



## GOOGLE DISPLAY NETWORK WORKSHEET

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**INTRODUCTION.** The Google Display Network (GDN) is Google’s network focused on “browse.” Place your ads on blogs, Gmail, YouTube, and other websites in the Network. Follow customers around through remarketing.

**Display Targeting Options.** The GDN works best if you conceptualize how potential customers are going to find you. So pre-think the customer “discovery paths” that correspond to the “targeting options” for your GDN campaigns.

**Keywords.** You will type keyword triggers into your Ad Groups, and let Google identify websites in the network. Example keywords are:

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**Placements.** You know relevant placements (websites) and/or can identify them through the AdWords Display Planner (Tools > Display Planner). Example placements are:

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**Remarketing.** You will “follow your customers” around the Web through remarketing.

Remarketing Customer Group #1 (e.g., all website visitors):

Remarketing Customer Group #2 (e.g., non-converting website visitors):

Other Remarketing Group Idea (describe):

Set up in AdWords and/or  Set up in Google Analytics

**RLSA** (Remarketing for Search Ads)

Set up in AdWords and/or  Set up in Google Analytics

**Retargeting** (“Similar to remarketing lists” in AdWords)

Other Targeting Methods. You will use -

**Gmail** / advertising specific to Gmail

**Topics** / use Google’s audiences by topics

**Affinity audiences** / use Google’s affinity audiences

**Custom Affinity audiences** / combo of your keywords and audiences

**In-market Audiences** / people “in the market” for your product category

**Email lists** / you will upload your email lists to Google

**Similar to remarketing lists** / you will let Google build out on your own lists.

**Demographics** / you will use Google demographic targeting.

**Apps**. You will target App uses.

Other Technical Issues. You will use -

**Location Targeting**, to: \_\_\_\_\_

**Frequency Capping**

**Campaign Exclusions** (e.g., Parked Domains, Sexually Suggestive)

**Other Technical Attributes:**

**Ad Objectives.** GDN ads can be both “lead generation” and “branding” in terms of objectives.

You want to use the GDN for

**eCommerce Sales.** To get customers to buy your products or services after an ad click.

**Lead Generation.** To get customers to register for something after the click. They will register for: \_\_\_\_\_ which is attractive to them because:

**Branding / Awareness.** You will use the GDN for awareness / branding objectives.

**Ad Content.** As on the Search Network, you can use an Attract / Repel strategy to creating your ads on the GDN. Remember, however, that customers are in “browse” mode, so conceptualize ads that are like BILLBOARDS on a highway. How will they catch their attention? What will they incentivize the customer to do?

You want to attract these types of customers (describe):

*Who will want to click on your ad because they...*

And you want to repel these types of non-customers (describe):

*Who will NOT want to click on your ad because they...*

**Metrics.** Metrics on the GDN are not as simple as on the Search Network. You will measure / be aware of the following:

**Placements.** You will run daily / weekly / monthly outputs of placements and identify “winner” placements that generate many impressions, clicks, and conversions and “dog” placements that do not.

Winners / Placements that are generating high impressions / clicks / CTR's / conversions are:

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“Dog” placements are:

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**Targeting Methods.** You will run daily / weekly / monthly outputs of targeting methods to identify “winners” and “dogs.”

Winners / Targeting methods that are generating high impressions / clicks / CTR's / conversions are:

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“Dog” targeting methods are:

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**Alternatives.** Remember that Facebook, LinkedIn, Twitter, and YouTube should be considered alternatives to the Display Network. Have you considered advertising on those networks? Why or why not? How do their results compare?

Facebook Advertising:

Twitter Advertising:

LinkedIn Advertising:

YouTube Advertising:

Thoughts on the Above: \_\_\_\_\_

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**Other Thoughts.** Considering your advertising on the GDN like “billboards on a Highway” or “ads in a print magazine,” what other thoughts do you have about the GDN? Why are you doing it vs. the Search Network? How does it work with your Search Network campaigns? How or why is it better than advertising on competitive networks like Facebook, Twitter, YouTube, or LinkedIn?

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