

# Google Search Ads 101

Google

Proprietary + Confidential

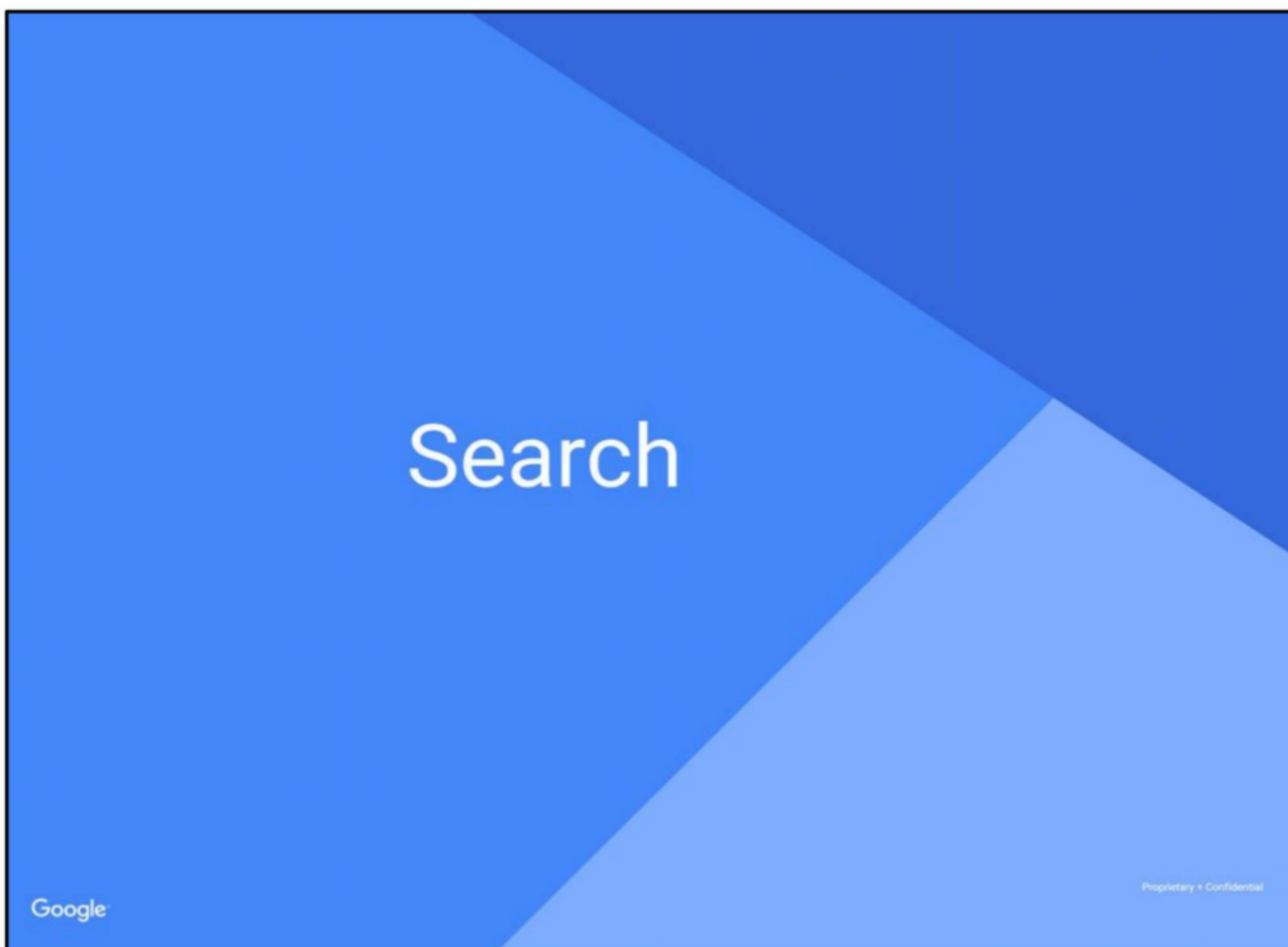
Ex. No.

UPX0001

1:20-cv-03010-APM

Redacted

GOOG-DOJ-15946528



Remember 1998?

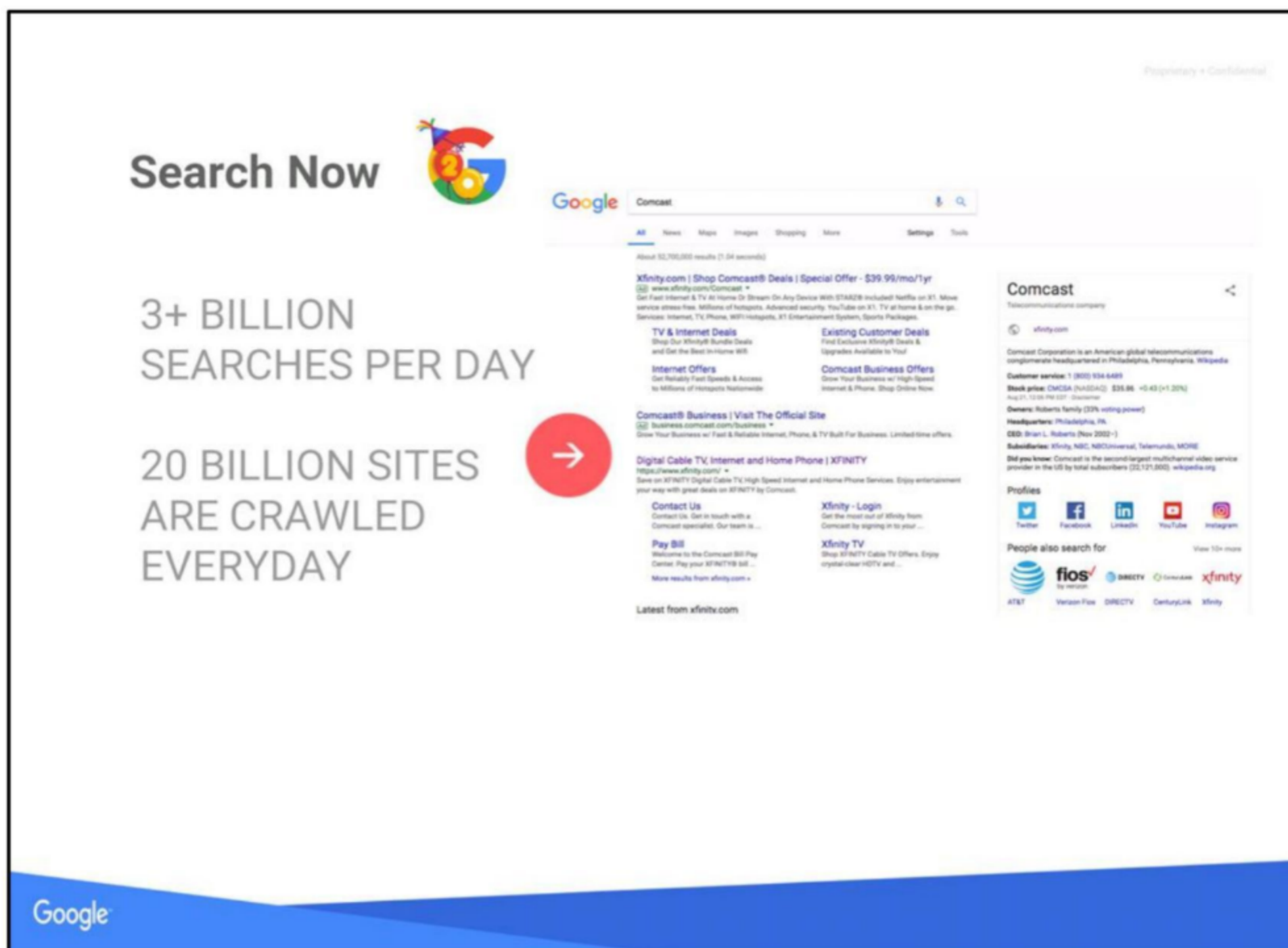
Proprietary + Confidential



Google

I'm sure many of us remember 1998 as a very simple time...

Sally



**But now, Google just celebrated its 20th birthday last month. Today, there are 3+.....**

**Search marketing has become increasingly complex over the years in the search engines quest to deliver the most relevant yet comprehensive information a user is looking for**

**Our goal is to make sure that the improvements we make fit into the flow that you're looking for that you almost don't notice that it happened. It should seem obvious, and like it should have always been that way.**

**Google instant allows Google to load your query and results before you're even done typing.**

- **Last year, the number of search quality improvements made by Google was 540, which averages out to ~1.5 each day.**

**Sally**

# A Search Engine Results Page (SERP)

The screenshot shows a Google search results page for the query "Comcast". At the top, the Google logo is on the left, and the search bar contains "Comcast". Below the search bar are navigation tabs for "All", "News", "Maps", "Images", "Shopping", "More", "Settings", and "Tools". The search results indicate "About 52,700,000 results (1.04 seconds)".

The main search results include:

- Xfinity.com | Shop Comcast® Deals | Special Offer - \$39.99/mo/1yr**  
www.xfinity.com/Comcast  
Get Fast Internet & TV At Home Or Stream On Any Device With STARZ® Included! Netflix on X1. Move service stress-free. Millions of hotspots. Advanced security. YouTube on X1. TV at home & on the go. Services: Internet, TV, Phone, WiFi Hotspots, X1 Entertainment System, Sports Packages.
  - TV & Internet Deals**  
Shop Our Xfinity® Bundle Deals and Get the Best In-Home WiFi
  - Existing Customer Deals**  
Find Exclusive Xfinity® Deals & Upgrades Available to You!
  - Internet Offers**  
Get Reliably Fast Speeds & Access to Millions of Hotspots Nationwide
  - Comcast Business Offers**  
Grow Your Business w/ High-Speed Internet & Phone. Shop Online Now.
- Comcast® Business | Visit The Official Site**  
business.comcast.com/business  
Grow Your Business w/ Fast & Reliable Internet, Phone, & TV Built For Business. Limited time offers.
- Digital Cable TV, Internet and Home Phone | XFINITY**  
https://www.xfinity.com/  
Save on XFINITY Digital Cable TV, High Speed Internet and Home Phone Services. Enjoy entertainment your way with great deals on XFINITY by Comcast.
- Contact Us**  
Contact Us. Get in touch with a Comcast specialist. Our team is ...
- Xfinity - Login**  
Get the most out of Xfinity from Comcast by signing in to your ...
- Pay Bill**  
Welcome to the Comcast Bill Pay Center. Pay your XFINITY® bill ...
- Xfinity TV**  
Shop XFINITY Cable TV Offers. Enjoy crystal-clear HDTV and ...

At the bottom of the search results, there is a link for "Latest from xfinity.com".

On the right side of the page, there is a knowledge panel for "Comcast".

**Comcast**  
Telecommunications company

[xfinity.com](#)

Comcast Corporation is an American global telecommunications conglomerate headquartered in Philadelphia, Pennsylvania. [Wikipedia](#)

**Customer service:** 1 (800) 934-6489

**Stock price:** CMCSA (NASDAQ) \$35.86 +0.43 (+1.20%)  
Aug 21, 12:06 PM EDT - Disclaimer

**Owners:** Roberts family (33% voting power)

**Headquarters:** Philadelphia, PA

**CEO:** Brian L. Roberts (Nov 2002-)

**Subsidiaries:** Xfinity, NBC, NBCUniversal, Telemundo, MORE

**Did you know:** Comcast is the second-largest multichannel video service provider in the US by total subscribers (22,121,000). [wikipedia.org](#)

**Profiles**

[Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#) [Instagram](#)

**People also search for** [View 10+ more](#)

[AT&T](#) [Verizon Fios](#) [DIRECTV](#) [CenturyLink](#) [Xfinity](#)

At the bottom right of the page, the Google logo is visible.

Victoria

Proprietary + Confidential

## A Search Engine Results Page (SERP)

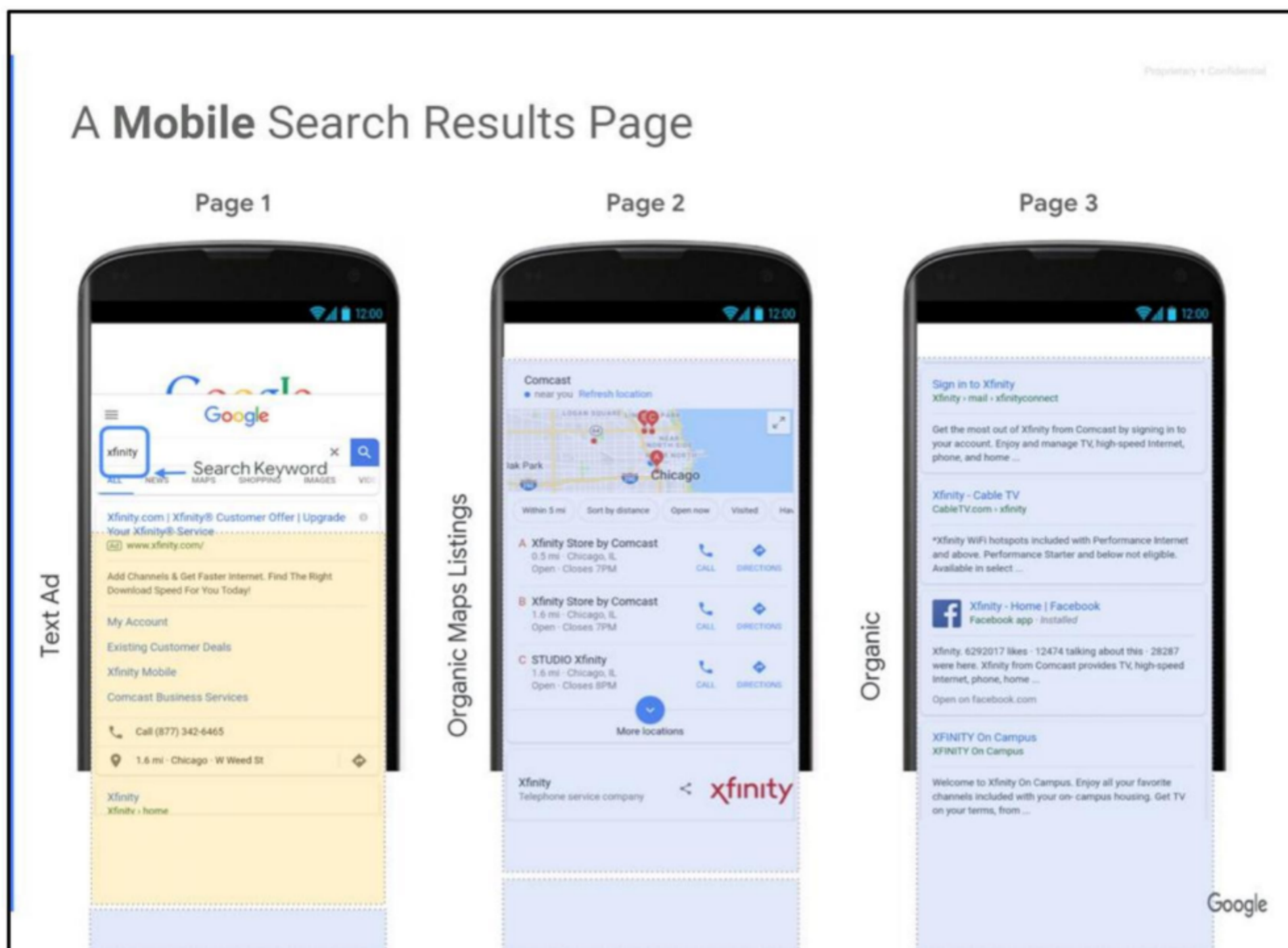
The screenshot shows a Google search for 'Comcast'. The search bar is at the top with 'Comcast' entered. Below the search bar, there are tabs for 'All', 'News', 'Maps', 'Images', 'Shopping', 'More', 'Settings', and 'Tools'. The search results are divided into three main sections:

- Paid (SEM):** This section is highlighted in yellow and contains several advertisements for Comcast services, including 'Xfinity.com | Shop Comcast® Deals | Special Offer - \$39.99/mo/1yr', 'Comcast® Business | Visit The Official Site', and 'Digital Cable TV, Internet and Home Phone | XFINITY'.
- Organic (SEO):** This section is highlighted in light blue and contains the top organic search results, including 'Latest from xfinity.com'.
- Knowledge Graph:** This section is highlighted in light blue and provides detailed information about Comcast, including its description as a telecommunications company, stock price, and various profiles.

Note: Generally 2-3 ads above the fold; shopping ads can also appear above text ads

Google

When we refer to impacting Paid search results you may hear the phrase SEM or Search Engine Marketing and in the case of Organic SEO or Search Engine Optimization. While paid ads can appear on multiple pages of Search results the typical goal is to be in the top 3 slots on the first page above organic results.



these results do look a bit differently on the mobile side and depending on the keyword can also include Organic maps listings

# Anatomy of an Ad

## Ad Content

### Text

1. Headline
2. URL (within marketplace)
3. 1-2 description lines

### Ad Extensions

4. Structured Snippet
5. Sitelinks

Other Extensions include:

App, Call, Callout, Location, Message, Price, Promotion



## Anatomy of a **Mobile** Ad

### Ad Content

#### Text

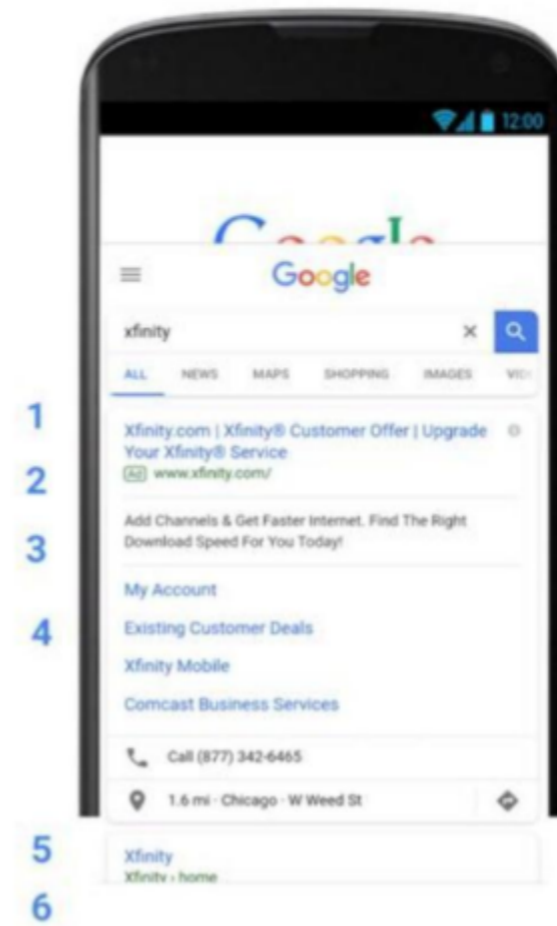
1. 1-3 Headlines
2. Display URL
3. 1-2 description lines

#### Ad Extensions

4. Sitelinks
5. Call
6. Location

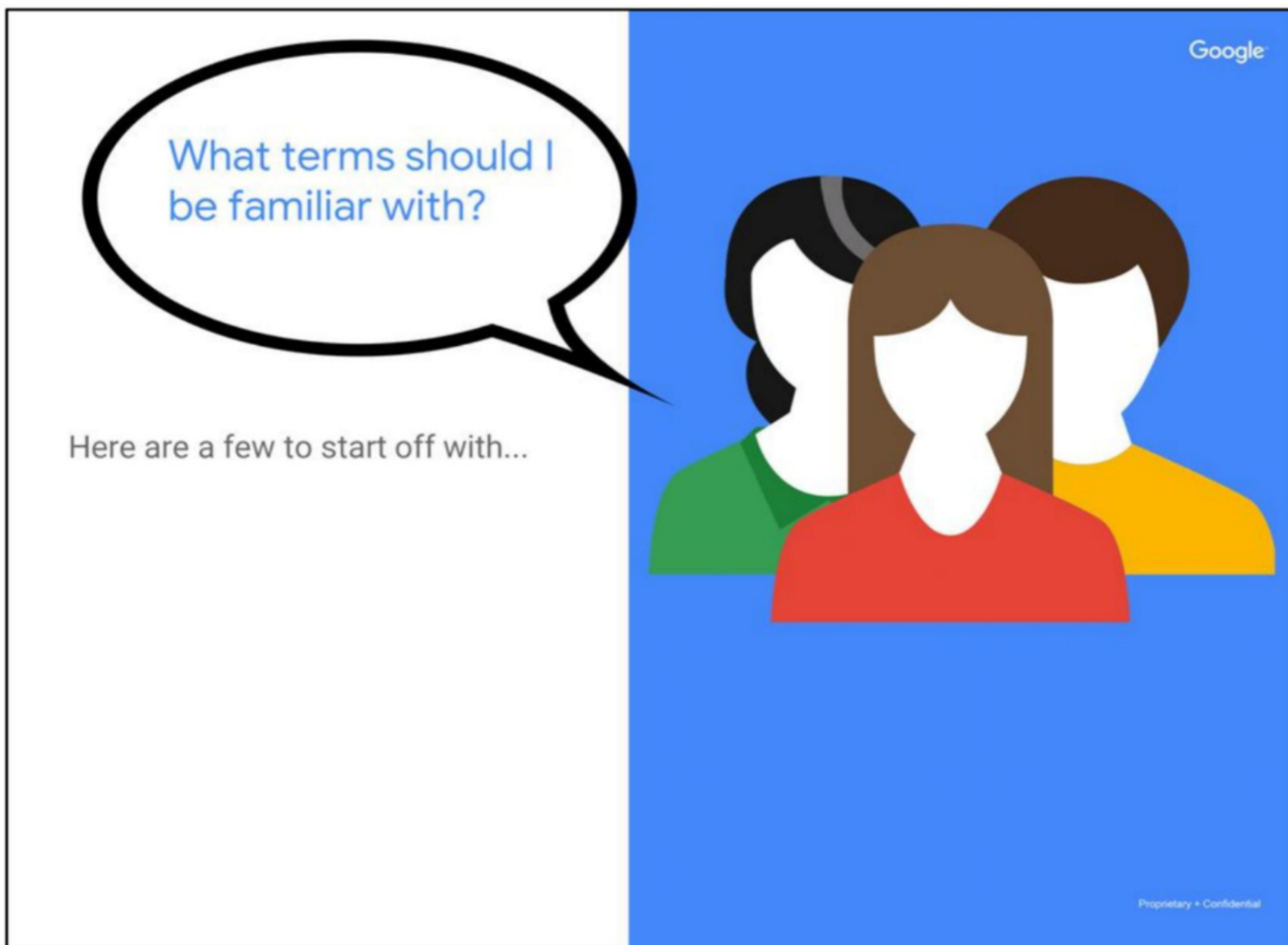
#### Other Extensions include:

App, Callout, Message, Price, Promotion, Structured Snippet



Google

On the mobile side the same principals hold true with 3 key features: headlines, display URL, and description lines. On mobile especially the addition of a location and call extension can be very relevant for users on the move or those hoping to place a quick call



Some of the terms you may already be familiar with and some may be less obvious, so here are a few to start.

**Impressions:** An impression is counted each time your ad is shown.

Proprietary + Confidential

The screenshot shows a Google search for 'Comcast'. The search bar at the top contains the word 'Comcast'. Below the search bar, there are navigation tabs for 'All', 'News', 'Maps', 'Images', 'Shopping', 'More', 'Settings', and 'Tools'. The search results are displayed below, with a red box highlighting the first result: 'Xfinity.com | Shop Comcast® Deals | Special Offer - \$39.99/mo/1yr'. To the right of the search results is a knowledge panel for 'Comcast', which includes information about the company, its stock price, and social media links.

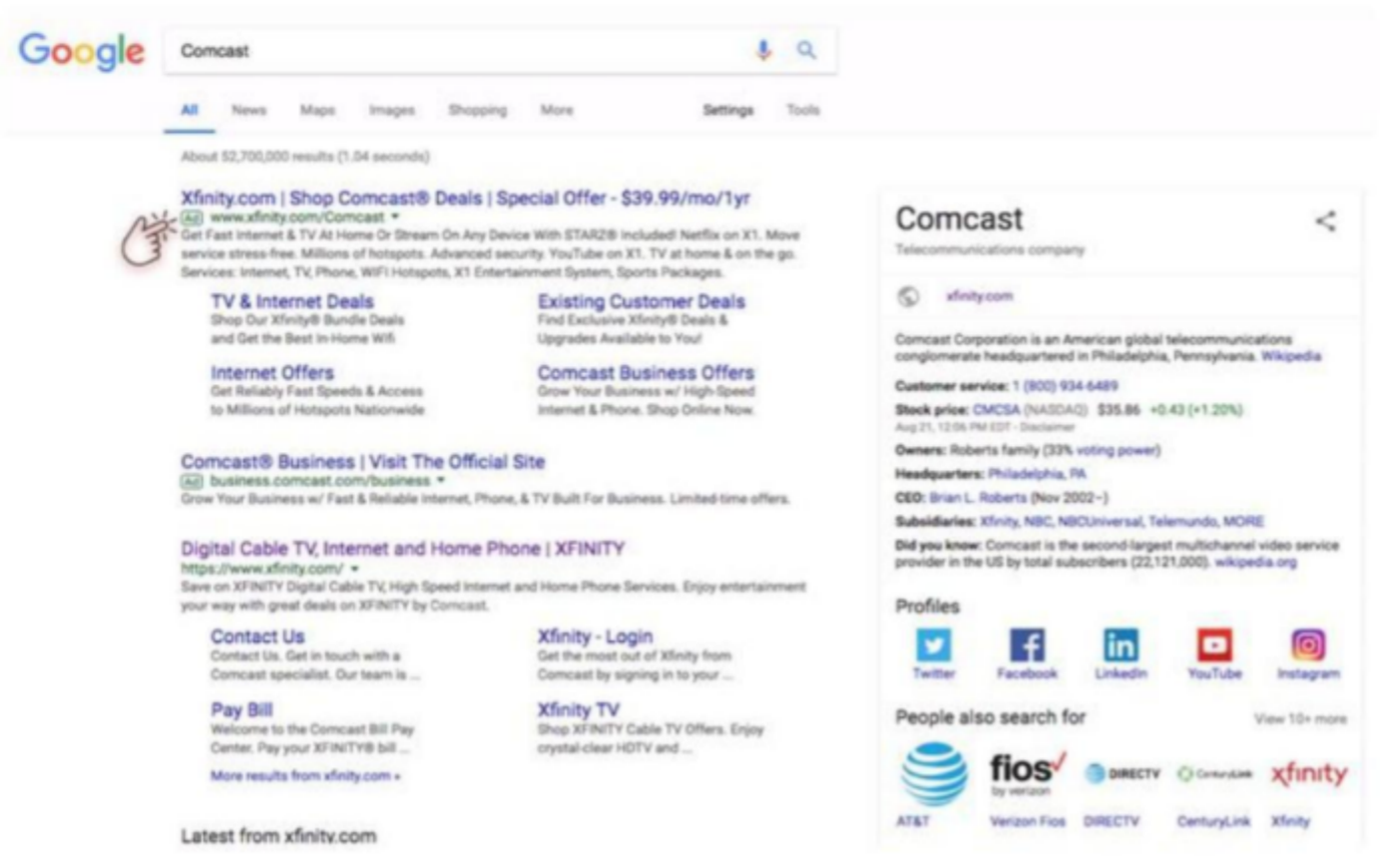
Google

Sally

One of the most basic terms is an impression...

Impressions in Paid Search are free.

**Click:** When someone clicks your ad, like on the blue headline of a text ad.



It's worth noting that in Search, you only get charged when someone actually clicks on your ad, not when an impression is shown.

**Clickthrough rate (CTR):** Clicks / Impressions. CTR can be used to gauge how well your keywords and ads are performing.

**Clicks / Impressions**

For instance, if your CTR is low, you may want to adjust your ad copy or messaging, or you may want to refine your targeting.

**Brand Keyword:** Keywords that contain your brand name or branded product terms

**“Xfinity internet”**

**“X1 bundle deals”**

**“Comcast Business”**

**Non-Brand, Generic, or Category Keyword:**

Keywords in your category that do not contain your brand or branded product names

**“Internet service providers”**

**“Cable internet bundles”**

**“VoIP”**



How do I pay?

**Pay Per Click (PPC)** model. Only pay when someone clicks on your ad.

**Cost Per Click (CPC)** is used to describe how you're being charged. These terms are often used interchangeably.






Google

How do I get my ad to the top of the page?




We use an auction! While “what you’re willing to pay” is one key element...you can’t just pay to win top spot, as we consider other factors too.



Proprietary + Confidential

Sally

Proprietary + Confidential



$$\text{AD RANK} = \text{MAX BID} \times \text{QUALITY SCORE}$$

---

$$\begin{array}{l} \text{A value that's used to} \\ \text{determine your ad} \\ \text{position (where ads are} \\ \text{shown on a page) and} \\ \text{whether your ads will} \\ \text{show at all} \end{array} = \begin{array}{l} \text{Maximum you are willing to} \\ \text{pay for a click on your ad} \end{array} \times \begin{array}{l} \text{Relevance} \end{array}$$

Google

One thing to note is that your actual Cost Per Click will often be lower than your Max Bid, especially if your Quality Score is high. Google will often reward your relevancy by charging less per click than if your ad wasn't very relevant to the user. You can also think of it as an eBay auction--you only pay what's required to "win" the auction against the next competitor, and not necessarily the maximum amount.

# 101 Google Adwords

#googlebb



Google



# The Search Network

**Ad Distribution:** Google ads also appear on searches done on hundreds of partner sites (referred to as search syndicates)

**Aol.**

Netscape Netcenter.

**KASKUS**  
THE LARGEST INDOONESIAN COMMUNITY

**Ask**  
.com

Google

The screenshot shows the Ask.com search interface with the query 'car insurance'. The search results include five AdWords ads, each with a title, description, and URL. A callout box highlights the search query and the five AdWords ads.

Web Images News Videos More

Ask car insurance Search

**Search query:**  
Car insurance

**Five AdWords ads**  
under sponsored links

**Car Insurance Rates – Get Free Auto Insurance**  
Compare car insurance quotes from multiple companies. Look for as much as \$400 a year. ... Car Insurance Rates is your ultimate resource for provide company reviews, vehicle purchasing advice, claims policies, and more!  
[www.carinsurancerates.com/](http://www.carinsurancerates.com/)

**Esurance® Official Site**  
Compare and save on your car insurance. Rated Excellent by A.M. Best.  
[www.esurance.com](http://www.esurance.com)

**Allianz Car Insurance**  
[Allianz.com.au/Car-Insurance](http://Allianz.com.au/Car-Insurance) Buy Online & Save  
Save Up to 10% Online\* Safe Driver Discount\*  
Fast 2 Minute Quote Online Compare Car Insurance

**Low Cost Car Insurance**  
Pay less & save more on your car insurance. Get a 60 sec quote now!  
[www.thebuzzinsurance.com.au](http://www.thebuzzinsurance.com.au)

**Budget Direct Insurance**  
10% Online Discount + Check Out Our Pay Less or Get \$50 Offer  
[www.budgetdirect.com.au](http://www.budgetdirect.com.au)

**Virgin Car Insurance**  
Often 30% Cheaper Than The Big Guys But You Could Save Even More  
[VirginMoney.com.au/Car-Insurance](http://VirginMoney.com.au/Car-Insurance)

# Results within the AdWords Account



You can start seeing results within hours

