

What is Google AdWords?

Google AdWords includes two different types of advertisements:

1. **Search Advertising:** presents a Google search listing ad to customers searching for keywords that you target (what most people think of when you say AdWords)
2. **Display/ Banner Advertising:** presents an image/banner ad to customers based on their location or retargeting (people who already visited your site)

These instructions are focused on Display/Banner Advertising as we believe they will deliver better results than Search advertising.

Why use Google AdWords

Google advertising allows you to promote your practice on the Google display network which incorporates about **90% of web pages worldwide**. Whether you're looking to attract new website visitors, grow online sales, get the phones ringing or keep customers coming back for more, Google AdWords can help.

Contents:

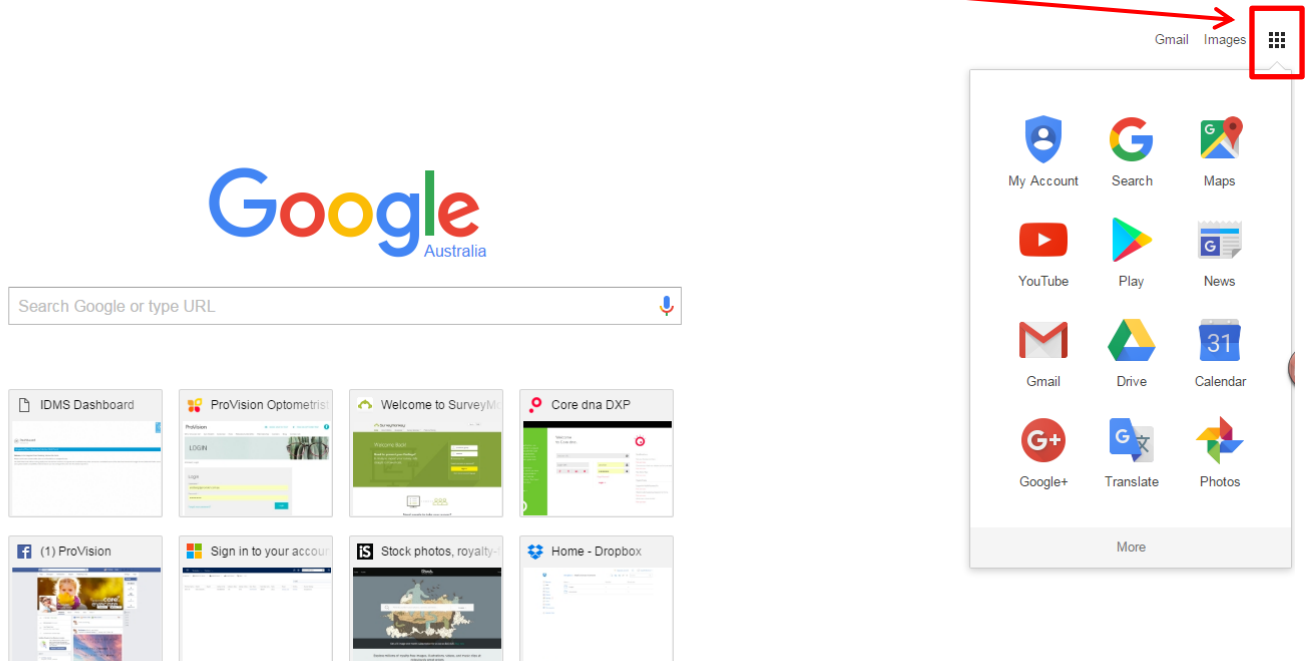
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1. Setting up a Google Account

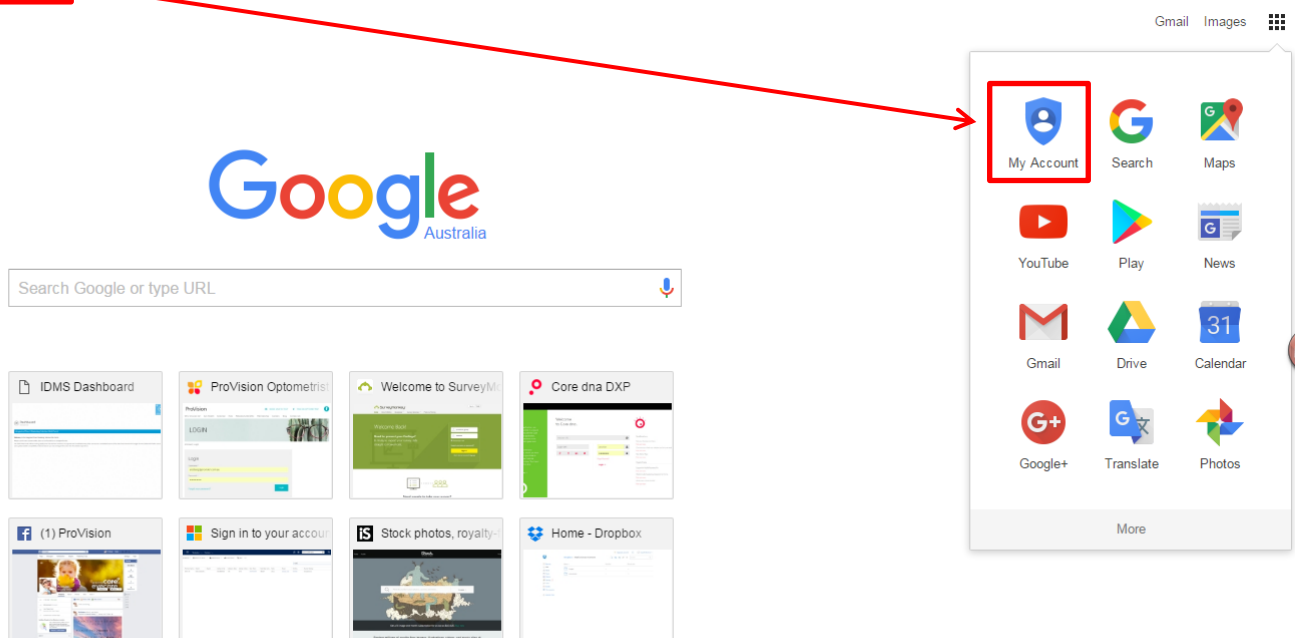
If you already have a Google Account please skip to **Step 3**

Go to www.google.com.au

In the top right hand corner, click on the 9-box grid icon

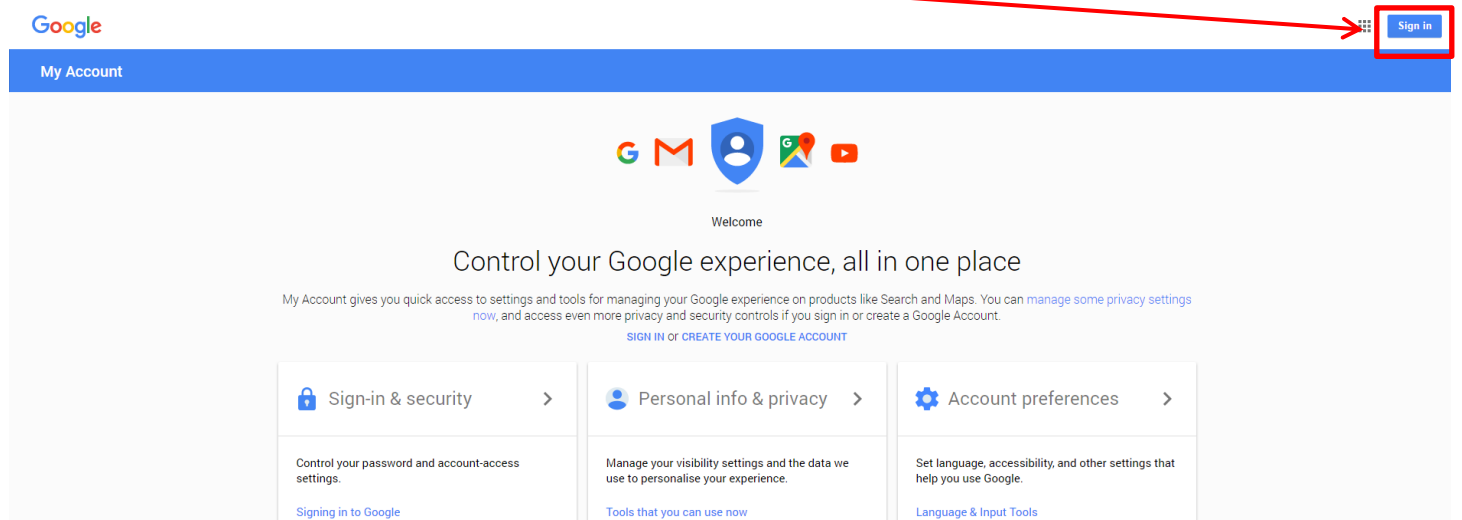


Click **My Account**



The following page will display on your screen.

Click the **Sign In icon**




Click **Create Account**

Google

One account. All of Google.

Sign in with your Google Account



Next

Need help?

[Create account](#)

One Google Account for everything Google



Fill out all required fields

*Helpful Tip: If your email address is NOT a gmail email simply click on **I prefer to use my current email address'**

Name

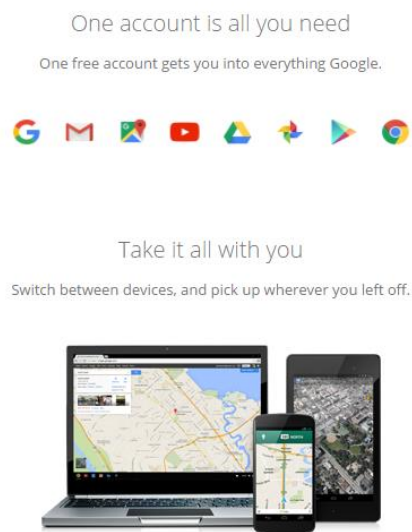
First Last

Choose your username

@gmail.com

[I prefer to use my current email address](#)

Create your Google Account



Name

First Last

Choose your username

@gmail.com

[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday

Month Day Year

Gender

I am...

Mobile phone

+61

Once complete, Google will ask you to verify your email address. This screen will appear and you will be sent an email to your nominated email address.

Google

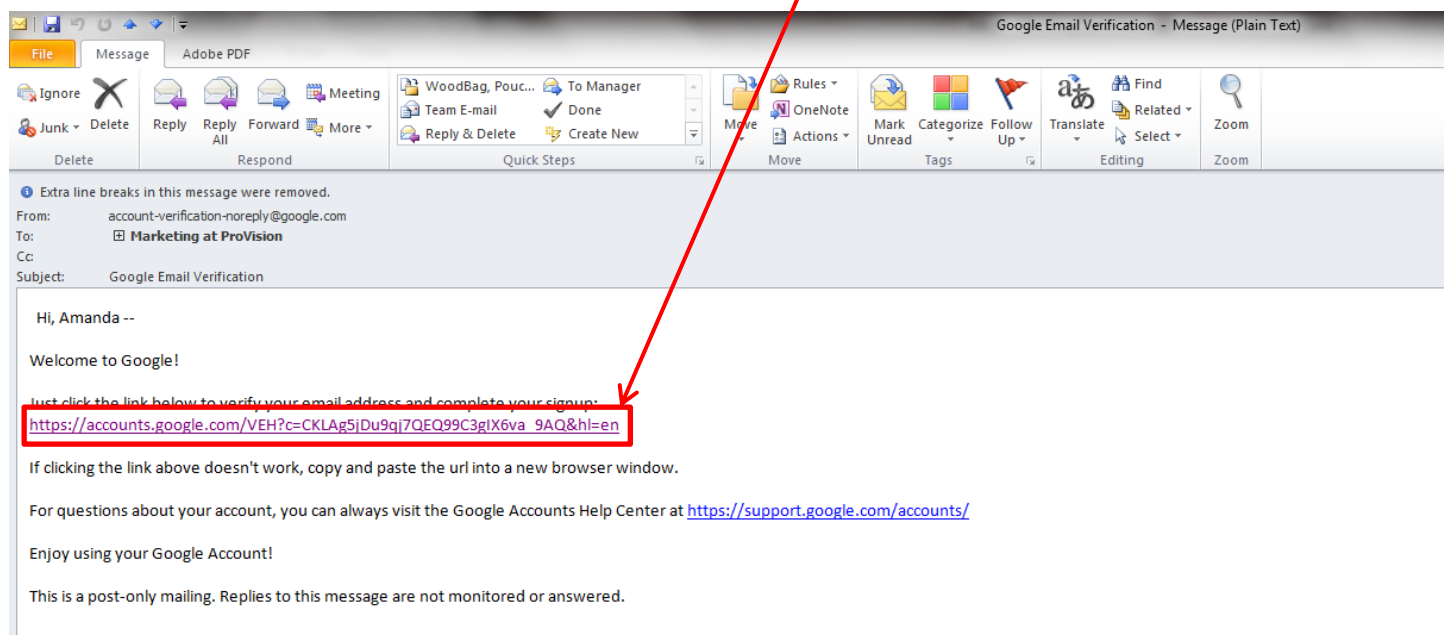
Verify your email address

You're almost done! A verification message has been sent to **marketing@provision.com.au**.

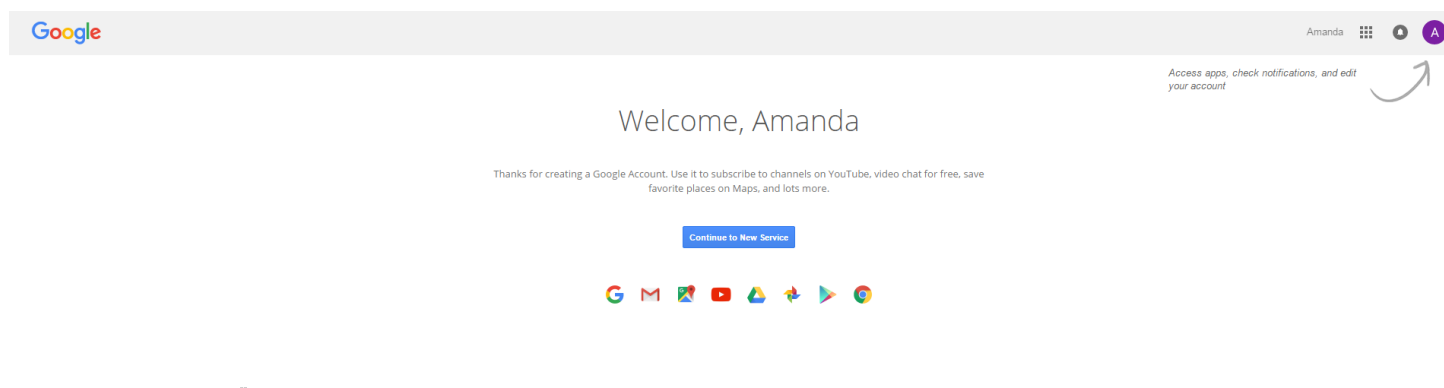
Just check your email and follow the link to finish creating your Google Account. Entered the wrong address? [Change your email](#).

Can't find the email? [Resend verification email](#) or [visit the help center](#)

Once you receive the verification email, simply click on the **URL link provided**



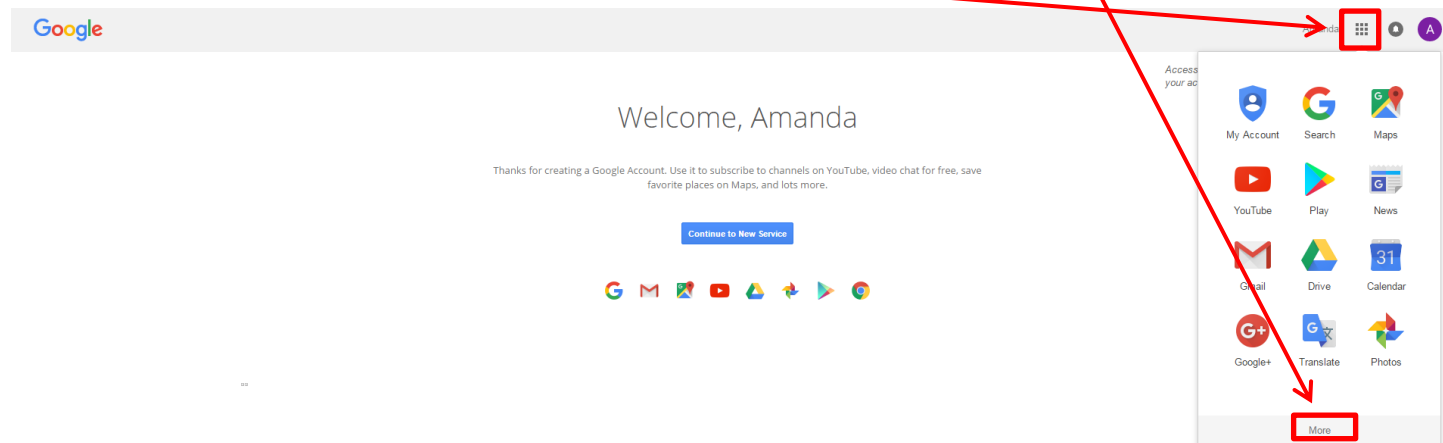
You have now created your personal Google Account!



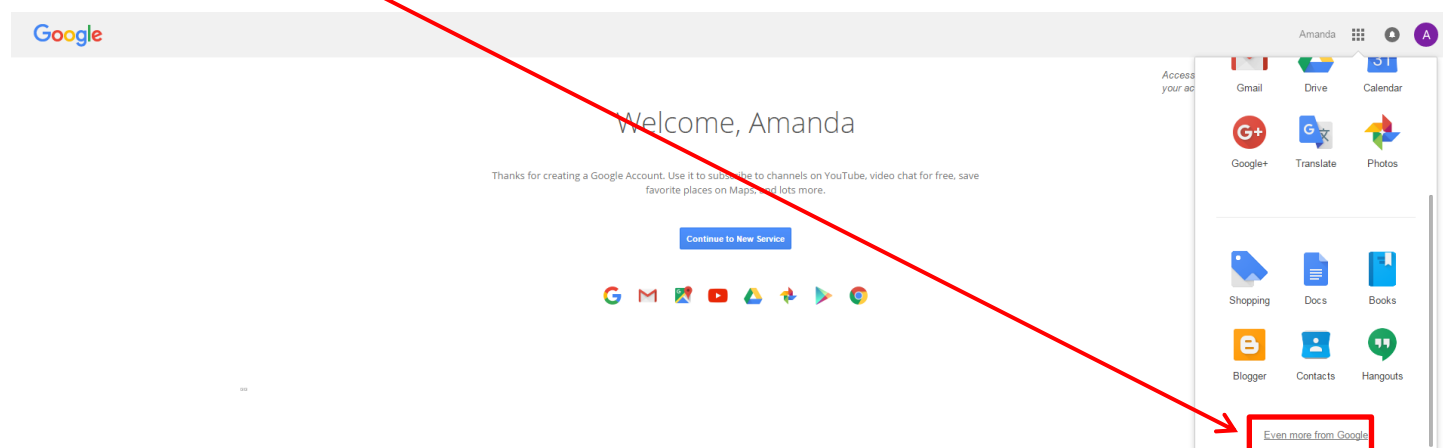
2. Setting up Google My Business

You have now created a personal Google Account. In order to create advertisements for your practice you need to create a Google My Business account that is linked to your personal Google Account.

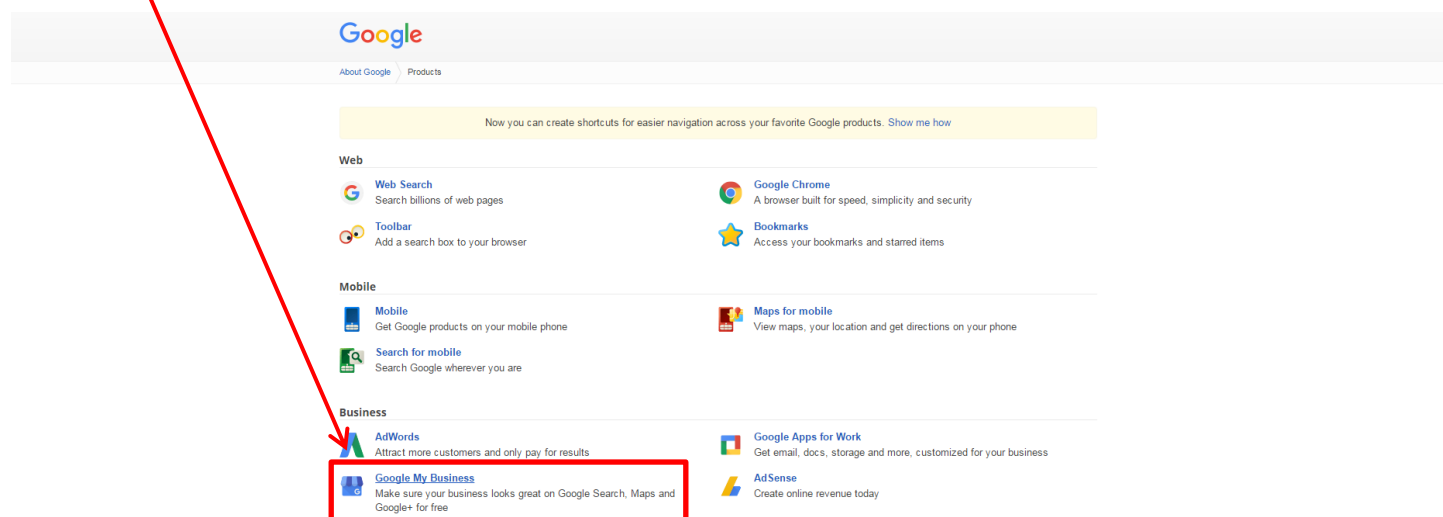
To set up your Google My Business, click on the **9-box grid icon** again and then click on **More**.



Click on **Even more from Google**



Click on **Google My Business**

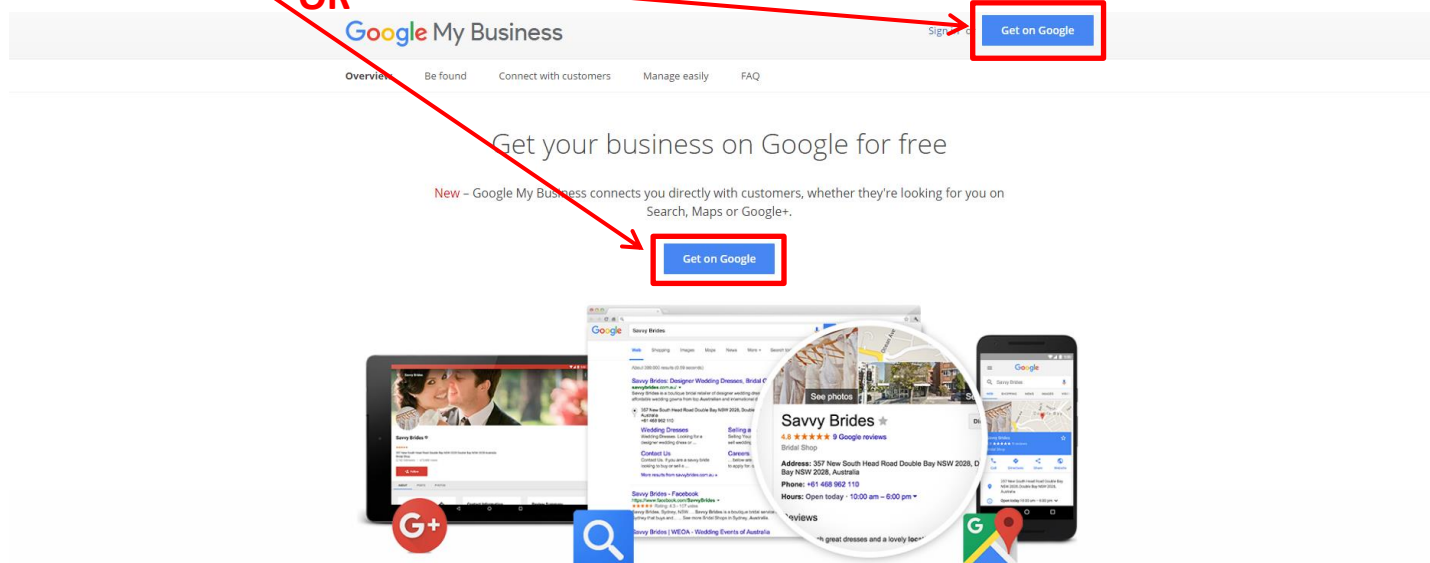


It's time to link your Account to your Business

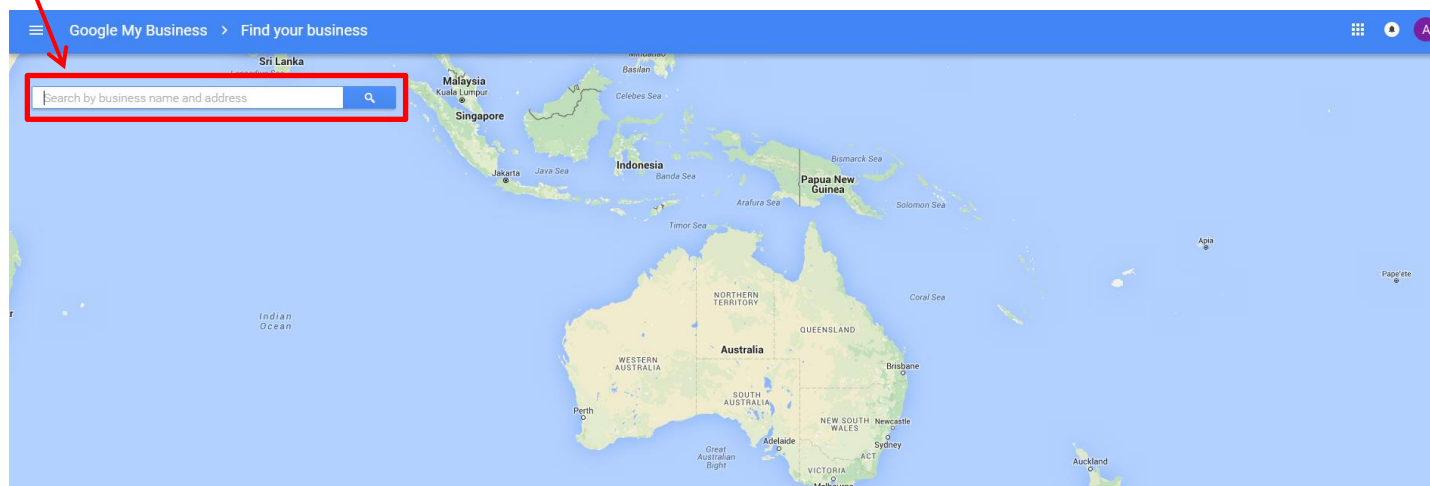
Click on **Get on Google**

OR

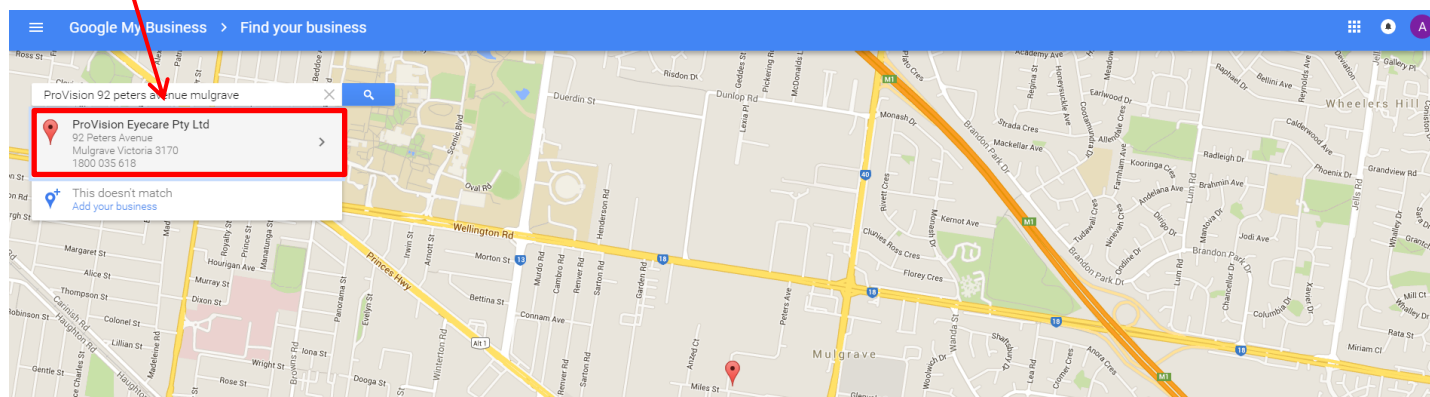
Get on Google



Type in your Business Name and begin typing your address until your practice appears as an option



Click on **your business**



IF GOOGLE DOES NOT KNOW YOUR BUSINESS – Please follow the steps below

It is possible that Google will not know your business. If your practice does not show up as an option, hit enter and you will see something like this display.

We could not find *Pixelmark Business Solutions*

Make sure your search is spelled correctly.

Try adding a **business name** and full address including city, state, and zip code.

I've correctly entered the name and address

Let me enter the full business details

If this is the case click on the second option, 'I've correctly entered the name and address'

Google will walk you through how to locate your business and the setup process.

Once you have created your Google My Business, you need to Verify your business. This involves requesting a postcard to be sent to your practice with a verification code. This is because Google My Business is only for bricks and mortar businesses, and sending the postcard by mail helps to verify that you have a physical location.

Please follow the steps below.

Computer

If you're returning to verify after creating your page, visit [Google My Business](#), choose the business you'd like to verify, and click **Verify now**.

1. On the postcard request screen, make sure your address is displayed accurately. You can also add an **Optional contact name** to help your postcard reach you.
2. Click **Send postcard**.
3. Check the mail for your postcard—it should arrive in one to two weeks.
4. When you receive your postcard, enter your verification code [into your dashboard](#).

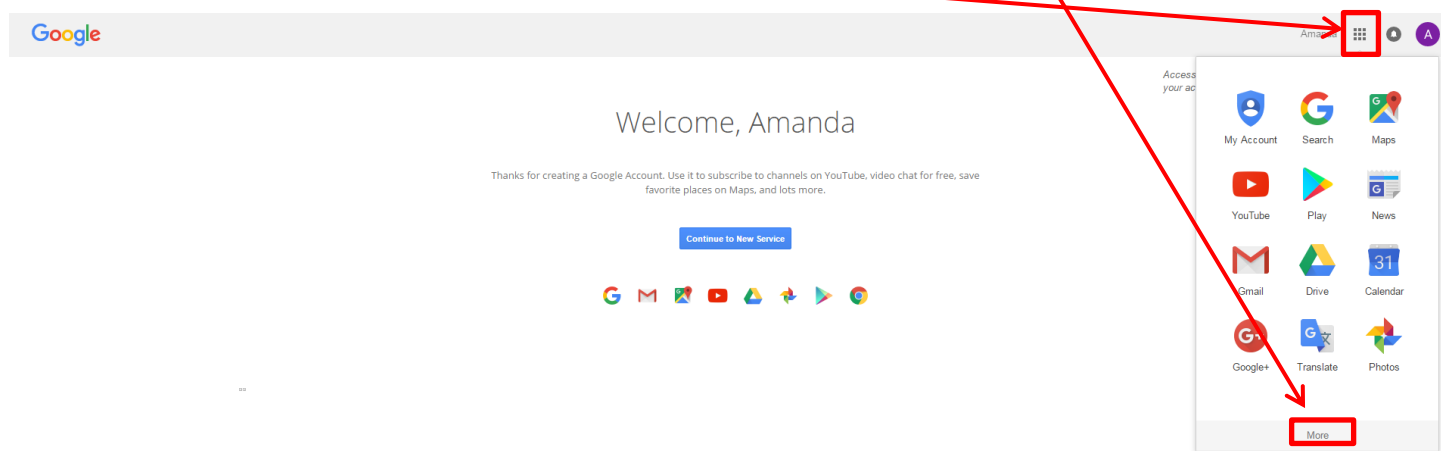
3. Setting up Google Adwords

Please note that when you are initially setting up Google Adwords/advertising there is a four step process that can take between 20 – 30 minutes. Try set aside enough time to complete this in one sitting. Once you have set up your Google AdWords account, all future activity will not be as time consuming.

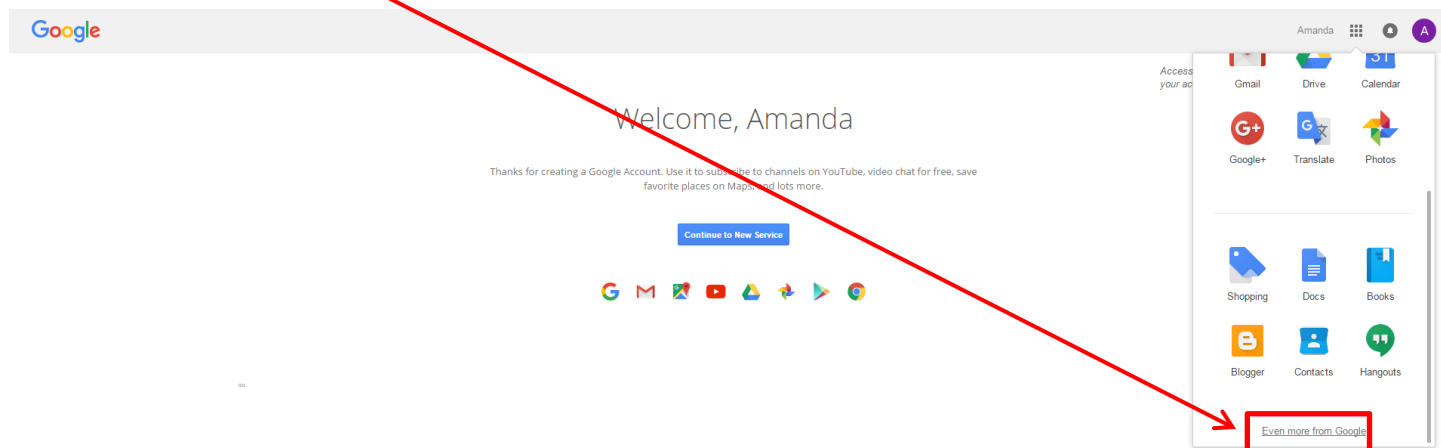
- Registering
- Setting up a campaign
- Setting up an Ad Group
- Setting Up your Ads

If you are not already signed in, Go to www.google.com.au and press Sign in

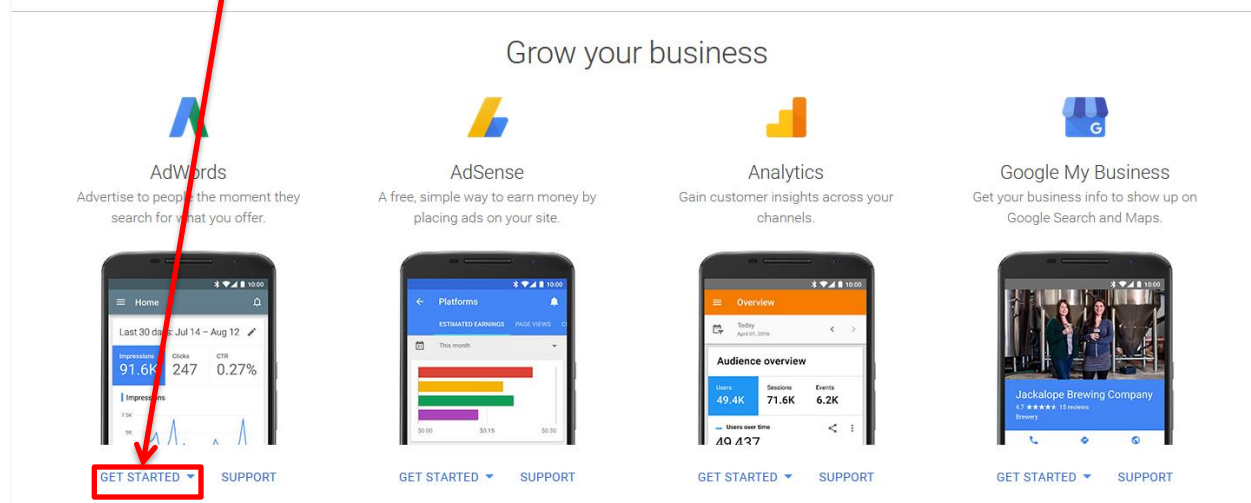
To set up your Google Adwords, click on the **9-box grid icon again** and then click on **More.**



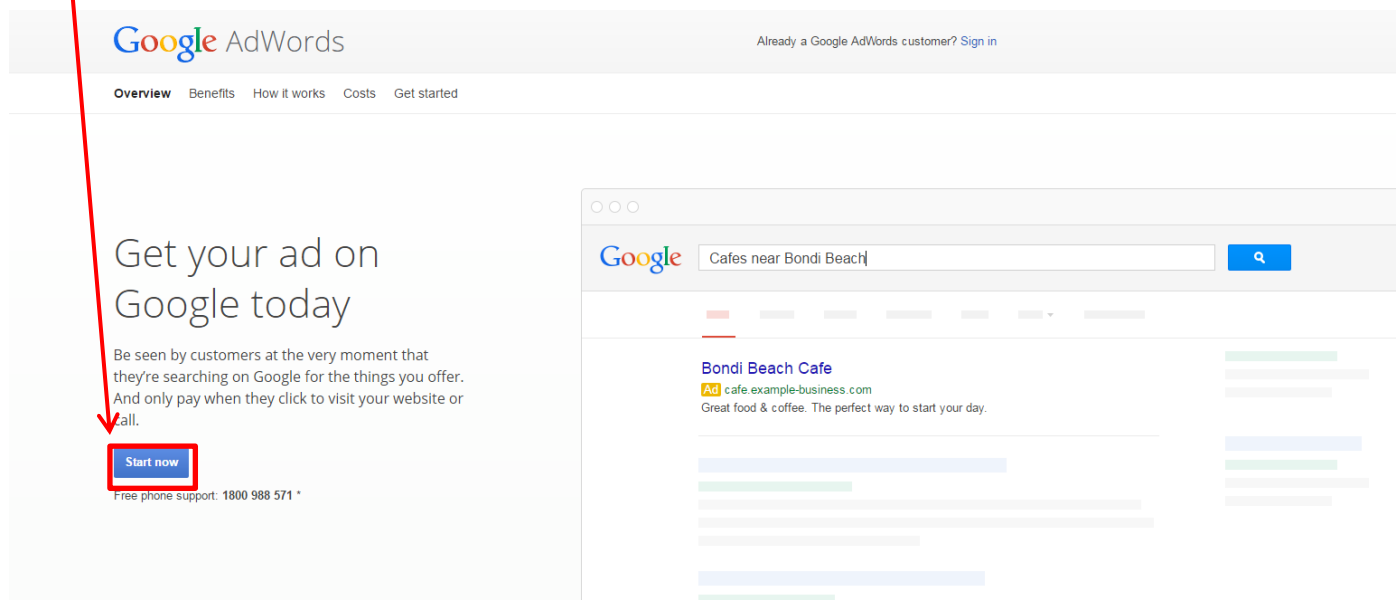
Click on **Even more from Google**



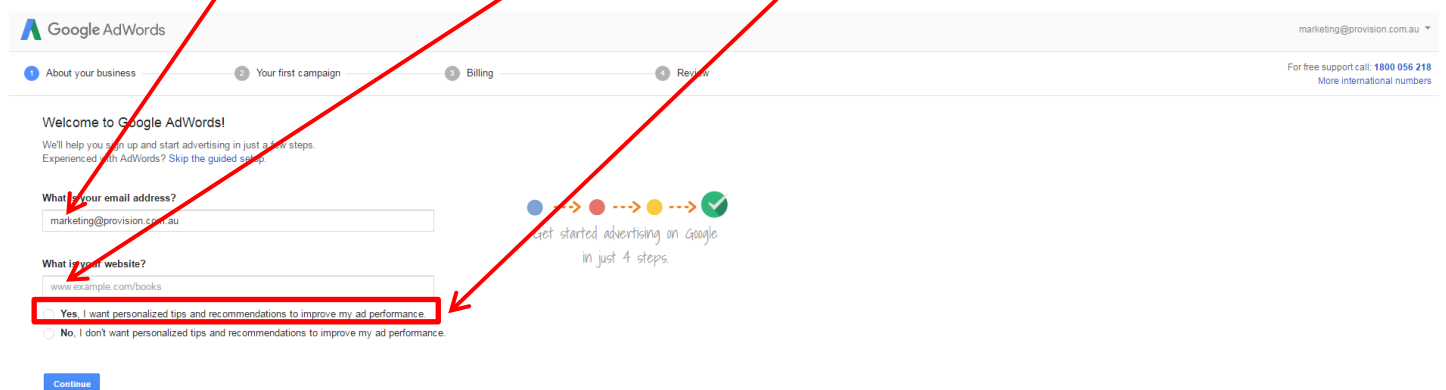
Click on **AdWords GET STARTED**



Click **Start Now**



Fill in your **email address and your practice website URL**. Click **Yes, I want personalised tips...**



When creating your AdWords account, Google, makes you create your first Search advertisement (text). We primarily want you to create and implement display advertisements (image) rather than search as we understand they will deliver better results than text only ads for your practice. You need to create this advertisement in order to set up AdWords but you will be cancelling it once your account is working.

Please remember you are setting up a dummy advertisement only.
This advertisement will be deleted once your account is live.

Follow the steps below;

Google AdWords

Customer ID: 995-912-5352
marketing@provision.com.au

About your business Your first campaign Billing Review

For free support call: 1800 056 218
More international numbers

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget Set your daily budget

2. Choose a target audience

Locations Australia

Networks Search Network, Display Network

Keywords Select your keywords

3. Set your bid

Bid AdWords automatically sets your bids to help get as many clicks as possible within your budget.

4. Write your ad

Text ad Write your ad

Save and continue

Fill in Your Budget **\$10** per Pay. Click Save. **Note, this figure is inconsequential as we will delete this ad before it becomes live.**

Google AdWords

Customer ID: 995-912-5352
marketing@provision.com.au

About your business Your first campaign Billing Review

For free support call: 1800 056 218
More international numbers

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget Specify how much, on average, you'd like to spend per day. You're charged only when someone clicks your ad.

AUD \$ 10 per day

You can always change the amount. The currency type (AUD) will be set for your entire account and can't be changed.

Save Cancel

Daily potential reach
Search Network only
84+ clicks
4K+ impressions

Location: Select your **State or region** Click Save. **Note, these details are inconsequential we will delete this ad before it becomes live.**

2. Choose a target audience

Locations

☐ All countries and territories ☐ Australia

☒ Let me choose...

Targeted locations	Reach (1)	Remove all
South Eastern Suburbs, Victoria, Australia - city	1,220,000	Remove Nearby
Victoria, Australia - state	3,760,000	Remove Nearby

Enter a location to target or exclude.

Advanced search
For example, a country, city, region, or postal code.

Save Cancel

Calculating...


Networks: Select **Display Network**. Click Save. **Note, these details are inconsequential we will delete this ad before it becomes live**

Networks

Sites that show your ads along with their own search results, new articles or other content.


Search Network

Includes Google search sites and non-Google sites that use Google as a search engine



☒ Display Network

Includes Google content sites and non-Google content partners that show ads



Save

Cancel

Daily potential reach

Search Network only

27+ clicks

1K+ impressions

Keywords: You will see a list of suggested words, not all will be relevant to your practice. If you like you can delete any words by clicking the cross. **Click Save.** **Note, these details are inconsequential we will delete this ad before it becomes live**

Keywords

Add around 15-20 keywords.
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity	
contact lenses	368000	×
optometrist	301000	×
contact lens	74000	×
ophthalmology	165000	×
eye doctor	165000	×
cataract surgery	110000	×
ophthalmologist	110000	×
eye doctors	14800	×
eye test	60500	×
eye surgery	33100	×

Enter more keywords separated by commas

Add

Save

Cancel

Daily potential reach

Search Network only

27+ clicks

2K+ impressions

Text Ad: In Landing Page, type your website URL. You can then copy the text provided below:
Note, these details are inconsequential we will delete this ad before it becomes live

Book a 360 Degree
Comprehensive Eye Consultation

Click Save

Text ad

Landing page

http://www.provision.com.au

Ad

ProVision

www.provision.com.au

Book a 360 Degree

Comprehensive Eye Consultation

ProVision

www.provision.com.au

Book a 360 Degree Comprehensive Eye Consultatio

Tips for writing your ad:

- Include a call to action
- Highlight what makes your business, product or offer unique
- Include prices, promotions, and exclusives
- Match your ad to your landing page

Save

Cancel

Daily potential reach

Search Network only

27+ clicks

2K+ impressions

Click **Save and Continue** **Note, these details are inconsequential we will delete this ad before it becomes live**

For free support call: 1800 056 219
More international numbers

1 About your business 2 Your first campaign 3 Billing 4 Review

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget A\$10.00 per day

2. Choose a target audience

Locations South Eastern Suburbs, Victoria, Australia; Victoria, Australia

Networks Search Network, Display Network

Keywords contact lenses, optometrist, contact lens, ophthalmology, eye doctor, cataract surgery, ophthalmologist, eye doctors, eye test, eye surgery, eye exam, optometrists, eye care, opticians

3. Set your bid

Bid AdWords automatically sets your bids to help get as many clicks as possible within your budget.

4. Write your ad

Text ad ProVision
www.provision.com.au
Book a 360 Degree Comprehensive Eye Consultation

Save and continue

Fill in your practice details; name, address, contact details, credit card details. **Click Save and continue.**
This will be used for future campaigns

Google AdWords

1 About your business 2 Your first campaign 3 Billing 4 Review

Billing

Set your preferences for how you'll pay for your ads.

Country Australia

Account type ☒ Business ☐ Individual

Name and address

Business name
Name
Address line 1
City
State Postal code

Primary contact

Name
Phone number
marketing@provision.com.au

What you pay with Credit or debit card

Card number
MM / YY CVC
Cardholder name
☒ Credit or debit card address is same as above

Introductory offer ☐ Send me AdWords promotional offers, invitations to try new features, and Google surveys.

Time zone (GMT+10:00) Eastern Time - M...
Time zone applies to the entire account and cannot be changed later.

Save and continue Go back

The next page provides you with all your campaign details. **Agree to the terms and conditions** and **click Finish**.

Google AdWords

✓ About your business ✓ Your first campaign ✓ Billing 4 Review

Review

You're almost done! Just review and confirm your campaign settings.

Daily potential reach 2K+ Impressions 27+ Clicks	Bid and budget AdWords automatically sets your bids to help get as many clicks as possible within your budget. A\$10.00 daily budget
--	--

Locations South Eastern Suburbs, Victoria, Australia (city region) Victoria, Australia (state)	Networks Search Network Display Network
--	---

Your ad
The following ad preview may be formatted slightly differently from what users will see.

ProVision
www.provision.com.au
Book a 360 Degree Comprehensive Eye Consultatic

Keywords
contact lenses
optometrist
contact lens
ophthalmology
eye doctor
cataract surgery
ophthalmologist
eye doctors
eye test
eye surgery
glaucoma
astigmatism
eye care
opticians

Billing profile ProVision ProVision Eyecare Pty Ltd 92 Peters Avenue Mulgrave VIC 3170 Australia (GMT+10:00) Eastern Time - Melbourne, Sydney +61 3 8544 3900 marketing@provision.com.au	Billing preferences 92 Peters Avenue Mulgrave VIC 3170 Australia
--	---

Carefully read the following terms and conditions and click the checkbox below to agree.
(Printable version)

FOR NON-INFRINGEMENT, SATISFACTORY QUALITY, MERCHANTABILITY AND FITNESS FOR ANY PURPOSE, TO THE FULLEST EXTENT PERMITTED BY LAW AND SUBJECT TO WHAT IS SET OUT BELOW, THE PROGRAMS AND GOOGLE, ITS AFFILIATES, AND PARTNER PROPERTIES ARE PROVIDED "AS IS" AND AT CUSTOMER'S AND ADVERTISER'S OPTION AND RISK, AND NONE OF GOOGLE, ITS AFFILIATES OR GOOGLE'S PARTNERS MAKE ANY GUARANTEE OR REPRESENTATION IN CONNECTION WITH THE PROGRAMS OR PROGRAM RESULTS. (b) CERTAIN LAWS OF THE JURISDICTION IN WHICH CUSTOMER RESIDE MAY OVERTHROW RIGHTS AND REMEDIES AND IMPLY TERMS INTO THESE TERMS THAT CANNOT BE EXCLUDED, THOSE RIGHTS, REMEDIES, AND IMPLIED TERMS ARE NOT EXCLUDED BY THESE TERMS. TO THE EXTENT THAT THE RELEVANT LAWS PERMIT GOOGLE TO LIMIT THEIR OPERATION, GOOGLE'S LIABILITY UNDER THOSE LAWS WILL BE LIMITED AT ITS OPTION, TO THE SUPPLY OF THE SERVICES AGAIN, OR PAYMENT OF THE COST OF HAVING THE SERVICES SUPPLIED AGAIN.

☒ Yes, I agree to the above terms and conditions.

Finish and create campaign Go back

You now have an AdWords Account. To enter your account click on **'Go to your account'**

Google AdWords

Congratulations on your new AdWords account!

You've taken your first step towards reaching new customers. While we're approving your ad (which takes about a day), take these next steps to help you get the best results.

Get to know your account
Visit the 5 key areas in your AdWords account

Talk to an expert
Call 1800 056 218 for free advice on customizing your account

Start your guide to AdWords
Follow our customized, [steps-by-step guide](#) to reach your advertising goals

Go to your account

The first thing we need to do is remove the dummy search advertisement (text) campaign we just created. You will see your campaign displayed in the table. **Select the tick box next to your campaign.**

Click **Edit**, then click **Remove**

4. Preparation Checklist: Google Display Campaign

Before we jump straight into creating an advertisement you need to think about your objective for this Google Campaign. What message do you want to communicate? Would you like to direct potential patients to your website or to call your practice or both?

You then need to find the imagery you would like to use and think about your budget.

Objective: What is your objective? Perhaps to grow your database.

Campaign Message: your campaign message could be one of the ProVision campaigns, for example Preventative Eye Care or Digital Eye Strain. You could also decide to create your own campaign messages within your practice.

Imagery: There are a few different things to consider and ensure when selecting imagery for your Google Display Advertising Campaign.

- Image Sizes
- Image Sizes Quantity
- Finding Imagery
- Logo

Image Sizes: Google have a list of available image sizes for display advertising. For a full list and break down of each size click this link: <https://support.google.com/adsense/answer/6002621?hl=en>

Each advertisement size has advantages and disadvantages. For example some will be placed on websites that are deemed as cheaper positions. Others are a very popular size, so there are a lot of available advertising spots; however it is a very small size. Others are quite large in size but there aren't many available spots. We recommend using 970 x 90px and 300 x 250px as they are two top performers.

Image Size Quantity: To achieve the best results it is ideal to have at least 3 different advertising image sizes within one Google campaign ad group. This will ensure you don't miss out on an opportunity.

For example, you only have 1 image in your ad group that is 160 x 600px in size. A website that fits your targeting has 2 templated advertising spots, however, these spots are for 970 x 90px and 300 x 600px. Although this website fits your targeting and budget it does not fit your 1 image size and so you would have missed out on that opportunity.

Finding Imagery: ProVision have created a campaign drop box link which provide you with a number of different Google advertising image templates in a large number of sizes. Simply enter the drop box to browse an array of templates. There are two different image files that are available to you from ProVision: JPEG and GIF

- JPEG: this is a basic image file
- GIF (preferred): this has 2 (or more) different images that flick back and forth every 3 seconds. This allows us to grab attention with the animation and also to communicate a longer message in a small space. In ProVision testing, GIFs achieve double the clicks and results than a JPEG file.

Logo: You must have your logo on your Google display advertising image. Google wants to make sure that the advertisement created has relevance to the website it is being linked to. The only way for Google to know if this is the case is to link your advertising image with your website using your logo graphic. Once you have selected an image, whether it is from ProVision's campaign drop box or your own image, please make sure to add your logo or contact the ProVision marketing department to add your logo to a ProVision Campaign advert; if Google does not find relevance of your advertisement to your website your ad will not be approved.

Simply enter the dropbox, select the image design, message and sizes you are after and email

marketing@provision.com.au to request the addition of your logo on the image. ProVision will provide you with the image files (JPEG or GIF). You should then save them on your computer in a place that will be easily accessed when creating your advertisement.

Budget: Google Display advertising works on a pay per click basis. This means you will only be charged when someone actually clicks on your advertisement. Google allows you to set two different budgets to manage these costs:

1. Daily Budget (how much you are willing to pay per day)
2. Cost Per Click (how much you are willing to pay per click on your advertisement)

Daily Budget: You need to decide how much you are willing to pay on clicks in total per day for this campaign. For example you could say your maximum budget per day is \$10. This means Google will display your ad until you have spent \$10 per day and then stop showing your ad for the day. If you are not sure how much to spend initially we recommend between \$5 to \$10 per day and then experiment from there. You are able to edit your budgets easily after you have created your advertisement.

Something to be mindful of, Google may charge you up to 20% more than your daily budget on a given day if your ad is doing well. It will, however, ensure you are charged your daily budget at the end of the month. For example, if you are on a \$10 per day budget, you may be charged \$12 for one day but the next day you will only be charged \$7 and so on. By the end of the month you will not be charged more than \$310 (31 days x \$10).

Cost Per Click: you can choose how much you pay every time someone clicks on your advertisement. We recommend starting at a limit you are comfortable spending, around \$1 per click. Then continue to adjust the cost as you monitor your ad's performance. If you enter a Cost Per Click (CPC) bid limit that's too low, your daily budget may not be used up completely or your ad may not show at all. If this happens, increase your CPC bid limit and keep experimenting.

For example, if you set your daily budget to \$10 per day and CPC to \$1 you should expect around 10 clicks per day. Remember both these budgets are a maximum, this doesn't mean it will definitely reach your maximum. Your daily budget may not be met if your advertisement is not getting clicked on. This could be due to your CPC being too low. Your CPC is also a maximum. You may allocate \$1 per click, however, the website that your advertisement is displayed on may not be worth that much. In this case you may only be charged \$0.50 for that click.

Preparation Checklist – Google Display Advertising

Before you place your ad, make sure you have checked off the boxes below:

- ☐ I know what my objective is
- ☐ I have selected a campaign message
- ☐ I have contacted ProVision to organise JPEG or GIF image files with my logo
- ☐ I have saved the 3 or more image files provided by ProVision to my computer
- ☐ I have decided on a daily budget and a Cost Per Click Budget

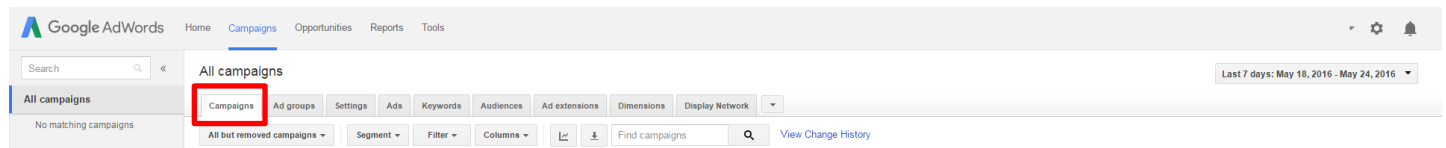
You are now ready to place your first Google Advertising Campaign!

5. Creating a Google Display Advertising Campaign

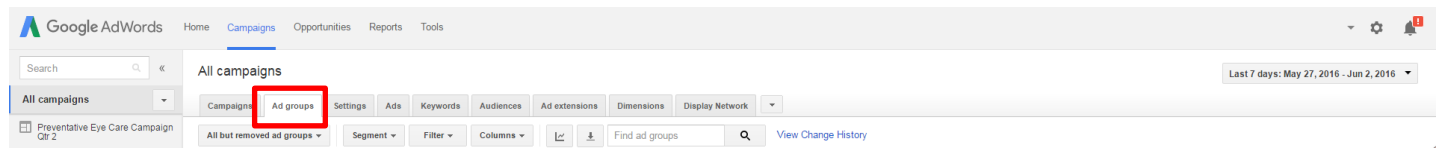
A Google display ad has three umbrella sections. In order for you to better understand the creation process we will first take you through these sections briefly:

- Campaigns
- Ad Groups
- Ads

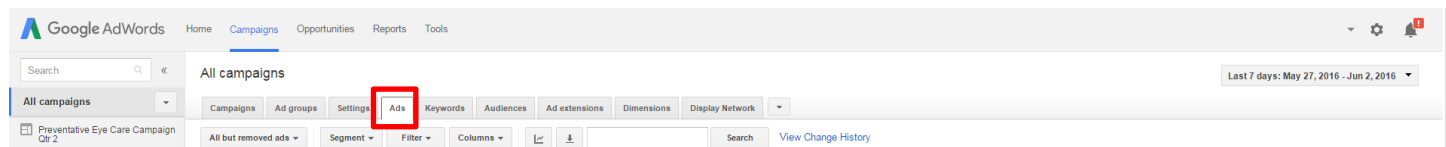
Campaigns: This is the area where you will manage and create an advertising campaign. For example, the Digital Eye Strain Campaign. You will set your daily budget for the campaign in this section. All information regarding your campaigns will be displayed under the following tab:



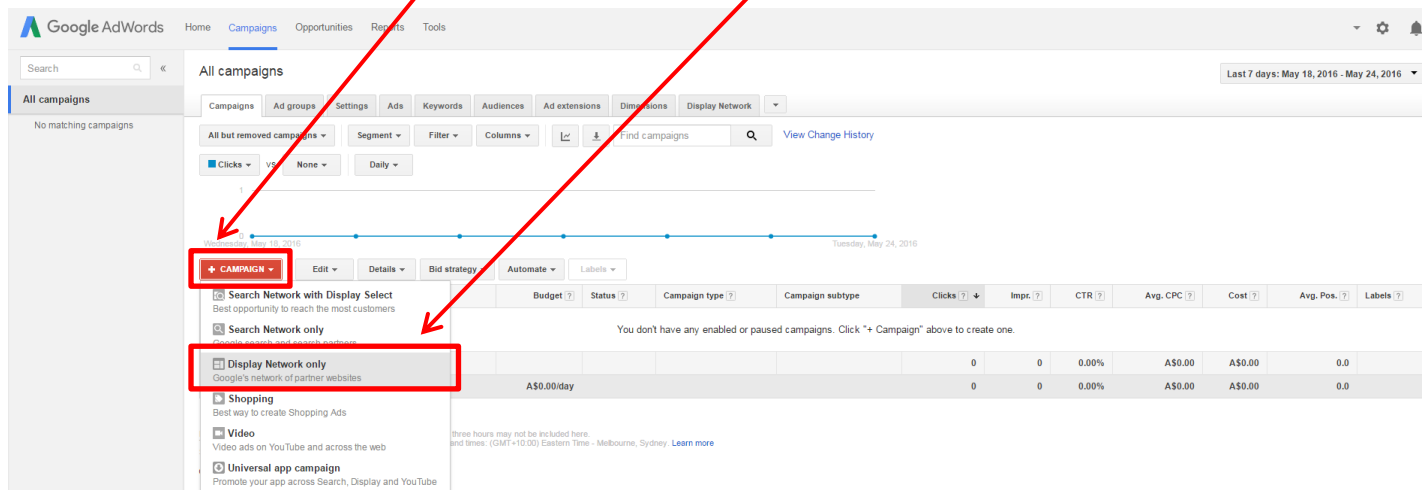
Ad Groups: This is where you create a message group. For example, you have the campaign Digital Eye Strain, within that campaign you create an Ad Group called Mustard 'You live in the digital age. Shouldn't your eyes?'. This is one of your campaign messages. You could also create another Ad Group within the campaign Digital Eyestrain that is called Cobalt 'You live in the digital age. Shouldn't your eyes?'. You will set your CPC budget in this section. All information regarding your ad groups will be displayed under the following tab:



Ads: This is the area where you upload the images for each ad group. You have a campaign called Digital Eye Strain and an Ad Group called Mustard 'You live in the digital age. Shouldn't your eyes?' and now you are going to upload the 3 or more image sizes. You will have the same image in 3 or more different sizes and these are your ads for the ad group Mustard 'You live in the digital age. Shouldn't your eyes?'. You can have as many ads within an ad group as you like with no additional cost incurred. You set the CPC budget with the ad group and you set the daily budget at the campaign level. These budgets will remain the same no matter the number of ads you have. All information regarding your ads will be displayed under the following tab:



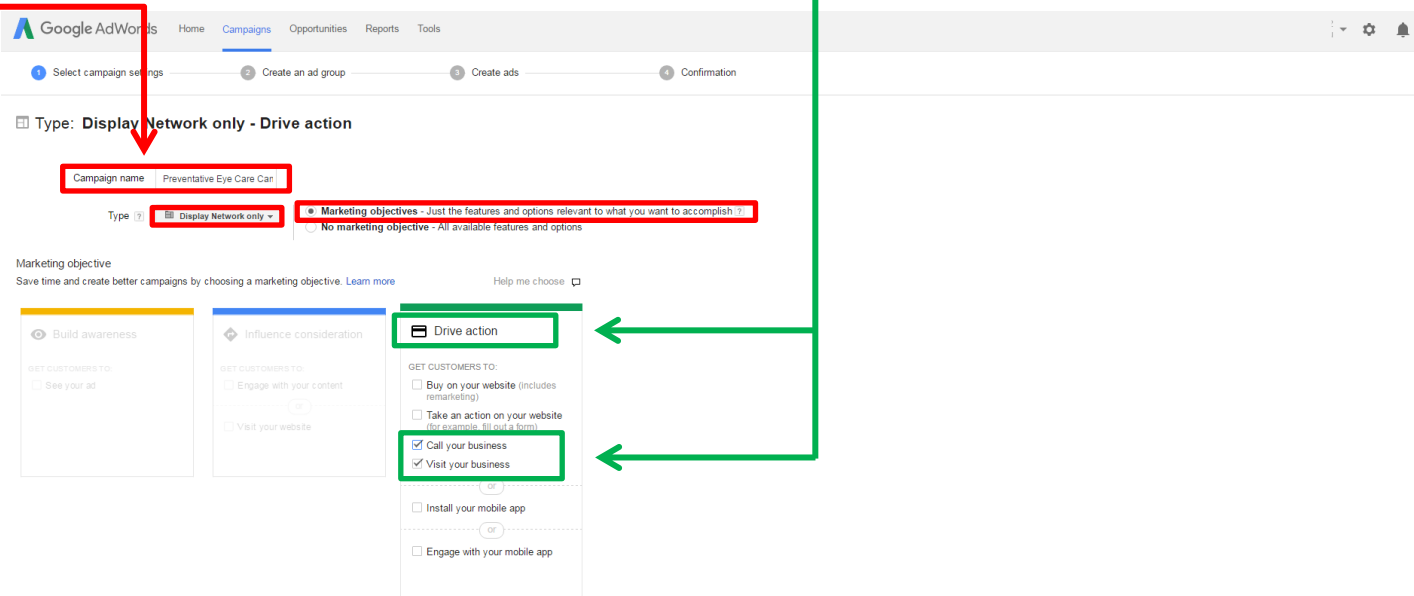
To create your campaign click on **+ Campaign** and then select **Display Network Only**



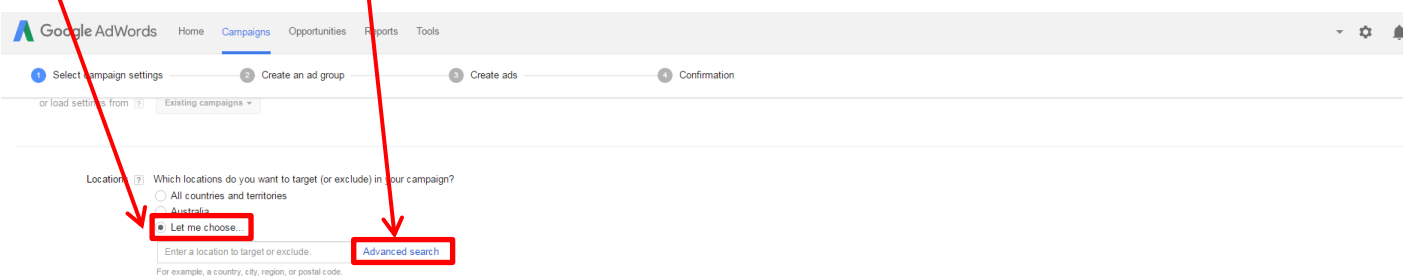
Fill in the Campaign Name.

Type: select Display Network Only and select Marketing Objectives

ProVision recommends **Drive Action**. This means that your ads' aim is to drive action from the online user to do something. We recommend selecting **Call your Business and Visit your Website**.



You now need to select the target location for your campaign. This will let Google know who to show your ad to. Click on **Let me Choose...** and click **Advanced Search**.

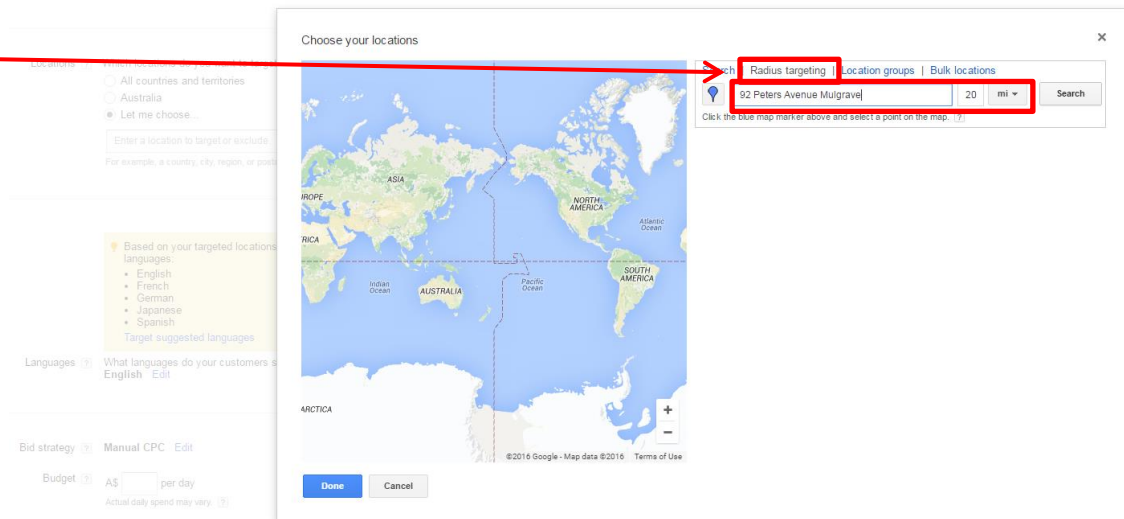


Select **Radius targeting**. This allows you to target people who are within in a particular radius from your practice.

Enter your practice address, change Miles to Kilometres and type in the kilometre radius you are targeting.

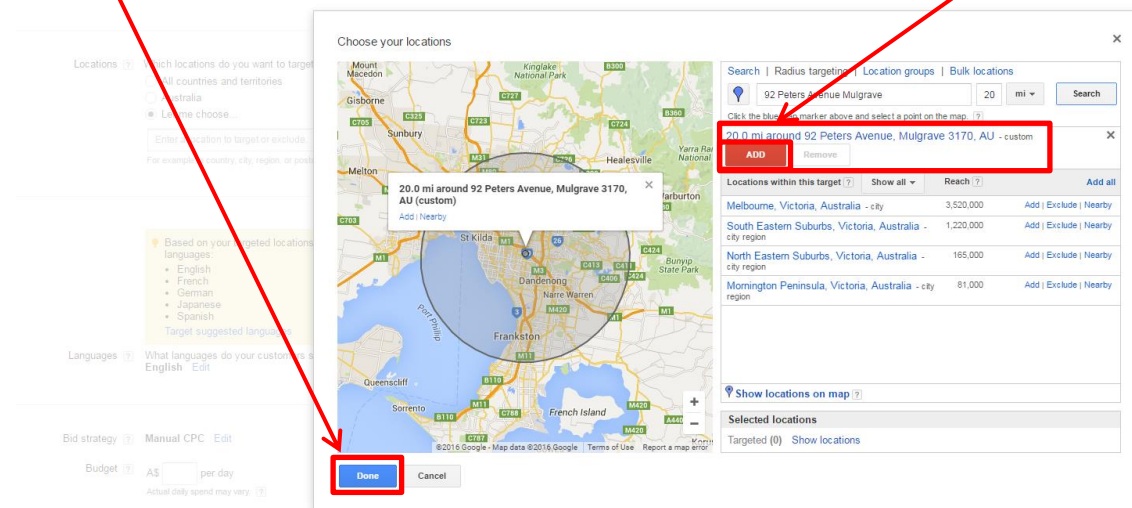
To decide on the radius you need to think about how far you think people will travel to come to your practice. If you are in a highly populated area anyone outside of a 5 kilometre radius most likely won't travel to your practice. If you are based rurally you may increase this target radius.

Once you have decided on your radius, click Search.



You will see your custom radius has appeared underneath your practice address. Click **ADD**

Click **Done**



If your patients speak any languages other than English you can target certain languages by selecting them in the area below. Simply tick any additional languages that your patients speak.

Languages ? What languages do your customers speak?
This setting determines whether your ad can show for a specific language setting on Google. Note that AdWords doesn't translate your ads.

<input type="checkbox"/> All languages	<input type="checkbox"/> Greek	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Arabic	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Romanian
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Hindi	<input type="checkbox"/> Russian
<input type="checkbox"/> Catalan	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Serbian
<input type="checkbox"/> Chinese (simplified)	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Slovak
<input type="checkbox"/> Chinese (traditional)	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Croatian	<input type="checkbox"/> Italian	<input type="checkbox"/> Spanish
<input type="checkbox"/> Czech	<input type="checkbox"/> Japanese	<input type="checkbox"/> Swedish
<input type="checkbox"/> Danish	<input type="checkbox"/> Korean	<input type="checkbox"/> Thai
<input type="checkbox"/> Dutch	<input type="checkbox"/> Latvian	<input type="checkbox"/> Turkish
<input checked="" type="checkbox"/> English	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Estonian	<input type="checkbox"/> Malay	<input type="checkbox"/> Urdu
<input type="checkbox"/> Filipino	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Finnish	<input type="checkbox"/> Persian	
<input type="checkbox"/> French	<input type="checkbox"/> Polish	
<input type="checkbox"/> German		

It's time to input your daily budget. This is the amount you are willing to spend per day. As discussed earlier your daily spend will vary and may even peak at 20% above your daily budget to help your campaign reach its potential. Your monthly charge, however, will never exceed your daily budget per day of that month.

ProVision recommends you set your daily budget between \$5 - \$10. Remember, you can experiment with this amount once your campaign is up and running and you can pause or cancel an ad at any time.

Bid strategy ? **Manual CPC** [Edit](#)

Budget ? per day

Actual daily spend may vary. ?

You need to set up your ad extensions. You would like your link to be connected to your location and also your phone number. So select both:

- Extend my ads with location information (Your location will come from your Google My Business page)
- Extend my ads with a phone number (Select Australia and then input your phone number)

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

Location ? ☒ Extend my ads with location information. [Show only some locations for this campaign](#)

Call ? ☒ Extend my ads with a phone number

Select phone numbers to use with this campaign

Phone numbers	Selected phone numbers: 1
<input type="text" value="+610385443900"/>	<input type="text" value="(03) 8544 3900"/>
Results for +610385443900	
No phone numbers are available.	

[New phone number](#)

Show this extension on all devices. [Edit](#)

In additional settings we are going to set up the **Delivery Method and the Schedule**

- Show additional settings
 - Delivery method (advanced)**
 - Schedule: Start date, end date, ad scheduling**
 - Ad delivery: Ad rotation, frequency capping
 - Device: target selected mobile devices and tablets
 - Dynamic ad settings
 - Campaign URL options (advanced)
 - Location options (advanced)

Select the Delivery Mode, **Standard: Show ads evenly over time.**

- Show additional settings
 - Delivery method (advanced)
 - Delivery method ?
 - Standard: Show ads evenly over time**
 - Accelerated: Show ads as quickly as reasonably possible

Select the Schedule **Start date, as today. End date, None** (you will manually stop it). Set the Ad scheduling the 6AM to 12AM. Remember this is AEST, change the timing accordingly if you live in another time zone.

- Show additional settings
 - Delivery method (advanced)
 - Schedule: Start date, end date, ad scheduling
 - Start date **May 25, 2016** [Edit](#)
 - End date ☒ None
 - Ad scheduling ?

Monday	6 AM	00	to	12 AM	00	X
Tuesday	6 AM	00	to	12 AM	00	X
Wednesday	6 AM	00	to	12 AM	00	X
Thursday	6 AM	00	to	12 AM	00	X
Friday	6 AM	00	to	12 AM	00	X
Saturday	6 AM	00	to	12 AM	00	X
Sunday	6 AM	00	to	12 AM	00	X

[+ Add](#)
 - Display clock ☒ 12-hour ☐ 24-hour
 - Time zone **Australia/Sydney** (cannot be changed)

6. Creating a Google Display Advertising Ad Group

You have now created your campaign. You need to create your Ad Group as the next step. To create your ad group, click on **+ Ad Group**

The screenshot shows the Google AdWords interface for a campaign named 'Preventative Eyecare'. The campaign is enabled and has a budget of \$5.00/day. The targeting is set to 3.0 mi around 92 Peters Avenue, Mulgrave 3170, AU. The 'Ad groups' tab is selected, and a red arrow points to the '+ AD GROUP' button. Below the button, a table shows the current state of the ad groups:

Ad group	Status	Default Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
You don't have any enabled or paused ad groups in this campaign. Click "+ Ad group" above to create one.								
Total – all but removed ad groups			0	0	0.00%	\$0.00	\$0.00	0.0
Total – all ad groups			0	0	0.00%	\$0.00	\$0.00	0.0

You need to **create a name for your ad group**. We recommend naming it the message it is communicating. For example for the Preventative Eye Care Campaign you could name it 'No. 1 Cause' or for the Digital Eye Strain Campaign you could name it 'Mustard: You live in the digital age. Shouldn't your eyes?'.

The screenshot shows the 'Create an ad group' step in the Google AdWords interface. The campaign type is 'Display Network only - Drive action'. The 'Ad group name' input field is highlighted with a red box and contains the text 'No 1 Cause'.

You need to set your maximum Cost Per Click (CPC). Enter a Max CPC bid, ProVision suggests starting with \$1 and adjusting based on your results. For more information on CPC take a look at page 18 of these instructions.

Max. CPC Bid

Select **Use a different targeting method** and select **Demographics**

Choose how to target your ads

- ☐ Display keywords – show ads on sites related to your keywords.
- ☐ Interests & remarketing – show ads to people based on their interests.
- ☒ Use a different targeting method

Select a targeting method ▾

Topics

Show ads on pages about specific subjects

Placements

Show ads on websites that you choose

Demographics

customers

nal customers, at your current cost per customer ?

h more customers, around your current cost per customer (Display Campaign Optimis

Weekly available impressions
Display Network

0 Impressions

Your ads will not run because you haven't added any targeting. Select targeting methods to choose where your ads should appear. [Learn more](#)

Select **Female, unknown, 35 – 64 parent, not a parent and unknown** Research shows that females are the decision makers of the household, for both their children and their parents.

Targeting optimisation leave the selection at **Let AdWords automatically find new customers**

Press **Save and Continue**

Choose how to target your ads

- ☐ Display keywords – show ads on sites related to your keywords.
- ☐ Interests & remarketing – show ads to people based on their interests.
- ☒ Use a different targeting method

Demographics ▾

Demographics ?

GENDER

- ☐ Male
- ☒ Female
- ☒ Unknown ?

AGE

- ☐ 18-24
- ☐ 25-34
- ☒ 35-44
- ☒ 45-54
- ☒ 55-64
- ☐ 65 or more
- ☒ Unknown ?

PARENTAL STATUS

- ☒ Parent
- ☒ Not a parent
- ☒ Unknown ?

Reach a significantly wider audience by showing ads to people whose age, gender or parental status that we do not know.

☒ [Narrow your targeting further \(optional\)](#)

Select a targeting method ▾

Targeting optimisation

- ☒ Let AdWords automatically find new customers
- ☒ Conservative targeting: find additional customers, at your current cost per customer ?

Weekly available impressions
Display Network

10B+ Impressions

Targeting methods

● Demographics

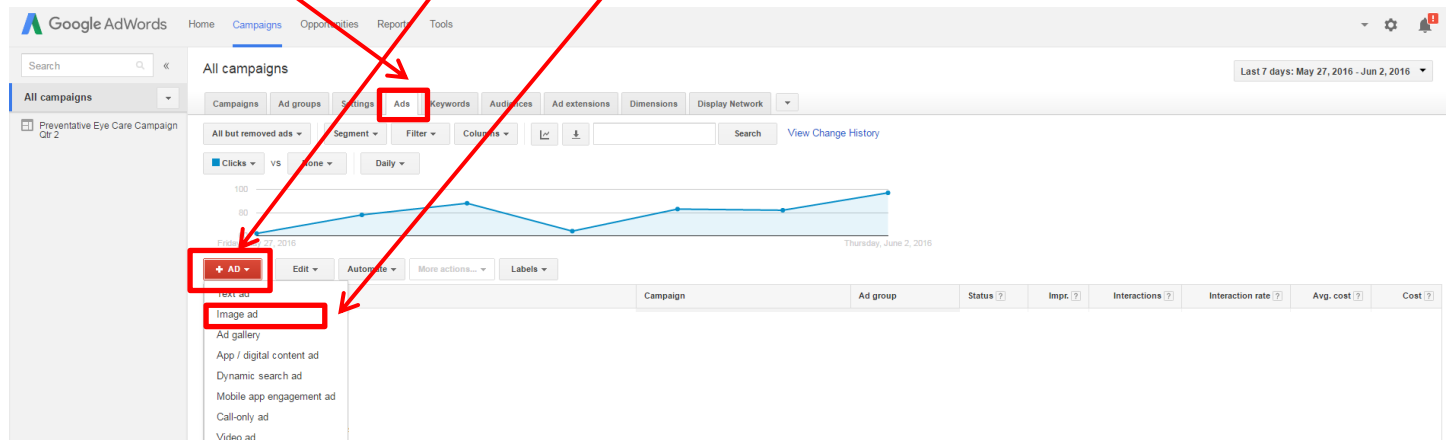
This is just an estimate of your initial targeting reach and doesn't take into account automated targeting methods or bid, budget and device settings. [Learn more](#)

Press **Save and Continue**

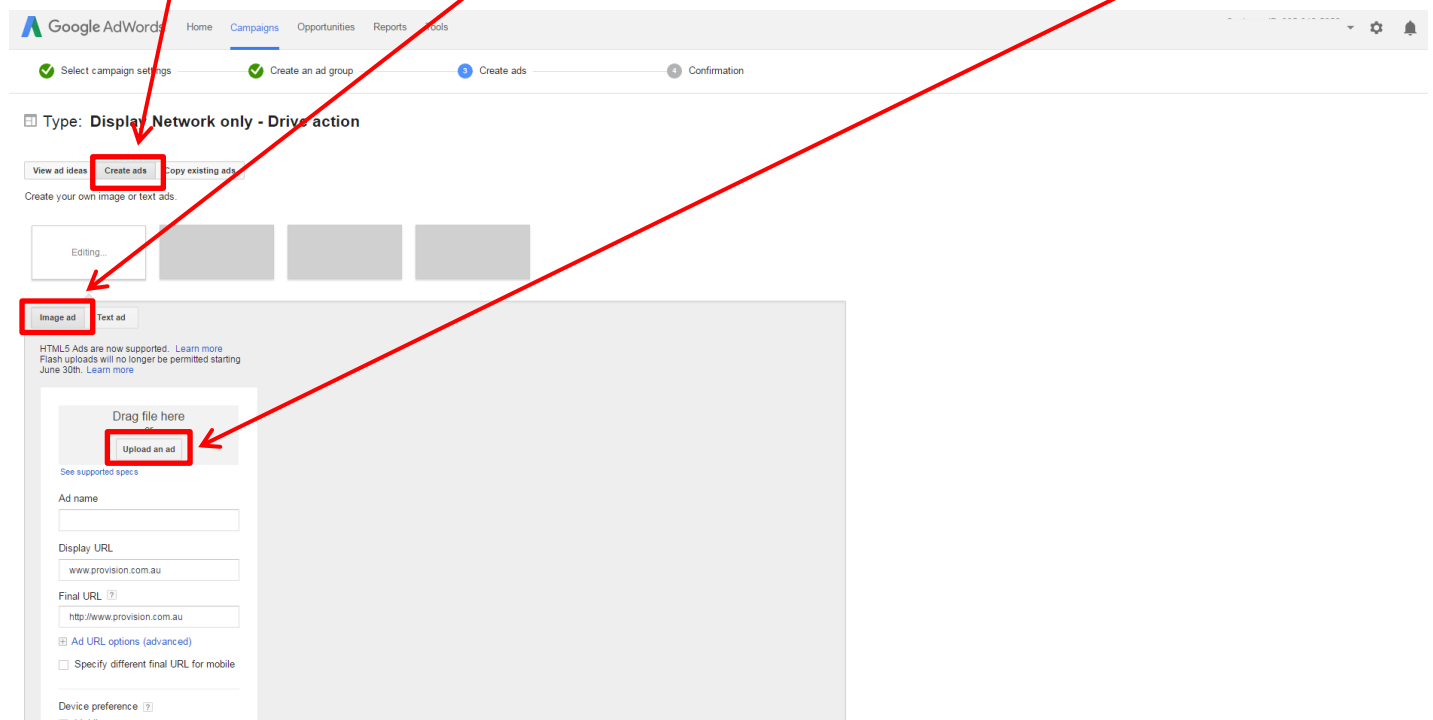
7. Creating Google Display Advertising Ads

Now is the final step to creating your Google display advertisement, creating your Ads, the images.

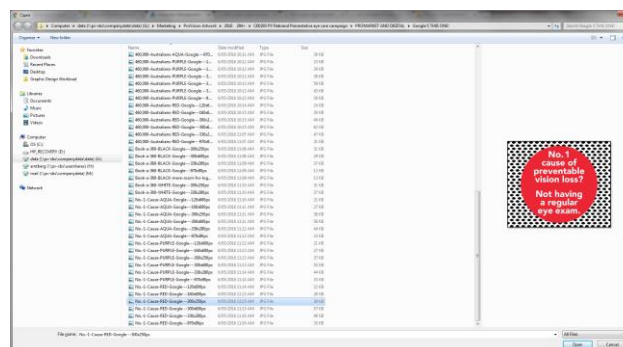
Click on the **Ads** tab and then Click on **+ AD** and **Image Ad**



Click on **Create ads** and then select **Image ad**. Now you need to select your image. Click **Upload an image**



Locate your image files on your documents and click Open



A preview of your ad will appear on the right hand side.
You now need to name your ad and enter your practice website.

If you would like to create another ad within this ad group click on upload another ad. Once you have finished uploading all your ads click **save and continue**.

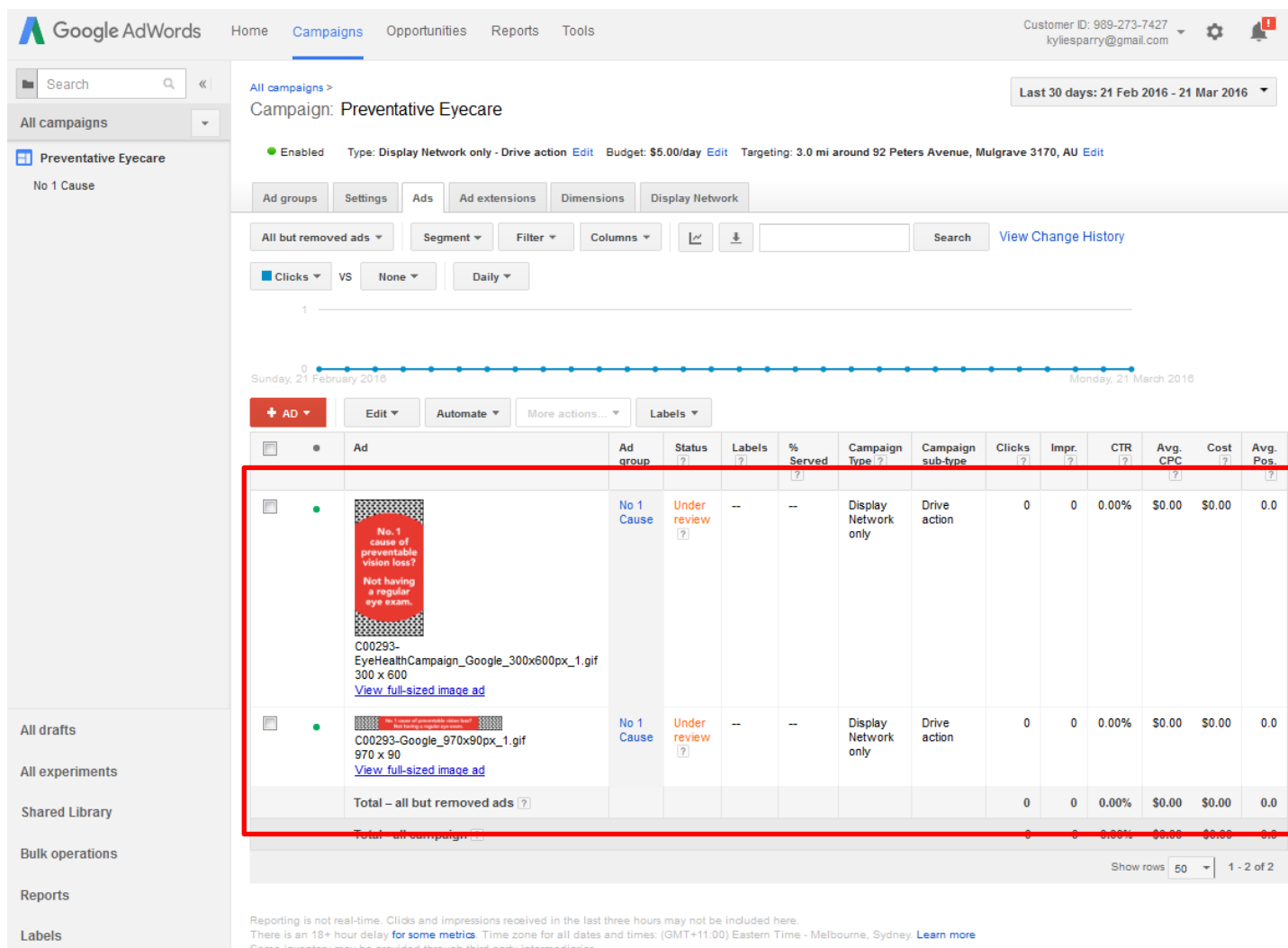
This screen will then display on your computer. Simply click **Go to my campaign.**

8. Google AdWords Dashboard



In your dashboard your ads are now placed and are under review from Google.

When your ad has passed the review process the ad will automatically go live. You will know when this happens through an email notification and the Status will change to Approved.

Make sure to login and check your ads' performance. Google AdWords is all about experimentation, don't be afraid to change the budget, ad or remove ads and ad groups. In the dashboard you can view how many people have seen your ad, how many people have clicked on your ad, the average cost per click etc.



The screenshot shows the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The user is logged in as 'kyliesparry@gmail.com' with a customer ID of 989-273-7427. The main section displays the 'Preventative Eyecare' campaign, which is 'Enabled' and has a budget of '\$5.00/day'. The campaign is targeting '3.0 mi around 92 Peters Avenue, Mulgrave 3170, AU'. Below the campaign details, there are tabs for 'Ad groups', 'Settings', 'Ads', 'Ad extensions', 'Dimensions', and 'Display Network'. The 'Ads' tab is selected, showing a list of ads. Two ads are listed, both with a status of 'Under review' and a 'No 1 Cause' ad group. The first ad is a 300x600px image ad, and the second is a 970x90px image ad. Both ads have 0 clicks, 0 impressions, 0.00% CTR, and \$0.00 cost. The table also shows a 'Total - all but removed ads' row with 0 clicks, 0 impressions, 0.00% CTR, and \$0.00 cost. The bottom of the dashboard includes a reporting note: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+11:00) Eastern Time - Melbourne, Sydney. Learn more. Some inventory may be provided through third party intermediaries.'

Ad	Ad group	Status	Labels	% Served	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
 C00293-EyeHealthCampaign_Google_300x600px_1.gif 300 x 600 View full-sized image ad	No 1 Cause	Under review	--	--	Display Network only	Drive action	0	0	0.00%	\$0.00	\$0.00	0.0
 C00293-Google_970x90px_1.gif 970 x 90 View full-sized image ad	No 1 Cause	Under review	--	--	Display Network only	Drive action	0	0	0.00%	\$0.00	\$0.00	0.0
Total - all but removed ads							0	0	0.00%	\$0.00	\$0.00	0.0

Help with Google AdWords

There are many tutorials online which can help you familiarise yourself with Google AdWords. Simply Google search AdWords help and your topic, there is bound to be an answer on a blog or video tutorial.

If you need any advice please contact Google or the ProVision Marketing team on (03) 8544 3900