

MGT 6565-02 Digital Marketing Assignment 8.0 Google Search Ads
By: Sparsh Singhal, Section 2, Master of Marketing

PureLesara wishes to generate a large volume of organic traffic. Consumers click on a variety of Search Engine Result Pages (SERPs) every day. They often avoid SERPs that come with the sponsored tag as they believe organic results hold more credibility. We wish to capitalize on this opportunity as it can drive valuable traffic to our website. The following is a proposed search ad campaign we'd recommend implementing to do so.

The following are the 3 integral components to our proposed search ad campaign; the Keyword List, the Ad copy and the Sitelinks.

Part 1: Keyword List

To create a search ad campaign, we first need to determine what keywords we will be optimising our advertisements for. Since we cannot optimise our ads for every single keyword, I propose we move forward with 3 different search ad campaigns with keywords bifurcated into 3 broad categories. Below are attached some proposed specific keywords tailored to each category. We will be using phrase match as for our keyword type.

Keywords to include in the search campaign:

- (i) **Gut Health:** I believe keywords such as: "gut health vitamins", "gut health protein powder", "gut health supplements for men", "gut health supplements for women", "gut health probiotics" would do well.
- (ii) **Protein Powder:** I believe keywords such as: "all-natural protein powder", "iso protein 100", "protein powder without lead", "protein powder safe", "protein powder no chemicals" would do well.
- (iii) **Sleep:** I believe keywords such as: "natural sleep supplement", "best sleep vitamins", "herbal supplements for sleep", "natural sleep aids" (especially this keyword in particular) would do well.

Since we are using phrase match, there is a high likelihood our ads might appear for something unrelated, therefore, I've prepared a list of some negative keywords to prevent such an issue from occurring for each category:

Negative Keyword List:

- (i) **Gut Health:** Keywords such as "how to", "recipes", "test", "diet", "mybrainco", "pendulum", "drug", "medicine" should be put on the negative list.
- (ii) **Protein Powder:** Keywords such as "recipes", "samples", "should I", "alternatives", "optimum nutrition", "myprotein" should be put on the negative list.
- (iii) **Sleep:** Keywords such as "how to", "truheight", "benefits", "paralysis" should be put on the negative list.

Part 2: Ad Copy

Next, once we've created our keyword list, we'll move forward with an attractive ad copy. The following are some headlines and descriptions I believe would perform well with our customers. Each ad copy has been tailored to their respective campaign.

(I) Campaign 1: Gut Health

The following is the proposed ad copy for our Gut health campaign:

Headlines (30 characters max)

- a. Gut Health Supplements
- b. Natural Vitamins for Gut Health
- c. PureLesera Supplements for Gut
- d. Natural Gut Health Vitamins
- e. Supplements for Gut Health

Descriptions (90 characters max)

- a. All natural gut health supplements by PureLesera. Suitable for both men and women.
- b. Natural Vitamins, Powders, Probiotics supplements for your Gut by PureLesera.
- c. Clean & Natural supplements for a healthy gut by PureLesera for men & women.

Display path: PureLesera.com/supplements/gut-health/

(II) Campaign 2: Protein Powder

The following is the proposed ad copy for our protein powder campaign:

Headlines (30 characters max)

- a. PureLesera Protein Powder
- b. Natural Protein by PureLesera
- c. ISO Protein 100 by PureLesera
- d. Safe & Natural Protein Powder
- e. Best Protein Powder

Descriptions (90 characters max)

- a. All Natural ISO 100 Protein Powder free from chemicals by PureLesera.
- b. Protein Powder ISO 100 by PureLesera. Safe & All Natural, for men & women.
- c. Best ISO 100 Protein Powder by PureLesera. Natural, safe & free from chemicals.

Display path: PureLesera.com/supplements/protein-powder/

(III) Campaign 3: Sleep

The following is the proposed ad copy for our sleep campaign:

Headlines (30 characters max)

- a. Sleep Aid Supplements
- b. Best Sleep Vitamins | PureLesera
- c. Herbal Sleep Supplements
- d. Natural Sleep Aid Supplements
- e. Sleep Vitamins Natural & Herbal

Descriptions (90 characters max)

- a. All Natural Sleep Aid Supplements by PureLesera. Tailored for both men & women.
- b. Herbal & Natural Sleep Aid Supplements by PureLesera for men and women.
- c. Best Sleep Supplements by PureLesera. Herbal & Natural.

Display path: PureLesera.com/supplements/sleep-aid/

Part 3: Sitelink Extensions

Although not required, I'd recommend creating sitelink extensions for each of our campaigns to take up more space on the SERPs to add more attention to your ads as well as allow searchers to select a more specific navigation option that may induce a click that might not have materialized otherwise. Please find attached some proposed sitelinks for each campaign:

Sitelinks (4 per campaign)

(I) Campaign 1: Gut Health

- a. All Products

- b. Vitamins
- c. Protein Powder
- d. Best Sellers

(II) Campaign 2: Protein Powder

- a. All Products
- b. ISO 100 Protein Powder
- c. Certifications
- d. About Us

(III) Campaign 3: Sleep

- a. All Products
- b. Herbal Sleep Supplements
- c. Natural Sleep Supplements
- d. Best Sellers