



Google Ads

6 Tips to save you money and increase performance

Presented by Nick Lima

1) Start with Search campaigns only



Search network is the best place to target people who are proactively searching your product or service. By default Google Ads has display selected

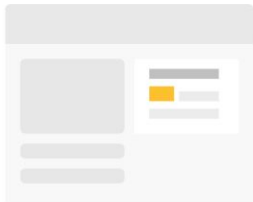


Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

Include Google search partners

Keep this ticked but after 30 days look at performance under Segment (Network with Search partners) if its showing a low CTR then untick



Display Network

Expand your reach by showing ads to relevant customers as they browse sites, videos and apps across the Internet

Include Google Display Network

Untick this!



2) Daily budgets and click strategy

I recommend setting your daily budget to half or even a quarter of the actual daily budget that you have in mind, especially when you are new to the game. This will allow you to ease into the campaign while monitoring how the traffic performs based on your targeting.

For your initial campaigns the 2 settings i recommend are:

- 1) Manual CPC
- 2) Maximise clicks

After a period of time you can review the data and choose an automated bid strategy like CPA, eCPC or Maximise conversions. Before an automated bid strategy can happen Google needs at least 30 days conversion data or a handful of conversions

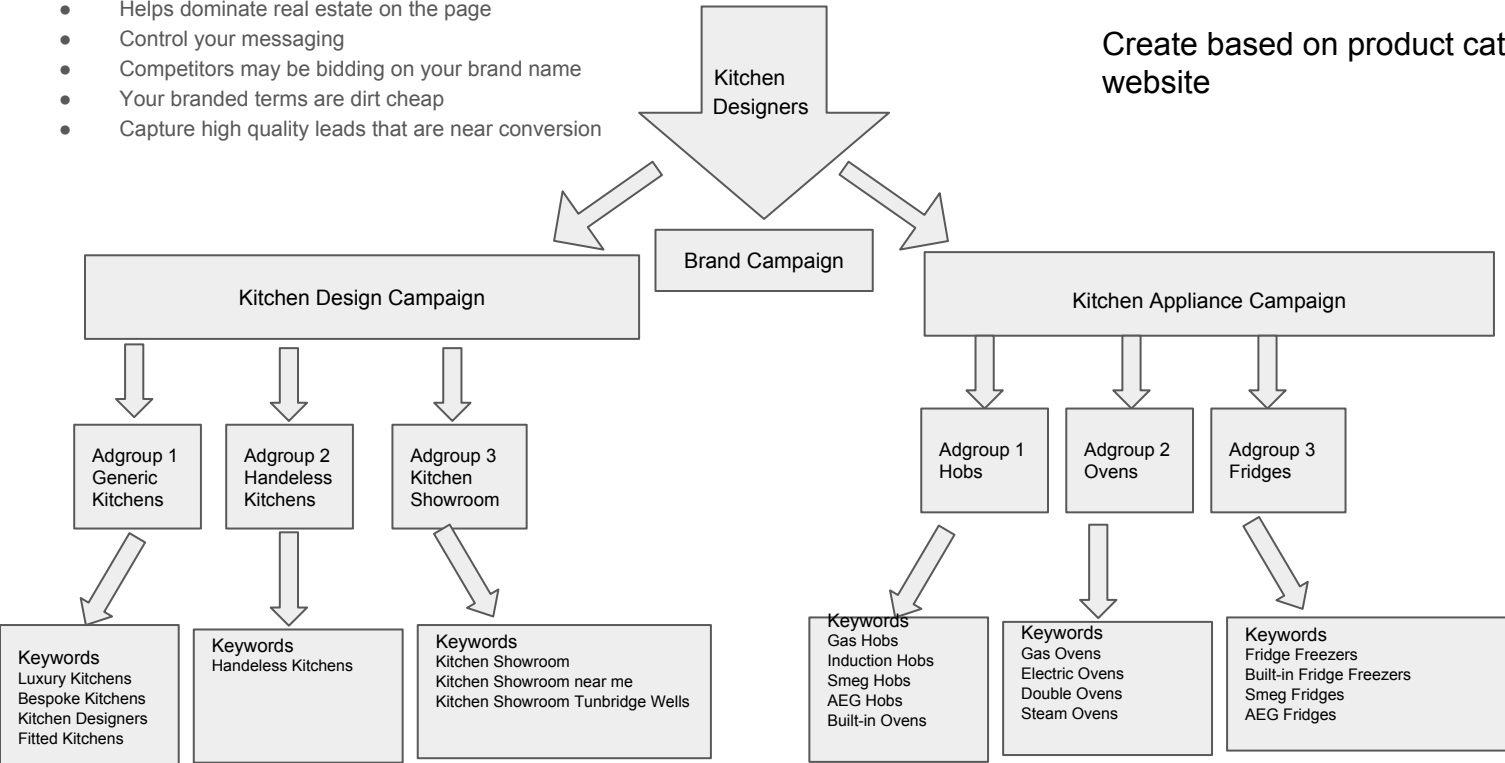
An excellent account structure



Why brand campaigns?

- Helps dominate real estate on the page
- Control your messaging
- Competitors may be bidding on your brand name
- Your branded terms are dirt cheap
- Capture high quality leads that are near conversion

Create based on product categories on the website





Creating Great Ad copy

Ad copy is arguably the most important part of your AdWords campaign. It's responsible for attracting the right prospects while putting off those who won't convert to customers.

- Split test at least 2-3 versions of your adverts with different headlines You can then create versions of the winning ad copy to test variations to further improve click thru rate
- Use Keyword Insertion - dynamically updates your ad text to include one of your keywords that matches a customer's search. Ad relevance is proven to increase click-thru-rate!
- Try and have a call to action at the end of your ad copy e.g Enquire Now!, Call Now!, Contact us!
- **NEW: Responsive search ads** lets you create an ad that adapts to show more text—and more relevant messages—to your customers. Enter multiple headlines and descriptions when creating a responsive search ad, and over time, Google Ads will automatically test different combinations and learn which combinations perform best in the search results

Keyword Match Types

Match Type	Symbols	Matches to:	Example Keyword	Matches to:
Broad	example keyword	misspellings, synonyms, related searches, close variations	bike shop	cycle store
Broad Match Modifier	+example +keyword	search terms that include all words preceded by '+', or a close variant	+bike +shop	bike repair shop
Phrase	"example keyword"	search terms that include the keyword phrase without any words in between, or a close variant	"bike shop"	local bike shop
Exact	[example keyword]	search terms are only that keyword, or a close variant	[bike shop]	bike shop

PRO TIP: Never use Broad match! Google will eat your budget. Unless you use exact match make sure you add negative keywords

Set up Negative keyword list

The less restrictive the keyword match type on the Search network (broad and broad match modifier), the higher the chances are that your ad will be triggered by search phrases that have nothing to do with your products and services. It's a good idea to make sure you're not receiving clicks from unrelated searches in your campaigns.

One example..Let's say you have a business that only serves Tunbridge Wells and surrounding area. The obvious thing would be to set up geo specific keywords like "Dentist Tunbridge Wells" and only appear within a 10 mile radius. But This method would severely restrict your impressions. What you can do is set up negatives of most of the town and cities in UK in a few minutes..Just Google "Complete list UK Towns CSV" and you can then edit the list taking out the towns and cities you want to show for and upload it to your Google account. This way when someone Googles "Local Dentist" you will not show for "Local dentist Brighton" etc.

[UK Towns and Counties List – Paul Stenning](https://www.paulstenning.com/uk-towns-and-counties-list/)

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19 May 2015 - Originally compiled for Campsite Finder, this **CSV** file contains a **list of UK towns and cities** sorted by county and country (England, Scotland, ...

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