

What is Google Advertising (AdWords)?

Google AdWords is Google's online advertising product that can help you attract new customers to your website and grow your business. Hamptons Web Design will create the ads for your business and Google AdWords displays them to people searching for products or services like yours at the exact moment they're looking for them.

AdWords can be a valuable marketing tool if you're interested in any of the following:



Attract more customers to your website

AdWords displays your ads on top and next to Google's search results, as well as on websites featuring related content to your products or services.

Gain more customers in a specific geographic area

If you want to build a customer base in a specific geographic area, AdWords can target your ads to potential customers in specific countries, states, cities or local areas. That means your ads will only appear to potential customers in the geographic area we specify.

Attract customers via mobile devices

Millions of people access the Internet from their mobile devices to research products and services and search for local businesses. With AdWords, we can show your ads on mobile devices and even allow potential customers to click on the phone number in your ad to call you directly.

Flexible marketing costs with full control

With AdWords we are able to manage and control your marketing costs by setting a fixed budget. We select the maximum amount that you are willing to spend, and you only pay when someone clicks on your ads and visits your website.

Gaining insight into marketing results

With AdWords we know exactly how many people saw your ad and how many clicked on it to visit your website. HWD provides reports, and consultations as you need them. We can also see how the market changes, to offer you even more traffic and you can opt to stay where you are, or increase your Google Budget to pursue more traffic.

How Hamptons Web Design Structures Your Campaigns

Your AdWords account has 3 main parts:

1. Campaigns
2. Ad Groups & Ads
3. Keywords.

1 - Campaigns

A campaign is simply a way of organizing advertising efforts to help you achieve your goals. For example, if you owned an online clothing store, we might create separate campaigns for shoes, shirts, and pants and then create ads as part of each campaign.

2 - Ad Groups & Ads

Ad groups are exactly what they sound like — groups of ads — plus keywords. Ad groups allow us to create tightly themed keyword lists and ads for every product or service that you offer. For example, for your shoes campaign we might want to create an ad group for 'ballet flats', one for 'moccasins', and another for 'sandals'. The more tightly themed your ad groups, the better.

3 - Keywords

Keywords are words and phrases that we choose as potential triggers for your ad. We should pick keywords based on what we think people are most likely to enter when they're looking for your products or services on Google. But we have an advanced research system that allows us to "know" exactly what keywords people have typed in to find what you offer. It is not random, or guessing.

We can review, edit or delete keywords at any time continually honing your campaign(s) for optimal performance and reducing costs.

Example of how Campaigns and Ad groups are organized:

Campaign - Shoes

Ad groups:

Moccasins
Flip Flops
Ballet Flats

Keywords:

Moccasins: leather moccasins, suede moccasins, men's moccasins, brown moccasins, white moccasins
Flip Flops: white flip flops, gold flip flops, beach flip flops, wedge flip flops, kid's flip flop sandals
Ballet Flats: ivory ballet flats, ballet flat shoes, women's ballet flats, buy ballet flats, ballet flats for sale

Ready to get started with AdWords?

Give us a call - 631.725.5251

Or Email Us - info@HamptonsWebDesign.com

Schedule a Phone Appt. Online now – [Click Here](#)