

Network808 & The German Google Guy
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Google AdWords (Basics) Presentation

Name three facts about Search Engine Optimization on Google

- 1.
- 2.
- 3.

Name three facts about Search Engine Marketing on Google

- 1.
- 2.
- 3.

Google Search Engine Marketing results appear on the following devices

What does a keyword do?

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Connect the correct matching types with the keywords

Search Term

Keyword

Buy Hawaiian shirt

[buy aloha shirt]

Cheap aloha shirt

aloha shirt

Buy aloha shirt

“aloha shirt”

How is the Click Through Rate calculated and what does its mean?

What is a cost per click?

What do you need to install on your website to track conversions easily?

Why is it important to track conversions?

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Google AdWords (Basics) Presentation

Please draw the AdWords Account structure:

How should your AdWords Account be set up?

What is a good tool to manage your AdWords account and why?

Name 5 different campaign settings

- 1.
- 2.
- 3.
- 4.
- 5.

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Why should you start advertising in the Search Network only?

Why should you start setting you bids manually?

How can you set a budget in your account and where do you do it?

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Are you interested in one of our SPECIAL OFFERS? Please put down your email & phone:



I would like to know how much traffic I can get for my website and at what cost. I would like to get a Traffic & Budget Estimate for \$50.



I would like to get my AdWords Account set up professionally for only \$150 and receive a \$100 Voucher for free clicks.



I am interested in the professional AdWords Account Management, starting at \$125 per month by the German Google Guy.

Would you be interested in a 3 hours AdWords Professional Workshop?



Yes



No

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Thank you very much for your attention!

Please help me to improve my presentations by answering these 5 questions! Mahalo!

1. What did you like about the presentation?

2. What should be done better next time?

3. How would you rate the instructor overall? Would you recommend others to attend his presentations?

- Will recommend
- Would most likely recommend
- Not sure
- Would most likely not recommend
- Would not recommend

4. Did the presentation...

- Exceed your expectations?
- Meet your expectations?
- Not meet your expectations?