

CH A N G E

Stage 4

Google
Marketing

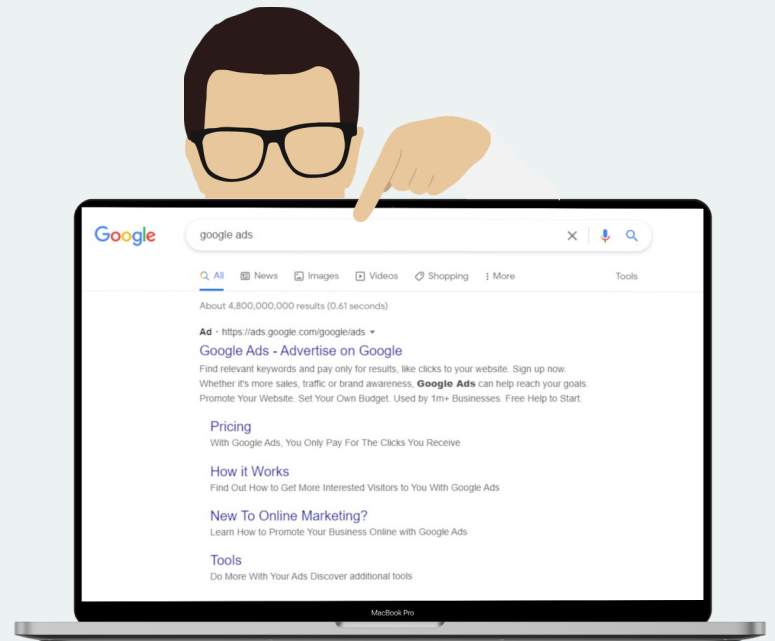
Search Ads

Google has over 70,000 searches every second and is the most popular search engine on the planet. It leverages its popularity to provide the Google Advertising tool, which, alongside Facebook, is one of the most successful online advertising platforms. When doing a Google search, you may notice several links at the top of your search results with the 'Ad' label next to them. This is Google's Search Ad service in effect. The Ad will appear on your results based on the keywords you entered. If you click one of the links, Google Charges that advertiser for the click. It can vary in price depending on the popularity of the search terms. This is an excellent tool for those active in Ecommerce and Affiliate Marketing as it siphons traffic from one of the most popular search engines on the planet. It is vital to get as much coverage by varying your search terms.



Keywords and SEO

Using Keyword and Search Engine Optimisation, you can increase the traffic to your ecommerce store via Google. When listing products and developing your store, you should endeavour to include as many keywords as possible to increase your listing ranking on the Google Search Engine. Search Engine Optimisation (SEO) is the process of improving your website's visibility to those using search engines. There are several methods you can use to improve your SEO ranking. One of them is using the alternate text fields for your images to include keywords and popular search terms. Nobody will be able to see this text, and it helps you to index your page more effectively within Google. Several services, such as Shopify, offer basic SEO services which will use alternate methods to level up your SEO ranking.



Local Businesses

Using Google, you set up a free business profile, and it will appear on maps and search terms. It benefits those active within a local area, including brick-and-mortar stores and services. It allows you to display your location, contact details, opening hours and websites. You can also list staff and support information. It also adds credibility to your service as people arrive at it via a very well-trusted and respected platform. You can also include images on the profile. This offers a great free marketing opportunity. You can add branding and promotional content to sell your service or store to interested parties and entice them to visit.



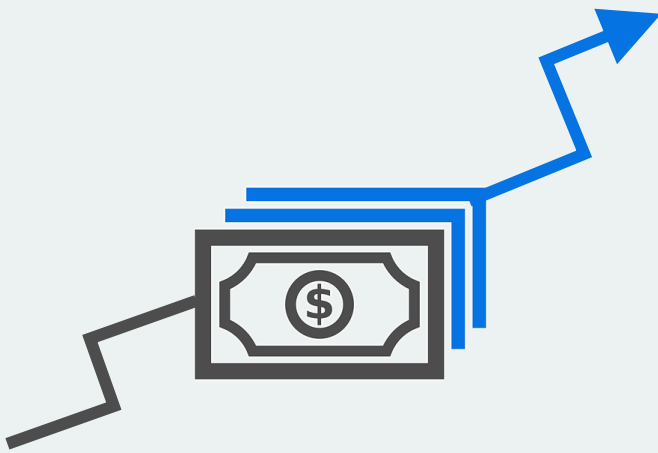
Keyword Optimisation

Like Facebook, the Google Ad platform needs continual optimisation. When you're looking through your results you will find certain keywords will perform better than others. The keywords that are not yielding the results you want should always be eliminated and replaced with others. However, you should not delete them. Once deleted you will not be able to see them again on the platform unless you re-add them. It is recommended that you pause them instead. This allows you to keep track of keywords you've used in the past which haven't been successful and prevents you from adding them again and wasting time. This allows you to continually add new keywords and test their effectiveness.



Budget Management

It is important to manage your budget for long-term exposure. Keep in mind with Google Search Ads you only pay when someone clicks the link. If they search the keyword several times you are likely to be present to them multiple times. Therefore, it is important to try and push your budget to stretch as long as possible rather than having a big budget for a shorter period and coming to a halt when they run out. Consistent exposure and brand awareness allow you to grow more naturally and refine your keywords over a longer period. There are also promotions regular run which gives you extra add credit to run your Ads longer. Just use Google Search to find them.



Digital Curriculum

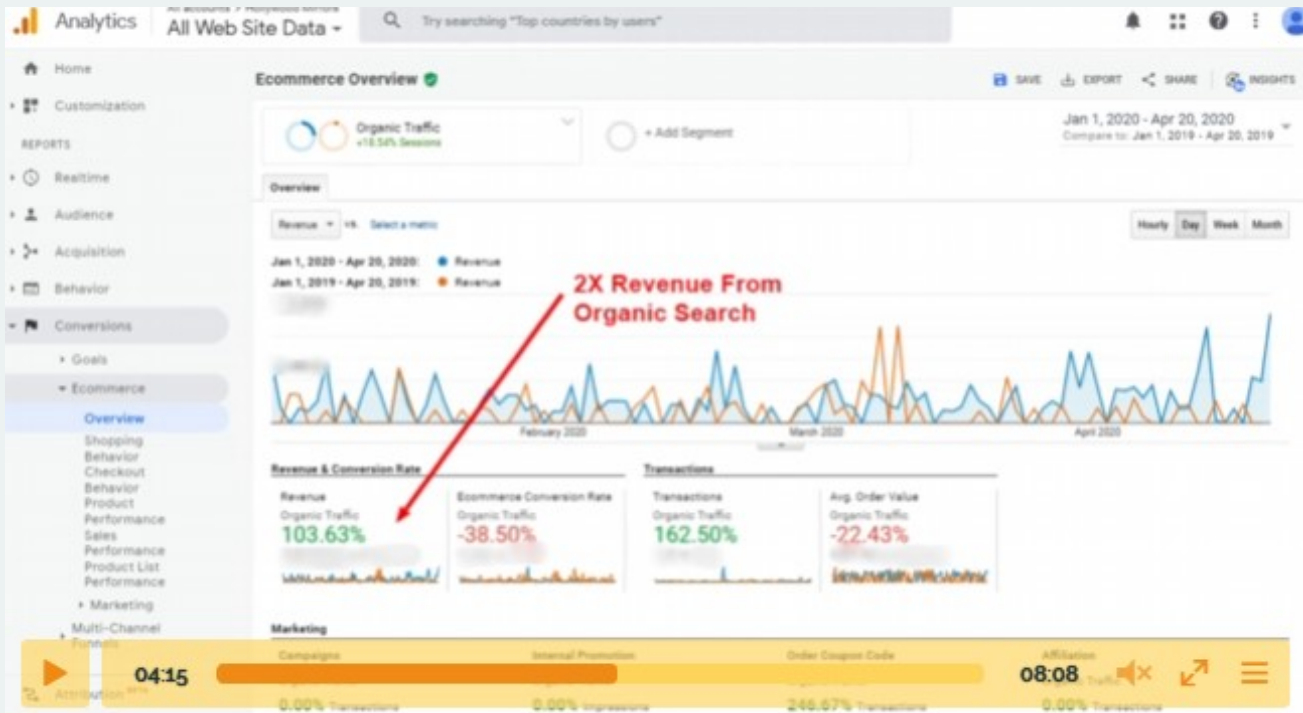
To get your Google Ad campaign started and need advice when scaling them up, head over the Change's Digital Curriculum system. Here you will find step-by-step guides to the basics of Google Ads as advanced methods to boost your success. Inner Circle and VIP members get access to extended training which will help push your Ads to the next level. The change also offers several services to develop your Ads and Creatives personally allowing you to leverage your time elsewhere whilst their experts build the foundations for your campaign and run them for you. Change's Marketing Consultants are available to provide support in areas you need help or even audit your store to offer advice for improvement. They can be booked through your member's lobby.



Google Marketing

Google is one of the most popular search engines on the planet. Whether you are active in Affiliate Marketing, E-commerce or run a Brick-and-Mortar service, you must use this powerful platform. This E-Book introduces some strategies to get you started.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



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