



# Advertising by Google for \$5 a Day

By Omar Barraza

# Have Questions? Get Answers!

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I collaborate with founders, owners, and executives to plan, start, and grow their organization's marketing capabilities. Please contact me at **[www.OmarBarraza.com](http://www.OmarBarraza.com)** if you have any questions, comments, or suggestions while reading this ebook.

# Introduction

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Marketing a small business to customers online is on the Things to Do lists of many owners. Yet, learning complicated online systems is time-consuming and perfecting online ads is expensive.

That's why this ebook introduce you to a unique alternative where Google will do the work to find you potential customers while you run your business.

This ebook introduces a special Google advertising program for small businesses. In these pages you will learn the details of how it works, get tips for maximizing its benefits, and find out how to get started. This useful information will help you to save time and get better results from Google.

You will also learn about other benefits of having Google advertise your business such as:

- Having Google staff working for you
- Enjoying guaranteed website visits
- Appearing on websites across web
- Getting found by smart phone users
- Experiencing advertising that works

If you have any questions while reading **Advertising by Google for \$5 a Day** contact me at [www.omarbarraza.com](http://www.omarbarraza.com) for answers.

Enjoy your day!

Omar Barraza

# What is Google Advertising?

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Google offers ways for small businesses to advertise on search engines, mobile phones, partner websites, online videos, national television, and more. Here are brief descriptions of these advertising options:

## **Search Engines**

Reach potential customers while they are actively searching for the types of products and services you offer.

## **Mobile Phones**

Appear on smart phones, tablets, and other mobile devices while people are searching or browsing the Internet.

## **Partner Website**

Let Google place your ads on the websites of their advertising partners that best match your business.

## **Online Videos**

Your ads will appear next to videos people are watching on websites to extend the reach of your business.

## **National Television**

Get your business on television using traditional ads that run on national networks to break out of online advertising.

Still, even with all of these choices the most widely used Google advertising option is AdWords.

# How Does Google AdWords Work?

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If you have used Google to search the Internet, you probably noticed the text advertisements that appeared on the search results pages. These are AdWords advertisements that Google thinks are relevant to the search results and users can click on ads they find interesting or helpful.

Google AdWords ads appear on Google search results pages in special “Sponsored links” sections. There are numerous advanced options for controlling when, where, and how ads appear such as time of day, location of viewer, type of browser, and language. There are also many extensions available for displaying phone numbers, website links, and more.

While Google AdWords is typically considered a text-based advertising platform, it supports essentially all types of Google advertising options. After text ads, other popular ad formats include graphic (aka display) ads, ads optimized for mobile browsers, and ads that are included in videos on YouTube and other websites.

You are in complete control of your advertising program with Google AdWords. This means you, the advertiser, must do everything including:

- Create campaigns
- Define ad groups
- Design advertisements
- Select keywords
- Submit bids
- Track results
- Optimize results
- Manage budgets

If using Google AdWords seems complicated, you are correct and this is a key reason why small businesses struggle to achieve good results.

# Introducing Google AdWords Express

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Google has introduced a new choice for online advertising called AdWords Express that is designed for small businesses. It provides the benefits of online advertising to help reach potential customers, but avoids the usual complexity of standard AdWords.

There are other beneficial differences. AdWords Express focuses on local advertising so it delivers advertising to the targeted area the small business serves.

AdWords Express is an ideal online advertising choice for neighborhood businesses such as:

- Retail stores
- Auto repair
- Medical or dental offices
- Restaurants
- Salons
- Cafes

- Apartment buildings
- Markets
- Service providers
- Florists
- Insurance agencies
- Real Estate offices
- And more...

Getting started with AdWords Express takes about 10 minutes. You begin by signing up for AdWords Express and entering basic information about your business, then you create an ad and setup billing.

Google uses the information you provide to create a list of related keywords and manages your ads automatically so they appear on Google.com and more. You can review the effectiveness of your ads at anytime using the AdWords Express dashboard.

# Tip for Creating Better Ads

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You won't be the only business advertising to your potential customers on Google, and it's not easy to say everything you want in the few words of an AdWords ad, so consider the following guidelines to create an ad that surpasses your competition:

## **Say What You Do**

Don't assume people that see your ad will already understand what your business does. Tell them in your ad so they can understand how your business can help them.

## **Highlight Something Special**

Stand apart from the crowd by focusing on something that makes your business different or unique. Even if you don't think it's very special, they will notice.

## **Offer Something Specific**

People that see your ad will be searching for a business like yours, so capture their attention with the details of a special price, unique promotion, or exclusive offer.

## **Guide Viewer Actions**

If you're selling something tell them they can Purchase Now. Looking for calls, ask them to Call Today. Don't make them guess what to expect or how they benefit from your ad.

## **Match Your Ad and Destination**

Ads that match the website they forward to assure visitors they are in the right place. A lack of continuity makes it hard for visitors to engage so they will leave sooner.

## **Make a Great Impression**

Keep your ad professional and review it for spelling and grammar. Try capitalizing the first letter of each word in the headline to draw attention. First impressions matter.

# Getting Started With AdWords Express

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Google AdWords is designed to be fast and easy to use for small businesses. You can get started online in minutes and expert help is available by calling a toll free number.

AdWords Express is small business friendly, so signing up for AdWords Express is a three-step process: create a business profile, create a text ad, and provide billing information. All you need to do to create the ad is complete a simple online form:

1. Select ad category
2. Enter ad headline
3. Enter ad text
4. Enter destination for clicks
5. Decide on call reporting
6. Set maximum monthly budget

You can create additional ads with their own settings and budgets, if you prefer, but this is optional and only one ad is required to use AdWords Express.

One of the great features of AdWords Express is it estimates how many clicks you will receive when you set a monthly budget. This eliminates guesswork and helps to budget expenses.

Sending clicks from your ads to your small business website is ideal, but you can choose to send clicks to a free Google+ page if you prefer. Also, you don't need a formal office to use AdWords Express so it's a great option for home-based or mobile businesses.



# The Benefits of AdWords Express

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Frankly, the top benefit of using AdWords Express is having Google and their AdWords Specialists working on your behalf! Otherwise, you would need to devote long hours to learn and master Google AdWords to achieve acceptable results or hire expensive consultants or agencies to do the work for you.

Another unique benefit is AdWords Express online advertisements are optimized for local customers. Ads that appear next to search results on Google.com can automatically include a business address, phone number, noticeable formatting, and other visual features that them stand out.

Since all you pay for are the ads with AdWords Express, all of the other features and benefits are effectively free!

Search Google.com for AdWords Express to get more detailed and find the signup link.



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That's why this ebook introduces a unique alternative where Google will do the work to find you potential customers while you run your business.

Of course, the top benefit of this approach is having Google working on your behalf! Otherwise, you would need to devote long hours to learn and master Google advertising or hire expensive consultants or agencies.

Learn how to get **Advertising by Google for \$5 a Day** by reading this brief ebook.

