Google Ads Training

Ilana Wechsler: Hello.

Andrea Vahl: Hello. Welcome. Welcome. If you are joining us in this room, we've got Irene and Jennifer. Hello? Hello, welcome. We're just going to I'm checking right now to make sure we're we have already got the recording on, so, and Ilana is here. Yay.

Ilana Wechsler: Hello?

Andrea Vahl: I am. And I forgot to tell you Ilana I had AJ Wilcox on. And we forgot to record

Ilana Wechsler: and he was gracious enough to do

Andrea Vahl: a second one, which I did compensate him for as well, but it's still like, it was, he was so nice about it too. So he was like, oh no, I'll do it. I'm like, oh my God. No, but anyway, I, so I am like so paranoid about, um, Making sure the recording is on.

Cause it's happened a few times where I did not, so fun.

Ilana Wechsler: Look, we've all been there before, right?

I know. I know. Totally,

Andrea Vahl: totally. So. Awesome. Awesome. We've got a few people joining us already. We've got, who is here, Debbie? Hi, Debbie Irene, Jennifer. I said Joanne. Hi Karen, Lisa, Lisa from Lisa from down under as well, Lisa monks, which,

Ilana Wechsler: who you might know, Renee.

I think

Andrea Vahl: there was a couple other people that were excited about the, the Australians are excited. Cause I never do. I I'm sorry. They usually get the short end of the stick with my time zone choices.

Ilana Wechsler: Ah, yeah. Sorry.

Andrea Vahl: All right. And Irene's calling in from the UK now. It

Ilana Wechsler: is, uh, late there, so that's a good that's awesome. Good, good, good. Okay. And Marissa Renee. Awesome. Very cool. Well, we

Andrea Vahl: have you guys, we have so much to cover. I am going to, we're going to just dive in because there is a lot going on. Ilana and I we're talking about it.

Yeah. It's going to be, it's going to be jam packed. I'm I'm already learning stuff. So when she was telling me in her call just a little bit ago, so, um, but

Let me introduce our fabulous, amazing Ilana Wexler. I was like, what? I always like say her name, like, so she is the founder of Teach Traffic and Green Arrow Digital. She is amazing. She speaks all over the world. We had the funnest time. Last year at social media marketing world, our last big event, um, last hurrah there, margarita

Ilana Wechsler: When the world opens up , Andrea, I'm holding you to that !

Exactly. First

Andrea Vahl: rounds on me. So

Ilana Wechsler: Bali we were in Bali together.

Andrea Vahl: Yes. In Bali we had, oh, that was it's really fun. Oh man. That was very fun. Um, that was actually, that was actually more fun. I will have to say, but then San Diego but anyway, we I'm,

She is just incredible. She, manages millions of dollars in campaigns over and has done amazing things and she is such a , I always hate using the word guru cause it's but it is your, just the way you teach. I love it. So I knew I had to have her here for you guys for the Google ads, and she'll also be giving us some YouTube ad knowledge in a

Ilana Wechsler: followup

Andrea Vahl: session. So welcome Ilana.

Ilana Wechsler: Thank you.

Andrea Vahl: I'll be watching the chat. You guys, if you have questions, feel free to chime in, but we might hold some,

Ilana Wechsler: uh, till the end, because we've got a lot to cover, but yeah,

We do have a lot to cover so much so that apologies I had to chop some things out because, I wanted to do a live walkthrough cause I know that's what you guys are really interested in. So we've had to obviously prioritize certain things over other things. So there is a lot to cover. So I'm going to get through as much as I possibly can, to get you guys up to speed in the world of Google ads.

A quick five seconds about me, as Andrea said, my name's Ilana, I'm coming to you from Sydney, Australia, or for most people in the world, I'm coming to you from the future because it's ahead of time here.

I haven't always been in marketing. Actually, I come from the corporate world and contrary to a familiar sort of entrepreneurs journey. I actually really loved my job. It wasn't like somebody who hated my job and wanted to leave, et cetera, et cetera. I used to work as a data analyst in the finance world. And I actually really, as I said, I loved my job and had every intention of staying, but like many women in the corporate world, when you start having children you know, corporate and family life, it kind of like oil and water and don't really mix.

So I made the difficult and also easy decision to choose family over work. And that sort of sparked my journey. And when I started out, I, um, I'll spare you the long boring story, but essentially, um, after much failures, I found Google ads and I thought, oh, I love this. This is. This is my kind of language.

So I launched an agency called Green Arrow Digital, which literally just did Google ads. And I'd like to say it was a strategic decision. Not at all. In fact, that's all I just wanted to do. And I thought , stuff it, that's just what I'm going to do. So I didn't do any web design, I didn't do any SEO, nothing.

Like I literally just did Google ads for businesses. And it grew and grew honestly, beyond my wildest expectations, actually, uh, so much so that over the last eight years, I have managed over $20 million in Google ads alone, let alone, you know, when sort of Facebook ads really took off, I'd have to incorporate that into my agency, but I just did pay traffic in my agency.

I just kind of, as I say, went one inch wide and one mile deep, purely because I just loved it. I just thought it was fascinating. And it was always changing and there's a lot of psychology and data and it was just, it just spoke to me. I've been doing this for a really, really long time.

And when you do that, you see trends and you see kind of what works and what doesn't. And I've kind of like distilled all my knowledge actually into, um, now pretty much what I do is at teach traffic, which is teaching people how to buy profitable traffic. Having said that I still do some agency work, not really, very much at all.

And it's only just to keep my skills up. Actually. I kind of feel ethically. I can't teach if I don't do. Um, so because the space just changes. So. Quickly. And I'm a big believer in people can absolutely learn this stuff. I mean, I learned it myself, right. Like I didn't even know what an ad was before I went into this world.

So, um, once you kind of learn a handful of strategies that work, you know, you can really, um, you know, get some runs under your belt and sort of grow and scale. And if there's one thing I've learned is that like with paid traffic, When it's done well, it's an amazing platform. You can grow and scale your business to really lofty heights when it's done well, when it's done badly, it's a completely different experience.

And I have seen both those, um, I guess, responses for different businesses. I've ordered hundreds, if not thousands of ad accounts. And I've seen some, some doozies out there and, you know, people,

especially in the Google ad world, and I'm sure many of your, your members, Andrea are shaking their head. They've melted their credit card with Google ads.

Cause it's kinda like, kinda like that. Uh, and so, you know, this is generally the response for people and they get scared and they get scarred. Um, I'm here to show you kind of like the right way to do Google ads. So yes, these pictures were for all my three children. And I promise you that my daughter in this photo got to the end of the ride and wanted to go on again.

Yeah. So I don't feel so bad using this picture, but I think it really illustrates the point. Uh, so as you know, from those three photos, I have three children. And when you have three children, you buy really boring products like this particular product, which is a cleaning product. There's one of my kids has, um, has sort of got allergies and eczema.

So a friend of mine sort of said to me sometime ago, you know, you should really look at this cleaning products. It's sort of this non toxin type cleaning product. So I go to this product page and whilst I've got my mum hat on, I'm trying to help my daughter. I've also kind of got my marketing hat on as well.

And I'm like always very curious when I go to product pages, but I'm particularly curious what happens after I leave this product paid from a re-targeting point of view. I want to know what market, what retargeting campaigns are going to kick in and what I'm going to see, because I wasn't quite ready to buy because I'm just having a look at it.

You know, couple of mums suggest it to me, but I'm all, as I said, I'm always got my marketing hat on and wondering, what's going to go on afterwards. So lo and behold, the next day I receive a newsfeed Facebook retargeting ad. It's a carousel ad. I think it's pretty boring. If you ask me, they're showing me an ad of a mop and, um, you know, clean less, live more like that. Doesn't really speak to me. But anyway, but you know, it's got a lot of social proof, which sort of gets my attention and I thought, okay, cool. Yeah, fair enough. I'm not ready to buy, like you haven't pushed me over the fence just yet. Let's wait and see what else happened. And lo and behold, the day after I get served an Instagram story retargeting ad at least this time, they're showing me a video of how this product works.

I mean, that's, what's going to get me over the line. Like I've got three young children, like whilst I want to help my daughter and not have toxins. I also got to clean this house cause it's filthy. Right. So I want to have a superior cleaning product that, um, then I'm not going to sacrifice the cleaning facility just for having no toxins.

So showing me how it works is going to be a game changer. Right. So really they should have done that at least in the, in the newsfeed ad as well. So I'm like, okay, cool. Let's see what else these people do. But that was it like, that was literally all these guys did. And this is a fundamental problem. I believe that so many business owners do is that they only advertise to people on social media, at least not from a re-targeting point of view and also cold traffic.

Like if, if you think about it, your customers are on multiple platforms. So if I go back to this product page and I zoom in onto this YouTube video, I mean, you know, they have over 200,000 views, which is like, understandable. People want to see a product in action. So. Why aren't these people retargeting me on YouTube.

I consume content on YouTube. It makes sense to, um, follow me up on that platform as well, which is obviously part of the Google ad platform. And the problem is, is that advertisers treat each platform as a solo performance. But the reality is, is it's not a solo performance. All the instruments work together to form an orchestra and your customers are on multiple platforms.

So even if you then look in your analytics and think that a particular platform might not be having a direct return on investment. It forms part of the orchestra, at least from a retargeting point of view. So you need to have a surround sound, experience for your retargeting ads, which kind of leads me to a concept that I came up with called, the paid traffic puzzle.

Okay. And essentially what happened to me was I had sort of this moment with, with one of my kids where she said to me, mommy, can we do a puzzle together?

And I said, sure.

So she proceeds to hand me a bag of puzzle pieces.

Okay. So open the bag. And I start taking the puzzle pieces out. And there's no picture of the puzzle that we're about to create.

And I was like, oh, okay, this is a bit awkward. So I said, well, where's, where's the picture of what we're going to build in the puzzle?

She goes, oh, I haven't got that.

Okay. Um, this is going to be challenging. So essentially we're looking at a blank screen. Right. But I thought, okay, don't panic.

Let's say I did have the picture. What would be the first thing that I would do, if I was going to solve this puzzle? And I would find the corners of the puzzle. Right. Cause that's all we know there that the place of the corner pieces and that's going to be as good starting point. And it was really at this point that I thought I do like, and I was like a bit of an aha moment actually, where I thought, yeah, This exact process is kind of the process that I go through with customers, because the, the reason you start with the corners is because the corners reveal what the next piece is going to be.

And then those two pieces will help you reveal what the next piece is going to be. And this is exactly the process that I go through with paid traffic. We're starting out with a new client or a new member or a new business. You know, we don't really know which platform is going to work for us. We don't know which targeting is going to work.

We don't know if Google search is going to work or if Facebook ads are going to work. Right. We're not really sure, but the perfect starting point is, uh, is a retargeting campaign on multiple platforms and really. That's actually where we start, um, with any kind of paid traffic campaign. And the reason we start with that is because your retargeting campaign is going to reveal what you should do next.

And that's kind of like, as I said, this concept that I came up with with the paid traffic puzzle. And in my experience, what I've found is if re-targeting doesn't work from the outset, the answer is not to

buy more traffic. The answer is to change your offer or change your creative or something to make retargeting work first, before you expand out into cold traffic.

And so in starting out in the beginning, your entire paid traffic puzzle is just retargeting on all those platforms. So retargeting on Google search retargeting on Google display, YouTube and social and Instagram. Okay. And then once you. Get that profitable then by all means we expand out into other areas and we fill in our paid traffic puzzle, which might look something like this.

Now this is probably looks a little bit scary to you. The purpose of this presentation is to go through a portion of, of how you feel in your paid traffic puzzle. And I'm going to go through like a case study, um, because everyone's paid traffic puzzle actually is kind of like unique to their industry, essentially.

So, um, those are the four quadrants of your paid traffic puzzle. So Google search, Google display YouTube and social. And I guess this illustrates just how important the Google ad platform is, is that three quarters of the puzzle is part of the Google ad platform. So that's how important it is. Yeah. Now having said that everyone's paid traffic, as I said, paid traffic puzzle is unique to them.

So it, um, it will be, it will become clear anyway. So that's how important I believe Google ads is from the holistic point of view. All right. So people I find don't, aren't really aware of just how vast the Google ad platform is. And it's a beast of an ad platform. I'm not going to lie. Okay. And I like, I'm a bit of a visual person and essentially it's kind of broken down into four distinct buckets.

Okay. So Google ads coming out all the time with updates. I want you to think when, if you reading, after you know this, you're watching this recording or this presentation and you read something and you got to have to think which bucket is this falling into. Okay. So the first bucket is Google search.

Okay. We've all gone to google.com and you've seen those text ads that come up on Google search. Okay. That's all pretty pretty vanilla. Everyone kind of knows what that is. That's that's bucket one. Bucket two is the Google display network, which behaves completely differently to the Google search network.

Okay. These are ads on other people's websites on publisher websites, and, you know, it gets completely different type of marketing and performance to the Google search network, Google SIPP search network. You'll typically get a 5% click through rate and a 5% conversion rate on average, of course, average is light, but that's what you kind of can expect on the Google display network.

You'll get hundreds of thousands of impressions. It's kind of like Facebook ads, really a much lower click-through rate and a lower conversion rate but you pay less. Okay. So it's completely different type of marketing. We're gonna, we're gonna go through each of these buckets. Um, well actually not each of them because YouTube is next week and Google shopping we're not touching on, but search and display. Um, the YouTube bucket, we all know, um, you know, the YouTube platform, YouTube is its own beast almost. Um, but pretty much they're what most people do are the video ads that show up before the video you're gonna watch, they call it in-stream ads. Uh, I'm actually a massive fan of YouTube, but we'll go into that next week.

And you've got Google shopping, which are the image ads or the e-commerce image ads, uh, based on what somebody typed in. And they're also on google.com. Okay. So they're your four main buckets of Google ads. And if we think back to our concept of the sales funnel, people at the top of

the funnel, you know, you're trying to build a tension, developing trust, build desire, and get people to take action at the bottom of the funnel is where you would use the Google search network and Google shopping. You know, somebody's gone to Google, they've typed in, you know, Nike DLS running shoes. Right. They know exactly the shoes they want. They're just trying to find who they're going to buy from.

Right. That's very bottom of funnel. So Google search and shopping at sort of very bottom of funnel activities. Um, but throughout the whole funnel, you can actually use the Google display network and YouTube. Okay. So hopefully that kind of gives you a sense of, of the overview. So let's go through, um, the big picture and we're going to start with Google search.

All right. We're going to assume sort of no knowledge at all. Someone types into something into Google. You've got four text ads at the above, the organic listings. There's also three ads at the bottom as well. So you've got seven available ad spots, probably like I reckon about 18 months ago, they used to be 10 spots here on the side, but they moved that quickly and on a mobile device, I mean, mobile is just become increasingly more important.

And I just wanted to highlight this here. I did a Google search for emergency dentist Sydney. And this is one advertiser. And like, I've got one of those big screens, big phones, right? This is one advertiser based on what I'm going to show you how you can do this with, uh, with ad extensions, et cetera, but yet like, so this is how important it is.

Right? So. That's what, that's, how Google search looks. The display network. As I said, you're advertising on third party websites. So other news websites, Los Angeles times, New York times, there's literally over 2 million websites that you can advertise on. So here is a screenshot from the New York times taken the other day.

And at the top, there is a Google display ad. And you can tell because I've circled it by that, that little blue eye, that's a Google ad. So theoretically you can say without having to you approach the New York times directly, you go into your Google ad platform and you say, I want to put an ad just on the New York times and you can really restrict it to, you know, certain locations and times of the day, blah, blah, blah.

So it I'm actually a big fan of the display network. Uh, and this is another example of one on eBay. Okay. So that's how it looks on display a YouTube. I'm not going to touch on this because as I said, we're going to go over that next week. Uh, the main types are in-stream with, that's probably 90% of it at discovery and bumper ads.

But as I said, we're not going to touch on that and Google shopping. These are your shopping ads. Okay. So that's the big picture. How does Google ads work? Essentially? It's an auction. All right. People bid on either keywords or placements or different types of targeting, right? Yeah. So how, how much you pay depends on how competitive it is.

However, it's not a traditional auction as you and I would know it whereby the person who's willing to bid the highest wins the auction. Google were pretty clever. They came out very early on with a concept called quality score, which is kind of like Facebook's equivalent of relevancy score, but it really is a big factor in the book except...

Andrea Vahl: Except it's better.

Ilana Wechsler: It's better. And it actually exactly. It can make a massive difference to how much you paid. Okay. As I said, it's not like a traditional auction where the person who bids the most, uh, wins, if you, uh, bidding the same and you have a better quality score than the next advertiser, you will be in that number one ad spot or whichever ad spot you want to be in.

Okay. And they tell you what your quality score is, and they tell you which factors are possibly bringing down your quality score. And we've had many situations over the years where we have someone's come to us is more in the agency days of running my agency, where they've built their campaign, the wrong way.

And I'm going to go through in today the right way to build campaigns. And we've literally just rebuild campaigns the right way, reset quality score so that it, um, it sort of reset itself and it was built correctly. And, and we're massive in some instances, have the cost per click just by building campaigns the right way.

So quality score is really, really important. So. The person in the number one spot is not necessarily paying the highest cost per click. Okay. So that's why it's so important to build campaigns, um, the right way. Okay. So starting out for most people, I'm going to suggest you start with Google search. All right.

I'm a big, big fan of Google search and you might be wondering why do you think that's the best place? And really, it just comes down to intent. I mean, you can't beat the intent level on, on the Google search network. And I really think that don't get me wrong. I'm a massive fan of Facebook ads. And I think it's been an amazing, and it is an amazing ad platform, but you cannot beat the intent level of Google search.

It is seriously bottom funnel stuff down there. Someone's literally gone to Google and typed in exactly what they're, they're looking for. And, you know, I like to say your slide to business card under their noses right then at the instant that they've searched for it, it is an amazing advertising opportunity. Okay. Uh, and so they're your buyers, right?

And that's why it's a really good place. Um, good place to start. Google search is also incredibly stable. This, I dunno, in this chart is, I mean, it's this sort of, you know, a bit of noise and fluctuations, but it is incredibly stable. This is over a five-year period, right. Of clicks versus conversions. And it just it's, I kind of like to say, it's like a, you know, an icebreaker cutting through ice, you know?

Um, and it's just, yeah, there's a consistent number of people who are searching for whatever it is, the product or service you provide. And it converts at that standard level. And it. Keeps going like it once you kind of hone it in and tweak it and get it to a point. It just, it just bubbles along nicely, like, uh, something simmering on the stove top, you know, it's also the perfect testing ground.

Okay. And I like to think of it as, and I've, I've had many people over the years. Who've wanted to run search ads for, let's say two, three months purely to test their landing pages conversion rate, because it's, as I said, it's the ultimate testing ground getting in front of exactly the person that you want.

If you can't get your landing page to convert for exactly your perfect audience, somebody who typed in for you, Andrea, maybe you know how to learn Facebook ads, right. Um, you know exactly, that's what they want. They've just typed it in. Then there's a problem with your landing page, which you need to fix, which is a worthwhile exercise.

Anyway. So we've had many people just test the conversion rates of their landing page, just doing Google search, even if it's unprofitable. So we're kind of swapping in front of, uh, are, our buying type keywords. You can also buy your way to the top of the search results. And people do this purely to find their converting keywords that they then apply to SEO.

Right? So rather than trying to rank for a term, which is super competitive and high traffic, it might not convert. So what's the point, right? You can find out what are your converting keywords by doing Google search to then use for your SEO strategy. So really you buy a huge amount of valuable data that you can apply in other areas of your business.

And hopefully this has given you some ideas. Okay. So I'm going to go through a bit of a case study. Um, and it's kind of like was a bit of a, um, a case study I've used for the concept of the pay, the pay traffic puzzle, where a client came to me and they were in the home builder. Niche. It's hard for me to say as Australian, because we say niche and I have to stop and think about it.

Andrea Vahl: No, no you can no go, go with your, your, your native tongue there.

Ilana Wechsler: My native tongue "home building niche"

Ah! That feels so much better.

Yeah, they basically, I mean, they sold bricks and they sold flooring and roof tile. I mean, incredibly boring, right? Like throw me a bone. Right. But you know, that, that's what they, that's what they did. So we started with, um, as I said, a retargeting campaign and specifically Google search retargeting, as I said, we're sliding our business card under the nose of someone at the instant that they're searching for it.

So we start with retargeting for search, which is one of the corners of my puzzle. And what's re-targeting for search. Someone has gone to this client's website and then we've tagged them obviously. And then they Google search something. Okay. So. I know that they're somewhat interested in my product, but I'm trying to, when they Google search something again, I'm trying to get them back.

Okay. And I go after buying type keywords, like bricks for sale, et cetera. Okay. Now the problem is that's how search retargeting and the problem with this is that this, you know, there's a limited number of people who do this. Once we fill the water in the cup is full. Can't put any more water in this cup, so, and these guys want to grow and scale.

Okay. So we need to kind of take it a step further. So actually we bid on top of funnel keywords for our retargeting. So imagine once again, someone's gone to our website and they've left and then they type in something into Google that has the word bricks in it. Now, normally I would never dream of bidding on the word, just bricks, somebody typed into Google, you know, bricks.

I mean, it could be anything. I mean, look at the Google instance that comes up, you know, bricks for kids, um, obviously brick for sale. We might be looking, someone might be looking for the lyrics to another brick in the wall, the pink Floyd song. I mean, it could be anything, right. But if somebody has come to my client's website, And then they type, they've got brick somewhere in the search term, then they're qualified in my opinion.

So we've been on the single keyword bricks, and we get a bunch of extra sales as a result. Okay. Which then becomes kind of the next piece in our paid traffic puzzle. Okay. Once again, we're going to fill water in this cup and we need to kind of add in another cup to this. So we need to take this a step further, which is where we need to really go into cold traffic campaigns.

Okay. So once again, we still start with search for cold traffic because of the intent level, which then becomes a concept of what keywords are we going to bid on. All right. And you've probably, you know, you guys are somewhat experienced in the marketing world. A top of funnel. Keyword might be the word bricks.

Like I kind of touched on before, but as someone gets further down the funnel, then they're more specific in the terminology and the words that they use when they Google search. So a bottom of funnel keyword might be by terracotta bricks and then a location. And really there's like an inverse relationship to the number of keyword searches for like, that's got a single keyword.

And as you get further down the father further down the funnel, there's less search volume, but there's higher intent. Okay, so you kind of sacrificing, um, volume with intent. And so there's kind of like an inverse relationship between search volume versus the short tail versus long tail keywords and conversely conversion rate, you know, so short tail keywords have low conversion rate, but high volume versus long tail keywords have a really high conversion rate, but a low search volume.

And hopefully that makes sense, which is why short tail keywords for retargeting is such a really good strategy that we have under our belt. Hopefully that explains it, but really. For cold traffic, the profit is in the long tail. There's just no doubt about it. Okay. So, you know, somebody types in, where can I buy bricks online?

That's exactly our type of customer that we want, . Which becomes another piece in our paid traffic puzzle. Now you might be wondering if it would be a fair enough question of how are you going to find the long tail keywords, how are you going to find these profitable keywords? And the good news is there's, there's lots of tools that you can use and that I've used in the past for keyword research, the first tool, and this is obviously only for people, who've got an existing Google ad account and who've run an existing search campaign is your search term report.

And this is because there's a distinction that the keyword that you bid on, does not equal the search term. And so many people don't realize that they think that when they put in the keywords into Google, that they want to bid on. That doesn't mean that what somebody typed in that exact phrase that their ad showed for.

Okay. So your keyword that you'd been on is not the same as your search term. So for example, here, I've got the keyword laminating machines and put syntax in it because of this whole concept of match types, which is kind of beyond the scope of this. But when I go to the search term report, this is what people actually typed into Google.

There are variations to my keyword of laminating machines. Yes, I've got laminating machine here, but I've also got cold laminating machine, Officeworks laminating machine, laminating engine machine. So there's variations to search terms and this search term report. This is where the gold is. This is where you can see the language that people type into Google, and you can also see Google's kind of getting it right, or getting it wrong.

And this is where you really refine your campaign. Okay. So it's the search.

Andrea Vahl: This is so nice that you can actually see that instead of Facebook where you can't see it, you know, what's actually getting you the results. So amazing.

Ilana Wechsler: Exactly. This is why a lot of people at least do Google search for a finite period of time. As I, touched on earlier, because they see the language that people are using there and also get the data, right?

So here we can see the volume, the exact volume, how many people clicked on it and the conversion rate of it, et cetera. Right? So you get that data transparency, which you don't get in your search console report, right? Google withhold a lot of that information. And actually Google have started with holding a portion of this info that used to give it all away to you, which sucks.

And there's been like petition signed by people like myself, because you're paying for this data for Google, like, sorry, Google. I deserve this info. So, yeah, this is really valuable information, and this is a great way to give you additional keyword ideas to add into your campaigns as well. So this is always our starting point, when we're sort of building out new search campaigns is if someone has an existing campaign, like, right, let's see where the traffic was.

Google also obviously want you to spend money, right? So they've got a keyword planner tool built in their Google ad system. Probably used it before in your Google ads account, you go to tools and settings and then keyword planner, and you put in some keywords and they're going to spit out a bunch of other possible keywords, volume cost per click estimates and all this kind of stuff.

Now I'm going to tell you that this data is totally wrong . It's just not accurate. I kind of think that it's a relative measure. And so, you know, dentists, Sydney has 10 times more search terms than a volume than dentist Bondai as per this example here. But it's, there's no way it's 3,600.

Exactly. You know, so take these numbers with a grain of salt. There are so many factors which affect search volume as well as your cost per click, you know, As I said, take these numbers with a grain of salt. I just use this to get additional keyword ideas. And I don't even pay attention to the average monthly searches and bids because it's in my experience, they're wildly wrong.

Especially once you start incorporating location filters and bid adjustments and all that kind of funky stuff, but it's still worthwhile to get some good ideas to incorporate into your account. So this is available for everyone and you can download these keyword ideas.

 I'm also a big fan of paid tools. One paid tool that I use is called SEM Rush you basically put in. A competitor. And they're going to tell you which keywords they are bidding on. So pretty good intel. It's not perfect. Of course, I find it tough for your overseas listeners.

It's very US centric. So if your client is in the United States, then that's good. If it's out of the United States, the data can be a bit not exact, but they tell you down here, the keywords that they're bidding on and they tell you their landing pages, which is pretty nice. And you can even see the ad copy that they're using.

So it's not to copy other people, but really to get, it's all about Intel, right? And I really like to see what landing pages people are using and what offer they're running, et cetera. So it's definitely worthwhile using it. As I said, I pay for it personally, but there is a free component. And I think, you know, starting out, you could just use their free component, but it's a pretty good tool.

It's one of the better ones out there. And another tool that I like is called Answer The Public. I'm sure your listeners have heard of this, and it's really good for finding out, the language that people are using and also, possible negative keyword ideas, as well. So for lease agreement, this gives us lots of ideas.

You know, obviously there's lots of locations, et cetera, et cetera. I don't want to sort of spend too much time on this. I'm mindful of the time. So some of the biggest mistakes that I see with Google search ads, and this is a biggie, the first is no structure. As I sort of touched on with quality score, it's really, really important.

So the classic mistake that people make, so please don't make this mistake is they create one campaign. They create one ad group within that one ad group, they put all their keywords and then they've just got one ad attached to it. Okay. So think of it like a dental, like for a dentist. Okay. So they've got one campaign, they've got one ad group in that ad group, they put, keywords for, dentists, Bondai, cause it's locations. They put dental implants, root canal, teeth whitening, et cetera, all in the one ad group. The problem with this is that there's only one ad that's attached to all those keywords. So all Google knows is when somebody types into Google teeth whitening, they go, Ooh, Andrea. She wants to show an ad for teeth whitening.

We're going to show this ad root canal, right? So what's going to happen is the ad that is shown for these people is not going to match exactly the keyword that's been triggered. Okay. And we all know success with advertising is all about ad relevance. So ideally when somebody types in teeth whitening into Google, we want to show an ad for teeth whitening.

And when somebody talks in root canal, we want to show an ad for root canal. We want to match the keyword or the search term that somebody typed in for the right ad. And when we put them all together in the one ad group, it's impossible to do that because we can't delineate between what they've typed to show a different ad for a different keyword.

Okay. And I can't tell you how many people make this mistake. It's got, it's got to a point where I ask someone, did you set this up yourself without any help? And if they say, yes, I know exactly what they've done. They've done this. And you know what I would to actually, because Google doesn't tell you this.

So I don't, I don't blame people. As I said, I'd make exactly this mistake as well. But the result is that that really leads to a really low click-through rate. People don't click on the ad because it's not relevant, which leads to a low conversion rate. And Google says, oh, this is a crap advertiser. We're going to whack them with a bad quality score.

And that, and that's where it all kind of goes pear shaped. So you need good account structure. You need keyword themed ad groups. So you'll have one ad group for teeth whitening and an ad for teeth whitening, a different ad group for root canal and an ad for root canal, different ad groups for implants.

And you get the idea and I know dentists so well, cause I used to just do Google ads for dentists, so I know it like the back of my hand. Yeah. So that is what you need to do for good account structure. This will give you good click-through rate. Good conversion rate. Google will be happy with you. They'll give you a good quality score and your cost per click will go down as a result.

And this is just a sample of it to blur it out, obviously for sensitivities. But, look at these click through rates, 19%, 22%, and good conversion rates, 10, 9, 20%. Exactly. That's when you have good ad relevance where this ad matches exactly what somebody typed in.

Okay. Another classic mistake that people make is they mix a search campaign with a display campaign, which is mixing these two buckets. The result, if this happens is there's a complete mess. It's kind of like in Facebook ad world of mixing your retargeting campaign with cold traffic, you don't know what's working.

You don't know where it's going. It's it's, it's a mess. Okay. So Google are very sneaky. They tell you that the campaign type is search. When an actual fact, when you look at this data, you know, of 48,000 impressions and a 1% click through rate, That's that's got something funny going on in there.

Okay. And they're sneaky because the default setting is to have the display network checked here as well, when you create it. Ah, I know. Oh yeah, exactly. So it's a classic mistake that people make. And as I said, I would make it too if I didn't know any better. And they think, oh, you know, and they so sneaky expand your reach by showing ads to, as they browse sites and apps.

Andrea Vahl: Yeah. Well, it's like Facebook too with the , automatic placement. And also there they've got the extended campaign, expansion. Yeah.

Ilana Wechsler: Yeah, exactly. So don't make this mistake if you want to de-select that having said that, um, you know, by all means, do a display campaign, but do it on its own.

Then you de-select the search network and you run them separately as separate campaigns. So the data you get is, delineated and different. Okay. The other mistake I see people make is they use broad match keywords. Now I can't go through this whole concept of, of match types, sort of I'm mindful of the time.

Uh, but when you use broad match types, essentially you're saying a "Google here is loosely. What I want go away and find me these types of queries." And this is kind of how I feel when I see this in an account. I'm like, oh dear, what am I going to see? So when I look in the search term report, so this is a screenshot from a dental account that I was auditing.

You can imagine a dental practice. It's very local, right? So it's saying Colorado, you know, someone in LA is not going to go to a dental practice in Colorado. Right? Can you see this cold, literally all over Australia and they're paying almost $10 a click.

Andrea Vahl: Oh my goodness.

Ilana Wechsler: Yeah. So it's a total and this is because of broad match, right? I mean, no, one's going to go from Hobart to Thailand for a dental appointment. This is another one for a web design company. Uh, Google thought web design. Oh, you must want to design a house. Right? Cause it's design residential designers, decor, design, house designers, interior designers, architecture firms.

Right. So once again, super high cost per click. And this is just because, you know, people are none the wiser, they don't even know that this data is coming through. Okay. So this is the problem with broad match. I'm going to suggest that you use what's called phrase match, which is delineated by the inverted commas.

So when you type in your keyword, you put in inverted commas rather than no syntax at all. Okay. Also no negative keywords, negative keywords are going to tell Google, Hey, Google don't show my ad when somebody types in. So I was a bit cheeky. I typed in bad dentist Bondai. Right? And there's all these ads.

So you want to add bad as a negative keyword. I did it again. Worst dentist Bondai boom, all these ads. Right? So what you don't want to see is you don't want to see this where in your negative keywords section, you don't have any negative keywords. All right. You want to had a whole bunch of negative keywords .

So you add it in here and there's, that's where you edit in and you can look in your search term report for other possible negative keywords to add. And it's kind of like playing whack-a-mole a bit like it's inconceivable to think of every possible negative keyword. But you just keep adding to, and it keeps refining it.

Uh, another mistake people make is they also don't have any ad extensions and extensions are as, as they sound they're extensions to your ad, which is how this particular advertiser has extra real estate compared to the other ones down here. Okay. And they don't cost any extra. You get a much better click-through rate.

Google rewards you that with a better quality score. So you definitely want to do this. I mean, like have a look at this advertiser, they've got pretty much every available, ad extension you can enable. So they've got their normal ad and then they've got structured snippets. I've got their address and link to Google maps, extra links, call out, et cetera.

This is on a phone. And this is how you get that to dominate the entire screen on someone's phone, by doing these ad extensions phone number, as I said, these do not cost any extra at all. So please enable this in your account. And you find that at, at the extensions section in your account, and these are all the possible ad extensions that you can do. You can do as many as are appropriate. I mean, you might not have an app extension or a price extension, but you know, it's definitely worth doing the sitelink call out and et cetera. Anyway, I don't want to mindful of the time. So there's a whole bunch of gotchas. I've created a Google ad, got your guide, which you can download and they sort of reveal all these sneaky settings for you.

Andrea Vahl: And we'll have that link in there references for people.

Ilana Wechsler: Yeah. Cool. So as much as I love Google search, there are some problems with Google search and that is. You, you max out, you buy all the profitable traffic there is, or as this screenshot alludes to, once you fill all the gas in the tank of your car, you want to put more gas in your car but the tank is full and that's kind of what happens with Google search is you buy all the profitable traffic is so, as I said, great I want to keep spending more, sorry.

I can't make more people search for your particular product or service as a finite amount of those people. Okay. So your going to need explore other areas. It doesn't mean it's not worth doing, but you will tap out on that profitable traffic. It's also pretty expensive as you can probably see from, you know, $10 cost per clicks doesn't mean it's not worth it, but you know, it's, you know, it's pretty expensive.

This is a, a client in the legal space. As you can see an average cost per click is, is $20. So you got to know what you're doing. And so it's easy to know what you're doing, but you just, you can't sort of throw something up and forget about it and you've got to watch it. Okay. So, as I said, you know, we need to explore other areas, which is why we kind of delve into the Google display network as a way of growing and scaling as mentioned, these are the display ads, uh, on other people's websites.

So if I go through the big picture of how it works, essentially, Google's a middleman. And you, as the advertiser, Google is facilitating you to find publishers, to advertise on, to save you, having to go directly to publishers. So you pay Google. Google takes their cut and the publisher receives money only when somebody clicks on your ad.

So if you put an ad on the New York times and no one clicks on your ad, you haven't paid a cent. So there's a ton of free branding. But, uh, so let's say you bid a dollar, Google keeps 32 cents of it, and they pay the publisher. When someone clicks on your ad, 68 cents. So it's a way for publishers to earn money from getting traffic, which is why that they do it.

So you can't just advertise on any website. They have to allow Google ads on their site. Okay. So why would you consider incorporating the display network as part of your strategy? This is a big one. It's way, way cheaper than Google search, like significantly cheaper. As obviously it's a different form of marketing, right?

And you only pay for a click. So it's not like Facebook where most of the time people are paying for impressions. You do only pay when somebody clicks on your ad. So there is a ton of free branding that you can get. And I actually find it really drives brand traffic, actually, inadvertently it's also vast, I mean, Google boasts pretty proudly that you can reach over 90% of all US internet users, which is pretty crazy.

When you think about it. Because people go to so many places on the web, so you can find your customers on there. And you know, it's one of the seven touch points. Now, I don't know if you know marketing, if it's in seven touch points, it really depends on your type of business. It might be 14 touch points or two, but it's, it's, you know, it's a, another touch point for people and what I have found over the years, Is that you can really leverage the success from social onto Google, because really your customer is on multiple platforms, which kind of leads me back to this paid traffic puzzle that we sort of started on.

So starting out for the display network, I'm going to suggest that you just do a retargeting campaign on Google and see if that works for you. So we did this for our particular client. We implemented a

re-targeting campaign and we got about 1300 leads at about a 10% conversion rate, which is good. I mean, I'd say that's on the higher side, but you want to see conversions coming through and if you don't see conversions coming through for your display retargeting campaign, I wouldn't then expand into other areas of display.

I would change your creative and I would change your offer before you start branching out. And that's very much my advice because the display network is, is vast. And I would hate for you to, um, you know, blow a bunch of money for an offer that doesn't convert and a doesn't convert for retargeting, et cetera.

So the retargeting is just a really good way to test different offers. Hopefully you guys feel the same,

Andrea Vahl: Thats good advice.

Ilana Wechsler: So we're going to take this a step further once we kind of get an offer that converts for retargeting and sort of expand into cold traffic, which kind of leads me into the different types of targeting that you can do on the, on the display network.

And it's really broken down into two distinct category. The content that's on a webpage versus the behavior of somebody. And really that comes down to the where versus the who, the, where somebody goes on the web, like what content they're reading, what content they're consuming, the words on the page versus who they are as a person, irrespective of where they are on the web.

And, you know, Facebook is exactly that, right? It's all about the who, but on the Google display network, you can do the, where they go as well as the who. So for the where, which is, as I said, the content. You can target people based on like keywords on a webpage or certain topics, as well as certain specific placements.

And as mentioned before, you know, you can say, I just want to advertise on the New York times in these certain areas. And actually I do this for a client in the mortgage industry. They advertise in the business section of certain, newspapers. And obviously they only pay for a click and it's very, very hyper targeted.

Okay. So that's sort of the, where the other side is the who, which is the behavioral targeting. And there's a whole bunch of ways that you can target people. The classic form of behavioral targeting on Google is retargeting or remarketing where, you know, the mere fact that someone went to your website seven days ago, that's the behavior that you're exhibited.

And therefore, because of that, you are targeting them today. Okay. Uh, other types of behavior targeting, called in-market. Affinity custom intent, customer affinity and all these other ones. And there's like a whole, whole lot of them. And this is really where Google is going. They want to go away from being hyper , strategic to really more around the Facebook ad side, which is the who.

And they've delved deep into, R and D in so that you can target as a who. And so it's really less about the content. And as I said more about the who and how they do this. So if you take for example

Andrea Vahl: what I was just going to ask, how do they, how did they know all this stuff? Cause Facebook is yeah, yeah.

Ilana Wechsler: So everyone talks about Facebook having insane amounts of data on people. Let me tell you, Google has got way more.

Andrea Vahl: Yeah, yeah, yeah. Yeah.

Ilana Wechsler: So take me for an example. I'm a female I'm between 35 and 45 and I live in Sydney. Okay. That's pretty basic stuff about me, but really the people who really know me.

They also know that I'm also a business owner. They know that I love cooking and recipes. I'm learning to surf. It's pretty tragic sight, but it's true. I'm an avid traveler. And I recently got a dog. Now, Google knows this. How does Google know this? They know because I'm frequently checking travel deals on my phone, even though as Australians, we're going, nowhere.

I know our boarders are shut right? I'm browsing food blogs, constantly for recipes. I'm watching surfing videos on YouTube and watching puppy training videos on YouTube. Okay. Google has this data and their development in the last probably 12 to 18 months has been connecting the dots of this data. So obviously.

They are google.com. That's a search network. There's an insane amount of data there. They own YouTube, which is proudly boasted by Google as the world's second largest search engine, right? Uh, they own Gmail. They own the pixel phone, they own Chrome, right? And Google apps for business. There is an insane amounts of data that they have, and they've joined the dots of this data.

So, I mean, Google knows, I want to buy something before. I know I want to buy it. And it's really, really true. And they've distilled this information in their behavioral targeting and the best ones. Um, so if I sort of go through a little bit, the in-market audience is really short term, uh, intent-based behavior.

So say for example, I don't know. I use this example before where like, I'm take cars, for example, I'm not a car person at all. I couldn't give two hoots about what car I drive other people do. I'm not, I'm really not interested in cars. Okay. And Google knows that because from my behavior, I've never go to a car website.

If I suddenly start going to Toyota's website or Ford or Volvo, Google's going to go, or what's Ilana doing she normally really interesting cars. Why is she suddenly goes to all these websites and I'm looking at classifieds for cars, they're going to say, oh, Ilana is interested in a car. She must be in the market in market for a new car.

So it's very, short-term intent-based behavior. Uh, as I said, like one to two weeks. Okay. And there is actually an in-market category for. New car versus a used car, even specific brands of cars there are over. I think there must be like 500 now in market categories that you can use on the flip side, affinity is very long term behavior.

So as I said, I love cooking. I'm always looking at cooking recipes. So Google sees that trend over time and they say, oh, just another. Now the recipe for her shit, her affinity audiences cooking. Okay. So it's very, it's based on long-term behavior. Custom intent is like a build your own in market. You can give Google y our competitor keywords. If people are going to your competitor websites, converting keywords, and they can build your own in-market audience and customer affinity. Affinity is also a

build your own long-term behavior. So I'm going to say starting out, if you're going to delve into the display network only do in market and custom intent, do not touch affinity in customer affinity.

That comes way, way later. This is definitely for one of the first starting points, that I do. Okay. So that's how they know, hopefully that, that explains it going back to our paid traffic puzzle. We implement retargeting campaign, and this is where we do a little bit of detective work. Okay. Beautiful thing is that when you implement a retargeting campaign, people kind of leave behind what's called like the digital footprints.

Google tells you where your banners were shown, like what websites. So for our home building client, I know they're interested in bricks and roofings, and they're renovating. So once they leave my client's website, I can see that they've gone to home one.com today you Gumtree real estate or kind of house beautiful, et cetera.

They give me all the URLs where my ads were showing that this is like gold information. Like this is like having like a birdie on. You know, website, visitors, shoulders to see where else they go. Obviously these are only websites that allow the Google ads. You don't get to see every single website, but still it's gold information because it builds a picture for me.

Like if somebody is looking to buy bricks, of course, they're going to go to these, you know, renovating magazine page and better homes and gardens. Like that's exactly my type of person. So I can use that Intel. And I can say, find the converting placements. Right? So which websites actually, I got leads from, go and have a look at them.

Yep. That's exactly my type of customer. Okay. This is kind of where my ad would be shown. These are the available ad units. And I can say to Google, Hey Google. I just want to advertise on these websites. Like specifically, like just like a dot, I just want house beautiful, better homes and gardens and Elle decor just advertise on those websites, not even going into the whole in market and all that kind of stuff.

Just placements. And I got those placements from my retargeting campaign because it makes sense that if my retargeting audience is going there, then more of that traffic on that website would be my target audience, even though they haven't, they don't know my client exists. So I implement that. And lo and behold it works.

And I kind of not surprised because it's, they've told me that. Do you know? Kind of makes sense.

Andrea Vahl: Yeah, that's cool. That is awesome.

Ilana Wechsler: So, we implement that and it works and that becomes the next piece in this paid traffic puzzle, but we can kind of get an idea and take it a step further and we can apply these placements to social, to Facebook.

So, what do I mean by that? That's that's, as I said, another piece in the puzzle, if we go back to better homes and gardens, for example, one of these, publisher's strategies is, their traffic, it's a traffic strategy, right? So they've got a social media presence, of course. And if I go to their Facebook page, they've got 6.1 million fans.

Surely it makes sense to. Target the people who like this page on Facebook, why would I wait for them to be consuming an article on the website? Why can't I target them while they're scrolling through the newsfeed on Facebook? It makes sense. It's the same person and the same on Instagram as well. So I can target them.

That can be one of my targeting that I captured from my display retargeting campaign. And hopefully you can see the link there as well as YouTube as well. They've got over a hundred thousand subscribers and that becomes another piece in the paid traffic puzzle. Okay.

So I want to kind of go through some of the biggest mistakes that I see people make with Google display ads. Number one is that they don't remove mobile apps, from being shown in my experience, I find they're just, they just burn through money. And I don't know if any of your members have got kids. I've got, as you know, I've got three of them and they're playing on all these apps and they're clicking these ads just because they think it's funny.

Right? So I wouldn't want you to be burning your budget on my kind of kids, right? It's immediate of these mobile apps. So you want to exclude them and you can exclude those placements. So please exclude them. This was, I was auditing an account and these are all the mobile apps I calculated, over $1,400 in wasted spend just on mobile apps, lots of inadvertent clicks.

And this is how these apps make money.

Andrea Vahl: Yeah. Yeah. Well, that's, I mean, that's the same thing with the, uh, you know, network, the, uh, The now I'm like thinking of the audience

Ilana Wechsler: Audience network

Andrea Vahl: yet, you know, there it's like mobile apps are in there too, and it's a bunch of cheap clicks, but junk clip clicks, click junk.

Ilana Wechsler: I'm all about quality over quantity. You also want to move, remove junk placements. And there is definitely junk on the display network. And we've got a whole list of, junk placements that we just automatically exclude. But you can obviously have a look in your, placement campaign to see where they were and find not excluding audiences.

So I like to remove buyers because it's not like on social where if you show ads to your buyers, they might sprinkle your ad with some wonderful social proof saying I bought these shoes and they're the most comfortable shoes I've ever bought. You can't do that on Google, right? So you want to exclude your buyers.

So you're not wasting money there. I'd also like to exclude sensitive content and games. And I also like to exclude kids YouTube channels because once again, you know, they click on the ads or they just watch the ad. We'll go through that next week in the YouTube section. But the truth is, as I said, it's beyond the scope to go through the whole, pay traffic puzzle.

Obviously got a framework inside teach traffic, but ultimately you're gonna get to a point where your paid traffic puzzle might look like this, which is incorporating, custom intent. I talked about it and in market and you know what my paid traffic puzzle looks like this.

So that looks somewhat different where I do search retargeting and et cetera. On the display side, I only do retargeting, et cetera. So the point is that, everyone's pay traffic puzzle does look somewhat different and you follow the framework to find out your own paid traffic puzzle. So I guess that's the question is what's your paid traffic puzzle and we are going to have time for the live demo.

Andrea Vahl: I know I'm so excited. So yes, that is awesome. And you know, you guys. You all know this, a huge, huge topic. So we, we, aren't going to be able to cover everything in this demo. Obviously what we're going to do is just kind of walk through creating an ad. And Ilana is going to show us a few things in there and there's just so much, so we're gonna, you know, she's going to,

<p align="center" style="color:red">**There is no transcript for the demo, please watch the replay**</p>

Andrea Vahl: That's awesome. This is so helpful just to see all the different settings. Cause that's, what's overwhelming. You get in there and you're like, I don't know. Does this setting make any difference? Does this matter? So just to see it worked through and you guys, for anyone who's here on the call live, or listening into the recording, I know this has been pretty fast, a lot of information.

I want to let you know for sure that if you need to go deep with this, Ilana has, an amazing course that is called teach traffic. And I put the link in there that is an affiliate link for me. I just highly recommend your school, because I have talked to people who've gone through it, who love it. And I only recommend things I absolutely love. She's got calls if you go for the higher level you get your campaigns reviewed and, that kind of thing. But she's also got all the training in there that goes a lot deeper with the whole puzzle part of it. And, if you need to go deeper, if you need to really learn Google ads, I would highly recommend this course. So it's just. It is awesome.

So, yeah.

Ilana Wechsler: And, um, any questions?

Andrea Vahl: Yeah, I know, I think everyone's just glued to their screens

Ilana Wechsler: sorry. It was a lot actually.

Andrea Vahl: I know, I know. But if there's any last questions I know we're, we're just a couple minutes over, so I'm going to respect your time as well. But, um, if there are any quick questions that are have come up, then please feel free to put those in and we'll just, chat another minute. The other thing, I was going to ask you.

Now, basically, as far as the reporting and looking at what's going on.

You know, that part, I think is very similar to Facebook and you're just looking at the results. You're looking at your click through rates are good. You're looking at your cost per clicks are in the right level. And if you're, if you're advertising on Facebook, you might know what your conversions are at there and you can then say, okay, what is Google remarketing getting me?

Or what is YouTube remarketing getting me? And where does it make sense to be here? Yeah. Yeah. Cool.

Awesome. Well, let's see. Marissa is saying, when you create a URL for the Google ads, you said you have to paste the code on your landing page. Does that go below the header or somewhere else? So, yeah, so that's, that's in the head code.

Yeah. The conversion code, I think is what she's, talking about there.

Ilana Wechsler: When you set up your conversion tracking and you go through those steps, like I showed you at the start of the demo and it spits out code, it's going to tell you exactly where to put that code. So kind of like when you create your Facebook pixel, it tells you where to copy the pixel code.

Andrea Vahl: Yeah.

Ilana Wechsler: Google will tell you where to copy of that conversion code exactly. But I'm pretty sure it's in the header.

Andrea Vahl: Yeah.

Ilana Wechsler: You just want it to fire every time someone lands on that page.

Andrea Vahl: Right. So it's going to be the same place you're putting the Facebook pixel code. So you do have to have a website that allows you to put scripts and code into the right places.

So, you know, that's kind of the challenge. If you're developing a website on a site, that's maybe a little bit more restrictive. Sometimes I know people develop sites on Wix or, other types of

Ilana Wechsler: The way around that actually is the good thing with Google ads is that it integrates beautifully with analytics.

So if you can have an analytics account on your Wix site, you can create a goal in analytics and push that into Google ads as your conversion tracking. So you had to get around it that way.

Andrea Vahl: Oh that's nice. Yeah, she does say she has a Wix site, so Google analytics.

I'm not familiar with all the different sites like that, but a lot of them will have a help section on how to put Google code or how to put Google analytics in there or how to put Facebook pixels in there. Cause they are aware that they need to have that to be able to have people running ads.

So, yeah. Good. Awesome. Well, this was amazing. Thank you so much. I'm super excited because we're going to have another session next week on YouTube and she's going to also do a YouTube demo as well. So we're going to be able to also familiarize ourself with the platform so we're gonna get more. Woo.

All right. Thanks Ilana.

This was amazing. Thank you.

Ilana Wechsler: Thank you guys much. And, hopefully the Google ad mystery is a little less mysterious for you.

Andrea Vahl: Yeah, yeah, yeah, yeah.

I have to say I learned some great stuff myself. I just haven't. Dove into the Google ads, as much as I know I need to.

And I'm, I'm kind of excited too. I got got some things coming up,

Ilana Wechsler: You've got some ideas running through your head?

Andrea Vahl: Yeah.

Ilana Wechsler: Nice. Good. Thank you so much, Andrea.

Andrea Vahl: All right.

Thanks everyone for attending live or listening into the recording. We'll talk to you guys later. Okay. Bye. Bye.