



Call-Only Search Campaign Setup Guide

The definitive guide to creating **Call-Only** campaigns.



The **Call-Only Search Campaign Setup Guide** is designed to walk you through the process of setting up your Call-Only campaign and avoid any mis-steps or costly errors.

Step 1 - Setup Your Landing Page

Mobile Friendly Landing Page

Create your mobile friendly landing page. Or ensure that your page, and website are responsive and work well on a mobile phone. Make sure your business phone number or tracking phone number is on the page!

With Call-Only campaigns the user will NOT visit your landing page, but users may end up saving or remembering your domain name and visiting your site later.

Create Desktop and Mobile Landing Pages





Landing Page Quality Score

It's not entirely clear how much importance Google Adwords gives your landing page for quality score, but it is a factor. So, ensure you have good quality, unique content on your page. Be sure to add a Privacy Policy, Terms and Conditions and a Contact Us page. It is acceptable to use a one-page landing page with Google Call-Only campaigns.

Step 2 - Keyword Research

Phone Call Related Keywords

Your keyword research will only slightly differ from your normal keyword research, except that you'll want to add in keywords related to phone calls.

Try adding keywords like number, call, phone number, contact, etc. to existing keywords. For example, if you have a keyword like "local roofer", simply add "call local roofer". Or, if you're currently using your company name as a keyword, add "number" or "phone number" to your company name keywords.

Call Related Keyword Ideas

Ad group ideas	Keyword ideas
Search Terms	
call roofer	
call a roofer	
call for roofing	
roofing phone number	
phone local roofer	





Negative Keywords

Also, negative keywords matter with Call-Only. You're looking for potential customers that are calling when they are ready to buy. Avoid keywords like "customer service", "review", "compare", etc. Customer service callers should be routed away from sales agents and users looking to review or compare aren't ready to purchase yet.

Step 3 - Create Your Call-Only Campaign

Setting Up Your Call-Only Campaign

Now that you've taken care of a lot of the details, you're ready to create your Call-Only campaign. Create a Search Network only campaign type and be sure to check the "Call-Only" radio button.

Choose "Call-Only" for Campaign Type

- Standard - Keyword-targeted text ads showing on Google search results [?](#)
- All features - All the features and options available for the Search Network [?](#)

- Mobile app installs - Ads encouraging people to download your app [?](#)
- Mobile app engagement - Ads that encourage actions within your app [?](#)
- Dynamic Search Ads - Ads targeted based on your website content [?](#)
- Call-only - Ads that encourage people to call your business [?](#)

Search Partners

When you're setting up your Call-Only campaign un-check the "Include search partners" check box. Many, if not all, of Google's search partners cannot utilize click-to-call ad extensions and you could end up receiving traffic to your site, and not just phone calls.

Un-check "Include search partners"

Networks [?](#) To choose different networks, edit the campaign type above or create a new campaign.

- Google Search Network [?](#)
- Include search partners





Targeting

In most cases with click-to-call, especially when targeting locally for brick and mortar businesses, you should choose to target “People in my targeted location” under Location options.

Choose to Target “People in my targeted location”

Location options (advanced)

- Target [?](#)
- People in, searching for or who show interest in my targeted location (recommended) [?](#)
 - People in my targeted location [?](#)
 - People searching for or who show interest in my targeted location [?](#)
- Exclude [?](#)
- People in, searching for or who show interest in my excluded location (recommended) [?](#)
 - People in my excluded location [?](#)

Dayparting

Setup your ad schedule to match your business hours, or the most optimal time to receive calls for your business. Be extra careful of timezones, your Google Adwords timezone may be set to a different timezone.

Step 4 - Setup Conversion Action

Creating Your Conversion Action

Before you start setting up your Call-Only campaign text ads, you should create your conversion action. This conversion action will be directly tied to each of the text ads you create. Go to “Tools” and select “Conversions” to start.

Google Forwarding Numbers

Google will use dynamic number insertion to replace your tracking number or business number on the text ad with their forwarding number. This will allow for tracking of conversions on keywords, text ads, ad groups and campaigns. You want to use Google’s forwarding numbers for tracking.





Creating Your Conversion Action

When creating your conversion action, select to track phone calls with a Google forwarding number. Choose to track calls from call extensions or Call-Only ads. After you've named your conversion, assign a value to your conversion, or don't, it's up to you.

Select to Track Phone Calls

 Website Track purchases, form submissions or other actions by adding a tag to your website. Learn more <input type="button" value="Select"/>	 App Track app downloads or in-app actions by adding a code snippet to your app. Learn more <input type="button" value="Select"/>	 Phone calls Track calls to your business by using a Google forwarding number or by adding a tag to your website. Learn more <input type="button" value="Select"/>	 Import Track offline or online conversions by uploading data from another system. Learn more <input type="button" value="Select"/>
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Choose how to Track Phone Call Conversions

Phone call conversions

Select the source of the phone calls that you'd like to track:

- Calls from ads using call extensions or call-only ads**
Requires Google forwarding numbers, which are only available in certain countries. [Learn more](#)
- Calls to a telephone number on your website**
Requires adding a tag to your website and using Google forwarding numbers, which are only available in certain countries. [Learn more](#)
- Clicks on your number on your mobile website**
Requires adding a tag to your mobile website. [Learn more](#)





Setup Your New Conversion Action

Name	Roofing Call Conversion	
Value	Enter the value of one phone call conversion to your business. Learn more	
	<input type="radio"/> Each call is worth: US Dollar (USD US\$) ▾ <input type="text" value="1"/>	
	<input type="radio"/> Don't assign a value	
	<input type="button" value="Done"/>	<input type="button" value="Cancel"/>
Call length	60 seconds	
Count	Unique conversions	
Conversion window	30 days	
Category	Lead	
Optimisation	Include in Conv. (opt.) columns	

Conversion Call Length

When setting the call length of your conversion action you'll need to determine the length of a quality call for your business or client. An average quality call is about one to three minutes, but it depends on the business. Do you need to ask qualifying questions? Can you quickly determine the quality of a call in the first few seconds of the call? Will your IVR help to qualify? Answer these questions before setting your call length and be sure to listen to the calls to see if your conversion call length is accurate.





Final Steps of Setting Up Your Conversion Call Length

The last few steps of creating your conversion action is to choose your conversion window, or how long you'd like to track your conversions. The standard is 30 days, but you could set it to less or more if you like. Finally, set your category and check the box next to "Optimization" to include data for this conversion action for conversion-based optimization.

Step 5 - Create Text Ads

Creating Call-Only Text Ads

With Call-Only campaigns your text ad will be a little different than a classic text ad. It's directly tied to your conversion action, that's why you want to setup your conversion action first.

First Step in Creating Your Call-Only Text Ad

The first step in creating your Call-Only text ad is to enter your business name. Simply enter the name of your business or site. The next step is to add your phone number. Make sure it matches the phone number used on your verification landing page for the text ad.

Create Your Call-Only Text Ad

Business name ?	<input type="text" value="Call Roofing Pros"/>
Phone number	<input style="background-color: #f0f0f0; border: 1px solid #ccc;" type="text" value="United States"/> <input type="text" value="888-555-1234"/>
	<small>Example: (201) 555-5555</small>
Description line 1	<input type="text" value="Find Local Roofers in Your Area."/>
Description line 2	<input type="text" value="Call Qualified Local Roofers Now!"/>
Display URL ?	<input type="text" value="www.CallRoofingPros.com/Call-Now"/>
Verification URL ?	<input type="text" value="http://www.callroofingpros.com/"/>

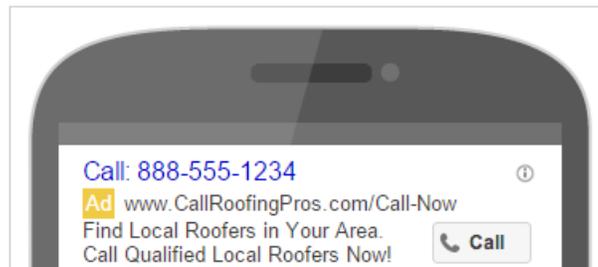




Text Description Lines

Use the text description lines to enter your ad text. Call-Only ads don't have headline text, that's where your forwarding phone number will be placed. Be sure to use text that communicates to the user that they will be making a call when they click the text ad. After users click the text ad they'll be prompted to call, they are not directly connected to the call from the click.

Preview Your Call-Only Text Ad



URL Fields

In the display field, simply enter the URL of your domain. The display field is a good place to add keywords or a call to action after the "/>. For example, "www.domain.com/Call-Now", "www.domain.com/Roofing". Your verification URL replaces the destination URL field and is simply used for Google's verification of the site and it impacts your quality score. The verification URL field is the reason you still need a landing page for Call-Only campaigns.

Reporting Conversions

In order to track conversions from calls you need to select to "Show my ad with a Google forwarding phone number and use call reporting" and select to "Report conversions" to "Count calls as phone call conversions" and then select your conversion action you created in the previous step.





Preview Your Call-Only Text Ad

Show my ad with A Google forwarding phone number and use call reporting

By selecting this, you agree to the [Google voice Terms of Service](#) and [Privacy Policy](#).

We'll add a new call conversion action called "Calls from ads" once we record at least 1 conversion. Click "Manage conversion actions" or "create a call conversion action" to manage your call conversion actions. [Learn more](#)

My own phone number (don't use call reporting)

Report conversions Count calls as phone call conversions

Conversion action

[Manage conversion actions](#)

Step 6 - Verify Ownership of Your Site

Verify Your Site for Call-Only

For all Call-Only campaigns Google requires that you verify the ownership of the site. This is to avoid allowing marketers to use landing pages and sites they don't own to promote their business and phone number. There are three ways to verify that you own the site.

Identical Phone Number

Simply add the identical phone number from your Google Adwords call extension to your website or landing page.

Link Your Adwords and Google Search Console Accounts

To link your Adwords and Google Search Console Accounts simply sign in to Adwords and click the gear menu. From here, select "Account Settings" and click "Linked accounts" in the navigation. Under "Search Console", click "View details", and in the text box enter the URL for the website you want to link. Click "Continue" and if the accounts successfully link you'll receive a "Congratulations" message.





Setup Conversion Tracking

You can also prove ownership of your site by setting up any one of Google's conversion tracking actions. Although you won't necessarily be using these conversion tracking methods, you can still set one up to prove you own the site. So, you can choose to setup website or phone conversions, but the key is to get Google's conversion code placed on your website or landing page.

Additional Tips:

Do NOT Set a Mobile Bid Adjustment

Call-Only campaigns are designed only to receive traffic from devices that can make calls. If you set a mobile bid adjustment, you could hurt your ad rank, as your ad rank is based on the bid you set and does not include the bid adjustment.

Call-Only Phone Numbers

There are a few things you should note regarding the phone numbers you use with Google Adwords.

- Use an accurate phone number.
 - Your phone number must be accurate, active and relevant.
- No fax numbers, domestic numbers only.
 - Use a local number from the country you're targeting.
- No premium numbers.
 - Cannot use 1-900 phone numbers or numbers with additional charges.
- No vanity numbers.
 - Letters will not work.
- Phone numbers must have an active voicemail.



“We are Pay Per Call”



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