Boulder SEO Marketing

Digital Booklet

# How to Use Google Ads & Pay-Per-Click Ads in Your Pet Business to Gain More Clients and Boost Sales

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# Overview

We thank you for attending a Six Figure Pet Business Academy webinar, presented by Josh Martin, from Boulder SEO Marketing Boulder

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In this booklet, we would like to provide some useful training resources and tools to help guide you as you embark on your advertising campaigns with Google Ads.

Before you proceed please register an advertising account with Google Ads by visiting this link: ads.google.com

To view a glossary of some of the most used search engine marketing terms, please visit this link: Google-Ads-Glossary

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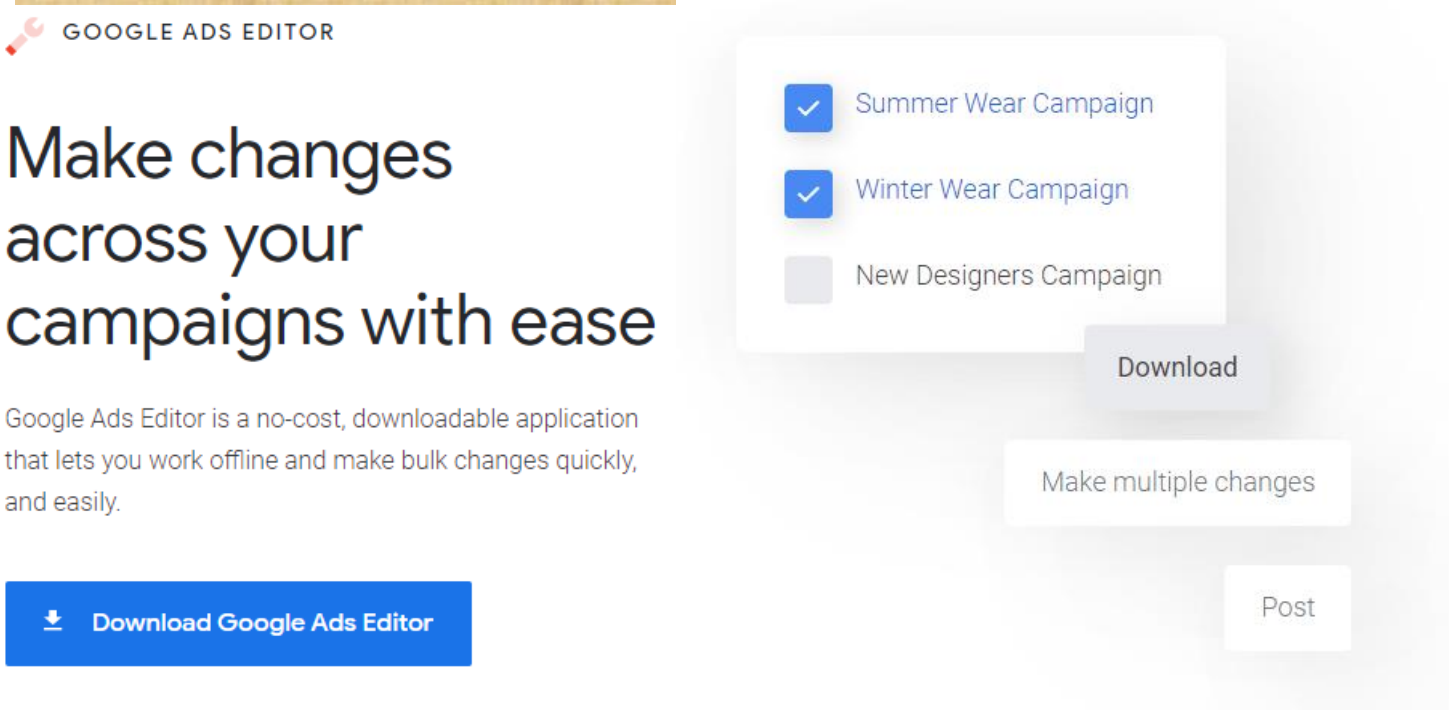
# Google Ads Editor




Be more productive and efficient when managing your campaigns with the Google Ads ad creator and editor tool. Download and install your copy using this link.

**Benefits:**

- Work on your account offline – the ads **editor tool lets you download your campaigns, so you can keep working even when you're offline.**
- Leverage bulk editing tools - **Make changes quickly to all of your accounts all at once. With Google Ads Editor, you can search and replace text, move items, and undo or redo changes across multiple campaigns.**
- Review changes before you post - **See your edits in draft before executing them across your campaigns. Plus, you can export and import files so your colleagues can review and propose changes.**

# Google Ads Academy

Google Ads Academy is a training platform that you can use to grow your skills on all of Google's tools and solutions. It's for anyone who uses the products listed below. When you sign up, you'll be able to access the online courses at any time and complete them at your own pace.

- Android
- Authorized Buyers
- Google Ad Manager
- Google AdMob
- Google Ads
- Analytics Academy
- Google Digital Academy
- Google Marketing Platform
- Google My Business
- Google for Education
- Waze
- With more to come

**Benefits:**

It provides a fast, easy-to-use training platform to build your knowledge: Enroll in a learning path and take the associated courses. Then, you can test your knowledge by taking assessments.

Depending on the learning path that you select, when you pass, you'll earn an achievement or a certification that will be displayed on your profile. This can be used in your resume and will remain valid for one year. To sign-up for you Google Academy account, please visit this link.

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# Google Academy

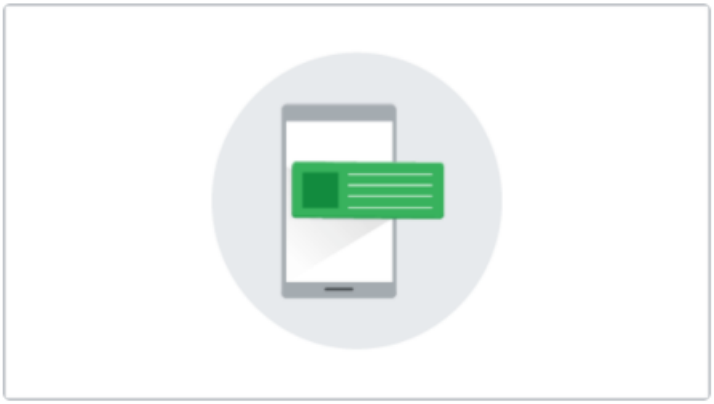
The Google Academy is all-encompassing and has a lot of information that is not useful to pet business owners. With that in mind we have picked some of the most relevant courses and certifications for you to complete below. (click a course to begin).

**Google Ads Search**

Learn the fundamentals of Google Search campaigns and get Google Ads certified.

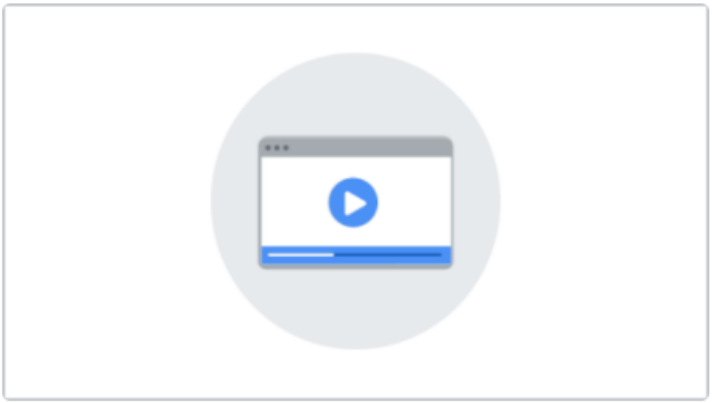
**Google Ads - Measurement**

Learn the fundamentals of measuring digital ad performance and get Google Ads certified.



**Google Ads Display**

Learn the fundamentals of Google Display campaigns and get Google Ads certified.

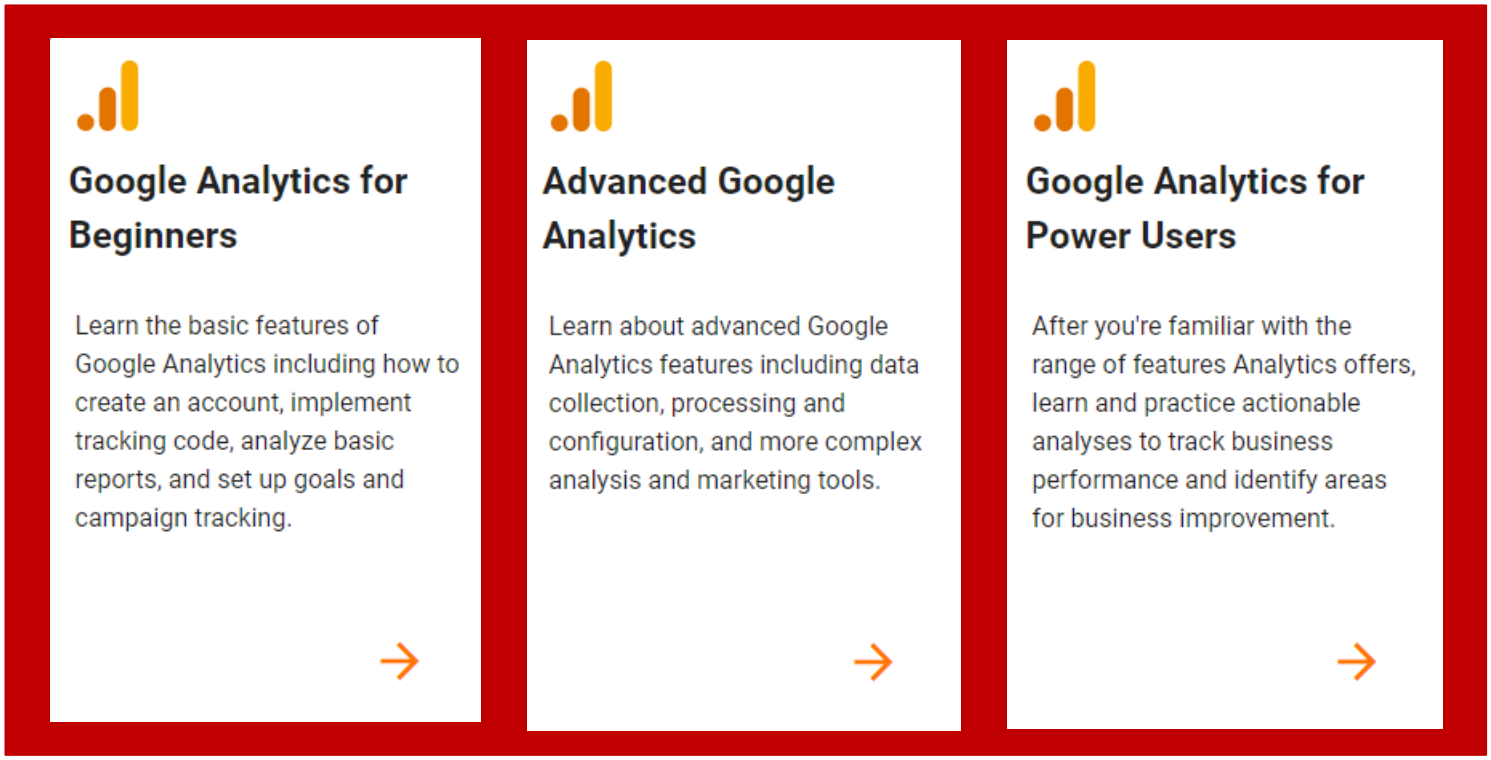


**Google Ads Video**

Learn the fundamentals of Google Video campaigns and get Google Ads certified.

# Google Analytics Academy

"Google Analytics Academy" is very similar to the "Google Ad Academy". However this platform is separate from Google Ads. It is primarily used to track users behavior on your site as well as track the source of the traffic on your site. Once you have a firm command of the metrics and terms in Google Ads, we suggest that you, set up a Google Analytics account and complete the training sessions below:




To view a complete list of Google Analytics courses please visit this link

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# Thank You Offer

Thank you again for joining our webinar and for taking the time to review this digital booklet!

We would like to extend an exclusive offer to participants of this course. We are pleased to offer a **5% discount** on our Search Engine Marketing Services and SEM consulting (This offer is only valid through 9/10/2020 ~ 12/31/2020 and applies to search and display advertising only).

In addition to your discount, we would like to offer a **FREE** market analysis. This document outlines where you stand in the digital market, what your competitors are currently investing in Google Ads, and projects the results you will receive with a Google Ads campaign!

To get your free analysis or to take advantage of your discount please reach out to Boulder SEO Marketing:

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