MTC Webinar Series : Online Advertising & Branding

Getting Your Google Advertising Right

How to advertise your B2B timber products in Google search - a practical hands-on guide on how it works and how to avoid pitfalls (and save a ton of ad money).

14 April 2021 | Wednesday

11.00 am - 12.00 pm
(Kuala Lumpur)

Dr. Frank Joseph Peter
International Speaker
& Corporate Trainer

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GETTING IT RIGHT WITH GOOGLE

KUALA LUMPUR (14 APRIL 2021): How to advertise your B2B timber products in Google search, how it works, how to avoid pitfalls and how to save on advertising cost was the main topic of discussion in today's webinar titled "Getting your Google Advertising Right".

Speaker Dr Frank Joseph Peter said when ads appear during a search, there is a high chance that people would scroll down to the organic search results for information rather than click on the ads.

How to get people to click on the ads involves having the right keywords in the headline of the advertisement and the position of the advertisement whether it appears on top or at the bottom of the search results.

"Always remember that it is all about the customer's needs and addressing it. The heading of your advertisement plays a crucial role and having a URL that displays convincing details to show that you have a dedicated site on the particular query is vital," said Peter.

He said Google is a good advertising tool which can be value for money if the advertising is done right. "It can drive quality traffic to your website," said the speaker.

He said Google with its sophisticated algorithm can determine and rate the advertisement details as well as rank the position of the ads on its search platforms.

Peter added that it is crucial for advertisers to have privacy policies and a website that is easy to scroll through. Google allocates a "point system" to each advertisement and advertisers can be penalised if their advertisement fails to generate any interest.

The webinar participants were taught how to set up a Google Ads account, structure their campaign, determine keywords that will draw traffic to their advertisements and how to monitor and gauge the success of their advertising strategy.