

GOOGLE ADS

An effective website helps you share information, establish a business presence, enable sales, leads or bookings, and build brand awareness. It facilitates communication, showcases portfolios, generates contacts for you to follow up, creates online communities, offers education and training, and provides entertainment.

A website drives conversions by turning visitors into customers through optimised user experiences and clear calls to action, and by growing email databases through lead magnets and effective subscription prompts.

A website that performs well, should attract a good level of (relevant) search traffic.



MYAGENCY

CHECKLIST	
Do you have a Google MyBusiness Listing?	
Do you have a strategy for encouraging client / customer reviews on your GMB profile?	
When you Google your business from a private browser - where does your website appear and what do you see? If the meta description is not compelling enough to encourage clicks, you may need to improve this!	
Review keywords people are searching to in relation to your business.	
Optimise Your Homepage	
Optimise Your Meta Data (Meta Titles, Descriptions, & H1 Headings)	
Alt Text - rename images	
Take a birds eye view of your product (or service) descriptions.	
Install Google Analytics on your website.	

GOOGLE MY BUSINESS LISTING

A Google My Business (GMB) listing is beneficial for your business because it enhances your online presence and makes it easier for potential customers to find and contact you.

It improves local SEO, increasing the chances of your business appearing in local search results and Google Maps.

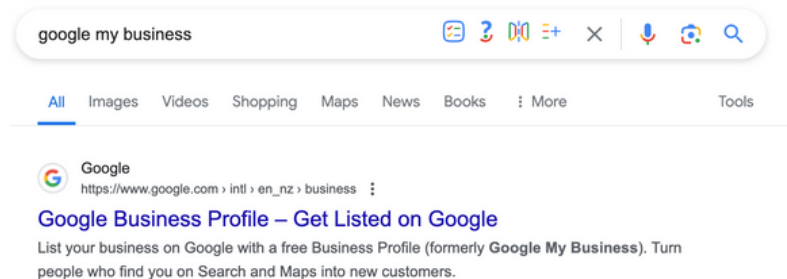
GMB provides essential information such as your business hours, location, contact details, and customer reviews, which helps build credibility and trust. It allows you to engage with customers through posts, updates, and responses to reviews, fostering better customer relationships and driving more traffic to your website or physical location.

SETTING UP GMB

Step-by-Step Instructions for Creating a Google My Business Listing

1. Sign in to Google My Business:

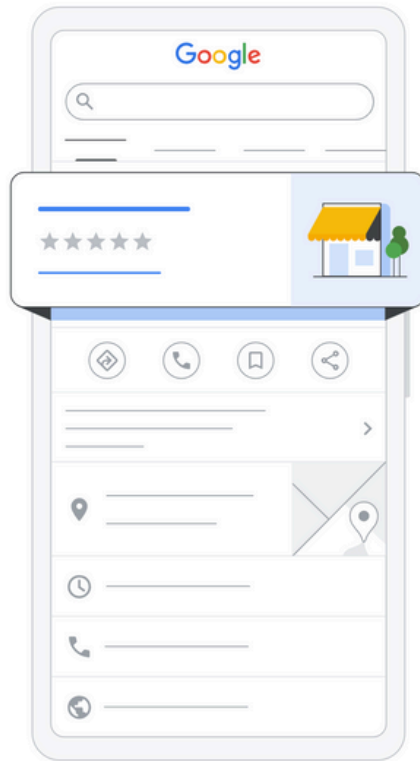
- Go to Google My Business.
- Click on "Manage now."
- Sign in with your Google account. If you don't have one, create a new Google account.



2. Enter Your Business Name:

- Enter your business name in the search box.
- If your business name appears in the drop-down menu, select it. If not, click on "Add your business to Google."

BREWERS GUILD OF NEW ZEALAND



Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

3. Choose Your Business Category:

- Select the category that best represents your business. This helps Google understand what your business is about and which searches your listing should appear in.

4. Add Your Location:

- If you have a physical location where customers can visit, click "Yes" and enter your address.
- If you don't have a physical location but offer services or deliveries, click "No" and specify the areas you serve.

5. Add Contact Information:

- Enter your business phone number and website URL. This information makes it easier for customers to contact you directly.

BREWERS GUILD OF NEW ZEALAND

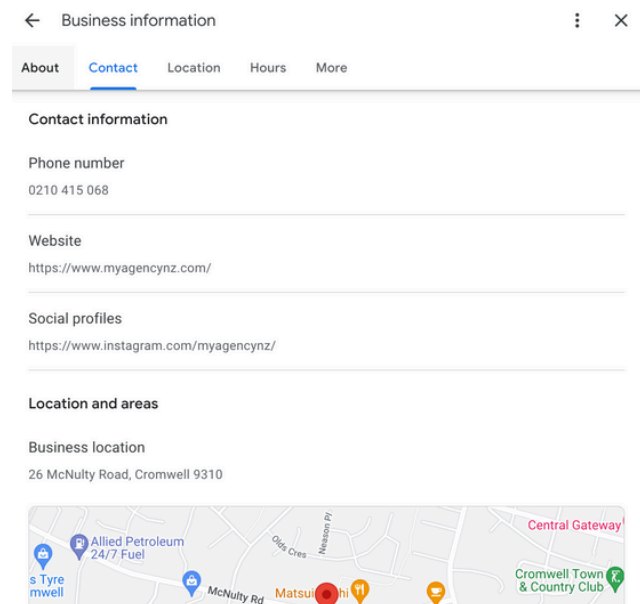
6. Verify Your Business:

- Choose a verification method. Most businesses opt for postcard verification, where Google sends a postcard with a verification code to your business address. Other methods include phone or email verification, if available.
- Once you receive the postcard, sign in to Google My Business and enter the verification code to confirm your business listing.



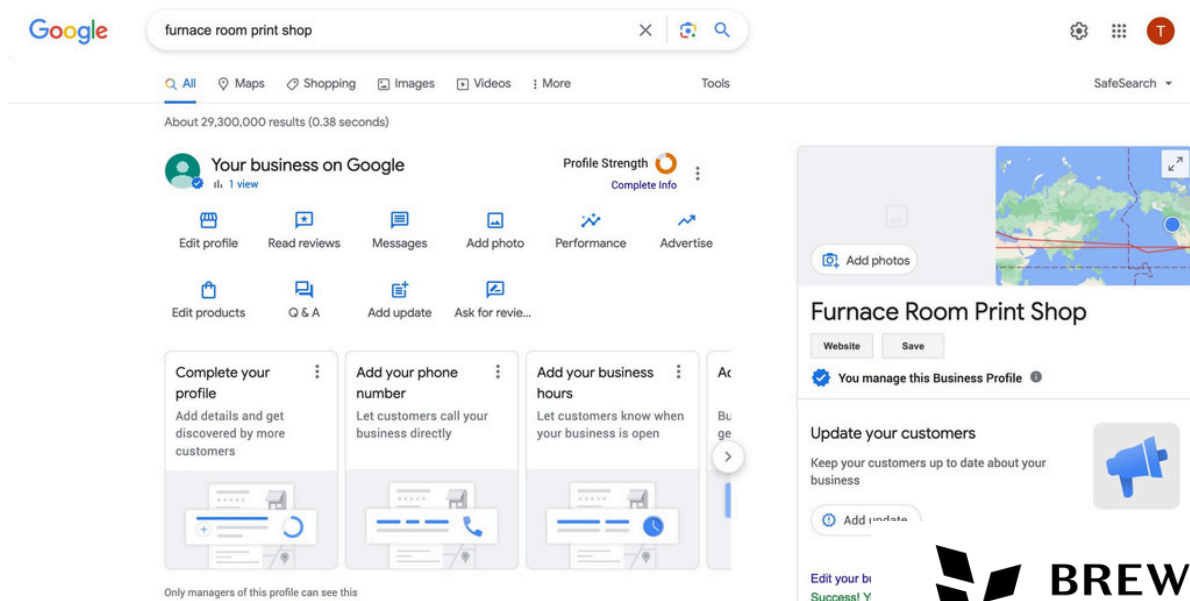
7. Complete Your Profile:

- After verification, complete your business profile by adding additional information such as business hours, photos, a description, and any other relevant details.
- Make sure your profile is as complete and accurate as possible to provide potential customers with all the information they need.



8. Optimise and Maintain Your Listing:

- Regularly update your listing with new photos, posts, and any changes to business hours or services.
- Respond to customer reviews and messages to engage with your audience and build a positive online reputation.



WHY USE KEYWORDS?

Keyword research is a powerful tool because it allows you to gauge demand for products and services. It can help you create search worthy page copy, write effective meta descriptions and ensure your page titles are in line with what people are seeking out.

It is also interesting to understand what people are searching in relation to your product or service. Quite often we are using technical terms which are not necessarily what people are searching for.

Examples of this are when solicitors use the legal descriptions of the type of agreements involved in the dissolution of marriage, but people are searching for 'how to get a divorce'. Keyword research helps you find the terms your consumers are using, and helps you identify what to include on your website.

Example 1: Health and Wellness Coaching

- Technical Term: Menopause Management Program
- Common Search Term: How to deal with menopause symptoms

Example 2: Mortgage Advisory Services

- Technical Term: Mortgage Refinancing Options
- Common Search Term: How to lower my mortgage payments

Example 3: Construction Services

- Technical Term: Home Renovation Consultation
- Common Search Term: How to rennovate my house

Example 4: Fashion Design

- Technical Term: Sustainable Fashion Collections
- Common Search Term: Where to buy eco-friendly clothes

Example 5: Event Catering

- Technical Term: Corporate Event Catering Services
- Common Search Term: Best catering for office parties

Example 6: Real Estate

- Technical Term: Residential Property Investment
- Common Search Term: How to buy a rental property

Example 7: Digital Marketing Agency

- Technical Term: Search Engine Optimisation (SEO)
- Common Search Term: How to rank higher on Google

Example 8: Legal Services

- Technical Term: Estate Planning and Trusts
- Common Search Term: How to write a will

Example 9: Home Cleaning Services

- Technical Term: Post-Construction Cleaning Services
- Common Search Term: How to clean up after renovation

Example 10: Home Appliances

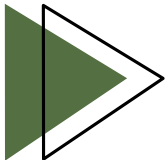
- Technical Term: Energy-Efficient Heat Pump Hot Water Cylinder
- Common Search Term: Best energy-saving water heaters



FINDING KEYWORDS

BY FOLLOWING THESE STEPS, YOU CAN USE GOOGLE KEYWORD PLANNER TO IDENTIFY THE SEARCH TERMS PEOPLE ARE LOOKING FOR IN RELATION TO YOUR BUSINESS, HELPING YOU OPTIMISE YOUR CONTENT AND IMPROVE YOUR ONLINE VISIBILITY.

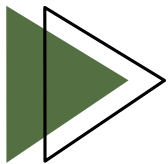
Step-by-Step Instructions for Using Google Keyword Planner



1. Access Google Keyword Planner:

Sign in to Google Ads:

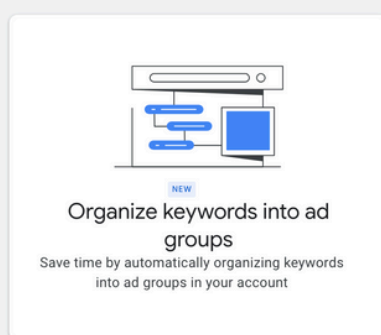
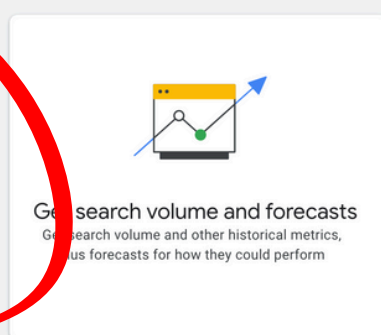
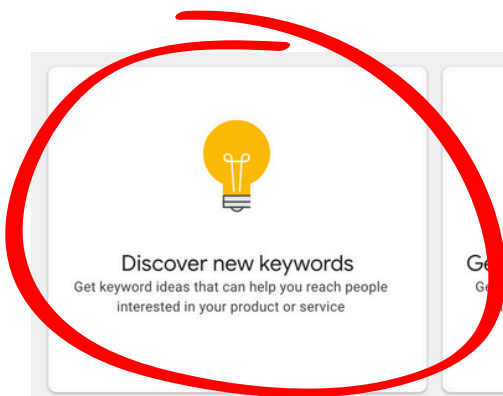
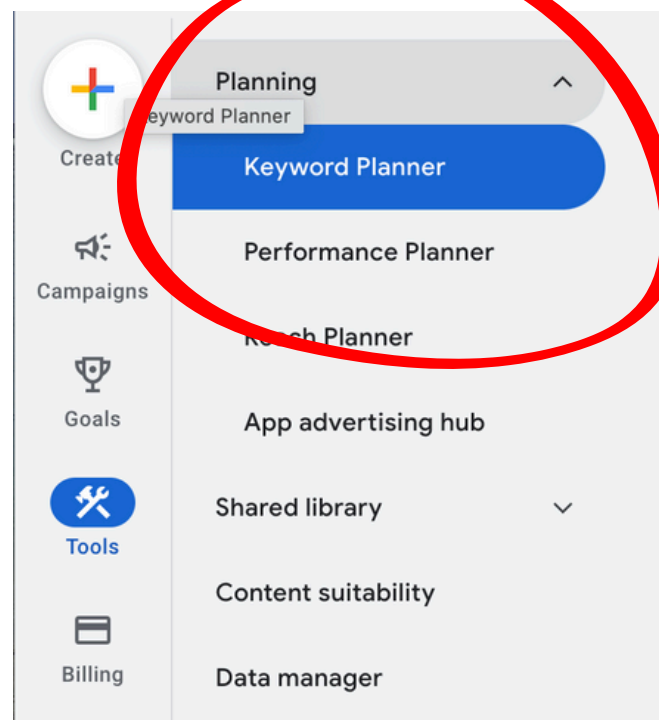
- Go to [Google Ads](#) and sign in with your Google account. If you don't have a Google Ads account, you'll need to create one. Tools > Planning > Keyword Planner



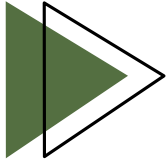
2. Choose Your Tool:

Select "Discover new keywords":

- In the Keyword Planner, choose the Discover new keywords option



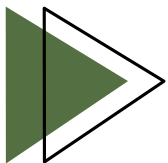
Finding Keywords



3. Enter Your Business Information:

Enter Your Keywords or Website URL:

- In the “Enter products or services closely related to your business” field, type in keywords that are relevant to your business, or enter your website URL to find keywords related to your site’s content.
- Click on the Get Results button.



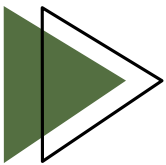
4. Analyse Keyword Suggestions:

Review Keyword Ideas:

- Google will generate a list of keyword ideas based on the information you provided. These keywords are search terms that people are looking for related to your business.
- Review the list of keywords along with their average monthly searches, competition level, and suggested bid ranges (if you’re planning to run ads).
- For improving organic search, use terms that are specific to your business which show a good level of search traffic.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
<input type="checkbox"/> digital marketing agency	720	0%	-18%	Low
<input type="checkbox"/> social media marketing agency	140	+27%	0%	Low
<input type="checkbox"/> seo marketing	170	+24%	+24%	Low
<input type="checkbox"/> influencer marketing agency	20	0%	-33%	Medium
<input type="checkbox"/> digital marketing company	140	+50%	+50%	Low

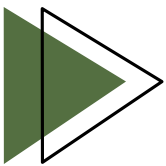
Finding Keywords



5. Refine Your Keywords:

Filter and Sort Keywords:

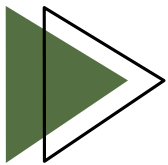
- Use the filtering options to narrow down the list of keywords. You can filter by location, language, and search networks.
- Sort the keywords by average monthly searches or other metrics to find the most relevant and valuable keywords for your business.



6. Save Your Keywords:

- Select the keywords that are most relevant to your business by clicking the checkbox next to each keyword.
- Click 'Copy' and paste your selected words into a spreadsheet for future record. This document will become handy when crafting meta descriptions and page copy.

Finding Keywords



7. Implement Keywords:

1. Use Keywords in Your Content:

- Integrate the selected keywords into your website content, blog posts, meta descriptions, and other marketing materials to improve your SEO and attract more visitors.

Tips for Effective Keyword Research:

- Focus on Long-Tail Keywords: These are longer, more specific phrases that have lower competition and can attract highly targeted traffic.
- Consider User Intent: Think about what users are looking for when they search for these terms and how your business can meet their needs.
- Regularly Update Your Keywords: Search trends can change over time, so it's important to revisit and update your keyword list periodically.

1

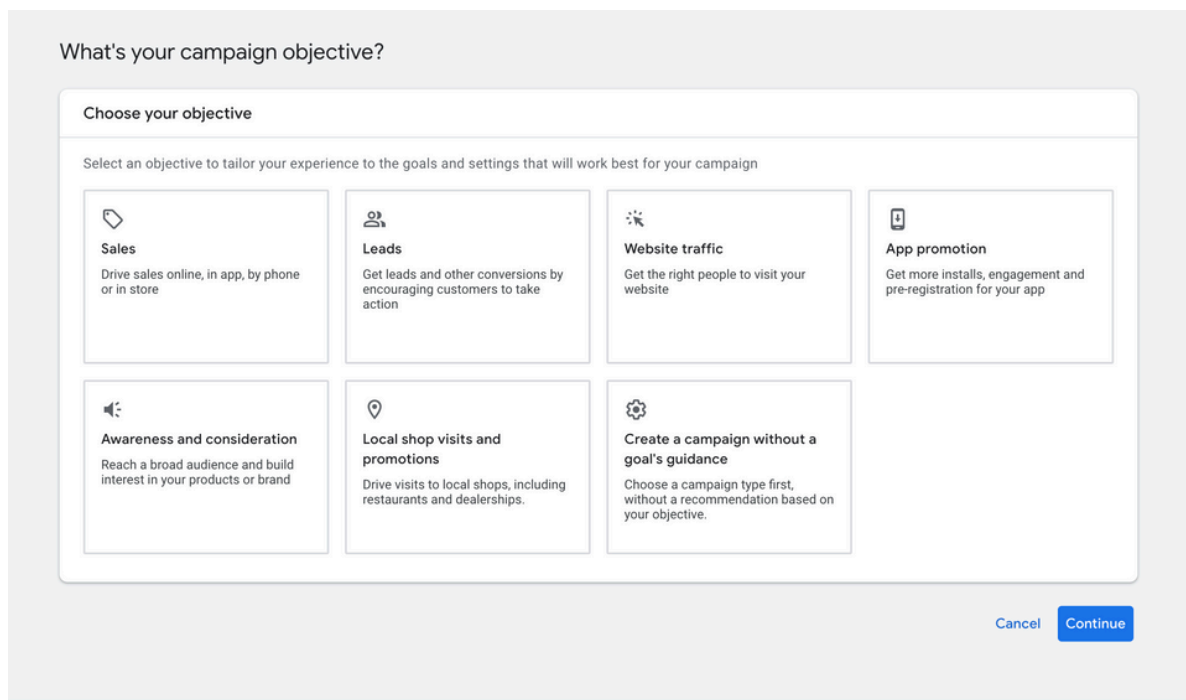
<https://ads.google.com/>

2

The screenshot shows the Google Ads Overview page. On the left sidebar, the 'Create' button is circled in red. The main content area displays 'Overview' with a 'New campaign' button and two summary cards: 'Clicks' with a value of 221 and 'Impressions' with a value of 37K. A small line chart is visible below the summary cards.

3

The screenshot shows the Google Ads Overview page with the 'Campaign' dropdown menu open. The 'Campaign' option is circled in red. The menu lists several options: Campaign, Ad group, Search keywords, Conversion action, and Asset. The background shows the same 'Overview' page with the 'Clicks' card displaying 221.



CAMPAIGN OBJECTIVES

When setting up a Google Ads campaign, you'll encounter several campaign objectives, each designed to align with different business goals.

1. Website Traffic

Objective: Drive visitors to your website. **Description:** This objective is ideal for businesses that want to increase the number of people visiting their website. By selecting this option, you focus on generating clicks to your site, where users can learn more about your products, services, or other offerings. This is a great choice if you want to boost brand awareness or guide users further down the sales funnel.

2. Sales

Objective: Increase sales directly from your website. **Description:** The goal here is to maximise the number of purchases or conversions on your site. Google Ads will optimise your campaign to target users more likely to make a purchase, using conversion tracking to measure success.

3. Leads

Objective: Generate potential customer leads. **Description:** This objective is focused on capturing user information, such as email addresses, through form submissions, newsletter sign-ups, or other lead generation tactics. It's ideal for businesses looking to build a customer database or nurture potential clients.

4. Product and Brand Consideration

Objective: Encourage people to consider your products or brand. **Description:** This objective is useful for businesses looking to increase interest in their products or brand, especially among users who may not yet be familiar with them. Campaigns under this objective focus on engaging users with your offerings and encouraging them to explore more.

5. Brand Awareness and Reach

Objective: Increase brand visibility and reach a broad audience. **Description:** This objective is tailored to maximising the visibility of your brand among potential customers. It aims to reach as many people as possible, often with a focus on impression-based campaigns, making it suitable for raising general awareness.

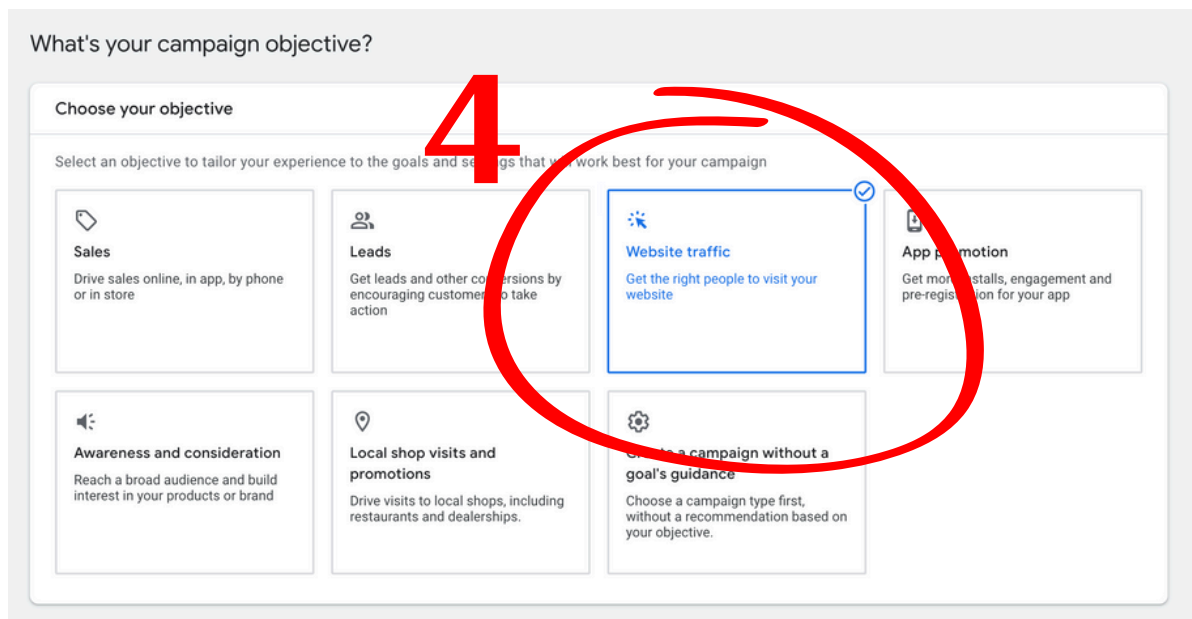
6. App Promotion

Objective: Drive app downloads and engagement. **Description:** This objective is designed to promote mobile apps, encouraging users to download and interact with your app. Google Ads will optimise placements across various channels to reach your target audience effectively.

7. Local Store Visits and Promotions

Objective: Drive foot traffic to physical locations. **Description:** This objective is aimed at businesses with physical storefronts, helping to attract local customers. It focuses on encouraging people to visit your store by highlighting special offers, promotions, or events.

Each objective tailors the campaign setup, ad formats, bidding strategies, and optimisations to meet the specific goal you select, ensuring that your ads work towards achieving your desired business outcomes.



Use these conversion goals to improve Website traffic

Conversion goals labelled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.

Conversion goals	Conversion Source	Conversion Actions
Contacts (account default)	Website	1 action
Other (account default)	Website	5 actions

Additional goals

- + Get directions
- + Phone call leads

Cancel Continue

5

6

Select Continue

Add an optional phone number

Select a campaign type

Search
Get in front of high-intent customers at the right time on Google Search

Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)

Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

Display
Reach customers across three million sites and apps with engaging creative

Shopping
Showcase your products to shoppers as they explore what to buy

Video
Reach viewers on YouTube and get conversions

Cancel Continue

7

8

Campaign name

Test Local Campaign|

9

TYPES OF CAMPAIGNS

1. Search Campaigns

Summary: Search campaigns deliver text ads on Google's search results pages when users search for specific keywords. This campaign type is highly effective for capturing intent-based traffic, making it ideal for driving sales, leads, or website visits from people actively searching for products or services like yours.

2. Performance Max Campaigns

Summary: Performance Max campaigns utilise all of Google's advertising channels, including Search, Display, YouTube, and more, to drive the highest possible conversion value based on your goals. This campaign type is powered by AI and machine learning, optimising your ads to deliver the best results across all platforms, making it perfect for businesses looking for a unified, goal-oriented approach.

3. Demand Gen Campaigns

Summary: Demand Gen campaigns are designed to engage users across Google's most visual and engaging properties, such as YouTube, Gmail, and Discover. These campaigns are ideal for businesses looking to generate interest and create demand for their products or services through visually compelling ads that reach users in their discovery phase.

4. Display Campaigns

Summary: Display campaigns show visual ads across Google's extensive network of websites, apps, and videos. They are great for raising brand awareness, retargeting past visitors, or engaging potential customers with eye-catching ads while they browse online, even if they're not actively searching for your products.

5. Shopping Campaigns

Summary: Shopping campaigns are tailored for eCommerce businesses, allowing you to showcase product images, prices, and other details directly in Google search results. This campaign type is effective for driving online sales by giving users a glimpse of your products before they even click through to your website.

6. Video Campaigns

Summary: Video campaigns focus on reaching audiences on YouTube and other Google video partner sites. These campaigns are excellent for building brand awareness, telling your brand's story, or showcasing products through engaging video content, which can capture attention and leave a lasting impact.

Search

- Bidding
- Campaign settings
- Keyword and asset generation
- Keywords and ads
- Budget
- Review

Bidding

What do you want to focus on? [?](#)

Clicks [v](#)

Set a maximum cost per click bid limit

Bid more efficiently with Maximise conversions: Get more conversions with a fully automated bid strategy [?](#) [Apply](#)

Alternative bid strategies like portfolios are available in settings after you create your campaign

10

Next

Locations

Select locations for this campaign [?](#)

- All countries and territories
- New Zealand
- Enter another location

Locations (1)	Reach ? x
Wanaka, Otago, New Zealand city	34,000 ? x

[Advanced search](#)

For example, Wellington, New Zealand or 1010

Location options

Include [?](#)

- Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)
- Presence: People in or regularly in your included locations

11

12

Languages ⌵

Select the languages that your customers speak. ⓘ

🔍 Start typing or select a language

English ×

Audience segments ⌵ Select audience segments to add to your campaign.

Broad match keyword ⌵

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more about broad match keywords](#)

On: Use broad match keywords for your entire campaign

Off: Use keyword match types

i To use broad match keywords, switch to a conversion or conversion value based bidding strategy.

13

Automatically created assets ⌵

You can allow Google to help you generate headline and description assets for your ads using your content from your landing page, domain and ads. Google will provide automated tools to customise your assets based on relevance for your keywords. This may improve Ad relevance and performance. [Learn more about automatically created assets](#)

On: Use my content from my landing page, domain and ads in combination with assets that I provide. Customise assets based on relevance for my keywords

Off: Use only assets that I provide directly for my ads

⚙️ More settings

Next

14

🔍 Search

- Bidding
- Campaign settings
- Keyword and asset generation
- Keyword and asset generation**
- Keywords and ads
- Budget
- Review

Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

Final URL (required)

🌐

What makes your products or services unique?

Describe the product or service to advertise (required)

ADLibrary is a shared resource for design professionals and anyone building or renovating. We have over 100 square meters of architectural samples to browse and borrow. We are a brand-new concept in New Zealand that aspires to create a network between construction creatives and those building or renovating. We connect individuals with products or builders, architects, designers, installers, and trades. We have private offices, co-working spaces, and various meeting room options. We welcome individuals or companies outside of the construction industry. We have a mix of people. You can book any of our spaces or get in touch for more information!

651 / 3000

Skip Generate

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

coworking spaces
meeting rooms for hire
hot desks
exhibition spaces
wanaka coworking space

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)



Add more keywords: Show your ads more often to people searching for what your business offers ?

+1.9%

View


Apply all

This is where you add keywords you identified through the keyword process

15

Keywords and ads

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad group 1 



Keywords

Get keyword suggestions (optional)
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL
<https://www.adlibrary.nz/>


Add products or services to advertise
[architectural sample library](#) [architecture sample library wanaka](#)

[Update keyword suggestions](#)

Enter keywords
Keywords are words or phrases that are used to match your ads with the terms people are searching for


coworking spaces
meeting rooms for hire
hot desks
exhibition spaces
wanaka coworking space

Match types help control which searches can trigger your ads
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)



 **Add more keywords:** Show your ads more often to people searching for what your business offers [+1.2%](#) [View](#) [Apply all](#)

Ads

[<](#) [>](#) Try including more keywords in your headlines

 **Ad strength** [?](#)
Poor

- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

Preview [<](#) [>](#)   [Highlight ad](#)

Final URL [?](#)
Final URL
<https://www.adlibrary.nz/>
This will be used to suggest headlines and descriptions

Display path [?](#)
www.adlibrary.nz
/ /
0 / 15 0 / 15

Headlines 15/15 [?](#)
For optimal ad performance, include

Sponsored
adlibrary.nz
www.adlibrary.nz/
Home Design - ADLibrary
Join us for design education and events throughout the year. A shared resource for design professionals and anyone building or renovating. Highlights: Journal Available, Photo & Video Gallery Available. View Services. Browse Brands.
[Designer Outlet](#) [Meeting Rooms](#) [Membership Info](#)
Wanaka · 2A Frederick St

16

Add your website URL

^ For optimal ad performance, include these keywords in your headlines

coworking spaces

hot desks

meeting rooms for hire

More ideas >

ADLibrary

Required 9 / 30

App for Building Design

Required 23 / 30

Design Education

Required 16 / 30

Architecture Design Library

27 / 30

Design Professional

19 / 30

Home Design

11 / 30

We Are Open

11 / 30

Over 50 Brands Available

24 / 30

Browse & Borrow

15 / 30

100sqm of Samples

17 / 30

Join Us For More Informatic

28 / 30

A New Concept

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure they make sense individually or in combination, and don't violate our advertising local law. Some shortening may also occur in some formats. You can see what certain text appears in your ad. [Learn more](#)

17

Fill in your key words
and service or
product offering as
separate statements.
The more the better!

100cm of Samples

17 / 30

Join Us For More Informati

28 / 30

A New Concept

13 / 30

Work and Network

16 / 30

Meeting Rooms

13 / 30

Join Our Online Library

23 / 30



Descriptions

4/4



[View ideas](#)



We connect individuals with products or builders, architects, designers, and trades.

Required

84 / 90

A shared resource for design professionals and anyone building or renovating.

Required

77 / 90

Join us for design education and events throughout the year.

60 / 90

Whether it be for your own home or for a clients project/s.

59 / 90



Images



Add images to your campaign



Suggested images



[Review](#)

18

You only need to add two sections of text here, these should be complete statements rather than keywords



Images must meet the quality standards of Google Ads. Log

Images must meet the quality standards of Google Ads. Logo overlay, text overlay, gifs and blurry or poorly cropped images aren't allowed. [Learn more](#)

+ Add images

Business name
This name should match your URL or your verified advertiser name, which is **Architecture and Design Library Limited**.

0 / 25

Until you add an [approved name](#), your campaign will run with a placeholder name created from your URL.

19

Add your business name

Add business logo to your campaign



Edit

Sitelinks
Add links to your ads to take people to specific pages on your website.

[Designer Outlet](#)
Add a description

[Membership Information](#)
Add a description

[Meeting Rooms](#)
Add a description

[Contact Us](#)
Add a description

Edit

More asset types (0/7)
Improve your ad performance and make your ad more interactive by adding more details about your business and website

Ad URL options

Improve your responsive search ads: Get more clicks on your ads by improving your headlines and descriptions **+10.8%**

Add images: Draw more attention to your ads by adding at least four images **+4.7%**

Add sitelinks: Draw more attention to your ads by adding at least four sitelinks. **+6.2%**

20

Publish campaign

Add your
business
name

21

Select the average that you want to spend each day.

NZ\$44.18

NZ\$36.81 **Recommended**

NZ\$29.45

Set custom budget

Set your average daily budget for this campaign

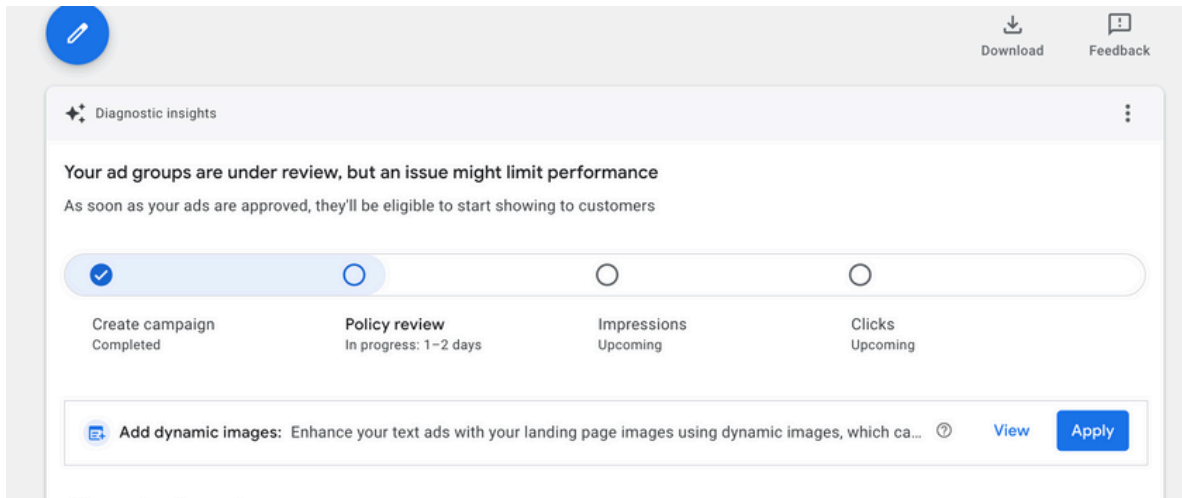
NZ\$ 11.00

Weekly clicks	Avg. CPC	Weekly cost
78	NZ\$0.99	NZ\$77.01

Your budget is lower than other advertisers' budgets, which may affect performance. Try raising it to at least NZ\$36.81 per day

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

We recommend \$11 daily budget to start your ads. When you see them performing as you expect, you can increase this investment if needed. Some regions around NZ can be sewn up for \$11 and further investment is better spent in separate campaigns rather than increasing investment in a single ad.



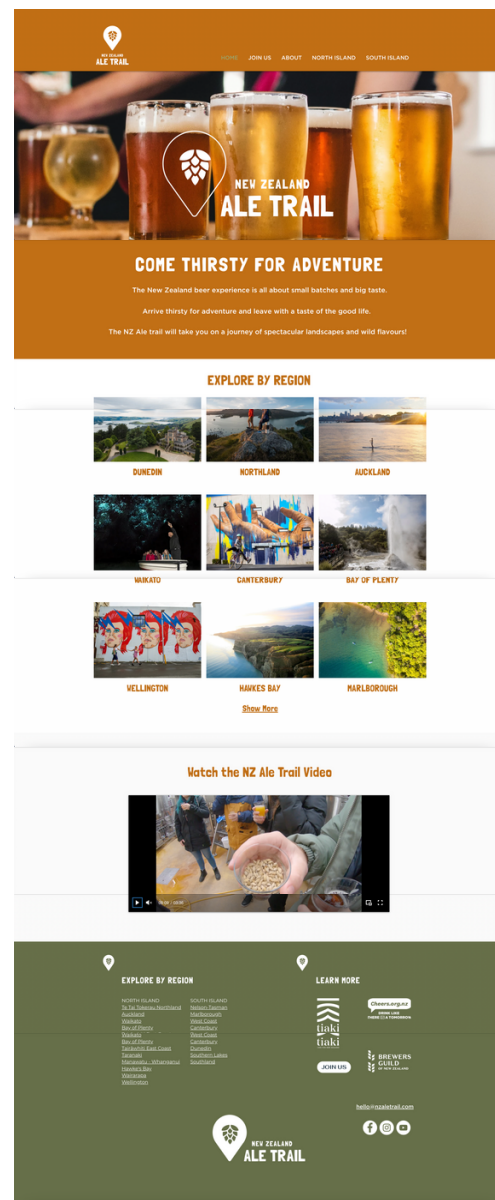
Your ad should be online within 12 hours. Usually sooner. Anything above 75% score is working well, there will always be recommendations from Google. Some of these are designed to get you to spend more so as long as you can see traffic and conversions at a rate you are happy with, don't feel pressured to increase the amount!!

WEBSITE REVIEW

Using key words and our guidelines below, you can review your website for improved search rankings and user experience.

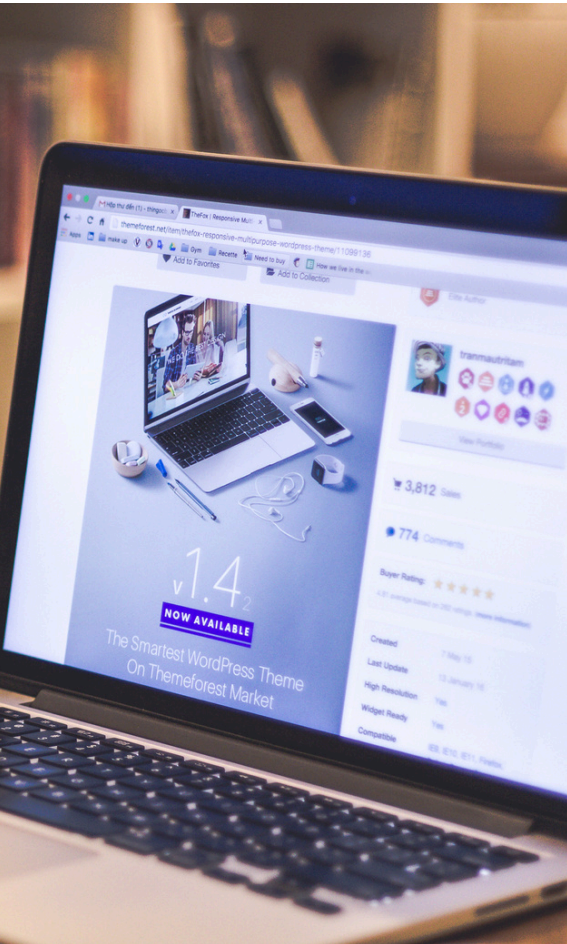
The amount of time people spend on your site is visible to Google, so ensuring when people get to your website they want to stay and look around is not only helpful for increasing the likelihood of conversions but will also contribute to your SEO.

By looking at your website page by page, from the meta data to the page names, headings, subheadings, images and copy you can start to identify the messaging needed to encourage more traffic, and to keep your site current!



GENERAL GUIDELINES FOR HOMEPAGE COPY

A well structured homepage is important for SEO.



1. Optimal Word Count:

- Aim for at least 300-500 words of high-quality, relevant content. This length is typically sufficient to provide enough keyword-rich content for search engines to understand the page's purpose.

2. Balance Content and User Experience:

- While it's essential to include enough copy to help with SEO, ensure that the content is valuable, engaging, and easy to read for visitors. Avoid stuffing keywords or adding unnecessary filler text just to meet a word count.

CONTINUED...

GUIDELINES

3. Key Elements to Include:

- **Headline:** A clear, compelling H1 heading that includes the primary keyword(s).
- **Introduction:** A brief introduction that outlines what your site or business is about.
- **Key Messages:** Highlight your main offerings, services, or products.
- **Call to Actions (CTAs):** Encourage users to take specific actions, such as contacting you, signing up, or purchasing.
- **Testimonials or Reviews:** Showcase social proof to build trust.
- **Key Services/Products:** Brief descriptions of your main services or products with links to dedicated pages for more details.
- **Internal Links:** Links to other important pages on your site to help users navigate and improve SEO.

4. Keyword Optimisation:

- Incorporate your primary keywords naturally throughout the homepage copy. Use variations of these keywords and related terms to enhance relevance without keyword stuffing.

5. Multimedia Content:

- Supplement the text with relevant images, videos, infographics, and other multimedia content. Ensure these are optimised with alt text and relevant metadata.

CONTINUED... GUIDELINES

6. User Engagement:

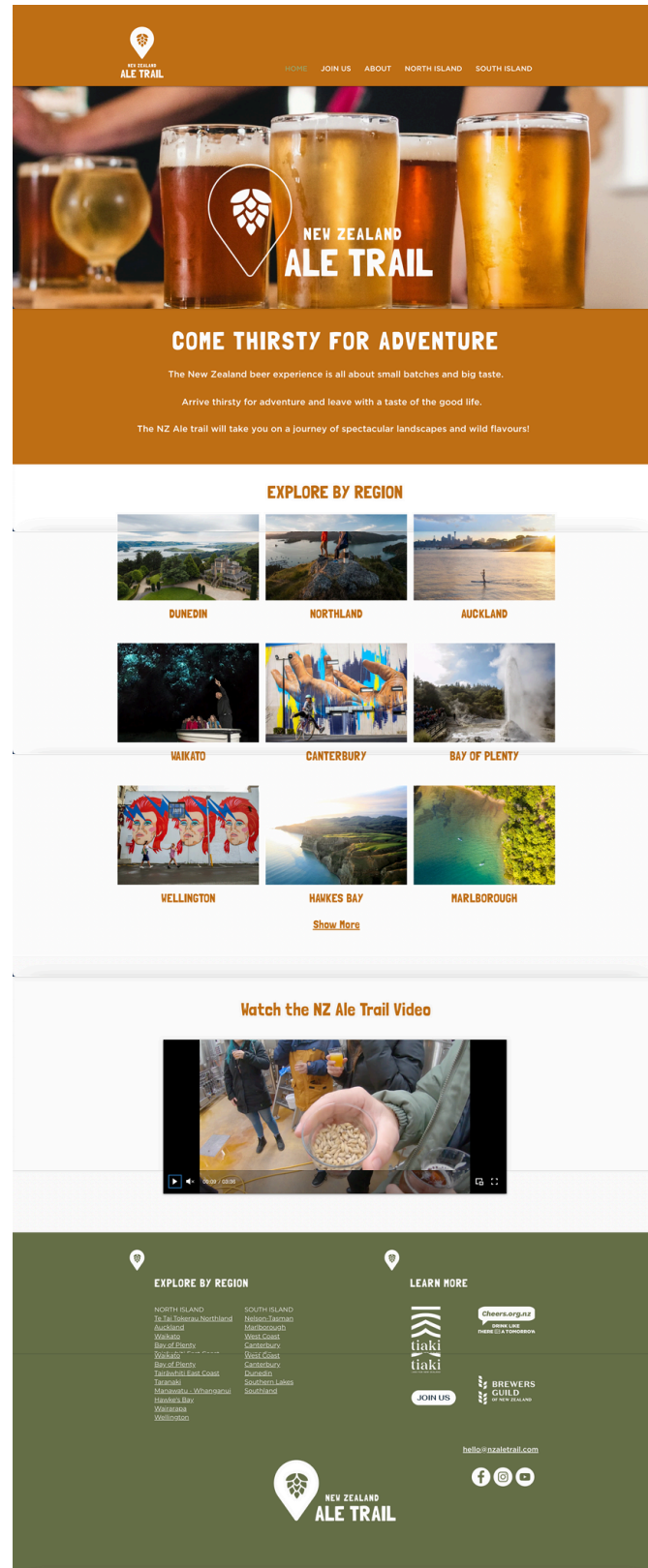
- Use engaging, concise, and well-structured content to keep visitors on your page longer. This can help reduce bounce rates and improve overall SEO performance.

Example Structure for a Homepage

- **Headline (H1):** Capture Attention with Primary Keyword
- **Introduction Paragraph:** Brief overview (50-100 words)
- **Section 1: Unique Selling Points (USPs) (H2):** Highlight Key Features/Benefits (100-150 words)
- **Section 2: Key Services/Products (H2):** Brief Descriptions with Links (100-200 words)
- **Section 3: Testimonials/Reviews (H2):** Showcase Social Proof (50-100 words)
- **Section 4: About Us/Our Mission (H2):** Short Introduction to Your Business (100-150 words)
- **Call to Action (H2):** Encourage User Interaction (50-100 words)

Final Word Count: Approximately 500-900 words.

By providing a balanced and well-structured homepage with clear, concise, and keyword-optimised content, you can effectively improve your SEO while also engaging and informing your visitors.



HOW TO USE GOOGLE ANALYTICS



Go to <https://analytics.google.com/analytics/web/>

Click 'Start measuring'

It will take you through a series of prompts to install Google Analytics, you will need a Gmail hosted email address. We have created a guide for installation on WIX and Shopify sites and included a link on the final page of this pack.

BREWERS GUILD OF NEW ZEALAND

Google Analytics:

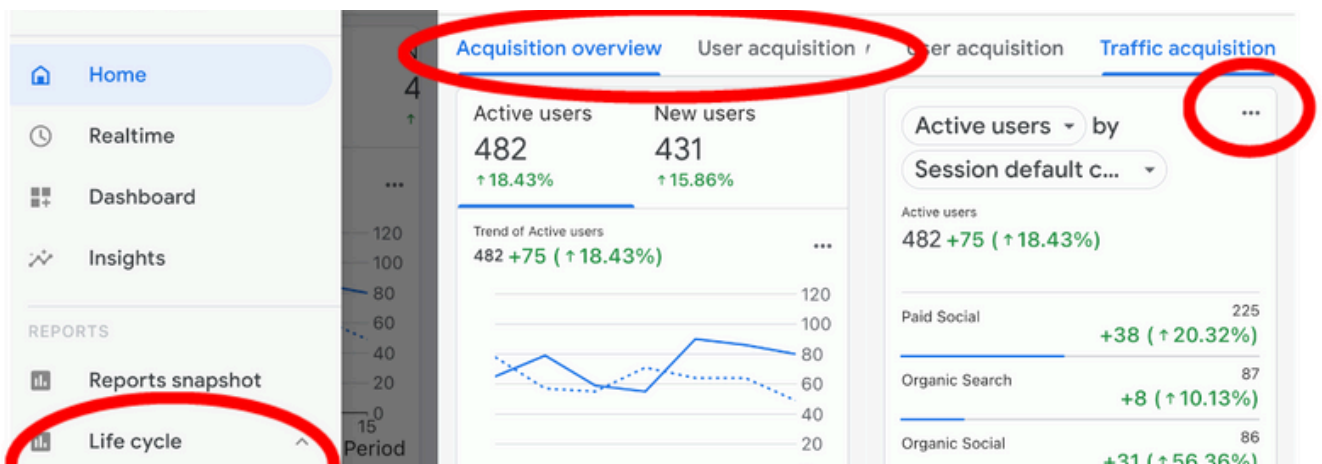
This is a game changer! Knowing where you are getting traffic from, and making sure each source is green will help you achieve your sales and traffic targets! It will also provide a lot of data which can be used if you do have some more troublesome issues with your website.

The main things we look at are:

- Traffic Acquisition
- Views by page path and screen Pages and screens
- Overall traffic and time on site

Set up your dashboard for reporting on Traffic Acquisition

1. Click on the left hand menu
2. Select Life Cycle then click on Acquisition
3. Scroll across from Acquisition overview to Traffic Acquisition
4. Once on the Traffic Acquisition click the three little dots in the top right hand of reporting panel
5. Select save to dashboard



Set up your dashboard for reporting on Pages and screens

1. Click on the left hand menu
2. Select Life Cycle then click on Engagement
3. Scroll across from Engagement overview to Pages and Screens
4. Once on the Pages and Screens click the three little dots in the top right hand of reporting panel
5. Select save to dashboard

Once your dashboard is set up, you will use the dashboard and home screen (below) to try and ensure your numbers are green. If you think about it month on month, and you are monitoring it daily, or weekly, you have plenty of opportunity to increase the activity to a stage where the month out performs the last.



BREWERS GUILD OF NEW ZEALAND

The main information you want to gather, and to monitor the information that helps drive growth you will want to understand the following data:

- Sessions by first user source
- Views by Page title and class
- Total views, sessions and active users
- Engaged sessions by source

Clients should add Google Analytics to their phones so they can monitor these stats on a daily or weekly basis to increase the overall monthly numbers.

We know that expecting constant month on month traffic is not sustainable long term, but for most of the users of this pack (and anyone getting less than 100 views each week) it is possible to achieve constant growth until you get to a level that is sustainable for the available time you have for contributing to your marketing. Expecting to generate 1000 – 2000 users each month from a consistent approach to your marketing is completely reasonable and if you have a consistent approach to your marketing efforts.

Websites should convert between 1 and 5%, we say that 3% is acceptable. This means that for every 1000 users you send, you should aim for 30 sales. Work backwards from what that looks like from a revenue perspective and that should motivate you to run the test and see what is achievable for your website.

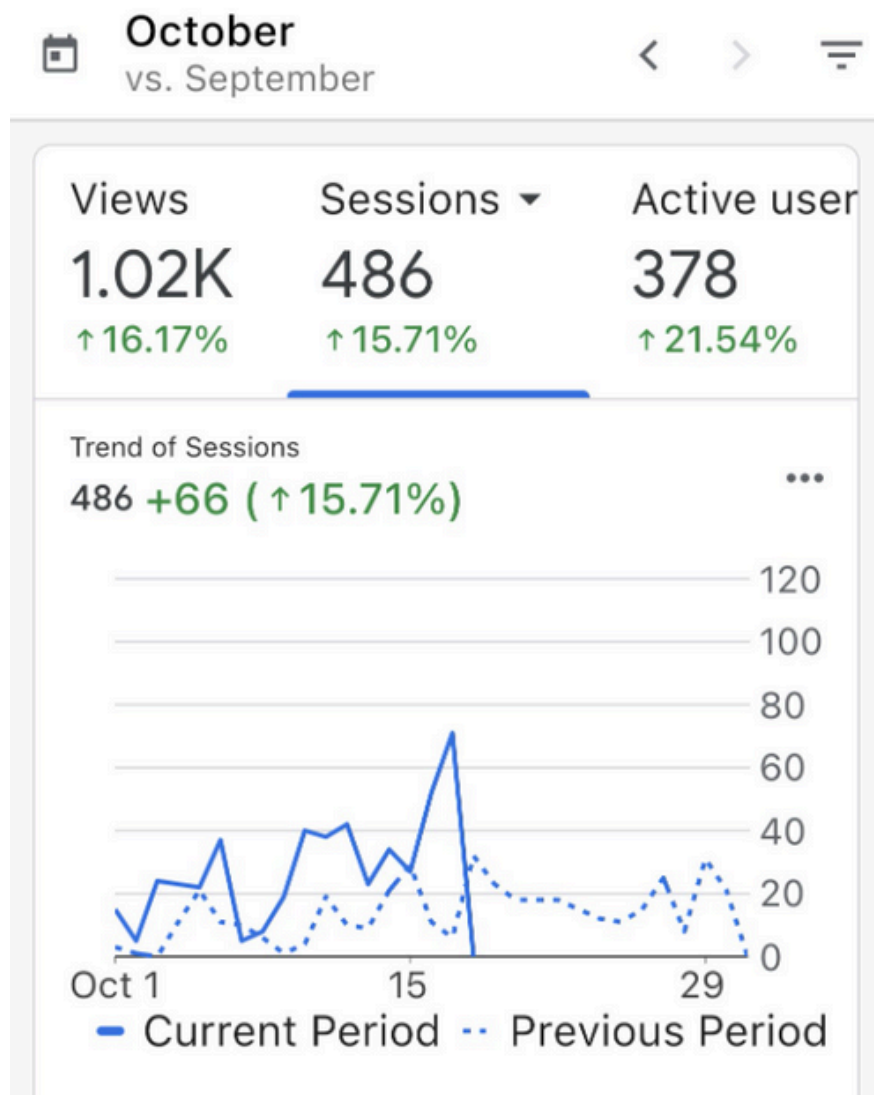
For our larger clients, they often get thousands of visitors just from organic sources (free traffic)! While we have a strong focus on social media, monitoring analytics helps you ensure traffic from all sources contributes to a healthy amount of website activity.

BREAKING IT DOWN & GETTING THE RESULTS

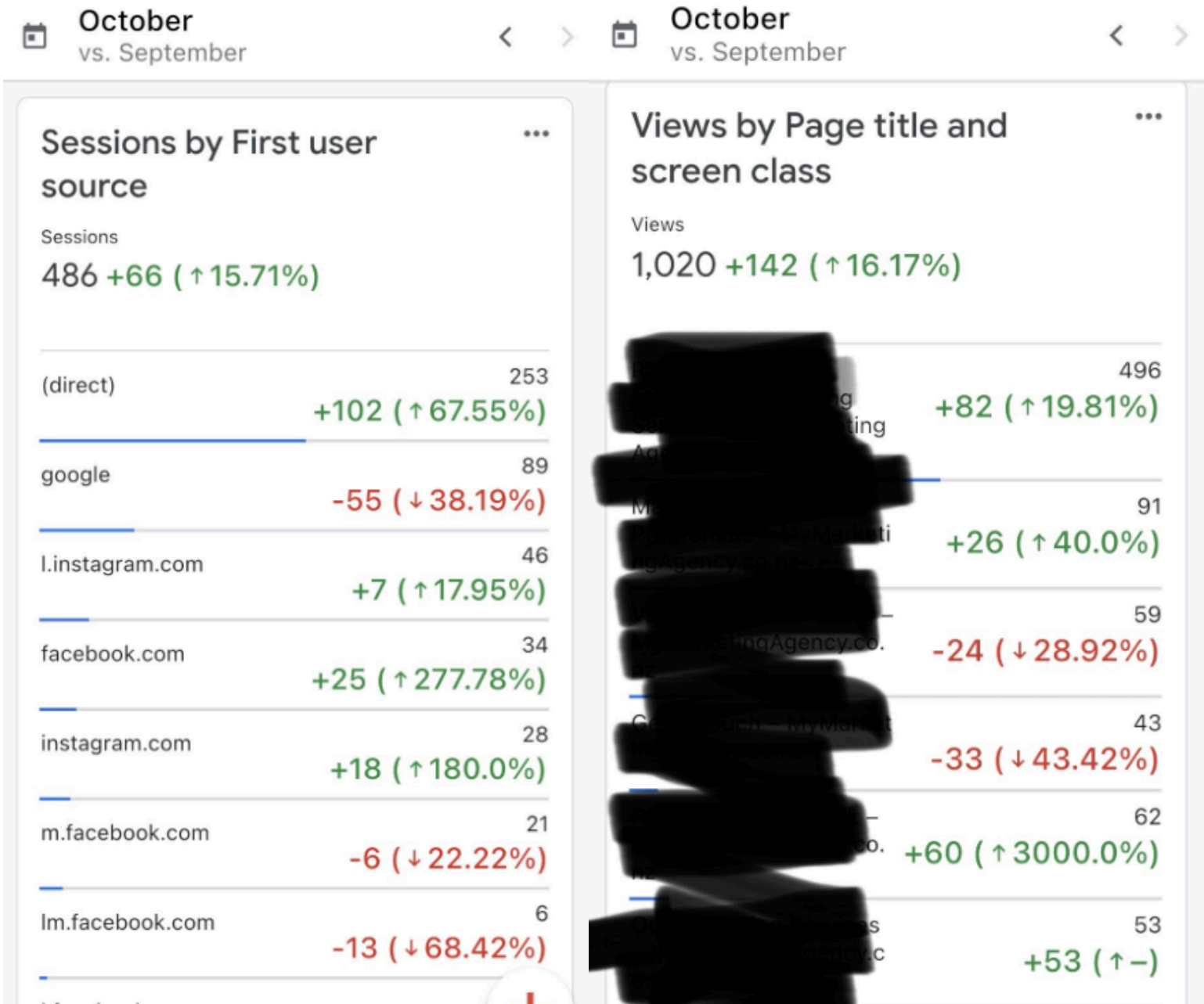
The Report Template Below combines data from Google Analytics, your Meta platform and your website sales data.

Marketing Performance Report Template

This data is good to monitor on your phone regularly. Red alerts you to opportunities for improvement.



BREWERS GUILD OF NEW ZEALAND



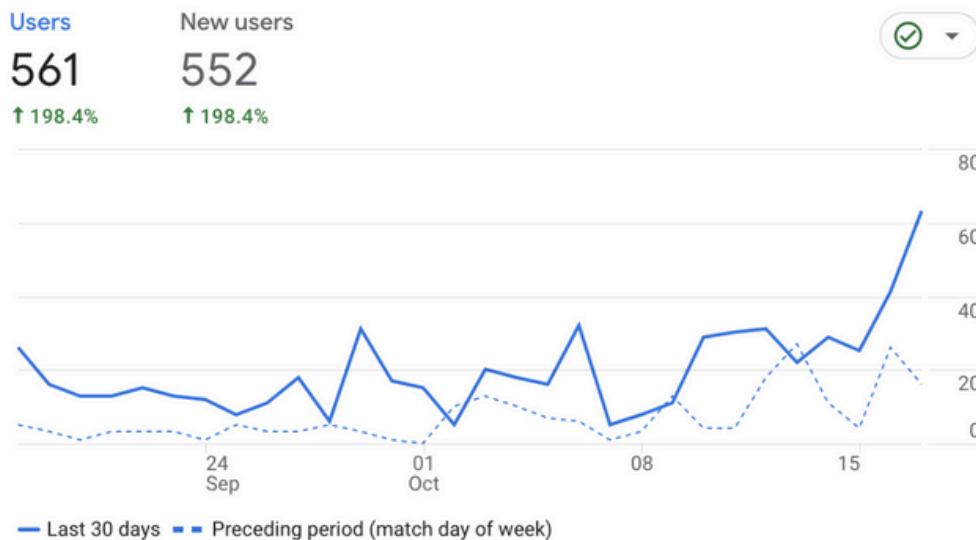
When reviewing the results, compare the campaign period with previous period (month, week, year).

BREWERS GUILD OF NEW ZEALAND

The Journey

Users: 561

(To view this go to Analytics, and on the left hand dashboard select Reports > Aquisition > Overview)



1. Viewing the Product pages:

On the left hand dashboard under reports click on Engagement > Pages and screen titles.

Once on the page, scroll down until you see the list of pages, then search Products to give you the total product views (write products into the search bar and press enter to give you the total number.)

The screenshot shows a table with the following columns: Page path and screen class, Views, Users, Views per user, Average engagement time, Event count, Conversions, and Total. The search term 'products' is entered in the search bar. The table displays the following data:

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total
	93 6.35% of total	51 9.09% of total	1.82 Avg -30.17%	0m 00s Avg 0%	183 6.72% of total	0.00 0% of total	

Product Views: 93 (can also apply to lead form or service page views)

Divide the number of product page views by total views, and product page users by total users.

E.g. 93 divided by 561 people = 16% of users navigating to products.

2. Conversion from Product Page to add to cart

Where you have written products, change it to cart.

Page path and screen class	↓ Views	Users	Views per user
	2 0.14% of total	2 0.36% of total	1.00 Avg -61.71%

Views: 2

Divide the cart views by the total people on the product page.

E.g. 2 divided by 96 = 2.1% of product views result in add to cart activity.

3. Checkouts

Where you have written cart, change it to 'thank'.

Page path and screen class	↓ Views	Users	Views per user
	1 0.07% of total	1 0.18% of total	1.00 Avg -61.71%
1 /checkout/thank_you	1	1	1.00

Views: 1

Divide the total sales by:

- The number of total users
- The number of people who view the products
- The number of people who add to cart

E.g.

- 1 sale divided by 561 total users is 0.01%
- 1 sale divided by the 93 product views is 1%
- 1 sale divided by the 2 people who added to cart is 50%

This data should be saved in a spreadsheet so you can repeat the process monthly and increase the rate of conversions, and also to understand where you are better to send users to on your website. If you know that you have a high likelihood of getting people to add to cart when viewing the product as opposed to the homepage, the product links should be incorporated more into your marketing activity. Links in stories and emails etc.

UTM TRACKING

This is the Google UTM Builder: <https://ga-dev-tools.google/campaign-url-builder/>

To be able to track your data correctly, it's good to include relevant details into your UTM campaign, such as the platform the content will post to, the date the content will be posted, and the main topic of the content. You need to fill out your campaign in all the required fields.

UTMS For

- Paid Social

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL * Add the website link
The full website URL (e.g. https://www.example.com)

campaign ID Campaign ID - MMA
The ads campaign id.

campaign source * Campaign Medium (Identify which reel / creative is testing)
The referrer (e.g. google, newsletter)

campaign medium *
Marketing medium (e.g. cpc, banner, email)

campaign name * Campaign Name (identify the Audience)
Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.

campaign term
Identify the paid keywords

campaign content
Use to differentiate ads

HHB MMA Reel

Campaign Source: (either)

- Paid Social

UTM TRACKING

UTMS For

- Google CPC
- Email
- Organic Social – (although most do not use UTMs)
- Story
- Any referrers (pricespy)

Campaign Source: (either)

- Google CPC
- Email
- Organic Social
- Story
- Any referrers (pricespy)

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL * Add the website link

The full website URL (e.g. https://www.example.com)

campaign ID Campaign ID - MMA

The ads campaign id.

campaign source * Campaign Medium (What this is promoting?)

The referrer (e.g. google, newsletter)

campaign medium * Campaign Name (When is it?) The date

Marketing medium (e.g. cpc, banner, email)

campaign name * Campaign Name (When is it?) The date

Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.

campaign term Identify the paid keywords

campaign content Use to differentiate ads

campaign content Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL Copy the link to use

Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL Click shorten link to shorten your generated URL.