

Advertising on DC Urban Moms and Dads

The screenshot shows the DC Urban Moms and Dads Forum website. The main content is a 'Forum Index' table with columns for 'Topics', 'Messages', and 'Last Message'. The forums listed include:

Forum	Topics	Messages	Last Message
General Parenting Discussion This forum is for general discussion of parenting topics. Non-parenting topics should be posted in the "off-topic" forum and will be deleted if incorrectly posted here.	21198	235506	03/27/2010 11:10 Anonymous
Flu Forum Please post all flu-related topics here. This is a temporary forum and will be removed once the flu season has passed.	783	6858	03/26/2010 23:16 Anonymous
Expectant Moms A forum for discussions of issues relevant to expectant moms (and partners of expectant moms).	6825	73379	03/27/2010 10:48 Anonymous
Special Needs Kids Discussion of the issues involved with raising special needs children.	935	6876	03/27/2010 10:35 Anonymous
Older Kids and Teenagers Use this forum for discussion of issues related to older kids (i.e. elementary school-aged or older including teenagers).	323	2862	03/27/2010 09:12 Anonymous
TTC Discussion and Support A forum for those trying to conceive. Support, discussion, and advice.	1362	11756	03/27/2010 09:31 Anonymous
Nanny Discussion This forum is for discussion about nannies and issues related to nannies. It should not be used for nanny advertisements or search posts.	3071	47307	03/27/2010 09:17 Anonymous
Gay and Lesbian Parents Discussion of issues related to same sex parents and the parents of LGBT children.	115	1028	03/26/2010 18:50 Anonymous
Single Mom Discussion Use this forum to discuss issues specific to single mothers.	285	3070	03/25/2010 14:57 Anonymous
Adoptive Parents Forum Discussion of issues of interest to adoptive parents	108	832	03/24/2010 22:35 Anonymous
Political Discussion A forum for discussion of local, regional, national, and international politics.	1134	20460	03/27/2010 09:15 Anonymous
Travel Discussion Use this forum for discussion of all travel and vacation-related topics. This forum is not limited to child-related travel and can include any travel topics.	993	6276	03/27/2010 09:34 Anonymous
Beauty, Fashion and Fitness For Women Discussion Forum Use this forum to discuss issues specific to women's beauty, fashion and fitness	1460	13139	03/27/2010 09:58 Anonymous
Sex and Relationship Issues This forum is for discussion of sex and relationship issues.	256	5943	03/27/2010 10:48 Anonymous
Food, Cooking, and Restaurants Discussion of food-related topics including cooking and restaurants.	527	4922	03/27/2010 08:14 Anonymous

The page also features a search bar, navigation links, and several advertisements, including one for Amazon.com and a Neiman Marcus advertisement for a 'OUR TAKE GLOBAL MARKET' dress.

Using Google AdWords to target
www.dcurbanmom.com

Introduction

At the current time, all DC Urban Moms and Dads website advertising is conducted via Google AdWords. The cost of advertising is set by Google and all advertising arrangements are made through Google's online AdWords system. This document will guide you through using Google AdWords to advertise on www.dcurbanmom.com.

Using Google's AdWords for the first time may seem complicated but it's really pretty easy. Advertising is organized by "campaigns". A "campaign" combines ad groups (a group of advertisements), keywords, budget, target audience, and other settings to create a structured advertising campaign. The following steps are required to create a campaign:

- 1) Create an AdWords account – this requires a Google Account
- 2) Set up billing information using either a credit card or direct withdrawals from a bank account
- 3) Create a new campaign
- 4) Specify settings for the campaign
- 5) Create an Ad Group
- 6) Create Advertisements and add them to the ad group
- 7) Create Keywords for the campaign
- 8) Specify "Network" settings – this is where you target the campaign at the DC Urban Moms and Dads website.

Ad Slots

Ads are available in two sizes:

- Banner (468x60 pixels)
- Skyscraper (160x600 pixels) -- two slots available

The banner runs at the top of all pages under the DC Urban Moms and Dads logo. The skyscrapers are on either side of the page, except the home page which only has an ad on the right side.

DCUM Forum

http://www.dcurbanmom.com/forum/forums/list.page

Search

Recent Topics

Hottest Topics -- Last 30 Days

Back to home page

My Profile

My Bookmarks

Private Messages

Frequently Asked Questions (FAQs)

click to join the GREY ZUCCHINI'S mailing list for upcoming events

CHASE

INTRODUCING BLUEPRINT ONLY FOR CHASE CUSTOMERS

I HAVE MY BLUEPRINT. DO YOU? LEARN MORE

Natural Gas Log Sets
Realistic hearth, low initial costs Product info, shopping tips, & more!
www.washpostonaskytrng.com
Ads by Google

You last visited on: 03/27/2010 10:41
The time now is: 03/27/2010 11:11

Forum Index

Read new messages since my last visit

	Topics	Messages	Last Message
Discussion Forums			
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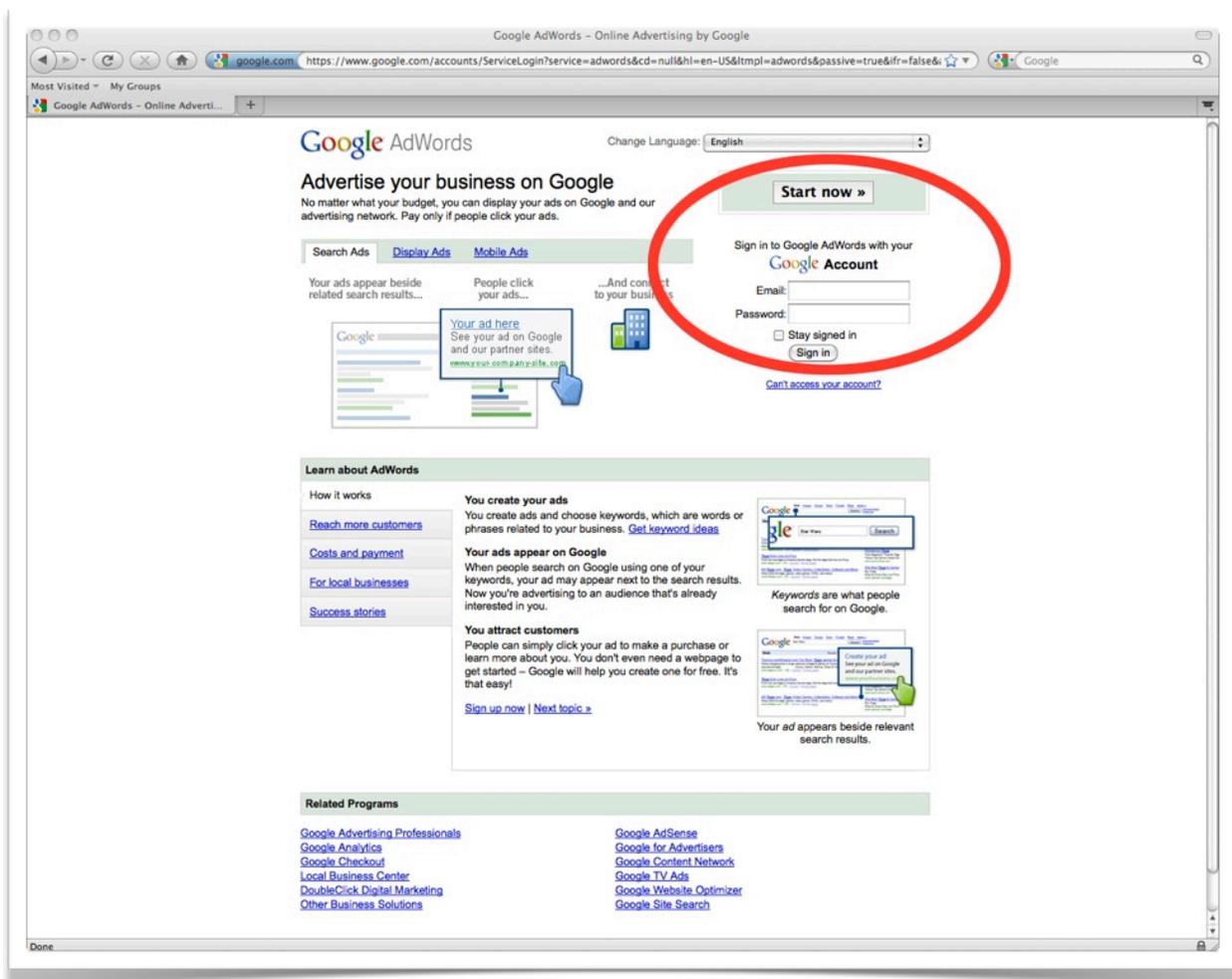
Find us on Facebook

amazon.com
Baby at amazon.com
HUGE SELECTION!
Use this link for Amazon.com purchases and help support DCUM

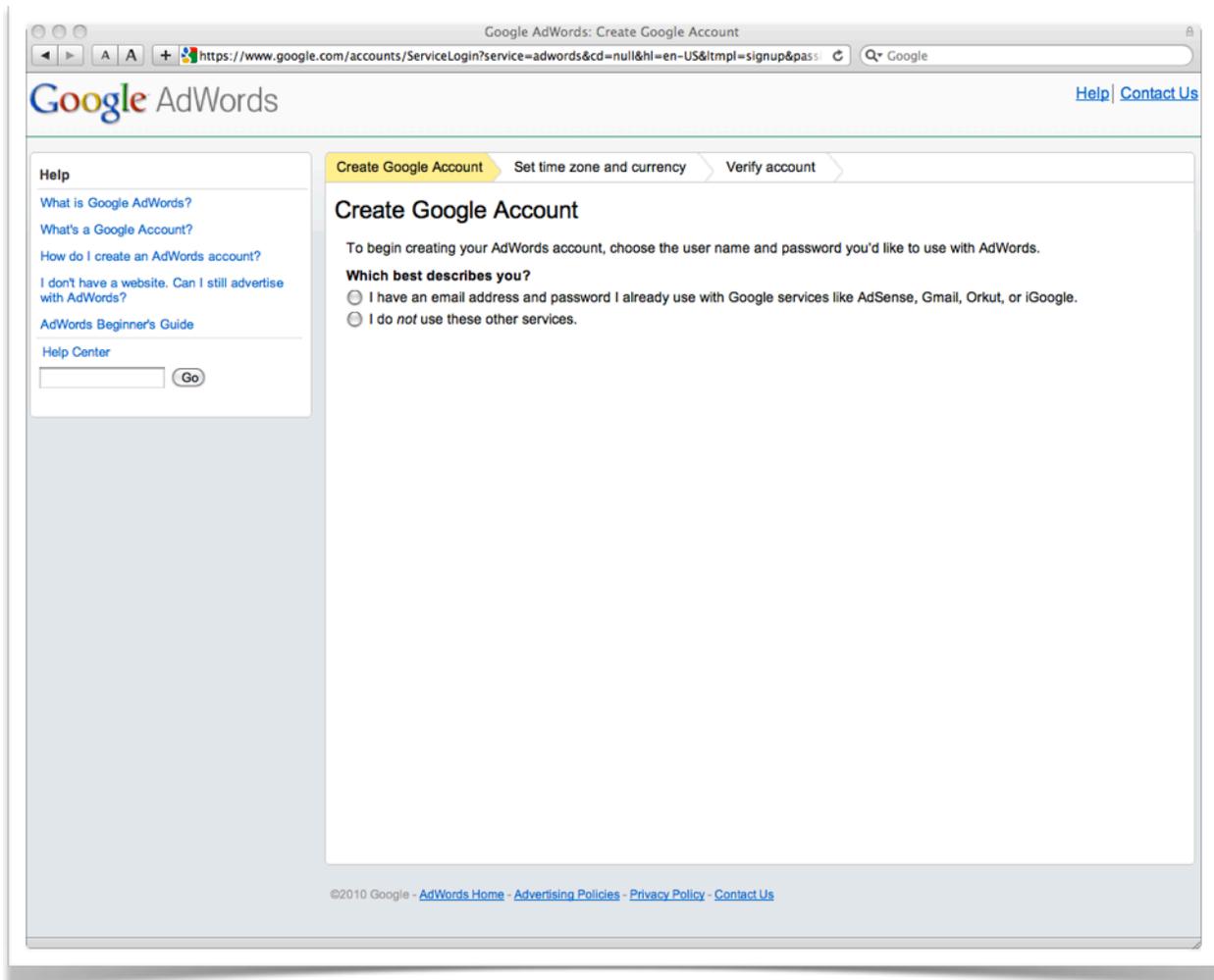
NANNETTE L'EPORÉ
OURTAKE GLOBAL MARKET
Neiman Marcus

Creating an AdWords Account

Connect to the Google AdWords online system using the address: <http://www.google.com/adwords/>. If you already have a Google AdWords account, go ahead and sign in. If you do not have a Google AdWords account, click the “Start now” button to set up a Google Account (please note the difference between a “Google Account” and a “Google AdWords account”). A Google Account simply involves registering an email address with Google.



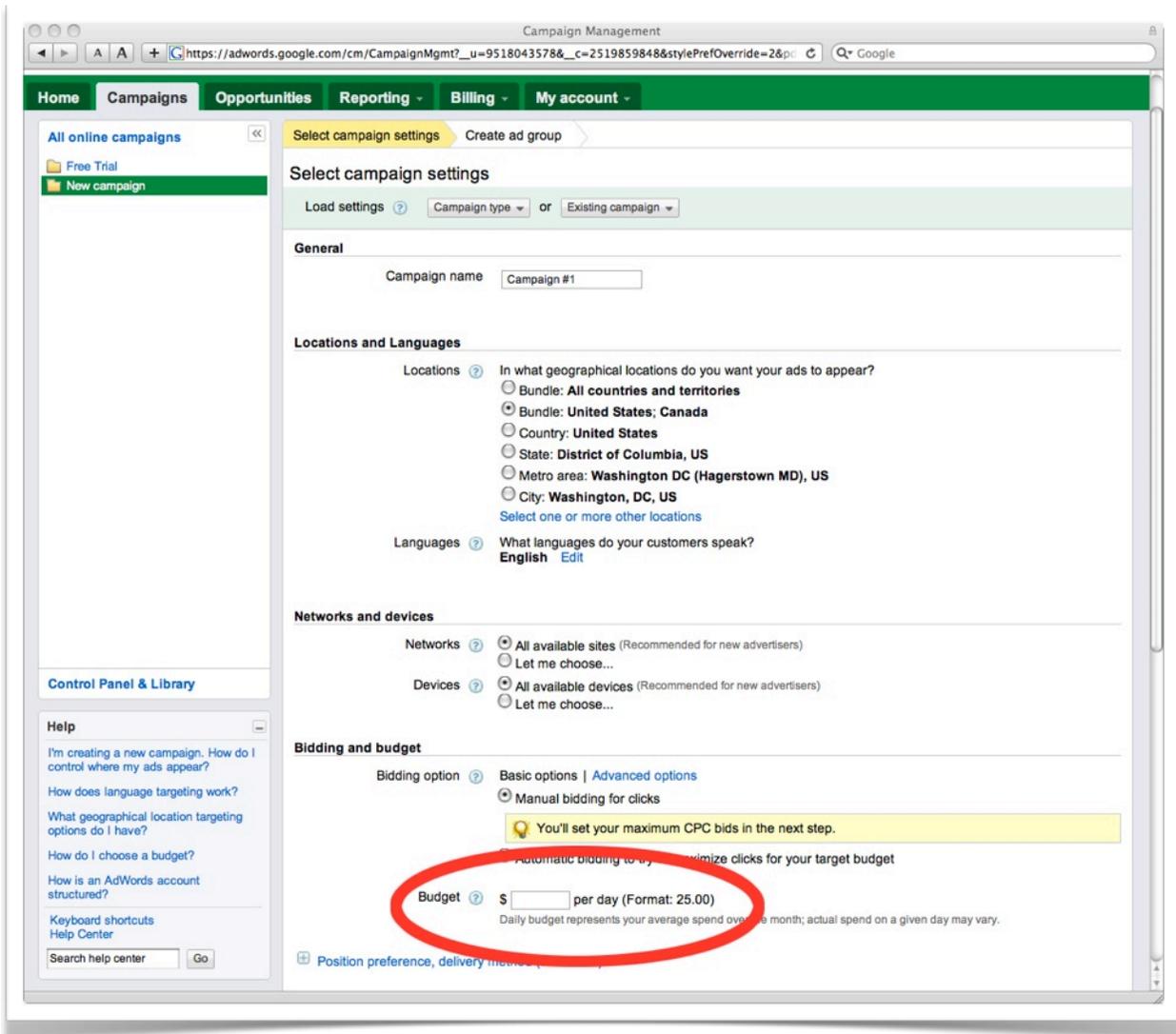
Google Account Set-up



If you already have a Google Account (perhaps for Gmail, Google Reader, etc.), you may use that account by clicking the top radio button. If you need to create a new Google Account, click the second button and follow the specified steps. Even if you already have a Google Account, you may wish to create a new one to be used specifically for AdWords. If so, click the second button.

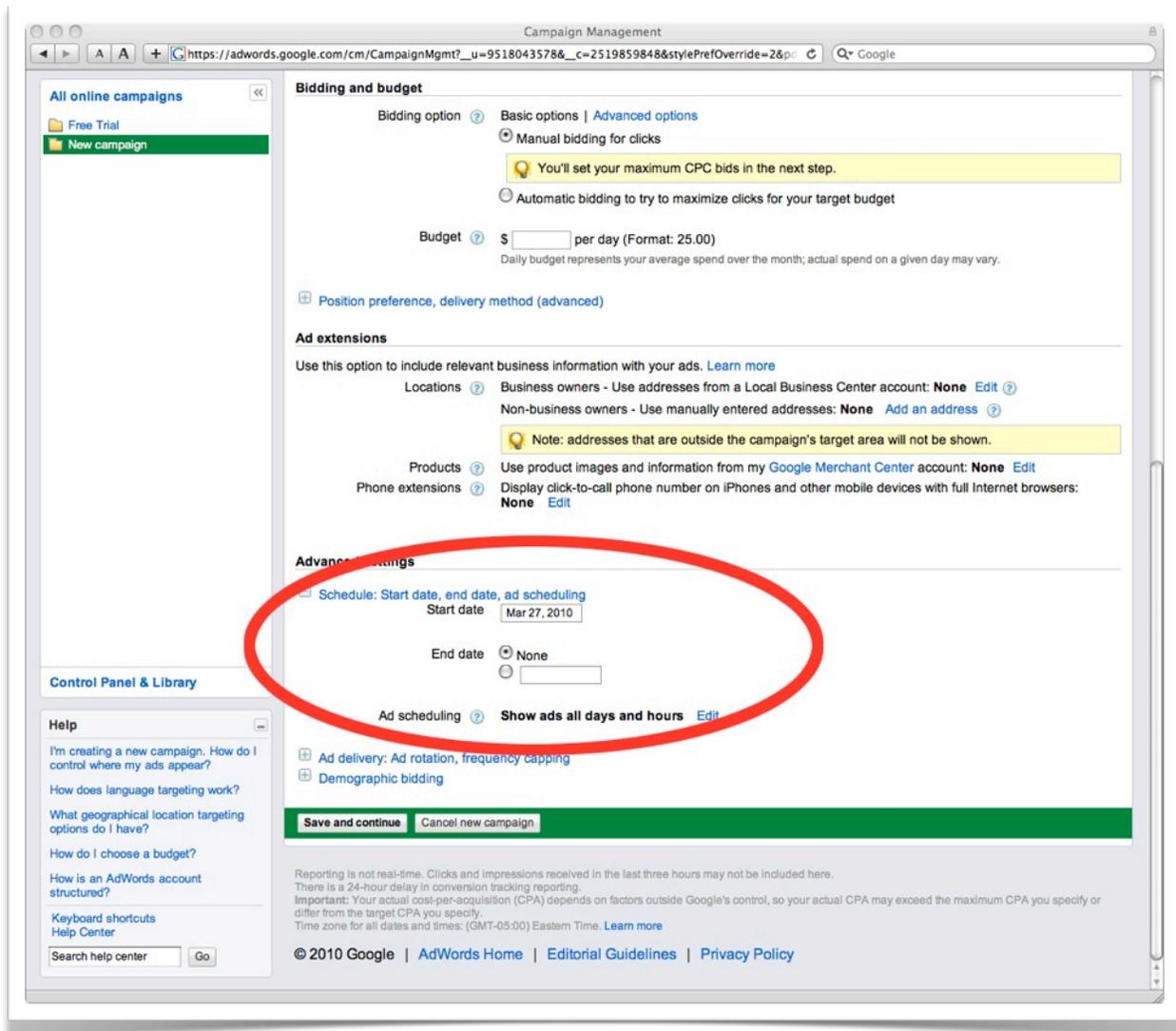
Creating a Campaign

Once you have logged in to AdWords, you will see a special page for first time users. There are several options to continue, but clicking the button that says “Create your first campaign” will be the easiest way to proceed. You will then see a page similar to the following:



The settings listed on this page are mostly self-explanatory and help is provided if additional assistance is needed. An important setting is your daily budget (circled in red).

You will probably also want to schedule a start and finish date for your campaign. Click on the “plus” sign next to “Schedule: Start date, end date, ad scheduling” under “Advanced settings”. This will expand the scheduling section to allow you to select start and finish dates.



Once you have completed the settings, click, “save and continue” to proceed to creating an ad group.

Creating an Ad Group

The Ad Group page also has a number of fairly self-explanatory options. The specific options will change depending on the type of ad that you choose. DC Urban Moms and Dads does not provide WAP pages, so you should either select Text or Image ads. Be sure to complete the section for maximum cost per click (the highest amount you are will to pay for a click).

The screenshot displays the Google AdWords interface for creating a new ad group. The browser address bar shows the URL: https://adwords.google.com/cm/CampaignMgmt?_u=9518043578&_c=2519859848&stylePrefOverride=2#n. The page title is "Campaign Management". The user is logged in as "jeff@steele.com" with a customer ID of "871-151-4972".

The navigation menu includes: Home, Campaigns (selected), Opportunities, Reporting, Billing, and My account. The left sidebar shows "All online campaigns" with a tree view containing "Campaign #2", "New ad group" (highlighted), and "Free Trial".

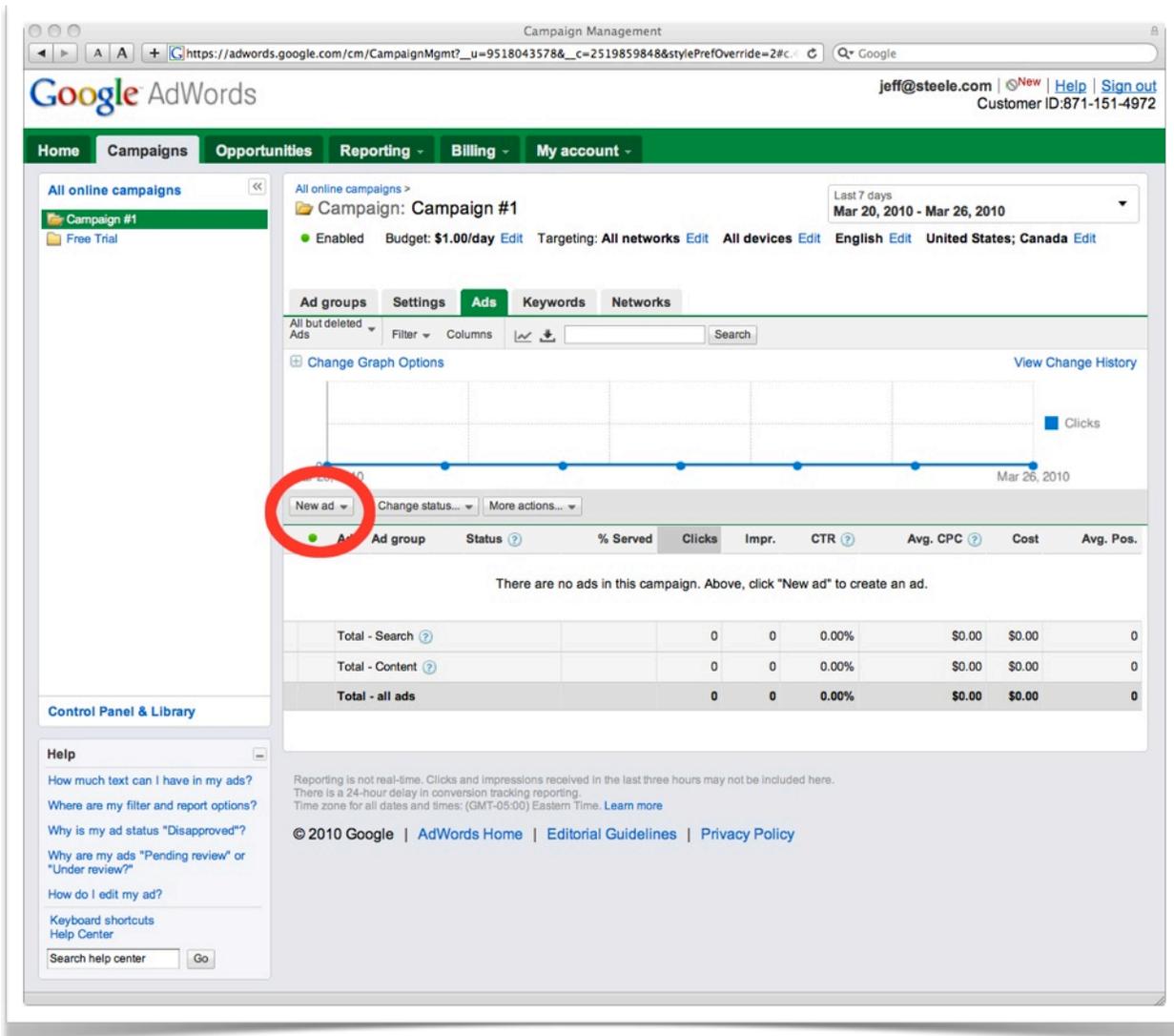
The main content area is titled "Create ad group" and includes the following sections:

- Select campaign settings** (checked) and **Create ad group** (active).
- Name this ad group**: A text input field containing "Ad Group #1".
- Create an ad**: Radio buttons for "Text ad" (selected), "Image ad", "Display ad builder", and "Mobile ad (WAP only)".
- Enter your first ad here**: A section for entering ad details, including "Headline", "Description line 1", "Description line 2", "Display URL", and "Destination URL" (with a "http://" dropdown).
- Ad preview**: A preview of the ad showing "New York Budget Hotel", "Clean and close to subway.", "Students save 20%!", and "www.example.com".
- Keywords**: A section for selecting keywords, with a text area for entering keywords and an "Estimate search traffic" button.
- Advanced option: match types**: A section for selecting match types.

The bottom of the page shows a loading status: "Loading 'https://adwords.google.com/cm/CampaignMgmt?_u=9518043578&_c=2519859848&stylePrefOverride=2#ADGROUP_41121902', completed 11 of 12 items".

Creating Ads

The DC Urban Moms and Dads website supports Text and Image ads. To add these types of advertisements, click on the “Ads” tab of the campaign page. Select either “Text Ad” or “Image Ad” from the “New ad” drop down menu (circled below). Image ads should be prepared in advance so they will be ready to upload during this step. The dimensions for the ad slots are either 468x60 pixels for the banner or 160x600 pixels for the skyscrapers. You can add multiple advertisements which will be rotated.



Creating Keywords

If your plan is to exclusively target the DC Urban Moms and Dads website, you will be conducting what Google calls a “Managed Placement” campaign. In such a campaign, keywords are less important. Nevertheless, keywords can help in placing your ad near content that is of the greatest interest to you. For instance, if you believe that your advertisement will appeal mostly to people interested in school issues, you may want to create a list of keywords related to schools. To create keywords, follow these steps:

- Click on the “Keywords” tab within the “Campaigns” page
- Click the “Add keywords” button that is just below the graph
- In the resulting page, list keywords in the keywords box one keyword (or phrase) per line
- Save the keywords

You will be able to add, modify, or delete keywords at any time.

AdWords includes a number of tools to help refine your keywords.

Over time, you will be able to see which words were most successful and vice versa.

Creating a Managed Placement

Click on the “Networks” tab within the “Campaigns” page.

The screenshot shows the Google AdWords Campaign Management interface. The 'Networks' tab is selected, and the 'Managed placements' section is expanded. The 'Managed placements default bid' section is highlighted in yellow. The 'Managed placements' box contains the text 'www.dcurbanmom.com'. The 'Managed placements default bid' section contains the text 'Managed placements default bid. Please set a default bid for all of your managed placements in this ad group. Managed placements bid \$' followed by an input field.

	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
Search	\$1.00	0	0	0.00%	\$0.00	\$0.00
Google search		0	0	0.00%	\$0.00	\$0.00
Search partners		0	0	0.00%	\$0.00	\$0.00
Content		0	0	0.00%	\$0.00	\$0.00
Managed placements		0	0	0.00%	\$0.00	\$0.00
Automatic placements	auto	0	0	0.00%	\$0.00	\$0.00
Total - All networks		0	0	0.00%	\$0.00	\$0.00

Click on the “show details” link next to the “Managed placements” heading under “Content” (circled in red above after being clicked) in order to expand the Managed Placements section of the page. In the “Managed placements” box, type “www.dcurbanmom.com”. If you also wish to advertise on other websites, you can enter their addresses

one per line. Finally, you may optionally enter a default bid (circled in red above).

Managed placements work in a manner similar to auctions. There is a limited number of times that an advertisement can display (number of ad slots x number of page views). Due to the popularity of the DC Urban Moms and Dads website, the entire number is almost always taken. Therefore, in order for your ad to display, you must out-bid a current advertiser. You can start out with a relatively low default bid and then raise it later if you find that your ads are not being displayed. Unfortunately, Google does not disclose any financial information to us, so we are unable to provide any guidance regarding a reasonable bid.

Billing Information

Before your campaign can be activated, you must provide billing information. From the “Billing” tab at the top of the page, choose “Payment Options”. You can elect to pay either through direct bank withdrawal or credit card. Alternatively, you can choose to prepay. Once you complete the required billing steps, your campaign will be ready to launch.

Conclusion

Once your campaign is underway, use the reporting and tracking mechanisms provided by AdWords to evaluate progress with your campaign. You can refine your campaign options during the course of the campaign.