


# Google Adwords

- **Google AdWords** is a marketplace where companies pay to have their website ranked right with the top organic search results, based on keywords.
- The basic gist is, you select to promote your brand based on keywords. A **keyword** is a word or phrase the user searches for, who then sees your ad. Your ads will only show up for the keywords you pick.
- Google counts the clicks on your ads and charges you for each click. They also count impressions, which is simply the number that tells you how often your ad has already been shown when the users searched for that keyword.
- If you divide clicks by impressions, you get the **click-through-rate** or CTR. This is the percentage of users who land on your advertised page, because they clicked on your ad.

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 Google AdWords

1 About your business — 2 Your first campaign — 3 Billing — 4 Review

**Welcome to Google AdWords!**  
We'll help you sign up and start advertising in just a few steps.  
Experienced with AdWords? [Skip the guided setup.](#)

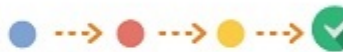
**What is your email address?**

**What is your website?**

Your answers to the following questions will help us customize your product experience.

**How many employees are in your company?**

**How much of your working time do you spend on marketing your business?**

  
Get started advertising on Google  
in just a few steps.

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- Google doesn't just want to show people the ads by the highest bidder – they could still be horrible ads.
- They care about their users so much that they'd rather show them a more relevant and better ad by someone who pays less.
- Therefore – **Quality ads + good bid = win!**

# Digital Marketing with Google Analytics.

## Why It's Important

- The introduction of social media changed the perception of marketing across the world.
- It has given brands the power to position themselves boldly in the minds of the audience through witty and engaging content.
- This idea of platforms that support free-to-post and creatively liberating content has created a niche for itself. It is known as digital marketing.
- **Digital marketing** encompasses not only social media but any form of online content published on a digital medium. Since brands have understood its importance, they approach **digital marketing companies**, which offer them different types of services.
- One of them is using web analytics in digital marketing to measure how the company is performing digitally.

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## How Google analytics helps in digital marketing and to boost marketing efforts?

### Traffic channels

- The first information brands need to measure is their user interaction online. How much traffic does your website get in a day? Where do these users come from? What is the purpose behind their visit? These questions can be answered by utilizing tools such as [Google Analytics](#). Here are a few parameters you should look at:
- **Organic** – If your website can organically generate a lot of traffic, it means that your website's [search engine results pages \(SERP\)](#) rank is high. It indicates that your SEO strategy has come to fruition.
- **Social media** – Strategic social media posts can redirect traffic to your website. The higher your [social media](#) following, the more traffic you redirect.
- **Email** – Generating traffic from the embedded links in an email is a standard tool for marketers. It also serves the purpose of generating leads.
- **Paid search** – This is useful in tracking [PPC campaigns](#), whose purpose is to direct traffic to the website, as well as generate leads. You can link your AdWord campaign in Google Analytics through the acquisition tab.
- **Referral** – When a user clicks on a link to your website on another site, it refers to referral traffic.

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## Site Content

- Upon visiting your website, users will go through several pages like the services page, product page, etc.
- The purpose of visiting these pages will differ from user to user. With the help and use of **google analytics digital marketing** techniques, you can measure how long these users stay on a particular page, or how many more pages they navigate.
- This helps you analyse how the content on your site is performing, which is vital if you want your website to be at the top of Google search results. The analysis is done by looking at different types of pages. Let's take a look at them.

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- **Home page** – The landing page gives you an idea about the conversion rate of the website. It is because this page acts as a starting point for the user to navigate different pages. If the user completes the expected journey, the page where the journey started is accredited with converting the user. It, therefore, gives the impression of how important it is for the user to like the website's landing page so that it makes for a pleasant user experience.
- **Exit page** – The exit page is where the user leaves the website. It could be because they finished their conversion or were done navigating the website. Google Analytics helps you to track and analyse your user's journey.
- **All pages** – All pages provide data about pages that were viewed on what date and for how long. You can access the data for a week, month or year. This helps you figure out which pages on your website receive the most traffic.