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**GOOGLE
ADWORDS
HANDBOOK**

for tour & activity providers

Marcel Whelan

Google AdWords Handbook for tour and activity providers

by Marcel Whelan

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Checklist for launching AdWords

Follow this checklist to make sure your first AdWords strategy is comprehensive and ready to launch. Refer to the page number beside each checkbox to make sure you have included the key features outlined in this eBook into your campaigns.

- Set up AdWords Account p 6
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- Create Ad groups p 7
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Introduction

What is Google AdWords?

Google AdWords is Google's advertising platform. It helps businesses showcase their products to customers who are looking for something they provide, the moment they search on Google. AdWords also helps you re-engage potential customers who visited your site but did not make a purchase, by showing them display ads on the Google Display Network (GDN), which is comprised of over 1 million sites.

How can AdWords help my tour & activity company?

AdWords is a great tool for tour & activity companies as it allows them to connect with potential customers who are in the market for their product. More and more people are organizing their vacations themselves, as the internet has made information about their destination a lot more accessible. AdWords can help you raise more brand awareness for your company and help sell more tours & activities. We'll explain exactly how you can connect with these customers, with AdWords best practices throughout this eBook.

Difference between Pay Per Click (PPC) & Search Engine Optimization (SEO)

AdWords is a PPC tool, and PPC should not be confused with SEO. SEO is the process of optimizing the visibility of a website or a web page in a search engine's unpaid results. PPC is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine's paid results.

How does AdWords PPC work?

AdWords empowers you to pick specific keywords that you would like to bid on. For example, if you are a rafting tour provider in Interlaken, Switzerland, you will want to show ads to people looking for your products in your location. A relevant keyword to bid on in this scenario would be rafting tours interlaken. Your ad will then show on Google's top results, before the organic unpaid results.

You pay on a cost per click (CPC) basis, therefore you will only be charged if someone actually clicks on your ad. How much you pay will depend on how much you bid on your keywords. When you make a bid on a keyword you will be prompted by Google if your bid is below the required amount to serve your ad.

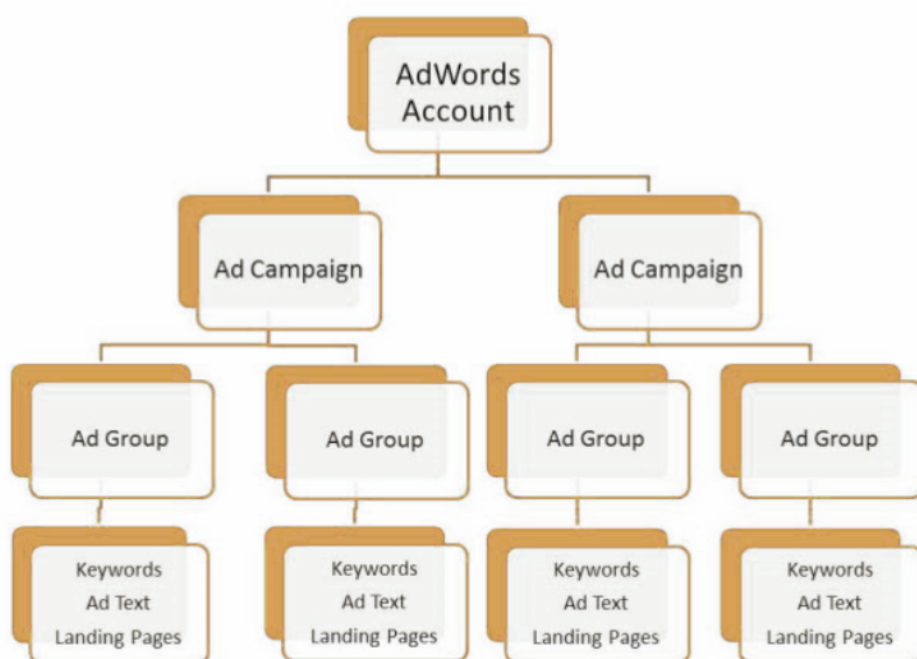
AdWords Overview





AdWords Account Structure

There are four levels to an AdWords account. The highest level is the account level which consists of all levels below it. Next is the campaign level: this is an overall strategy or objective that you are trying to achieve. The campaign is comprised of ad groups, this is the next level of the account. Ad groups are generally sub-themes of the campaign's objective. The lowest level is what the ad groups are comprised of, which is keywords and ads. The keywords will trigger the ads, and the ads will link to the relevant page on your site that is related to the search query. You can set up an AdWords account at www.google.com/adwords.





Effective AdWords Strategy

Knowing how to set up your AdWords account structure can be difficult if you've never done it before. It's best to keep things simple. Four key campaign types that are good to create are: Brand, Search Intent, Competitor & Remarketing.

Brand Campaign

A brand campaign allows customers find you easily if they search for your company's name. You may already show up through the organic results but it's a best practice to bid on your own brand name. The CPC is generally quite low as the keyword will have a high quality score. It is also a good defensive strategy, should anyone else try to bid on your brand name.

Search Intent Campaign

Search Intent will be your most important campaign. It will include the specific keywords that are related to what tours & activities your company provides. Say you sell rafting tours, canyoning tours and bike tours. You will want to separate each of these tours into different ad groups. For the rafting tours ad group you might choose keywords like "whitewater rafting", "beginner rafting tours", "extreme rafting tours". The rafting ad group should only show ads related to rafting as they are relevant to the rafting keywords in that ad group.





Remarketing Campaign

Remarketing is a very powerful tool for tour & activity companies. With remarketing code you can tag visitors of pages on your site with a cookie and show ads to that visitor while they browse elsewhere on the internet. Say someone was halfway through booking one of your trips when they were interrupted and exited your site without completing a purchase. You can use remarketing to remind them that they still have a product in your website's online basket. Perhaps you could incentivise them to complete the purchase by also offering a 5% discount, with a code displayed in your ad. Tips on how to set up remarketing can be found in the Tracking & Analytics section of this eBook.

Competitor Campaign

No matter what type of tour and activity company you have, you will always have competitors. AdWords gives you the opportunity to stay one step ahead of them by bidding on their brand name and appearing before their organic search results on Google. CPCs are generally higher for competitor brand names but it can be invaluable to poach customers from your competitors.





Keyword Match Types

AdWords has 4 different keyword match types. Each plays a distinct function, and it is good to include a mix of match types in your AdWords campaign.

So what types are there?

Broad Match

Broad match keywords cast a wide net when triggering ads. They will trigger your ads very easily if the search term is even a close variant keyword. Using broad match keywords can be risky as you can potentially drive irrelevant traffic to your site. For example, if you bid on a keyword like *winter sports alps* you could trigger for the search term *snowboarding lessons alps*, which may not be relevant to what you provide. Using broad match keywords as opposed to broad modified is a common mistake for first time AdWords users.



Broad Modified

Broad modified has a “+” in front of each word within the keyword; +broad +modified. This match type requires every word in the keyword to be included in the search term in order for your ad to be triggered. So the search term *broad keyword that is modified* can be triggered for +broad +modified.



Phrase Match

Phrase match has quotation marks around the keyword: “phrase match”. This match type requires the order of the keywords to be included in any part of the search query. So the search term *what does phrase match mean?* can be triggered for the keyword “phrase match”. The query *phrase and broad match keywords*, will not trigger for the keyword “phrase match”.

Exact Match

Exact match has brackets around the keyword: [exact match]. This match type requires the search term to be the exact same as the keyword. So the only search term that can trigger the keyword [exact match] is exact match.

If you’re not sure which match types to use first, always start with broad modified and then introduce exact and phrase match keywords after you see what performs best. Save yourself hours of time by using this tool to add the right syntax to your keyword match types: www.matchpeg.com/misc/adwordsgenerator.asp.

The taxonomy of the keyword	Symbol assigned to the keyword	Example Keyword	Example searches
MATCH TYPE	SPECIAL SYMBOL	EXAMPLE KEYWORD	EXAMPLE SEARCHES
Broad Match	none	outdoor activities	out door activities
Broad Match Modifier	+keyword	+outdoor +activities	outdoor adventure activities
Phrase Match	“keyword”	“outdoor activities”	great outdoor activities spain
Exact Match	[keyword]	[outdoor activities]	outdoor activities



Negative Keywords

Now that we've covered keywords, we will need to discuss negative keywords. What if you don't want your ads to show up for specific search queries. Potential examples could be: jobs, career, books etc. Say you own a paragliding tour company and are bidding on the keyword *paragliding tours*. Someone could trigger your ad if they search *paragliding tour jobs*, therefore it is a best practice to negate the keyword *job* from your campaign. This method will help you spend less budget on irrelevant searches that don't help you sell tours.

☐ Negative keywords

Ad group level

jobs
career
books
videos
free|



Good Ad Copy

AdWords ads consist of a headline, 2 description lines, a display url and a destination url embedded into the ad. There are character limitations to each part of the ad: headlines are allowed 25 characters, while description lines and display urls are allowed 35 characters each. You should always strive to fill as much of the ad space as possible so your ad occupies the maximum amount of ad real estate on the search results page.

Your headline should clearly outline what your ad is about and be distinct but very relevant to the search query. The 2 description lines should elaborate what the page they will be brought to is about, or what the tour or activity you're selling involves. **You should try different ad types: two styles of which are benefits and features.** Benefits are related to the experience the customer will receive if they purchase your product. Features explain what is specifically involved in the offer you provide.

Benefits Ad

Headline	Ontario Rafting Adventure	25
Desc. line 1	Row & ride the rapids of the mighty	35
Desc. line 2	Maggie river, book your tour today!	35
Display URL	www.magpierraftingtours.com	26

Ontario Rafting Adventure
www.magpierraftingtours.com
 Row & ride the rapids of the mighty
 Maggie river, book your tour today!

Features Ad

Headline	Ontario Rafting Adventure	25
Desc. line 1	Guide, gear, 2 hour rafting trip &	34
Desc. line 2	Bbq for \$125. Book your trip today!	35
Display URL	magpierraftingtours.com/rafting-deal	35

Ontario Rafting Adventure
magpierraftingtours.com/rafting-deal
 Guide, gear, 2 hour rafting trip &
 Bbq for \$125. Book your trip today!



You should always end your ad with a call to action (CTA) to encourage the recipient to take the next steps along the sales funnel. A good call to action is “book your tour today!” Your ads should always direct to the most relevant page of your website, not necessarily your homepage.



Dynamic Keyword Insertion

Dynamic Keyword Insertion (DKI) allows you to serve more relevant ads to potential customers. Say you are a fishing tour company that offers beginner, intermediate and expert fishing trips. People could be looking for each type of trip. DKI will insert whichever keyword was triggered into the ad.

To use DKI you need to have a default line of text that will appear if DKI does not fire. This is put in if the keyword you are bidding on is too long. To use DKI, write the syntax {KeyWord:}, where the default text is inputted after the second colon and before the parenthesis. Depending on what keyword was searched for, DKI will insert the appropriate value. Note in the table below how capitalising “K” or “W” impacts the casing of the result.

DKI syntax for casing	What text looks like in the AdWords interface	Keyword you bid on and what is searched	What the ad recipient sees
DKI Text	DKI Default Text	Keyword & Search Term	Result
{KeyWord:}	{KeyWord:Great Fishing Trips}	beginner fishing trips	Beginner Fishing Trips
{Keyword:}	{Keyword:Great Fishing Trips}	intermediate fishing trips	intermediate fishing trips
{keyword:}	{keyword:Great Fishing Trips}	expert fishing trips	expert fishing trips
{KeyWord:}	{KeyWord:Great Fishing Trips}	expert fishing trips in florida	Great Fishing Trips

DKI will generally improve your click through rate (CTR) and can potentially improve your quality score, while also lowering your CPC.



Desktop Ads

In every ad group you should have one DKI desktop ad and one static (non DKI) ad. This will allow you to see what works best in terms of CTR and CPC.

trekksoft.com - Tour Operator Software

Ad www.trekksoft.com/ ▼

Take Bookings from Anywhere. Ready in 15 Min. Try for Free Now!

Sell Tours Everywhere · Verify Tickets · Manage Bookings

Manage prices, capacity & sales from one platform – TechCrunch

Why TrekkSoft?

TrekkSoft caters to all businesses in the tours & activities market.

For Tour Operators

Several tours in multiple places? Manage your business w/ TrekkSoft.

Pricing

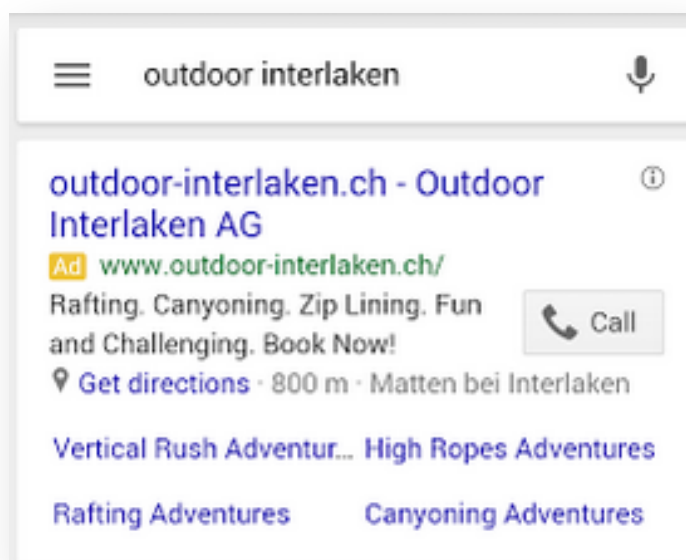
A small price to pay to grow your business. Learn more & get started!

One-Stop-Shop Solution

Management, distribution, payments and more. We've got you covered!

Mobile Ads

Similar to desktop, you should use one DKI mobile ad and one static ad in each ad group. Mobile ads allows a potential customer to ring your company directly from the ad. You should always remember to link mobile ads to a mobile optimized landing page to ensure the user experience is consistent.





Ad Extensions

Ad extensions serve multiple purposes, mainly: reducing your CPC, providing more information and navigation for your customer, increasing your ad rank, and increasing ad presence on the page. Many first time tour & activity advertisers fail to utilise all the features offered to them by Google and the effects can be a hindrance to their campaigns. But what kind of ad extensions are useful? Two should be included in all search advertisers campaigns: sitelinks and callouts.

trekksoft.com - Tour Operator Software
Ad www.trekksoft.com/ ▼
 Take Bookings from Anywhere. Ready in 15 Min. Try for Free Now!
 Sell Tours Everywhere · Verify Tickets · Manage Bookings
 Manage prices, capacity & sales from one platform – TechCrunch

Why TrekkSoft?
 TrekkSoft caters to all businesses in the tours & activities market.

Pricing
 A small price to pay to grow your business. Learn more & get started!

For Tour Operators
 Several tours in multiple places? Manage your business w/ TrekkSoft.

One-Stop-Shop Solution
 Management, distribution, payments and more. We've got you covered!

Callouts (points to the top text of the ad extension)
Review (points to the TechCrunch review text)
Sitelinks (points to the four extension boxes)

Sitelink Extensions

These are links to other pages of your website and give the searcher the option to visit a specific page as opposed to the default destination url of your ad. Perhaps you have a pricing page, contact page, features page, and an about page that would be beneficial to promote in your ad. Make sure to add descriptions to each of your sitelinks so you take up more ad real estate. See the example above.



Callout Extensions

Callouts are a relatively new feature released in the Summer of 2014. Essentially they are three 25 character bragging right slots. Perhaps things like: 16 Different Tours, Free Rentals, and Group Discounts. AdWords are quite lenient on what you use these for so feel free to experiment. See the example below.

Review Extensions

Has a publisher reviewed your company within the last 12 months? If so, it will be useful to paraphrase a piece of the review. You can then add this as a review extension in your AdWords ad. Note that Google only accept reviews from official publishers and not individuals. See the example below.

Call extensions

Call extensions integrate your phone number into your ad copy. This can be particularly useful when showing ads on mobile devices, as customers can call you directly from your ad.

Location Extensions

Location extensions allow you to show where your business is located. It requires your company to have a Google My Business account. Getting a Google My Business account is a good idea regardless. It will show your business on a Google map on the search results page when your company name is searched organically.

Location **outdoor-interlaken.ch - Outdoor Interlaken AG™** Call

Anzeige www.outdoor-interlaken.ch/

Grossartige Adventure Aktivitäten Spass & Herausforderung. Buche hier

📍 Hauptstrasse 15, Matten bei Interlaken 033 826 77 19

Vertical Rush Adventures High Ropes Adventures
Canyoning Adventures Rafting Adventures

Campaign Settings

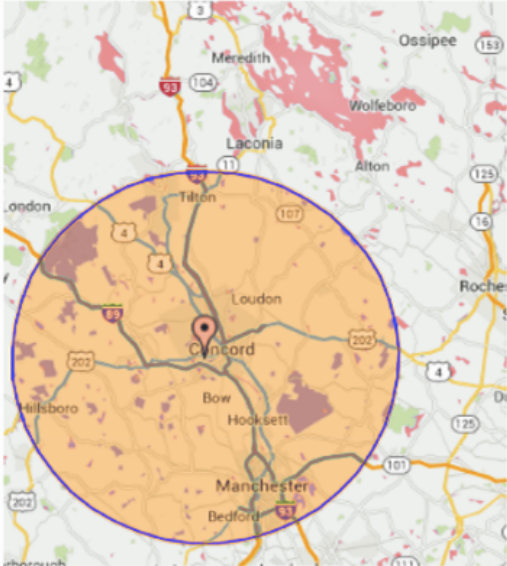
Important details can sometimes get overlooked in AdWords. Settings allow you to control: what location your ads are targeted in, what language they are targeted in, how your ads are rotated, and when your ads are shown.





Location Targeting

Depending on your strategy, you may want to include or exclude a certain location. Say you want to target the United States but not the state of Florida because historically your cost per conversion is much higher there. To set this up you would target the USA but exclude Florida.



Search | Radius targeting | Location groups | Bulk locations

Click the blue map marker above and select a point on the map.

20.0 mi around New Hampshire, US - custom


ADDED

Remove

Locations within this target	Show all	Reach	
Hillsborough County, New Hampshire, United States - county		743,000	Add E
Rockingham County, New Hampshire, United States - county		516,000	Add E
Merrimack County, New Hampshire, United States - county		255,000	Add E
Belknap County, New Hampshire, United States - county		93,000	Add E
Strafford, New Hampshire, United States - city		4,000	Add E

Show locations on map

You may also only want to target a specific radius on the map. Perhaps you want to target 20 miles from where your tour & activity company is situated. This will allow you to bid more confidently as you know they are very close to your business and have high potential to convert.



Search | Radius targeting | Location groups | Bulk locations

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.

Targeted locations	Reach	Remove all
United States - country	433,000,000	Remove Nearby

Hide locations on map

Excluded locations	Reach	Remove all
Florida, United States - state	28,400,000	Remove Nearby

Hide locations on map



Choose the language of the sites that you'd like your ads to appear on. Be sure to select the language of the sites that you want to target.

☒ All languages

<input type="checkbox"/> Arabic	<input type="checkbox"/> Greek	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Romanian
<input type="checkbox"/> Catalan	<input type="checkbox"/> Hindi	<input type="checkbox"/> Russian
<input type="checkbox"/> Chinese (simplified)	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Serbian
<input type="checkbox"/> Chinese (traditional)	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Slovak
<input type="checkbox"/> Croatian	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Czech	<input type="checkbox"/> Italian	<input type="checkbox"/> Spanish
<input type="checkbox"/> Danish	<input type="checkbox"/> Japanese	<input type="checkbox"/> Swedish
<input type="checkbox"/> Dutch	<input type="checkbox"/> Korean	<input type="checkbox"/> Thai
<input type="checkbox"/> English	<input type="checkbox"/> Latvian	<input type="checkbox"/> Turkish
<input type="checkbox"/> Estonian	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Malay	<input type="checkbox"/> Urdu
<input type="checkbox"/> Finnish	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> French	<input type="checkbox"/> Persian	
<input type="checkbox"/> German	<input type="checkbox"/> Polish	

Save Cancel

Language Targeting

As a rule of thumb it's always good to target all languages as it accounts for the searcher to be bilingual. It doesn't matter if you're targeting people who speak Arabic when all your campaigns are in English as your ads will only be triggered when they type the English keyword.

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the week.

All days 9 AM : 00 to 6 PM : 00 X

+ Add

Display clock ☒ 12-hour ☐ 24-hour

Time zone America/New_York (cannot be changed)

Save Cancel

Ad Scheduling

Say you don't want to run ads at a particular time of the week as no one will be able to help a customer from the hours of 9pm to 6 am. You can schedule your ads to show at the times that are most important to you.

☒ Optimize for clicks: Show ads to users who are most likely to click on your ads. Ideal setting for most advertisers.

☐ Optimize for conversions: Show ads to users who are most likely to convert. Ideal setting if you use AdWords conversion tracking. Unavailable because conversion tracking is not enabled.

☐ Rotate evenly: Show ads to users who are most likely to click on your ads. May be appropriate if you optimize for clicks.

☐ Rotate indefinitely: Show ads to users who are most likely to click on your ads. Not recommended for most advertisers.

Save Cancel

Ad Rotation

If you want to rotate your ads evenly to see which one has the highest CTR or conversion rate you can select this setting. If you want to optimize for clicks you can let your ads run and AdWords will always show your best performing ads.

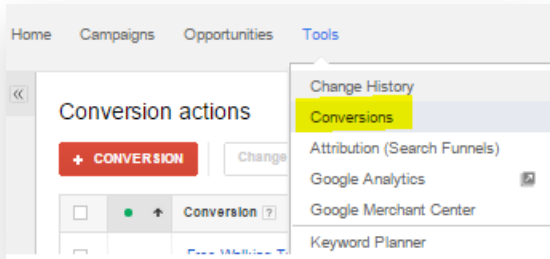
Tracking & Analytics



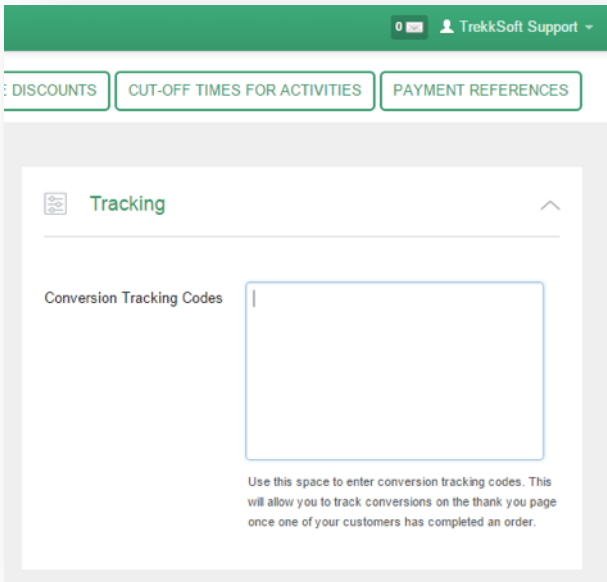


Conversion Tracking

In order to measure how successful your AdWords campaigns are, you will need to implement a conversion tracking code. A conversion is essentially an action undertaken on your website that you choose. Typically, tour operators will want to track purchases, but you could also track contact submissions or brochure downloads. Setting up conversion tracking will allow you to clearly understand what your return on ad spend is. The easiest way to set it up is by having a confirmation page after they have completed the action. You can get the tracking code from the tools tab of your AdWords account.



With TrekKSoft you can copy and paste your conversion checkout section of the admin desk. This takes just 1 minute to set up, saving you time and hassle.





Google Analytics Tracking

AdWords will only provide you with data about people who saw and clicked on your ads and converted due to your ads. In order to understand the route they took to the purchase, you will need to integrate your AdWords account with your Analytics account. This can be done from the admin page under the property column. Once you have linked the account, you will be able to see which keywords are driving the most engagement on your site and how many pages someone visits before they make a purchase.

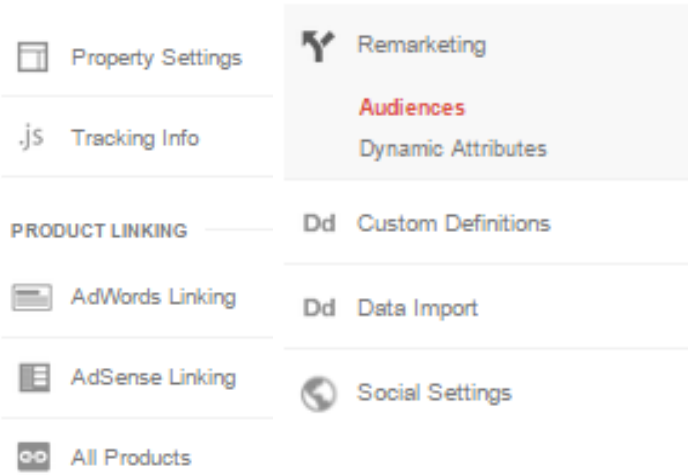
If you don't already have Google Analytics integrated to your website, you can set up analytics with your TrekkSoft account very easily. Sign up for a Google Analytics account at www.googleanalytics.com, then you will be given a unique code to use for tracking. Add this code to the Google Apps section of the TrekkSoft admin desk and all your site visits will be tracked through Google Analytics.

The screenshot shows the TrekkSoft admin interface. At the top, there is a green header bar with a gear icon and the text 'Apps'. To the right of the header bar, there is a notification icon with the number '0' and a user profile icon labeled 'TrekkSoft Support'. Below the header bar, a dropdown menu is open, listing various applications: TripAdvisor, Google, Facebook, Twitter, SkyScanner, SEO, Live Chat, Optimizely, and All Apps ... The main content area is titled 'Google Analytics' and contains two input fields. The first field is labeled 'Analytics Tracking Code' and contains the text 'UA-123456789'. Below this field, there is a note: 'The Google Analytics tracking code in the format UA-XXXXXXXX-X'. The second field is labeled 'Tag Manager Container ID' and is currently empty. Below this field, there is a note: 'The google tag manager container ID in the format GTM-XXXXXX'.



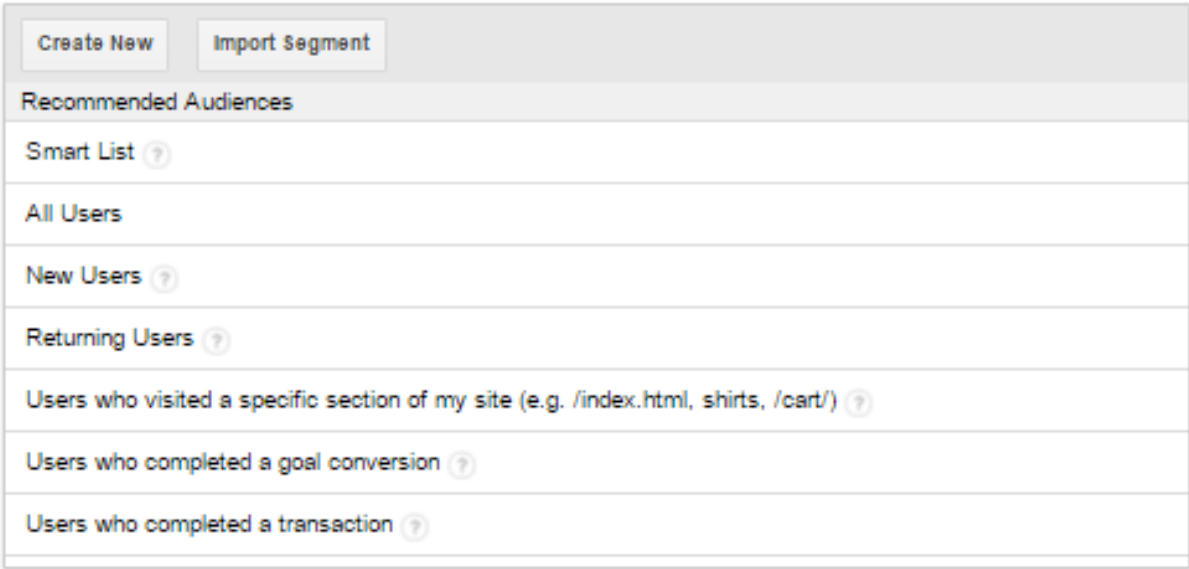
Setting up Remarketing

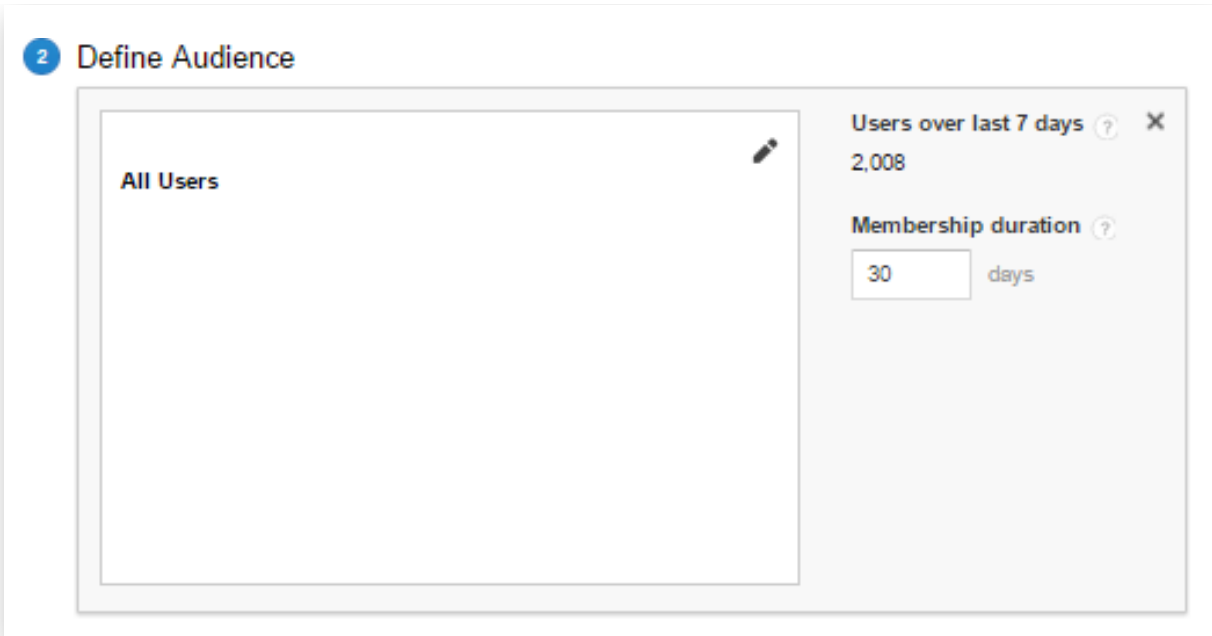
If you want to capture a particular audience to showcase ads to (for example, people who came to your site but did not complete a purchase), go to the admin tab of your Analytics account, click on remarketing, and then click on audiences.



First you will want to target “All Users”, this is everyone who visited your site.

2 Define Audience

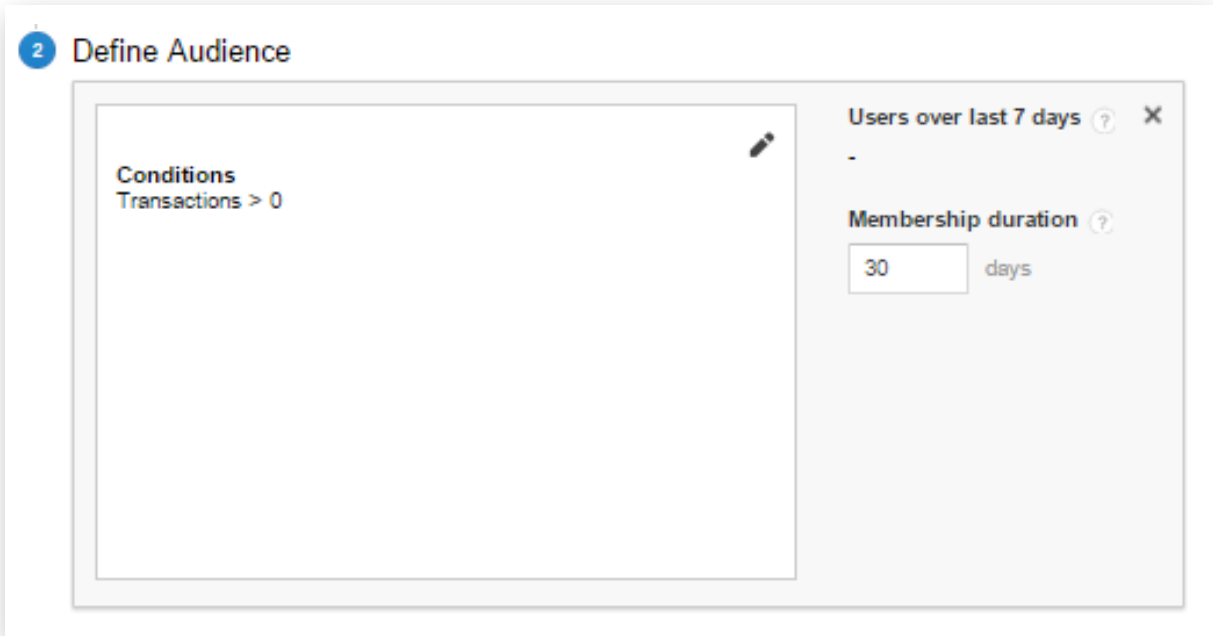




Save this audience for people who have visited in the last 30 days so that they are recent visitors.

Then using the same method, create an audience of all the people who made a transaction on your site.

If your AdWords and Analytics have been linked, when you save these audiences they will also be saved to your AdWords account. Target your most recent visitors and exclude those that have made transactions.

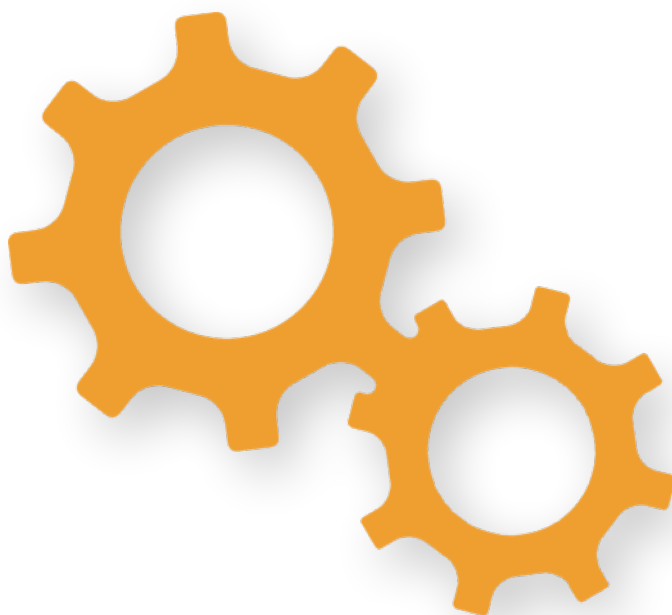




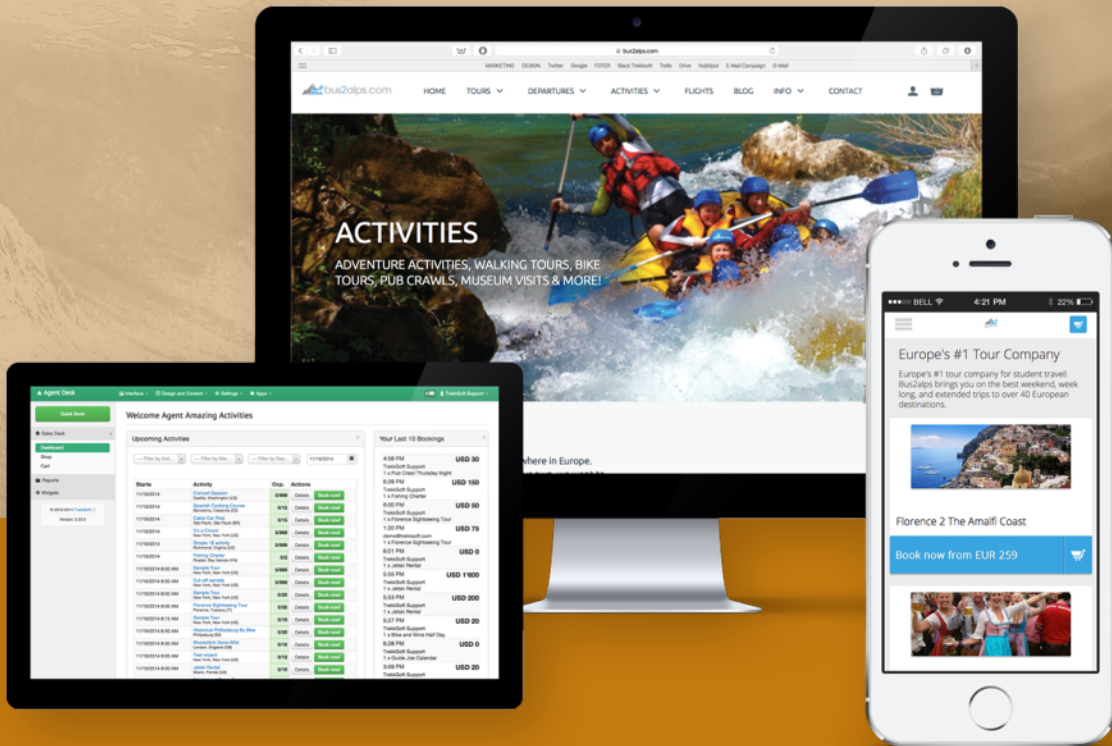
Further Support

This eBook was designed to give you insight into AdWords management and strategy for your tour & activity company. If you would like to learn more, there are plenty of resources provided from Google at <https://support.google.com/adwords/>. If you have any specific questions about how to manage your AdWords account or would like to use TrekSoft's AdWords support service, please email marketing@trekksoft.com.

You might also want to watch the recording of a webinar on Google Adwords: <http://info.trekksoft.com/google-adwords-webinar-for-tour-and-activity-operators>



TREKK SOFT



**CREATE
YOUR OWN
BOOKING WEBSITE**
with just a few clicks!



**GOOGLE ADWORDS
HANDBOOK**
for tour & activity companies