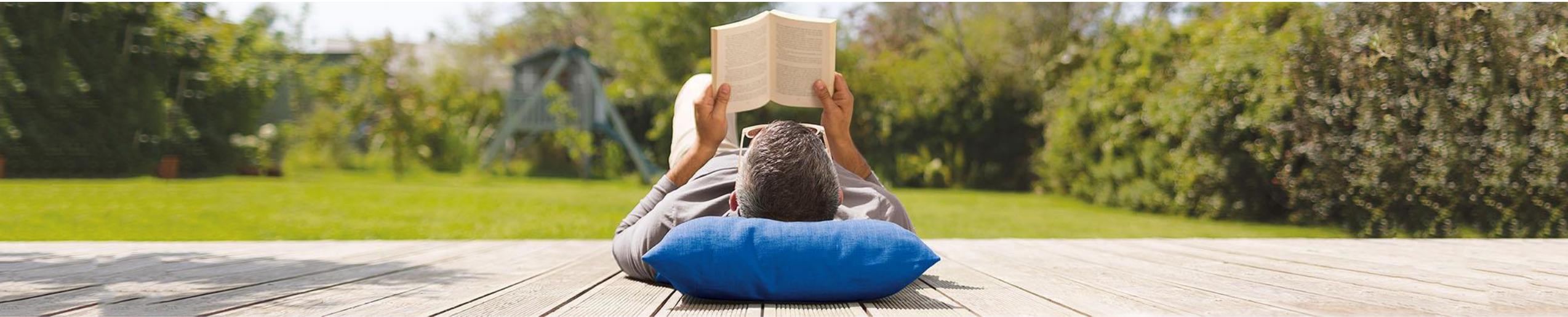


Pay Per Click Search Advertising



AGENDA



Agenda

- What are paid ads?
- Why Google Ads?
- Key concepts
- How it works
- Writing great ads
- Ad extensions
- Tools to use
- Tips & Advice
- Summary



OBJECTIVES



Objectives

- Understand what pay per click search advertising and paid ads are and why we mean Google when we talk about pay per click search advertising
- Understand how paid ads work
- Understand the key concepts of Google Ads
- Takeaways to help you maximise your Google Ads efforts



WHAT ARE PAID ADS?



What are Paid Ads?



pension plans



All Images News Books Videos More Settings Tools

About 140,000,000 results (0.49 seconds)

Pensions | Expert Pension Advice | zurich.ie

www.zurich.ie/ 1800 902 792

Winner - Best Life Assurance & Pensions 2017. Start Your Zurich Pension Today!
Pension Calculators · Pension Guide · Why You Need A Pension · Pension Products

Public & Private Sector | Life & Pensions Advice | rockcourt.ie

www.rockcourt.ie/

Specialist advice given on an impartial basis by nationwide consultants. Mortgage Services. Retirement Planning. Tax Planning Service. Locations: Dublin, Galway.
Contact Us · Health Insurance · Private Pensions · Income Protection · Mortgages · About Us

Pension plans | Make Your Money Work for You.

www.harvestfinancial.ie/pension (01) 237 5500

Provide yourself with a Secure Income in Retirement. Pension Broker of the Year.
Investments · Pensions · Contact Us · About Us

Pension Planning | Plan For Your Retirement | mynestegg.ie

www.mynestegg.ie/

Turn Your Retirement Dreams Into Reality. Talk To Our Financial Experts Today!
Contact Us · About Us · Financial Roadmap · Services

Pensions from Irish Life | Pension Plan Experts | Irish Life

<https://www.irishlife.ie/pensions>

No matter what age you are, planning for your retirement or making sure your pension is on the right track should be a priority. As a nation we are living longer ...
Pension Calculator · In my 30s · Products · Pension Admin

Pension Calculator | Irish Life - Life Insurance, Pensions, Investments ...

<https://www.irishlife.ie/pensions/pension-calculator>

The first step is to estimate what your monthly pension savings should be in ... back to discuss your pension options; Try our guide to planning for your retirement ...

Choose the Right Pension Fund for Your Retirement with Zurich Life

<https://www.zurich.ie/pensions-retirement/>

Company pension plans. ... These are a tax efficient way for you to help ensure your employees are financially secure in retirement. Employees can benefit from our Company Pension Plan, a Company PRSA Plan, a Fusion Pension Plan - and many more.
Pension Calculator · How to start a pension · What is a pension? · Retirement advice

pension plans



Wolfgang



All Images Videos News My saves

Try Microsoft Edge >

9,770,000 Results Date Language Region

Pension Plan Definition | Investopedia

<https://www.investopedia.com/terms/p/pensionplan.asp>

A pension plan is a retirement plan that requires an employer to make contributions into a pool of funds set aside for a worker's future benefit.

Pension Plans - Compare & Buy Pension Plan Online in India

www.policybazaar.com Investment Plans

Pension Plans - Get a best pension plan today & enjoy tension free retirement life after 60. Compare premiums, benefits & features of pension plans online.

4.3/5 ★★★★★ (74) Category: Life Insurance

Pension - Wikipedia

<https://en.wikipedia.org/wiki/Pension>

Pension Plans - Search Pension Plans

[ie.zapmeta.com/Pension Plans](https://ie.zapmeta.com/PensionPlans)

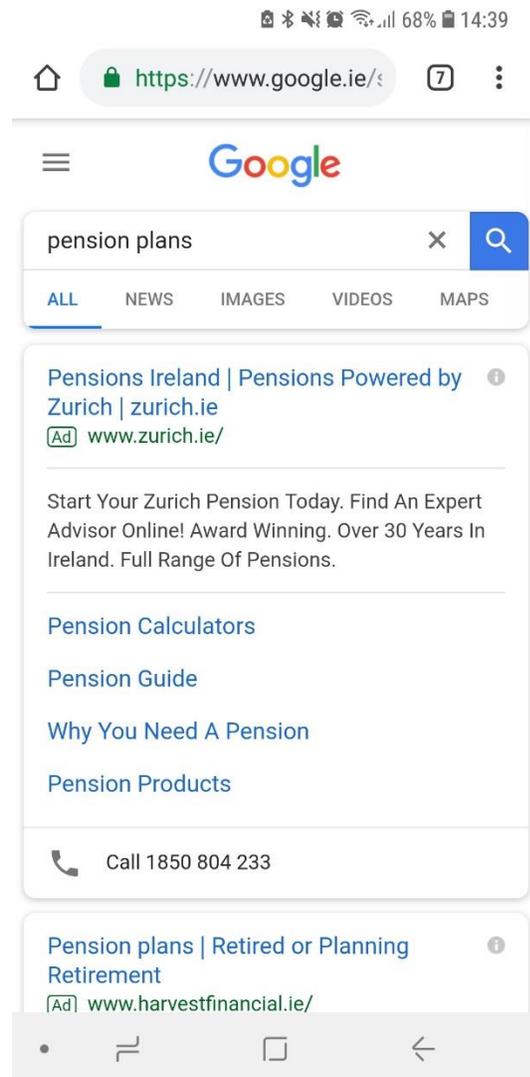
Find Pension Plans. Search Faster, Better & Smarter at ZapMeta Now!
Types: pdf, doc, ppt, xls, txt

Sell Your Pension For Cash - Any Age Any Pension -Upto 100%

www.cash-pension.co.uk/Sell-My-Pension/Sell-For-Cash

Do You Want £1000s Cash FAST? · Sell Pension Any Age · Pay Debts · Up To 100%
Service catalog: Early Pension Cash, Access £10000s Cash Early
cash-pension.co.uk is rated ★★★★★ (238 reviews)

What are Paid Ads?



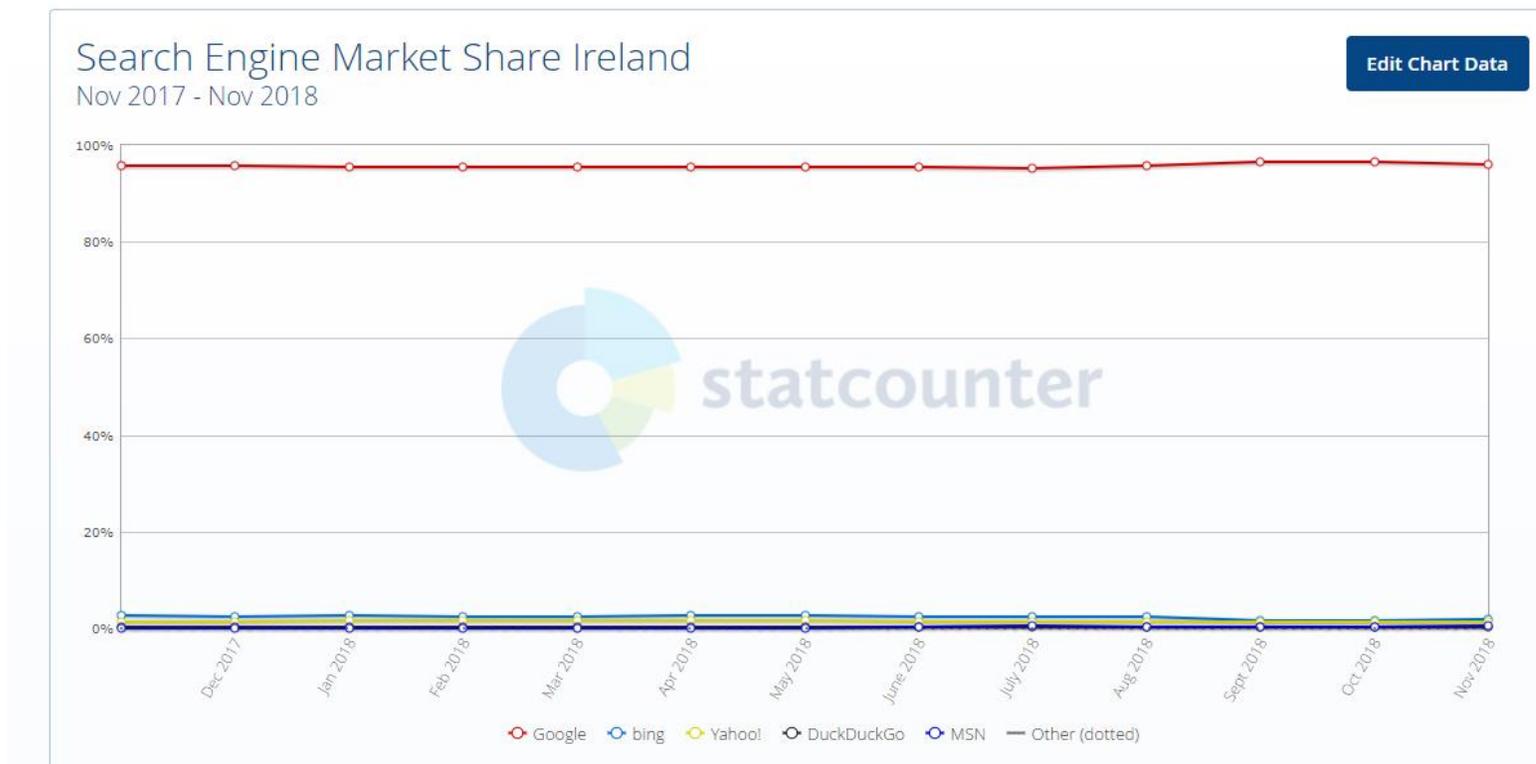
- Google, Bing, Yahoo etc
- Placements at top of page, to the right or at the bottom of the page
- Prominent placement
- Clearly illustrated as Ads
- Push non-ads lower down the page and need to scroll to find these

WHY GOOGLE ADS?



Why Google Ads?

Google are the dominant force in Ireland



Why are Google Ads important to me?

You control how much you spend, only spend what you can afford

Locations	Ireland (country)	▼
Languages	English	▼
Budget	Enter the average you want to spend each day € 30 Apply from Shared library ▼ Delivery method	For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. Learn more
		CANCEL SAVE
Bidding	Manual CPC Try Smart Bidding to optimise for conversions	▼
Start and end dates	Start date: 16 November 2017 End date: Not set	▼

Why are Google Ads important to me?

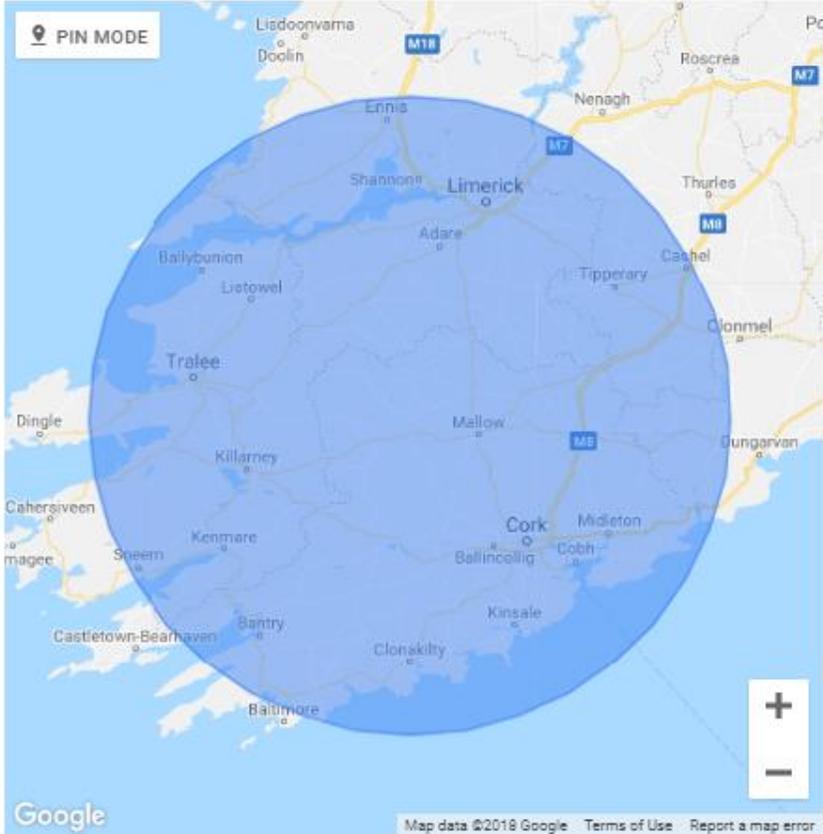
You control where your ads are seen

Location Radius

Enter a place name, address or coordinates 50 mi

Targeted locations (1)
50 mi around Kanturk, County Cork radius

Reach ? ✕
- ✕



The screenshot shows the Google Ads location targeting interface. On the left, there are radio buttons for 'Location' and 'Radius', with 'Radius' selected. Below this is a text input field containing '50 mi'. A list of 'Targeted locations (1)' shows '50 mi around Kanturk, County Cork radius'. To the right of this list are 'Reach' controls with a question mark and a close button, and a minus sign with a close button. The main part of the image is a map of Ireland with a large blue circular radius centered on Kanturk, County Cork. The map shows various towns and roads, including Limerick, Mallow, and Cork. At the bottom of the map are 'CANCEL' and 'SAVE' buttons, the Google logo, and a footer with 'Map data ©2018 Google Terms of Use Report a map error'.

Why are Google Ads important to me?

You control what keywords trigger your ads

Keyword
pension
pensions
"irish pensions"
irish pension
irish pensions
"pensions"
"pension"
pensions ireland
pension ireland

Keyword
savings investments
"investment savings"
investment savings
savings and investments
"savings investments"
"savings and investments"
savings and investment companies
savings and investment ireland
"savings and investment companies"

Keyword
mortgage protection
"mortgage protection"
"mortgage protection ireland"
mortgage protection ireland
mortgage protection providers
"mortgage protection providers"
mortgage protection cover
"mortgage protection cover"
mortgage protection cover ireland

Why are Google Ads important to me?

You can see exactly what you are getting for your spend

Month ↓	Clicks ▼	Impressions ▼	CTR ▼	Avg. CPC ▼	Avg. position ▼	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
Dec 2018	2,207	244,050	0.90%	€0.64	1.07	41.00	€34.72	0.28%
Nov 2018	17,913	1,866,515	0.96%	€0.71	1.07	529.00	€23.97	0.31%
Oct 2018	21,428	2,724,669	0.79%	€0.94	1.06	614.00	€32.70	0.16%
Sep 2018	21,661	5,189,493	0.42%	€0.74	1.03	531.00	€30.35	0.40%
Aug 2018	16,612	3,231,580	0.51%	€0.74	1.05	432.00	€28.35	0.40%
Jul 2018	16,705	3,527,572	0.47%	€0.73	1.05	375.00	€32.57	0.34%
Jun 2018	15,815	3,469,669	0.46%	€0.76	1.05	212.00	€56.87	0.20%
May 2018	16,494	3,758,307	0.44%	€0.76	1.05	206.00	€61.00	0.18%
Apr 2018	15,753	3,212,543	0.49%	€0.81	1.05	327.20	€39.21	0.26%

KEY CONCEPTS



Key Concepts

Keyword

Keyword
pension
pensions
"irish pensions"
irish pension
irish pensions
"pensions"
"pension"
pensions ireland
pension ireland
[irish pensions]
"pensions ireland"

Keyword
mortgage protection
"mortgage protection"
"mortgage protection ireland"
mortgage protection ireland
mortgage protection providers
"mortgage protection providers"
mortgage protection cover
"mortgage protection cover"
mortgage protection cover ireland
"mortgage protection cover ireland"
mortgage protection cover providers

Key Concepts



Impression

A screenshot of a Google search for the word "pensions". The search bar contains the text "pensions" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs for "All", "Images", "News", "Maps", "Videos", "More", "Settings", and "Tools". The search results show "About 365,000,000 results (0.53 seconds)". Three search results are visible, all marked as advertisements with a small "Ad" icon in a green box. The first result is titled "Unbiased Expert Pension Advice | We Compare The Whole Market" and links to "www.pensionadvice.ie/". The second result is titled "Pensions Ireland | Expert Pension Advice | zurich.ie" and links to "www.zurich.ie/". The third result is titled "Choose the Right Pension Fund for Your Retirement with Zurich Life" and links to "https://www.zurich.ie/pensions-retirement/".

Google pensions

All Images News Maps Videos More Settings Tools

About 365,000,000 results (0.53 seconds)

Unbiased Expert Pension Advice | We Compare The Whole Market
www.pensionadvice.ie/
Ireland's Leading Pension Authority - We'll Help With All Your Pension Questions. 100% Unbiased & Honest. Irish Based Service. Over 30 years Pension Exp. Plain English Advice. No Nuisance Calls. [Contact Us For Advice](#) · [Learn More About Us](#) · [Instant Pension Quotes](#)

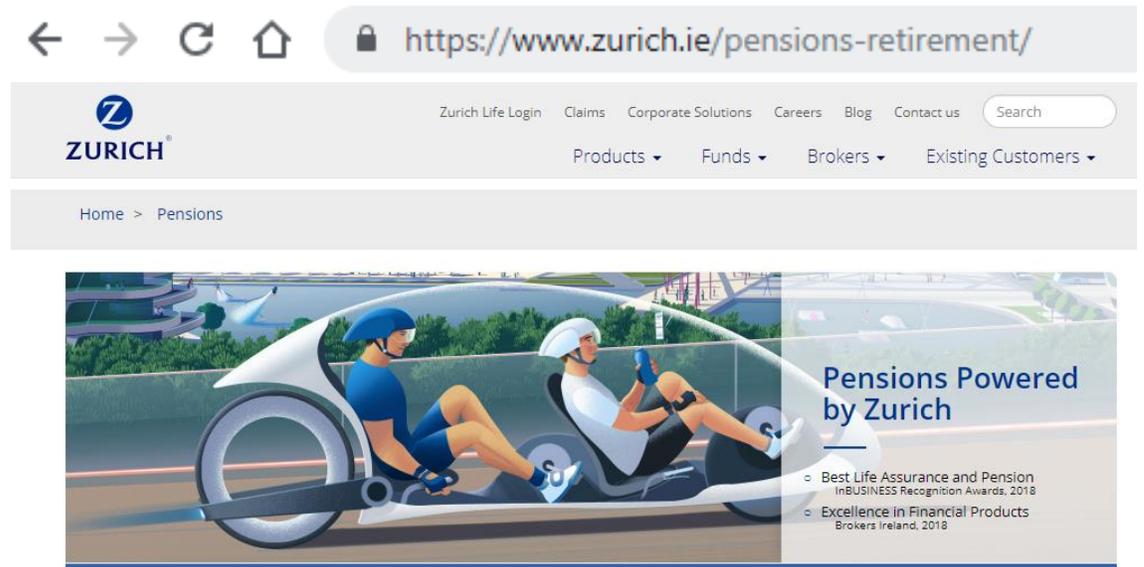
Pensions Ireland | Expert Pension Advice | zurich.ie
www.zurich.ie/
It's Never Too Early, Or Too Late To Start A Pension. Your Future Starts Now! Award Winning. Over 30 Years In Ireland. Full Range Of Pensions.
[Pension Calculators](#) · [Pension Guide](#) · [Pension Products](#) · [Why You Need A Pension](#)

Choose the Right Pension Fund for Your Retirement with Zurich Life
<https://www.zurich.ie/pensions-retirement/>
If you're running a business, we offer a choice of pension schemes for your staff. These are a tax efficient way for you to help ensure your employees are financially secure in retirement. Employees can benefit from our Company Pension Plan, a Company PRSA Plan, a Fusion Pension Plan - and many more.

Key Concepts



Click



Key Concepts

Click Through Rate (CTR)

Month ↓	Clicks ▼	Impressions ▼	CTR ▼
Jan 2019	871	9,571	9.10%
Dec 2018	2,505	24,745	10.12%
Nov 2018	3,593	35,334	10.17%
Oct 2018	6,613	94,077	7.03%
Sep 2018	4,619	65,213	7.08%
Aug 2018	1,917	25,912	7.40%
Jul 2018	1,816	25,388	7.15%
Jun 2018	1,679	24,386	6.89%
May 2018	1,628	26,455	6.15%
Apr 2018	1,822	24,650	7.39%

Key Concepts

Maximum Bid

Keyword	Status ↑	Max. CPC
[life assurance]	<u>Eligible</u>	€2.20 
[life assurance providers]	<u>Eligible</u>	€2.20 
+life +assurance	<u>Eligible</u>	€2.20 
+life +assurance +providers	<u>Eligible</u>	€2.20 

Key Concepts

Cost per Click (CPC)

Max. CPC	↓ Avg. CPC
€0.48 	€0.31
€0.44 	€0.28
€0.48 	€0.26
€0.44 	€0.23
€0.48 	€0.21
€0.44 	€0.19
€0.48 	€0.16
€0.48 	€0.09

Key Concepts



Average Position

A screenshot of a Google search for the term "pensions". The search bar shows "pensions" and the Google logo is on the left. Below the search bar are navigation tabs for "All", "Images", "News", "Maps", "Videos", "More", "Settings", and "Tools". The search results show "About 365,000,000 results (0.53 seconds)". Three search results are visible, all marked as advertisements. The first result is from "www.pensionadvice.ie/" with the title "Unbiased Expert Pension Advice | We Compare The Whole Market". The second result is from "www.zurich.ie/" with the title "Pensions Ireland | Expert Pension Advice | zurich.ie". The third result is from "https://www.zurich.ie/pensions-retirement/" with the title "Choose the Right Pension Fund for Your Retirement with Zurich Life".

Google pensions

All Images News Maps Videos More Settings Tools

About 365,000,000 results (0.53 seconds)

Unbiased Expert Pension Advice | We Compare The Whole Market
www.pensionadvice.ie/
Ireland's Leading Pension Authority - We'll Help With All Your Pension Questions. 100% Unbiased & Honest. Irish Based Service. Over 30 years Pension Exp. Plain English Advice. No Nuisance Calls. [Contact Us For Advice](#) · [Learn More About Us](#) · [Instant Pension Quotes](#)

Pensions Ireland | Expert Pension Advice | zurich.ie
www.zurich.ie/
It's Never Too Early, Or Too Late To Start A Pension. Your Future Starts Now! Award Winning. Over 30 Years In Ireland. Full Range Of Pensions.
[Pension Calculators](#) · [Pension Guide](#) · [Pension Products](#) · [Why You Need A Pension](#)

Choose the Right Pension Fund for Your Retirement with Zurich Life
<https://www.zurich.ie/pensions-retirement/>
If you're running a business, we offer a choice of pension schemes for your staff. These are a tax efficient way for you to help ensure your employees are financially secure in retirement. Employees can benefit from our Company Pension Plan, a Company PRSA Plan, a Fusion Pension Plan - and many more.

Key Concepts

Conversion

Your contact details

Form fields for contact details:

- Title *
- Forename *
- Surname *
- County *
- Email
- Phone
-
- I am interested in *
- Is this in relation to an existing policy? * Yes No
- I would like a free financial review

*Indicates required field **

Key Concepts

Conversion Rate

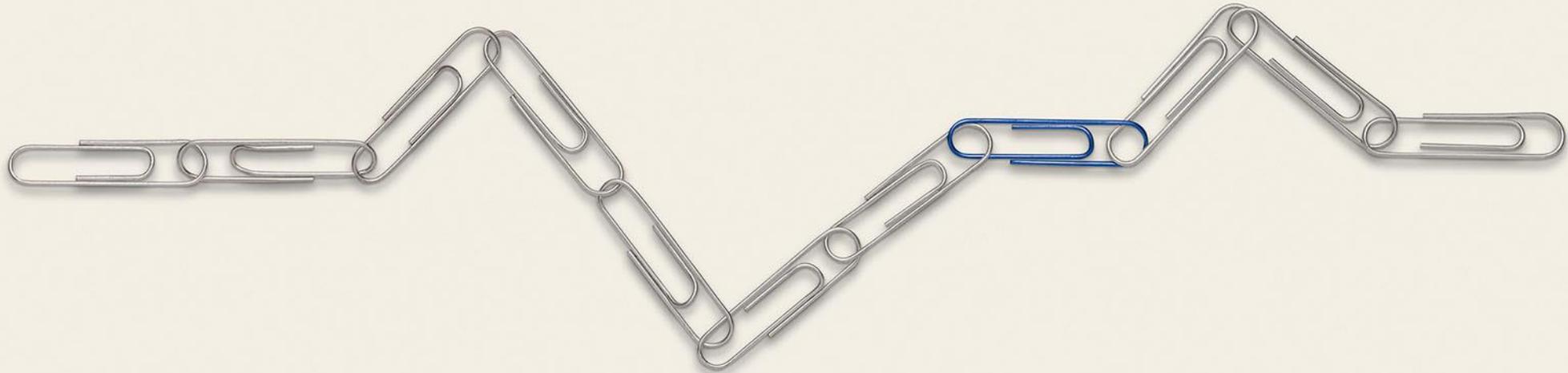
Month ↓	Clicks ▼	Conversions ▼	Conv. rate ▼
Jan 2019	871	19.00	2.18%
Dec 2018	2,505	60.00	2.40%
Nov 2018	3,593	85.00	2.37%
Oct 2018	6,613	132.00	2.00%
Sep 2018	4,619	107.00	2.32%
Aug 2018	1,917	49.00	2.56%
Jul 2018	1,816	43.00	2.37%
Jun 2018	1,679	31.00	1.85%
May 2018	1,628	21.00	1.29%
Apr 2018	1,822	48.00	2.63%

Key Concepts

Cost per Conversion

Month ↓	Cost ▼	Conversions ▼	Cost / conv. ▼
Jan 2019	€628.93	19.00	€33.10
Dec 2018	€1,820.46	60.00	€30.34
Nov 2018	€2,649.62	85.00	€31.17
Oct 2018	€6,942.93	132.00	€52.60
Sep 2018	€4,752.90	107.00	€44.42
Aug 2018	€1,824.30	49.00	€37.23
Jul 2018	€1,823.99	43.00	€42.42
Jun 2018	€1,824.19	31.00	€58.84
May 2018	€1,823.98	21.00	€86.86
Apr 2018	€1,824.13	48.00	€38.00

HOW IT WORKS



How it works

Ad Rank & Cost per Click

Ad Rank

$$\text{Ad Rank} = \text{Max Bid} \times \text{Quality Score}$$

Cost Per Click

$$\text{Cost Per Click} = (\text{Ad rank of next highest bidder} / \text{Your Quality Score}) + \text{€}0.01$$

How it works

Quality Score



- Improve quality score to get higher ad ranking and/or lower costs
- Only use relevant keywords
- Use the same keywords in your ads
- Select landing pages that correspond to your keywords & ads

How it works

Keyword > Ad Copy > Landing Page

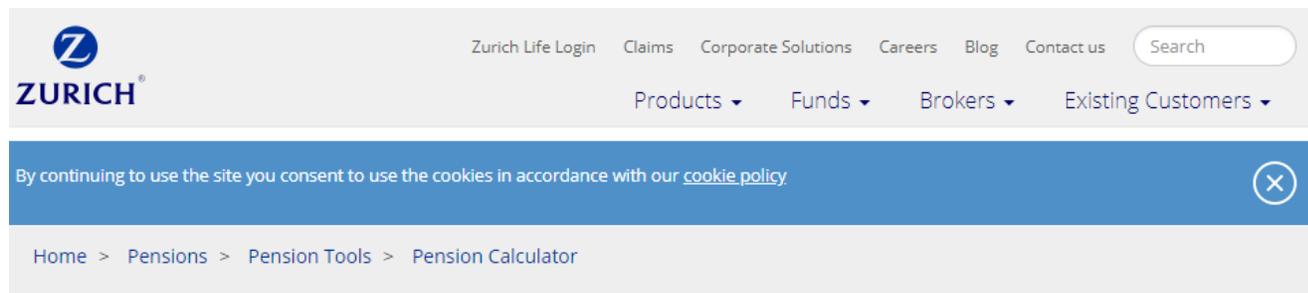
Keyword status: All but removed Add filter

<input type="checkbox"/>	<input type="radio"/>	Keyword	Status	Max. CPC	Quality Score
<input type="checkbox"/>	<input checked="" type="radio"/>	+pension +calculator +ireland	Eligible	€0.72	10/10
<input type="checkbox"/>	<input checked="" type="radio"/>	[pension calculator ireland]	Eligible	€0.72	10/10

Pension Calculator Ireland | Pensions
Powered by Zurich
www.zurich.ie
Winner - Excellence in Financial Products
2017. Start Your Zurich Pension Today!

Pension Calculator Ireland | Expert Pension
Advice
www.zurich.ie
Winner - Excellence in Financial Products
2017. Start Your Zurich Pension Today!

Pension Calculator Ireland | Find The Right
Plan For You
www.zurich.ie
Start Your Zurich Pension Today. Find An
Expert Advisor Online!



The screenshot shows the Zurich website header with the logo, navigation links (Zurich Life Login, Claims, Corporate Solutions, Careers, Blog, Contact us), a search bar, and a dropdown menu (Products, Funds, Brokers, Existing Customers). Below the header is a blue cookie consent banner with a close button. The breadcrumb trail reads: Home > Pensions > Pension Tools > Pension Calculator.

Pensions

- What is a pension
- Pension Advice
- How does a pension work
- How to start a pension
- What are the benefits
- Company pensions

Pension Calculator

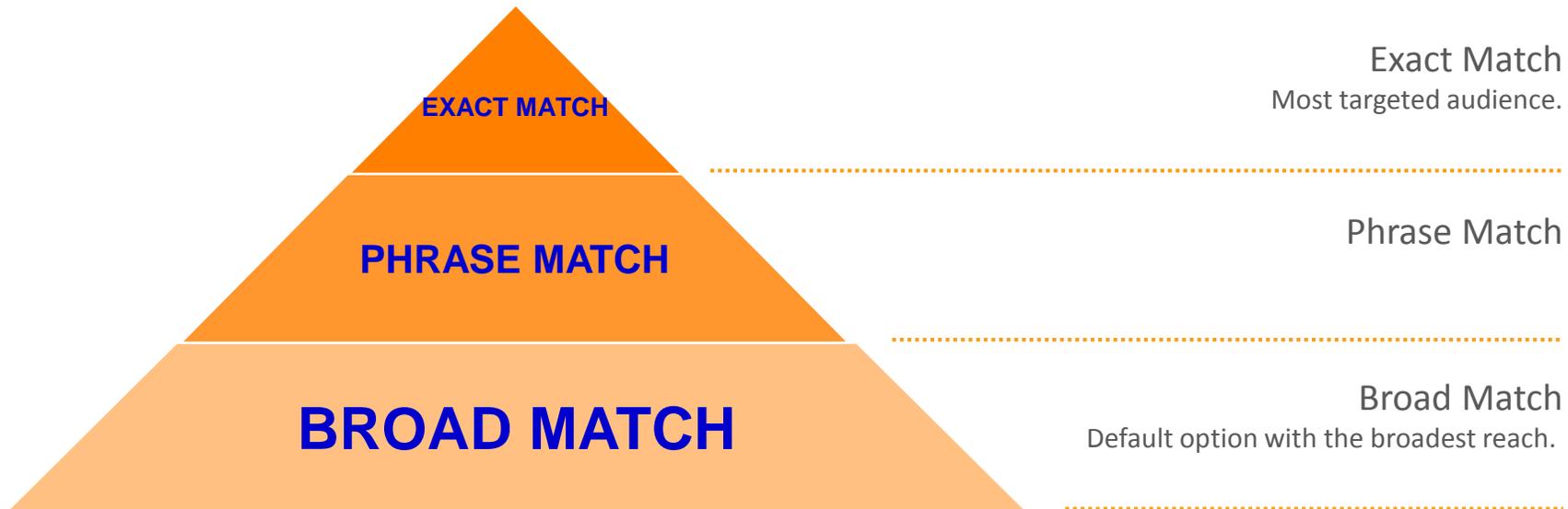
How much you need to be financially secure in retirement depends on the lifestyle you would like to have. It is important when planning your retirement to ensure you will build up a substantial pension fund by retirement age. Our Irish pension & retirement calculator, can help you with your retirement planning and will show you how much you need to put away for later in life.

- How to calculate your pension fund:
- Step 1: Enter your age
 - Step 2: Enter the age you want to retire
 - Step 3: Enter how much you would like a month in your retirement

How it works

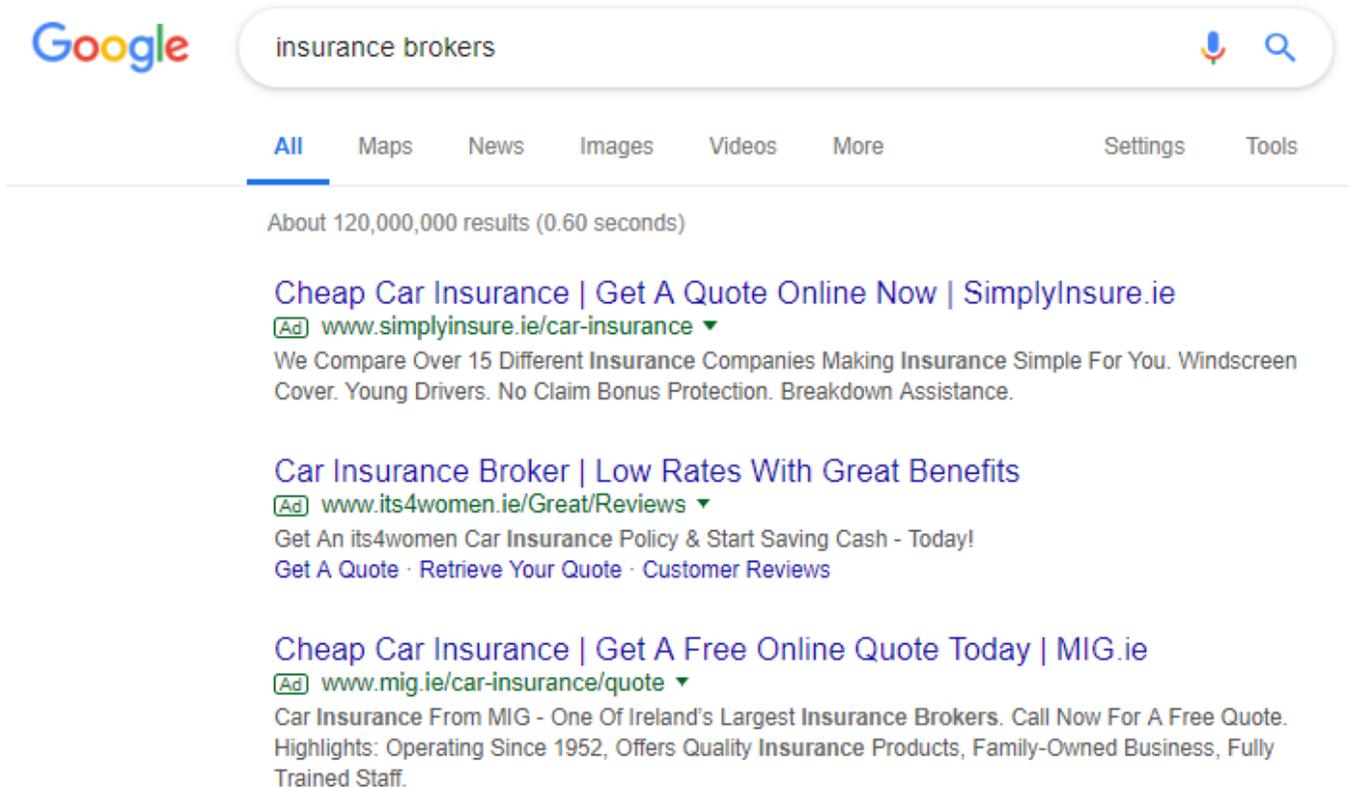
Keyword Match Type

Keyword Match Types: Broad Match,, Modified Broad Match, Phrase Match & Exact Match



How it works

Keyword Match Type



The screenshot shows a Google search for "insurance brokers". The search bar contains the text "insurance brokers" and the search button is visible. Below the search bar, the "All" tab is selected. The search results show "About 120,000,000 results (0.60 seconds)". Three search results are displayed, each with a title, a URL, and a description:

- Cheap Car Insurance | Get A Quote Online Now | SimplyInsure.ie**
[Ad] www.simplyinsure.ie/car-insurance ▼
We Compare Over 15 Different Insurance Companies Making Insurance Simple For You. Windscreen Cover. Young Drivers. No Claim Bonus Protection. Breakdown Assistance.
- Car Insurance Broker | Low Rates With Great Benefits**
[Ad] www.its4women.ie/Great/Reviews ▼
Get An its4women Car Insurance Policy & Start Saving Cash - Today!
[Get A Quote](#) · [Retrieve Your Quote](#) · [Customer Reviews](#)
- Cheap Car Insurance | Get A Free Online Quote Today | MIG.ie**
[Ad] www.mig.ie/car-insurance/quote ▼
Car Insurance From MIG - One Of Ireland's Largest Insurance Brokers. Call Now For A Free Quote.
Highlights: Operating Since 1952, Offers Quality Insurance Products, Family-Owned Business, Fully Trained Staff.

Keyword Match Types

- [Exact Match]
- “Phrase Match”
- Broad Match (+Modified +Broad +Match)
- - Negative

For the keyword **Insurance Brokers** the search query:

- *Insurance Brokers* is an **exact match**
- *Insurance Brokers Kildare* is a **phrase match**
- *Insurance Provider* is a **broad match**

How it works



Negative Keywords

- Use negative keywords to prevent your ads showing for irrelevant searches
- For example, if you are an insurance broker who does not offer travel insurance, using the negative keyword *travel* will ensure you do not show ads for users searching for travel insurance related searches
- You will not waste money on irrelevant searches
- You will also improve quality score
 - Ad copy
 - Landing pages

How it works

Budget & CPC

- You control how much you spend
- Only spend what you can afford
- You control your maximum cpc bid
- You will not pay more than you maximum cpc bid

Default max. CPC	↓ Clicks	Impr.	CTR	Avg. CPC
	562	5,959	9.43%	€0.73
€0.90 <input checked="" type="checkbox"/>	211	933	22.62%	€0.38
€1.80 <input checked="" type="checkbox"/>	163	2,458	6.63%	€1.12
€1.80 <input checked="" type="checkbox"/>	36	325	11.08%	€1.20
€1.40 <input checked="" type="checkbox"/>	28	259	10.81%	€0.69
€1.50 <input checked="" type="checkbox"/>	22	43	51.16%	€0.18
€1.90 <input checked="" type="checkbox"/>	18	431	4.18%	€1.43

How it works

Example Budget & CPC

- You decide to spend €500 per month
- You set your maximum cpc @ €1
- Your actual cpc will be ~€0.80
- You will get ~625 clicks to your website

WRITING GREAT ADS



Writing great ads



What to include in your ads

- Repeat your keyword – **Life Insurance Cover**
- Have a strong Call to Action – **Talk to an Expert Advisor Today**
- Have a strong USP – **Better Peace of Mind**
- Link ads through the page that best matches the ad
- /Life-insurance

Life Insurance Cover | Talk To An Advisor Today

 www.zurich.ie/LifeInsurance/Cover 1850804232

Better Peace Of Mind With Zurich Life. Talk To An Expert Advisor Today!

Full Range Of Pensions · Over 30 Years In Ireland · Award Winning

Contact Us

Mortgage Protection

Life Assurance

Life Insurance Calculator

Writing great ads

Identify unique selling propositions

Why do people purchase your products/services?

- Value?
- Credibility?
- Quality?
- Features?
- Convenience?

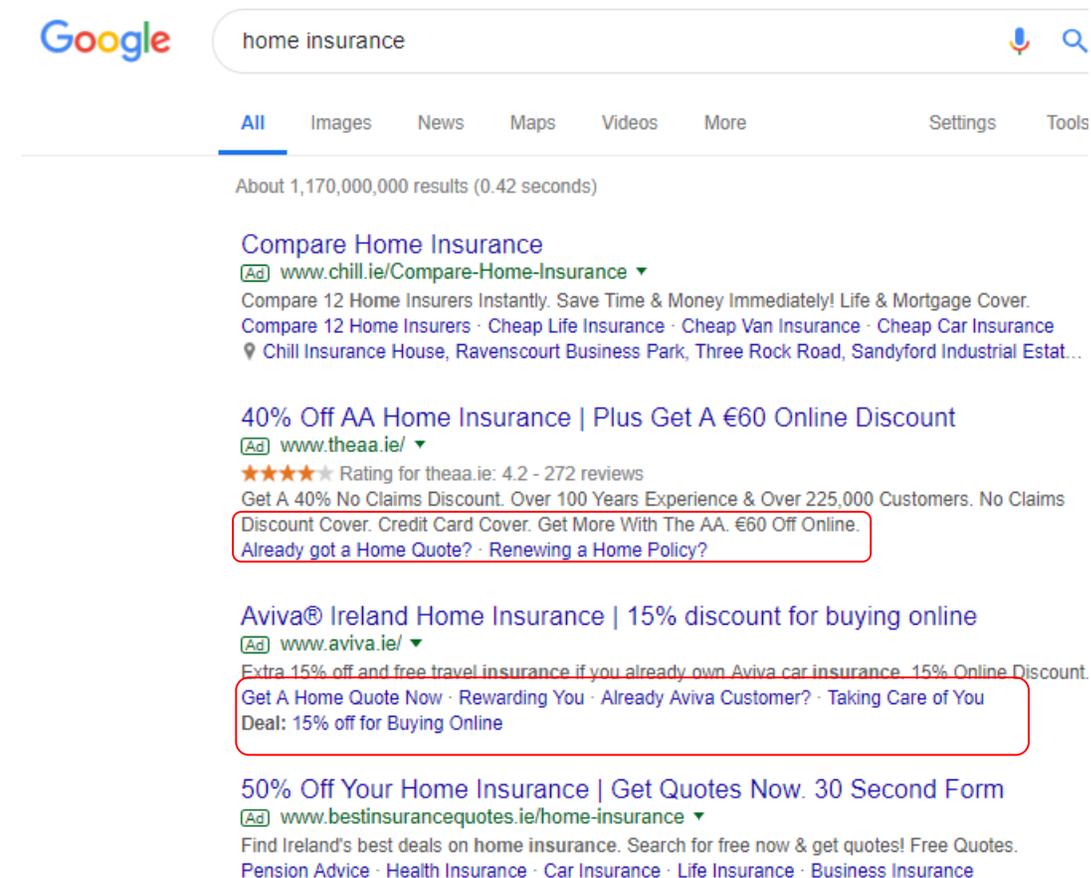
AD EXTENSIONS



Ad Extensions

Why they are important

- Take up more space, more visible = more clicks
- A Quality Score factor
 - Better Ad Rank
 - Cheaper clicks
 - More clicks for the same budget
- Give your customers more relevant information



Google home insurance

All Images News Maps Videos More Settings Tools

About 1,170,000,000 results (0.42 seconds)

Compare Home Insurance
Ad www.chill.ie/Compare-Home-Insurance
Compare 12 Home Insurers Instantly. Save Time & Money Immediately! Life & Mortgage Cover.
Compare 12 Home Insurers · Cheap Life Insurance · Cheap Van Insurance · Cheap Car Insurance
Chill Insurance House, Ravenscourt Business Park, Three Rock Road, Sandyford Industrial Estat...

40% Off AA Home Insurance | Plus Get A €60 Online Discount
Ad www.theaa.ie/
★★★★★ Rating for theaa.ie: 4.2 - 272 reviews
Get A 40% No Claims Discount. Over 100 Years Experience & Over 225,000 Customers. No Claims
Discount Cover. Credit Card Cover. Get More With The AA. €60 Off Online.
Already got a Home Quote? · Renewing a Home Policy?

Aviva® Ireland Home Insurance | 15% discount for buying online
Ad www.aviva.ie/
Extra 15% off and free travel insurance if you already own Aviva car insurance. 15% Online Discount.
Get A Home Quote Now · Rewarding You · Already Aviva Customer? · Taking Care of You
Deal: 15% off for Buying Online

50% Off Your Home Insurance | Get Quotes Now. 30 Second Form
Ad www.bestinsurancequotes.ie/home-insurance
Find Ireland's best deals on home insurance. Search for free now & get quotes! Free Quotes.
Pension Advice · Health Insurance · Car Insurance · Life Insurance · Business Insurance

Ad Extensions



Sitelinks

- Additional links below your ad copy
- Link through to different pages on your site
- Keep the pages relevant to your keyword or your customer

Zurich Pensions | Start Planning A Better Future | zurich.ie

www.zurich.ie/ ▼

Winner - Best Life Assurance & Pensions 2017. Start Your Zurich Pension Today! Full Range Of Pensions. Over 30 Years In Ireland. Award Winning.

[Pension Calculators](#) · [Pension Products](#) · [Pension Guide](#) · [Why You Need A Pension](#)

Ad Extensions



Structured Snippet

- Additional information below your ad copy
- Do not link through to your site
- Information specific to your product or service –
Accidental Damage

Zurich.ie | Zurich Home Insurance | Award Winning Home Insurance

Ad www.zurich.ie/ ▼

Get Top Quality Cover & Competitively Priced Home Insurance. Get A Free Quote! Excellent claims service. Claims assist helpline. Easy payment options. **Proven expertise. No claims discount. No admin fees. Multi product savings. Insurance coverage Full Accidental Damage, New For Old.**

📍 Zurich House, Ballsbridge Park, Dublin 4, Co. Dublin

Quick Quote In Seconds

Get A Home Insurance Estimate
In Just A Few Seconds

24/7 Emergency Helpline

Accidents Can Happen! You Can Avail
Our Home Emergency Helpline 24/7

Ad Extensions



Callout extensions

- Additional information below your ad copy
- Do not link through to your site
- Attributes specific to your business, product or service – **Easy Payment Options**

Zurich.ie | Zurich Home Insurance | Award Winning Home Insurance

[\(Ad\) www.zurich.ie/](#) ▼

Get Top Quality Cover & Competitively Priced Home Insurance. Get A Free Quote! Excellent claims service. **Claims assist helpline. Easy payment options. Proven expertise. No claims discount. No admin fees.** Multi product savings. Insurance coverage: Full Accidental Damage, New For Old.

📍 Zurich House, Ballsbridge Park, Dublin 4, Co. Dublin

Quick Quote In Seconds

Get A Home Insurance Estimate
In Just A Few Seconds

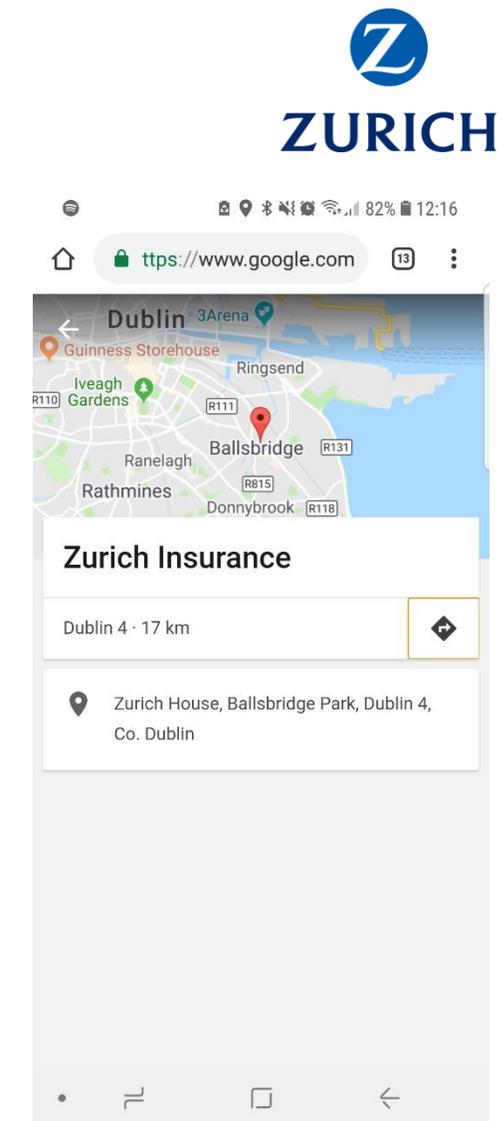
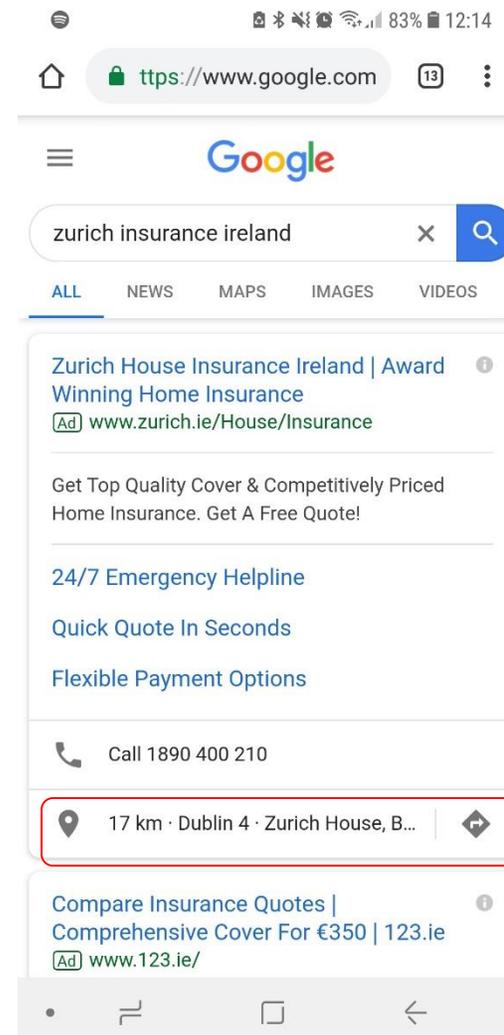
24/7 Emergency Helpline

Accidents Can Happen! You Can Avail
Our Home Emergency Helpline 24/7

Ad Extensions

Location Extension

- Help people find your business by showing your ads with your address, a map to your location, or the distance to your business
- People can click on the extension and get directions to your business



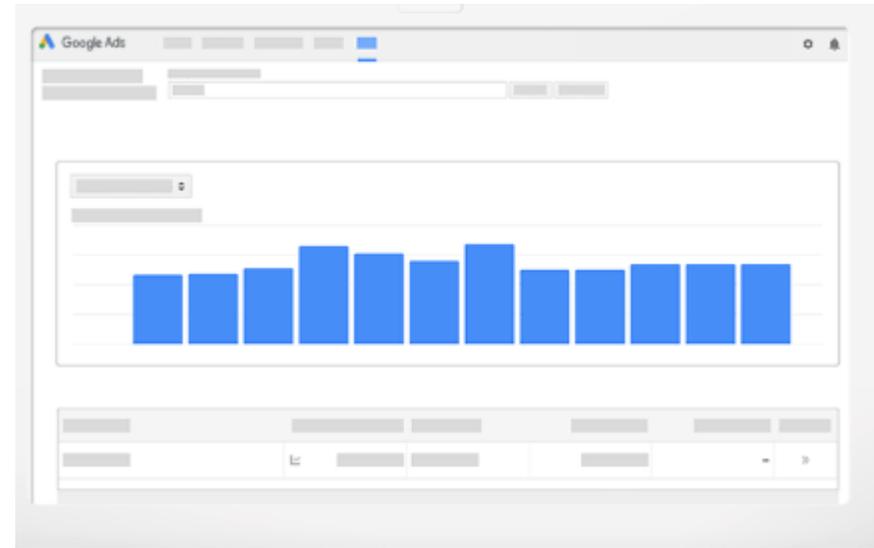
TOOLS TO USE - TIPS & ADVICE



Tools to use

Help decide when you should use Google Ads & what Keywords to use

- Google Keyword Planner
- Google Trends



The Keyword Planner

Identify the right keywords for your business

- You might not know all the keywords that your customers use to find businesses like yours
- Use the keyword planner to analyse potential new keywords to use
- Only select keywords that you are happy with
- You can see how many people are searching for a keyword on mobile devices
- Tells you how many people are searching for a keyword
- You can identify seasonal trends when more people search for a keyword
- Indicates how much you could expect to pay for a keyword
- Bonus: You can use this data to help your SEO and content marketing

The Keyword Planner

How many people are searching for my keyword



Google Trends

When are people searching

● pensions
Search term

+ Compare

Ireland ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



Tips & Advice

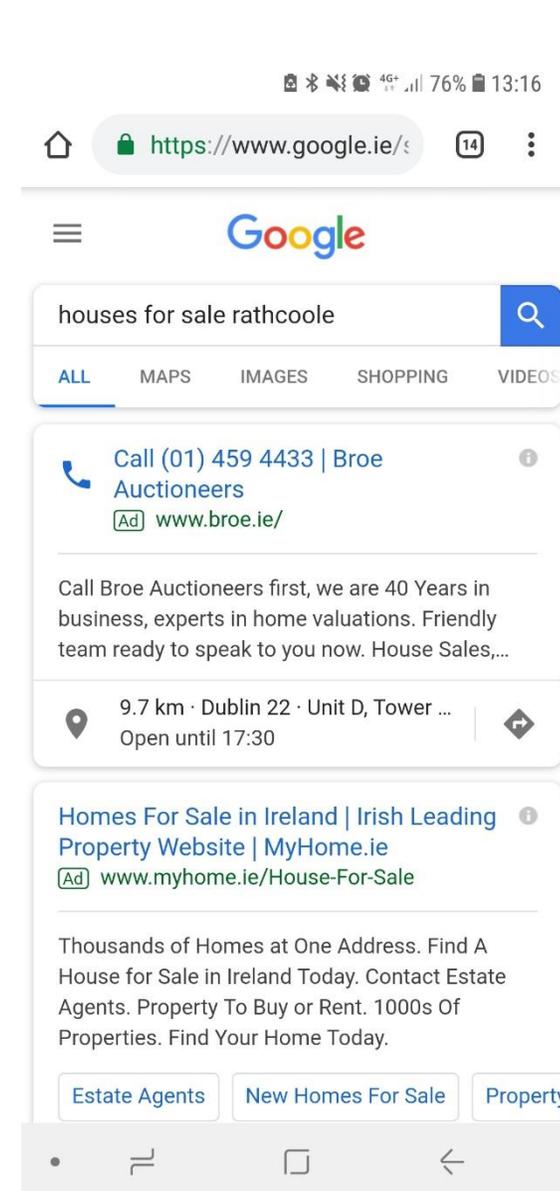
Minimise your time & Maximise your results

- Decide on a **suitable budget** appropriate to your business
- If your budget is limited only select **exact match keywords**
- **Track everything** in Google Analytics
 - Measure your results

Bypass Your Website

Call Ads

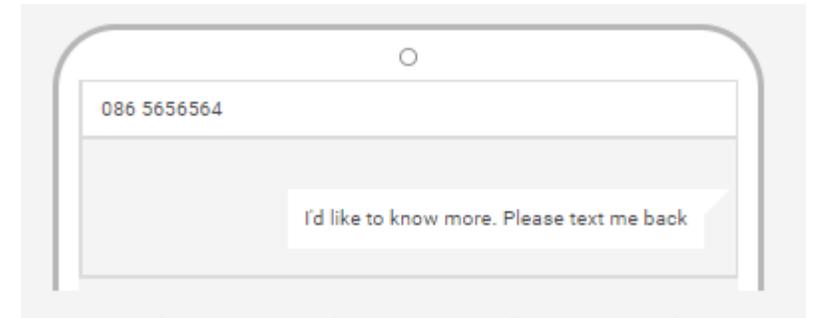
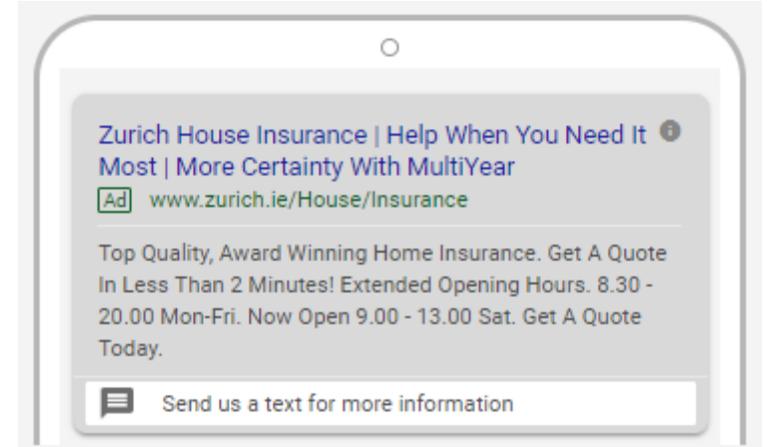
- Allow customers to call your business directly
- Schedule during business hours
- Accountability on call volume



Bypass Your Website

Message Extensions

- Allow customers to message your business directly
- Schedule during business hours
- Auto-populate the response you want to receive
- Accountability on call volume



SUMMARY



Summary

Key Takeaways

- Google Ads allow you to drive relevant traffic to your website
- You have full control on how much you spend
- Answer your customer's search with great ad copy
- You can use some alternative ad options to drive calls and text messages for your business

Thank you