



GOOGLE

DIYDIGITAL.COM.AU

GOOGLE ADS DASHBOARD – ACTIVITY SHEET

Once your ad has been live for 7-10 days you will be able to see data in your account.

This activity sheet has been designed to assist your learning in moving around and navigating the dashboard.

Print this activity sheet.
Log into your Google Ads dashboard.
Record the following information.

Reporting range: From: _____ To: _____

Impressions _____

Clicks _____

Average Cost Per Click (CPC) _____

Total Cost for Campaign in this reporting period _____

Daily Budget for your campaign _____

Keyword with the most impressions _____

Most costly keyword _____

Click Through Rate (CTR) for AdGroup _____

Impressions

How many people saw your advert

(good news – you are not charged by how many people see your advert)

Clicks

How many people clicked to through to your website as a result of seeing your advert

(you are charged for every click)

Campaign

To see figures for campaigns, like daily budget, you'll need to click on "Campaigns" on the left hand side

Keywords

To see figures for keywords, like keyword with the most impressions, you'll need to click on "Keywords" on the left hand side. You can click on the top column to sort by that column. Sorting by **Cost Per Click (CPC)** will enable you to find out what keywords are costing you the most (or least).

AdGroup

To see figures for AdGroups, like **Click Through Rate (CTR)**, click on "Adgroups" on the left hand side. Click Through Rate is an indicator of how relevant your advert and keywords are to the people you are wanting to connect with. The more relevant your advert is the better quality lead the person is for your business.

LOG OUT

Click on person picture



Log out (bottom of choices when you click on the person).

PHONE HELP LINE

Google Ads have an Australian Phone Help Line

1800 988 571

Mon–Fri, 9am–6pm AEST