

Arthur  
St\_

# Webinar 3

## Marketing with Google

Wimmera Mallee Tourism

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[arthurst.com.au](http://arthurst.com.au) →

Wimmera  
Mallee

Supported by:



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## Why are we here?

- Google platforms can be an amazing marketing tool if it's planned and executed well
- It's tough to stay up to date with digital marketing

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# Today's Session

- The digital landscape
- Digital Trends
- The Google landscape
- Search Engine Optimisation (SEO)
- Setting up Google Search Ads Campaigns
- Measuring success and optimisation
- Agency tips and tools



Matt Cowdell  
Managing Director

- Bachelor of Commerce (Marketing & Interactive Marketing)
- 15+ years digital experience
- Agency, media and client side
- Currently working with mid – large brands on all things digital
- LinkedIn Profile:
  - <https://www.linkedin.com/in/matt-cowdell>





**Hannah Nicholson**  
**Digital Marketing Specialist**

- Bachelor of Commerce
- 10 years experience working with various brands within the Tourism & Entertainment industries.
- Currently working with various service-based and eComm businesses on expanding their digital activity.
- LinkedIn Profile:  
<https://www.linkedin.com/in/hannah-nicholson-735988a5/>

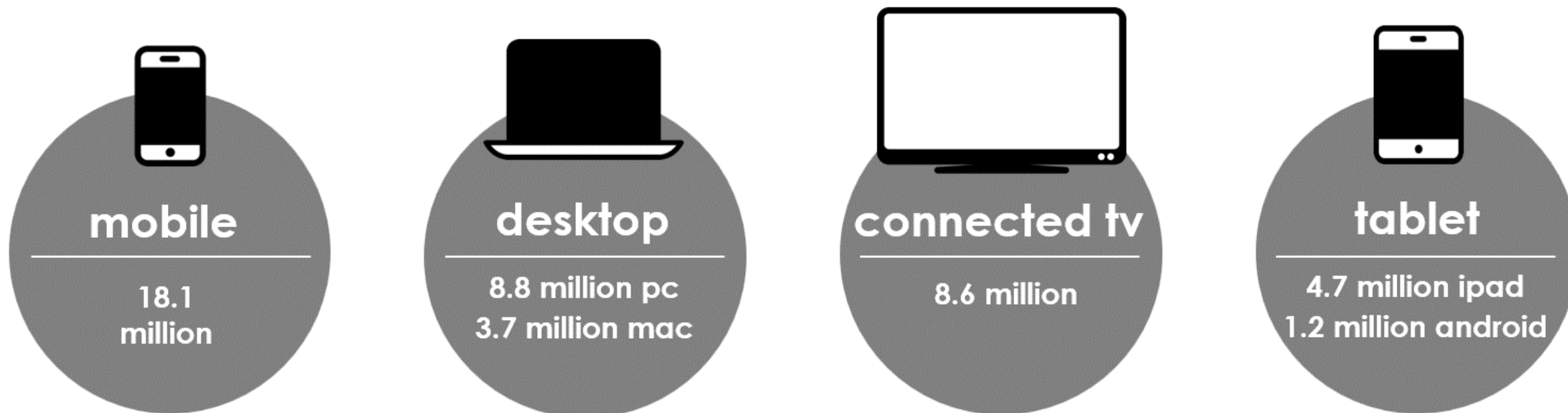


# Brands that trust us



# The digital landscape & trends

## We continue to multiscreen



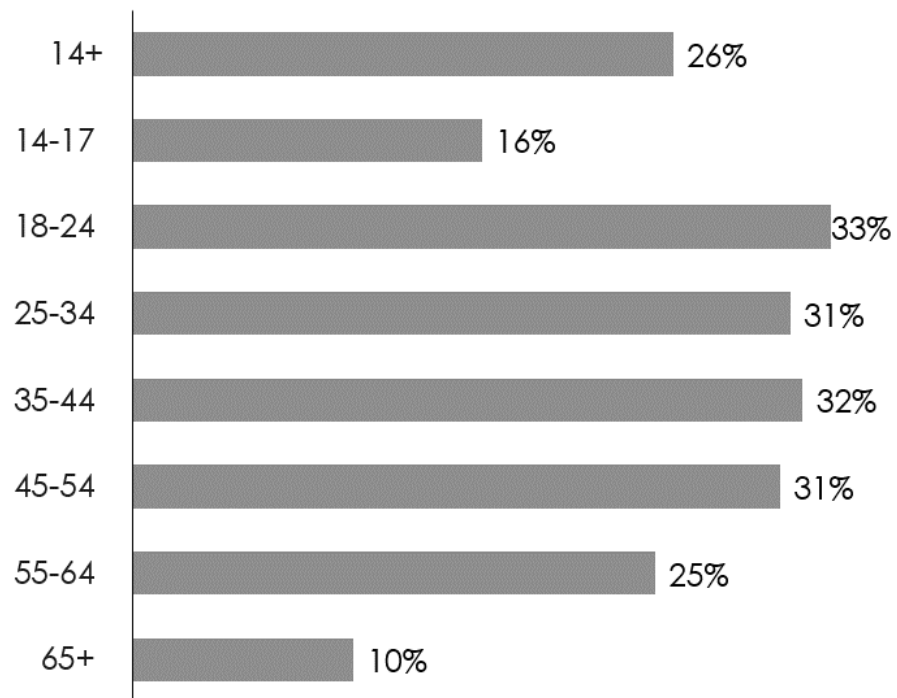
**average 6.6 video capable screens per household**

*Source: IAB March 2022*



# A quarter of Australians have a smart speaker at home (ages 14+)

% with a smart speaker at home



5.4 million  
Australians  
own a smart  
speaker.  
Ownership has  
increased 32%  
over the last  
year.

Frequency of use  
is also  
increasing, 63%  
of those with a  
smart speaker at  
home use it  
weekly, up 39%  
over the last  
year.

Source: IAB March 2022


JAN  
2023


# TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022



AUSTRALIA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.49 B	34.9 M	10M 48S	8.4
02	YOUTUBE.COM	 596 M	22.7 M	20M 47S	12.9
03	FACEBOOK.COM	336 M	22.5 M	8M 49S	8.3
04	REDDIT.COM	97.4 M	8.18 M	8M 59S	7.4
05	GOOGLE.COM.AU	94.1 M	9.04 M	6M 28S	9.0
06	WIKIPEDIA.ORG	88.5 M	15.5 M	8M 57S	9.7
07	ABC.NET.AU	84.6 M	11.7 M	3M 39S	3.2
08	TWITTER.COM	84.2 M	11.5 M	7M 23S	12.0
09	NEWS.COM.AU	81.2 M	9.49 M	6M 37S	4.0
10	INSTAGRAM.COM	78.5 M	11.4 M	6M 50S	8.6

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	LIVE.COM	74.9 M	6.40 M	4M 58S	2.9
12	NETFLIX.COM	 74.4 M	5.79 M	10M 18S	4.2
13	PORNHUB.COM	59.4 M	6.96 M	6M 51S	7.6
14	EBAY.COM.AU	55.2 M	10.5 M	10M 08S	9.1
15	OFFICE.COM	53.6 M	3.98 M	7M 50S	7.2
16	REALESTATE.COM.AU	53.0 M	11.1 M	6M 38S	6.8
17	YAHOO.COM	50.5 M	7.20 M	5M 02S	6.7
18	XVIDEOS.COM	47.7 M	5.66 M	5M 04S	4.6
19	BOM.GOV.AU	47.0 M	6.76 M	15M 25S	5.7
10	AMAZON.COM.AU	42.5 M	11.2 M	11M 44S	9.5

**SOURCE:** SIMILARWEB, RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME

# AI is becoming mainstream- ChatGPT

## What does this mean for Google?

The screenshot displays the ChatGPT interface with a dark background. At the top, the text "ChatGPT" is centered. Below it, three columns are organized under icons: a sun for "Examples", a lightning bolt for "Capabilities", and a warning triangle for "Limitations". Each column contains three text boxes with sample prompts and their corresponding AI responses. At the bottom, there is a text input field with a cursor and a send button. A small disclaimer is visible at the very bottom of the interface.

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

ChatGPT Mar 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

**Google Landscape**

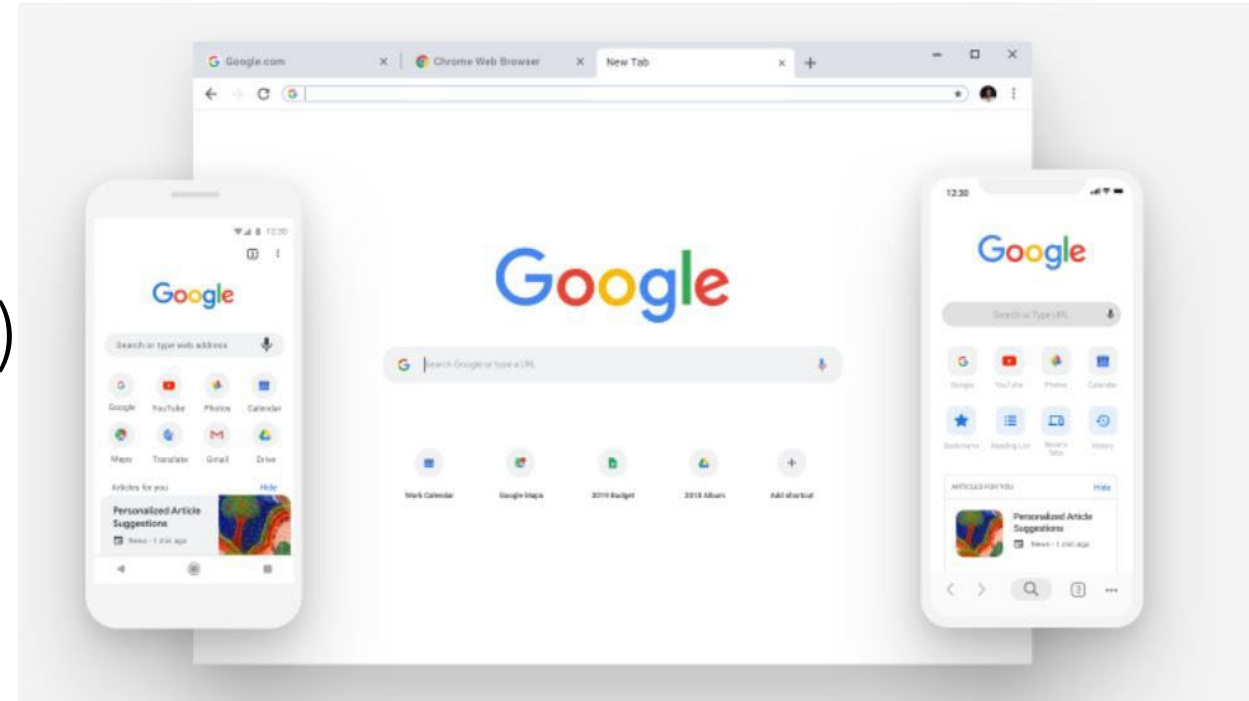
# Google

Google My Business

SEO (Search Engine Optimisation)

SEM (Google Ads)

Search, Display, Video, Shopping & App



# SEM

Search

Display

Video

Shopping

App



google ads



Powered by SURFER

[All](#) [Images](#) [Videos](#) [News](#) [Shopping](#) [More](#) [Tools](#)

About 2,030,000,000 results (0.57 seconds)

This search may be relevant to recent activity: [Your Search activity](#) | [Feedback](#)

[google ads marketing](#)

Ad · <https://ads.google.com/start> 1800 626 050

[Google - Ads](#)

255,969 1,345 20

**Google Ads** - An easy & effective tool. Start advertising with **Google**. Here's \$100 **Google Ads** Credit. Free Expert Support. Promote Your Website. Set Your Own Budget. Target Specific Locations. Show **Ads** Locally. Types: Search **Ads**, Banner **Ads**, Video **Ads**.

[Discover New Keywords](#)

0 N/A N/A

Create A Google Ads Account & Get Started With Google Keyword Planner

[Learn About Display Ads](#)

Reach Cross-Device Customers With Text, Banner, Gmail Or App Ads.

[How Google Ads Works](#)

0 N/A N/A

Be Seen Across The Web Locally And Globally.

[Learn About Video Ads](#)

Broadcast Your Business Story & Increase Your Brand Awareness.

<https://ads.google.com> > intl > en\_au

[Get More Customers With Easy Online Advertising | Google Ads](#)

255,969 985 20 Title changed

Grow your business with **Google Ads** ... Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, ...

[Contact](#) · [How Google Ads Works](#) · [Cost](#) · [How it works](#)

You've visited this page many times. Last visit: 5/10/21

# Google First Strategies



Google Search captures consumer intent:

**Informational keywords** – searchers looking for an answer to a specific question or general information.

**Navigational keywords** – searchers intending to find a specific site or page.

**Commercial keywords** – searchers looking to investigate brands or services.

**Transactional keywords** – searchers intending to complete an action or purchase.

# SEM - Search

The image shows a Google search results page for the query "study tafe geelong". The search bar at the top contains the text "study tafe geelong" and the Google logo is on the left. Below the search bar, there are navigation links for "All", "Images", "Maps", "News", "Shopping", and "More", along with a "Tools" link on the right. The search results show "About 241,000 results (0.57 seconds)".

The first result is an advertisement for Monarch Institute. The ad title is "TAFE Courses—Monarch Institute - AU's #1 Online Institute". Below the title, there are icons for a magnifying glass (20,078), a document (981), and a key (0). The ad text describes various courses like Accounting & Booking, Business Management, Marketing, Logistics, Project Management, HR, and mentions "Absolute Flexibility — Your Way, Your Terms — Learn From Qualified & Experienced Leaders. Rated 4.7 by Students. Part Payment Options. Industry Leading Trainers." There are four buttons: "Enrol Now" (with 0 magnifying glass, 1,094 document, and 0 key icons, and a "Title changed" label), "Contact Us", "Monarch Courses" (with 0 magnifying glass, 1,102 document, and 0 key icons, and a "Title changed" label), and "About Monarch".

The second result is for Gordon TAFE. The URL is "https://www.thegordon.edu.au > courses". The title is "Gordon TAFE courses available full and part-time". Below the title, there are icons for a magnifying glass (47,111), a document (N/A), and a key (N/A). The text includes "Courses · All courses · Accredited courses · Apprenticeships & traineeships · International courses · Short courses · Study areas · VET delivered to secondary students ..." and a list of links: "All courses · Short courses · International courses · Accredited courses".

The third result is also for Gordon TAFE, with the URL "https://www.thegordon.edu.au". The title is "Full-time and part-time Gordon TAFE courses".



# SEM - Display

Example of your image ad at 160x600



**Sunglasses  
Deals Up to  
50% Off**



Discover the latest  
collection of Men's  
sunglasses.  
Summer Sale Up to  
50% Off



Example of your native ad at 480x120



From Aviator Shades to  
Retro sunglasses. Check  
out our new collection

Alphafad

Shop now

Example of your image ad at 300x250



**Sunglasses Deals Up to 50% Off**



Discover the latest collection of  
Men's sunglasses. Summer Sale  
Up to 50% Off



Example of your text ad at 300x250

**Sunglasses Deals Up  
to 50% Off**

Alphafad

Discover the latest collection of Men's  
sunglasses. Summer Sale Up to 50% Off

SHOP NOW

Example of your image ad at 728x90



**Sunglasses Deals  
Up to 50% Off**

Discover the latest  
collection of Men's  
sunglasses. Summer  
Sale Up to 50% Off



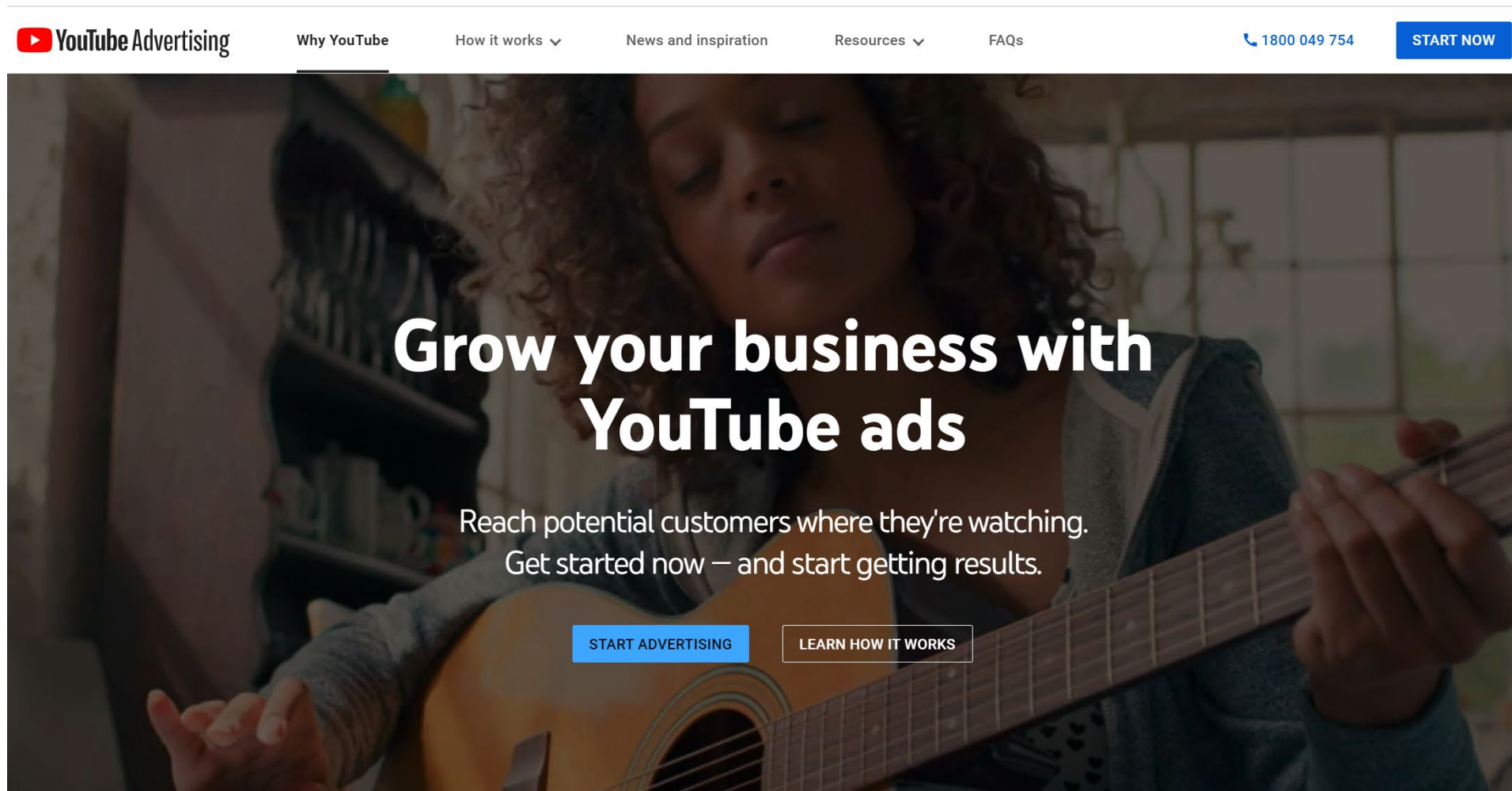
# SEM - Shopping

The screenshot shows a Google search for "buy wetsuit" with the following details:

- Search bar: buy wetsuit
- Location: Australia (260)
- Price: \$ 1.47
- Powered by SURFER
- Navigation: All, Shopping, Maps, Images, Videos, More, Tools
- Results: About 18,400,000 results (0.62 seconds)
- Sponsored section: Shop buy wetsuit

Product Name	Price	Rating	Source
4/3 Thermal Chest Zip...	\$280.00		needessenti...
Mens 3/2 High Performanc...	\$269.97		Project Blank
O'Neill Reactor II F...	\$149.99	★★★★★ (929)	AU.Oneill.com
Mountain Warehouse...	\$76.99 (was \$153)	★★★★★ (95)	Mountain W...
Nikki Van Dijk Springsuit -...	\$219.00	★★★★★ (23)	wallien.com.au

# YouTube Ads

The image shows a screenshot of the YouTube Advertising landing page. At the top, there is a navigation bar with the YouTube Advertising logo on the left, followed by menu items: 'Why YouTube', 'How it works' (with a dropdown arrow), 'News and inspiration', 'Resources' (with a dropdown arrow), and 'FAQs'. On the right side of the navigation bar, there is a phone icon followed by the number '1800 049 754' and a blue button labeled 'START NOW'. The main content area features a background image of a woman with curly hair playing an acoustic guitar. Overlaid on this image is the text 'Grow your business with YouTube ads' in a large, white, sans-serif font. Below this headline, there is a sub-headline: 'Reach potential customers where they're watching. Get started now – and start getting results.' At the bottom of the main content area, there are two buttons: a blue button labeled 'START ADVERTISING' and a white button with a black border labeled 'LEARN HOW IT WORKS'.

# Google Search Ads

Benefits:

- Relevance
- Control
- Results

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.A white, rounded rectangular search bar with a magnifying glass icon on the left and a microphone icon on the right. The text inside the bar reads "Search Google or type a URL".

Search Google or type a URL

# Search Engine Optimisation (SEO)

## SEO Basics

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Search engine optimisation (SEO) is the process of growing a website's organic search traffic.

# 5 Main Steps for SEO

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1. **Keyword research.** Find what people search for.
2. **Content creation.** Craft content for searchers.
3. **On-page SEO.** Make your content as clear as possible.
4. **Link building.** Build trust and authority from other websites.
5. **Technical SEO.** Help search engines find, crawl, and index your content efficiently.





# Setting up Google Search Ads

# SEM – Google Keyword Planner

## Discover new keywords ✕

[START WITH KEYWORDS](#) [START WITH A WEBSITE](#)

Enter products or services closely related to your business

🇬🇧 English (default) 📍 Australia

Enter a domain to use as a filter

[GET RESULTS](#)

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business  
[Learn more](#)

Using your site will filter out services, products or brands that you don't offer

# Ubersuggest



Add Project

- Dashboard
- Rank Tracking
- SEO Opportunities
- My Workspace **NEW!**
- Chrome Extension

Site Audit

Keyword Research

- Keyword Overview
- Keyword Ideas**
- Keyword Visualization **NEW!**
- Keywords by Traffic
- Similar Websites
- Content Ideas

Keyword Lists **NEW!**

Traffic Estimation

Backlinks

Labs **NEW!**

## Keyword Ideas : accountant geelong

SUGGESTIONS (49) | RELATED (188) | QUESTIONS (5) | PREPOSITIONS (3) | COMPARISONS (1)

Volume | SEO Difficulty | CPC | Keyword Filters

BETA

ALL

PAGE 1 RANKING POTENTIAL

EXPORT TO CSV | COPY TO CLIPBOARD | ADD TO LIST | 0 of 49 Selected

<input type="checkbox"/>	KEYWORDS		VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
YOUR KEYWORDS						
<input type="checkbox"/>	accountant geelong	Search Results	1,300	\$5.32	7	29
KEYWORD IDEAS						
<input type="checkbox"/>	geelong accountants	Search Results	1,600	\$5.94	7	29
<input type="checkbox"/>	geelong accountant	Search Results	1,300	\$5.32	7	28
<input type="checkbox"/>	how to become an accountant in australia	Search Results	210	\$3.59	33	46
<input type="checkbox"/>	geelong accounting jobs	Search Results	170	\$0.78	20	61
<input type="checkbox"/>	accountant jobs geelong	Search Results	170	\$0.78	20	57
<input type="checkbox"/>	business accountant geelong	Search Results	110	\$8.59	13	26
<input type="checkbox"/>	geelong accounting firms	Search Results	110	\$3.91	11	24
<input type="checkbox"/>	bookkeeper geelong	Search Results	70	\$10.47	63	40

# Keywords

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Let's make a list of all of the keywords that are important to your business.

- Your brand or business name
- Your products or services categories
- Think about adding the location or best to the keyword – best accountant geelong

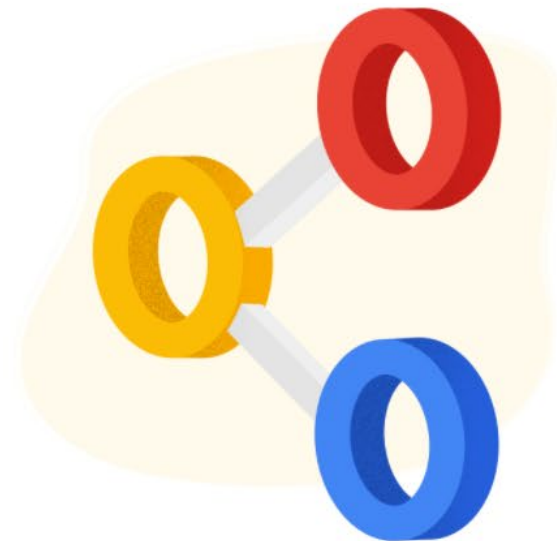
# The auction



Expected click  
through rate  
(CTR)



Landing Page  
Experience



Ad relevance

# Ads

Ad · <https://ads.google.com/start> ▾ 1800 626 050

## Google - Ads

 255,969  1,345  20

**Google Ads** - An easy & effective tool. Start advertising with **Google**. Here's \$100 **Google**...

Deal: Up to A\$100 off in ad credit\*

### Discover New Keywords

 0  N/A  N/A

Create A Google Ads Account & Get Started With Google Keyword Planner

### How Google Ads Works

 0  N/A  N/A

Be Seen Across The Web Locally And Globally.

### How Much Does It Cost?

Set Your Own Advertising Budget. Pay Only When Your Ad Is Clicked.

### Learn About Display Ads

Reach Cross-Device Customers With Text, Banner, Gmail Or App Ads.

## URL and Path

## Headline : 30 characters

## Description: 90 characters

## Ad extensions

# Best practice

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- 3-5 ads per ad group
- Optimise ad rotation for clicks or conversions
- At least three extensions for each campaign or ad group

# Responsive Search Ads

Google will mix and match headlines and descriptions to generate results.





# Ad Extensions

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Location Extensions

Call extensions

App extensions

Price extensions

Promotion Extensions

Message Extensions


Sitelinks

Callout Extensions

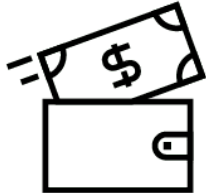
Structured Snippets

# Optimisation and Measuring Success

# Return on Ad Spend - ROAS

$$\text{ROAS} = \frac{\text{Total Campaign Revenue}}{\text{Total Campaign Cost}}$$


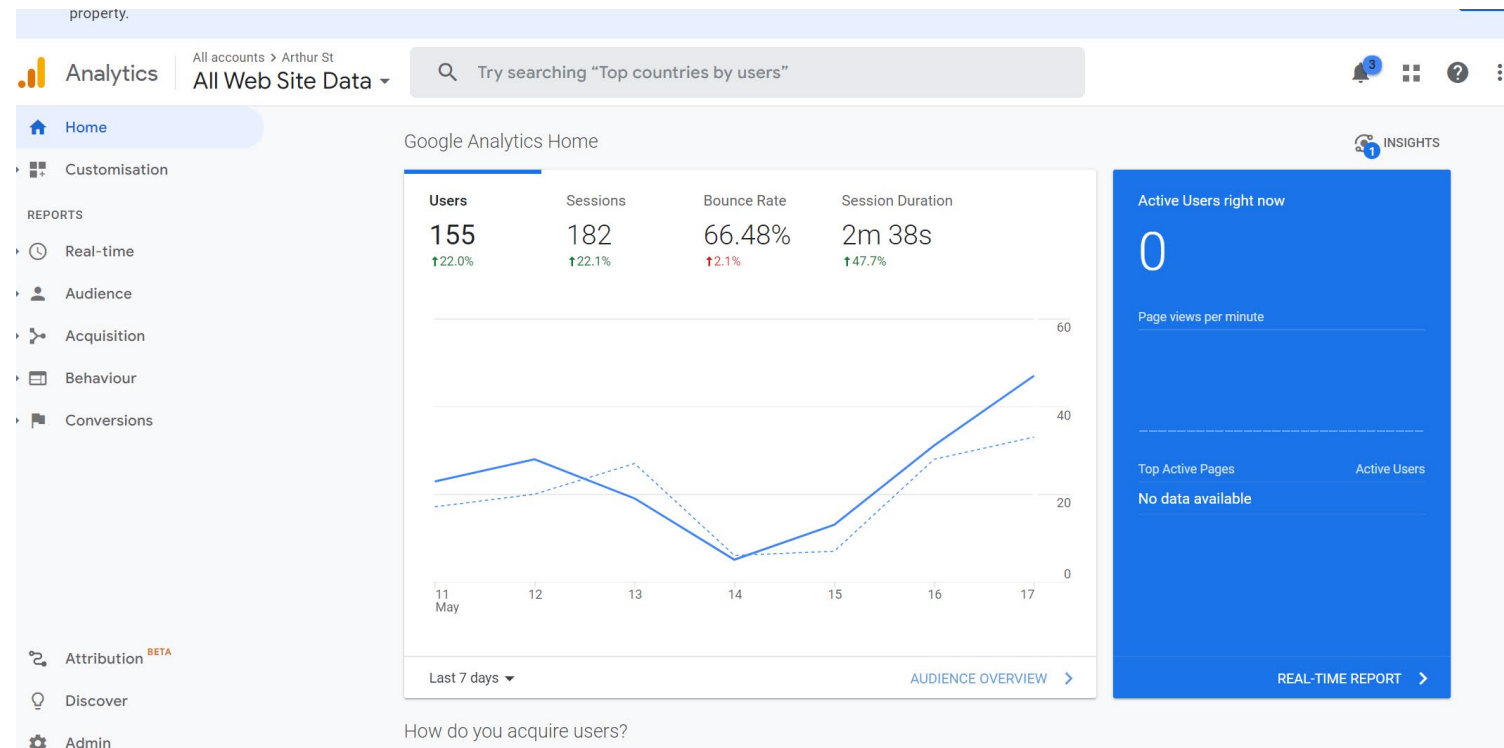
Total Campaign Revenue



Total Campaign Cost

# Get back up to speed on Google Analytics

- Setup GA4
- Configure web events
  
- Checkout Skillshop for courses



Useful Stuff

# AI for Content Writing – Chat GPT

The screenshot displays the ChatGPT interface with a dark background. At the top center, the text "ChatGPT" is written in white. Below this, there are three columns: "Examples" (with a sun icon), "Capabilities" (with a lightning bolt icon), and "Limitations" (with a warning triangle icon). Each column contains three items in a list format. At the bottom, there is a text input field with a cursor and a send button (a paper plane icon). Below the input field, there is a small line of text: "ChatGPT Mar 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

Examples	Capabilities	Limitations
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"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

# Think with Google

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## Insights. Ideas. Inspiration.

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FEATURE OF THE MONTH

### The Messy Middle: How behavioural science can help you avoid a pricing race to the bottom

The latest installation in the Messy Middle research untangles another layer in understanding consumer shopping journeys. Learn how people decide where to buy things from, and how marketers can use behavioural science to be compelling to consumers - without relying on discounting.



Trending Right Now

🔒 Cookies help us deliver our services. By using our services, you agree to our use of cookies. [Learn More](#) [Got It](#)

# Google Skillshop

The screenshot shows the Google Skillshop website. At the top left is the Google logo. Below it, the word "Skillshop" is displayed. To the right of "Skillshop" are two dropdown menus: "Explore" (with an upward arrow) and "Get Certified" (with a downward arrow). In the top right corner, there is a blue "Sign in" button. A navigation menu is open on the left side, listing various categories: "Google Ads", "Google Marketing Platform", "Analytics Academy", "Google My Business", "Google Ad Manager", "Google AdMob", "Authorized Buyers", and "Waze". The main content area features a large heading: "Master the Google tools you use at work with online training". Below this heading is a sub-heading: "Develop skills you can apply right away, with e-learning courses designed by Google product experts. Learn at your own pace and get Google product certified." A blue "Get started" button is positioned below the sub-heading. To the right of the text is an illustration of a person sitting on a blue sofa, working on a laptop. The background of the illustration shows a window, a potted plant, and a side table with books. At the bottom of the page, there is a section titled "GROW YOUR SKILLS" with a blue underline. The bottom of the page also features a decorative graphic of a laptop and sticky notes.



# Thank You

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Vic, 3215, Australia

Wimmera  
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