ads* – Located at the top and bottom of search results. Typically 3-6 ads per page.
- *Organic Results* - Located in main body of the search results. Typically 10 spots.
- *Local Results* – Typically displayed above organic and below sponsored (Google Maps listings)



# Google Ads – Ad Networks

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## Search

- Driving direct conversions
- Capturing high-intent buyers
- Providing on-the-spot solutions to immediate needs



## Display

- Building brand affinity
- Expanding top-of-funnel prospect pools
- Indirectly increasing conversion rates and click-through-rates



## Shopping

- Increasing qualified traffic
- Decreasing cost-per-action
- Showcasing compelling product creative



## YouTube

- Generating impressions that matter
- Increasing reach and brand awareness
- Getting in on the vanguard of an exploding trend



# Google Ads – Ad Types

## Text Ads

Projector Lamps - Canada | Huge Selection & Fast Delivery

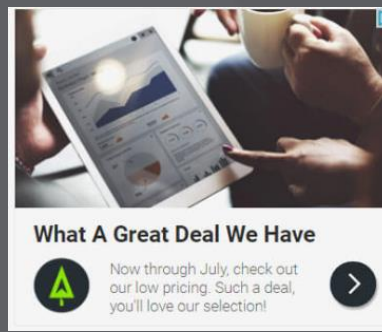
[www.projectorlamps.ca/](http://www.projectorlamps.ca/) +1 866-831-4086

Canada's Top Lamp Supplier. Lowest Prices Guaranteed. Order Now! Original Projector Lamp Manufacturer Partner and Established Canadian Supplier. We Accept Purchase Orders.

## Image Ads



## Responsive Ads








## YouTube Video Ads (TrueView)



# Google Ads – Ad Types

## Shopping Ads

 <p>Captain Fawcett's Private Stock... £8.95 Newmen ★★★★★ (5) By Google</p>	 <p>Bulldog Original Beard Oil 30ml £5.49 Superdrug.com ★★★★★ (10) By Google</p>	 <p>Apothecary 87 Vanilla &amp; Mang... £8.95 Newmen ★★★★★ (4) By Google</p>	 <p>Apothecary 87 Original Recipe... £7.95 Newmen ★★★★★ (5) By Google</p>	 <p>Beard Butter Gift Set - Moisturise... £18.00 Mo Bro's By Google</p>
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## Call Only Ads

Call:(555)555-555  
**Ad**  
www.example.com  
Description Line 1  
Description Line 2



# Google Ads – Targeting Options

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## Search (CPC)

- *Keyword (Broad, Phrase, Exact, Negative)*
- *Location Targeting (country, state, city, zip, custom)*
- *Language (browser)*
- *Device Targeting*

## Display – Audience Targeting (CPC & CPM)

- *Demographics*
- *Affinity*
- *In-Market*
- *Custom Intent*
- *Similar Audiences*
- *Remarketing*

## Display – Content Targeting (CPC & CPM)

- *Topics*
- *Placement*
- *Content Keywords*
- *Display Expansion for Search*