

Fun with Analytics

Chapter 6: Fun with eCommerce Analytics Part II: Adwords

Introduction

Welcome to Fun with Analytics. If you've come across this material on its own – it has two homes – one is a site where you can download copies of the chapters or read them online, at <http://tinyurl.com/casa-mktg> - the other is a LinkedIn Group, Learning Google Analytics, where you can discuss the material and ask questions: <http://tinyurl.com/learning-ga>

In This Chapter

This is part 2 of a 2 chapter series, whose goal is to capture the “full life cycle” of analytics, and take a close look at ROI (return on investment). The goal is to shed light on an elusive quarry – when you are spending money on ads, how can analytics help you know how much money you are making? And the exciting thing is that Adwords provides a way to do this. Shopify provides a foundation for ecommerce, and Adwords provides a way to advertise a site, and then track conversion. If you haven't read chapter 5 yet, I highly recommend it. If you haven't read chapters 1-4, I recommend starting at the beginning.

eCommerce and Adwords are entire billion dollar industries, but with the right approach, anyone can explore this world in a microcosm, and as part of learning analytics, and Google Analytics, I think it's worth the effort.

So how does Adwords relate to Google Analytics? When you're in an ecommerce situation, you can use Google Analytics to track behavior on your shopping site, just like you can track any other kind of site, in terms of visits, how much time people are spending on the site, etc. And platforms like Shopify can connect directly to analytics, for this kind of information. But what Adwords brings to the table is the ability to track conversions – that is, being able to trace things all the way from an ad, to a purchase. This is a reason why Adwords is so important in generating information for analytics, and why search engine marketing is a desired skill, and important for online marketers to know about.

So let's dive in!

Part Deux: Adwords

To get started with Adwords, you can just follow along in this chapter, if you want to dive right in – I’ve tried to cover the bases as best I can, in a way that allows you to move along and try it directly.

If you’d like some background information, there’s also some resources you can review, which are also included at the end of the chapter in the Learning More section.

www.google.com/adwords - general information, links for learning more

<https://support.google.com/adwords> - the learning center, including guides

<http://tinyurl.com/adwords-bk> - a free ebook on Adwords I wrote a couple years ago, with info on basic concepts. The interface has changed a bit, but the fundamentals are the same.

(If you come to see the value of having Adwords as a skill, I encourage you to explore Google’s learning material, and consider getting Adwords Qualified – it’s free, and it can help your career in a direct way.)

So to get going, the first step will be to start an account. Woohoo!

Note: if you’ve been following along, but don’t have anything to try and sell -- if you actually want to use the sample file (the Social Media Marketing Primer ebook), it’s fine, but just clear it with me, ok? Tekelsey [at] gmail [dot] com

TIP - Free Adwords Credit – if you’ve been following along and made a Shopify site, there are ways to get free Adwords credit – basically free money. Or free ad budget at least.

<http://ecommerce.shopify.com/c/ecommerce-marketing/t/aha-this-is-how-to-get-your-google-adwords-and-facebook-credit-121154>

Start Account / Get Tracking Code

To start an account, go to <http://www.google.com/adwords>

Feel free to wander around – the “How it Works” and “Success Stories” links may be of interest. When you’re ready, click “Get started now”:

The screenshot shows the Google AdWords homepage. At the top, there's a navigation bar with 'Overview', 'How it works', 'Success stories', and 'Get started'. Below this is a search bar with 'beginner yoga classes' entered. The search results are displayed in a grid, with several ads for yoga studios and classes. A red box highlights the search results area, and a red arrow points from the text 'Advertise on Google' to the search bar. To the right of the search results, there's a blue button labeled 'Get started now' and a text prompt: 'Want to grow your business? Put your message in front of potential customers right when they're searching for what you have to offer.' Below the button, it says 'For free support call: 1-800-919-9922*'. The search results include ads for 'Laura Yoga Studio', 'Youth Yoga Classes', 'Yoga Accessories', 'Yoga Yoga Denver', 'Hot Yoga Classes', 'Yoga for beginners', and 'Lilac Yoga Studio'.

NOTE: You may want to write down the toll free support number. 1-800-919-9922 – it’s in Google’s best interest to help you succeed, and they have pretty good support.

When you have an account started, go to Tools > Conversions:

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools'. Below this is a search bar and a section titled 'All online campaigns'. On the right side, there's a dropdown menu for 'Tools' with options: 'Change History', 'Conversions', and 'Google Analytics'. A mouse cursor is pointing at the 'Conversions' option.

And click Conversion:



This process is setting up a connection between Adwords and your eCommerce site. It results in a bit of code that you can bring into Shopify, etc., and it’s what allows Adwords to track what’s going on in your site.

For example, the scenario you are setting up is that a person sees your ad – they click on it, then they reach your site, and ideally buy something. This “conversion code” you’re creating allows Google to make a connection between the ad, and your site. Basically when the visitor hits the order confirmation page, or “Thank You” page, the code is there, and Google can say, ok, this specific ad was clicked on and resulted in a purchase.

And this is basically what allows you to know that for spending x \$ on Google, it resulted in making x \$ in revenue on your eCommerce site. Adwords does not magically sell things for you – there’s an art and science to it, but the fundamental opportunity is significant for any business, and it’s very solid, compared to traditional forms of advertising.

If you’re planning on connecting Adwords and Shopify, you may want to review this link as well, which provides an overview and additional information around connecting the two:
<http://docs.shopify.com/manual/your-store/dashboard/google-adwords>

So after clicking the conversion button, enter a “Conversion name”:

New Conversion Settings Next steps

Conversion name

Source Webpage
 Mobile or tablet app
 Calls from ads using call extensions
 Clicks on a number on your mobile website
 Import

Save and continue Cancel new conversion

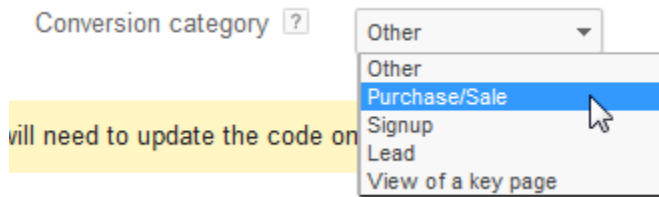
And click Save and Continue.

Then click “The value of this conversion action may vary”. This allows for you to set different prices.

Conversion value Each time it happens, the conversion action has the same value
 The value of this conversion action may vary (for instance, by purchase price)
You'll need to customize your conversion tracking to include [transaction-specific values](#).
If no value is assigned, what should the default value be?

 Don't assign a value to this conversion action

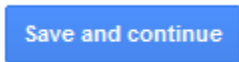
Next, set the Conversion category to Purchase/Sale:



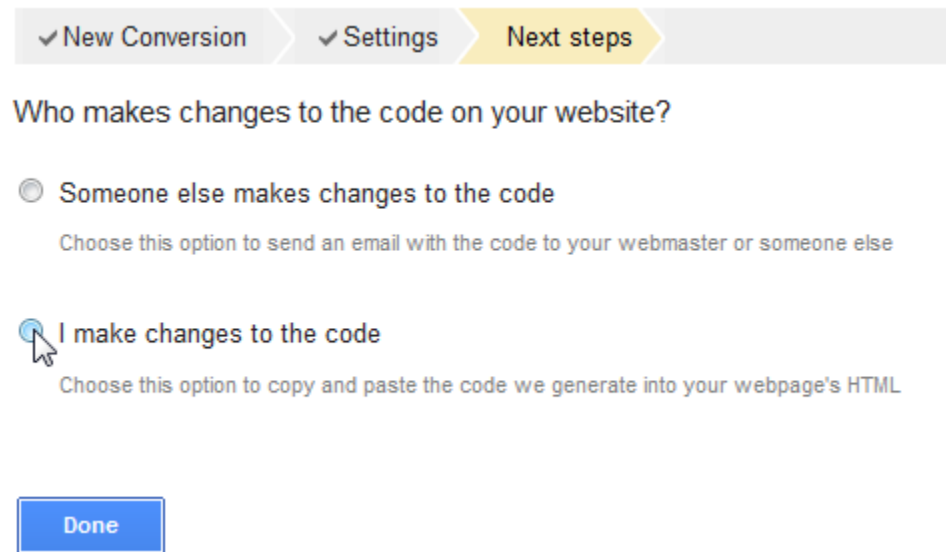
And check to make sure the Markup Language is set to HTML:



Then click Save and continue:



In the next section, click “I make changes to the code”:



And click the Done button.

Next, Google will give you the code, and you can copy it into memory (CTRL+C):

For example, paste this code into the webpage the user sees after signing up for your newsletter

```
<!-- Google Code for Shopify Conversion Page -->
<script type="text/javascript">
/* */
var google_conversion_id = 1044410043;
var google_conversion_language = "en";
var google_conversion_format = "2";
var google_conversion_color = "ffffff";
var google_conversion_label = "ntvnCPWE5goQu92B8gM";
var google_conversion_value = 1.00;
var google_remarketing_only = false;
/*]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;div style="display:inline;"&gt;
&lt;img height="1" width="1" style="border-style:none;" alt="" src="//www.googleadservices.com/pagead/conversion/1044410043/?value=1.00&amp;label=ntvnCPWE5goQu92B8gM&amp;guid=ON&amp;script=0"/&gt;
&lt;/div&gt;
&lt;/noscript&gt;</pre></div><div data-bbox="55 515 377 536" data-label="Section-Header"><h2>Connect Adwords to Shopify</h2></div><div data-bbox="54 557 371 575" data-label="Text"><p>Now, back in Shopify, go into Settings:</p></div><div data-bbox="57 590 203 642" data-label="Image"><img alt="Settings button" data-bbox="57 590 203 642"/>A dark grey rectangular button with a white gear icon on the left and the word "Settings" in white text to its right. A white hand cursor icon is positioned over the button, pointing towards the gear icon.</div><div data-bbox="54 659 188 676" data-label="Text"><p>Click Checkout:</p></div><div data-bbox="57 692 266 733" data-label="Image"><img alt="Checkout button" data-bbox="57 692 266 733"/>A dark grey rectangular button with a white shopping cart icon on the left and the word "Checkout" in white text to its right. A white hand cursor icon is positioned over the button, pointing towards the shopping cart icon.</div><div data-bbox="883 933 953 953" data-label="Page-Footer"><p>6 of 24</p></div>
```

And paste the code into the “Additional content and scripts” area:

Additional content & scripts

Any additional instructions or scripts you'd like to appear on the "Thank You" page of the checkout. This is an excellent place to paste things like ROI/conversion tracking codes and partner tracking systems.

And click the Save button:



If you haven't yet, you'll probably want to glance through this article:
<http://docs.shopify.com/manual/your-store/dashboard/google-adwords>

To Modify or Not to Modify

So in terms of actually changing the code, Google says you should do it:

You'll need to customize your conversion tracking to include **transaction-specific values**.

And the shopify documentation provides a way to do it:

Manipulating the snippet to provide real data

In the code snippet you just pasted, **replace**:

```
var google_conversion_value = 1;
```

With this code:

```
if ({{ subtotal_price }}) { var google_conversion_value = {{ subtotal_price |  
money_without_currency }}; }
```

So I guess what I'd say is that if you are just approaching this as a learning experience, I wouldn't worry about it – just remember that when you try the ad out and get someone to click on it and buy your test product (Even if it's a friend) – you'll get a conversion value, but it will be \$1.00. If you actually want it to represent the price of the products, you'll want to replace the code.

Don't be alarmed about code, just think about it as if it was a recipe.

For example, a recipe might say:

```
Get some bread  
Put some peanut butter on a slice  
Put the other slice on
```

And Google is just giving you a recipe for Shopify:

```
Here's some code  
Shopify, the value we place on the items will be 1 unless they change  
the recipe  
Have a nice day
```


So it might look a little different (everyone has their own lingo, right?)

```
var google_conversion_label = "ntvnCPWE5goQu92B8gM";  
var google_conversion_value = 1.00;  
var google_remarketing_only = false;
```

But the relevant part of the recipe is in red.

So you go to the shopify article and select the relevant recipe replacement:

With this code:

```
if ({{ subtotal_price }}) { var google_conversion_value = {{ subtotal_price |  
money_without_currency }}; }
```

And you replace the particular part of the “code recipe” with something new:

```
var google_conversion_label = "ntvnCPWE5goQu92B8gM";  
if ({{ subtotal_price }}) { var google_conversion_value =  
{{ subtotal_price | money_without_currency }}; }  
var google_remarketing_only = false;
```

And if we bring it back into the kitchen, all you’re really doing is saying that instead of peanut butter being decided on, you can choose what to put in the sandwich. So that instead of this:

```
Get some bread  
Put some peanut butter on a slice  
Put the other slice on
```

You end up with this:

```
Get some bread  
Put some [whatever you want] on a slice  
Put the other slice on
```

All code is doing is having one computer speak to another, or one program to another, etc. It’s basically just a set of directions to do something.

So given the fact that you have the article, Google Support, and Shopify Support, I think you can do it. And the advantage would be – then it’s real. And that could be exciting, to know you’ve done it. And to be able to say you’ve done it.

But don’t feel bad if it seems like too much – at least you’ve learned about the concept, and you can always come back later and try it for “real”.

Even if you don't "modify the code", you'll still end up being able to test the connection between Adwords and Shopify, and all your wildest analytics dreams will come true.


What's Going On

So to come back to earth from the galactic analytics kitchen, we can just consider the order confirmation page. That code that Google gives you, a "snippet" of code, which you can either use as is or tweak – Shopify ends up putting it on the Thank You page.

Thank you

Your order was placed successfully.

You've just purchased this



1x Social Media Marketing Primer - Version 1.0

Your Order ID is: **#1002**

An email receipt containing information about your order will soon follow. Please keep it for your records.

You will also receive an email with download links for your digital purchases.

**Social Media Marketing
Primer - Version 1.0**

[Social Media Marketing Primer.pdf \(9.07 MB\)](#)

So when someone 1) clicks on your ad, 2) purchases something, 3) checks out, they end up on the Thank You page, and when it displays, it says "Hey Google! There was a purchase!".

FUN: If you don't believe me, you might like to test the shopping cart process out (after you've added the conversion code), and then right-click on the page (Windows) or CTRL+click (Mac), and choose "View Source". And pretend you're looking at a recipe book, and see if you can find something that looks like the conversion code that Google gave you. And then you'll win a prize! Um – the prize is the knowledge that you've discovered the code you planted there.

Make an Adwords Campaign

Now that you've connected Shopify and Adwords, you'll probably want to want to create an ad, so that you can try it in real life. Remember that there are sample files to play with, and if you want to actually sell the PDF of the social media book – be my guest – even if it's just to get a friend or two to find the ad, click on it and buy it. The money will go to you, and you can give it back to them. Or you could try and sell it “for real” – be my guest. Just touch base with me, ok? Tekelsey [@] gmail [dot] com.

Alternatively, you might enjoy getting something a friend wrote and selling it as a digital product, or finding a physical product. But to keep the momentum going, all I'm saying is there's options.

In short, the world's your oyster!

What you'll find very shortly is that Adwords ads do cost money – surprise! But that's fair. In order to make money, you have to spend money. And analytics is what allows you to see if you're spending money effectively. Did my ad work? If people clicked on it, did they buy anything?

So to be clear, Google charges you when people click on their ad – this provides you visitors, and they leave it up to you about getting them to actually buy something.

And there's competition – so when you're paying Google for the clicks, it's like a kind of eBay auction. If you are a basketball company and there's another basketball company, and you both want to get people to click on your ads, when they type in “basketball” on google – then there's a bidding situation.

This is where it can be helpful at some point to review some of the background info:

<https://support.google.com/adwords>

<http://tinyurl.com/adwords-bk>

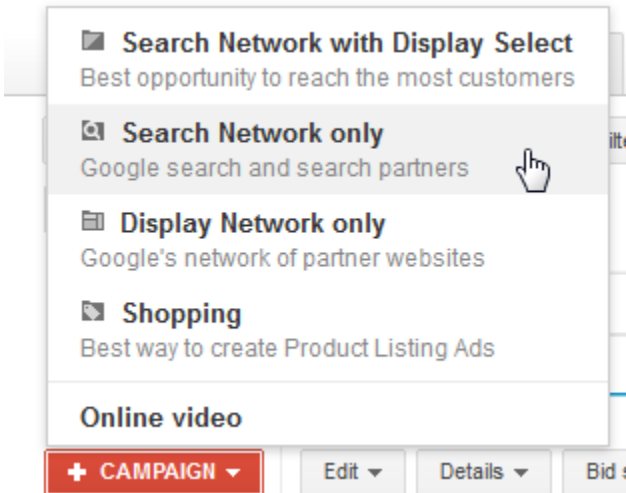
And on the good side, sometimes you can get free ad credit:

<http://ecommerce.shopify.com/c/ecommerce-marketing/t/aha-this-is-how-to-get-your-google-adwords-and-facebook-credit-121154>

But if you want to try things out, and limit your “Ad spend”, you can always bid very low, and make your product price very low, and just get some friends to find the ad, click, buy the product, so you can test things out. Then you can always come back and try the finer points by experimenting with different prices and bidding, to get “real” customers. And that can be exciting. Think of that – an exciting analytics learning experience.

Yes, it can take money – but it can be exciting. Especially if you're doing it for a client, a friend, or for an employer. At that point, I'd definitely recommend getting Adwords Qualified, so that you can increase your chances of selling effectively.

At any rate, when you're ready to try Adwords out, go into Adwords and click Campaign:



And for the moment, click Search Network only.

Next, give the campaign a name:

Type: Search Network only - Standard

Campaign name

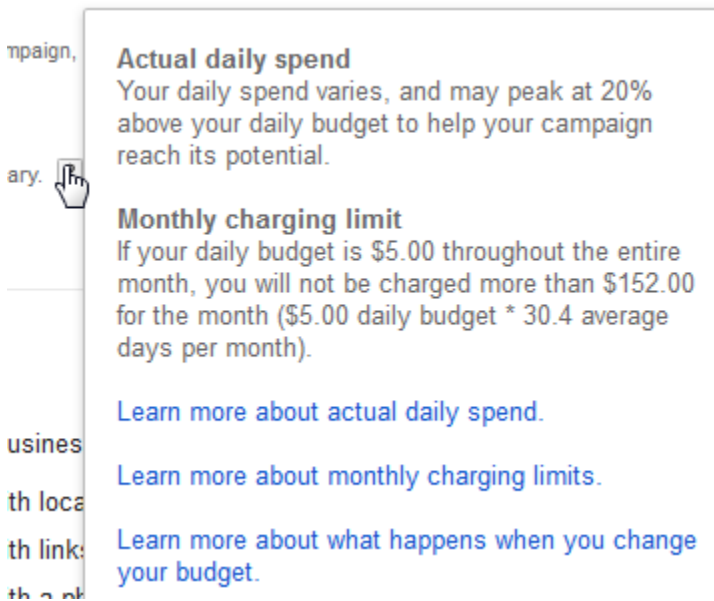
Next you will be given a chance to set a budget – ignore everything else for the moment.

Budget \$ per day
Actual daily spend may vary.

I'd suggest \$5.00 a day for learning. It doesn't mean you'll necessarily spend \$5.00/day – it's only if people actually click on the ad. But you can limit a budget, and change it, and that's the important thing to remember.

Budget \$ per day
Actual daily spend may vary.

(And feel free to click on the little question mark icons wherever you see them.)



mpaign,
ary. **Actual daily spend**
Your daily spend varies, and may peak at 20% above your daily budget to help your campaign reach its potential.

Monthly charging limit
If your daily budget is \$5.00 throughout the entire month, you will not be charged more than \$152.00 for the month (\$5.00 daily budget * 30.4 average days per month).

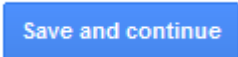
[Learn more about actual daily spend.](#)

[Learn more about monthly charging limits.](#)

[Learn more about what happens when you change your budget.](#)

usines
th loca
th link:
th a nk

Then click Save and continue:



Next, the wizard will ask you to enter your landing page:

Ad groups

Enter your landing page My landing page isn't ready

The webpage your ad will link to (ex: www.example.com/yoga)



Enter your landing page to get keyword suggestions

And you can get this from going into Shopify, and clicking on the little icon on the left side, at the bottom, middle of the three, to see your site:



And technically this could be your landing page – that is, the page where people get to after they see the ad:

<http://casamarket.myshopify.com/products/social-media-marketing-primer>

Like other aspects of adwords, there is an art and science to landing pages, which is part of the way you increase the chances of someone buying something (by telling the value proposition, etc.)

But just for learning purposes, you can copy that link from your browser and bring it back into Adwords.

Next you can give your Ad group a name if you like.

What Adwords is doing is giving you an opportunity (by scanning your “landing page”), to get some ideas on keywords.

When doing an ad, ultimately you have to try and “go for” a particular keyword or set of keywords, related to your product. You can just ask yourself, what would someone type in google if they were interested in my product?

Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name

Ad group #1

Keywords

Your ad can show on Google when people search for things related to your keywords.

Enter keywords, one per line or separated by commas.

Get keyword ideas grouped into themes

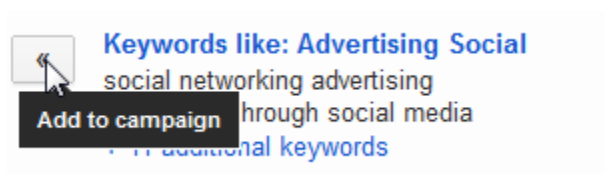
<http://casamarket.myshopify.com/products/soc>

Enter your product or service

Keywords like: Advertising Social social networking advertising advertising through social media + 11 additional keywords

Keywords like: Using Social marketing using social media using social media + 4 additional keywords

And this screen is giving you the ability to get some ideas, by clicking on the little arrow icons on the right:



NOTE: at this point, if you're getting confused or need some advice, try calling Google: 1-800-919-9922

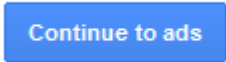
So you can use the “automatic ideas” wizard, but you can also type in phrases of your own:

Keywords

Your ad can show on Google when people search for things related to your keywords.

learning social media marketing
understanding social media marketing
social media marketing training

And then you can click “Continue to ads”:



My advice is, especially if your head is swimming – is just try making an ad, don’t worry about the particulars or keywords too much – just for the learning experience. Then delete or cancel the ad as soon as you like. And then come back and try again. It may be more important to try the “full life cycle” of making an ad, without worrying about getting it exactly right the first time.

So this is the core of making the ad in Google, whether you follow the initial “wizard”, or create a campaign first, and then an ad group, and then an ad.

The Destination URL is the link to your ecommerce shopping page.

Remember you can click on the little question mark icons.

Then you can try entering a headline. Try it, you won’t hurt anything – and look at what happens on the right:

A screenshot of the Google Ad creation interface. On the left, there are input fields for "Destination URL" (http://casamarket.myshopify.com/products/social), "Write your ad" (Headline), and "Device preference" (Mobile). A yellow callout box suggests including a keyword in the headline. Below these are fields for "Ad text (description line 1)" and "Ad text (description line 2)". On the right, there are preview sections: "Side ad preview" showing a headline and ad text, "Top and bottom ad previews" showing a headline and ad text, and "Sample ads" showing two example ads: "New York Budget Hotel" and "8 Megapixel Cameras".

So try experimenting a bit with headlines, and the text for the ad. Try to think of something that would get someone to click.

Create ad

Destination URL [?]

Write your ad [?]

Side ad preview
Learn Social for a Buck!
casamarket.myshopify.com
Social Media Marketing ebook by
five-star author Todd Kelsey, \$1.00

Top and bottom ad previews
Learn Social for a Buck!
casamarket.myshopify.com
Social Media Marketing ebook by five-star author Todd Kelsey, \$1.00

Think creatively. Dream wild! Then click Save:

Next, you may need to click Review campaign:

Here's where you can bid. Just like eBay, there's an art to bidding, but you can always just put in \$1.00 to start:

Review

You're almost done! Review the performance estimates and settings for your campaign.

Daily estimates [?]

Please specify a bid to get traffic estimates.

Bid and budget [?]

\$ Bid [?]

▲ Please enter a default ad group bid.

Focus on clicks, manual maximum CPC bidding

\$ Daily Budget [?]

Campaign Settings

Canada, United States Google search and search partners
English

After you finish this campaign, you can change these settings.

Google may try to convince you to spend more, bid more:

Review

You're almost done! Review the performance estimates and settings for your campaign.

Daily estimates [?](#)

0.02 – 0.03 Clicks

\$0.00 – \$0.01 Cost

Bid and budget

\$ 1.00 Bid [?](#)

Focus on clicks, manual maximum CPC bidding

\$ 5.00 Daily Budget [?](#)

Campaign Settings

Canada, United States Google search and search partners

English

After you finish this campaign, you can change these settings.

Based on historical data, you might not spend your daily budget. Consider adding more keywords or using the following bid:

\$7.33 (1 clicks per day, 99% of daily budget)

[Change my bid](#)

And the fact is my example has it's limits. My hope was to have a cheap/free way to try things out that could result in you actually selling something (woohoo!) even if you used the free social media marketing book as an example.

But for better or worse, especially in social media, there's

Competition!

So there happen to be a lot of trainers, schools, consultancies, etc., who are all interested in people who want to learn more about social media marketing. And the prices of their products and services are much higher than a little social media marketing book, so they can afford to bid more on the keywords.

And when you don't put quotes around a keyword, Google will automatically make variations, taking something like:

Learning social media marketing

And making a variation like

Social media marketing

So that you end up in competition with someone who is selling social media marketing as a service, and charging a lot more money, and bidding higher, than someone who is selling a service to learn about social media marketing – or a book.

This is just a little taste of how eBay – I mean Adwords, works.

And the way it relates to analytics is that there's data around the competition for keywords, their average bidding price, and so on. So there are analytics within Adwords, in addition to the information that Adwords generations. And at the end of the day, it can help your career and business.

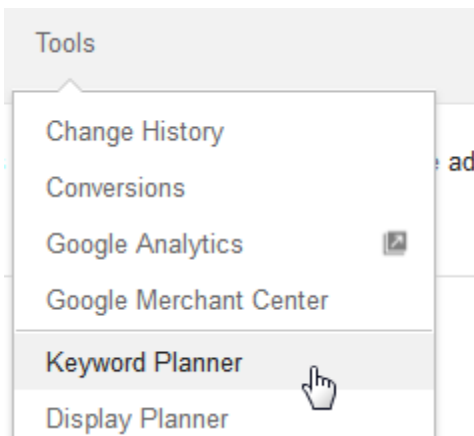
So you can try putting quotes around words:



And ultimately to play the game a bit better, you can use a tool called the Keyword Planner.

Keyword Planner

To try the Keyword Planner, go into Adwords > Tools > Keyword Planner.



This is the toy you can play with to figure out keywords.

I mean, this is the tool you can utilize to attain clarity on keyword potential.

So I played around with it, and found that the competition is pretty high.

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Social Media (14)	social media trai...	7,840	Medium	\$8.96	0%	»
Social Marketin...	social media ma...	1,120	High	\$18.81	0%	»
Networking Busi...	business social ...	1,090	High	\$18.40	0%	»
Marketing (7)	online marketing...	1,190	High	\$8.04	0%	»
Keywords like: I...	book by isbn, is...	100	High	\$1.67	0%	»

And I dug a little deeper, and found that the average “CPC” (cost per click) of “social media marketing training” was \$7.00. So I thought, ok, I’ll try an ad where the bid is \$7.00, and I’ll set the price of the product to \$7.00 in Shopify.

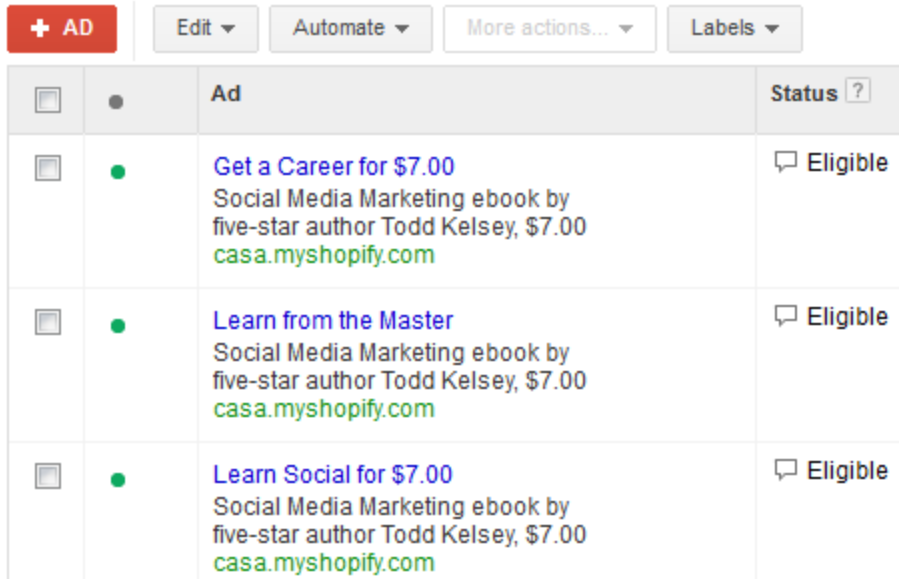
Keyword	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
"cheap social media marketing book"	0.00	0.00	\$0.00	-	-	-
"i want to learn social media marketing"	0.00	0.00	\$0.00	-	-	-
"learning social media"	0.02	14.81	\$0.14	0.2%	\$6.27	1.83
"social media marketing book"	0.00	0.91	\$0.00	0.0%	-	1.20
"social media marketing career"	0.00	0.00	\$0.00	-	-	-
"social media marketing lessons"	0.00	0.00	\$0.00	-	-	-
"social media marketing training"	0.56	15.54	\$3.89	3.6%	\$6.89	3.20
"understanding social media marketing"	0.00	0.73	\$0.00	0.0%	-	2.75

And I adjusted the ad:

Side ad

Learn Social for \$7.00!
casamarket.myshopify.com
 Social Media Marketing ebook by
 five-star author Todd Kelsey, \$7.00

And then I made a couple more ads, trying different “copy”:



The screenshot shows the Google AdWords interface. At the top, there are buttons for '+ AD', 'Edit', 'Automate', 'More actions...', and 'Labels'. Below this is a table with three rows of ads. Each row has a checkbox, a status indicator (a green dot), the ad text, and a status column.

<input type="checkbox"/>		Ad	Status ?
<input type="checkbox"/>	●	Get a Career for \$7.00 Social Media Marketing ebook by five-star author Todd Kelsey, \$7.00 casa.myshopify.com	<input type="checkbox"/> Eligible
<input type="checkbox"/>	●	Learn from the Master Social Media Marketing ebook by five-star author Todd Kelsey, \$7.00 casa.myshopify.com	<input type="checkbox"/> Eligible
<input type="checkbox"/>	●	Learn Social for \$7.00 Social Media Marketing ebook by five-star author Todd Kelsey, \$7.00 casa.myshopify.com	<input type="checkbox"/> Eligible

And all this is to say that you can experiment, and leverage analytics, try things out, and see what works.

Adwords' tricky timing settings

The other really important thing to remember when playing with Adwords is to keep track of when a campaign starts and ends. For whatever reason, Google has made a couple extra steps for actually ending a campaign. You could say that it is because many campaigns are ongoing. Or you could say that they are doing this because they are apt to make more money.

Either way, I recommend reading this:

<https://support.google.com/adwords/answer/2404203?hl=en>

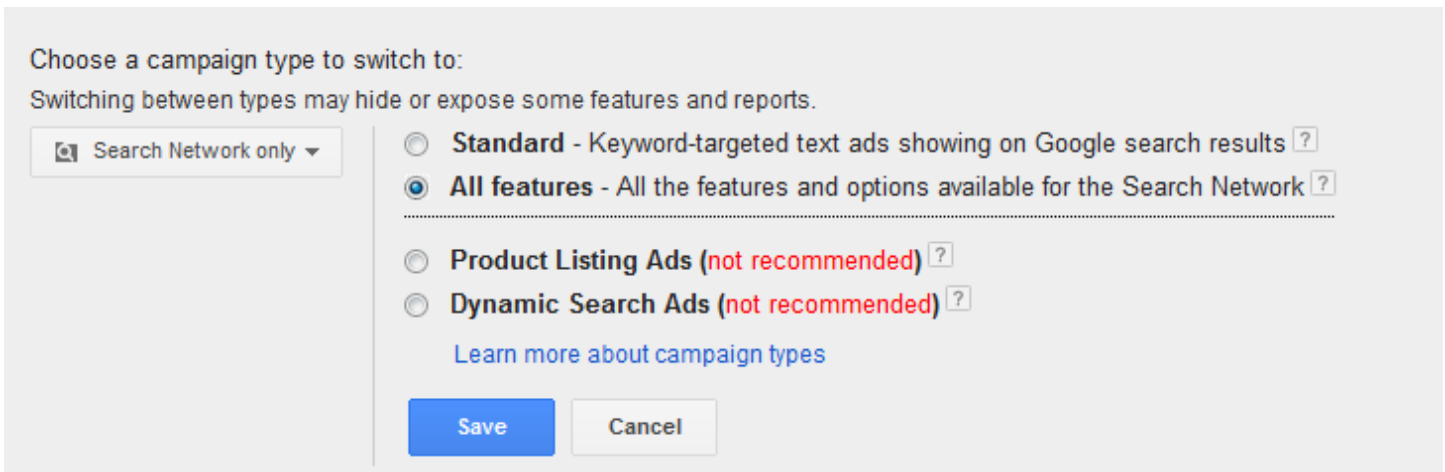
Basically, when you create your campaign, be aware that you will want to go into Campaign Settings, and click Edit next to the Campaign Type:

Campaign settings

Campaign name **Social Media Mktg Primer** [Edit](#)

Type ? **Search Network only - Standard** [Edit](#)

Then you will want to click the All Features radio button:



Choose a campaign type to switch to:
Switching between types may hide or expose some features and reports.

Standard - Keyword-targeted text ads showing on Google search results [?]

All features - All the features and options available for the Search Network [?]

Product Listing Ads (not recommended) [?]

Dynamic Search Ads (not recommended) [?]

[Learn more about campaign types](#)

And then click Save.

In my opinion “All Features” should be enabled by default, or there should be an easier, more apparent way to set the schedule (Start and End Date). But until that happens, these are the steps to take to make sure Google doesn’t drain your bank account every day, if you are just learning.

Next, after enabling this “feature”, go into “advanced settings” (cough, which should be a basic setting)

And click Schedule:

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)

Doh! Google has decided your campaign of giving them money has no end date:

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)

Start date **Aug 13, 2014**

End date **None** [Edit](#)

Ad scheduling [?] **Showing ads all the time** [Edit](#) [View ad schedule »](#)

So click the Edit button and set an end date.

Ah! Much better. Just be aware of this.

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)

Start date **Aug 13, 2014**

End date **Aug 18, 2014** [Edit](#)

Ad scheduling **Showing ads all the time** [View ad schedule »](#)

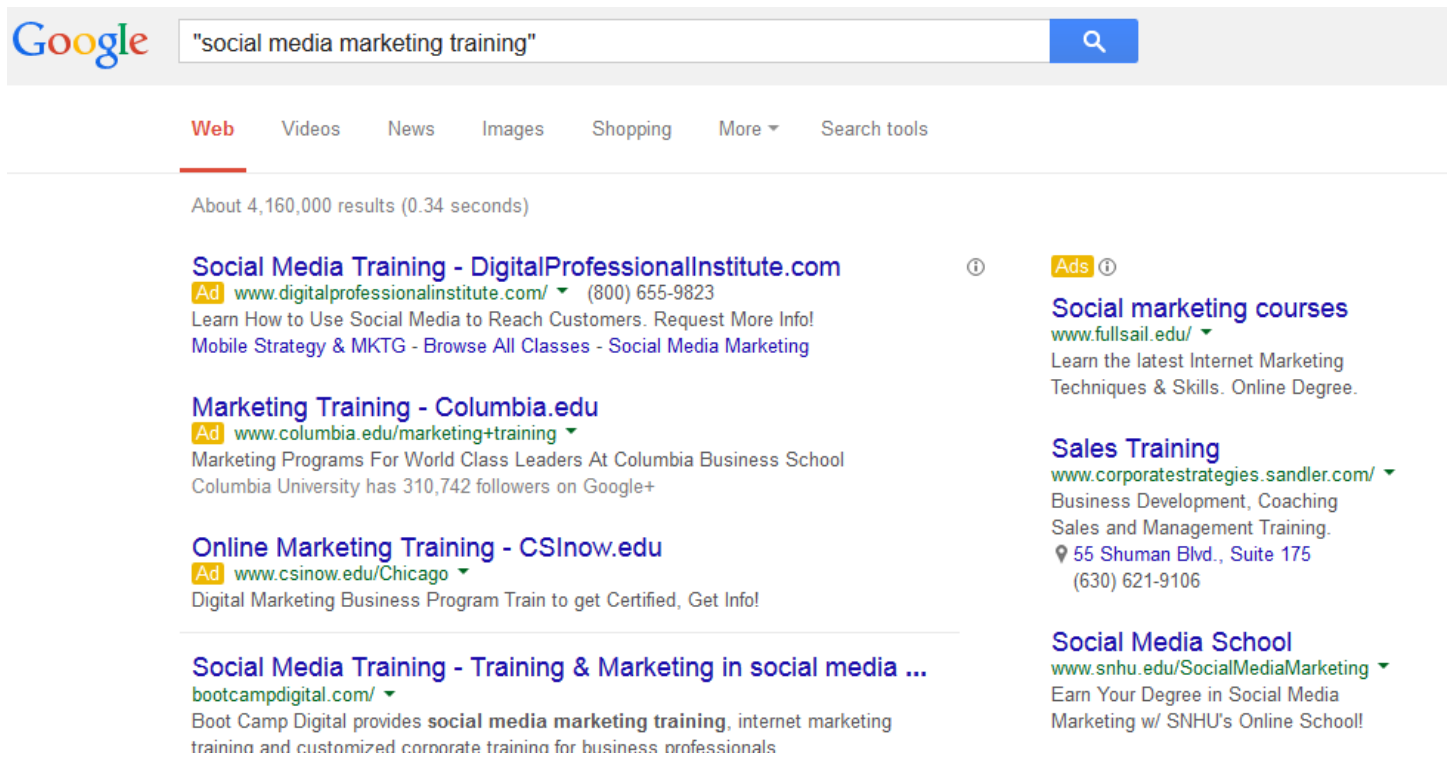
It's Not Quite as Simple as That

So yes, I've covered a lot of ground, but I think it's worth trying things out, to get a sense of how tracking conversion works.

And yes, it's not as simple as that. Because clicks don't necessarily mean conversion. Someone might click on the ad, but not actually buy something.

So the art and science of Adwords involves working with a variety of analytics. But in theory, if someone buys something, you can track ad budget against revenue, and that is the primary basis for 40-50 billion dollars of Google's revenue each year, representing a very large amount of revenue made by businesses.

So here was the competition I was up against in my little test:



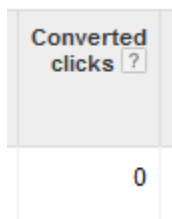
And where oh where was my ad?

Learn from the Master
casa.myshopify.com/
Social Media Marketing ebook by
five-star author Todd Kelsey, \$7.00

Eventually I did find it, on the 2nd or 3rd page of results. And I had a friend click on it, to test things out.

So depending on what your goal is – to learn or to actually sell something, you might want to give yourself the freedom of not worrying too much about the keyword, not worrying too much about the bid, but just setting things up live, and getting a friend or two to search on google for your keyword, until they find the ad – then buy your product (at a low price!), and then give yourself 24 hours to look back in Adwords to see the results.

And what you're hoping for is to be able to see "1 or more" in this column:



And that is the magic of Shopify and Adwords, and pretty much at the core of 50 billion dollars of Google revenue each year, and maybe a trillion dollars of ecommerce revenue around the world.

And you don't have to be a big company to do it.

You, could in fact, as an analyst or online marketer, help people to explore this kind of thing, even if you hire an Adwords specialist and just review the information.

In short, it's a technique that millions of businesses use, large and small, and it's a really solid approach, which can be fun as well.

Learning More

My apologies if your head is swimming. Here are some of the links that were mentioned, in this chapter and the next, which you'll probably want to review.

SHOPIFY

<http://docs.shopify.com/manual>

(connecting to adwords)

<http://docs.shopify.com/manual/your-store/dashboard/google-adwords>

(free adwords credit)

<http://ecommerce.shopify.com/c/ecommerce-marketing/t/aha-this-is-how-to-get-your-google-adwords-and-facebook-credit-121154>

ADWORDS

www.google.com/adwords

<http://tinyurl.com/adwords-bk>

<https://support.google.com/adwords>

Conclusion/Discussion

Congratulations on making it through this wild ride of the last two chapters! Have I convinced you to try things out? Did you have a good experience? Was it intimidating? Inspiring? Inquiring minds want to know. I invite you to share your experience at <http://tinyurl.com/learning-ga>