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adwords workbook 2017 edition advertising on google adwords youtube and the display network

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Introduction

In the fast moving world of digital marketing, staying ahead of the curve requires more than just a basic understanding of search engines. For marketers who want to master the intricacies of paid search, the **AdWords Workbook 2017 edition advertising on google adwords youtube and the display network** is an indispensable resource. This guide delves into every facet of the workbook, from foundational concepts to advanced strategies, and explains how to leverage Google's advertising platforms—Search, YouTube, and the Display Network—to achieve measurable results. Whether you're a seasoned professional or just starting out, this article will equip you with the knowledge and tools needed to transform your advertising campaigns.

What is the AdWords Workbook 2017 Edition?

The 2017 edition of the AdWords Workbook is a comprehensive, step by step manual designed by industry experts to help advertisers navigate Google's advertising ecosystem. Unlike generic tutorials, this workbook offers:

- Structured learning paths that guide users from basic account setup to advanced optimization.
- Real world case studies that illustrate how to apply concepts in live campaigns.
- Practical exercises that reinforce learning through hands on experience.
- Tools and templates for keyword research, ad creation, and performance tracking.

By following the workbook's framework, marketers can systematically build campaigns that align with business objectives, maximize ROI, and stay compliant with Google's advertising policies.

Overview of Google AdWords

Google AdWords, now known as Google Ads, is the leading pay per click (PPC) platform that enables businesses to display ads across Google's search results, partner sites, YouTube, and other networks. The platform's versatility stems from its robust targeting options, real time bidding system, and detailed analytics. The core components of a Google Ads campaign include:

1. Keywords: The search terms that trigger your ads.
2. Ad Groups: Collections of ads that target a shared set of keywords.
3. Ads: The creative content that appears to users.
4. Landing Pages: The destination pages users land on after clicking your ad.
5. Bid Strategy: The method used to determine how much you pay per click.

Understanding each element is essential for crafting campaigns that perform well across all of Google's advertising channels.

Advertising on Google AdWords: Basics

Setting Up Your First Campaign

Before diving into advanced tactics, it's crucial to master the fundamentals. Here's a quick checklist:

- Define clear campaign goals (e.g., sales, leads, brand awareness).
- Choose the appropriate campaign type (Search, Shopping, Video, Display).
- Set a realistic budget based on your business size and goals.
- Segment campaigns by product line, geography, or audience.

Once your account is structured, the AdWords Workbook provides detailed worksheets that help you map out each campaign's architecture.

Keyword Research and Match Types

Keyword selection is the backbone of any successful Google Ads strategy. The workbook's **Keyword Planner** section offers a systematic approach:

1. Brainstorm seed terms relevant to your niche.
2. Use the Keyword Planner to discover related terms and search volume.
3. Analyze competition levels to gauge bid expectations.
4. Organize keywords into tightly themed ad groups.

Match types—Broad, Phrase, Exact, and Negative—allow you to control how closely a search query must align with your keywords. Mastering match types ensures your ads appear to the right audience while minimizing wasted spend.

Ad Copy Writing Tips

Compelling ad copy can dramatically improve click through rates (CTR). The workbook outlines key principles:

- Include a strong headline that addresses the user's intent.
- Highlight unique selling points and benefits.
- Use clear calls to action (CTA).
- Incorporate relevant keywords naturally.
- Test multiple headlines and descriptions to identify the best performers.

By applying these guidelines, you'll create ads that resonate with users and drive engagement.

Understanding the Display Network

What Is the Display Network?

The Google Display Network (GDN) reaches over 2 billion users across millions of websites, apps, and video partners. Unlike Search ads, Display ads appear as banners, rich media, or video placements on sites that match your targeting criteria. GDN offers several advantages:

- Wider reach for brand awareness campaigns.
- Visual storytelling through image and video creatives.
- Advanced audience targeting options (affinity, in market, remarketing).

The AdWords Workbook dedicates a section to mastering GDN, covering creative formats, placement strategies, and performance measurement.

Targeting Options on the Display Network

Effective Display campaigns rely on precise targeting. Key options include:

1. Contextual Targeting: Ads appear on pages that match specific keywords or topics.
2. Audience Targeting: Reach users based on demographics, interests, or behavior.
3. Placement Targeting: Select specific websites or app screens where your ads will appear.

4. Remarketing: Re engage visitors who have interacted with your site or app.

Combining these options allows you to craft highly relevant campaigns that convert.

Creative Formats and Best Practices

The workbook emphasizes the importance of high quality creatives. Consider the following guidelines:

- Use high resolution images (at least 300 /px wide).
- Keep text concise—Google recommends no more than 20 characters for headlines.
- Include a clear CTA button.
- Test responsive display ads that adapt to different device sizes.
- Maintain brand consistency across all creatives.

By adhering to these best practices, you'll maximize engagement and reduce ad fatigue.

YouTube Advertising

Why Advertise on YouTube?

With over 2.5 billion monthly active users, YouTube offers unparalleled reach and engagement. Video ads can capture attention, convey complex messages, and build emotional connections. The AdWords Workbook provides a dedicated module for YouTube advertising, covering the following:

- Choosing the right ad format (skippable in stream, non skippable, bumper, discovery).
- Defining audience segments based on demographics, interests, and viewing behavior.
- Optimizing video content for mobile and desktop viewing.
- Measuring performance through view rates, watch time, and conversion metrics.

By mastering these elements, you can elevate your brand's visibility and drive high quality traffic.

Creating Effective YouTube Ads

The workbook outlines a structured approach to video ad creation:

1. Define your objective: Awareness, consideration, or conversion.
2. Storyboard your message: Outline key points and visual cues.
3. Produce high quality footage: Use professional equipment or high end smartphones.
4. Edit for brevity: Keep skippable ads under 30 seconds.
5. Include a strong CTA: Direct viewers to a landing page or call center.

Testing different video lengths and creative angles will help you identify the most effective approach for your audience.

Integrating Workbook Strategies Across Platforms

One of the workbook's strengths is its emphasis on a cohesive strategy that spans Search, Display, and YouTube. By aligning your campaigns across these channels, you can:

- Retain brand consistency.
- Reinforce messaging through multiple touchpoints.
- Leverage data insights from one channel to optimize another.
- Create a layered funnel that nurtures prospects from awareness to conversion.

Below is a practical framework for integrating workbook strategies across platforms:

1. Define a unified message: Craft a core value proposition that can be adapted to each format.
2. Segment audiences: Use the workbook's audience segmentation tools to target users at different funnel stages.
3. Allocate budget strategically: Prioritize spend based on channel performance and business objectives.
4. Synchronize creative assets: Ensure that visuals, headlines, and CTAs are consistent.
5. Track cross channel performance: Use conversion tracking and attribution models to evaluate impact.

By following this framework, you'll build a harmonious advertising ecosystem that maximizes reach and conversion.

Step by Step Guide to Using the Workbook

Step 1: Set Up Your Google Ads Account

Before diving into the workbook, ensure your Google Ads account is properly configured:

- Verify billing information and set up payment methods.
- Enable conversion tracking using Google Analytics or the Google Ads tag.
- Install remarketing tags on your website.
- Set up a Google Merchant Center account if you plan to run Shopping campaigns.

These foundational steps will enable you to collect accurate data and optimize campaigns effectively.

Step 2: Complete the Workbook's Initial Worksheets

The workbook starts with worksheets that help you clarify objectives, define target audiences, and outline key performance indicators (KPIs). Spend time filling out these sheets to establish a solid baseline for your campaigns.

Step 3: Conduct Keyword Research

Use the workbook's Keyword Planner worksheet to:

- Generate seed keywords.
- Analyze search volume and competition.
- Identify long tail opportunities.
- Organize keywords into themes.

Export the results into a spreadsheet for easy reference.

Step 4: Build Your Search Campaigns

Using the workbook's campaign structure templates:

1. Create ad groups for each keyword theme.
2. Write multiple ad variations using the copywriting guidelines.
3. Set appropriate match types and negative keywords.
4. Configure ad extensions (sitelinks, callouts, structured snippets).
5. Apply a bid strategy that aligns with your goals (e.g., Maximize Conversions, Target CPA).

Review the performance data weekly and refine keywords, bids, and ad copy accordingly.

Step 5: Launch Display and YouTube Campaigns

Follow the workbook's Display Network and YouTube modules to:

- Select targeting options (affinity, in market, remarketing).
- Design responsive display ads and video creatives.
- Set up placements and exclusions.

- Choose a bidding strategy (e.g., CPM, CPC).
- Monitor viewability and engagement metrics.

Use the workbook’s performance dashboards to compare results across channels.

Step 6: Optimize and Scale

Continuous improvement is key. The workbook offers a systematic approach to optimization:

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