

**Dog Guard® at Sunward Electronics, Inc. own rights to this brief instruction set that is strictly intended to demonstrate the basics of Google Advertising. While we, at Dog Guard®, hope that you will find this manual useful, we do not stake any claim for Google-related material nor the manner in which it is used. Dog Guard® holds no responsibility to the actual benefit (or lack thereof) of the use of the Google Adwords service.**

**Intro:** Google Adwords is a service offered by Google to place Ads on the Google search website as well as its affiliates (termed 'Google Network'<sup>1</sup>). These Ads are called 'Sponsored Links' and often appear on the top and sides of a google search (after the search has been started).

For Eg, Go to <http://google.com>



Now note the results. We explain it in the following 'Screen capture':

<sup>1</sup> Google Network includes unrelated sites that associate with Google to advertise Google Ads for profit. Sites might or might not include 'youtube.com', 'metacafe.com' etc. Pet products related sites often associate to have Google Ads on its website. So pet products like Dogguard might turn up on pet related websites that are associated with Google.

**'Search phrase' used**

Web Images Video News Maps more »

invisible fence Search Advanced Search Preferences

Rest 1,170,000 for invisible fence. (0.16 sec)

link 1 Invisible Fence® Brand  
www.invisiblefence.com For more than 30 years, we have been keeping dogs safe and happy.

invisible Fence® Brand - Pioneers of Pet Containment, Dog Fence ...  
invisible Fence for over 30 years has contained dogs of all breeds with an amazing 99.2% success rate. Over a million customers keep their dogs safe with a ...  
www.invisiblefence.com/ - 19k - Cached - Similar pages  
Invisible Fence Pet Solutions - www.invisiblefence.com/  
Find Your Local Pet Safety ... - www.invisiblefence.com/  
The Brand Veterinarians Trust - www.invisiblefence.com/  
Schedule a Free In-Home ... - www.invisiblefence.com/af  
More results from www.invisiblefence.com »

**Free links, generated by random google robot programs. Appearing here is not easy, requires your site to have Search engine optimization codes and other complicated and expensive processes that might never work**

link 2 Sponsored Links  
New Humane Contain Brand  
Super Electronic Radio Dog Fences  
24 Hour sale. Don't miss it!  
hightechpet.com

link 3  
DogGuard® hiddenPetfence  
Radio wireless fence 800-865-0495  
Hi-quality & service electronic fence  
dogguard.com

link 4  
PetSafe Products on Sale  
PetSafe Warehouse has all PetSafe Products on Sale Now. Free Shipping  
PetSafe-Warehouse.com

link 5  
Dog Fences - Lower Prices  
Lower Prices and Free Shipping  
Quality Innstek and Petsafe Fences  
www.petstreetmall.com

link 6  
Invisible Fence  
Keep Your Pet Safely In Your Yard

From the above 'capture' we want you to understand the significant differences:

- 1) While free advertising on Google is indicated as 'free links' it is often the case that the website should have the keywords or key phrases like 'invisible fence' embedded directly into your website contents.
- 2) In the case of paid Ads, notice that the Dog Guard® Ad (position number 3) does not have the term 'invisible fence' directly indicated but still appears for the search phrase 'invisible fence'. This is because we have paid Google to show our Ads when certain key phrases are searched.
- 3) Using the term 'invisible fence' directly on the Ad might attract trademark violation issues.
- 4) 'Key phrases' indicate both words and not just one. 'Key words' are single words.
- 5) The links are numbered starting from the number '1' –in position. This plays an important role in the 'Bidding processes' that I will explain in due course.
- 6) **IMPORTANT:** Clearly, who decides who is placed where?!! **The answer lies in the BIDDING.** You indicate your choice of keyword and the amount you are willing to pay for it. Real life sample: Dog Guard® paid \$1.60 per click to be at position 3 above. If I pay more like \$1.80, I might make it to 2. From that it is pretty easy to understand that if someone decides to pay more, our Ad will be moved lower or upper if they pay lesser.
- 7) **Also, Cost per click (CPC) is cost you pay Google if someone clicks on that link (now you know why Google is 'Google', wink!) But seriously,** there is a tool available when you are pricing per click, this tool allows you to determine accurately, the volume that 'key phrase' attracts, the cost and the position.

8) This tool is at: <http://adwords.google.com> >> find the link titled ‘Costs and payments’ on the left hand bottom of the page >> inside that, under the title ‘Avoid Guesswork’, there is a link titled ‘Estimate Keyword Cost’ >> You are now in **Keyword Tool** page, >> on the page under the title ‘Keyword Variations’, as indicated, enter a keyword (for e.g., ‘invisible fence’) and >> in the slot indicated by ‘How much are you willing to pay per click (MAX CPC)’ enter a rough amount like say, \$1.60.

(Note: CPC MAX is the average cost per click for the Ad. Remember that average implies average! You might get 100 clicks in a day and 0 for a month and average comes to ..!)

9) You should get this and follow the details as directed:

The screenshot shows the Google AdWords Keyword Tool interface. At the top, the address bar displays <https://adwords.google.com/select/KeywordToolExternal?defaultView=2>. Below the address bar is the Google logo and the text "It's All About Results™". The main heading is "Keyword Tool". A descriptive paragraph explains that the tool generates potential keywords for an ad campaign and reports their Google statistics, including search performance and seasonal trends. It instructs users to enter their own keyword phrases or a specific URL and to add new keywords to a green box on the right. An "Important note" states that the tool cannot guarantee improved performance and that users are responsible for their keyword choices. Below this, it says "Results are tailored to English, United States" with an "Edit" link. The main form has two tabs: "Keyword Variations" (selected) and "Site-Related Keywords". The "Keyword Variations" tab contains a text input field with the instruction "Enter one keyword or phrase per line:". A red arrow points to this field with the text "Enter 'Invisible Fence' in here". Below the input field is a "Use synonyms" checkbox, which is checked. A red arrow points to this checkbox with the text "Only after you get a list of costs and positions, click here and you can view the volume of clicks the particular word/phrase generally attracts". Below the checkbox is a "Choose data to display:" dropdown menu set to "Cost and Ad Position Estimates". A red arrow points to this dropdown with the text "Only after you get a list of costs and positions, click here and you can view the volume of clicks the particular word/phrase generally attracts". Below the dropdown is a "How much would you be willing to pay per click (Max CPC):" section with a currency dropdown set to "US Dollars (USD \$)" and an empty input field. A red arrow points to this input field with the text "Enter some \$ amount, For e.g., \$1.60, in here". At the bottom of the form is a "Get More Keywords" button. A red arrow points to this button with the text "Click here for a list of costs and ad positions".

- 1) Go to <http://adwords.google.com>
- 2)

Address

Google AdWords

English (US)

To begin, either learn up on your own time OR Click here

Get new customers with Google

Whether you run a small or a large business, advertising on Google and our advertising network can work for you. There's no minimum-spending requirement and you only pay when people actually click your ads.

Begin »

Sign in to Google AdWords with your Google Account

Email:

Password:

Sign in

[I cannot access my account](#)

You create an ad on Google...

People click on your ad...

...And connect to your business

Your ad here  
See your ad on Google and our partner sites.  
[www.your-company-site.com](http://www.your-company-site.com)

Learn about AdWords

- 3) Follow the instructions which are pretty intuitive
  - a. Choose **STANDARD EDITION** and press **CONTINUE** – if you read through and understand Google’s instructions and would therefore prefer the ‘Starter Edition’ please feel free to use it. This manual is for the **STANDARD EDITION** (because that is the only one we know!).
  - b. Choose the language – **ENGLISH** (I figure)
  - c. Choose the territory you need the Ads to work in. For e.g., If I choose to advertise in Troy, NY alone. The way this works is that if a customer were in Troy, NY and logged into a computer in Troy, NY –when the customer searches for ‘Invisible fence’ then all Ads in Troy, NY related to that Phrase will appear. Additionally, all Ads registered nationally under the same Phrases will appear.
  - d. At **Dog Guard**<sup>®</sup>, we had it easy, we chose ‘Countries’ and then the US! But individual dealers will have to choose either **REGIONS OR CITIES OR CUSTOMIZED** and press **CONTINUE**.
  - e. Choose the individual cities and press **ADD** to make it appear in the ‘selected areas’ list or **WRITE DOWN THE CITY NAME** in the box below and press **ADD**. Then click **CONTINUE**.
  - f. This is what you should see:

**Google** AdWords It's All About Results™

**Create an ad**

Example short ad:


[Luxury Cruise to Mars](#)  
Visit the Red Planet in style.  
Low-gravity fun for everyone!  
[www.example.com](#)


**Enter 'www.yourwebsite.com' in these 2 spaces. Make sure you get your website right - Donot worry, this can be edited later.**

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL:  http://  Max 35 ch

Destination URL:   http://  Max 1024 characters

**Once again, follow the instructions and set up the Ad. Remember to be ‘Creative, but informative’. Do not misguide the consumer otherwise you will be paying for clicks from uninterested customers!**

**Click on CONTINUE.**

4) After checking your Ads for error, you will get to the following page:



It's All About Results™

Target customers ▶ Create ad ▶ **Choose keywords**

**Choose keywords**

**Who will see your ad?**

When people search Google for the keywords you choose here, your ad can show. Keywords must be directly related to your ad. (Don't enter 'real estate' when you're selling cars.) Enter 20 or fewer keywords for best results. [Example list](#)

Enter as many specific words or phrases as you like, one per line:

<Type keywords here>

Examples:

```
mars cruise
mars cruises
luxury cruise to mars
```

**Sample keywords based on a scan of your site**

If they describe your product or service, click 'Add'. (See our [disclaimer](#).)

Click categories to view keywords:

- ▶ [Category: dog fence](#)
- ▶ [Category: dog contain](#)
- ▶ [Category: pet fence](#)
- ▶ [Category: wireless dog fence](#)
- ▶ [Category: pet containment](#)
- ▶ [Category: dog trainer collar](#)
- ▶ [Category: dog collar](#)

Choose the key word that you want to add from the categories on the right and they will form a drop down menu with the 'Key Phrases' and the option to **ADD**.

- a. Add a few key words (**NOTE:** you can add/delete/edit keywords later on as well)
- b. 'Key words' and 'Key phrases' are chosen by 'trial and error'.
- c. We used the following 'key phrases':
  - i. Dog Fence
  - ii. Pet Fence
  - iii. Invisible Fence
  - iv. Wireless dog fence
  - v. Wireless fence
- d. Do not worry about the number of 'key phrases' used, the more the merrier, **YOU DONOT HAVE TO PAY UNLESS SOMEONE CLICKS ON THE AD. AND THAT 'SOMEONE' IS DIRECTED TO YOUR WEBSITE.**
- e. Press **CONTINUE** to go to the next page.

Now you should get a page for costs related to the 'key phrases'. Let me explain in brief what they mean:

- 1) **What would you like to spend per day, minimum?** This indicated the budget you have per day, if you have a \$10 budget and Cost per click is \$1.60. **Then if you get \$10/\$1.60 = 6.25 clicks to your website, your AD WILL BE REMOVED. Hence, if you note higher volume, then increase your budget –at your own discretion.**
- 2) **What is the maximum you are willing to pay each time someone clicks on your ad?** Start at \$1.60 for important words like 'invisible fence' and you can edit/delete/add it later.

- 3) You can alternatively choose the ‘View Traffic Estimator’ link to choose estimate cost per click and budget.

Finally, Click on continue, review your information, select to receive help in the form of newsletters from Google **IF YOU WANT**

Then click **CONTINUE TO SIGN UP**

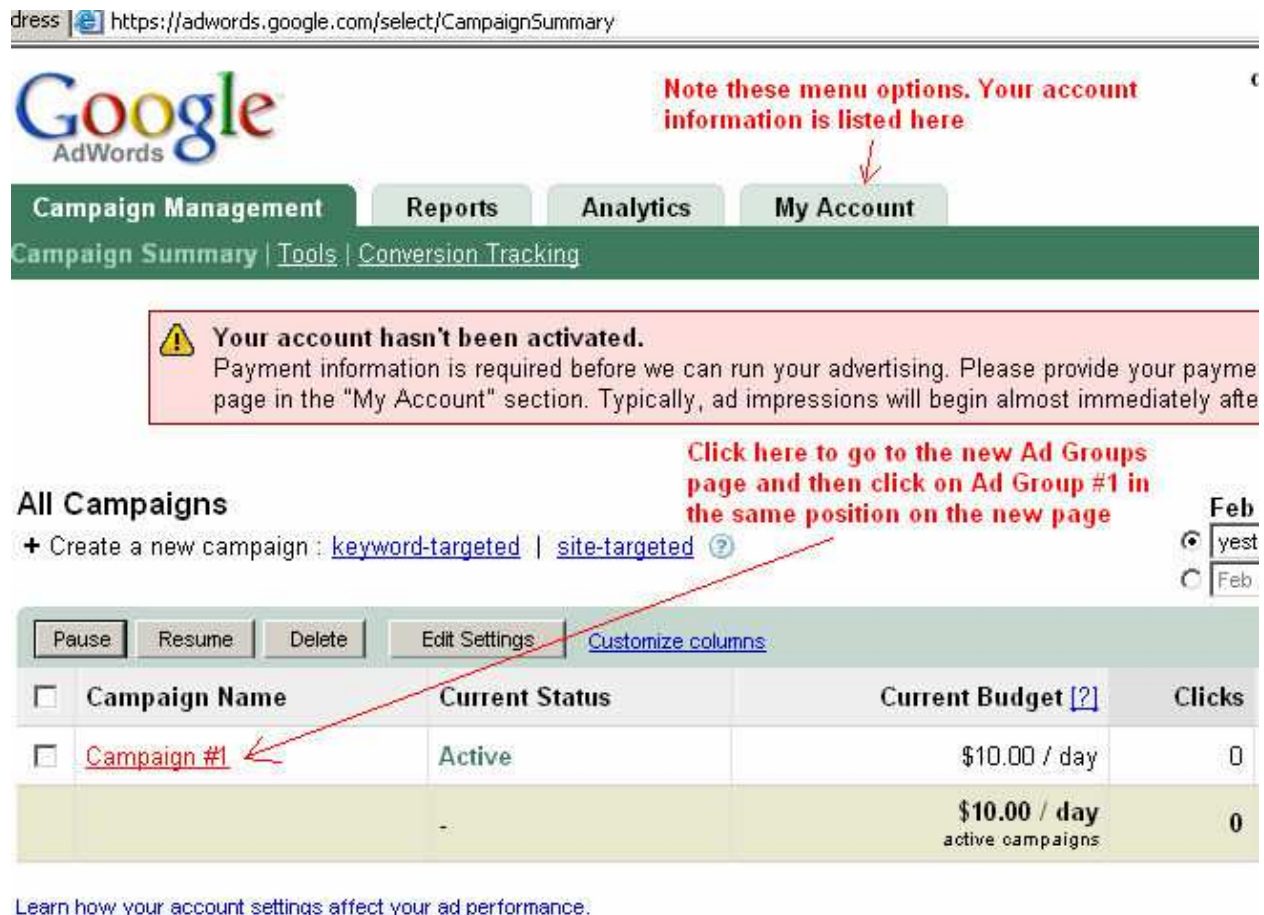
**\*\* Now you get to the ACCOUNT SET UP page**

Here you choose to sign up using an email address. This will be your billing email address, you main user name to the account and then enter a password as well. Obviously, do not enter your email password here (!!)

Keep a tab on this email account, all your bills, etc, will be mailed here. There will be a copy online on your Adwords account but it is definitely good that you keep a tab on your accounts.

1) Once, your account is set up, you should be able to go to <http://adwords.google.com> and login using your email user name and password.

2) There will be a note of ‘account not activated’ on the main entry page in a darkish pink box –Let that be for now.



dress | <https://adwords.google.com/select/CampaignSummary>

**Google AdWords**

Note these menu options. Your account information is listed here

Campaign Management | Reports | Analytics | **My Account**

Campaign Summary | Tools | Conversion Tracking

**⚠ Your account hasn't been activated.**  
Payment information is required before we can run your advertising. Please provide your payment page in the "My Account" section. Typically, ad impressions will begin almost immediately after

All Campaigns

+ Create a new campaign : [keyword-targeted](#) | [site-targeted](#) ?

Feb  
 yest  
 Feb


<input type="checkbox"/>	Campaign Name	Current Status	Current Budget [?]	Clicks
<input type="checkbox"/>	<a href="#">Campaign #1</a>	Active	\$10.00 / day	0
			<b>\$10.00 / day</b> active campaigns	<b>0</b>

[Learn how your account settings affect your ad performance.](#)

3) In the table below, under the title, 'All Campaigns' >> under 'Campaign name' >> Click on 'Campaign #1' >> you get a page for 'Ad group name' >> click on link 'Ad group #1' >>

4) You get to this page now:

Address: <https://adwords.google.com/select/CampaignManagement?campaignid=16338047&adgroupid=390403967&adgroupidx=0>



**Warning:** Your account hasn't been activated. Payment information is required before we can run your advertising. Please provide your payment information on the [Billing Preferences](#) page in the "My Account" section. Typically, ad impressions will begin almost immediately after you submit this information.

### Ad Group: Ad Group #1

[Dogguard](#)  
[Dogguard](#)  
[Dogguard](#)  
[Dogguard.com](#)  
 1 of 1 - [view all](#)

Active — [Pause Ad Group](#) | [Delete Ad Group](#)

**Note these menu options. You can choose to switch between any of them at any time.**  
 1) **KEYWORDS** will give you statistical info. on your list of keywords  
 2) **AD VARIATIONS** will let you **EDIT YOUR ADVERTISEMENT!**

**Avg. position of your ad. Refer Intro in this document. Points 5 & 6 for details on Cost per click (CPC) and position**

Explore the tabs to view details and fine-tune your account. [close](#)

Feb 14, 2007		<a href="#">Change range</a>		<a href="#">Customize columns</a>				
Ad Network	Status	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
Google + search network	Enabled	Default \$1.60 <a href="#">Edit</a>	0	0	-	-	\$0.00	-
Content network	Enabled		0	0	-	-	\$0.00	-
<b>Total</b>			<b>0</b>	<b>0</b>	<b>-</b>	<b>-</b>	<b>\$0.00</b>	<b>-</b>

5) choose 'Keywords' option and you should get this page:



**⚠ Your account hasn't been activated.**  
Payment information is required before we can run your advertising. Please provide your payment information on the [Billing Preferences](#) page in the "My Account" section. Typically, ad impressions will begin almost immediately after you submit this information.

delete keywords by checking them and clicking 'delete'

**Ad Group: Ad Group #1**

[Dogguard](#)  
Dogguard  
Dogguard  
Dogguard.com  
1 of 1 - [view all](#)

Active — [Pause Ad Group](#) | [Delete Ad Group](#)

Use this to add another 'Keyword' to the list. Words added show up when searched within 5 minutes. Price correctly and ensure you are within budget and you should see your Ad.

Edit Keyword settings including CPC and website by clicking here

Notice that 'Keywords' tab is highlighted and therefore selected

Explore the tabs to view details and fine-tune your account. [close](#)

Feb 14, 2007 [Change range](#)

+ Add keywords: [Quick add](#) | [Keyword tool](#) | [Edit Keywords](#) | [Customize columns](#)

1 - 1 of 1 keyword

<input type="checkbox"/>	Keyword	Status	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg.
<input type="checkbox"/>	pet fence	Active	\$1.60	0	0	-	-	-	-
	Content network total	Enabled		0	0	-	-	-	-

This indicates how many times the keyword has appeared on searches - random or not. compare with 'Clicks' which are the number of times people clicked on your Ad from the number of times it appeared!

if keyword doesn't appear on search, click here to run auto test and check what needs to be corrected

6) Choose Ad Variations and you should get this page:

**⚠ Your account hasn't been activated.**  
Payment information is required before we can run your advertising. Please provide your payment information on the [Billing Preferences](#) page in the "My Account" section. Typically, ad impressions will begin almost immediately after you submit this information.

**Ad Group: Ad Group #1**

[Dogguard](#)  
Dogguard  
Dogguard  
Dogguard.com  
1 of 1 - [view all](#)

Active — [Pause Ad Group](#) | [Delete Ad Group](#)

Choose here to edit the Ad! Edit it and click on Save Ad. And it should be up and running in about 5 minutes - it did so in 1 min for me!

Notice that I chose Ad Variations and therefore it is highlighted here

Explore the tabs to view details and fine-tune your account. [close](#)

Feb 14, 2007 [Change range](#)

Delete + Create New Ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Customize columns](#)

1 - 1 of 1

<input type="checkbox"/>	Variations	Actions	Status	% Served	Clicks	Impr.	CTR	
<input type="checkbox"/>	<a href="#">Dogguard</a> Dogguard Dogguard Dogguard.com	<a href="#">Edit</a>	Active	0.0%	0	-	0.00%	\$
	Total: Text ads on content network			0.0%	0	0	-	\$
	Total: Text ads on search			0.0%	0	0	-	\$

7) Now, you need to sign up for Google Analytics –This is the analytical part of Google which helps track and maintain statistics on visits paid to your website. The sign up process is simple and accessible inside Google Adwords itself. Click ‘ANALYTICS’ on the top tag menu of your adwords webpage:

Address <https://www.google.com/analytics/home/provision>

**Google**  
AdWords

Campaign Management   Reports   **Analytics**   My Account

Getting Started

**Improve your site and increase marketing ROI.**

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!

**Click continue. Free google account implies your sign up email account you used for the Adwords.**

**Steps to get Google Analytics**

- ✓ 1. You now have a free Google Account.
2. **Enter your website information for Google Analytics.**

[I already have a Google Analytics account.](#)

Google Analytics dashboard preview

8) Follow the instructions and enter the your website name in the ‘WEBSITE’S URL’ query. The account name will follow the website name. Then Click ‘CONTINUE’.

9) Click yes to the Terms and conditions and click ‘CREATE A NEW ACCOUNT’

10) Here’s the trick part, you will get a code with instructions to copy and paste the code in an **HTML file** that contains the front page content. You will need to do this to ensure that visitors to your website can be tracked. You will need to get someone with the experience to do that. If not, call DogGuard, we will figure a way to do that for you!

11) Once done, Click on **CONTINUE** and you should get a page with a pink ‘**CHECK STATUS**’ **BOX** Click on check status and once it is up and working, you should be set to go.



Campaign Management

Reports

Analytics

My Account

Analytics Settings | View Reports | Click to select Website Profile

**Tracking for your website has not yet been validated: dogguard.com**  
Click 'Check Status' to validate whether or not you have added tracking correctly to your website's home. 'Check Status' will also provide instructions for adding tracking to your website.

[Check Status](#) ← **Click here after pasting code to your website front page file.**

### Analytics Settings - dogguard.com [\(Edit Analytics Account\)](#)

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

**You can view your reports which are very intuitive and easy to understand by clicking here..**

Website Profiles					<a href="#">+ Add Website Profile</a>
Name	Reports	Settings	Delete	Status	
1. dogguard.com	<a href="#">View Reports</a>	<a href="#">Edit</a>	Delete	Tracking Unknown - <a href="#">Check Status</a> Conversion Goals (0)	

To track another website with Analytics, click the 'Add Website Profile' link.

[Access Manager](#)

[Filter Manager](#)

12) Conversion tracking: To track how many people who visit your website actually visit the 'CONTACT INFORMATION' part of your website, you will need this tool. Using this you can find out how many people who visit intend to contact you! Details on the screen capture attached:



This is a tool that you can use to see how many people who enter your site from google check your contact info. -therefore is definitely interested! click here and follow process, similar to the tracking process, but you will paste this code into the Contact information

**Campaign Management** | Reports | Analytics | **My Account**

[Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) Search my ca

**Conversion Tracking - Free!**

'Google conversion tracking has been heaven-sent... I should have done this a long time ago.'

Colleen Nyhus, ProSavvy

'We like this tool a lot ... we use it to identify opportunities to tighten our ROI.'

**Make the most of your advertising budget.**  
Conversion tracking helps you identify the keywords that deliver for you so you can make smarter budgeting decisions. The set-up process is quick, and along the way, you can customize the feature to fit your unique needs.

**Before you get started:**

- Learn more by reviewing our [step-by-step demo](#) (Flash) and [set-up guide](#) (.pdf).
- You'll need to already have approved and running AdWords ads. Also, you, or someone in your organization, must have access to (and be comfortable with editing) your website's HTML code.



12) **Final step – PAY!** Once you go to **MY ACCOUNT PAGE** or click the Dark Pink note on 'Billing preferences', you will get a payment page.

Address <https://adwords.google.com/select/ShowBillingSummaryLegacy>

**Google AdWords**

**We are in the My account section as indicated by this highlighted TAB**

**Campaign Management** | Reports | Analytics | **My Account**

[Billing Summary](#) | [Billing Preferences](#) | [Access](#) | [Account Preferences](#)

**Billing Summary** **Click here to set your payment preferences -like Credit card, bank account etc. This will remain on file and will be charged frequently depending on use.**

February 2007 Showing: Feb 2007 to

[Download as .csv file](#)

Date	Activity	Credits	Charges
Balance carried over from January 2007			

**NOTE Billing info. will be entered here so check this frequently. Remember that in the first few weeks this will require constant monitoring to ensure that you are not charged for something you did not do. intend to do or service you did not receive. Make sure you are on top of the accounting and billing processes. This is automated so it can be harsh.**

*No billing activity in account for this date range.*

13) Give it a few minutes if you pay by credit card and then go to google.com and search for any one of the keywords. You will see your Ad on one of the positions. If you do not see it, press the search button again and it should appear, it simply means that you need to pay more Cost per click to ensure that it enters the front page. Once again, practise makes perfect! If you feel the need for any help at any point in time, call us, or read up more on Google help or call us ☺