Google Ads for e-Commerce:

Strategy in the Search Network

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Google Ads for e-Commerce: Strategy in the Search Network

Abstract

Google Ads is an indispensable platform to advertise your articles and reach a wider audience. The advertising tool is an essential service for e-commerce and retailers. Through Google Ads you will be able to maximize your profits and increase the conversion rate of your products. But do you know how to optimize your ads to increase traffic to your website?

This white paper aims to discuss the different Google Ads strategies that we can use to increase our ecommerce sales through the Google search network. The knowledge you will acquire at the end of the white paper will allow you to understand how the Google search network works and how to choose the best campaign to promote your ads in an efficient and effective way.

In the next pages we will focus on the following strategies:

- Search campaign by business area
- Search campaigns by product categories
- Dynamic Search Ads
- Search campaigns for competitor traffic
- Brand campaigns
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White Paper

Introduction

About Search Network

The Search Network refers to a group of search-related web portals where your ads can be displayed. Your products will be advertised on the Google search results pages, as well as on other Google web services, such as Google Shopping or Maps. Your ads will also be displayed on Google's partner network, which are pages associated with the Big G for displaying ads.

Before we go any further, let's refresh what a search campaign is:

A search campaign displays ads for your products on the Google search results page. These ads can be placed above the search results or at the bottom of the page. The ranking of the ads is determined by two factors:

- Keyword quality
- Maximum CPC

These ads are triggered when a user performs a search related to the keywords you have set for your Google campaign. The price of these ads is determined by the number of times a user is directed to your website, the well-known Pay Per Click.

You should also remember the types of keyword matching that exist:

- **Broad Match:** It is the default system when designing a search campaign. Ads are shown when a user performs a search using variations of the keywords - synonyms are included.

- **Broad match modifier**: You can configure the keywords through the + symbol and the ads will be activated when the user makes a search with any of these keywords or variants -the order does not affect the activation of the advertising-.

- **Phrase match**: Ads appear when the keyword is displayed within the search phrase. Ads will not be shown if you change the keyword order or enter a term in medium.

- **Exact match**: Ads will be displayed when the user searches for an exact term. It is only allowed to include words that do not change the meaning of the term or words that do not affect the intention of the search, such as prepositions, conjunctions or articles.

A general advice for all search campaigns: **never activate the option to show the ads on the display network.** There is absolutely no case in which you can provide better results than by doing them separately.
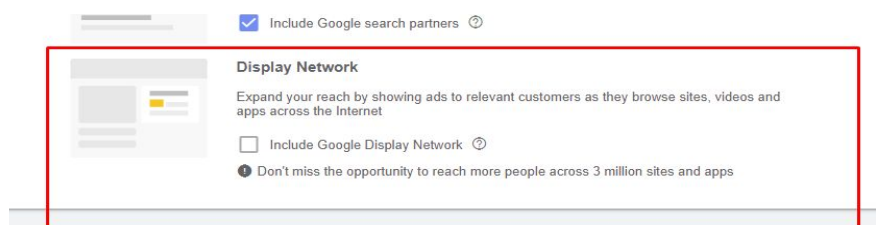
Solutions

Search campaign by business area

Objective
Appearing in generic searches about business area of your commerce.

Development
Let's imagine we have an online computer commerce. In that case we will show our ads. In this case we will show our ad for searches, such as:

- Computer store.
- Buy computer online.
- Where to buy computer.

Since this is a very generic search, we should use keyword matches and work on negative keywords. For example, we do not want to pay for users who are looking for:

- Computer store in France.
- "XYZ" street computer store.

Search campaigns by product categories

Objective
Appearing in searches related with categories and subcategories.

Development
We will create campaigns for several product categories. In cases where you have a very varied catalog, the ideal is to create different campaigns for each of the product families, and divide these into groups of ads by categories and subcategories of products.

Following previous example:

| Campaign	Ads group	Principal Keyword
Computers		
	Laptop	"buy laptop"
	Tower PC	"buy Tower PC"
Printers		
	Canon	"Buy canon printer"
	Epson	"Epson printer price"

We recommend using dynamic keyword insertions in the titles and descriptions to increase the relevance of the ad.

Dynamic keyword insertion is a Google Ads tool that allows you to change the title of your ads based on the keyword that activated the ad.

For example, let's imagine you are advertising a perfume shop. You can use the insertion function in the title of the ad.

 The Ads application will replace the code with one of the keywords you have in your ad campaign ("men's perfume", "cheap perfume", etc.) whenever possible.

If the search term is too long the keyword in the phrase will be used (instead of "perfume for special occasions" "perfume" will be displayed.
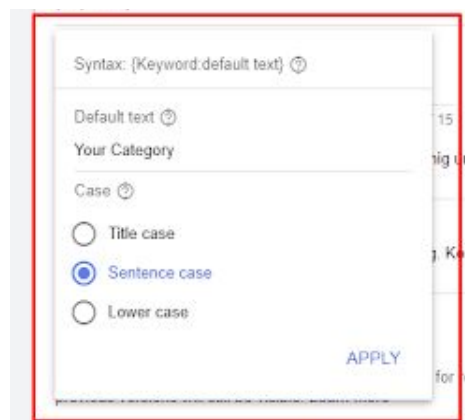
Dynamic Search Ads

These are campaigns in which Google chooses the keywords for you. This strategy can be used when you have lots of products on your website, since doing it one at a time is not an efficient method.

You must tell Google Ads the URL you want to advertise and the negative keywords. In these campaigns the title is generated dynamically, but you must take into account that you will have to have a generic description for all your products.

The objective is to appear in long tail searches of our products. Long tail are multi-word keywords, which are usually much more specific than generic or secondary keywords, and which, precisely because of this, tend to have less competition.

A DSA campaign is created just like a search campaign, only with a couple of differences. In the campaign set-up screen, if we display the advanced campaign options, just below the network section, we find the "Dynamic Search Ads" section.
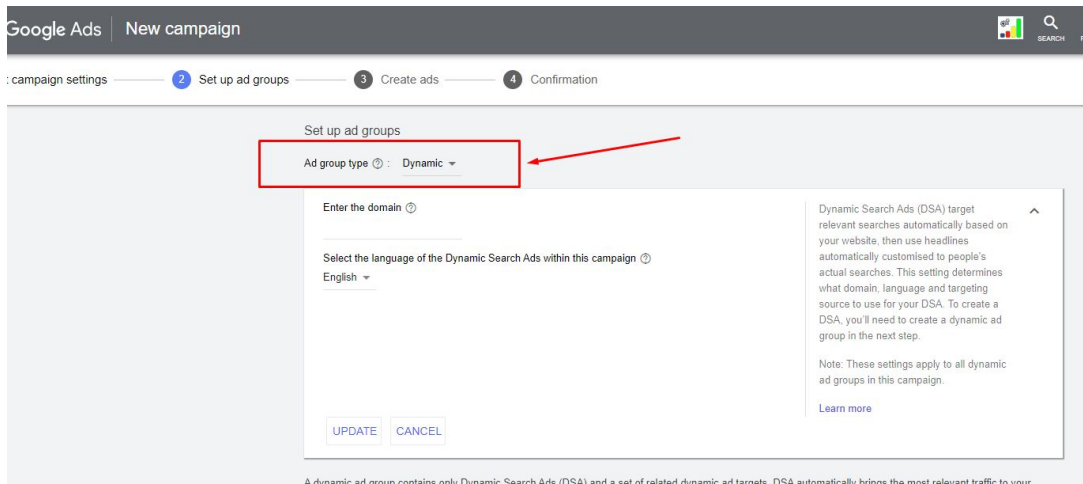
In this section we just have to add our website's domain, select the language of our website and select "Use the Google index of my page".

The rest of the campaign configuration is done exactly as in a normal search campaign.

Once configured, we click on save and continue.
In the set-up section of the ad group you must make sure that it appears as a dynamic search ad:

Now we have to configure the segmentation and the ads.
Our recommendation is to test how well it works with certain categories (first option), once you know the performance of the campaign you can expand it to all pages of the website.

We click on save and continue and all we have to do is create the ads. In this case we just have to add the two descriptions, so they should be as generic as possible.

Think that the same descriptions will be shown for absolutely all the products in your catalog, so it is a good idea to add descriptions that talk about the company instead of a specific product or category.

Recommendation
Exclude URLs that contain the blog subdirectory and pages with non transactional information, such as terms and conditions of purchase. You can do this by adding as an exclusion all URLs that contain /blog/ or /legal/.

Search campaigns for competitor traffic

The objective is to attract customers who are looking for our direct rivals' brand.

Development

In this strategy, we will create a regular search campaign separating competitors by ad groups.

Details to be taken into consideration:
- Since there are a lot of searches like "Tracking order of Competitor XY" or "Competitor XY phone" we will just add competition names in exact match.
- You can not to add the competitor's name in the title or description of the ads.
- Do not add dynamic keyword insertions to the ad, as the name of the competitor will appear on your ad.

Recommendation

Add only competitors from your same vertical as you could pay for traffic without any intention of converting.

Brand campaigns

The truth is that it is very possible that our competitors appear before us when they search for our company as it is a very widespread practice.

If you do not want this to happen, you will have to create a search campaign with keywords containing your brand name. We will follow the same process but in this case we will add our name in the titles and descriptions of our ads.

Fortunately, the CPC you will pay will be very low because the relevance of your ad for these searches will be very high.
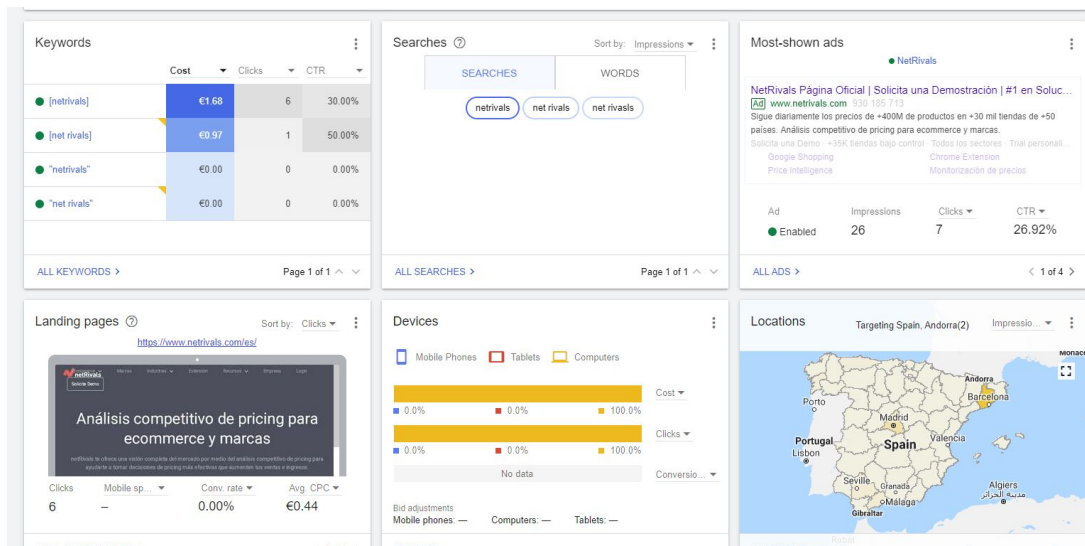
RLSA

The objective is to appear in the first place for searches related to our business for users who have already accessed our website before.

Development
First of all we must create retargeting audiences in order to target our advertising to those users.

To make the audiences more effective we recommend to create them in Google Analytics with different criteria of web behavior and then import them to the Google Ads account.

We must take into account that, unlike display retargeting which only requires 100 users, we must have at least 1000 users in a list to be shown in the search network.

Type	Membership status		Size: Search		Size: YouTube	
Website visitors	Open		400		400	
Website visitors	Open		410		410	
Website visitors Automatically created	Open		4,000		4,000	
Website visitors Automatically created	Open		2,100		2,100	
Website visitors	Open		1,200		1,200	

We will create a normal search campaign, the only peculiarity is that in the section "Audiences" we will have to add the retargeting lists in "Segmentation".

Recommendation

Instead of creating a specific campaign for RLSA, we recommend adding the retargeting audiences to all campaigns and selecting "Observation". In these we will increase the bidding as much as we consider necessary, paying more for users who previously accessed our page.

Takeaways

After seeing all the types of campaign, we can say that:

- To start generating traffic to your e-commerce web portal it is more useful to use search campaigns by business area, since the objective of this campaign is to appear in generic searches about the business area in which you develop your commerce.

- If your business has a lot of products and you want a quick resolution, using dynamic search campaigns or DSA is the solution for you. You will only have to worry about adding the URL of those products you want to advertise, add negative keywords to improve the efficiency of the campaign and use a generic description that speaks of your e-commerce.

- Search campaigns for competitor traffic is a useful way to position your products if your sector is one in which few companies have a high market share. Keep in mind that it is a campaign that can be expensive, since the quality of your ads is low, so your PPC will be higher. However, in sectors where LTV is a strong metric, it is advisable to use these tactics.

- Using a retargeting campaign is a great option to redirect those users who have accessed your e-commerce website in the past. Showing ads to potential customers who have already visited your website is an efficient strategy, since the conversion rate of this type of public is higher than average.

Additional information

If you want to learn more on Google Ads for e-Commerce, you can visit netrivals.com for more information on the topic. Netrivals is a key partner of pure-players and omnichannel stores to help them become competitively smarter. The all-in-one view offered by Netrivals covers relevant and valuable e-commerce KPIs like: Price Index, Profit Margins and Conversions of e-commerce businesses. You can learn more here or even request to talk to one of their specialists here.

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