

# SIE Insider Handbook

## TO GOOGLE ADS

### Unlocking the Essentials

Unlock the essentials of Google Ads, in this guide, we provide you with all the knowledge required to supercharge your growth through paid advertising.

### Table of Contents

- What are Google Ads?
- How do Google ads work?
- Types of Google ads
- How much do Google ads cost?

School is Easy locations can effectively target potential schools, principals, parents, and other target audiences through paid advertising. Remember the phrase "If you build it, they will come"? If you build a good Google Ads Campaign, especially in today's market, they will. In today's competitive market, a well-crafted Google Ads campaign is often the key to attracting students.

In the past, digital advertising was considered a luxury, but now it's a necessity, particularly for campuses aiming to establish their local presence and attract new students.

So, what types of Google ads should you employ? What objectives should you set beyond the generic "welcome new students"? How can you assess the effectiveness of your campaign, and most crucially, what's the financial investment required for Google Ads?

### What are Google Ads?

Google Ads, previously known as Google AdWords, is an online advertising platform based on a bidding system. It offers a variety of ad formats, including text-based search engine ads, video ads, banner ads, YouTube ads, and more.

Table of Contents:

- What are Google Ads?
- How do Google ads work?
- Types of Google ads
- How much do Google ads cost?



# Google Ads 101

## UNDERSTANDING HOW IT WORKS

### How do Google Ads work?

Creating a Google Ads campaign involves writing an ad, setting a bid, and then waiting for sales to roll in – with a few small caveats.

Google Ads works on a pay-per-action pricing model, usually calculated as cost-per-click (CPC). That means you pay a certain price every time a user clicks on your ad or whatever your goal action is. That price changes often and depends on multiple factors, including how many other brands and competitors are currently targeting that keyword, search volume, expected reach, time of day or year, and more. When you place your ad, you specify your "maximum bid" — the most you're willing to pay for a click (or view or other action you've defined).

The three main bidding options are:

1. Cost-per-click (CPC): You pay when a user clicks on your ad.
2. Cost-per-mille (CPM): You pay per 1,000 ad impressions.
3. Cost-per-engagement (CPE): You pay when a user performs a specific action on your ad (signs up for a list, watches a video, etc.).

For example, if your max bid is \$2, but Google says the value of that click is \$2.55, your ad won't show. However, if your max bid was \$2.56, your ad would be more likely to get the placement.

Importantly, this number is different from your overall campaign budget. You have the option to set a daily average budget and let Google handle your ad bids or to set both your overall budget and fine-tune the maximum bid for each ad.

For beginners, we recommend setting your daily budget and letting Google optimize your ad bidding. It's easier and often yields more effective and economical results.

For example: if you want to spend a total of \$1,000, you could run a campaign for 30 days with a maximum daily budget of \$33. Or for 14 days (about 2 weeks) at \$66 per day. You get it. That's budgeting in a nutshell.

There's one more sneaky factor to bidding: Quality Score.

Quality Score is how Google Ads determines who has the "best" ad to show for a keyword. It's a numerical ranking from 1 to 10. For example, a lunch restaurant could score a 10 (high) for the keyword "avocado sandwiches" but would likely score a 1 (low) for the keyword "local plumber," right?

Your Quality Score [doesn't directly affect your ad placement](#) or budget, but it can have indirect effects.

For example, a high-quality Score means your ads match your potential target's search intent. Creating ads that match what people are searching for means they'll be shown more often, which means you'll get more clicks. Quality Score isn't a metric you should track in-depth, but more of a guide to tell if your ad targeting is on track and how you compare to others competing for the same keywords.



# Google Gives You Many WAYS TO BE FOUND & DRIVE SALES

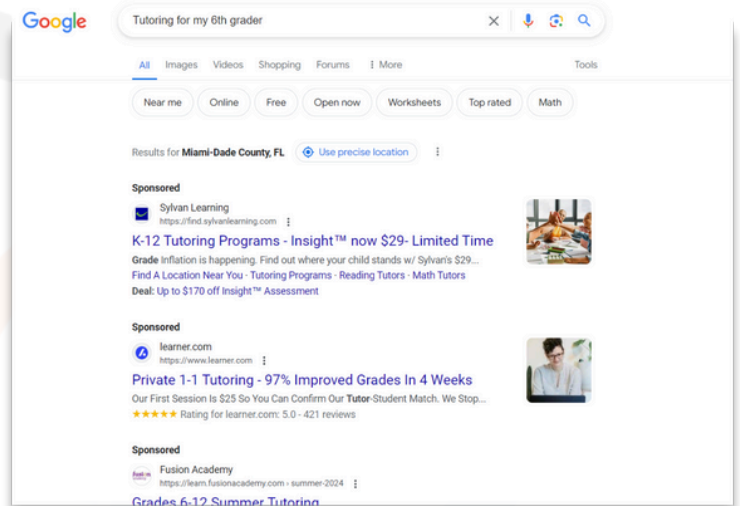
## Types of Google Ads

### Google Ads offers various ad types, including:

#### Responsive search ads:

These text-based ads appear on Google's search result pages (SERPs). Google's AI technology selects the best combinations of ad components based on the search query and intent.

Search ads are indicated by the bold "Sponsored" above them. Ads will also be in the first four spots on the page.



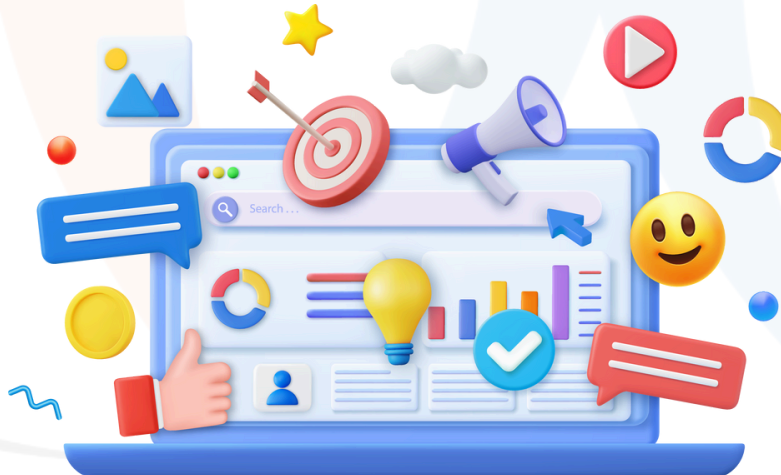
[Source: Google](#)

#### When to use Responsive Search Ads:

- All the time. Search ads are the most basic Google Ads format, and every brand can benefit from using them.

#### Specs:

- Headlines: Minimum three and maximum 15 headlines, 30 characters each.
- Display URL: You must use your domain, but it doesn't have to be the final URL. Can include a simplified "Path" of up to 15 characters.
- Descriptions: The body text of the ad. You need at least two descriptions but are allowed up to four, a maximum of 90 characters each.



# Google's AI + P Max

## GET THE BEST OF GOOGLE ALL-IN-ONE

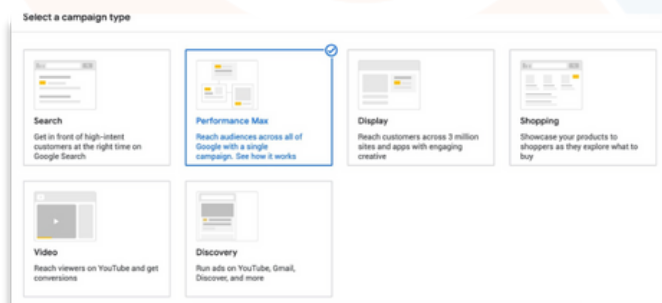
### Performance Max Ads:

Access all of Google's ad inventory with a single campaign to find converting customers no matter where they're browsing online.

Performance Max ads offer an effective strategy for you to promote your local SIE tutors and drive new student registrations. This advertising approach leverages a combination of machine learning and AI-assisted ad bidding while integrating the data points you provide, all aimed at optimizing results for your specific goals.

Performance Max ads are more than just a particular ad type; they represent a comprehensive strategy. By utilizing this approach, SIE locations can harness the power of advanced technology to ensure their local tutors are effectively showcased and that enrollment figures are on the rise.

This strategy allows you to maximize the efficiency and impact of your advertising efforts.



[Source: Google](#)

To make a Performance Max campaign, you need to have a specific goal, such as making sales, getting leads, or another defined action. And you'll need some existing campaigns to pull from or upload as many creative assets as possible.

### When to use:

- Google suggests using a Performance Max campaign to complement your basic search ad campaign(s).
- When you have a clear goal.
- When you have additional data to help Google target your ads, e.g. custom audiences from Facebook, previous campaigns, e-commerce, etc.

### Specs:

- Covers various ad and creative formats. For best results, create a variety of assets — graphics, video, text options — for Google Ads to work with.

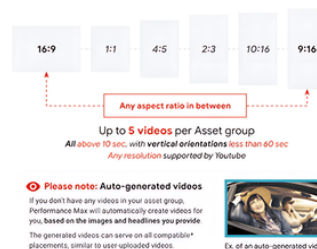
### Your Performance Max creative checklist



Asset	Component	Specifications	Minimum required to run a campaign	Recommended to upload (max limit)
Image	Landscape image (1.91:1)	1200 x 628 recommended; 600 x 314 min; 5120 KB max file size	1	20
	Square image (1:1)	1200 x 1200 recommended; 300 x 300 min; 5120 KB max file size	1	
	Portrait image (4:5)	960 x 1200 recommended; 480 x 600 min	0	
Logo	Square logo (1:1)	1200 x 1200 recommended; 128 x 128 min; 5120 KB max file size	1	5
	Landscape logo (4:1)	1200 x 300 recommended; 512 x 128 min; 5120 KB max file size	0	
Video	Video	horizontal, vertical, or square, >= 10 seconds in length; *required* 1x vertical video	3	5

### Video best practices

#### Formats



#### Content and quality

- **Grab attention early**
  - Get ahead of the "skip" button by grabbing user attention within the first 2-3 seconds.
  - Use audio to create another layer of connection and urgency.
- **Diversify content**
  - Experiment with themes, styles, and subjects (different use cases or benefits) to speak to different audiences.
- **Be immersive**
  - Emphasize your product experience over storytelling. Show the product experience as quickly as possible.
- **Brand persistently**
  - Introduce branding as early and as frequently as possible, both through logo and text placements in-ad.



School is Easy  
TUTORING

# Find & Drive Results

## WITH GOOGLE'S DEMAND GEN ADS

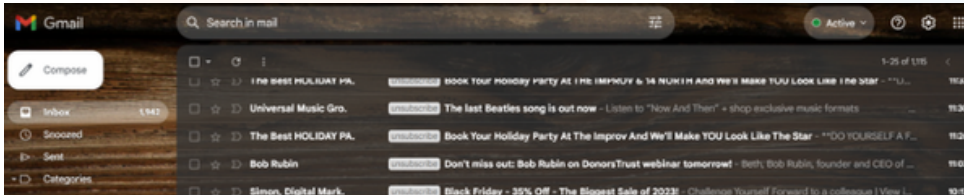
### Demand Gen Ads

This ad type can be highly beneficial for SIE locations looking to promote their local tutors and generate new leads and inquiries. These ads are strategically positioned in locations where individuals commonly research products or view reviews, such as on YouTube, Gmail, and Google searches aligned with their specific interests.

The effectiveness of Google's Demand Gen in promoting your tutors hinges on several critical factors, including your precise target audience, the quality of your ad creatives, and the overall strategy you employ for your advertising campaign. By carefully considering and optimizing these elements, SIE partners can leverage Demand Gen ads to engage and attract new business and potential consumers effectively.

To decide which Demand Gen ads to show a user, Google uses the persons:

- Web and app activity
- App info from their device (e.g. phone, tablet, computer)
- Contacts
- Location History
- Location settings (e.g. saved "home" and "work" locations, and others)



[Source: GMAIL](#)

When to use:

- After you already have several other campaigns and assets running in Google Ads. Demand Gen ads use your existing assets across multiple formats.
- To scale up sales.
- To retarget previous customers by defining a custom audience.

Specs:

- These ads encompass multiple ad formats, including text, graphics (display), and video. For the best results, have multiple options for each visual format available.
- To run this type of campaign, you must have the [Google tag installed](#) on your website (formerly known as "sitewide tagging").
  - It's time to use the Web & Marketing Request Form: Submit a request to the Marketing with your Google Tag details and our team will embed that data into the designated area.
  - This will allow your campaign to launch and ensure that you can successfully track the performance of your campaign right from your Google Ads dashboard.



# Reach New Audiences

## ACROSS YOUTUBE & GOOGLE

### YouTube Ads

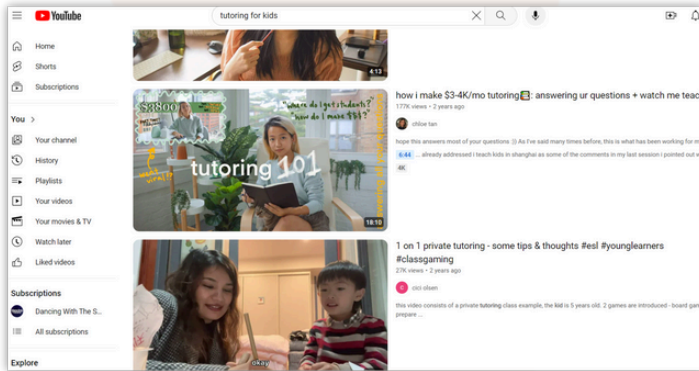
Familiar to most, YouTube ads play either before you watch a video or during it. It can also appear on other places on YouTube, such as the homepage and the Subscriptions, Watch Later, and playlist pages.

Who sees your video ads depends on several factors, including:

- Whether a user is signed in or not
- Their interests
- Watch history
- Your ad campaign goal
- Your ad campaign targeting settings

You have a few options for video ad formats:

- Bumper ads: Six seconds long, and people can't skip them.
- In-stream ads: Played before, during, or after a video. You can make them unskippable, so people must watch the entire ad or, by default, users can skip after five seconds.
- Outstream ads: Video ads that play solely on Google video ad partners instead of YouTube.



[Source: YouTube](https://www.youtube.com)

**When to use:**

New offers, camps, and to raise brand awareness. Video ads work for nearly all campaigns, but only with high-quality video content.

**Specs:**

- Skippable in-stream ads: There's no maximum length to this ad type – Try to keep it under three minutes.
- Non-skippable in-stream ads: Between 15-30 seconds.
- In-feed and outstream ads: There's no maximum length and you're able to select from existing videos from your channel.
- Bumper ads: The maximum 6 seconds.

**That's a Wrap!**



School is Easy  
TUTORING