

An Intro to AdWords

7/19/24



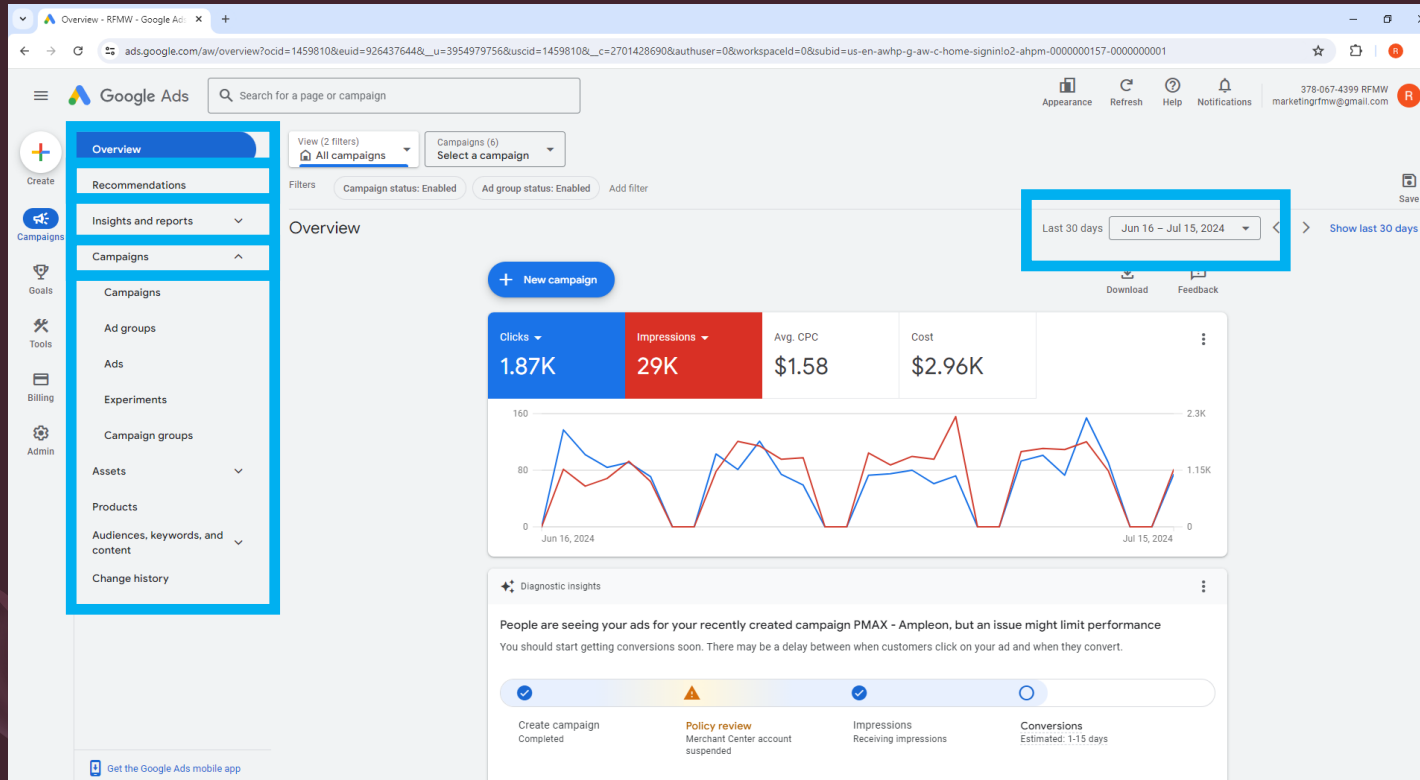
Login

- Visit: <https://ads.google.com/>
- Login with: Gmail Account Email and PW
- AdWords Account: xxx-xxx-xxx
- More Info: <https://support.google.com/google-ads/answer/1722062?hl=en&sjid=11307664113779534664-NC>



Dashboard and Main Navigation

- Use the main navigation on the left and filter on a date range on the right.



The screenshot displays the Google Ads dashboard interface. On the left side, there is a main navigation menu with several tabs: 'Overview' (selected), 'Recommendations', 'Insights and reports', and 'Campaigns'. The 'Campaigns' tab is highlighted with a blue box. In the top right corner, there is a date range filter set to 'Last 30 days' (Jun 16 - Jul 15, 2024), which is also highlighted with a blue box. The main content area shows a 'New campaign' button and a summary card with the following metrics: Clicks (1.87K), Impressions (29K), Avg. CPC (\$1.58), and Cost (\$2.96K). Below the summary card is a line chart showing performance trends over time. At the bottom, there is a 'Diagnostic insights' section with a warning icon and text: 'People are seeing your ads for your recently created campaign PMAX - Ampleon, but an issue might limit performance. You should start getting conversions soon. There may be a delay between when customers click on your ad and when they convert.' Below this, there are four progress indicators: 'Create campaign Completed', 'Policy review Merchant Center account suspended', 'Impressions Receiving impressions', and 'Conversions Estimated: 1-15 days'.

Most visited options:

- Recommendations Tab
- Campaigns Tab

- More Info:

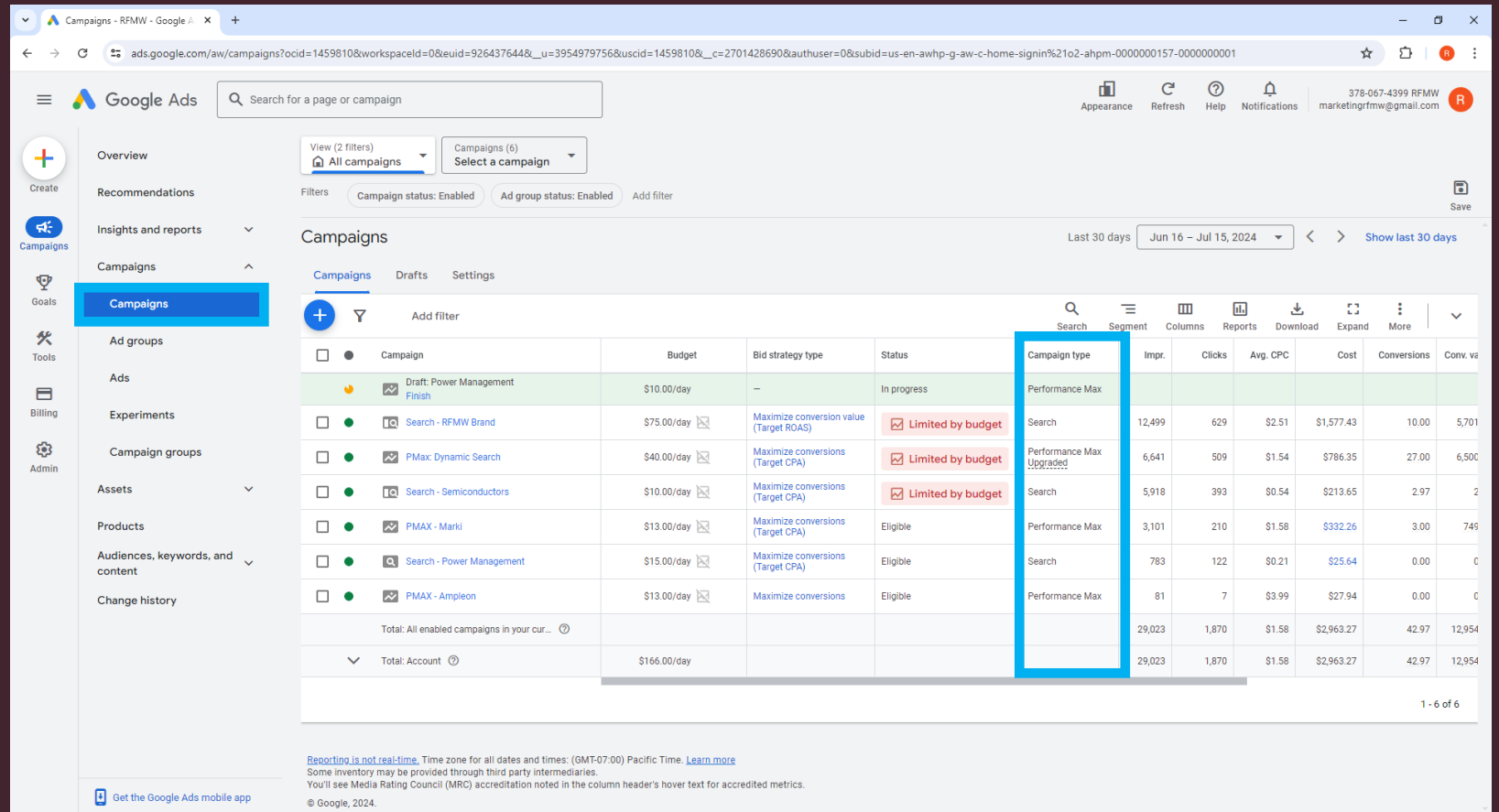
<https://support.google.com/google-ads/answer/6379084>

Current Campaign Types

- The two main campaign types currently used in your account are “Search” and “Performance Max” campaigns.
- Other campaign types include Display, Video, Smart, & Shopping

More Info:

<https://support.google.com/google-ads/answer/2567043?hl=en>



The screenshot shows the Google Ads interface with a list of campaigns. The 'Campaign type' column is highlighted with a blue box. The table below shows the data for the campaigns.

Campaign	Budget	Bid strategy type	Status	Campaign type	Impr.	Clicks	Avg. CPC	Cost	Conversions	Conv. va
Draft: Power Management Finish	\$10.00/day	–	In progress	Performance Max						
Search - RFWM Brand	\$75.00/day	Maximize conversion value (Target ROAS)	Limited by budget	Search	12,499	629	\$2.51	\$1,577.43	10.00	5,701
PMax: Dynamic Search	\$40.00/day	Maximize conversions (Target CPA)	Limited by budget	Performance Max Upgraded	6,641	509	\$1.54	\$786.35	27.00	6,500
Search - Semiconductors	\$10.00/day	Maximize conversions (Target CPA)	Limited by budget	Search	5,918	393	\$0.54	\$213.65	2.97	2
PMax - Marki	\$13.00/day	Maximize conversions (Target CPA)	Eligible	Performance Max	3,101	210	\$1.58	\$392.26	3.00	749
Search - Power Management	\$15.00/day	Maximize conversions (Target CPA)	Eligible	Search	783	122	\$0.21	\$25.64	0.00	0
PMax - Ampleon	\$13.00/day	Maximize conversions	Eligible	Performance Max	81	7	\$3.99	\$27.94	0.00	0
Total: All enabled campaigns in your cur...					29,023	1,870	\$1.58	\$2,963.27	42.97	12,954
Total: Account	\$166.00/day				29,023	1,870	\$1.58	\$2,963.27	42.97	12,954

Search Campaigns

- The budget is allocated on the “Campaign” level and shared by any AdGroups in the Campaign.
- A good rule is up to 3 AdGroups should be created per Campaign.
- A good rule is up to 3 Responsive Search ads should be created per AdGroup.
- A good rule is 5-20 keywords should be added per AdGroup so that it’s tightly niched.
- Keywords can be defined as “Exact Match”, “Broad Match”, and “Phrase Match”.
- AdWords offers a keyword planning tool.
- A good rule is to incorporate utm parameters on your destination ad url for reporting purposes.
- More Info: <https://support.google.com/google-ads/answer/9510373?hl=en>

Responsive Search Ads

- Under your Search Campaign's AdGroup, you can create "Responsive Search Ads".
- There are several field types such as Headlines and Descriptions in which you can populate to create your "Responsive Search Ads".
- It's a good rule to include "Keywords" in your Ad Copy.
- More Info: <https://support.google.com/google-ads/answer/7684791?hl=en&sjid=16794818998503147272-NC>

Ads Last 30 days Jun 16 - J

Ad status: Enabled Add filter

Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
<input type="checkbox"/> RFMW is Your Source Expertise in RF & Microwave RF & Microwave Distribution +12... rfmw.com/rf-microwave/power-mgmt RFMW is the premier provider of RF & Microwave component, value add, and design... View assets details	Eligible	Responsive search ad	547	9,929	5.51%	\$2.42	\$1,322.30	10.00
<input type="checkbox"/> RF & Microwave Distribution Power Component Distribution Premier Technical... www.rfmw.com/rf/microwave RFMW is the premier provider of RF & Microwave component, value add, and design... View assets details	Eligible	Responsive search ad	82	2,570	3.19%	\$3.11	\$255.13	0.00
Total: Ads in your current view			629	12,499	5.03%	\$2.51	\$1,577.43	10.00
Total: Ad group			629	12,499	5.03%	\$2.51	\$1,577.43	10.00

Preview

RF & Microwave Semiconductors :29 / 30

Connectors and RF Components :28 / 30

RF Design Solutions 19 / 30

RF&MW Component Manufacturers :27 / 30

TT Descriptions 4/4 [View ideas](#)

RFMW is the premier provider of RF & Microwave component, value add, and design solutions Required 89 / 90

From Antenna To Baseband, RFMW Is Your Source For The Latest Products And Technology Required 84 / 90

Products from the top suppliers including Qorvo, Marki Microwave, Ampleon, pSemi, and more. RFMW is the premier provider of RF & Microwave component, value add,...

Sponsored

RFMW
www.rfmw.com/rf-microwave/power-mgmt

Value Added Services - Expertise in RF & Microwave

Products from the top suppliers including Qorvo, Marki Microwave, Ampleon, pSemi, and more. RFMW is the premier provider of RF & Microwave component, value add,...

[Contact RFMW](#) [Shop RFMW Manufacturers](#)

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Assets

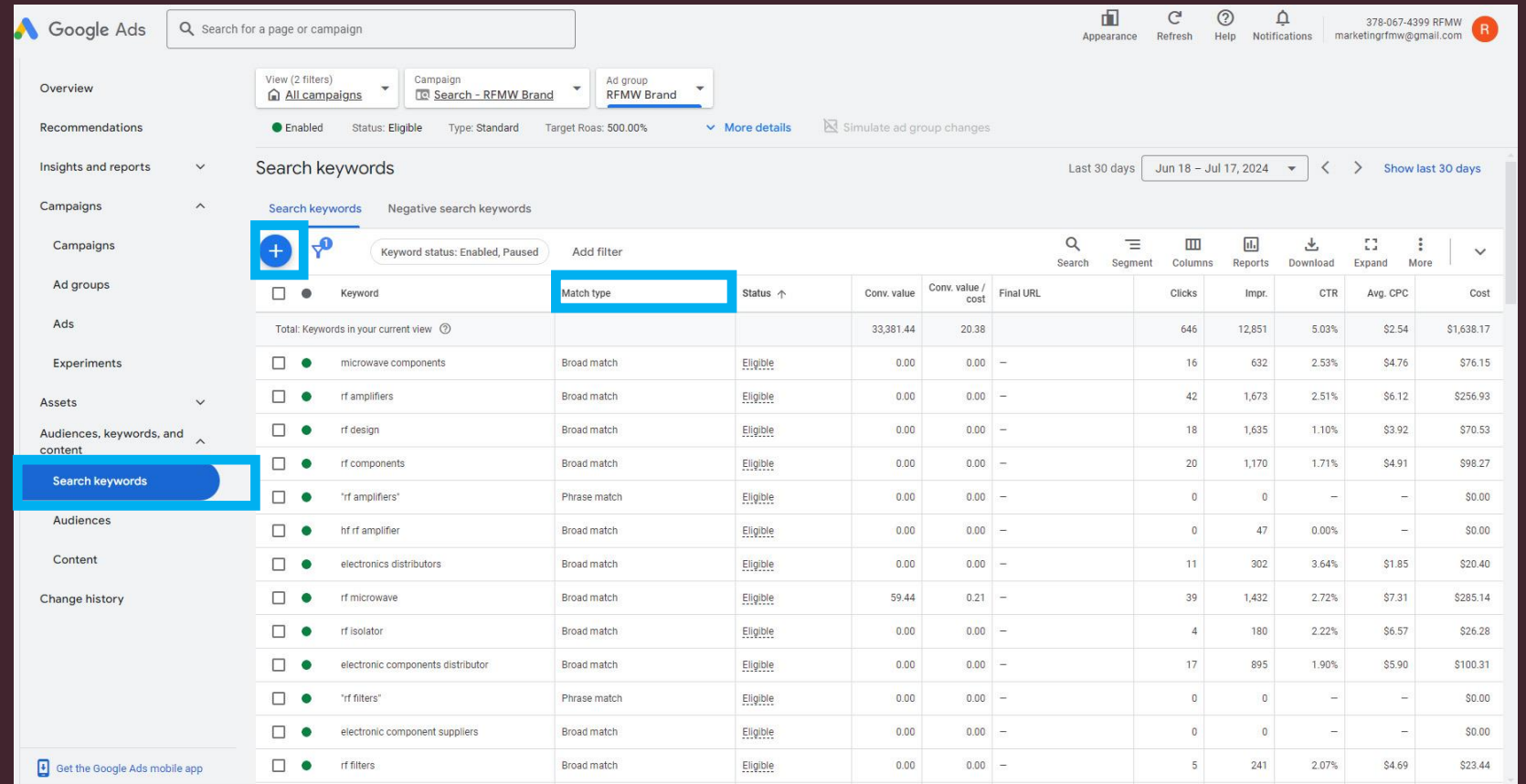
- You can also add additional content to your “Responsive Search Ad Groups” through the Assets section.
- These can include Images, Business name, Business logo, Sitelink, Callouts, Structured Snippets, Calls, and more.
- More Info:
<https://support.google.com/google-ads/answer/7331111?hl=en-AU&sjid=16794818998503147272-NC>

The screenshot displays the Google Ads interface for the 'Assets' section of a campaign named 'Search - RFMW Brand'. The 'Assets' section is highlighted with a blue box. The assets are listed in a table with the following columns: Asset, Asset type, Added to, Level, Status, Source, Clicks, Impr., CTR, Avg. CPC, and Cost. The assets listed are:

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Models: New - Power Management Semiconductors...	Structured snippet	Search - RFMW Brand > RFMW Brand	Ad group	Eligible	Advertiser	0	177	0.00%	-	\$0.00
Brands: Knowles - DLI Rosenberger Spectrum Control...	Structured snippet	Search - RFMW Brand > RFMW Brand	Ad group	Eligible	Advertiser	1	158	0.63%	\$0.65	\$0.65
Brands: Qorvo, Marki Microwave, Ampleon, NXP, pSemi, Guerilla...	Structured snippet	Search - RFMW Brand > RFMW Brand	Ad group	Eligible	Advertiser	0	141	0.00%	-	\$0.00
Highlights: ECIA Member, Newsletter Available, Order...	Structured snippet	Search - RFMW Brand > RFMW Brand	Ad group	Eligible	Automatically created	0	0	-	-	\$0.00
Amenities: Qorvo, Marki Microwave, Ampleon, Knowles...	Structured snippet	Search - RFMW Brand	Campaign	Paused	Advertiser	0	0	-	-	\$0.00

Search Campaign - Keywords

- There are several keyword types you can use in AdWords such as Exact Match, Broad Match, Phrase Match, and Negative Match. **Broad Match is recommended.**
- There is also a Keyword Planner to help you find matches for your campaign.
- Try to keep only “Eligible” keywords in the campaign so your quality score remains high.
- Also try to incorporate keywords into your search ad content.
- More Info: https://ads.google.com/intl/en_us/home/resources/articles/guide-to-keyword-match-types/



Keyword	Match type	Status	Conv. value	Conv. value / cost	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
Total: Keywords in your current view			33,381.44	20.38		646	12,851	5.03%	\$2.54	\$1,638.17
<input type="checkbox"/> <input checked="" type="checkbox"/> microwave components	Broad match	Eligible	0.00	0.00	-	16	632	2.53%	\$4.76	\$76.15
<input type="checkbox"/> <input checked="" type="checkbox"/> rf amplifiers	Broad match	Eligible	0.00	0.00	-	42	1,673	2.51%	\$6.12	\$256.93
<input type="checkbox"/> <input checked="" type="checkbox"/> rf design	Broad match	Eligible	0.00	0.00	-	18	1,635	1.10%	\$3.92	\$70.53
<input type="checkbox"/> <input checked="" type="checkbox"/> rf components	Broad match	Eligible	0.00	0.00	-	20	1,170	1.71%	\$4.91	\$98.27
<input type="checkbox"/> <input checked="" type="checkbox"/> "rf amplifiers"	Phrase match	Eligible	0.00	0.00	-	0	0	-	-	\$0.00
<input type="checkbox"/> <input checked="" type="checkbox"/> hf rf amplifier	Broad match	Eligible	0.00	0.00	-	0	47	0.00%	-	\$0.00
<input type="checkbox"/> <input checked="" type="checkbox"/> electronics distributors	Broad match	Eligible	0.00	0.00	-	11	302	3.64%	\$1.85	\$20.40
<input type="checkbox"/> <input checked="" type="checkbox"/> rf microwave	Broad match	Eligible	59.44	0.21	-	39	1,432	2.72%	\$7.31	\$285.14
<input type="checkbox"/> <input checked="" type="checkbox"/> rf isolator	Broad match	Eligible	0.00	0.00	-	4	180	2.22%	\$6.57	\$26.28
<input type="checkbox"/> <input checked="" type="checkbox"/> electronic components distributor	Broad match	Eligible	0.00	0.00	-	17	895	1.90%	\$5.90	\$100.31
<input type="checkbox"/> <input checked="" type="checkbox"/> "rf filters"	Phrase match	Eligible	0.00	0.00	-	0	0	-	-	\$0.00
<input type="checkbox"/> <input checked="" type="checkbox"/> electronic component suppliers	Broad match	Eligible	0.00	0.00	-	0	0	-	-	\$0.00
<input type="checkbox"/> <input checked="" type="checkbox"/> rf filters	Broad match	Eligible	0.00	0.00	-	5	241	2.07%	\$4.69	\$23.44

Adding Keywords

- When you click the “+” button to add keywords you can type in your keyword ideas or generate some ideas using the “Get Keyword ideas” section.
- If you like the keyword idea generated one the right, click on the “+” button to add it, then click Save.

Google Ads

Search for a page or campaign

View (2 filters) All campaigns Campaign Search - RFMW Brand Ad group RFMW Brand

Enabled Status: Eligible Type: Standard Target Roas: 500.00% More details Simulate ad group changes

Search keywords

Search keywords Negative search keywords

Add Keywords

To build a list of relevant keywords, add ideas below. Keywords can trigger your ad to show when people search for related terms. Learn more about

qorvo semiconductor
ka band lna
qorvo international
rf amplifier circuit

Get keyword ideas

https://www.qorvo.com/

Enter your product or service

Keywords (by relevance)

- + qorvo uwb
- + solid state power amplifier
- + x band lna
- + ka band power amplifier

Add all ideas

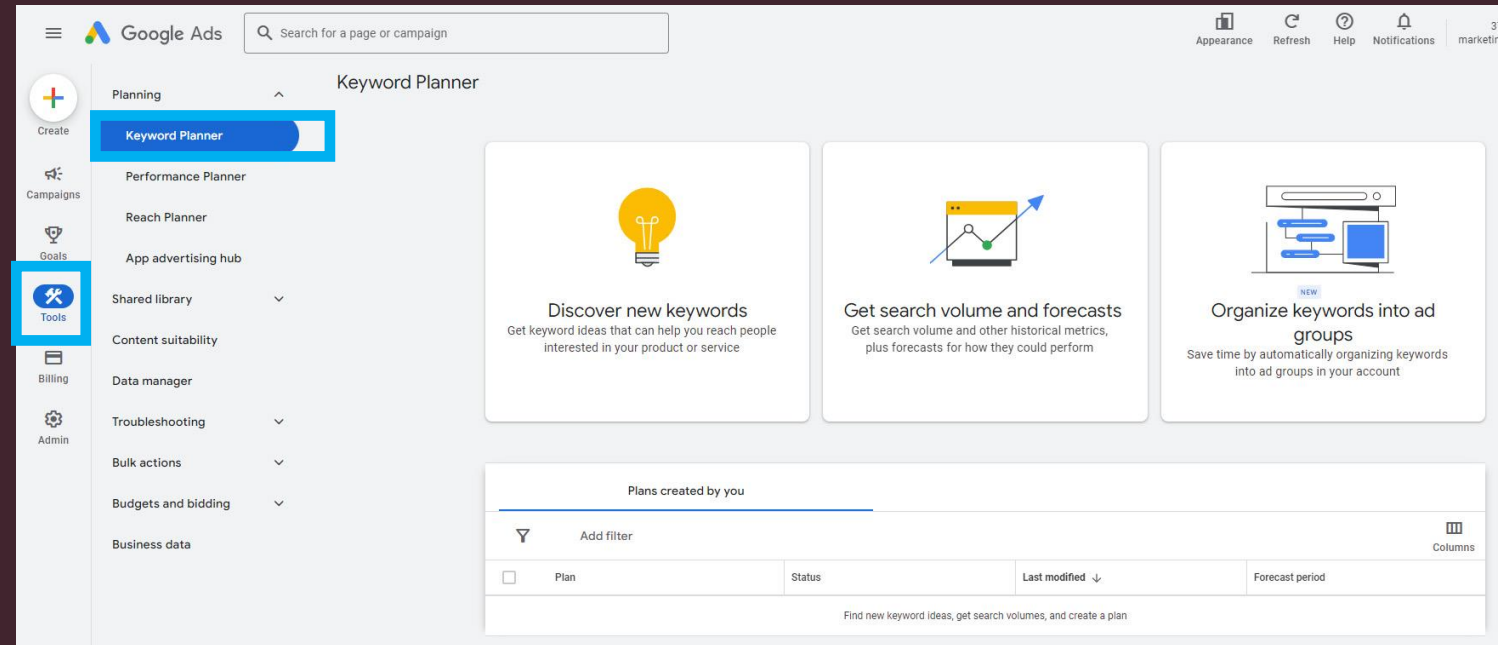
Save Cancel

<input type="checkbox"/>	Keyword	Match type	Status ↑	Conv. value	Conv. value / cost	Final U
Total: Keywords in your current view ?				33,381.44	20.38	

Get the Google Ads mobile app

Keyword Planner

- You can also use the Keyword Planner Tool to explore options for keywords.
- Click on Tools > Planning > Keyword Planner.
- More Info:
<https://support.google.com/google-ads/answer/7337243?hl=en>



The screenshot shows the Google Ads Keyword Planner interface. The left sidebar contains navigation options: Create, Campaigns, Goals, Tools (highlighted with a blue box), Billing, and Admin. Under the 'Tools' section, the 'Planning' menu is expanded, and 'Keyword Planner' is highlighted with a blue box. The main content area is titled 'Keyword Planner' and features three cards: 'Discover new keywords', 'Get search volume and forecasts', and 'Organize keywords into ad groups'. Below these cards is a table titled 'Plans created by you' with columns for Plan, Status, Last modified, and Forecast period. The table is currently empty, and a footer note reads 'Find new keyword ideas, get search volumes, and create a plan'.

Campaign Settings

- Make sure to review your Campaign settings for Ad Locations, Ad Schedule, Networks, Devices, Languages, and more.
- You can also allocate any exclusions on the Campaign level.
- More Info: <https://support.google.com/google-ads/answer/1704395?hl=en>

The screenshot displays the Google Ads interface for a campaign named "Search - RFMW Brand". The left sidebar shows the navigation menu with "Locations" and "Ad schedule" highlighted. The main content area shows the "Ad schedule" section with a calendar view and a table of ad schedule entries.

Ad Schedule Calendar View:

Day	Start Time	End Time
M	6:00 AM	7:00 PM
T	6:00 AM	7:00 PM
W	6:00 AM	7:00 PM
T	6:00 AM	7:00 PM
F	6:00 AM	7:00 PM
S	6:00 AM	7:00 PM
S	6:00 AM	7:00 PM

Ad Schedule Table:

Day & time	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> Mondays, 6:00 AM - 7:00 PM	--	170	3,044	5.58%	\$2.40	\$408.11
<input type="checkbox"/> Wednesdays, 6:00 AM - 7:00 PM	--	130	2,563	5.07%	\$2.40	\$311.70
<input type="checkbox"/> Thursdays, 6:00 AM - 7:00 PM	--	124	2,316	5.35%	\$2.09	\$258.86
<input type="checkbox"/> Tuesdays, 6:00 AM - 7:00 PM	--	112	2,211	5.07%	\$3.33	\$372.71
<input type="checkbox"/> Fridays, 6:00 AM - 7:00 PM	--	93	2,365	3.93%	\$2.43	\$226.05

Performance Max Campaigns

- Performance Max campaigns are dynamic campaigns that utilize search, shopping, and various asset types and are displayed on various Google networks.
- You can create similar Asset Groups (kind of like AdGroups) to go under the campaign.
- It's easy to add YouTube videos, images, your company logo, phone number, site link extensions and more.
- More Info:
<https://support.google.com/google-ads/answer/10724817?hl=en>

The screenshot shows the Google Ads interface for a Performance Max campaign named 'PMAX - Marki'. The campaign is enabled, eligible, and has a budget of \$13.00/day. The optimization score is 100%. The interface displays the 'Asset groups' section for the 'Marki Microwave' asset group. A blue box highlights the 'Preview ads' button and the social media icons (YouTube, Gmail, Google, Calendar, etc.). The 'Assets' section shows a list of assets including images, logos, and videos, with a total of 15 assets. The 'Signals' section indicates that no signals are provided. The interface also shows the campaign status as 'Enabled', 'Ad strength: Good', and 'Status: Eligible'. At the bottom, there are options for 'Listing groups', 'Edit assets', and 'View details', along with a 'Show asset groups' dropdown set to 5 and a page indicator '1 - 1 of 1'.

Shopping Campaigns

- Shopping campaigns pull in the feed that is sent into Google Merchant's Center.
- Within AdWords you can create a shopping campaign and designate the products you want to show.
- You can select the products by Product ID (Part Number), Brand, or Product Type.
- More Info:
<https://support.google.com/faqs/answer/2987537?hl=en>

Time period: Jun 19 – Jul 18, 2024

Subdivide **All products** by: Product type ▾

Search 🔍 11 selected Clear all

Product group	Prod... ▾	Clicks ▾	Cost ... ▾	
<input checked="" type="checkbox"/> amplifier		478	0	\$0.00
<input checked="" type="checkbox"/> transistors		–	–	–
<input checked="" type="checkbox"/> front-end module		26	0	\$0.00
<input checked="" type="checkbox"/> limiter		–	–	–
<input checked="" type="checkbox"/> rf attenuator		93	0	\$0.00
<input checked="" type="checkbox"/> rf cable assembly		103	0	\$0.00
<input checked="" type="checkbox"/> rf coaxial adapter		119	0	\$0.00
<input checked="" type="checkbox"/> rf power transistor		427	0	\$0.00
<input checked="" type="checkbox"/> rf switch		00	0	\$0.00
<input type="checkbox"/> Bulk add values manually				

11 selected products list:

- rf attenuator - coaxial
- rf filter
- rf switch
- rf power transistor
- rf coaxial adapter
- rf cable assembly
- rf attenuator
- limiter
- front-end module
- transistors
- amplifier

Buttons: Continue to edit bids, Save without editing bids, Cancel

Recommendations Tab

- Make sure to frequently visit the Recommendations tab and review them.
- If you want to dismiss them, click on the 3 circles located in the right-hand corner of each card.
- Reviewing will help your account optimization score.
- More Info:
<https://support.google.com/google-ads/answer/3416396?hl=en>

The screenshot displays the Google Ads Recommendations interface. At the top, the navigation bar includes the Google Ads logo, a search bar, and utility icons for Appearance, Refresh, Help, and Notifications. The left sidebar contains navigation options: Overview, Recommendations (highlighted in blue), Insights and reports, Campaigns, Goals, Tools, Billing, Admin, Products, Audiences, keywords, and content, Locations, Content, and Ad schedule. The main content area shows the 'Recommendations' tab with a search bar and filters for Campaign status (Enabled) and Ad group status (Enabled). A progress bar indicates an optimization score of 97.3%, with 6 campaign focuses confirmed. Below this, a 'TOP RECOMMENDATION FOR YOU' card suggests driving more sales by ensuring products are approved in Merchant Center, with a +1.3% potential gain. Other recommendations include adding new keywords (+0.9%), removing redundant keywords (+0.5%), and improving responsive search ads (+0.1%). Each recommendation card includes a 'View recommendation' button and a three-dot menu for further actions.