



Export Series: Getting the UK exporting

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AdWords Account Strategist

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- 1** Some interesting online facts
- 2** Make your website work in any language
- 3** Cultural considerations for website content
- 4** Where to start: Export Adviser
- 5** New campaign or new account?
- 6** Campaign targeting options
- 7** AdWords campaign design principles
- 8** Choose when to show your ads
- 9** AdWords tools for your website
- 10** Resources

Some interesting online facts





63% of the world's online population use languages other than English (1)

1.6 billion people have internet access via a PC (2)

91% of people aged 16-24 were online in the EU in 2008 (3)

(1) Searchenginewatch.com, September 2009

(2) Source: Internetworldstats.com, March 2009

(3) Source: EU's Digital Competitiveness survey, Eurostat



Global retail spending was **\$438 billion** (1/3 in Europe) in 2008 ⁽²⁾

24% of the total EU population aged 16 to 74 made a purchase in the last three months before May 2009 ⁽¹⁾

(1)Source: The German Association for Information Technology

(2) Source: JP Morgan

Pan-European advertising is growing

One third of EU citizens would buy a product from another Member State (1)

Online advertisers use **16%** of budgets at a pan-regional level (2)

Pan-regional advertising is **growing** (2)

(1) Source: Google Inc., February 2009

(2) Source: European Interactive Advertising Association, April 2009

Web design tips

For any country and language



User behaviour online

A visitor to your landing page decides whether or not to stay within **8 seconds**.

Consider the **F view** theory

Display all important information above the page fold to avoid scrolling

Source: Nielsen Norman Group



Other important web design concepts



Scannable pages & easy navigation



Landing pages



Product details



Optional registration



Easy purchases



Reassurance

Cultural considerations for websites in other languages

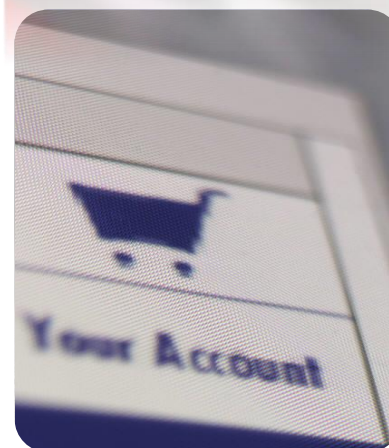
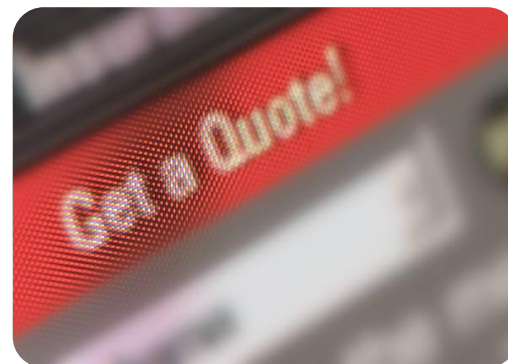
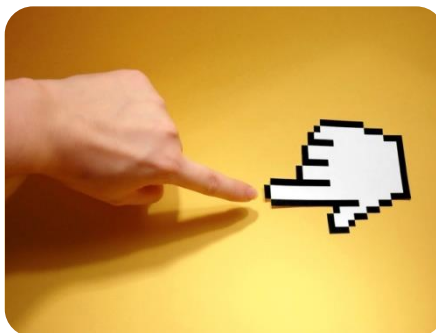




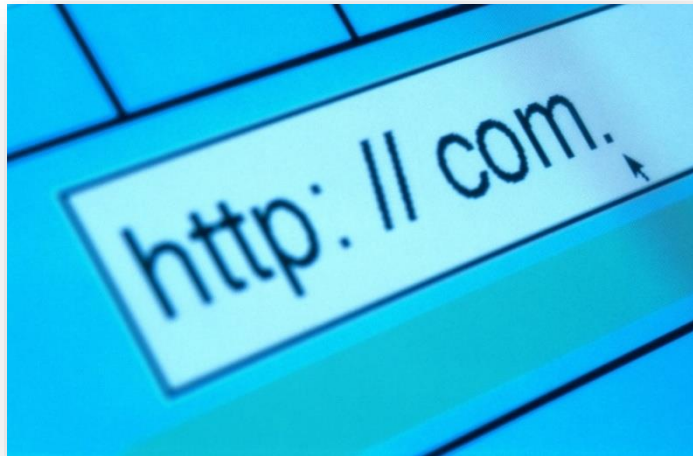
- **Customize** website content for your target audience, including all headings, footers, and promotional offers
- Ensure **quality** of translation

Sublinks

Translate all **sub-links**: product, T&Cs, shipping, customer service..etc.



Domain extensions



Use **local extensions** when possible (.es, .it, .de...etc)

Pricing Information



State prices in **local currencies**

Shipping internationally

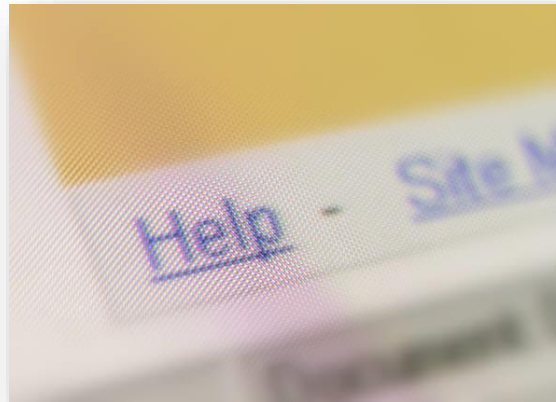


Customize price &
delivery information

Customer support in local language



Show **contact information**
and local service hours



Seasonality



Target **local holidays** for special promotions and offers

Background colours

Be mindful of **cultural connotations** when using colours and graphics



Export Adviser

A useful resource to get started



What is Export Adviser?



Export Adviser

The world is open for your business

There are 1.2 billion online consumers around the world...wouldn't you like to add some of them to your customer base?

Welcome to the Google Export Adviser. Together with partners including UK Trade & Investment (UKTI), HSBC, Royal Mail, Institute of Export (IoE), Applied Language and Alibaba.com, the Google Export Adviser will help your business overcome the major barriers to exporting with useful tools, practical insights and relevant offers to enable your business to reach new markets and grow internationally.

5 Step Exporting Guide

[Start here](#)

or [skip to Export Now »](#)

Access **5**
step guide

Get
keyword
estimates

beta

Now's the time to export



This simple gadget uses Google translation and search data to provide an estimate of market opportunities across the world. Enter your products or services, target regions and languages to see detailed data and trends for each estimated opportunity.



Find your opportunity

Enter one or more keywords to describe the product or service you offer. Use simple terms for the best results.

Product Keyword(s):

Region:

☐ English speaking customers only ?

[More info](#)

[Submit](#)

Export Adviser

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Before you do anything, ask yourself this one important question: is exporting right for your business? A little time spent completing the UK Trade & Investment questionnaire will give you a good idea of your company's capability to export and help improve your chances of success.

It is also important to learn from other UK businesses that have been there and done it. See what the successful exporters below have to say about doing business abroad.

Is your business ready?
[Take the UKTI Questionnaire](#)

Best of British: Success stories

Arenaflowers.com
Google client

Faced with fierce domestic competition and the weakening pound, web-based florist Arenaflowers.com used Google AdWords campaigns in Germany and Holland to expand into international markets. After one quarter, 36% of their revenue came from international sales and total revenue rose by 5%.

[Download as a PDF](#)

International Success Stories...
★★★★★

0:00 / 2:26

Select a success story:

[G.R. Wright & Sons](#)
UKTI case study
Established in 1867 as flour

[OPTA](#)
UKTI case study
With comprehensive

Finding the right market



Google

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Export Adviser

2 Finding the right market

Once you have decided that exporting is the right move for your business, the next step is to identify and evaluate target markets. What are the barriers to entry? How competitive is the market? How high is current market demand – and what is it likely to be in the future? You will also need to research existing competitors, government regulations, cultural barriers... the list goes on.

Google Export Adviser offers a range of useful online tools, resources and advice, to help you effectively identify the right opportunities.

[Google tools](#) [Featured opportunities](#) [Research your market](#)

Find your opportunity

Enter one or more keywords to describe the product or service you offer. Use simple terms for the best results.

Product Keyword(s):

Region:

☐ English speaking customers only

[More info](#)

[Google tools](#) [Featured opportunities](#) [Research your market](#)

[« Start again](#) View As: [Map](#) [Table](#)

Related keywords to "laptop"

[hp](#)
[dell](#)
[laptop dell](#)

ES: CPC £0.76 - £0.96
(UK: £2.11 - £2.63) Click for more

Opportunity score (based on a combination of search volume and CPC): 0 10

[Google tools](#) [Featured opportunities](#) [Research your market](#)

Find your opportunity

Enter one or more keywords to describe the product or service you offer. Use simple terms for the best results.

Product Keyword(s):

Region:

☐ English speaking customers only

[More info](#)

The bottom line

Export Adviser

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The bottom line

Having identified a list of potential target markets, now ask yourself the all-important question: will exporting make a profit? Is the potential revenue from online sales sufficient to make it worth your time and effort?

Exporting to new markets sounds like a good idea in principle, but once you have factored in exchange rates, shipping costs, translations, insurance etc., what happens to your profit? Use the Profit Calculator to give yourself an idea of how much you can expect to make from moving into a new market.

Profitability Calculator

Please note this tool is based on using online advertising to reach your audience. The results should be considered as estimates only, as some costs may vary. For a more robust review, speak to an [International Trade Adviser](#) who is at hand to help UK businesses understand their full potential.

Target Export Market

Market:

Your Costs

Cost per click (CPC):

£

Use our [Opportunity Sizing Tool](#) (Step 2) to determine the typical CPC for this market.

Conversion rate:

%

Your "click to sale" conversion rate.
Suggested conversion rate: 3%

Production cost:

£

The cost per unit to produce your product.

Shipping cost:

£

Use the [Royal Mail Price Finder](#) to calculate your shipping cost & enter it here.

Payment processing:

%

The average for UK businesses is 1.8%.

Other costs:

£

Any other costs that contribute to the overall

Select your
country

Enter your
business
costs

Reach new customers



Export Box

Get a web presence

Drive traffic

Using Online Marketplaces

In association with Applied Language Solutions.

Export Box: Your one-stop-shop for exporting to anywhere in the world

If you're thinking of expanding into foreign markets but you aren't sure where to start, Export Box provides you with everything you need to begin exporting - all in one place!

You may have not tried exporting in the past because you don't have prior experience, or knowledge of foreign languages. Thankfully, with Export Box, those barriers no longer exist which leaves you free to sell your goods and services in any foreign market.

In purchasing the Export Box for the package price of £3,000 you will get:

- ✓ A translated website, consisting of dedicated landing pages for specific search terms (up to 5 pages - worth £150)
- ✓ Keywords researched for target country in target language (up to 100 words - worth £400)
- ✓ Google AdWords adverts designed in target language (5 creatives)
- ✓ Multilingual PPC campaign management
- ✓ £1000 worth of paid advertising on Google PPC plus a free £200 Google voucher
- ✓ £1000 worth of language support which you can use for
 - ✓ Brochures and business cards
 - ✓ Email translation
 - ✓ Telephone interpreting support
- ✓ Membership to the Institute of Export to support you in your venture (worth £250)
- ✓ Discounted international banking with HSBC
- ✓ Free Alibaba.com Export Storefront: The world's largest online B2B marketplace
- ✓ Exclusive discount for Alibaba.com premium membership

Google

Export Adviser

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With over 1.6 billion people online making hundreds of millions of searches everyday, it is vital to have a digital presence. But is your website suitable for foreign markets?

Translating your site is one of the most important steps to international success. Your site might work well in the UK, but will a foreign customer understand any complex jargon, confusing idioms or colloquial phrases that might be on there?

Needless to say, you also need to make sure people can find your website: search engines and pay per click (PPC) advertising provide a simple, cost-effective way of doing this. To help UK businesses get started we have partnered with Applied Language Solutions (a professional translation company) to help you take your first steps with a new offering called [The Export Box](#).

Export Box

Get a web presence

Drive traffic

Using Online Marketplaces

In association with Applied Language Solutions.

Export Box

Get a web presence

Drive traffic

Using Online Marketplaces

79% of internet users say that search engines are their primary source when looking for products & services online. This means it is important that you have a presence in both natural and paid search results.

Free AdWords voucher

Are you ready to start exporting abroad? If you are new to AdWords, and start a campaign targeting foreign markets, you could get a up to £300 worth of FREE advertising to help you get started. Contact our export sales team to find out more.

Just want to get started now? Sign up to Google AdWords today!
[Contact Google sales](#) | [Go to Google AdWords](#)

Already advertising with Google AdWords? Here are some tips for how to expand internationally:

- ✓ Create a [new campaign](#) or new account for each target market in order to have budget control
- ✓ Translate keywords and Ad texts [Export Box offer](#)
- ✓ [Preview](#) what the ad will look like in the desired country
- ✓ Set [targeting](#) to pre-defined markets and/or specific languages
- ✓ Set a [Budget](#)
- ✓ [Schedule](#) ads keeping in mind applicable time differences
- ✓ Implement [Conversion Tracking](#) and/or [Google Analytics](#)

Export Box

Get a web presence

Drive traffic

Using Online Marketplaces

Top translation tips

Consider countries targeted:

Ensure all translated materials are localised for the countries being targeted. A user in Spain may expect different content than a user in Mexico, for example, even though both speak the same language.

Use English spelling & word variations:

Consider keyword spelling variations across English-speaking countries, e.g. if targeting the US, the term "tyre" is unlikely to be searched on, whereas the term "tire" would drive more traffic.

Keep things simple:

Keep the terminology and content of the website and ad campaigns as simple as possible. Acronyms, idioms, and technical terms will be harder to localise.



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5 Payment and delivery



New markets, new trading partners, numerous possibilities. Exploring the opportunities offered by international trade can be an exciting and rewarding way to grow your business.

At the same time, doing business in a foreign market can also expose you to new kinds of complexities. Let HSBC and Royal Mail show you how to identify the risks, protect your business from them, and run a smooth, successful export operation.



Call HSBC:
0800 328 5558

Email & Website
international.help@hsbc.com or visit
www.hsbc.co.uk/international



Call Royal Mail:
08457 950950

Website
Visit www.royalmail.com

Payment

Delivery

Content supplied by HSBC.

The secret to success is to identify potential risks and ensure that you are properly protected. For instance, in an increasingly untrustworthy world.



HSBC
The world's local bank

Google Confidential and Proprietary

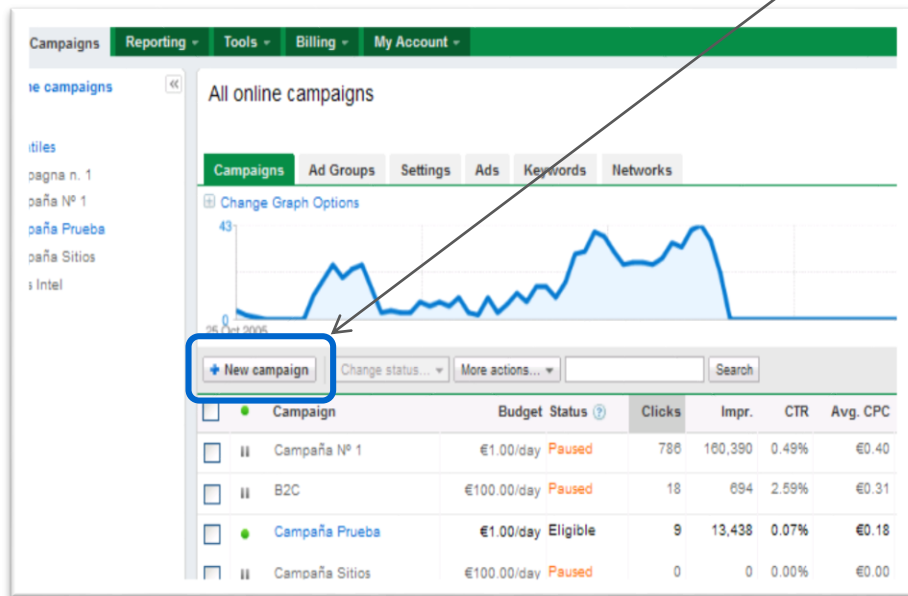
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Creating your AdWords campaign:
new campaign or new account?

Creating a new campaign: budget control



Set up **different campaigns** per product line, promotion or targeting, to **control your budget**



The 'Select campaign settings' dialog box is shown. The 'Budget' field is highlighted with a blue box. The 'Budget' field is set to '€' per day.

Select campaign settings

Load settings from an existing campaign:

General

Campaign name:

Locations, Languages and Demographics

Locations: In what geographical locations do you want your ads to be displayed?

- ☐ Bundle: All countries and territories
- ☒ Country: Ireland
- ☐ Country: Dublin, IE

[Select one or more other locations](#)

You can display additional business information with your ads. Once you've created your business profile, you can add more information.

Languages: What languages do your customers speak?

☒ English [Edit](#)

Demographic (advanced)

Networks, devices and extensions

Networks and devices: ☒ All available sites and devices (Recommended for new advertisers) ☐ Let me choose...

Bidding and budget

Bidding option: ☒ Basic options | [Advanced options](#)

☒ Manual bidding for clicks

☐ Automatic bidding to try to maximise clicks for your target budget

Budget per day

Daily budget represents your average spend over the month; actual spend on a given day may vary.

Creating a new campaign: budget control



Assign a daily budget and CPC bids for your ad groups

Campaign name: Christmas

Locations, Languages and Demographics

Locations: In what geographical locations do you want your ads to be displayed?
• Country: Spain
Edit

You can display additional business information with your ads. Once you've created your campaign, return to this page to edit.

Based on your targeted locations, you may want to target pages that use these interface languages:
• Catalan
• English
• Spanish
Target suggested languages

Languages: What languages do your customers speak?
This setting determines whether your ad can be displayed for a specific language setting on Google. Not all languages are available in all countries.

☐ Arabic	☐ German
☐ Bulgarian	☐ Greek
☐ Catalan	☐ Hebrew
☐ Chinese (simplified)	☐ Hindi
☐ Chinese (traditional)	☐ Hungarian
☐ Croatian	☐ Icelandic
☐ Czech	☐ Indonesian
☐ Danish	☐ Italian
☐ Dutch	☐ Japanese
☐ English	☐ Korean
☐ Estonian	☐ Latvian
☐ Filipino	☐ Lithuanian
☐ Finnish	☐ Norwegian
☐ French	☐ Polish

Demographic (advanced)

Networks, devices and extensions

Networks and devices: ☒ All available sites and devices (Recommended for new advertisers)
☐ Let me choose...

Bidding and budget

Bidding option: ☒ Basic options | [Advanced options](#)
☒ Manual bidding for clicks

You'll set your maximum CPC bids in the next step.

☐ Automatic bidding to try to maximise clicks for your target budget

Budget: € 100 per day
Daily budget represents your average spend over the month; actual spend on a given day may vary.



Select campaign settings | Create ad group

Create ad group

Name this ad group

An ad group should focus on one product or service. Each ad group can contain one or more ads and a set of related keywords.

Ad Group name: Ad Group #1

Create an ad

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

To create another ad type, save your incomplete ad group, then go to the "Ads" tab to create your ad.

Headline: Give her a card

Description line 1: Plenty of Christmas cards for each loved one. Design Yours!

Description line 2: www.Xmascards.co

Display URL: http://www.Xmascards.co

Destination URL: http://www.Xmascards.co

Ad preview

Give her a card
Plenty of Christmas cards for each loved one. Design Yours!
www.Xmascards.co

Keywords

Select keywords

Your ad can be displayed on Google when people search for the keywords that you choose here. These keywords will also be keywords that directly relate to your ad. You can add more keywords later. [Help me choose effective keywords.](#)

Enter one keyword per line.

christmas cards
christmas card
Xmas card
Xmas cards
Christmas card mom
christmas card husband

Sample keywords, based on a scan of your site
No sample keywords available.

Estimate search traffic

Advanced option: match types

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords that do not violate any applicable laws.

Placements

Select managed placements

Ad group default bids (Max. CPC)

You influence your ads position by setting its maximum cost per click (CPC). The max CPC is the highest price that you're willing to pay for a click.

Search: € 0.40

Content: managed placements: €

Content: automatic placements: €

Leave blank in order to use automated bids.

Creating a new account: Large campaigns



Campaign	Status	Location	Language	Networks & Devices
B2B	Eligible	Ireland	English	All
B2C	Paused	Spain	Spanish	All
Campagna n. 1	Paused	Ireland	Spanish	All
Campaña Nº 1	Paused	Spain	English	All
Campaña Prueba	Eligible	Spain	Spanish	All
Campaña Sitios	Paused	Spain	Spanish	Managed content placements; All devices
Christmas	Eligible	Spain	Spanish	All
Sitios Intel	Paused	Spain	Spanish	Managed content placements; All devices

If you are launching **very large campaigns** per country, it might be better to create **different accounts** for easier management and performance tracking

Creating a new account: billing preferences



Keep in mind **payment and currency options** available **per country** and set up different accounts if it's more convenient for your business



Creating a new account: VAT



Provide your **VAT number** during the account creation process, or add it later in the 'Billing' tab of your account, then click on 'Edit' next to your VAT Information section.

Home Campaigns Reporting Tools Billing My Account

Please update your VAT information.
You may be able to self-assess VAT charges at your EU Member State's current rate. To determine your eligibility, you must [inform Google](#) of your purpose for advertising with AdWords.

Home Campaigns Reporting Tools Billing My Account

Edit Billing Preferences

Advertising Purpose

I use Google AdWords for business purposes: ☒ Yes ☐ No

Business Address

☐ My business address is the same as my billing address.
☐ My business address is different from my billing address.

VAT Information

If you have an EU VAT registration number, provide the issuing country and number below. If you do not have an EU VAT registration number, leave both fields blank.

EU VAT issuing country:

EU VAT registration number: -

Your EU VAT registration number will be displayed on future bills.

E-mail address:

A targeting overview



For any given search, your ad is shown based on:

Google domain

Query entered (called *query parsing*)

Internet Protocol (IP) address

Language preference

Targeting by language



Reach **one country** where people speak **multiple languages**. You can target up to 40 different languages.

The screenshot shows the 'Select campaign settings' page in Google AdWords. The 'Locations' section is expanded, showing 'Country: Switzerland' selected. The 'Languages' section is also expanded, showing a list of languages with checkboxes. Red circles highlight 'Switzerland', 'German', 'Italian', and 'French'.

Locations, Languages and Demographics

Locations ⓘ In what geographical locations do you want your ads to be displayed?

- Country: **Switzerland** [Edit](#)

You can display additional business information with your ads. Once you've created your campaign, return campaign.

Languages ⓘ What languages do your customers speak?

This setting determines whether your ad can be displayed for a specific language setting on Google. Note

☐ Arabic	☒ German
☐ Bulgarian	☐ Greek
☐ Catalan	☐ Hebrew
☐ Chinese (simplified)	☐ Hindi
☐ Chinese (traditional)	☐ Hungarian
☐ Croatian	☐ Icelandic
☐ Czech	☐ Indonesian
☐ Danish	☒ Italian
☐ Dutch	☐ Japanese
☒ English	☐ Korean
☐ Estonian	☐ Latvian
☐ Filipino	☐ Lithuanian
☐ Finnish	☐ Norwegian
☒ French	☐ Polish

[Demographic \(advanced\)](#)

Targeting by language: all countries and territories



Click on the **'new campaign'** button on your campaign summary page under 'campaigns' or 'settings', **or** click on an **existing campaign name** and edit the language targeting option in 'settings'

Campanas Reporting Tools Billing My Account

ne campaigns

All online campaigns

Campanas Ad Groups Settings Ads Keywords Networks

+ New campaign Edit Change status...

Campaign	Status	Location	Language	Networks & Devices
B2B	Eligible	Ireland	English	All
B2C	Paused	Spain	Spanish	
Campaigna n. 1	Paused	Ireland	Spanish	
Campaña N° 1	Paused	Spain	English	
Campaña Prueba	Eligible	Spain	Spanish	
Campaña Sitios	Paused	Spain	Spanish	
Christmas	Eligible	Spain	Spanish	
Sitios Intel	Paused	Spain	Spanish	

Campanas Reporting Tools Billing My Account

ne campaigns

Select campaign settings Create ad group

Select campaign settings

Load settings from an existing campaign: Select campaign... Load settings

General

Campaign name Campaign #1

Locations, Languages and Demographics

Locations In what geographical locations do you want your ads to be displayed?

☒ Bundle: All countries and territories

☐ Country: Ireland

☐ Country: Dublin, IE

Select one or more other locations

You can display additional business information with your ads. Once you've created your campaign, return to the

Languages What languages do your customers speak?

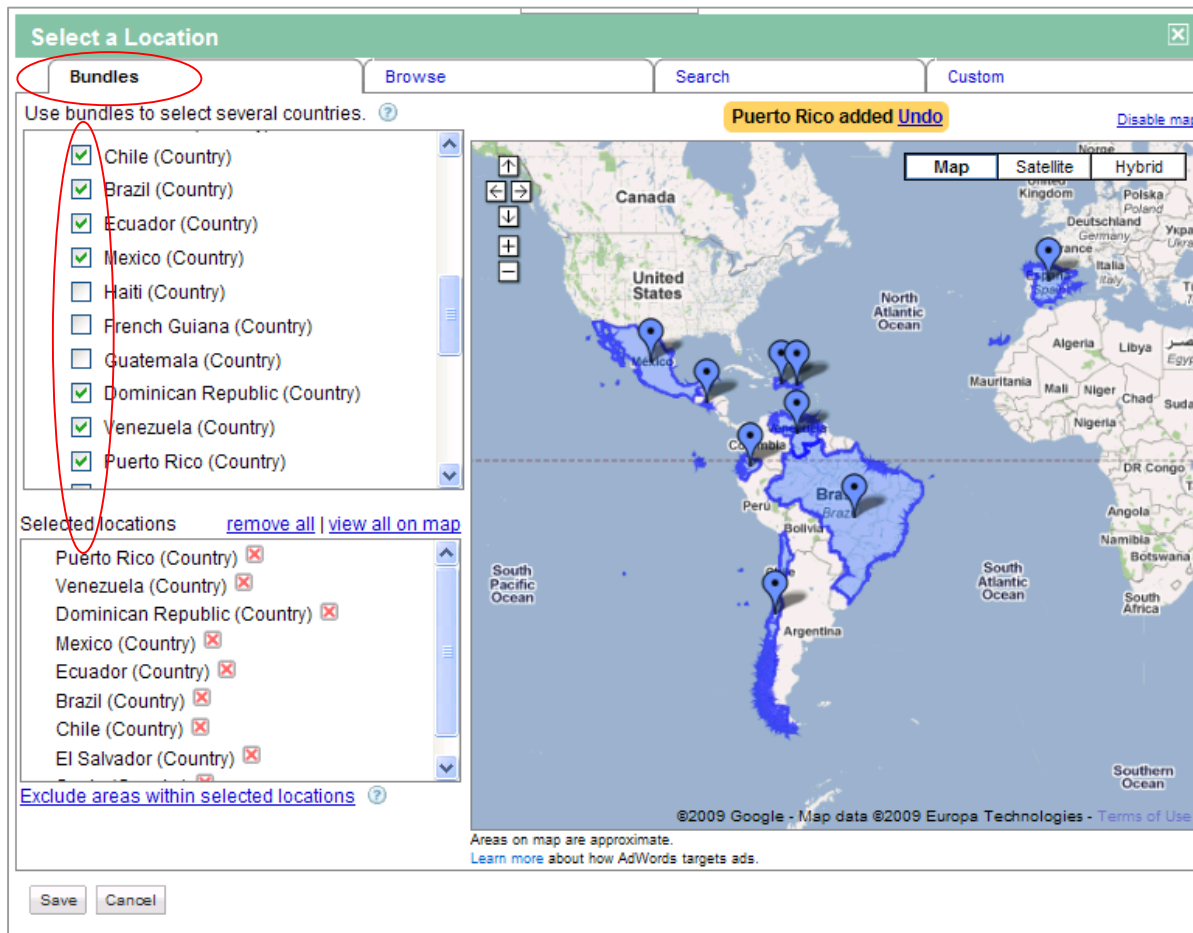
☒ English Edit

Demographic (advanced)

Targeting by language: create a list of countries



You also can set your campaign target to a **specific language** and create a **list of countries** where that language is spoken



Targeting by country



In some cases you might prefer to target a **specific country and language**

Campaigns Reporting Tools Billing My Account

ne campaigns

Select campaign settings Create ad group

Select campaign settings

Load settings from an existing campaign: Select campaign... Load settings

General

Campaign name: DVDs Germany

Locations, Languages and Demographics

Locations In what geographical locations do you want your ads to be displayed?

- Country: Germany (Edit)

You can display additional business information with your ads. Once you've created your campaign, return

Languages What languages do your customers speak?

This setting determines whether your ad can be displayed for a specific language setting on Google. Note

- ☒ German
- ☒ Greek
- ☐ Arabic
- ☐ Bulgarian
- ☐ Catalan
- ☐ Chinese (simplified)
- ☐ Chinese (traditional)
- ☐ Croatian
- ☐ Czech
- ☐ Danish
- ☐ Dutch
- ☐ English
- ☐ Estonian
- ☐ Filipino
- ☐ Finnish
- ☐ French
- ☐ Hebrew
- ☐ Hindi
- ☐ Hungarian
- ☐ Icelandic
- ☐ Indonesian
- ☐ Italian
- ☐ Japanese
- ☐ Korean
- ☐ Latvian
- ☐ Lithuanian
- ☐ Norwegian
- ☐ Polish

Select a Location

Bundles Browse Search Custom

Use bundles to select several countries.

- ☐ Portugal (Country)
- ☐ Ireland (Country)
- ☐ Greece (Country)
- ☐ Norway (Country)
- ☐ Finland (Country)
- ☐ Liechtenstein (Country)
- ☐ Sweden (Country)
- ☐ United Kingdom (Country)
- ☐ San Marino (Country)
- ☒ Germany (Country)
- ☒ Europe (Bundle)

Selected locations: Germany (Country) (remove all) (view all on map)

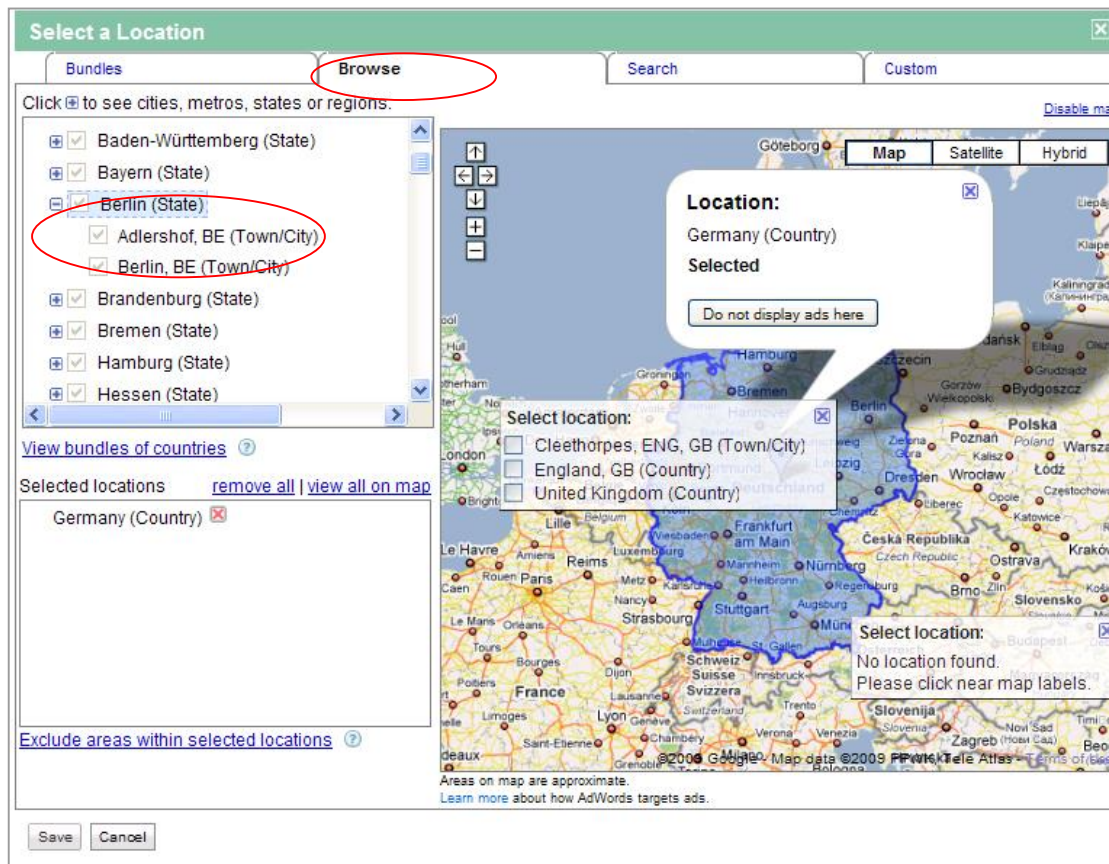
Exclude areas within selected locations

Save Cancel

Targeting by region or city



If your business is limited to **specific geographic area**, or you want to allocate more budget to a certain region, you can target only **regions or cities**



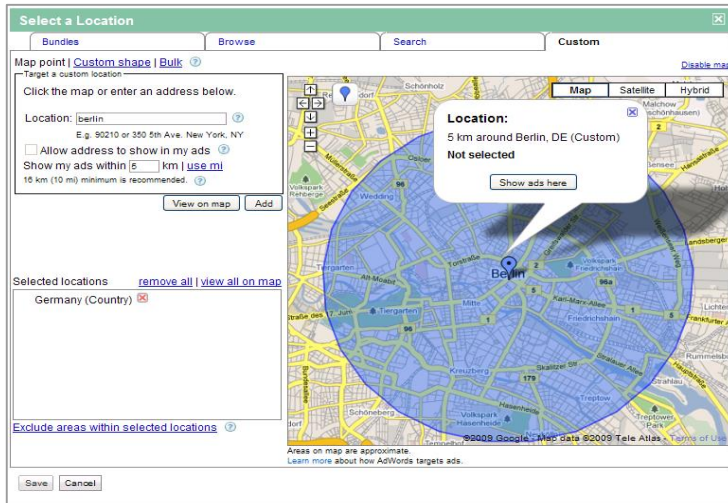
You can define your area by using:

Map point

Custom shape

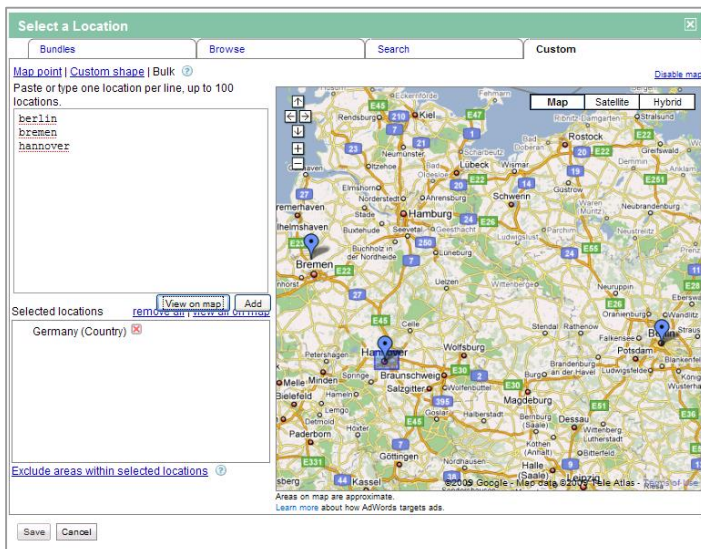
Bulk

Customized targeting

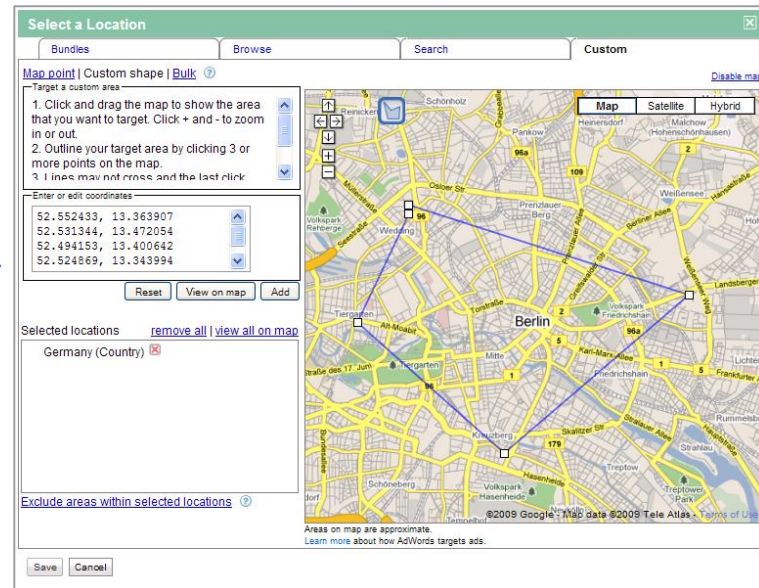


Map point

Custom shape



Bulk



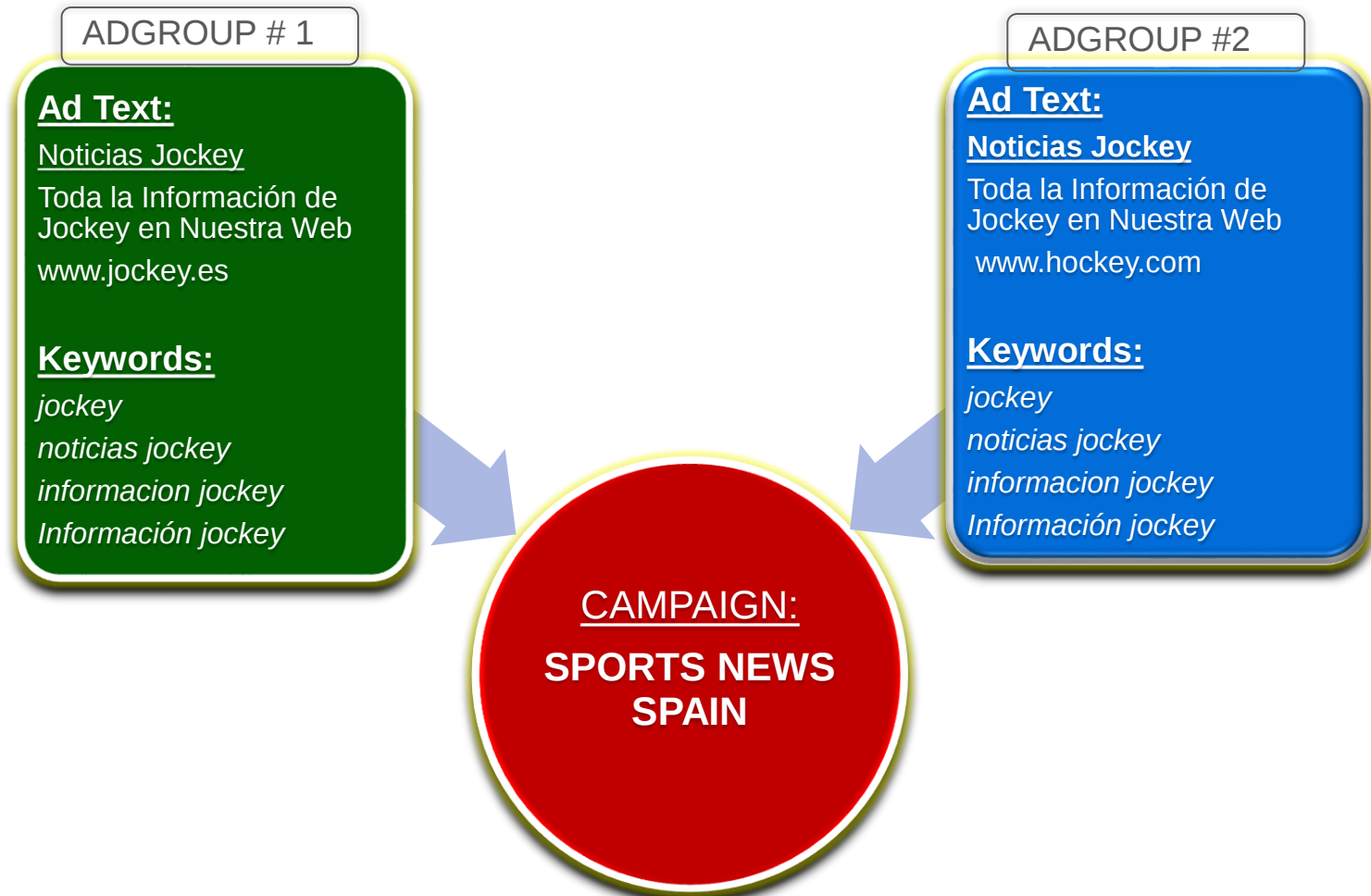
How to design your new language campaign

Overview and tools



Campaign structure

An AdWords account should contain **one campaign per target language**



Ad text and keywords

Make sure that your **keyword list and ad texts** for each ad group are both in the **target language**.

Keyword:

Hotel centro Manchester



[Hotels in Manchester](#)

Come check our rates for Hotels in Manchester. Don't miss the offers!

www.hotelsmanchester.com

Design your campaign: Keyword Tool



You can use this tool for additional language campaigns to:

find and add new keywords to your ad groups

refine your keyword list

find negative keywords

Design your campaign: Keyword Tool



Tools

Optimise Your Ads

- [Campaign Optimiser](#)
Looking for ways to boost the performance of your ads? The Campaign Optimiser automatically creates a customised proposal for your campaign.
- [Keyword Tool](#)
Build a master list of new keywords for your Ad Groups and review detailed keyword performance statistics like advertiser competition and search volume.
- [Search-based Keyword Tool](#)
Get new keyword ideas based on actual Google search queries and matched to specific pages of your website.
- [New Placement Tool \(beta\) New!](#)
Try the new Placement Tool to find new placements.
- [Edit Campaign Negative Keywords](#)
Now you can manage your negative keywords - which help you reduce wasted clicks - at the campaign level.
- [Site and Category Exclusion](#)
Refine your Google Network targeting by preventing individual websites or categories of web pages from showing your ads.
- [IP Exclusion](#)

Analyse Your Ad Performance

- [Ads Diagnostic Tool](#)
Are your ads showing for a particular search? Find out here.
- [Ads Preview Tool](#)
See your ad on Google without accruing extra impressions and preview your ad as it appears to users in other geographic locations.
- [Disapproved Ads](#)
Find out which ads have been disapproved and why.
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It's time to make your campaign more efficient and improve your ROI. Learn which ads are the best helping you reach your goals.
- [My Change History](#)
Browse changes that you've made to your account since 1 January 2006.

Optimise Your Website

- [Website Optimiser](#)
Experiment with different versions of a page on your website to discover the best content for boosting your business.

You can find this tool under the **'Tools'** tab of your AdWords account

Keyword Tool: edit language and country



Home Campaigns Reporting Tools Billing My Account

Tools > Keyword Tool

[New Take a look at the New Keyword Tool \(beta\).](#)

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to the languages and countries you choose below:

Chinese (traditional)	Canada
Danish	China
Dutch	Denmark
Finnish	Finland
French	France
German	Germany

How would you like to generate keyword ideas?

☒ Descriptive words or phrases
(e.g. green tea)

☐ Website content
(e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:

dvds

☒ Use synonyms

[Filter my results](#)

Get keyword ideas

Selected Keywords:

Click 'Save to Ad Group' when you have finished your keyword list.

No keywords added yet

Save keywords to:

Campaign: Campaña Nº 1

Ad Group: Holidays Spain General

The Keyword Tool will help you **identify synonyms** commonly used by users in a specific language

Choose when to show your ads

Ad scheduling



Ad scheduling



Enable ad scheduling for a campaign under the 'settings' tab

The screenshot displays the Google Ads interface for a campaign named 'B2C'. The 'Settings' tab is selected, and the 'Ad scheduling' option is highlighted with a red circle. The interface shows the campaign is paused, with a budget of €100.00/day and targeting set to 'All networks; All devices'. The 'Ad scheduling' section is expanded, showing the start date as 14 Nov 2007 and the end date as 31 Dec 2037. The 'Ad scheduling' option is currently set to 'Display ads all days and hours'.

Home **Campaigns** **Reporting** **Tools** **Billing** **My Account**

All online campaigns

- B2B
- B2C**
- Portatiles
- Campaña n. 1
- Campaña Nº 1
- Campaña Prueba
- Campaña Sitios
- Christmas
- DVDs Germany

Campaign: B2C

Paused Budget: €100.00/day Targeting: All networks; All devices

Ad Groups **Settings** **Ads** **Keywords** **Networks**

Campaign settings

General

Campaign name **B2C** [Edit](#)

Locations, Languages and Demographics

Locations [?](#) In what geographical locations do you want your ads to be displayed?
• Country: **Spain** [Edit](#)
[+ Show relevant addresses with your ads \(advanced\)](#) [?](#)

Languages [?](#) **Spanish** [Edit](#)

[+ Demographic \(advanced\)](#)

Networks, devices and extensions

Networks and devices [?](#) **All** [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget [?](#) **€100.00/day** [Edit](#)

[+ Position preference, delivery method \(advanced\)](#)

Advanced settings

[+ Schedule: Start date, end date, ad scheduling](#)

Start date **14 Nov 2007** [Edit](#)

End date **31 Dec 2037** [Edit](#)

Ad scheduling [?](#) **Display ads all days and hours** [Edit](#)

Ad scheduling: Basic and bid Adjustment Modes



Ad schedule

Edit days and times below. When you're happy with the schedule, click "Save". To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

Reset to all days and hours

Mode: **Basic** | Bid adjustment

Clock: 12 hour | 24 hour

Day	Time period	Midnight	4:00 A.M.	8:00 A.M.	Noon	4:00 P.M.	8:00 P.M.
Monday	Midnight to Midnight	✓	✓	✓	✓	✓	✓
Tuesday	Midnight to Midnight	✓	✓	✓	✓	✓	✓
Wednesday	Midnight to Midnight	✓	✓	✓	✓	✓	✓
Thursday	Midnight to Midnight	✓	✓	✓	✓	✓	✓
Friday	Running all day	✓	✓	✓	✓	✓	✓
Saturday	Running all day	✓	✓	✓	✓	✓	✓
Sunday	Running all day	✓	✓	✓	✓	✓	✓

Save Cancel

click on a day and click on the 'X' to **pause** or select an hour range for publication. You can **add different time periods**

Click '**Bid adjustment**' to increase or decrease your **CPC bid** (%) for certain days or hours

Ad schedule

Edit days and times below. When you're happy with the schedule, click "Save". To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

Reset to all days and hours

Mode: Basic | **Bid adjustment**

Clock: 12 hour | 24 hour

Day	Time period	% of bid	Midnight	4:00 A.M.	8:00 A.M.	Noon	4:00 P.M.	8:00 P.M.
Monday	Midnight to Midnight	100 %	✓	✓	✓	✓	✓	✓
Tuesday	Midnight to Midnight	100 %	✓	✓	✓	✓	✓	✓
Wednesday	Midnight to Midnight	100 %	✓	✓	✓	✓	✓	✓
Thursday	Midnight to Midnight	100 %	✓	✓	✓	✓	✓	✓
Friday	Running all day	100 %	✓	✓	✓	✓	✓	✓
Saturday	Running all day	100 %	✓	✓	✓	✓	✓	✓
Sunday	Running all day	100 %	✓	✓	✓	✓	✓	✓

Save Cancel

(GMT+00:00) Dublin

Website Optimizer

Test elements on your website



How Website optimizer works



The screenshot shows the Google Website Optimizer interface with a green navigation bar at the top containing links for Home, Campaigns, Reporting, Tools, Billing, and My Account. Below the navigation bar, the 'Tools' section is expanded, showing two main categories: 'Optimise Your Ads' and 'Analyse Your Ad Performance'. Under 'Optimise Your Ads', there are links for Campaign Optimiser, Keyword Tool, Search-based Keyword Tool, New Placement Tool (beta), Edit Campaign Negative Keywords, Site and Category Exclusion, and IP Exclusion. Under 'Analyse Your Ad Performance', there are links for Ads Diagnostic Tool, Ads Preview Tool, Disapproved Ads, Conversion Tracking, and My Change History. A red circle highlights the 'Website Optimiser' link under the 'Optimise Your Website' section.

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Optimise Your Website

- [Website Optimiser](#)
Experiment with different versions of a page on your website to discover the best content for boosting business.

A/B experiment setup: Name your experiment and identify pages

1. Name your experiment

The experiment name will help you to distinguish this experiment from others; your users will see this name.

Experiment name:

Xmas campaign

Example: My home page test Number 1

2. Identify the pages you want to test

Add as many variations as you like, naming them so that you can easily distinguish them in your reports. After your experiment finishes, you may want to keep these URLs valid. [Learn more](#)

Name:	Original	Original page URL: ?
		✓ http://adwords-es.blogspot.com/
		Page found
Name:	Variation 1	Page variation URL: ?
		✓ http://adwords-es.blogspot.com/
		Page found

[Add another page variation](#)

3. Identify your conversion page

This is an existing page that users reach after completing a successful conversion. For example, a newsletter or fills in a contact form. [Learn more](#)

Conversion page URL:
✓ http://www.blogger.com/profile/06657824330261190631
Page found

[Continue »](#)

Learn more about Website Optimiser: <http://www.google.com/websiteoptimizer>

How to install Website Optimizer



A/B Experiment Set-up: Install and Validate JavaScript Tags

Now you need to add the Website Optimiser JavaScript tags to your pages' source code.

Who will install and validate the JavaScript tags?

- ☒ **Your web team will install and validate JavaScript tags**
Google will provide a link to the installation and validation instructions for you to send to your web team to this page.
- ☐ **You will install and validate the JavaScript tags**
You should be comfortable with basic HTML editing, have access to your web pages and be able to add JavaScript code to your pages.

You have chosen to have someone else install the JavaScript code for this experiment.

Email the following URL to your web team so that they can install and validate the JavaScript tags

http://adwords.google.com/analytics/siteopt/ab_install_instructions?experiment=EAAAAId [View](#)

Click 'Check Status' to view the installation status. Return to this page and click 'Check Status' on

Installation status

Installation not completed

[Check status](#)

[« Back](#)

[Continue »](#)

You can **send the url** provided to your web team to obtain javascript tags for your pages, or **do it your self**

Learn more about Website Optimiser: <http://www.google.com/websiteoptimizer>

How to install Website Optimizer



New A/B Experiment

Step 2: Install and validate JavaScript tags

Change your mind about the installation? You can [go back and send instructions to your web team](#).

Once you have pasted the JavaScript tags onto each of your experiment pages and uploaded them to your web everything is good to go.

1. Original page: add control and tracking scripts

Original: <http://adwords-es.blogspot.com/>

[View a sample source code](#)



Control Script: Paste the following at the beginning of

```
<!-- Google Website Optimizer Control Script -->
<script>
function utmx_section() {}function utmx() {}
(function() {var k='0431736818',d=document,l=d.location,c=d.cookie;
```



Tracking Script: Paste the following at the end of your original page's source code. ?

```
<!-- Google Website Optimizer Tracking Script -->
<script type="text/javascript">
if(typeof(_gat)!='object')document.write('<script src="http'+
(document.location.protocol=='https':'s':'ssl':'://www')+
'
```

2. Variation pages: add tracking script to each page

Variation 1: <http://adwords-es.blogspot.com/search/label/Noticias>



Tracking Script: Paste the following at the very end of all (1) of your variation pages' source code

```
<!-- Google Website Optimizer Tracking Script -->
<script type="text/javascript">
if(typeof(_gat)!='object')document.write('<script src="http'+
(document.location.protocol=='https':'s':'ssl':'://www')+
'
```

4. Publish and validate your pages

After you add your tags, publish your updated test, variation and conversion pages on the web.

Google will check your pages to make sure that the scripts are correctly placed.

Validate pages



Pages not accessible? Click "Validate pages" anyway. If we can't access something, we'll ask you to manually upload your pages for validation.

2 Validate the pages

1 Copy and paste javascript tags onto your experiment pages and upload to your web server

Learn more about Website Optimiser: <http://www.google.com/websiteoptimiser>

Conversion Tracking

Track your AdWords campaign results effectively



What is Conversion Tracking?



The screenshot shows the Google AdWords interface. At the top, there are tabs for Campaign Management, Reports, Analytics, and My Account. Below these, a navigation bar includes links for Account Snapshot, Campaign Summary, Tools, Conversion Tracking, Website Optimizer, and Ad Creation Marketplace. The 'Tools' section is expanded, showing various tools like Campaign Optimizer, Keyword Tool, Edit Campaign Negative Keywords, Site and Category Exclusion, IP Exclusion, Traffic Estimator, and Ad Creation Marketplace. The 'Conversion Tracking' section is highlighted, showing a heading 'Conversion Tracking' and a sub-heading 'Increase your profits.' Below this, there are three bullet points: 'Increase your profits by using Action Tracking to make more lucrative advertising decisions.', 'Save time by using new tools that make it easier to achieve your desired advertising ROI.', and 'Best of all, it's FREE!'. At the bottom of this section, there are links for 'Learn more', 'Setup Guide', and 'Detailed Help'. A red circle highlights the '+ Create your first action.' link in the top right corner of the 'Conversion Tracking' section.

Tools

- Optimize Your Ads**
 - [Campaign Optimizer New!](#)
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 - [Keyword Tool](#)
Build a master list of new keywords for your ad groups and review detailed keyword performance statistics like advertiser competition and search volume.
 - [Edit Campaign Negative Keywords](#)
Now you can manage your negative keywords—which help you reduce wasted clicks—at the campaign level.
 - [Site and Category Exclusion New!](#)
Refine your Google Network targeting by preventing individual websites or categories of webpages from showing your ads.
 - [IP Exclusion](#)
Refine your targeting by preventing specific Internet Protocol (IP) addresses from showing your ads.
 - [Traffic Estimator](#)
Thinking about trying a new campaign? See an estimate of how well it might perform.
 - [Ad Creation Marketplace New!](#)
Find a specialist to help you create your ads.
- Analyze Your Ad Performance**
 - [Ads Diagnostic Tool](#)
Are your ads showing for a particular search? Find out here.
 - [Ads Preview Tool New!](#)
See your ad on Google without accruing extra impressions, and preview your ad as it appears to users in other geographic locations.
 - [Disapproved Ads](#)
Find out which ads have been disapproved and why.
 - [Conversion Tracking](#)
It's time to make your campaign more efficient and improve your ROI. Learn which ads are the best at helping you reach your goals.
 - [My Change History](#)
Browse changes you've made to your account since January 1, 2006.

Conversion Tracking

Conversion Tracking

Increase your profits.

- Increase your profits by using Action Tracking to make more lucrative advertising decisions.
- Save time by using new tools that make it easier to achieve your desired advertising ROI.
- Best of all, it's FREE!

[Learn more](#) | [Setup Guide](#) | [Detailed Help](#)

[+ Create your first action.](#)

Learn more about Conversion Tracking: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=86269>

How does conversion tracking work?



Define action.

Name your action: This name will help you easily identify your action later.

For example: request info, widget sale confirmation

This action is used for tracking: [?](#)
Select...

Revenue for your action: [?](#) Provide an amount to track this action's value to you. This value is (optional) campaigns in any way.
€

Describe page where action is completed.

Provide details about the page where you will insert the action code, so we can format the code properly.

Conversion page language: [?](#) English (UK)

Conversion page security level: [?](#) http://

Customise tracking indicator.

To maintain user trust and protect their privacy, you may want to consider telling users about your tracking on your privacy policy. [?](#)

Choose text format: ☒ Google Site Stats - [learn more](#) ☐ Google Site Stats - [learn more](#) ☐ None

Customise background colour: # ffffff ☐ [Choose colour](#)

[« Back](#) [Save Action & Get Code](#)



Home Campaigns Reporting Tools Billing My Account

Create an Action.

Define Action & Conversion Page > [Insert Code](#)

Add the tracking code to every page where a user reaches the action. [Insertion Tag](#)

- Click in the box below to select all code, then copy your selection.
 - Make sure to copy the code in its entirety. If you don't copy it all, conversions may not be tracked properly.
- Paste the tracking code into the source code of your action page.
 - Make sure to insert the code between the <body> and </body> tags. If you do not, the code will not work.

```
<!-- Google Code for Xmas sales
Conversion Page -->
<script type="text/javascript">
<!--
var google_conversion_id = 1068475785;
var google_conversion_language = "en_GB";
var google_conversion_format = "1";
var google_conversion_color = "ffffff";
var google_conversion_label =
"_H19CPu6pwEQicu-QM";
var google_conversion_value = 0;
//-->
</script>
<script type="text/javascript"
src="https://www.googleadservices.com/pagead/conversion.js">
</script>
```

[« Back](#) [Return to Conversion Tracking](#)

A **cookie** is placed on a user's computer who clicks on your ad. When the user reaches your **conversion page**, it connects with the code and tracks a conversion

Learn more about Conversion Tracking: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=86269>

Google Analytics

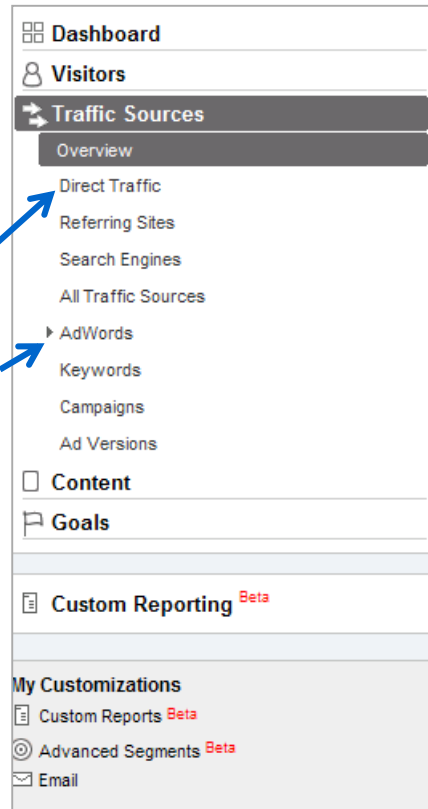
Know your traffic worldwide



Google Analytics



You can see where your **visitors** are coming from



Learn more about Google Analytics: <http://www.google.com/analytics>

How to install Google Analytics



Google Analytics

US English

HOME | PRODUCT | SUPPORT | EDUCATION | PARTNERS | BLOG

It's easy—and free!

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy—and free!

Don't have a Google account?
[Sign Up Now](#)

Sign in to Google Analytics with your
Google Account

Email: **mabelamunoz@gmail.com**

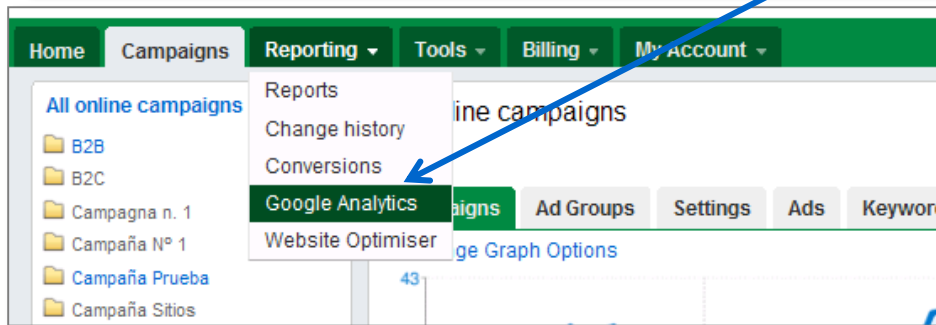
Password:

[Sign in](#)

[Can't access your account?](#)
[Sign in as a different user](#)

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Go to **google.com/analytics** and **sign up** with your Google account, or access the tool through **your AdWords account**



Learn more about Google Analytics: <http://www.google.com/analytics>

How to install Google Analytics



The screenshot displays the Google Analytics interface. At the top, the 'Overview' tab is selected for the 'Events & Microsites' account. Below this, a table lists website profiles. Two profiles are shown: 'http://sites.google.com/ UA-6589428-1' and 'http://sites.google.com/gamasterclass UA-6589428-2'. The second profile is highlighted with a red box. To the right, the 'Create New Website Profile' wizard is shown. It prompts the user to 'Choose Website Profile Type' and offers two options: 'Add a Profile for a new domain' (selected) and 'Add a Profile for an existing domain'. Below this, the user is asked to 'Provide the URL of the site you would like to track', with 'http://www.mydomain.com' entered. The 'Time zone country or territory' is set to 'Singapore'. At the bottom of the wizard, the 'Finish' button is highlighted with a red box. On the left, a panel titled 'Instructions for adding tracking' shows the 'New Tracking Code (ga.js)' tab. It provides instructions to copy a code block into every webpage. The code block is highlighted with a red box and contains the following JavaScript code:

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'>
</script>
<script type='text/javascript'>
try {
var pageTracker = _gat._getTracker("UA-6589428-1");
pageTracker._trackPageview();
} catch(err) {}</script>
</script>");
```

Learn more about Google Analytics: <http://www.google.com/analytics>

Useful Resources



Export Adviser: <http://www.google.co.uk/intl/en/exportadviser/>

Internet Stats: Latest industry facts and insights collected by a number of 3rd party sources

<http://www.google.co.uk/intl/en/landing/internetstats/>

Google Analytics help centre: <http://www.google.com/support/analytics>

Website Optimizer help centre:

<https://www.google.com/accounts/ServiceLogin?service=websiteoptimizer&continue=http://www.google.com/analytics/siteopt/%3Fet%3Dreset%26hl%3Den-GB&hl=en-GB>

Conversion Room blog: <http://conversionroom.blogspot.com/>

AdWords help centre: <https://adwords.google.com/support/aw/>

Thanks!