



REAL ESTATE ADVERTISING: A BEGINNERS GUIDE FOR **GOOGLE PPC**

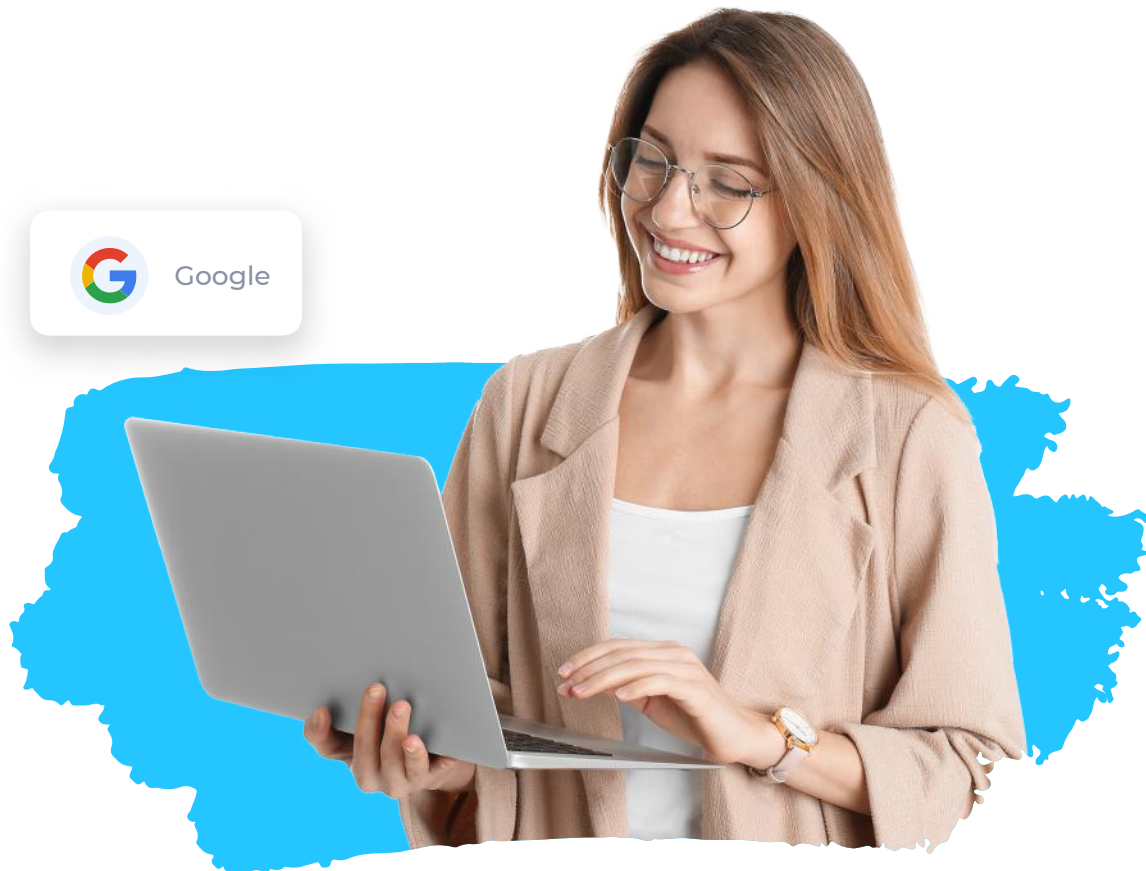


A Beginners Guide for
Google PPC





Real Estate Marketing involves various digital techniques for promoting real estate companies and professionals, including brokers, agents, and team leaders. The American Marketing Association defines marketing as the creation, communication, delivery, and exchange processes of valuable offerings for customers or clients. In the real estate industry, Google PPC is becoming an elite marketing solution for helping brands grow, create an online presence, and generate more Real Estate Leads. In this guide, we break down exactly what Google PPC is and how it can benefit advertisers and businesses in marketing research by understanding Google Advertisements and Pay-Per-Click.





Use our guide as a self-educational resource covering the following topics, including:

- Types of Real Estate Marketing
- Google Pay-Per-Click
- Google Ads
- Pay-Per-Click Campaigns
- PPC Keyword Research
- Keywords vs Search Queries
- Click-Through Rate
- Quality Scores
- Cost-Per-Click (CPC)
- Cost-Per-Aquisition (CPA)
- Optimizing Conversion Rates
- Page Design
- Benefits of Google Advertisements and Pay-Per-Click
- Google Advertisement Strategies
- Setting Up a New Google Ads Account

For real estate professionals interested in using pay-per-click to market services or properties, this guide provides essential information about Google Advertising.



PPC 101: What Is Google PPC?

We will start with defining pay-per-click, how it works on the Google Ads platform and the strategies. PPC is an acronym, standing for pay-per-click, a digital marketing model requiring advertisers to pay every time a visitor clicks an ad. Search engine advertising is the most popular form of pay-per-click for an advertiser to bid for an ad placement in sponsored links when internet users search on a keyword relating to its offering. When advertisers select the correct keyword phrase, it might enable the advertisement to show up at the top of the Google results page.

Five Types of Real Estate Marketing

In the real estate industry, there are five types of real estate marketing, comprising:

- **Keyword Marketing (Pay-Per-Click)** for ad placement of keywords and keyword phrases.
- **Outbound Marketing** involving direct contact with real estate clients, buyers and sellers by TV, radio, and digital display ads.
- **Inbound Marketing**, including email, event, content, and web design.
- **SEO (Search Engine Optimization)** for developing a technical plan to improve visibility within search engines using keywords.
- **Content Marketing** to create and distribute relevant, consistent content to attract visitors and drive traffic for increased profits.



What Is Google Ads?

Google Ads is a pay-per-click advertising system and platform that allows actual companies and professionals to make ads that will materialize on the Google search engine. It functions on a pay-per-click framework and works by users bidding on keywords and paying for any clicks on advertisements. Google selects winners when a search initiates and appears in the ad space on the results page. The search engine receives enormous traffic and presents the many visual aspects and clicks to businesses' ads.

Factors Considered in Selecting Google Winners

Quality, relevant keywords, ad campaigns, and keyword bid size are significant factors in selecting the winners. Receiving appearance on the page is the advertiser with the highest CPC (cost-per-click) bid and the quality score. In this guide, we will discuss further the cost-per-click and quality scores later in this guide, Google Ads For Beginners. Google Advertisement is an efficient system and an auction, as well, that allows winners to reach potential customers on a fixed budget.

Pay-Per-Click Campaigns

Advertisers use pay-per-click campaigns to launch a new product or service and for promotions. When building a successful campaign, it is necessary to research and select relevant keywords that match a business offering. Real estate professionals should practice organizing those keywords into ad groups and well-organized campaigns during the creation process. If advertisers want to convert website visitors into customers or clients, setting up pay-per-click landing pages is significant. One benefit for advertisers who can create relevantly targeted campaigns is a reward of lower charges for clicked ads.



Factors to Consider Building a Successful Pay-per-Click Campaign

Real estate agents, for example, must consider keyword relevance and the quality of the landing page to build a successful pay-per-click campaign. Craft relevant keyword lists and create groups and catchy ad text with persuasive and call-to-action content. Tailor the content on optimized landing pages to specific search queries. Another factor is the quality score, a Google rating of advertisers' keywords, landing pages, and pay-per-click campaigns. If the scores are high quality, it could mean the advertiser is receiving lower prices because of an increase in ad clicks.

Managing Pay-Per-Click Campaigns

After creating pay-per-click campaigns, real estate agents, for example, will need to manage regularly to ensure their efficiency. Real estate companies can analyze their performance and make necessary adjustments to optimize the campaigns. The management process involves reviewing costly pay-per-click keywords and shutting off those underperforming. Increase conversion rates by refining landing pages, modifying content, and adding a call-to-action (CTA) that match with individual search queries.

Pay-Per-Click Keyword Research

Researching pay-per-click keywords can be time-consuming but beneficial for building a campaign if the focus is on keywords that constantly rise with refined lists. Pay-Per-Click keyword research is a function linking information to generate, refine, and evaluate keyword marketing actions. Real estate agents can monitor keyword performance and place a marketing message in front of the users based on the targeted keywords and phrases used to search. A key advantage is that a keyword gives real estate agents and companies the ability to reach the right audience with the appropriate message. In SEO, keyword refers to achieving top placement in the search results.



Benefits of Choosing the Right Pay-Per-Click Keywords

- **Review average monthly searches.**
- **Receive ideas for keywords.**
- **Top page bid prices.**
- **Enhances Competitiveness.**

Keyword Match Options

- **Broad Match**
- **Exact Match**
- **Phrase Match**

Keywords vs Search Queries

A keyword and a search query differs in which a keyword is a concept that we conclude from multiple search queries. Search query is the literal term or series of words typed into the search field by internet users looking for real estate properties.

What to Include in a Keyword List

- **Relevant keywords or key phrases relating to products or services.**
- **Thorough keyword research, including frequent search terms audited and adding long-tail search keywords that are more specific and less common, account for most of the driven traffic.**
- **Expansive pay-per-click campaign that constantly refines to create a keyword list that is ready to adapt and grow.**



Tips for Using Keywords

Use keywords in the headline and the description line communicating the most important benefits and consider a CTA. If real estate professionals bid on keywords (mid or long-tail), the cost could be less, and the competition may be fewer. Consider keyword insertion that includes the user's direct search query into the advertisement and the links to the site for expansion.

What Is a Click-Through Rate?

Our marketers use click-through rate (CTR), a function that assesses the total clicks an ad receives based on the number of impressions. To determine the click-through rate, we divide the total ad clicks by the impression total. On the pay-per-click account, advertisers can view the rates within the dashboard and the effect on the quality score.

Advantages of High Google Advertisements Click-Through Rates

Generating Real Estate Leads can be accomplished with high click-through rates, leading to higher quality scores. Real estate agents can improve or maintain ad positions for lower costs and drive an increase in the number of visitors to a business product or service. With high click-through rates, real estate agents can benefit and increase the quality scores, which is advantageous for pay-per-click success.

How to Achieve a Higher Click-Through Rate for Ads?

- **Start with cost-efficient clicks.**
- **Utilize Google advertisement tools and method to incorporate keywords with landing pages and ad content.**
- **Separate keyword groups to create a close-range target.**
- **Target keywords for bidding.**



Understanding Quality Scores

Quality scores can influence the price and efficiency of paid search campaigns. An advertiser's quality score can impact the pay-per-click ad performance and the price per click. It is the quality, keyword relevance rating of pay-per-click ads used to determine an advertiser's cost-per-click (CPC). To calculate the ad ranking, multiply the CPC by the maximum bid. An advertiser's quality score depends on the following:

- **Click-Through Rate**
- **Ad Group Keyword Relevance**
- **Quality and Relevancy of a Landing Page**
- **Ad Text Relevance**
- **Historical Account Performance of Ads**

Advantages of Google Quality Score Improvements

Real estate brokers, agents, and companies can benefit from improving their quality scores and potentially increase returns on investment. Lower the cost per conversion when a visitor purchases a product or signs up for a promotional trial to receive an offer. Generally, when the quality score is high, businesses will have a lower cost of conversion which means the pay-per-click ad is meeting the customers' needs.



How to Increase the Quality Score

Increase quality scores by concentrating on keyword research & organization, refining ad text, optimizing landing pages, and adding negative keywords. Real estate professionals should find relevant keywords for Google advertisement campaigns, such as long-tail, that can contribute to driving overall traffic to websites. Organize keywords into a group that connects to individual ad campaigns. We test the PPC ad copy and target ad groups to increase the quality scores. Optimize landing pages that will connect directly with ad groups and provide a united experience for visitors, beginning with the keyword and ending with the conversion.

Quality Score measures keyword relevance and can improve by structuring campaigns into micro, well-organized keyword groups. If the score is low, it may be because of disconnected keywords, advertisement groups & text, or the content on landing pages, which is an issue.

What Is Cost-Per-Click or CPC?

Cost-Per-Click (CPC) is the price paid for each click in business marketing campaigns, representing an internet user visiting the site for a company's offerings. In Google Advertisements, to determine the cost-per-click, simply divide the ad rank of the person under the advertiser by the quality score and add \$0.01 to the price. Google has an automatic system that keeps up with discounts provided to advertisers and efficient managed pay-per-click campaigns with higher quality scores. Accounts of quality scores of six or more, for example, may receive a 16 percent to 50 percent decrease in cost-per-click.



Understanding Cost Per Acquisition

Cost Per Acquisition (Cost Per Action) is a functional measurement that determines the amount advertisers pay to achieve a conversion. It will be higher than the CPC because not every internet user that clicks the ad will continue on the site to complete an action. It considers the total clicks on ads needed before a visitor converts, improving the conversion rate and lowering the cost-per-acquisition of the real estate company or agent. Bidding of cost per acquisition is a cash advertising process allowing controlled spending of purchasing ads. Real estate professionals must pay for each conversion when setting up each campaign as a requirement.

How to Optimize Conversion Rates?

Conversion rate optimization or CRO is the process of optimizing search advertisements, landing pages, and the design of sites to increase rates. The three ways to optimize conversion rates are:

- Create thought-provoking and clickable ads relevant to the keyword or search query and target audience. Focus on mid- and long-tail keywords that internet users can relate to and influence conversion.
- Keep ads and landing pages relevant.
- Test the landing page design including the color scheme, functionality, and layout that can thrust the broad percentage of website visitors. The goal is to influence the traffic to fill out online forms, call in, or convert to valuable Google Leads or customers.



Page Design Common Practices

Commonly used practices for web page design usually comprise an intriguing headline relevant to the pay-per-click keywords or keyword phrases. Another eminent practice advertisers apply that is helpful includes concise copy content on the web page communicating the offering associated with the ad group. Including an attention grasping call-to-action that enables the design to visually stand out with a short message.

Real estate companies should have a user-friendly form with all the required fields for Real Estate Marketing and gaining leads to fulfill offerings. Lastly, landing pages should be user-friendly and express professionalism and trustworthiness, ensuring the designs are consistent with the brands. It will prevent a disconnected browsing experience for internet users visiting websites.

Benefits of Google Advertisements and Pay-per-Click

- Build brands and receive leads with unlimited ad requests.
- Scale Marketing Lead Generation, ad management, and content marketing on the internet.
- Use Google pay-per-click campaigns to create an existence for clients, real estate buyers, and sellers to locate real estate companies and agents.
- Set up Google Local Service Ads to become a Google Screened Service Provider.
- Leverage the power of Facebook and Instagram Ads and remarketing to generate more leads for CRM.
- YouTube Ads to create videos and market featured real estate listings to maximize results and generate more leads.
- Write and publish real estate blogs on your Real Estate website weekly.



Google Advertisement Strategies

- Select the right keywords using the Google Advertisements Keyword Planner tool for research.
- Create responsive search ads and as many campaigns as needed to reach desired marketing goals.
- Reach the right real estate buyers with locations and read Google's policy to learn about housing listing sites and houses for sale. The target is a specific location and not the gender, age, marital status, or zip code of the audience.

Creating a New Google Advertisement Account

Each ad group is a container for storing keywords in search marketing campaigns and includes text advertisements and landing pages. Real estate agents and professionals in the industry can set up a new Google Ads account by signing up and clicking “Start Now”. Advertisers will need to sign up for a new Google email account or use an existing email account. Next, it is time to start developing the ads campaign, select a reasonable budget, the targeted location to advertise, and a maximum CPC bid for the ad. Finally, the real estate advertiser must submit billing information and agree to Google Advertisements' terms and conditions by clicking the Finish and Create Campaign button.



Where Real Estate Agents and Companies Can Find Google PPC and Ads?

Dippidi Google Ads by [Dippidi Real Estate Marketing Agency](#) centers on growing brands, expanding offerings, and generating leads from Facebook, Instagram, and Google. We offer real estate marketing, branding, and advertising solutions to real estate agents, entrepreneurs, and companies. With a proven track record, Dippidi has served over 1,600 real estate agents, managed \$2.1 million in Ads, and developed more than 3,000 ad campaigns.

Our solutions include:

- **Facebook & Instagram Ads**
- **Google Pay-Per-Click**
- **Google Local Service Ads**
- **Managed Google My Business**
- **Marketing Consulting**
- **Real Estate Blogs**
- **Unlimited Ad Requests**
- **YouTube Ads**

Contact us to learn more about our solutions for real estate companies, small business owners, brokers, and real estate agents.